

DESIGN LENS

May 2022 Edition

7 Projects from 5 States



NEW HOMETRENDS
INSTITUTE

by John Burns Real Estate Consulting

In case you missed it

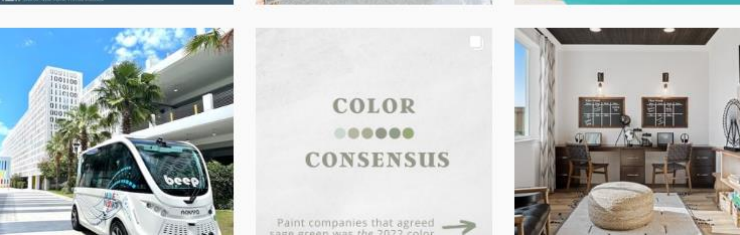
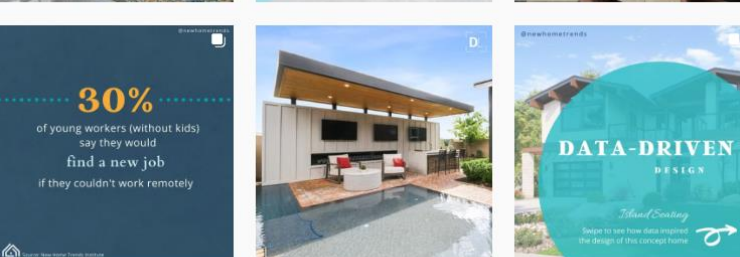


May Survey Insights Report Master Plans and Amenities

Insights from our February/March 2022 surveys of 79 master plans around the country and 1,199 homeowners with household incomes of \$50,000+:

1. Trails provide the biggest bang for your buck
2. Outdoor amenities will continue to accelerate
3. Mainstay amenities are getting a second look
4. Nearly half of all master plans are planning for a build-for-rent section

Download the report [here](#).



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A unique and vibrant example of desert-urban living that was ahead of its time in construction and sustainability

Optima Inc.'s Optima Camelview Village in Scottsdale, AZ

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- **Buyer:** Young professionals, empty nesters, and second-home buyers
- **Elevation:** Desert modern including a mix of glass, steel, and stone
- **Unique Home Features:**
 - Creative landscaping which includes a series of terraced green roofs combined with the surrounding grounds. Beauty that also provides a lot of benefits.
 - Utilized prefab recycled steel structures and window walls.
 - Parking is all located in a subterranean garage which helps to create a relaxed pedestrian environment on the site.

Product type: Stacked flats
Square footage: 800 to 5,000 sq. ft.
Density: 23 per acre
Architect: Optima Inc.

Plentiful structural and design options allow these homes to appeal to a wide range of buyers and be personalized

Ashton Woods' Midtown at Nexton in Summerville, SC



- **Buyer:** a wide range including families and retirees
- **Elevation:** Charming traditional styles with wide front and wraparound porches
- **Unique Home Features:**
 - Spacious **great rooms** in every home with **formal dining rooms** in some plans.
 - Outdoor living at the **front** and the **back of the home** and sometimes off the upper floor.
 - Storage opportunities including **butler's pantries** and storage closets.
 - Upgrades that cater to guests or multigenerational living with **suites in the main house** or **carriage units over the detached garage**.

Product type: Alley-loaded
Single-family detached

Square footage: 1,737 to 3,106 sq. ft.

Lot size: 5,000 to 10,000 sq. ft.

Architect: In-house architecture

Interior Designer: In-house design

Spacious single-family homes designed with a focus on family and entertaining with gourmet kitchens and gathering areas

Tri Pointe Homes' Shimmer at One Lake in Fairfield, CA



- **Buyer:** Growing families
- **Elevation:** Bay Area Bungalow, Coastal Farmhouse, California Coastal, and Prairie
- **Unique Home Features:**
 - Alternative gathering areas include **ground floor dens** and **second-story lofts**.
 - High bedroom counts and **bathrooms designed to share** appeal to family buyers.
 - Spa-like bathrooms that can be upgraded to feature **super showers** or a **tub and shower**.
 - Smart storage opportunities including **generous closets off the laundry room**.
 - **Optional living suite with bedroom** appeals to the multigenerational family buyer.

Product type: Single-family detached
Square footage: 2,590 to 3,019 sq. ft.
Lot size: 5,000 sq. ft.
Density: 5.6 per acre
Architect: WHA
Interior Designer: PDI

Traditional family homes that offer a backyard in a denser market where a backyard is an asset

Pahlisch Homes' Rosedale Parks Traditional SFD in Hillsboro, OR



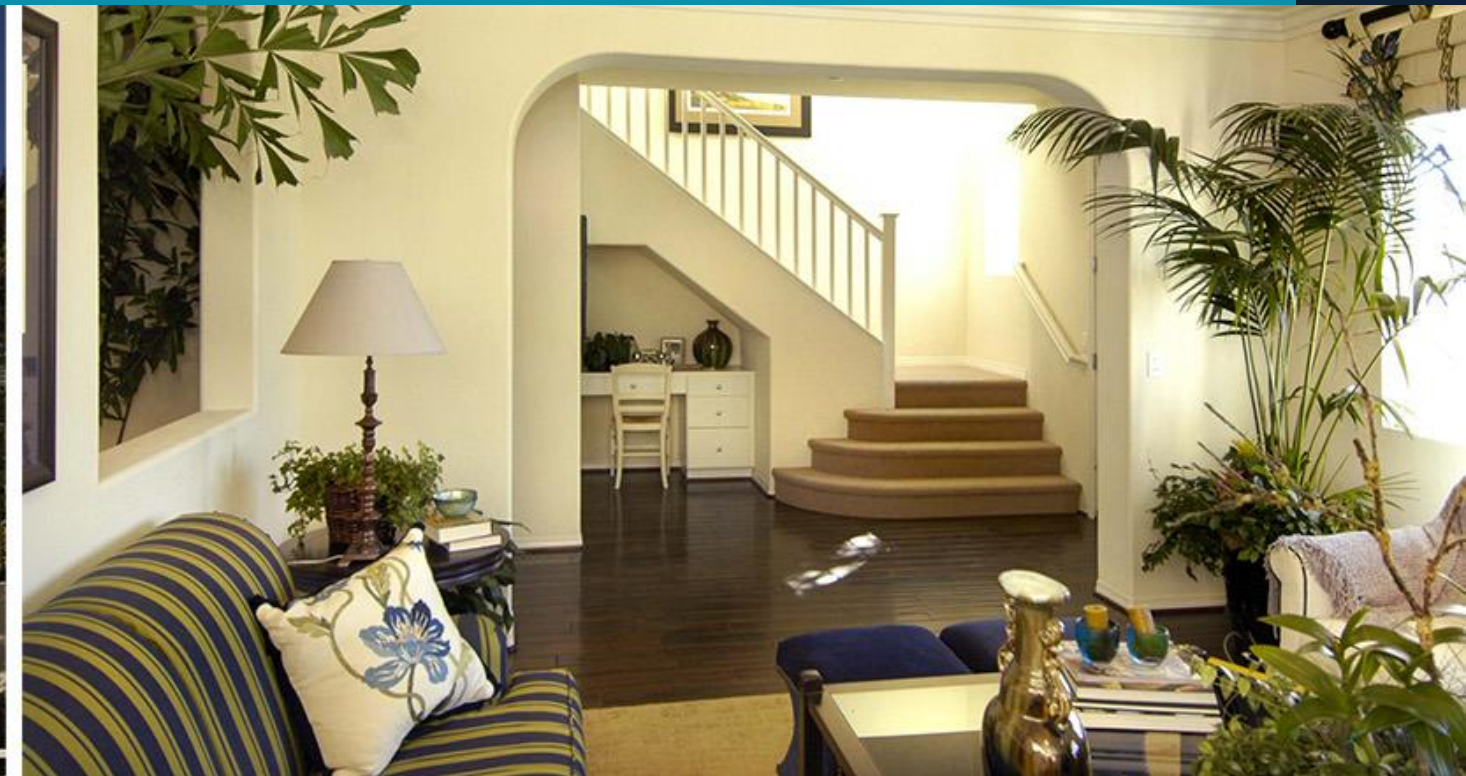
- **Buyer:** A range including families as well as empty nesters
- **Elevation:** Contemporary Pacific Northwest
- **Unique Home Features:**
 - Thoughtful focus on privacy between homes with **frosted windows** as well as **high fixed**.
 - **The right-sized office** provides a quality office space without taking up as much square footage as a full bedroom.
 - **Kitchens** designed for entertaining with an open layout and spacious island.
 - **Oversized garages** provide room for storage or even a hobby space.

Product type: Single-family detached
Square footage: 2,149 to 2,957 sq. ft.
Lot size: 5,538 sq. ft. (avg.)
Density: 5 per acre
Architect: In-house
Interior Designer: In-house

Alley-loaded homes make the most of lots less than 3,000 square feet with open great rooms and courtyards

Standard Pacific Homes' Celadon in Oxnard, CA

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- **Buyer:** Young families
- **Elevation:** Cottage, Eastern Seaboard, and Spanish
- **Unique Home Features:**
 - **Side** and **rear courtyards** bring light and a connection to the outdoors to these alley-loaded homes.
 - Alternative gathering areas support multiple functions from **hobby room** to **workspace**.
 - **Space over the garage** could function as a guest suite or even a multigenerational setup.
 - **Spacious primary bedrooms** provide retreats away from the rest of the home.

Product type: Alley-loaded
Single-family detached

Square footage: 1,527 to 2,076 sq. ft.

Lot Size: 2,800 sq. ft.

Density: 10 per acre

Architect: WHA

Interior Designer: Saddleback Interiors

A gated golf course community that is inclusive versus exclusive, welcoming all from families to Empty Nesters

Toll Brothers' Sterling Grove Master Plan in Surprise, AZ



- Honored the agrarian history of the site with the [land plan](#) and the architecture of the [community buildings](#) and the homes.
- An all-ages community with parcels for 55 and better buyers
- Resort-style amenities include a [restaurant](#), [grab and go market](#), [fitness center](#), [spa](#), [golf course](#), [multiple pools](#), and [sport courts](#).
- Promotes a connection to the outdoors [with lots of windows](#) in the clubhouse and multiple [outdoor gathering areas](#).
- [Features collections](#) ranging from lock-and-leave condos to traditional single family detached with homes styles featuring Craftsman, Farmhouse, Prairie, and Spanish.

| | |
|-----------------------|----------------|
| Master plan: | Sterling Grove |
| Developer: | Toll Brothers |
| Acres: | 780 |
| Total units: | 2,000 |
| Grand opening: | January 2020 |

Known for its progressive and artistic culture, Greenwich Village has been protected by historical designation for half a century

Greenwich Village Historic District



Golden Oldie



- Greenwich Village was once a famous epicenter for bohemian culture in the early 20th century, and the LGBTQ movement in the mid- to late- 20th century.
- In 1969, a large portion of Greenwich Village was designated a historic district to thwart urban renewal efforts and demolition of historic buildings. Covering one hundred blocks, the historic district is the city's largest and one of its oldest landmark districts.
- Greenwich Village's layout is much more organic than the typical grid layout of Manhattan.
- Architectural styles include Second Empire, Georgian Revival, Federal, Greek Revival, and Italianate.

Historic community: Greenwich Village Historic District
Location: New York City, NY

Contact Us

Access to our nationwide team of experts



NEW **HOMETRENDS**
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