



EMERGING TRENDS IN MAIN STREAM MPC'S





Neighborhood Crafting at Baxter



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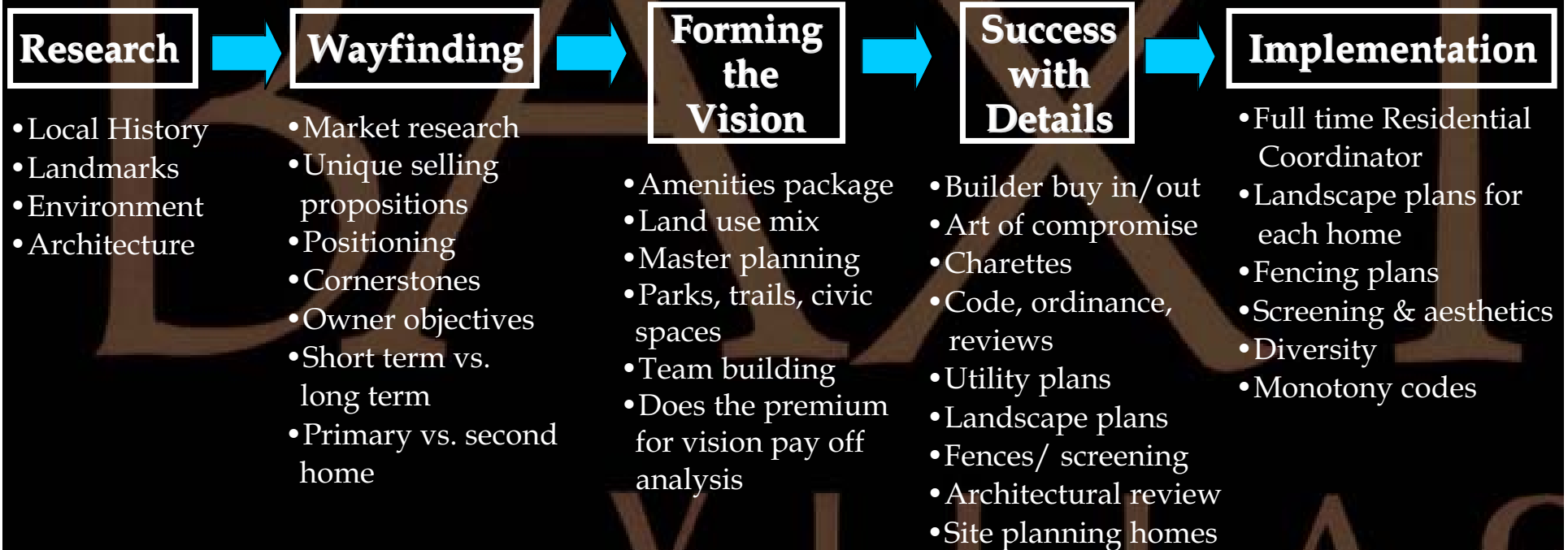


Where is Baxter Located?



Neighborhood Crafting

The 5 Key Ingredients to Success



Town Building Principles: Research

Upcountry South Carolina Towns

- Cheraw
- Chester
- York
- Fort Mill



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Town Building Principles: Research

Local History, Landmarks, Architecture/Environment

Neighborhoods

- Big houses are mixed with small houses.
- Setbacks may vary from one side of the street to the other.
- Streets are generally narrow with parking on both sides.
- Varying lawn widths give an informal and diverse character.
- Sidewalks and planting strips vary in width.



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Town Building Principles: Research

Local History, Landmarks, Architecture/Environment

Main Streets

- Unique in character.
- Two and three story.
- Architecture is a mix of Victorian era detailing and classical building vocabulary.
- Usually have a center or square as the central element.



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Town Building Principles: Research

Local History, Landmarks, Architecture/Environment

Civic Buildings

- Usually in a series of small-scale buildings such as the town hall, courthouse, the library, and churches.
- Usually are set within the normal block pattern with the exception of town hall or courthouse, they usually front on a public space.
- These buildings are scaled down to reflect the character of a single-family house
- The dominant style of the public buildings is Classical



Town Building Principles: Research

Local History, Landmarks, Architecture/Environment

Parks and Open Space

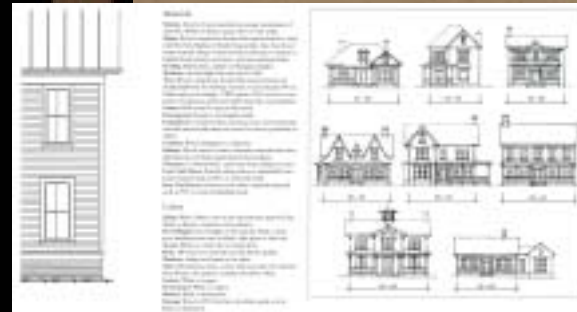
- Parks tend to be associated with the most prominent public building as formal lawns or community parks.
- Acted as distinct lines between farmland, woodlands, and the compact pattern of houses within a village.
- Upcountry towns usually have sophisticated sequences of neighborhood parks.



Neighborhood Crafting: Research

Pattern Book

- Guidelines for placing houses on lots.
- Guides the design of buildings and homes in the traditional architectural styles.
- Assures the integrity of design over time.
- Guides the design of civic spaces and parks.
- Provides an indigenous plant palette.



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Neighborhood Crafting: Wayfinding

Owner Objectives

- Short term vs. long term
- Primary vs. second home

Unique Selling Propositions

- Positioning
- Cornerstones



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Neighborhood Crafting: Wayfinding

Health/ Amenities



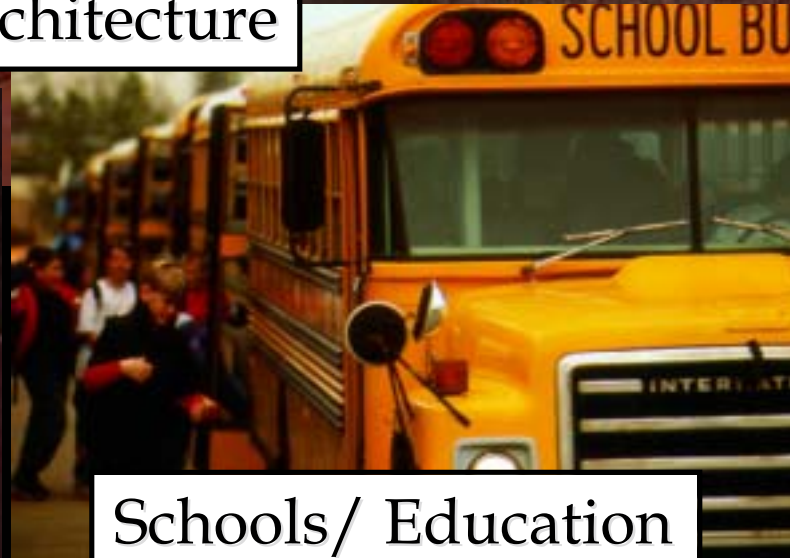
Architecture



Community



Technology



Schools/ Education

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Neighborhood Crafting: Wayfinding

Market Research

- Integration of housing types/ sales prices was a concern in focus groups.
- Mix of commercial and residential land uses was a concern.
- Architectural styles were well received by almost everyone.
- Alleys received a mixed response.
- Preferences for one or two story home appeared to be age/ lifestyle sensitive.
- Generally attached garages were preferred.
- Many wanted a school nearby, some insisted the school not be too close.
- Walking trails, parks and swim and tennis club were well received by almost everyone.
- Many consumers took a “wait and see” position.



Neighborhood Crafting: Key Elements

Amenities Package

- Parks/ Open Space
- Trails
- Recreation / Community Center
- Mixed use Areas
- Civic/ Schools

Land Use Mix

Master Planning

Parks/Civic Spaces

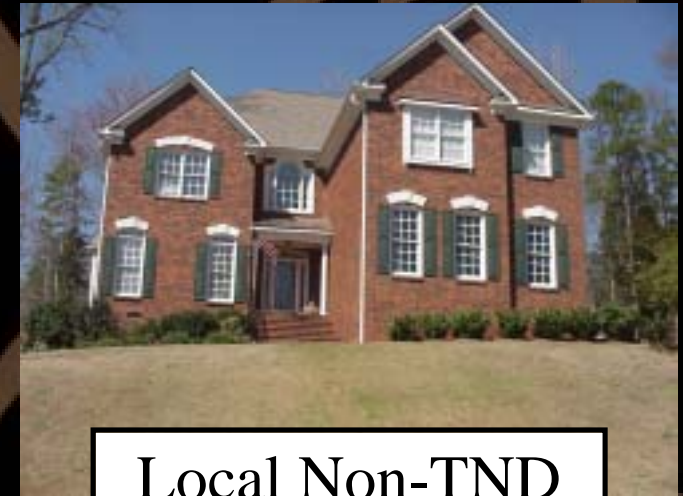
Team Building



Neighborhood Crafting: Key Elements

Does the Premium for Vision Pay Off?

		Lot \$	Home \$	Lot %
55' Wide Lot	Other Local TND	\$24,700	\$159,120	15.5%
	Baxter	\$38,500	\$246,250	15.7%
80' Wide Lot	Local Non-TND	\$51,340	\$338,430	15.2%
	Baxter	\$61,000	\$335,000	18.2%



Local Non-TND



Baxter Village

Where Additional Costs are Spent

- Architectural Guidelines
- Research
- Implementation
- Marketing
- Landscape
- Amenities/ Parks

Neighborhood Crafting: Premiums Realized

Cottage Home

Home 1524sf

3 BR/2.5 BA

Lot Size 30' x 110'

	<u>Cost</u>	<u>%</u>
Sales Price	\$156,585	100%

Costs

Land	\$26,079	16.6%
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Construction	\$91,360	58%
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Finance/ O.H./ Other	\$10,400	7%
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Profit	\$28,746	19%
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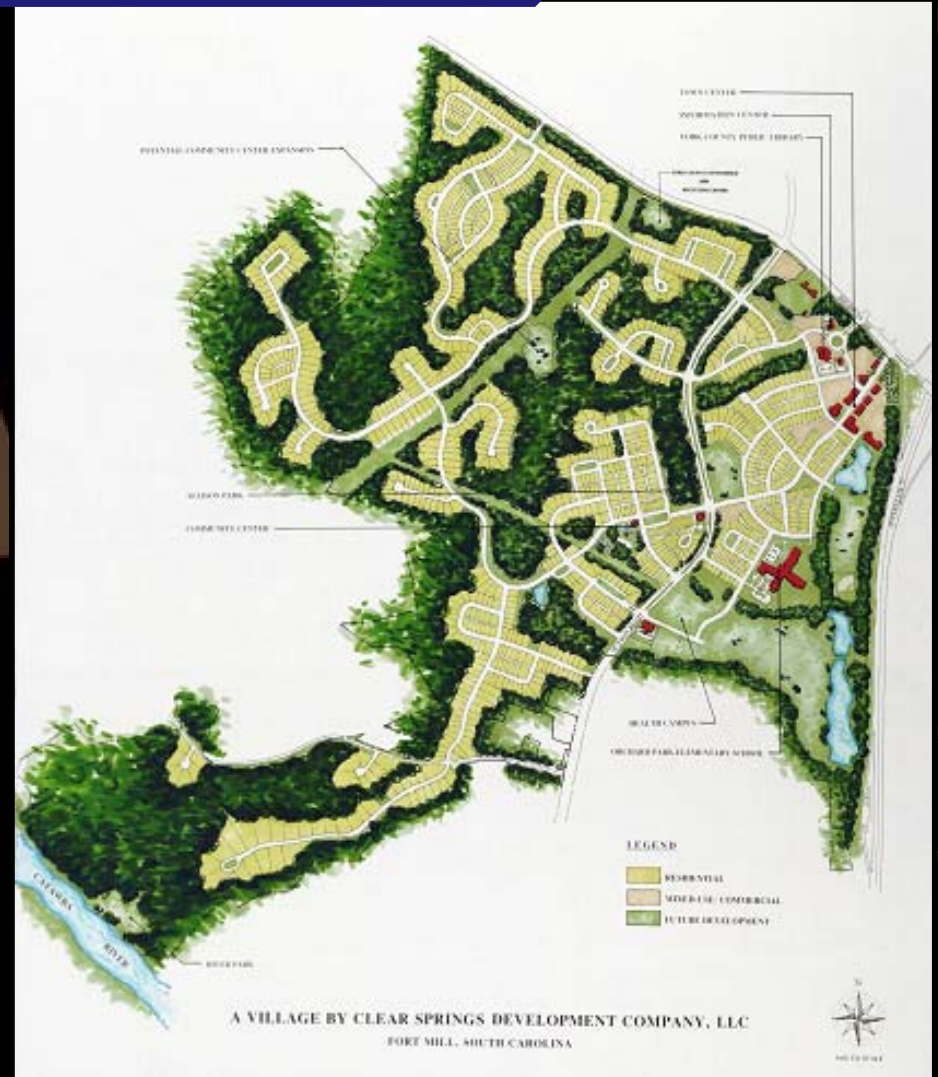
Town Building: Success with Details

Master Plan

- 1033 Ac Master Planned Community
- Traditional Neighborhood Development
- Over 500 Ac will be in Open Space
- Challenging Topographic Conditions
- Amenities include:
 - 200,000 sf Mixed-Use Town Center
 - Public Library
 - Elementary School
 - Medical Campus
 - Parks and Open Space

Statistics

- 242 families live in Baxter Today = 650 residents
- Average square foot of a home is 2,550 sf
- Average home sells for \$268,000
- Average price per square foot is \$104.55



Town Building: Success with Details

Unique Components of Baxter

- Integrated various lot types/ sizes in the same residential block.
- Integrated various price points in the neighborhood streetscape.
- Over 15 miles of trails throughout the community.
- Architectural Review is viewed by builders, homeowners and the developer as a positive.
- “Wired Community” each house is pre-wired with CAT 5-E cable.



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Town Building: Success with Details

Unique Components of Baxter.

- High level of street finish
 - Sidewalks on every street.
 - Curb and Gutter
 - Introduced several types of neighborhood pocket parks
 - Public parks are unique and sometimes even themed
- “Team” approach is taken throughout the planning and development process
 - Designing the home
 - Site plans
 - Landscape and Screening
 - Color selections
 - Repetition



Neighborhood Crafting: Corner Lots



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Neighborhood Crafting: Alleys



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Neighborhood Crafting: Topography Matters



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Neighborhood Crafting: Builders are Partners

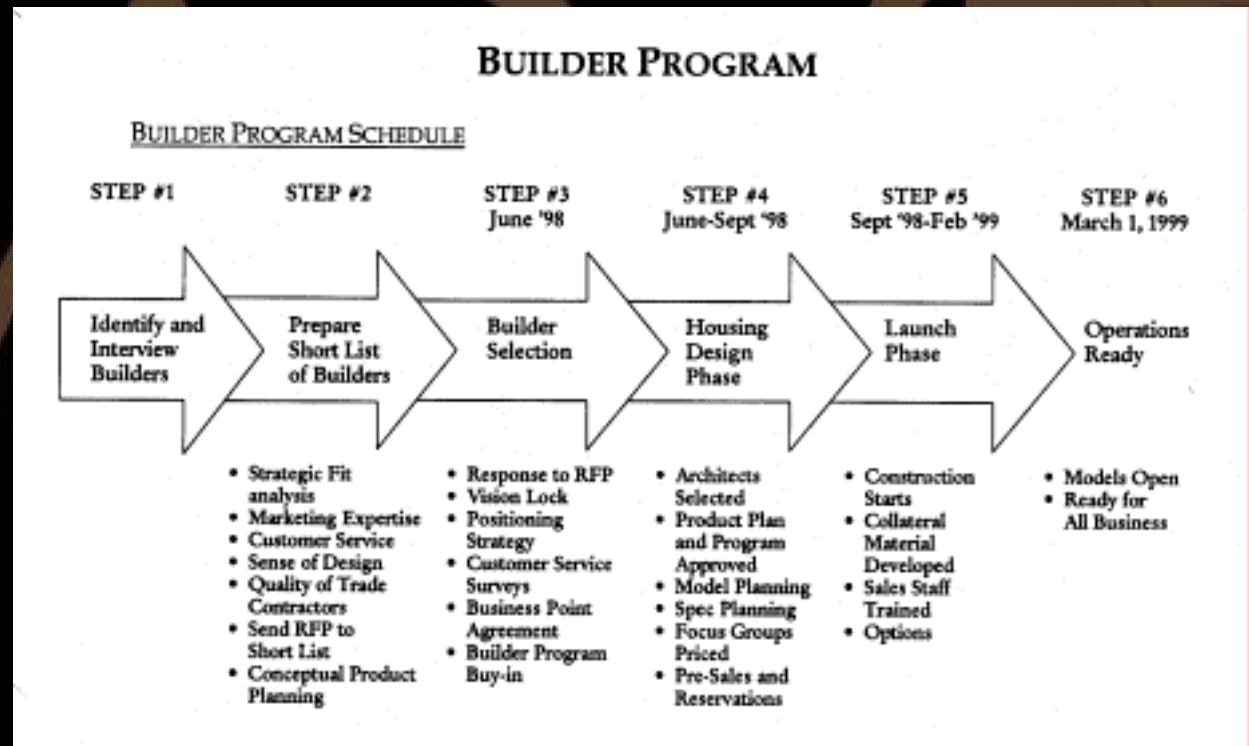
Builder Buy in/out

- Art of compromise
- Charettes
- Code, ordinance reviews

Utility Plans

- Landscape plans
- Fences
- Architectural Review

Site Planning Each Home



Baxter Homebuyer Profile

Who is Actually Buying?

Household Description

26	11%	Single Adult Living Alone
22	9%	Single Parent/ Children Home
58	24%	Couple/ No Children
107	44%	Couple/ Children Home
26	11%	Couple/ Children No Longer Home
4	1%	Unrelated Individuals
<u>242</u>	<u>100%</u>	



Prices of Homes Closed to Date

11	5%	< \$125,000
47	20%	\$125,000-\$200,000
73	31%	\$200,000-\$240,000
100	41%	\$240,000-\$350,000
11	3%	>\$350,000
<u>242</u>	<u>100%</u>	

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Baxter Homebuyer Profile

Who is Actually Buying?

Number of Adults/ Home

92	22%	< 30 Years Old
178	42%	30-40 Years Old
85	20%	40-50 Years Old
37	9%	50-60 Years Old
27	6%	60+ Years Old
<u>479</u>	<u>100%</u>	



Number of Children /Home

92	51%	0-5 Years Old
40	22%	6-10 Years Old
16	9%	11-14 Years Old
14	8%	15-19 Years Old
20	11%	20+ Years Old
<u>182</u>	<u>100%</u>	

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Neighborhood Crafting: Implementation

- Full time Residential Coordinator
 - Member of the Architectural Review Board
 - Liaison between the builder and the developer
 - Conducts regular inspections during the home building process
 - Integral part of crafting something special
- Landscape plans for each home
- Fencing plans
- Screening and aesthetics
- Diversity
- Monotony codes



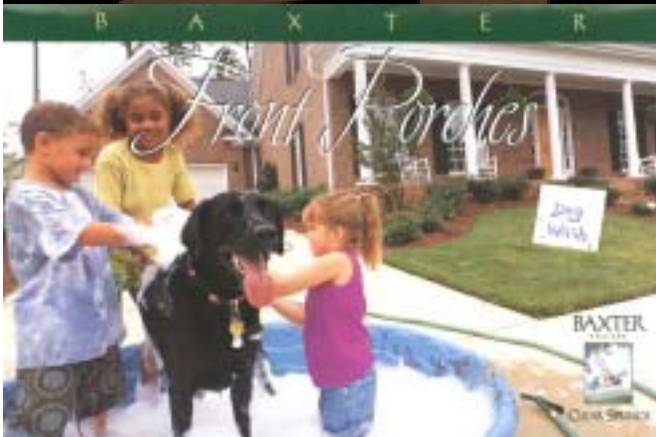
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Neighborhood Crafting: Lessons Learned

- Build flexibility into local codes
- Educate local market on vision
- Charette, Charette, Charette
- Bring builders, local officials, utility representatives into the process early
- Develop a relationship with builders



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Baxter Lifestyle Today



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