

# Ryland Homes

## 2014 Rocky Mountain Land Use Institute Conference





## Advocacy Of Creating A Game Plan

Creating a series of model homes takes a great deal of preparation.

- Find the right land deal.
- Study the factors of the marketplace.
- Study the competition.
- Understand the pro-forma.
- **FOCUS ON THE BUYER.**
- Create a matrix
- Identify the parameters

## Advocacy Of A Team Approach

- Multi-discipline approach
- Open-holistic design approach
- Select the right team players
- Bring them around the same table early
- Charettes
- Record all notes & drawings for reference
- RESPECTING each point of view



## Results.

**A WELL ROUNDED PRODUCT THAT  
MEETS A GAP OR A NICHE.**

## Demographics and Targeted Market

### OPEN DESIGN

Design is undergoing a revolution. Technology has empowered more people to create and publish designs, and professionals are using it to engage their targeted buyers

Open design is changing everything from floor plans to furniture and how designers ultimately design and make a living.



### HOW TO UNDERSTAND MARKET RESEARCH AND YOUR TARGET MARKET.

- Traditional Mosaic Segmentations
- Traditional Focus Groups and/or Realtor Focus Groups
- **Contemporary Online Focus Groups**
- **Design Intelligence Through Market Engagement**

So, lets jump right in...

## Design Rules Of Thumb

**CONSIDERED DESIGN®**...a carefully weighed design process utilizing priority based decision making to control construction budgets while optimizing a home's function, livability, style and buyer perceived value.

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The economic downturn has prompted a reset. We must challenge ourselves to better understand today's buyers, and in response, change how and what we design. **Discovery** of new design solutions has never been more important than it is today. **Considered Design** © is an important and complimentary evaluation process to **discovery** to create successful, market driven design. It is also a pledge by our firm to evaluate each nuance of a home's design to optimize its value and usability. Here are 10 of our design considerations.

# Design Rules Of Thumb.

## N. Nuances

### Interior Doors

Interior doors should be “gathered” and doors should be provided a place to “store” when open.

Eliminate door conflict



## Design Rules Of Thumb.

### N. Nuances

#### Light Paths

Create lighting paths for walk ways, stairwells, and utilitarian spaces.



## Design Rules Of Thumb.

### N. Nuances

#### Garages

Provide an alcove for steps from the home into the garage. Sure it adds foundation corners but also creates more useable car bays.

Add a place for the trash and recycle cans.



## Design Rules Of Thumb.

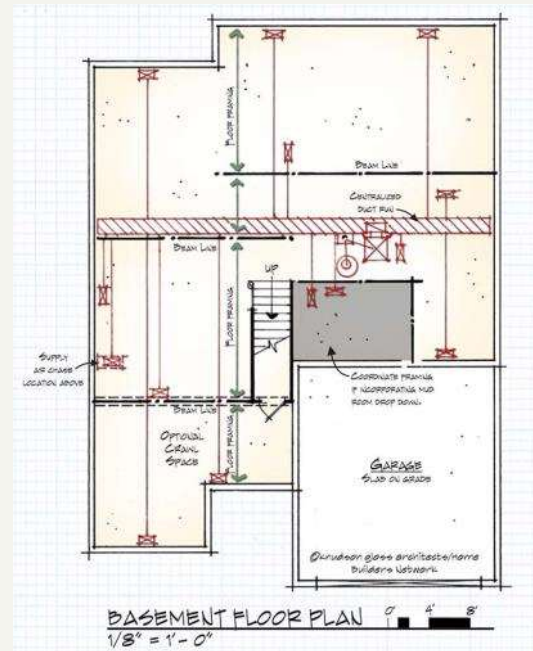


2 Kw Solar System standard at Candelas in Arvada.

## Nuances

### Mechanical & Energy Performance

Centralize the mechanical location and trunk lines. Seek value based energy management solutions, specifications and controls.



# Design Rules Of Thumb.

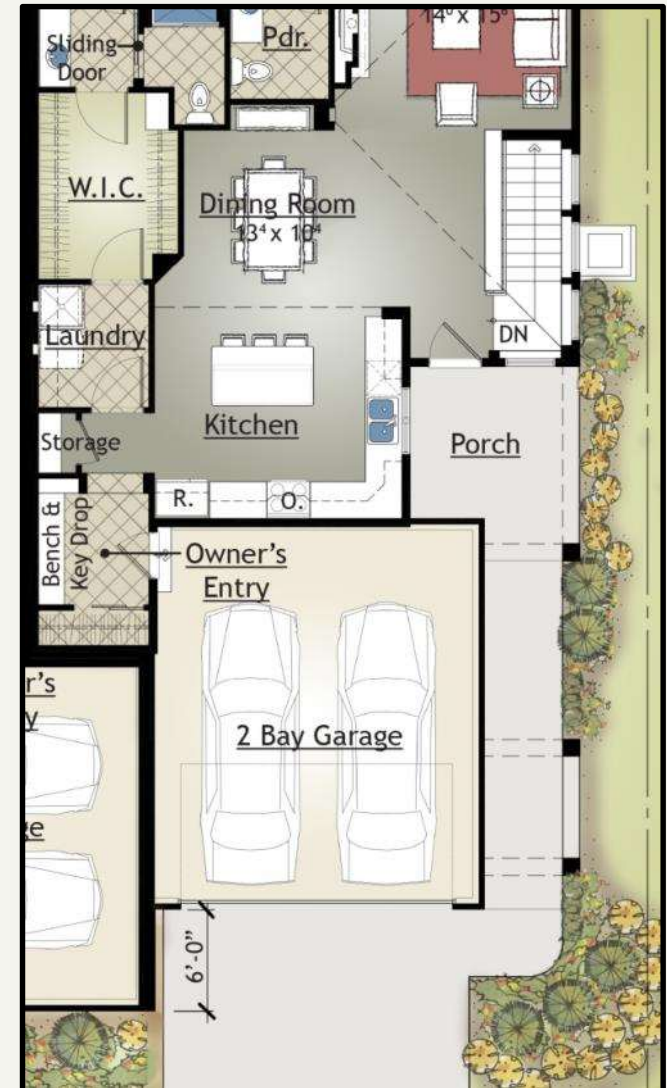
## N. Nuances

### Entry Design

Garage Entries

Mud rooms

Owner entries should have a closet, bench and should not double as a laundry.



C.

## Ceilings must always be considered

They are the most neglected space in a room and helps buyers to understand space planning in today's open floor plans.



# T. Tricks of the trade



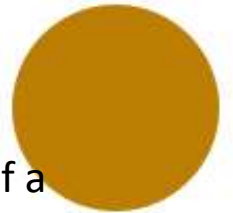
## EDUCATED DESIGN. Design Rules Of Thumb

### D. Do embrace color

So, when decorating a particular room, divide the colors into percentages: 60% of a dominant color 30% of a secondary color 10% of an accent color

When you think about it, this color breakdown is similar to a man's business suit: 60% of the outfit's color is the slacks and jacket 30% of the outfit's color is the shirt 10% of the outfit's color is the tie

Translated to a room setting, it typically means: 60% of the room's color is the walls 30% of the room's color is the upholstery 10% of the room's color is, say, an accent piece or accessories





## 2014 GOLD AWARD. Best Architectural Design of an Attached Home Plan.



## 2014 GOLD AWARD.

Coal Creek Village North Patio Villas | Lafayette CO



## Patio Villa Street Scene













