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 Mosiac Segmentations
- Traditional Focus Groups and/or Realtor Focus Groups
- Contemporary Online Focus Groups
- Design Intelligence Through Market Engagement
So, let's 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.

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.
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.

Nuances

Light Paths

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

N. Nuances
Design Rules Of Thumb.

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

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.

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.
Tricks of the trade
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.
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