

MICHAEL ANTONOPOULOS  
& ASSOCIATES, INC.

SMART GROWTH  
Land Development Consultant

DESIGNS WITH VISION

*DESIGN*

A photograph of a dirt path leading through lush greenery to a white house with a porch. The path is made of light-colored soil and is flanked by various plants, including tall grasses and palm-like plants. The house in the background has a white railing and is partially obscured by trees and bushes. The overall scene is a well-maintained garden or yard.

**MICHAEL ANTONOPOULOS & ASSOCIATES, INC.** (MAA) has over 25 years of planning, permitting, engineering, and construction management experience in residential land development. MAA's experience evolved during its history from prescriptive, code-abiding design to the more progressive smart growth, sustainable, "green" thinking of the present. Diversified professional experience and credentials provide an unequalled approach to planning and design, creating more livable, sustainable neighborhoods with the specific objective of increasing desirability, absorption and values.

### **FORCE BUYERS TO MAKE MEASURABLE CONCESSIONS TO BUY "DOWN THE STREET."**

Much of the residential land development activity completed during the real estate boom of the 1990's and early 2000's was based on prescriptive Land Development Regulations. This prescriptive-based development resulted in predictable, repetitive subdivisions. These subdivisions produced significant sales in the buying frenzy of those boom years, however, homebuyers are now interested in, not only, where and in what they live; but also how they live. "Green Building" and "Smart Growth" thinking is dominating the news and industry periodicals. The U.S. Green Building Council no longer just recognizes "green" buildings through its' *Leadership in Energy and Environmental Design* (LEED) program, but has expanded its recognition to include the places where buildings are being built by recently introducing the *LEEDs - Neighborhood Development* program. Sustainable Smart Growth, and Green planning and development principles are proving to be appealing and desirable in today's market.

### **CONSULTING SERVICES**

MAA's design approach places emphasis on programmed development, considering Smart-Growth techniques appropriate for each project on an individual basis. We assess the attributes and constraints of the site and formulate an individualized design. Specific areas of study include vehicular and pedestrian transportation, land uses, housing types and mix, open spaces, and visioned programs for site planning, architecture, landscaping and green building ("Design Programs"). The Design Programs provide an excellent opportunity to promote the neighborhood to the market. Marketing materials should be developed to showcase Smart Growth features and Design Programs of the neighborhood. Brief descriptions of the Smart Growth and Design Program services offered by MAA are provided below.

**SITE ASSESSMENT:** Conduct a Client assessment of the community, asking clients to describe the project and sales objectives and the forms of communicating the community vision to the market. The assessment is independently completed by various members of the client's management and sales staff to determine if the entire team is on the same page and, if not, what the different perspectives are.

**TRANSPORTATION - ROAD AND PEDESTRIAN NETWORKS:** Review the specific location of the neighborhood to determine which forms of existing transportation infrastructure and/or adjacent non-residential land uses are within reasonable proximity. Design pedestrian and/or bicycle networks to maximize non-vehicular access to nearby transportation facilities and adjacent land uses, and through or along open spaces and recreation areas. Design streets and pedestrian networks to encourage walking and biking as valid choices of transportation. Design points of ingress and egress to disperse traffic in varied directions determined by the driver's destination.

**DIVERSE LAND USES, HOUSING TYPES AND CLUSTERING:** Design a mix and distribution of housing types, and cluster housing units and price points in a manner that protects values and widens the target market, thereby increasing absorption. A mix of housing types within the same neighborhood results in an opportunity for buyers to choose a neighborhood based on its merit rather than a specific product or price point. Clustering within the development maximizes open spaces and increases preservation areas.

**OPEN, RECREATION AND COMMON AREAS:** Design open spaces and recreation areas along the recommended pedestrian network. Create opportunities to offer typically privatized open spaces such as retention ponds to all of the residents in the neighborhood, thereby adding value to the entire neighborhood, not exclusively to the few homes fronting the water body or open space. Connect open spaces and recreation areas with the pedestrian network. Locate these areas within a walking distance of the housing units in the neighborhood. Consider "Civic" structures, such as mail kiosks, pavilions, etc., in open spaces or recreation areas.

**SITE DESIGN PROGRAM:** Develop a Site Design Program based on the attributes and constraints of the overall site, the individual lots and the house plans. The Program includes tools used by sales staff to control the distribution of home plans and elevations on lots based on those constraints and attributes and designates specific housing types for lots that are most visible from public locations. Develop a tool to manage the Site Design Program throughout the duration of the project. This program adds value to the neighborhood by creating desirable streetscapes based on a programmed vision that can be communicated in the marketing materials.

**ARCHITECTURAL DESIGN PROGRAM:** Establish an Architectural Design Program for the neighborhood to ensure that all structures have merit and fulfill the vision for the neighborhood. The program establishes an architectural style or styles for the neighborhood. Develop a collection of construction details for the field to ensure compliance with the program. There is little to no cost associated with executing this program because un-programmed construction add costs due to a lack of a standard to measure or limit design.

**LANDSCAPE DESIGN PROGRAM:** Establish a Landscape Design Program that includes preservation and native, draught tolerant (Florida Friendly) landscape materials. Identify a consultant that is versed with these materials and understands the appropriate locations and applications for the selected materials. The landscape program can often be executed within the budget required to comply with existing municipal landscape codes.

**GREEN BUILDING PROGRAM:** Review your current or establish a Green Building Program that is consistent with the direction of new regulations at all levels, and the affordable interest of the modern buyer. Review the components of your current Green Building Program and modify the program based on specific objectives. Expand your current program to include site development and landscape components of the delivered product. Evaluate the marketing advantages and develop marketing materials to promote your company's Green Programs.

**GOVERNING DOCUMENTS** – The neighborhood owners' association should govern the programmed components of the neighborhood. The documents should provide for developer control as long as possible and incorporate a mechanism that provides for a smooth and collaborative transition to the residents.

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MAA services include working with the site design engineer and house plan designer. Compliance with the plan objectives, construction details and cost issues ensures that execution of the plan fulfills the design vision. Visions are often lost in the execution phase of site and home construction, resulting in deviations from the intended design. Although MAA is versed in the various disciplines of Smart Growth and Design Programming, we do not have expertise in all of these subject matters. MAA's work may include the services of other qualified experts as required for each project's specific needs. These experts may include the client's in-house staff and existing consultants, as well as other consultants identified by MAA.

FOR MORE INFORMATION OR IF YOU WOULD LIKE A PROPOSAL FOR ONE OF YOUR PROJECTS,  
PLEASE CALL MIKE.

