

featurePROJECT

STARTING PERSUASIVELY

Over the last few years Canin Associates has helped many of our clients reenvision their community plans to adjust to a changing and more frugal market. During this same time the master planned community industry has been engaged in a thoughtful dialogue about the evolution of the planned community and our team has actively participated in the debate. While there isn't consensus on the future of master planned communities and how they will be developed, there are clear indications that the process of community development is changing in profound ways. One of the more important issues to grapple with is how to powerfully launch a new community in a time of limited capital and a particularly discerning public.

Canin Associates has evolved designs to create small, complete, adaptable neighborhood centers that can grow over time. Borrowing a term from the Urban Sociologist Ray Oldenberg, we need to create a "Third Place". Along with an appropriately scaled and diverse initial residential offering, the Third Place is crucial to help create a sense of place and a built environment that promotes/



perspective image of a third place

enables vibrant social and civic interactions. We have developed plans and designs that are programmed for multiple uses, intimately scaled, and expandable over time. With a modest initial investment, we can create a place for social and civic engagement in a pleasant, walkable setting on day one by combining neighborhood elements such as a fitness center, meeting hall, and coffee shop into a real place that serves the residents throughout the life of the community.

Over time, the Third Place can incrementally grow into a village or town center, depending on the overall community plan. But the Third Place will be vibrant on opening day and the concept provides an exciting solution for starting a new community in the 21st century. ●





BOARDWALK BEACH RESORT Panama City Beach, Florida

illustrative master plan for boardwalk beach resort

Overlooking the Gulf of Mexico, on the sugar white sand of Panama City Beach is the Boardwalk Beach Resort, a resort known for hosting the Florida Ironman and MTV's Spring Break. In 2001, Canin Associates designed the site plan for the adjacent 22-story condominium and in August, Canin Associates was asked to travel back to Panama City Beach to begin an intensive two-day charrette

to evaluate the remainder of the property and develop a strategy to implement upgrades to the existing resort. The goal, to be cost-sensitive, delivering the owner the "best bang for the buck". The design team toured the property and competitive properties nearby and at the conclusion of the charrette, Canin Associates provided a series of design ideas and solutions the owner can use and begin to implement, enhancing the overall guest experience. ●

Update CANIN COTTAGES

We first introduced our concept of designing new high density single family detached homes for a more frugal economy back in the Winter 2008 edition of *byDesign*. In the Summer 2009 issue we introduced our Canin Cottage series and described the design intent behind our "Right Sized" floor plans combined with curb appeal and versatile applications. We didn't stop there. Our Canin Cottages have evolved into 7 series' of homes with over 50 floor plans. The homes range from 1,100 sq. ft. to 2,200 and bigger. Our research is telling us that there is an underserved market potentially representing a third of prospective homebuyers over the next decade for homes that are new, fresh and

affordable. The homes are targeted for a selling price range of \$200,000-\$300,000 while delivering right size floor plans for today's buyers and their lifestyles. Another important goal is to achieve greater density in a single family setting and our Cottage series' range from 7 to more than 10 units an acre. When compared to conventional 65' wide lots, the cottage plans on 36' wide lots yielding a net savings of \$10,000 per home site. This diverse series of homes includes options for alleys, front loaded garages, duplexes and courthomes. Careful attention to merging livability, design detail, and construction efficiency is a winning equation for every community and lifestyle. Call or email us today to hear more about these great homes. ●



elevation of one canin cottage series

HARMONY HOUSE

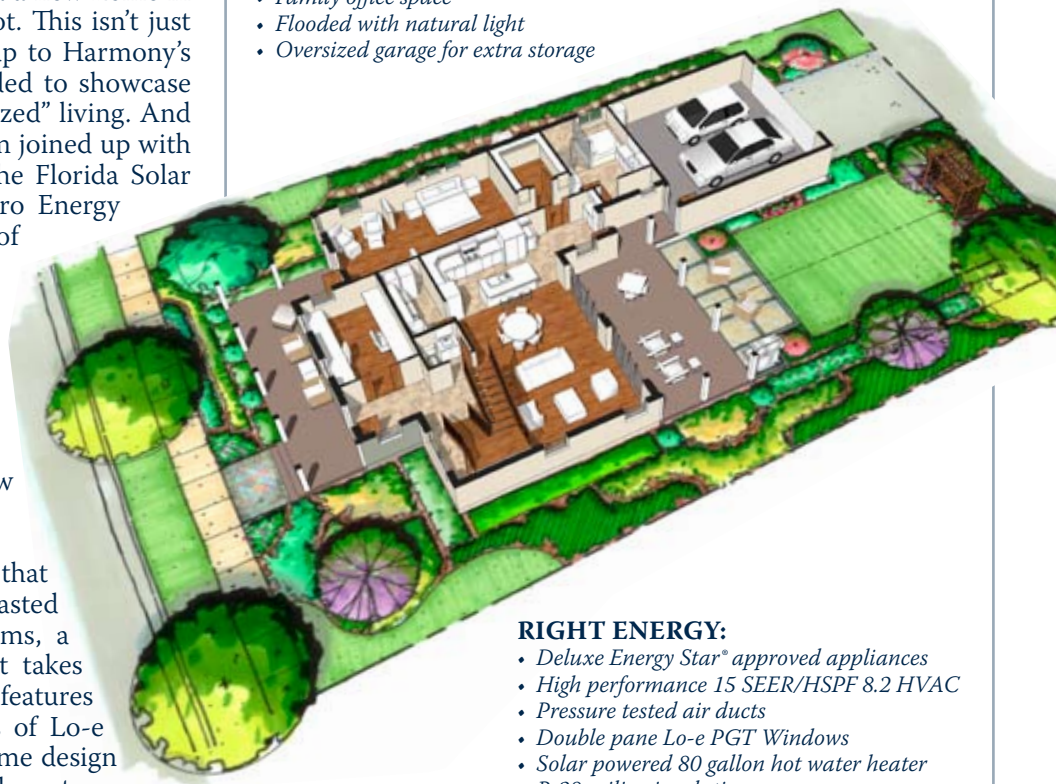
A Right Sized home in the Right Community with the Right Energy Solution

Over the course of the last year Canin Associates teamed up with Harmony Florida and Lifestyle Homes in a collaborative effort to design and build a new home in Harmony, Florida on an existing infill lot. This isn't just any conventional home, it had to live up to Harmony's green building standards. We also needed to showcase new trends in home design for "Right Sized" living. And still that wasn't enough. The project team joined up with Lifestyle Homes and the expertise of the Florida Solar Energy Center. The result is a Net Zero Energy house that Shad Tome, president of Harmony Development, proclaims is "the best fit ever for Harmony" Combining quality living spaces and superior energy management, the Harmony House will serve as a demonstration for the community and its builders and homeowners who want to take their lifestyle efficiencies to new levels.

The home boasts generous living spaces that are intended for everyday use – no wasted space. Comfortable porches, 4 bedrooms, a flexible office and lots of storage that takes advantage of every square foot. The home features extensive use of natural light with lots of Lo-e energy efficient windows. The Canin home design did not have to be retrofitted to achieve the net zero result. This project has proven that a production house can reach a targeted market segment, hit an anticipated price point, and still achieve net zero energy consumption for the homeowner. On an annual basis the home's energy use and the resulting energy bill are basically a wash. ●

RIGHT SIZED:

- Sized for family buyer
- Everyday living spaces
- No formal living or dining room
- Outdoor living areas – sized for entertaining
- Open indoor/outdoor living
- Family office space
- Flooded with natural light
- Oversized garage for extra storage



RIGHT ENERGY:

- Deluxe Energy Star® approved appliances
- High performance 15 SEER/HSPF 8.2 HVAC
- Pressure tested air ducts
- Double pane Lo-e PGT Windows
- Solar powered 80 gallon hot water heater
- R-38 ceiling insulation
- Exterior vented kitchen and baths
- 32 Solarworld monocrystalline PV panels



Darden Restaurants contributed \$1.4 million for a new 9,500 square foot Boys & Girls Club with the hope and opportunity to create a positive future for the children of **Eatonville, Florida**. Priding itself on being highly effective at increasing academic achievement while reducing and preventing juvenile arrests and teen pregnancy, the Boys & Girls Club's - Joe R. Lee Branch will enrich the lives of nearly 220 children between the ages of six and eighteen on daily a basis with growth expectations of 50 percent given the new space.

Canin Associates was among the many donors to this community project, taking on the pro bono landscape design component and overseeing the process of getting the landscape approved and installed. At days end, the Boys & Girls Club was completely transformed, reinforcing to yet another community that "Canin Cares."

CARE
canin associates IN THE COMMUNITY

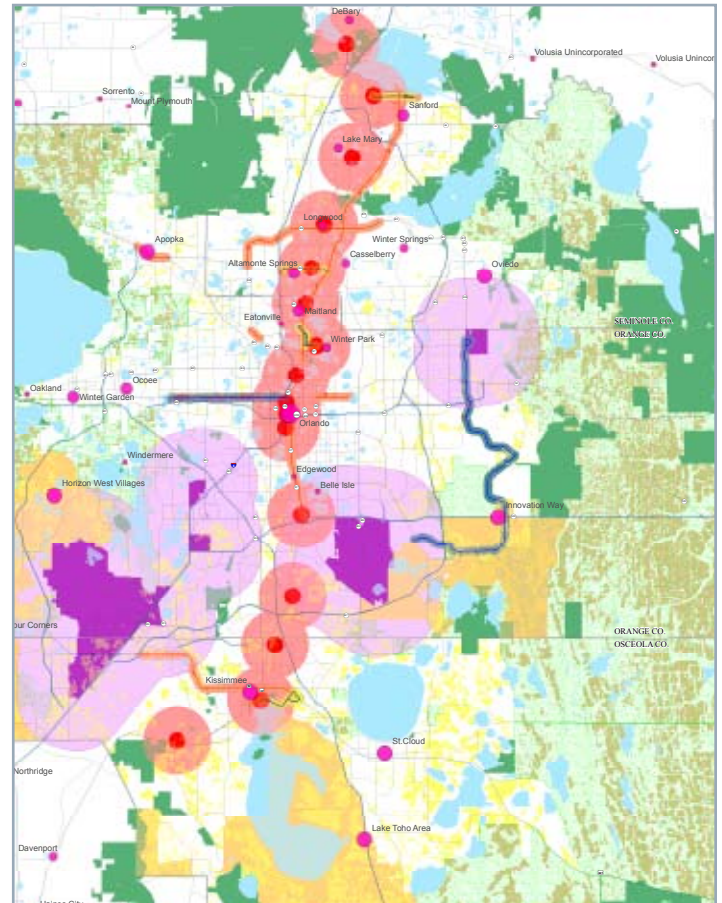
Over the next couple of years, Canin Associates looks forward to continuing our regional planning leadership as a part of the team tasked with developing the next MetroPlan 2040 Long Range Transportation Plan.

Canin Associates proudly sponsors organizations that support and reinforce our firm's commitment to planning and designing great people places. This year we are proud to be a continuing annual sponsor for the Central Florida ULI District Council and we are thrilled to announce that we will also be a Sustainable Community Partner for CNU 20: The New World, to be held in West Palm Beach on May 9-12, 2012 (www.cnu20.org)

Speaking of CNU, Brian Canin recently received his CNU-A accreditation, proving that you are never too old to go to school!

Also in the news, the Southeast Building Conference (SEBC) awarded Canin Associates and team the 2011 Grand "AURORA" Award for its Central Park in Lakewood Ranch, Florida. Winning best Residential/Mixed Use Land Development for development 101-500 acres in size.

Mark your calendars for February 8-11 next year for the NAHB International Builders Show, when the Canin Associates' Architecture and Landscape Architecture studios are featured designers of the Builder Concept Home 2012 at Eagle Creek. You can get a preview here: www.builderconcepthome2012.com.



MetroPlan Orlando - alternative land use map



brian c. canin
president

Hard data based on multiple consumer surveys and careful demographic analysis is now in. The inescapable conclusion is that the next ten years will require completely new development programs in order to succeed. Some of the critical data show that only 10% of new household formations will include children and 36% will be single persons. A huge swing to rental over ownership is also in the cards. Yet there is still an overwhelming preference for single family detached homes. Can you see single family detached rental in your portfolio?

Canin Associates has been working on multiple fronts to reinvent development strategies and housing typologies that respond to the "Great Reset" in community building. Our Cottage initiative is part of a much bigger picture that includes re-examining how we plan and grow at the regional scale and reinventing the neighborhood within a defined village structure in much more fine grained smaller development increments. We are designing small homes from the furniture outward and inventing a universal block structure in the neighborhood that can accommodate all of our Cottage plans as

well as more conventional, larger lots to create street scale interest and variety exemplified by our older most beloved neighborhoods. By developing in smaller increments, it is easier to build complete streets with a variety of home product typologies that respond to a wide range of homebuyer lifestyles all within walkable neighborhoods where the streetscapes are a major part of the amenity offering.

We can easily share some of our research via a web conference, should you desire more detail on the new initiatives the firm is pursuing.

As 2011 draws to a close, all of us at Canin Associates wish you happy holidays and a joyous new year!