

## GRAND OAKS MANOR

A Clubhouse and Seven New Home Designs

*Phase 1 construction has started* at Grand Oaks Manor in Wildwood, Florida. Over 400 home sites will soon see the construction of seven new models created by the Canin Architectural Design Studio. Ranging from 1,343 to 2,207 square feet, these state-of-the-art one and two story homes will be accented by an 8,300 square foot fully amenitized clubhouse. The homes were developed in a transitional architectural style, which also included extensive study of contemporary color schemes. The new floorplans appeal to all market segments: some specific plans, like smaller one story homes, are an ideal option for active Baby Boomers, while the two-story Jewel Box plans (right) are perfect for single women buyers. The developer of the properties is Jennings Constructions Services Corp. from Palm Beach Gardens, Florida. ■



*the two-story "Jewel Box" home in Grand Oaks Manor*



**brian c. canin**  
president

## SMALL IS BIG! - Changing Trends for 2015 and Beyond

Times have changed dramatically relative to first-time buyers' financial circumstances and motivations. High levels of college debt are widespread and median income has flattened, making affordability more relevant than ever before. Housing focus needs to shift away from families with kids (less than 20% of households) and their desire to buy as much square footage as possible to Gen Ys (comprised of 80 million potential homebuyers) and their personal needs and lifestyle values. As a result of several years of work on our high density single family homes yielding nine to ten DU/AC, several developers now have this product in the pipeline in many different locations.

Our new research thrust is to focus on the large pool of singles (now 50% of the U.S. population), that includes millennials who aspire to own a beautifully designed small home they can actually afford. This effort is resulting in the design of detached micro homes (16 to 24 DU/AC) in neighborhoods as small as one quarter acre with four to six detached homes. Our research article inside this newsletter offers more detailed information about the demographic trends that we believe are creating these new marketing and development opportunities.

The exciting result of our exploration of these designs is that we see a win/win for all parties. In this new model, margin yields and sales per square foot of developed sites are both extremely high compared to conventional subdivision models. Most important is the ability to offer new, very affordably priced offerings of exciting, well-crafted small homes to the new, underserved first-time buyers. This is particularly important as it becomes evident that sluggish sales of conventional new homes are partially the result of not catering to this vast new pool of potential buyers who are not finding a "good fit" for their needs in the current home offerings.

With the prospect of an exciting new era of home design on the horizon, all of us at Canin Associates wish you a happy holiday season and a joyous New Year!

*Brian C. Canin*



**A NEW ADDITION to the CANIN COLLECTION: PASEO COTTAGES**

Unique Three-Bedroom Plans that Fit Perfectly on 50' by 50' Lots at 10 DU/acre

*elevations of the new  
Paseo Cottages*

*We anticipate that* the theme in homebuilding for 2015 will continue to center around the idea of reaching higher densities in single-family homes. Our Paseo Cottages respond to these modern requirements with three new 3 bedroom, 2.5 bath designs ranging from 1,539 to 1,840 square feet. Situated comfortably on 50' by 50' lots, these homes engage the entire yard with strong indoor/outdoor connections throughout the living spaces. While the site may be compact, the homes are anything but. Expansive master bedroom suites feature spa-like baths, while separate domestic suites and generous walk-in closets offer the highest levels of convenience and utility. The open-plan, oversized kitchens offer ample cabinet storage, prep areas, and optional islands for cooking and seating. These beautiful cottages reside on intimate, pedestrian-friendly paseos and have room for three cars on-site (two in the spacious garage and one in the private driveway). ■



*siteplan of 50' by 50' lots*

**A NEW HOME for the GREATER ORLANDO BUILDERS ASSOCIATION**



*entrance to the new GOBA building*

*The Architectural Design Studio* at Canin Associates recently saw the completion of its design for a new headquarter building for the Greater Orlando Builders Association in Maitland, Florida. The 6,783 square foot office and meeting space features a modern Florida Vernacular exterior; a flexible, high-tech Great Hall that holds up to 300 guests; "right-sized" work spaces; and a full-featured break room and catering kitchen combination. The front portico and vaulted reception area are flooded with natural light and provide a stunning arrival for members and guests. ■

## PATHWAYS to a NEW HOUSING PARADIGM

Searching for Ways to Meet Changing Needs with Micro Homes and Neighborhoods

American housing design is in need of a paradigm shift. Because of this, we've spent the last few years creating an innovative new suite of home typologies. Each of these designs responds uniquely to our research on generational preferences, increasing affordability constraints, and viable solutions. Carefully crafted around the principles of density, efficiency, and flexibility, these trailblazing micro homes and neighborhoods aim to change the current development model by incentivizing all key stake holders, from builders to developers to buyers.

The nation's changing demographics are a driving force behind a huge new segment of the population that did not exist 10 years ago. Therefore, our new focus falls on the often overlooked needs of two explosive market segments: singles in both Gen Y and Baby Boomer cohorts. With over half of all American adults single<sup>1</sup>, it's no surprise that 28% of new-home buyers (18% women and 10% men) are single<sup>2</sup>. Additionally, Generation Y (now between 20 and 34 years old) and Baby Boomers (currently between 50 and 68 years old) make up nearly two-thirds of homebuyers<sup>3</sup>. Although the housing industry has begun looking at the opportunity to serve Baby Boomers, it often fails to completely understand the needs of Gen Y and single buyers.

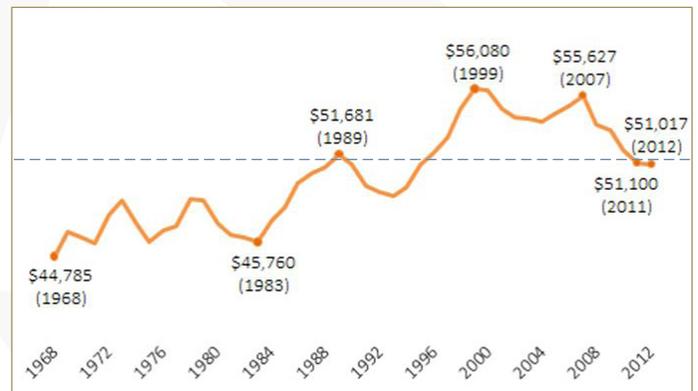
While three-quarters of Americans across all cohorts still prefer to live in single-family detached homes<sup>4</sup>, it has become difficult for many Gen Y and single buyers to find affordable, tailored homes in the current stock of home designs and builder offerings. Financial pressures are increasingly affecting young homebuyers' decisions.



Canin's micro homes range from 454 to 917 square feet and allow for densities of up to 24 units per acre, or six houses on one 100' by 100' lot.

Adjusted median household income has remained virtually unchanged since 1989<sup>5</sup> and is one of the factors behind increased credit card debt and high student loans. Stagnant earnings and growing personal debt are reducing the buying power of many young Americans, which has led to a 12% drop in first-time homebuyer market participation in the past decade<sup>6</sup>. Because the conventional building model does not take these restrictions into account, it misses out on a large portion of potential homebuyers.

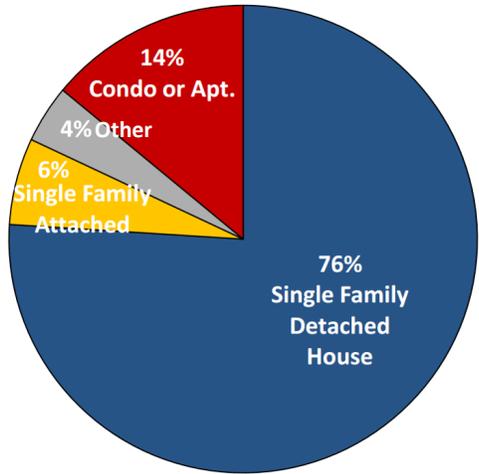
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median household income in 2012 dollars<sup>5</sup>



a rising population of singles is impacting the home building industry<sup>1</sup>



preference surveys show that Americans overwhelmingly prefer single-family detached homes<sup>4</sup>

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Changing demographics, increasing financial constraints, and modern preferences create the perfect springboard for a new era of very different single-family offerings. Without losing the quality and appeal of a traditional single-family neighborhood, our new micro home and neighborhood designs cater to detached single-family homes at densities of over 20 units per acre. For builders, higher densities can mean lower land costs per unit; for developers, micro neighborhoods can yield significant margins in per-acre sales; and for buyers, the ability to afford a detached home can once again become an aspirational reality.

Our micro neighborhood designs can fit between four and six specially-designed homes (ranging from 500 to 900 square feet) onto a quarter-acre lot, allowing for densities of 16, 20, or even 24 units per acre. This model gives developers the ability to create complete, intimate neighborhoods. By limiting the size of the offerings to no more than 20 to 30 homes per neighborhood, it becomes possible to drive rapid absorption by matching demand and opportunity on a finely calibrated scale. Developers can create a sense of buyer urgency with flexible pricing that they can adapt to demand, available inventory, and market pricing.

From complete, charismatic micro neighborhoods to unique but affordable single-family homes, increased residential density is the next logical step in American home design to supplement other, more conventional offerings. ■

<sup>1</sup> Bureau of Labor Statistics, 2014  
<sup>2</sup> National Association of Realtors, Profile of Home Buyers and Sellers, 2011  
<sup>3</sup> National Center for Health Statistics, US Census, 2012  
<sup>4</sup> National Association of Realtors, National Community Preference Survey, 2013  
<sup>5</sup> US Census Bureau, 2012  
<sup>6</sup> National Association of Home Builders, Wall Street Journal, 2014

The Master Custom Builder Council (MCBC) invited Tony Weremeichik, Principal of Architectural Design, to present at November's General Membership meeting. Together with Shanna Bender (Design Studio 15) and Patti Guthrie (Marc-Michaels Interiors), Tony spent an exclusive lunch session with MCBC members to present and discuss 2015 design trends in high-end custom home design.

Eliza Harris, Director of Urbanism, traveled to Chicago this past November to sit on the 2015 APA Awards Jury. The American Planning Association's Awards Jury is tasked with reviewing national projects and determining which ones will be recognized for outstanding efforts in planning and planning leadership.

We are delighted to announce the addition of three new members to our growing team. Michael Richardson is a graduate of the University of Miami School of Architecture and joins our Architecture Studio as an architectural designer. JT Cinquemani also joins the team as an architectural designer, having graduated from Andrews University with a Master of Architecture. Alex Lenhoff is the newest member of the Urban Planning Studio; he is a graduate of the Masters of Planning in Civic Urbanism program at Rollins College.

### on the boards at CANIN

AV Homes, Inc. is partnering with the Canin Landscape Architecture Studio and Urban Planning Studio to design the amenity-rich residential community of Waterview. The project boasts a beautifully landscaped main boulevard that winds through a series of lakes, leading to the community clubhouse and amenity park featuring preserved natural oak trees, a pool area, a playground and passive open space.

Canin Associates' Urban Planning studio is developing a design for the Wiregrass Town Center and its surrounding neighborhoods situated on 275 acres just north of Tampa.

The Architectural Design Studio is excited to create design documents and construction documents for a brand-new 10,000 square foot active adult clubhouse at Twin Lakes, featuring banquet halls, an indoor/outdoor pool, and a fitness center with rooms for group classes.

Canin is providing landscape architectural design services for two hotels to be located off Orlando's International Drive in the attractions area: a Townplace Suites by Marriott and a Holiday Inn Express and Suites. The resort-style pools will be tailored to vacationing families and convention guests.