

**BEST OF  
55+ HOUSING  
AWARDS**

# Best of 55+ Housing Awards 2020



55+ Housing  
Industry Council

## TABLE OF CONTENTS

### ON THE COVER

**Harbor Chase of the Park Cities**  
*Photographer: Mark Boisclair*

- 1** From the Chair
- 2** Judges
- 4** 55+ Community of the Year
- 80** Sponsors

### INDIVIDUAL AND FIRM AWARDS

- 8** Builder of the Year
- 10** Lifestyle Director
- 11** One to Watch

### ARCHITECTURAL

- 12** Community Design
- 24** Single-Family
- 36** Speciality
- 50** Interior Design
- 60** On the Boards

### MARKETING

- 66** Campaign
- 72** Specialty

### LIFESTYLE

- 76** Lifestyle

## From the Chair



Congratulations to everyone who participated in the Best in 55+ Housing Awards program. It was another banner year, with terrific entries from coast-to-coast, celebrating innovation and achievement.

This year's finalists and winners are leaders in the industry, whether they are new companies or tested veterans. Experience certainly plays a part, but so does youthful enthusiasm and an eagerness to solve the challenges that we face as lifestyle providers. If the results of this year's awards are any indicator, we have a great future ahead.

"Providing Expertise on the Nation's Largest Market" is the guiding principle of the NAHB 55+ Housing Industry Council. The awards program is a significant way for NAHB to highlight the achievements, design innovation, marketing acumen, and depth of knowledge and skill this industry brings to the nation's largest market.

We are proud to share these winners with the world — the finalists and the gold winners — as examples of experts in their industries, who honor excellence in the marketing, design of housing and customer relations programs for the mature adult market.

Success leads to more success and, as chair of the 55+ Housing Awards Subcommittee, it is gratifying to witness the continued improvement in the Best of 55+ Housing Awards Program. This year has once again attracted the best of the best.

Please join us in honoring these builders, architects, developers, interior designers and marketers who have successfully captured the essence of this outstanding industry.

Many thanks to all the volunteers and staff who helped make this possible.

A handwritten signature in blue ink, reading "Stephen C. Moore". The signature is fluid and cursive, with a long horizontal stroke at the end.

STEPHEN C. MOORE | *Chair*



## 55+ Housing Awards Judges



**DOUG AHLSTROM**  
*Robert Hidey Architects*



**DEBORAH BLAKE**  
*The Ipsum Group*



**BRYON COHRON**  
*ProMatura Group, LLC*



**DENNIS CUNNINGHAM**  
*ActiveWest Builders*



**ROGER GLOVER**  
*Cornerstone Homes*



**PATTI GUTHRIE**  
*PFG Interiors*



**GARRETT HOSKINS**  
*Robert Hidey Architects*



**CHAR KURIHARA**  
*DRB Group*



**JENNIFER LANDERS**  
*NEWLAND*



**DONNA MATHIS**  
*Haven Design Works*



**STEPHEN MOORE**  
*BSB Design, Inc.*



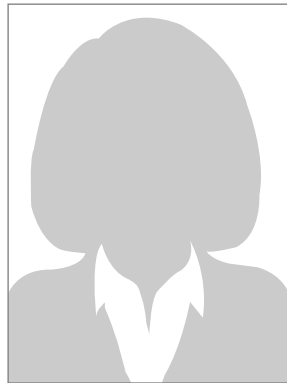
**GENE NICOLELLI**  
*Nicolelli Architects, LLC*



**ROLAND NAIRNSAY**  
*New Homes Sale Coach*



**DERYL PATTERSON**  
*Housing Design Matters*



**ELISE PLATT**  
*E.H. Platt & Company*



**SUE RIDGEWAY**  
*Lita Dirks & Co.*



**JIM RIVIELLO**  
*The Martin Architectural Group*



**CARRIE ROEGER**  
*Windsong Properties*



**KAREN SCHROEDER**  
*Mayberry Homes*



**BILL WARWICK**  
*Barton Partners*



**ELLEN WEESE**  
*Five Star Interiors*



**W. DON WHYTE**  
*Deseret Cattle & Citrus*



55+ Community of the Year







**GOLD**

**55+ HOUSING COMMUNITY OF THE YEAR**

Trilogy® in Summerlin®

Las Vegas

*Shea Homes Active Lifestyle Communities*

Builder: Shea Homes

Architect: Shea Homes

Landscape

Architect/Designer: In2It Studio

Project Website: [www.Sheahomes.com/Vegas](http://www.Sheahomes.com/Vegas)

*Exclusive Sponsor*



The 55+ market is booming, and in 2020, the 55+ home buyer has more options than ever. Communities vary in price, amenities, social lifestyle, services and recreational activities to provide a wealth of possibilities, but there are some that go above and beyond.

Nestled on the western rim of the Las Vegas Valley, the Trilogy® in Summerlin® 55+ community capitalizes on its premiere location to nearby high-end dining and shopping, natural outdoor surroundings and resort lifestyle that encourages physical, mental and social well-being.

For these reasons, the relaxing and well-rounded Trilogy® in Summerlin® 55+ community has captured today's 55+ generation and was the clear choice for the Best of 55+ Housing Awards' 2020 Community of the Year.

The Outlook Club clubhouse — featuring amenities such as a culinary studio, second-story sports and media lounge, resort-style pool, fitness center and movement studio, pickleball and bocce courts, events and meeting space — serves as a central design element for the community as well as an extension of home owner's homes. The builder's strategy was to appeal to the growing 55+ population by offering innovative designs and amenities within and outside the home.

“This community has a robust well-designed amenity offering, which appeals to customers' varied interests. There is something for everyone,” the judges noted.

Understanding that many residents would be relocating from single, detached homes, much consideration was given to the design of the homes. The project includes three distinct condominium home collections offering both single and multilevel floor plans ranging from 1,538 to 2,915 square feet. With modern and open layouts, these stunning homes feature main living spaces designed to live like detached



homes with the convenience of upscale condo living. Each plan encourages a seamless connection between indoor and outdoor living.

The layout of the amenities, clubhouse and residences was well thought-out. The Trilogy® in Summerlin® provides multiple dining areas, activity lounges, and yoga and fitness studios, along with barber/beauty shop, as well as a chapel. The wings of the residences are separated by memory care, long-term nursing and independent living; each also includes specialty areas

# TRILOGY® IN SUMMERLIN®



# 55+ Community of the Year

with outdoor patios or sunrooms. The overall design of the facilities is cohesive with the residences. The farmhouse style suits the region, while natural light and the use of natural wood throughout the complex creates warmth and texture.

“The scale of the floor plan and building mass is nicely proportioned. The architecture is colorful and playful with great massing,” the judges observed, noting the attention given to providing residents options on where they want to spend and enjoy their outdoor living.

Although different communities across the country provide great offerings, the Trilogy® in Summerlin® 55+ community stands out as much for its affordability as well

as its amenities. A coordinated and cooperative union between the developer, the state and the local jurisdiction, and the use of the tax credit system allow lower-income residents to find a place to live comfortably within the community. Residents also enjoy lower monthly utility bills, thanks to the incorporation of solar for both electric and water heating.

Attention to detail, design, layout, convenience, affordability and amenities all speak highly of the community, but the cherry on top at the Trilogy® in Summerlin® is the commanding views of Las Vegas. This community is surely one to keep an eye on in the years to come.



## Best 55+ Builder of the Year



EDWARD J. ROBSON | CEO/Principal



### GOLD

#### **BEST 55+ BUILDER OF THE YEAR**

#### Robson Communities

Sun Lakes, Ariz.

*Exclusive Sponsor*

Robson Communities is committed to building, developing and managing retirement communities for long-term sustainability and enjoyment of its home buyers. One area of focus has been the development of creative floor plans that offer flexibility, along with elevations that reflect a variety of architectural styles. Robson has augmented energy efficiency through an innovative wall insulation system that provides increased structural integrity, improved moisture management, and optimum R-value. Enhancements to the amenity package continue to be made, with the addition of event lawns, pickleball complexes, expanded fitness centers, outdoor recreation areas and pizza stations, and an on-site brewery.



**ROBSON COMMUNITIES**





LARS HANSEN | CEO/Principal



**SILVER**

**BEST 55+ BUILDER OF THE YEAR**

Cadence by Brighton Homes

Meridian, Idaho



HARRY MILLER, III | CEO/Principal



**SILVER**

**BEST 55+ BUILDER OF THE YEAR**

Regal Builders

Dover, Del.



## Best 55+ Lifestyle Director



LAUREN BROWN



**GOLD**

**BEST 55+ LIFESTYLE DIRECTOR**

Lauren Brown

Meridian, Idaho

*Nominated by Cadence by Brighton Homes*

Lauren Brown started her position when the community was still dirt. She created community-centered events and activities to bring to life the Cadence Lifestyle of community and activity long before the clubhouse was finished. The very first events were hosted in the sales office, and members engaged instantly. Brown was able to create the feeling of community for residents before there was an established location and center for fostering that lifestyle. Brown has implemented an intranet for the community to keep everyone involved and aware of activities and events.



RACHEL BECHARD

**SILVER**

**BEST 55+ LIFESTYLE DIRECTOR**

Rachel Bechard

Lititz, Pa.

*Nominated by Traditions of America*



COLLEEN OSTAFY

**SILVER**

**BEST 55+ LIFESTYLE DIRECTOR**

Colleen Ostafy

Dover, Del.

*Nominated by Noble's Pond*





# Best 55+ One to Watch



JUSTIN OLEAR



## GOLD

### BEST 55+ ONE TO WATCH

Justin Olear

Dover, Del.

*Nominated by Regal Builders*

Justin Olear's home building career began his senior year of high school with an internship at a local architectural firm. He holds a bachelor's degree in architecture and a master's degree in construction management. As Regal Builders' project manager, he slashed construction costs and build times nearly in half and earned a promotion to vice president of construction and operations. He oversaw a relaunch of Regal Builders' active lifestyle community, Noble's Pond, which required working with consultants, architects, interior designers and marketing agencies. After the relaunch, sales tripled in one year.



KATRINA STROUP

## SILVER

### BEST 55+ ONE TO WATCH

Katrina Stroup

Atlanta

*Nominated by Gatherings by Beazer Homes*



# Community Design



## GOLD

### BEST 55+ INDEPENDENT LIVING COMMUNITY

#### LivGenerations Pinnacle Peak

Scottsdale, Ariz.

*Nominated by Thoma-Holec Design*

Developer: LivGenerations Senior Living

Builder: Ryan Companies

Architect: Todd & Associates

Interior Designer: Thoma-Holec Design

This upscale, two-story community was built on the site of commercial building. Its location in a high-end retail center with popular restaurants, quality grocery, banking, vet and dry cleaning services is easily walkable. Through careful site and space planning, the design maintained the integrity of the original building, including arched windows that provide an abundance of light. Multiple dining venues range from bar food to high tea to fine dining. The art studio, card room, Genius Room (learning center), and hobby center offer residents convenient access to enjoy their favorite pastimes and opportunities to learn new ones. Two wings of the community feature a concierge lounge where residents enjoy special perks.







## SILVER

### BEST 55+ INDEPENDENT LIVING COMMUNITY

#### Revel Eagle

Eagle, Ariz.

*Nominated by The Wolff Company*

Developer: The Wolff Company  
 Builder: ESI Construction  
 Architect: Bernardo Wills Architects  
 Interior Designer: Private Label International



## SILVER

### BEST 55+ INDEPENDENT LIVING COMMUNITY

#### Robson Reserve at PebbleCreek

Goodyear, Ariz.

*Nominated by Robson Communities*

Developer: Robson Communities  
 Builder: MT Builders  
 Architect: BMA Architecture  
 Interior Designer: Thoma-Holec Design



## SILVER

### BEST 55+ INDEPENDENT LIVING COMMUNITY

#### The Oaks Zero-Energy Neighborhood at Rose Villa Senior Living

Portland, Ore.

*Nominated by Green Hammer Design Build*

Developer: Rose Villa Senior Living  
 Builder: Green Hammer Design Build  
 Architect: Green Hammer Design Build  
 Interior Designer: Green Hammer Design Build and Scott Edwards Architecture



## GOLD

### BEST 55+ LIFE PLAN COMMUNITY

#### Brio, a WesleyLife Community for Healthy Living

Johnston, Iowa

*Nominated by Pope Architects*

Builder: CBS Construction

Architect: Pope Architects

Interior Designer: Pope Architects

Interior Merchandiser: Storey Kenworthy

Sited on 22 acres, Brio serves 55+ residents through all stages of care, including end-of-life and late-stage Alzheimer's. The flow is intuitive; an open plan connects all residents by supporting flexible interactions. Dining environments offer maximum choice with multiple menus and 24-hour food service. Community gardens, terraces, paths, and covered pavilions and porches draw residents outdoors. The core includes a Wellness Center that blends skilled therapy and independent fitness. The architectural aesthetic is based on a modern farmhouse and barn style with a neutral, accented palette. Brio was full after six months.



## SILVER

### BEST 55+ LIFE PLAN COMMUNITY

#### Plymouth Harbor on Sarasota Bay

Sarasota, Fla.

*Nominated by THW Design*

Builder: Willis Smith Construction

Architect: THW Design





## GOLD

### BEST 55+ MARKET-RATE RENTAL COMMUNITY

#### Redbud Commons

Pickerington, Ohio

*Nominated by Treplus Communities*

Developer: Treplus Communities

Builder: Elford

Architect: ArchAll

Interior Designer: Staging Columbus

Marketing Firm: Treplus Communities

Redbud Commons is a 95-unit luxury apartment community built with Modern Agrarian architecture. The community is age-restricted for active-adult living and includes oversized, single-story floorplans with attached garages and community amenities for aging in place. Units feature gourmet kitchens, granite countertops, and roll-in master-tiled showers with a focus on mobility and accessibility. A 5,000 square-foot commons building offers a Wi-Fi cafe, business center, fitness facility, billiards room, and patio. Other amenities include a community garden, dog park, multi-use path and sidewalks.



## SILVER

### BEST 55+ MARKET-RATE RENTAL COMMUNITY

#### Overture Domain

Austin, Texas

*Nominated by Meeks + Partners*

Builder: Greystar Construction

Architect: Meeks + Partners

Interior Designer: Studio Six5



## GOLD

### BEST 55+ ASSISTED LIVING OR SPECIAL NEEDS COMMUNITY

#### Balfour at Littleton

Jefferson County, Colo.

*Nominated by DTJ Design*

Developer: United Properties  
 Builder: Bradbury Stamm Construction  
 Architect: DTJ Design  
 Interior Designer: Balfour Senior Living

Balfour at Littleton is inspired by the area's equestrian character, reminiscent of a ranch and stables. The site takes maximum advantage of the natural creek corridor and southern exposure, with strong outdoor connectivity to resident courtyards filled with garden spaces, and one- and two-story massing fits well with its residential context. The great room is the first of inviting spaces, with the upper gallery and library overlooking arrivals, before opening to the remainder of the amenities. Site-sensitive design, well-crafted architecture, highly appointed interiors, and compassionate staff highlight this project as the new standard for assisted living and memory care in its region.







## SILVER

### BEST 55+ ASSISTED LIVING OR SPECIAL NEEDS COMMUNITY

#### Arbor Terrace Fulton

Fulton, Md.

*Nominated by Faulkner Design Group*

Builder: Forrester Construction

Architect: BCT Architects

Interior Designer: Faulkner Design Group



## SILVER

### BEST 55+ ASSISTED LIVING OR SPECIAL NEEDS COMMUNITY

#### Merrill Gardens at Carolina Park

Mount Pleasant, S.C.

*Nominated by Urbal Architecture*

Developer: Pillar Properties

Builder: Trident Construction

Architect: Urbal Architecture

Interior Designer: NAC Architecture

Marketing Firm: Merrill Gardens





## GOLD

### BEST 55+ AFFORDABLE RENTAL COMMUNITY

#### Bella Vita

Carson, Calif.

*Nominated by Affirmed Housing*

Builder: Affirmed Housing  
Architect: Withee Malcolm Architects  
Interior Designer: Affirmed Housing  
Marketing Firm: Affirmed Housing

Bella Vita offers 65 affordable one- and two-bedroom apartments in a four-story building on a rectangular, 1.22-acre lot. Included are 20,000 square feet of common areas, including a community room, a public community garden, furnished outdoor patios, theater area, podium gardens, and park area, as well as 3,000 square feet of commercial space. The façade facing Sepulveda Boulevard is bold and colorful. Interior courtyards offer private spaces for residents. The rooftop features solar photo voltaic (PV) as well as a solar thermal hot water/central boiler to offset resident utilities. Services available to residents include social services, arts and crafts, exercise classes and computer education.





## SILVER

### BEST 55+ AFFORDABLE RENTAL COMMUNITY

#### Avondale Senior Residences

Decatur, Ga.

*Nominated by JHP Architecture / Urban Design*

Developer: Columbia Residential / Housing Authority of DeKalb County  
 Builder: Prestwick Construction  
 Architect: JHP Architecture / Urban Design  
 Interior Designer: Holt Interiors



## SILVER

### BEST 55+ AFFORDABLE RENTAL COMMUNITY

#### Vintage at the Crossings

Reno, NV

*Nominated by Humphreys & Partners Architects*

Developer: Greenstreet Communities  
 Builder: Neeser Construction  
 Architect: Humphreys & Partners Architects  
 Interior Designer: Urban Design Studio





## GOLD

### BEST 55+ FOR-SALE COMMUNITY UP TO 200 HOMES

#### Cadence 55+ Active Lifestyle Community

Meridian, Idaho

*Nominated by Brighton Homes*

Builder: Brighton Homes  
Architect: Brighton Homes  
Interior Designer: Alysse Matthews Interiors  
Marketing Firm: Brighton Corporation

Cadence is the only 55+ community of its kind in the market. Homes are built to last and 100% Energy Star certified. The location is minutes from shopping, dining, and outdoor recreation. The 10,000 square foot clubhouse offers an array of activities from game nights and workout classes to a weekly social hour.



## SILVER

### BEST 55+ FOR-SALE COMMUNITY UP TO 200 HOMES

#### Traditions of America at Cranberry

Cranberry Township, Pa.

*Nominated by Traditions of America*

Builder: Traditions of America  
Architect: Traditions of America  
Interior Designer: Lita Dirks & Co.  
Marketing Firm: Ads Intelligence





**Strategic. Creative.  
Results-driven.  
Specialists in reaching  
mature audiences.**

We help builders and developers create successful communities where people of all ages and stages can thrive. Our niche is 55+ and senior communities. Our overall focus is residential real estate development with vision and purpose.



**We're here for you. Let's get started!**

404.829.4506  
[www.GilbertSheppard.com](http://www.GilbertSheppard.com)

**THOUGHT  
DESIGN  
INSPIRATION  
ARCHITECTURE  
PLANNING**



PAULINE WEAVER SENIOR APARTMENTS | FREMONT, CA | EDEN HOUSING, INC.



Chicago | Denver | Irvine | Los Angeles | Oakland | Pune | Tysons

[ktgy.com](http://ktgy.com)



## GOLD

### BEST 55+ FOR-SALE COMMUNITY OVER 200 HOMES

#### Trilogy® in Summerlin®

Las Vegas

*Nominated by Shea Homes Active Lifestyle Communities*

Builder: Shea Homes

Architect: Shea Homes

The community is planned around a central club designed as an extension of its residents' homes, with amenities such as a culinary studio, sports and media lounge, resort-style pool, fitness center and movement studio, pickleball and bocce courts, events and meeting space, and more. Understanding that many residents would be relocating from single, detached houses, much consideration was given to the design of the homes. The project includes three distinct condominium home collections, offering both single and multilevel floor plans that range from 1,538 to 2,915 square feet. With modern, open layouts, the homes feature main living spaces designed to live like detached homes.







## SILVER

### BEST 55+ FOR-SALE COMMUNITY OVER 200 HOMES

#### Latitude Margaritaville Hilton Head

Hardeeville, S.C.

*Nominated by Minto Communities*

Builder: Minto Communities

Architect: Minto Communities

Interior Designer: Rhett Alexander

Marketing Firm: OverAbove



## SILVER

### BEST 55+ FOR-SALE COMMUNITY OVER 200 HOMES

#### Robson Ranch Texas

Denton, Texas

*Nominated by Robson Communities*

Builder: Robson Communities

Architect: In House



## SILVER

### BEST 55+ FOR-SALE COMMUNITY OVER 200 HOMES

#### SaddleBrooke Ranch

Oracle, Ariz.

*Nominated by Robson Communities*

Builder: Robson Communities

Architect: In House



# Single-Family Design



## GOLD

### **BEST 55+ DETACHED HOME UP TO 2,000 SQ.FT.**

#### Quail Creek – Mandara Model

Green Valley, Ariz.

*Nominated by Robson Communities*

Builder: Robson Communities

Architect: In House

The Mandara is an 1,884 square foot home that features a 17 x 19-2 great room, two bedrooms, two baths, a powder room, front elevation-oriented den, an exceptionally large outdoor living space and two-car garage. Alcoves are provided for optional cabinetry in the great room and dining room that can function as a wet bar, serving and additional storage. With 9-, 10- and 11-foot ceiling heights, the Mandara feels grand and spacious in the public areas, yet intimate in the more private parts of the home. Front porches are offered on two of the four front elevations.





## SILVER

### BEST 55+ DETACHED HOME UP TO 2,000 SQ.FT.

#### Noble's Pond – Bradford Model

Dover, Del.

*Nominated by Regal Builders*

Builder: Regal Builders

Architect: Housing Design Matters



## SILVER

### BEST 55+ DETACHED HOME UP TO 2,000 SQ.FT.

#### Retreats at Province – Franklin Model

Maricopa, Ariz.

*Nominated by BSB Design*

Builder: Meritage Homes

Architect: BSB Design

Interior Merchandiser: Pacific Dimensions





## GOLD

### BEST 55+ DETACHED HOME 2,001-2,500 SQ.FT.

#### Narrow House

Winter Park, Fla.

*Nominated by Groninger Custom Homes*

Builder: Groninger Custom Homes

Architect: Kg3d Home Design

Adaptive and innovative, this Bohemian Moroccan style home was designed for new empty-nest grandparents on a narrow lot. Downsizing without compromise was the goal of this unconventional design. This organic, modern home features a courtyard entry into the indoor-outdoor living space, a spa-like master bath wet zone, an Airbnb guest suite with private entry, and a man cave. Smart-home technology includes solar photo voltaic (PV) panels. The home also has a rainwater collection system and Florida natural landscaping.







## SILVER

### BEST 55+ DETACHED HOME 2,001-2,500 SQ.FT.

#### Ventana at Santa Rita Ranch – Dolcetto Model

Liberty Hill, Texas

*Nominated by Scott Felder Homes*

Builder: Scott Felder Homes  
Architect: Housing Design Matters  
Interior Merchandiser: Five Star Interiors



## SILVER

### BEST 55+ DETACHED HOME 2,001-2,500 SQ.FT.

#### PebbleCreek – Solaris Model

Goodyear, Ariz.

*Nominated by Robson Communities*

Builder: Robson Communities  
Architect: In House





## GOLD

### BEST 55+ DETACHED HOME 2,501-3,000 SQ.FT.

#### SaddleBrooke Ranch – Avalon Model

Oracle, Ariz.

*Nominated by Robson Communities*

Builder: Robson Communities

Architect: In House

The Avalon model is 2,695 square feet and feels like 3,695 square feet. Features in the two bedroom, two-and-a-half bath plan include a dramatic great room with an 11-foot ceiling, a gourmet kitchen with a 10-foot island, a den, and three car garage. Storage opportunities are throughout the plan with a walk-in pantry, walk-in coat closet and walk-in linen closet. A 10-foot-deep front porch is offered on one of the three elevations. Covered outdoor living space is generous. Options include a guest suite with sitting room and an office in addition to the standard den.







## SILVER

### BEST 55+ DETACHED HOME 2,501-3,000 SQ.FT.

#### Estates at Province – Simone Model

Maricopa, Ariz.

*Nominated by BSB Design*

Builder: Meritage Homes  
 Architect: BSB Design  
 Interior Merchandiser: Pacific Dimensions



## SILVER

### BEST 55+ DETACHED HOME 2,501-3,000 SQ.FT.

#### Latitude Margaritaville Hilton Head – Trinidad Model

Hardeeville, S.C.

*Nominated by Minto Communities*



Builder: Minto Communities  
 Architect: Minto Communities  
 Interior Designer: Rhett Alexander  
 Marketing Firm: OverAbove





## GOLD

### BEST 55+ DETACHED HOME OVER 3,000 SQ.FT.

#### The Preserve at SaddleBrooke – Bacara Model

Tucson, Ariz.

*Nominated by Robson Communities*

Builder: Robson Communities

Architect: In House



The Bacara features 3,077 square feet of spacious and luxurious living with three bedrooms, three-and-a-half baths, den and three car garage. The great room features a 12-foot ceiling; the quarter-round island in the kitchen with eight return cabinet sides offers plenty of seating for guests and storage.

The covered, standard outdoor living space is 40 feet across with two different seating areas. Other features include a den and a laundry room located just steps from the master suite. Architectural options include an attached or detached casita with private entries, a 4-foot extension to the master bath and a four car garage option.





## SILVER

### BEST 55+ DETACHED HOME OVER 3,000 SQ.FT.

#### The Ravines at McCammon Chase – Alexandria Model

Lewis Center, Ohio

*Nominated by LEF Architects*

Builder: Bob Webb Homes

Architect: LEF Architects



**BUILDERS**DESIGN  
INTERIORS THAT PERFORM



[WWW.BUILDERSDESIGN.COM](http://WWW.BUILDERSDESIGN.COM)

ENJOYING A  
NEW AGE

MEANINGFUL  
RESOURCES

REIMAGINED  
OPPORTUNITIES

VIBRANT  
LIFESTYLES

CONNECTED  
COMMUNITY

Contact us today to schedule a 30-minute complimentary, unique-to-the-industry 55+ trends presentation!  
[ExperienceBD@buildersdesign.com](mailto:ExperienceBD@buildersdesign.com) | 301-590-1100x186





## GOLD

### BEST 55+ ATTACHED HOME UP TO 1,700 SQ.FT.

#### Quail Creek – Cholla Model

Green Valley, Ariz.

*Nominated by Robson Communities*

Builder: Robson Communities

Architect: In House



The Cholla model is a 1,399 square foot plan that offers two bedrooms, two baths, den and a two-car garage. The Cholla defies traditional logic to locate the attached part of the plan along the garage to allow more additional light to the livable portions of the home. However, with the outboard garage in the attached pairings, it lends more street elevation diversity and the repetition of paired garages down the street for every building. The interior spaces are not compromised for natural light. This plan represents 65% of sales since the model was completed in February 2019.





## SILVER

### BEST 55+ ATTACHED HOME UP TO 1,700 SQ.FT.

#### Latitude Margaritaville Hilton Head – Antigua Model

Hardeeville, S.C.

*Nominated by Minto Communities*

Builder: Minto Communities

Architect: Minto Communities

Interior Designer: Rhett Alexander

Marketing Firm: OverAbove



## SILVER

### BEST 55+ ATTACHED HOME UP TO 1,700 SQ.FT.

#### Quail Creek – Ocotillo Model

Green Valley, Ariz.

*Nominated by Robson Communities*

Builder: Robson Communities

Architect: In House





## GOLD

### BEST 55+ ATTACHED HOME OVER 1,700 SQ.FT.

#### Trilogy® in Summerlin® – Viewpoint Model

Las Vegas

*Nominated by Shea Homes Active Lifestyle Communities*

Builder: Shea Homes

Architect: KTG Architecture + Planning

Interior Designer: Trio Design

The design team reimagined how someone would live in a condo-styled residence and turned the townhome on its side to create a vertical duplex that provided single-level living. The plan features a private entry with stair and commercial-grade elevator to the second floor with its main living space on a single level and light on all four sides. It also features a suite on the ground floor for a guest or extended family. Design features such as the open kitchen, great room and SmartSpace ensure that this home is ideal for those who love to entertain, but also place importance on the functionality and livability of a home.





## SILVER

### BEST 55+ ATTACHED HOME OVER 1,700 SQ.FT.

#### Birchwood at Brambleton – Allegro Model

Ashburn, Va.

*Nominated by Miller and Smith*



Developer: Soave Real Estate

Builder: Miller and Smith

Architect: Lessard Design

Interior Designer: Trio Design

Marketing Firm: Lyons and Sucher

## MARKET FOCUSED MERCHANDISING FOR ALL STAGES AND AGES



[MARYDEWALTDESIGNGROUP.COM](http://MARYDEWALTDESIGNGROUP.COM)



# Specialty Design



## GOLD

### BEST 55+ REPOSITIONED OR REPURPOSED PROJECT

#### Regency Palms Long Beach

Long Beach, Calif.

*Nominated by KTG Architecture + Planning*

Builder: Urban Community Builders

Architect: KTG Architecture + Planning

Architects renovated and repositioned the footprint of this historic, 1929 Art Deco office, highlighting the impeccable craftsmanship. The historic detailing was restored to its original splendor. New double-pane windows match the originals in shape and color, enhance the façade, allow fresh air and light in, block sound and increase energy efficiency. Layouts were redesigned, adding a wall to incorporate kitchenettes in the assisted living units. An activity room, fitness room and salon were designed into the space once used as a basement. A roof terrace with trellis structures for shade, trees and seating areas provides safe outdoor space for residents.





## SILVER

### BEST 55+ REPOSITIONED OR REPURPOSED PROJECT

#### Alto Buckhead

Atlanta

*Nominated by Faulkner Design Group*

Developer: Braemar Partners  
 Builder: The Macallan Group  
 Architect: Niles Bolton Associates  
 Interior Designer: Faulkner Design Group



**WE DESIGN LIFESTYLES FOR THE AGES**







## GOLD

### BEST UNIVERSAL DESIGN HOME FOR 55+ NEW CONSTRUCTION

#### The Oberlin 55+ ZERH-Energy Home

Lorain, Ohio

*Nominated by Sareth Builders*

Builder: Sareth Builders

Architect: Streamline Designs

The Oberlin 55+ Zero Energy Ready Home (ZERH) was designed to be inclusive for occupants and visitors with physical limitations based on fundamentals of universal design and aging in place. It ensures occupants can stay at home longer and potentially never need to remodel or move in the event of physical challenges. The home is Energy Star Certified and is a 2019 Department of Energy (ZERH) Housing Innovation Award winner. This ensures significant long-term energy savings for fixed-income occupants, low maintenance, durability, healthy conditioned clean fresh air, and comfort.



## SILVER

### BEST UNIVERSAL DESIGN HOME FOR 55+ NEW CONSTRUCTION

#### Moose Landing Universal Design Custom Home

Holland, N.Y.

*Nominated by Accessible Home Solutions*

Builder: Timothy Roll

Architect: Bailey & Harris Architects



## GOLD

### BEST GREEN HOME FOR 55+ NEW CONSTRUCTION

#### The Reserve at Hayden

Hayden, Idaho

*Nominated by ActiveWest Builders*

Builder: ActiveWest Builders  
 Architect: Rainey Design Group  
 Interior Designer: ActiveWest Builders



This home has a minimized carbon footprint with certification in the US Department of Energy Zero Energy Ready Home Program. The home has a 2.4 kilowatt (KW) photo voltaic array, conservatively estimated to produce utility savings of approximately \$300 per year. The Energy Star Homes Program high-performance building envelope significantly exceeds current energy code requirements. The Indoor airPLUS Program ensures the quality of indoor air through practices and materials that minimize exposure to airborne pollutants and contaminants, and this home features a heat recovery ventilation system to maintain high indoor-air quality in all seasons.



## SILVER

### BEST GREEN HOME FOR 55+ NEW CONSTRUCTION

#### The Oberlin 55+ ZERH-Energy Home

Lorain, Ohio

*Nominated by Sareth Builders*

Builder: Sareth Builders  
 Architect: Streamline Designs





## GOLD

### BEST 55+ CLUBHOUSE OR AMENITY CENTER UNDER 200 HOMES COMMUNITY

#### Enclave at Ocean Clubhouse

Ocean Township, N.J.

*Nominated by Possibilities for Design*

Builder: Toll Brothers

Architect: Toll Brothers

Interior Designer: Possibilities for Design

The design intent was to create an upscale amenity in a small space. As a community with a strong coastal orientation, subtle and vibrant shades of ocean blues reinforce the theme and environment. The wall trim created depth and character to a massive amount of drywall. The coffered ceiling detail amplifies the volume of the space, with dual oversized chandeliers to heighten intrigue. Considerable attention went into the card/pool room, as this space was a high priority. The room's high-contrast beams, as well as continued wall and floor applications, and burnished gold accents throughout provide the finishing touch.





## SILVER

### BEST 55+ CLUBHOUSE OR AMENITY CENTER UNDER 200 HOMES COMMUNITY

#### Blossom Village Clubhouse

Oakland Township, Mich.

*Nominated by Mocer Management*

Builder: Mocer Homes

Architect: TR Design

Interior Designer: Fieldstone Architecture and Engineering



## SILVER

### BEST 55+ CLUBHOUSE OR AMENITY CENTER UNDER 200 HOMES COMMUNITY

#### Cadence Clubhouse

Meridian, Idaho

*Nominated by Brighton Homes*

Builder: Brighton Homes

Architect: Brighton Homes

Interior Designer: Alysse Matthews Interiors

Marketing Firm: Brighton Corporation





## GOLD

### BEST 55+ CLUBHOUSE OR AMENITY CENTER OVER 200 HOMES COMMUNITY

#### SaddleBrooke Ranch

Oracle, Ariz.

*Nominated by Robson Communities*

Builder: Robson Communities

Architect: SHJ Studio

Interior Designer: Kimberly Timmons Interiors

Marketing Firm: Robson Communities

The clubhouse is the final amenity in a multiple-building campus for an established and growing active-adult community. Inspired by the surrounding landscapes, the exterior palette combines earth tones, natural-finished wood beams and stone detailing that blends with the environment. Arizona's landscapes and Southwestern styles influence the interiors by combining various textures and patterns through a careful layering of details. Key walls throughout display commissioned artwork, sculptures and accessories, promoting a resort living philosophy balancing comfort and sophistication. Resort-quality lifestyle amenities evoke destination living, while the fresh modern interior creates spaces that promote social activities or quiet reflection.





## SILVER

### BEST 55+ CLUBHOUSE OR AMENITY CENTER OVER 200 HOMES COMMUNITY

#### Ovation at Mountain Falls Clubhouse

Pahrump, Nev.

*Nominated by KTG Architecture + Planning*

Builder: William Lyon Homes

Architect: KTG Architecture + Planning



## SILVER

### BEST 55+ CLUBHOUSE OR AMENITY CENTER OVER 200 HOMES COMMUNITY

#### Trilogy® in Summerlin®

Las Vegas

*Nominated by Shea Homes Active Lifestyle Communities*

Builder: Shea Homes

Architect: Crisci Builders

Interior Designer: Trio Design





## GOLD

### BEST 55+ WELCOME CENTER FOR OVER 200 HOMES COMMUNITY

#### Kissing Tree Welcome Center

San Marcos, Texas

*Nominated by Creative License International*

Builder: Brookfield Residential

Architect: MAI Architects

Interior Designer: Creative License International

This is an environmental experience that communicates the lifestyle, amenities, and residential products. Visitors are welcomed with a large bar sporting a stain-grade wood tree spanning from the back bar into the exposed mechanical ceiling. The front of the bar is covered with eight-track tapes, and guests can play favorite vinyl hits on a nearby turntable with an assortment of vintage speakers. A video wall is surrounded with '60s-era muscle cars cut in half for seating with drive-in speakers. An oversized View-Master shows photo of events, and the scale model was installed in an oversized pinball machine. A framed house was constructed with projected images of community gatherings.



## SILVER

### BEST 55+ WELCOME CENTER FOR OVER 200 HOMES COMMUNITY

#### Latitude Margaritaville Hilton Head

Hardeeville, S.C.

*Nominated by Minto Communities*

Builder: Minto Communities

Architect: Minto Communities

Interior Designer: McBride

Marketing Firm: United Landmark Associates



## GOLD

### BEST 55+ DESIGN CENTER

## Latitude Margaritaville Hilton Head

Hardeeville, S.C.

*Nominated by Minto Communities*

Builder: Minto Communities

Architect: Minto Communities

Interior Designer: McBride

Marketing Firm: United Landmark Associates

The Latitude Margaritaville Design Center includes colorful displays, and hundreds of products and samples to allow new owners to select finishing touches for their home. Product categories are grouped together to facilitate transitioning to products for each area of the home. A large supply of duplicate samples of products and finishes is maintained to ensure that desired samples are available when multiple design appointments are in progress.







## GOLD

### BEST 55+ INDOOR COMMON OR AMENITY SPACE

#### Robson Reserve at PebbleCreek

Goodyear, Ariz.

*Nominated by Robson Communities*

Developer: Robson Communities

Builder: MT Builders

Architect: BMA Architecture

Interior Designer: Thoma-Holec Design

Robson Reserve at PebbleCreek is situated at the stately entrance of the Robson Resort Community, PebbleCreek, and adjacent to the community's championship golf course. The nearly 337,000 square foot building was designed with balance, movement and aesthetic harmony attributes and a strong emphasis given toward centrally located and easily accessible amenities. Amenities include a fitness center, theater, salon, game room, bar and lounge, dog park and sitting areas to promote a social and active lifestyle.





## SILVER

### BEST 55+ INDOOR COMMON OR AMENITY SPACE

#### Latitude Margaritaville Daytona Beach

Dayton Beach, Fla.

*Nominated by Minto Communities*

Builder:	Minto Communities
Architect:	Minto Communities
Interior Designer:	Rhett Alexander
Marketing Firm:	OverAbove



## SILVER

### BEST 55+ INDOOR COMMON OR AMENITY SPACE

#### The Brook at Lenbrook

Atlanta

*Nominated by THW Design*

Builder:	Brasfield & Gorrie
Architect:	THW Design
Interior Designer:	THW Design





## GOLD

### BEST 55+ LANDSCAPE DESIGN

#### Birchwood at Brambleton Community

Brambleton, Va.

*Nominated by Brambleton Group*

Builder: Brambleton Group

Architect: Brambleton Group

Land Planner: Parker Rodriguez

Landscape

Architect/Designer: KT Enterprise

Starting with a flat, open piece of ground, dirt was sculpted to create berms with natural boulders. The tone was immediately set when hundreds of 40-foot birch trees were planted along the perimeter of the community. Flowers and texture were added to the landscaped berms, which act as a buffer against large roadways. Trails and parks create an oasis for residents. Open space is treated as a priority and luxury throughout the community. A large pier was added to the lake for residents and their families. Nature stations have been added along the stream valley trail. Prospects and buyers frequently comment the community “feels like a resort.”



**BEST OF  
55+ HOUSING  
AWARDS**



# 2021 Call for Entries

## May 18, 2020

For more information visit  
[NAHB.org/55plusawards](https://NAHB.org/55plusawards)



55+ Housing  
Industry Council



# Interior Design



## GOLD

### **BEST 55+ INTERIOR MERCHANDISING OF A MODEL UP TO 2,000 SQ.FT.**

#### Arbor Terrace Fulton – Fulton Model

Fulton, Md.

*Faulkner Design Group*

Developer: Capitol Senior Housing  
Builder: Forrester Construction  
Architect: BCT Architects  
Interior Designer: Faulkner Design Group

This progressive community utilizes memory-provoking decor, such as digital screens displaying personalized photography, that transports residents back home. The pinnacle of this unique and daring property is the model unit. A bold color scheme of blue, mustard and orange resembles a scenic autumn in Fulton. Designers used memory-stimulating decor such as books on travel, artwork portraying foreign excursions, and detailed kitchen finishes that include a wall of intricately designed plates and vivid blue wine bottles that establish a well-traveled ambience.





## SILVER

### BEST 55+ INTERIOR MERCHANDISING OF A MODEL UP TO 2,000 SQ.FT.

#### McEver Mill – Fullerton Model

Oakwood, Ga.

*Nominated by Jim Chapman Homes*

Builder:	Jim Chapman Communities
Architect:	Main Street Designs
Interior Designer:	Haven Design Works
Interior Merchandiser:	Haven Design Works
Marketing Firm:	Gilbert + Sheppard   Immersion Active



## SILVER

### BEST 55+ INTERIOR MERCHANDISING OF A MODEL UP TO 2,000 SQ.FT.

#### McEver Mill – Rutledge Model

Oakwood, Ga.

*Nominated by Jim Chapman Homes*

Builder:	Jim Chapman Communities
Architect:	Main Street Designs
Interior Designer:	Haven Design Works
Interior Merchandiser:	Haven Design Works
Marketing Firm:	Gilbert + Sheppard   Immersion Active





## GOLD

### BEST 55+ INTERIOR MERCHANDISING OF A MODEL 2,001-2,500 SQ.FT.

#### Whispering Woods – Evans Model

Middletown, Del.

*Nominated by McKee Builders*

Builder: McKee Builders  
Architect: Grimaldi Architecture  
Interior Designer: Builders Design Group

The Evans design style was inspired by fashion icon Tory Burch, who is known for playful color, prints, shapes and eclectic details. Fuchsia and orange accents are threaded throughout the home and combined with white furniture accents, high-impact art, metals and modern upholstery. Wall moldings, ceiling treatments and built-ins create drama with geometric shapes and patterns. The entry hall sets the tone with the bold use of color, large brass-trimmed geometric mirrors and sphere pendants suspended at varying levels from the ceiling. The dining room features a gallery of framed scarves. Modern furnishings, shelf ledges filled with stylized art, and custom moldings add depth, richness and texture in the great room.





## SILVER

### BEST 55+ INTERIOR MERCHANDISING OF A MODEL 2,001-2,500 SQ.FT.

#### Regency at Freehold – Farmington Model

Freehold, N.J.

*Nominated by Possibilities for Design*

Builder: Toll Brothers

Interior Designer: Possibilities for Design



## SILVER

### BEST 55+ INTERIOR MERCHANDISING OF A MODEL 2,001-2,500 SQ.FT.

#### Whispering Woods – Easton Model

Middletown, Del.

*Nominated by McKee Builders*

Builder: McKee Builders

Architect: Grimaldi Architecture

Interior Merchandiser: Builders Design Group





## GOLD

### BEST 55+ INTERIOR MERCHANDISING OF A MODEL 2,501-3,000 SQ.FT.

#### Regency at Freehold – Hammond Model

Freehold, N.J.

*Nominated by Possibilities for Design*

Builder: Toll Brothers

Architect: Toll Brothers

Interior Designer: Possibilities for Design

Designed for East Coast active adults who entertain often, the Hammond model features a wine lounge located off the entry, a unique room usage. Horizontal wine racks on a mirrored wall create the illusion of depth. Uniting this space with the dining room to form a continuous entertaining room was critical. The compact kitchen features stacked willow cabinetry, gourmet cooktop, an apron-front sink and clear pendants. Unadorned lines of applied wall panels add interest to the long master bedroom wall. The lower level offers a walk-in wine room. The patio is the ultimate lasting impression, with sunken fire pit and oversized seating group.





## SILVER

### BEST 55+ INTERIOR MERCHANDISING OF A MODEL 2,501-3,000 SQ.FT.

#### Nobel's Pond – Camden Model

Dover, Del.

*Nominated by Regal Builders*

Builder:	Regal Builders
Architect:	Housing Design Matters
Interior Designer:	Lita Dirks & Co.
Marketing Firm:	Gilbert + Sheppard   Immersion Active



## SILVER

### BEST 55+ INTERIOR MERCHANDISING OF A MODEL 2,501-3,000 SQ.FT.

#### SaddleBrooke Ranch – Avalon Model

Oracle, Ariz.

*Nominated by Robson Communities*

Builder:	Robson Communities
Architect:	In House





## GOLD

### BEST 55+ INTERIOR MERCHANDISING OF A MODEL OVER 3,000 SQ.FT.

#### The Preserve – Bacara Model

Goodyear, Ariz.

*Nominated by Robson Communities*

Builder: Robson Communities

Architect: In House

Set at the base of the Catalina Mountains, this home echoes some of nature's color scheme, blended with a modern twist. Spruce green, natural wood tones, linen and brass add warm elements to their sophisticated black-and-white counterparts. The marble and wood-look tile inset at the foyer nods to the nature-inspired interiors. A stackable wall of glass at the great room draws attention to the view and encourages indoor/outdoor living. The optional Casita is designed as a man cave, with convenient wet bar and lounge seating for viewing sports and playing cards. The master bedroom and bath are set up as a private sanctuary with a spa-like quality.





## SILVER

### BEST 55+ INTERIOR MERCHANDISING OF A MODEL OVER 3,000 SQ.FT.

#### Noble's Pond – Greenwold Two-Story Model

Dover, Del.

*Nominated by Regal Builders*

Builder:	Regal Builders
Architect:	Housing Design Matters
Interior Designer:	Lita Dirks & Co.
Marketing Firm:	Gilbert + Sheppard   Immersion Active

# Aprilaire®

## Answer the Call for Healthy Air

One of the most important features 55+ home buyers look for is the ability to maintain a healthy lifestyle. Find out how Aprilaire Health360™ provides the right indoor air quality solutions for 55+ home builders.



VENTILATION



HUMIDITY



AIR PURITY

Health 360

[aprilair.com/health360](https://aprilair.com/health360)

NAHB IBS

JAN 21-23, 2020  
LAS VEGAS

BOOTH N1063



WHERE ACTIVE ADULT BUYERS FIND THEIR IDEAL COMMUNITY



## KEY BENEFITS

- Generate Quality Leads
- Drive Web Traffic
- Attract 55+ Lifestyle Buyers
- Improve Search Engine Visibility
- In-Depth Activity Reports
- Proven Results for Builders

**800-875-3072** • [mediakit.PrivateCommunities.com](http://mediakit.PrivateCommunities.com)



PCR IS A PROUD SPONSOR OF THE  
55+ COMMUNITY OF THE YEAR AWARD

*Congratulations to...*

**TRILOGY® IN SUMMERLIN®**



PCR

*Find Your Lifestyle*



# On the Boards Design



## **GOLD MULTIGENERATIONAL BEST 55+ SERVICE ENRICHED COMMUNITY ON THE BOARDS**

### Choice in Aging and Satellite Affordable Housing Associates (SAHA)

Pleasantville, Calif.

*Nominated by Perkins Eastman*

Architect: Perkins Eastman

A first-of-its-kind campus addressing needs of low-income older adults, Choice in Aging — in partnership with Satellite Affordable Housing Associates (SAHA) — aims to create a national model, campus environment that supports aging in the community through collaboration and partnership. The programs include affordable independent housing (SAHA) and adult day health care (Choice of Aging), alongside a Montessori preschool (Choice in Learning). Assisted living and clinic spaces are planned as a future phase. The campus comprises three independent buildings, each supporting a different program; central outdoor space connects all programs into a single community.





## **GOLD SENIOR HOUSING** **BEST 55+ SERVICE ENRICHED COMMUNITY** **ON THE BOARDS**

### The Baldwin

Londonderry, N.H.

*Nominated by Edgewood Senior Solutions*

Developer: Edgewood Senior Solutions -  
Edgewood Retirement Community

Builder: DiMella Shaffer

Architect: DiMella Shaffer



The Baldwin is a lifestyle community where active seniors can live, work and play. The buildings and associated landscape have a close and mutual relationship. They are conceived as a new, active and walkable community hub celebrating Londonderry's rural past and embracing its future. The landscape showcases a range of activities and uses: personal garden terraces for most ground-level residential units within a larger swath of garden planting, areas for passive recreation (strolling through meadows and around the pond), areas for active recreation (pickleball courts), multiple community spaces for gatherings and activities, and an active core (flexible-use urban plazas).



## **SILVER** **BEST 55+ SERVICE ENRICHED COMMUNITY** **ON THE BOARDS**

### The Vista by Christian Health Care Center

Wycoff, N.J.

*Nominated by Merlino Design Partnership*

Developer: Eventus Strategic Partners

Builder: Lecesce Construction

Architect: LAN Associates





## GOLD

### BEST 55+ MARKET-RATE RENTAL COMMUNITY ON THE BOARDS

#### Encore MidCity

Huntsville, Ala.

*Nominated by Hord Coplan Macht*

Developer: Compass Living

Architect: Hord Coplan Macht

Encore MidCity is a 232-unit independent living community in a New Urbanist setting. Focused on providing the next generation of seniors with an attractive alternative to their existing home or more standard senior housing, Encore is integrated into the fabric of the city, allowing intergenerational experience and active lifestyles. It contains four distinct dining components, including a fine dining restaurant featuring produce and seafood from a 5,000 square foot aquaponic farm adjacent to the kitchen. The restaurants, an art gallery and maker space are open to the public. A full suite of wellness offerings and other amenities are reserved for the residents.





## SILVER

### BEST 55+ MARKET-RATE RENTAL COMMUNITY ON THE BOARDS

#### Arcadia Gardens

Palm Beach Gardens, Fla.

*Nominated by The United Group of Companies*

Developer: United Group of Companies

Builder: Current Builders

Architect: Geheber Lewis Associates



## SILVER

### BEST 55+ MARKET-RATE RENTAL COMMUNITY ON THE BOARDS

#### Atria Mount Pleasant

Mount Pleasant, S.C.

*Nominated by Faulkner Design Group*

Builder: Formation Development Group

Architect: PRDG Architects



## SILVER

### BEST 55+ MARKET-RATE RENTAL COMMUNITY ON THE BOARDS

#### Revel Palm Desert

Palm Desert, Calif.

*Nominated by Architects Orange*

Developer: The Wolff Company

Builder: Katerra Construction

Architect: Architects Orange





## GOLD

### BEST 55+ CLUBHOUSE OR AMENITY CENTER ON THE BOARDS

#### Corso Atlanta

Atlanta

*Nominated by THW Design*

Developer: Village Park Senior Living

Builder: Gilbane Building Company

Architect: THW Design

Master planned as a Parisian city block, Corso Atlanta's residential towers frame plazas of fountains, gardens, dining and retail shops, while creating a backdrop to the Beaux Arts-style clubhouse. This grand club includes an indoor/outdoor bistro, luxuriously appointed dining and club venues, oversized fireplaces, and panoramic views of the exterior plazas. The clubhouse also houses some of the more exclusive city home residences outfitted with taller ceilings, elaborate millwork, upscale finishes and furnishings, and a community room capable of hosting the entire population at final build-out. Vertical transportation is concealed within a clock tower visible from the main courtyard, while the upstairs club room opens to terraces overlooking the entry court.





## SILVER

### BEST 55+ CLUBHOUSE OR AMENITY CENTER ON THE BOARDS

#### Latitude Margaritaville Hilton Head Town Center

Hardeeville, S.C.

*Nominated by Minto Communities*

Builder: Minto Communities

Architect: Minto Communities



## We're More Than Homes,

*We're a Community*

The **NAHB 55+ Housing Industry Council** is a community of industry professionals who build and support the strongest growth segment of the housing market today, and through the next decade through exceptional products and services.

We provide access to resources and opportunities that help members collaborate with other 55+ professionals to make deals, valuable business connections, as well as address industry issues.

Learn more and  
join our community at  
**[nahb.org/why55plus](http://nahb.org/why55plus)**



55+ Housing  
Industry Council



# Marketing Campaign



## GOLD

### BEST 55+ INTEGRATED MARKETING STRATEGY OR CAMPAIGN

#### Latitude Margaritaville Hilton Head

Hilton Head, S.C.

*Nominated by Minto Communities*

Builder: Minto Communities

Marketing Firm: OverAbove

In an unprecedented promotion, Wheel of Fortune, Minto Communities and Margaritaville Holdings gave away a new home valued at \$350,000 at Latitude Margaritaville. The “Home Sweet Home” giveaway aired nationally Oct. 29–Nov. 2, 2018. The winner was revealed during the kick-off of the 2019 Wheel of Fortune fall season. A total of 161,000+ viewers opted in to receive additional information on Latitude Margaritaville communities, resulting in multiple sales. Due to its success, Wheel of Fortune, Minto and Margaritaville partnered again during the 2019-2020 season. This multi-channel integration includes premium in-show placement and tremendous digital exposure.



## SILVER

### BEST 55+ INTEGRATED MARKETING STRATEGY OR CAMPAIGN

#### Re-Introducing Noble's Pond Integrated Campaign

Dover, Del.

*Nominated by Immersion Active*

Builder: Regal Builders

Marketing Firm: Gilbert + Sheppard | Immersion Active



Come discover world-class amenities, impressive homes, countless social opportunities for active adults and an ideal location to live an unsurpassed way of life. A Robson Resort Community is the place to live life inspired.



PHOENIX AREA  
PebbleCreek™ • Robson Ranch® Arizona

TUCSON AREA  
SaddleBrooke Ranch™ • SaddleBrooke™ • The Preserve • Quail Creek®

DALLAS/FORT WORTH METROPLEX  
Robson Ranch® Texas

Robson.com • 800.732.9949

Model Homes Open Daily 9am To 6pm • \$190s - Over \$1 Million

## SILVER

### BEST 55+ INTEGRATED MARKETING STRATEGY OR CAMPAIGN

#### Robson Communities

Sun Lakes, Ariz.

*Nominated by Robson Communities*

Builder: Robson Communities

Marketing Firm: In House





## GOLD

### BEST 55+ DIRECT MAIL PIECE OR CAMPAIGN

#### “Family and Friends” for the Palace Coral Gables

Coral Gables, Fla.

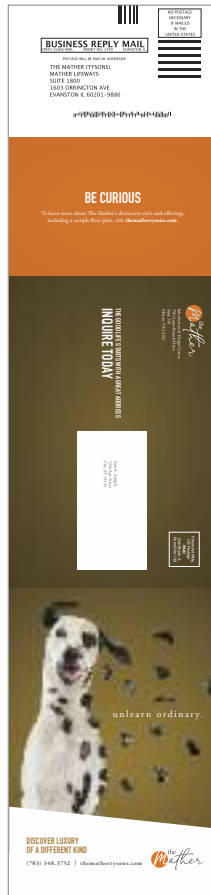
*Nominated by The Palace Group*

Developer: The Palace Group

Builder: Coastal Construction

Marketing Firm: The Ehlers Group

Through focus groups with residents’ children, The Palace Group learned its complimentary monthly “Family and Friends” events brought families closer together. A direct mail campaign showcased the communities and dispelled the myth that visits to grandma’s house aren’t fun. Oversized 9 x 12 postcards were designed with engaging, multigenerational photos, quotes from focus group participants, and copy highlighting the myriad family activities. The campaign included four postcards, each sent to 15,000 households. The campaign generated a 48% increase in inquiries and a 25% increase in tours by prospective residents and/or families at each community.



## SILVER BEST 55+ DIRECT MAIL PIECE OR CAMPAIGN “Defy Expectations” for The Mather

Tysons, Va.

*Nominated by Mather LifeWays*

Builder: Mather LifeWays

Marketing Firm: Mather LifeWays



## SILVER BEST 55+ DIRECT MAIL PIECE OR CAMPAIGN Latitude Margaritaville Direct Mail Brochure

Hardeeville, S.C.

*Nominated by Minto Communities*

Builder: Minto Communities

Marketing Firm: OverAbove







## GOLD BEST 55+ SALES OR MARKETING EVENT

### Latitude Town Center “Grand Opening” Daytona Beach

Daytona Beach, Fla.



*Nominated by Minto Communities*

Builder: Minto Communities

Marketing Firm: OverAbove

More than 2,800 people attended the grand opening of the Latitude Town Center at Latitude Margaritaville Daytona Beach. Promotion included e-blasts to Minto and Latitude Margaritaville databases, website postings, radio and print advertising. Attendees gathered at the new Latitude Bar & Chill restaurant and Changes in Attitude Bar for tropical fare and a preview of the restaurant menu. Bands played Jimmy Buffett tunes; a giant screen monitor projected the action. At the Fins Up! Fitness Center, attendees enjoyed tours and chair massages. They got their first look at the lagoon-style pool, tennis and pickleball courts, and a multi use sports court.



  
**ROBSON RANCH  
HERMOSA BALLROOM**  
*Presents*  
  
**SUNDAY**  
**FEB 25TH, 2018**  
**FROM NOON-3PM**  
**TICKETS**  
**\$15 PP**  
TICKETS ARE NON-REFUNDABLE

---

**ROBSON RANCH  
HERMOSA BALLROOM**  
**COMPLIMENTARY  
APPETIZER**  
 Valid for one appetizer plate

## SILVER

### BEST 55+ SALES OR MARKETING EVENT

## “Paperback Writer – The Complete Beatles Experience” for Robson Communities

Eloy, Ariz.

*Nominated by Robson Communities*

Builder: Robson Communities

Marketing Firm: In House

*The Palace Honors our Naval Heroes*  
  
 The Palace at Coral Gables residents, their families & friends were honored to play host to crew members of the USS New York and the FNS Ventose, who were in town for Miami Fleet Week.  
 Our residents gladly welcomed over 30 crew members who arrived in their dress whites and promptly made new friends at a lively Happy Hour.  
 At dinner, which featured a 4-foot long cake replica of the USS New York, all were treated to an exciting dance performance by the “In the Navy Four”. After presentations of plaques of gratitude for their service, our residents and their Navy guests enjoyed a wonderful concert by the Rambling Strings Band in our Theatre.  
 As the men and women of the two Naval carriers departed at the end of the evening, most of them left their hearts with their new-found friends at The Palace at Coral Gables with a promise to return again soon. Thank you for your service.



  
**THE PALACE**  
**CORAL GABLES**  
*Luxury Condo Living  
for Active Seniors*  
 One Audubon Avenue, Coral Gables  
 305.445.7444  
[www.PalaceCoralGables.com](http://www.PalaceCoralGables.com)

## SILVER

### BEST 55+ SALES OR MARKETING EVENT

## “Fleet Week” for the Palace Coral Gables

Coral Gables, Fla.

*Nominated by The Palace Group*

Builder: The Palace Group

Marketing Firm: The Ehlers Group



## Organic Social

► Average 2 posts per week



## GOLD

### BEST 55+ ONLINE MARKETING CAMPAIGN

## “Live Life Inspired” for Robson Communities

Sun Lakes, Ariz.

Nominated by Robson Communities

Builder: Minto Communities

Marketing Firm: OverAbove

A social media campaign conveyed ways to “Live Life Inspired” at a Robson Resort Community. The objective was to create awareness with active adults that a Robson Resort Community offers many activities and social opportunities. The campaign had two components: corporate and individual communities. The corporate/builder Facebook page highlights new home designs, amenities, awards and polls; individual pages are community specific. A series of posts was designed, using a “Live Life Inspired” theme with a motivational message and lifestyle imagery. Activities, charity endeavors and amenities also were showcased. Corporate followers increased by 9.6%; community pages increased by 19% to 36%.



## SILVER

### BEST 55+ ONLINE MARKETING CAMPAIGN

## Latitude Margaritaville Hilton Head

Hardeeville, S.C.

Nominated by Minto Communities

Builder: Minto Communities

Marketing Firm: OverAbove



## GOLD

### BEST 55+ BROCHURE

## Latitude Margaritaville Hilton Head

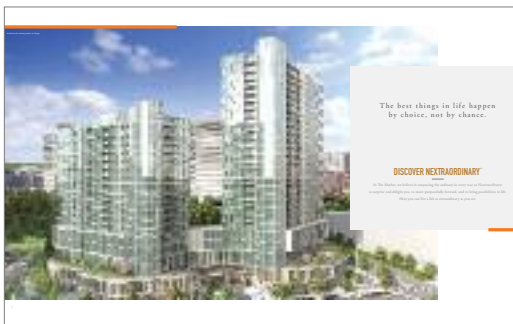
Hardeeville, S.C.

*Nominated by Minto Communities*

Builder: Minto Communities

Marketing Firm: United Landmark Associates

The Latitude Margaritaville brochure marketing objective is to tell the story of this active adult community inspired by the music of Jimmy Buffett. The brochure captures the imagination with the story of Latitude Margaritaville, a “no worries” lifestyle filled with friends, fun, food and music. The Margaritaville lifestyle branding is carried throughout, from tropical colors, playful typography, lifestyle graphics, photos and renderings to creative messaging. The multi-fold pocketed folder with individual brochures includes site plan, amenity maps with detailed renderings, floor plans, premium features, Hilton Head area information, and more.



## SILVER

### BEST 55+ BROCHURE

## The Mather

Tysons, Va.

*Nominated by Mather LifeWays*

Builder: Mather LifeWays

Marketing Firm: Mather LifeWays





## GOLD

### BEST 55+ PRINT AD

## “Boom” for Robson Communities

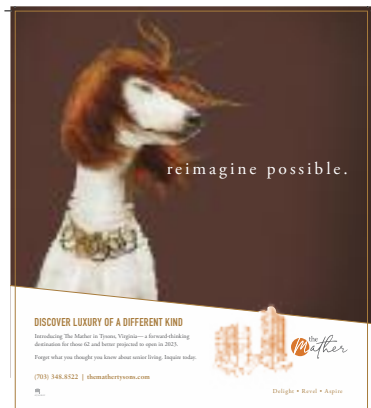
Sun Lakes, Ariz.

*Nominated by Robson Communities*

Builder: Robson Communities

Marketing Firm: L&P Marketing

The “Boom” ad was used to raise consciousness with baby boomers regarding the active-adult lifestyle offered at the Robson Resort Communities. The objective was to create awareness among active adults that a Robson Resort Community offers a world-class resort lifestyle and an abundance of social opportunities in desirable locations. Execution focused on showing impactful, eye-catching imagery and dominant branding identification. The ad appeared in the Arizona Republic “New Homes” and “Inspired Living” sections during January to March when Arizona has the most winter visitors.



## SILVER

### BEST 55+ PRINT AD

## “Reimagine Possible” for The Mather

Tysons, Va.

*Nominated by Mather LifeWays*

Builder: Mather LifeWays

Marketing Firm: Mather LifeWays



## SILVER

### BEST 55+ PRINT AD

## “Escape to the North Fork” for Harvest Pointe

Cutchogue, N.Y.

*Nominated by Pace Branding & Marketing*

Builder: Rimor Development

Marketing Firm: Pace Branding & Marketing



## GOLD BEST 55+ WEBSITE - COMMUNITY

### Robson Communities

Sun Lakes, Ariz.

Nominated by Robson Communities

Builder: Robson Communities

Marketing Firm: In House

Project Website: [www.Robson.com](http://www.Robson.com)

The main goals for the Robson.com website is threefold: generate leads, serve as a Wiki (resource) and educate potential home buyers. Before developing the site, the team looked at 5+ years of web analytics to determine user behavior. Using this data during the design phase ensured Robson.com was structured so that most prospects could easily find the most commonly searched-for information in as few clicks as possible. A secondary goal is mobile and tablet compliancy. Therefore, the site was developed to provide the best user experience and interface on all modern internet-enabled devices, regardless of screen size.





# Lifestyle Awards



## GOLD

### BEST 55+ LIFESTYLE PROGRAM

#### "Love Peace Rock & Roll" for Noble's Pond

Dover, Del.

*Nominated by Noble's Pond*

Builder:

Regal Builders

Marketing Firm:

Gilbert + Sheppard | Immersion Active

The Noble's Pond Woodstock Party encouraged VIP attendees to break out their tie-dyed shirts and bell-bottomed pants for an evening of rock and roll and groovy good times with current home owners. The 180 attendees included 27 carefully selected leads who had shown previous interest in the community but had not made a commitment to buy. The guests mingled with home owners at a pool-side barbecue, while enjoying live music, dancing, and Welcome Village and model tours. This event motivated five sales within one week, re-engaged existing leads, and influenced increased traffic to the community, its website and Facebook page.





## SILVER BEST 55+ LIFESTYLE PROGRAM

### “Fitness, Nutrition and Relationships” for Cresswind Peachtree City

Peachtree City, Ga.

*Nominated by Kolter Homes*

Builder: Kolter Homes  
Lifestyle Director: First Service Residential  
Marketing Firm: Frederick Swantson



## SILVER BEST 55+ LIFESTYLE PROGRAM

### “Health and Wellness” for Robson Communities

Eloy, Ariz.

*Nominated by Robson Communities*

Builder: Robson Communities  
Lifestyle Director: Lois Moncel



## SILVER BEST 55+ LIFESTYLE PROGRAM

### “Attitude Adjustments” for Latitude Margaritaville Daytona Beach

Daytona Beach, Fla.

*Nominated by Minto Communities*

Builder: Minto Communities  
Lifestyle Manager & Ambassador of Fun: Ed Cone





## GOLD

### BEST 55+ OUTDOOR LIFESTYLE AMENITY

#### “Paradise Pool and Changes in Attitude Bar” at Latitude Margaritaville Daytona Beach

Daytona Beach, Fla.

*Nominated by Minto Communities*

Builder: Minto Communities

Marketing Firm: OverAbove

The Latitude Margaritaville Paradise Pool and Changes in Attitude poolside bar provide the feel of strolling on a tropical island shaded by palm trees while sipping a drink, then taking a swim in a lagoon. Live music is offered daily, either poolside or in the Town Square, including lunchtime music weekdays. On weekends, bands play at the Latitude Margaritaville bandshell that is equipped with full concert stage and big screen monitor.





**SILVER**  
**BEST 55+ OUTDOOR LIFESTYLE AMENITY**  
 “Water Features” at Noble’s Pond

Dover, Del.

*Nominated by Noble’s Pond*

Builder: Regal Builders

Marketing Firm: Gilbert + Sheppard | Immersion Active



**SILVER**  
**BEST 55+ OUTDOOR LIFESTYLE AMENITY**  
 “Social Hub” for Traditions of America  
 at Cranberry

Cranberry Township, Pa.

*Nominated by Traditions of America*

Builder: Traditions of America

Marketing Firm: Ads Intelligence



## About the Sponsors



### PRIVATECOMMUNITIES.COM

PrivateCommunities.com is the nation's top online information resource for consumers seeking primary, retirement, or second homes in master-planned lifestyle communities. For more than twenty years, PrivateCommunities.com has helped communities generate awareness, website visits, and qualified sales leads. We provide unbiased information about communities throughout the United States, with a client list that includes developers and national homebuilders such as Del Webb, Trilogy Active Lifestyle, K. Hovnanian, Lennar, Taylor Morrison and more. With nearly one million website visitors each year, PrivateCommunities.com matches buyers with their perfect community.

### **BUILDERS**DESIGN FULL SERVICE INTERIOR DESIGN

### BUILDERS DESIGN

Our Builders Design team of generational merchandising and design experts has been creating inspiring homes and amenity spaces for over 40 years. We are an award-winning, nationally recognized interior design company known in the industry as a relationship- rather than project-driven firm. With four decades of experience balancing form and function, and our mastery of up-to-the-minute trends, we know how to differentiate you from the competition and increase the perceived value of your 55+ communities.



### MARY DEWALT DESIGN GROUP

Since 1983, Mary DeWalt Design has been working with home builders and developers across the country and has won numerous local, regional and national industry awards for interior merchandising excellence. When it comes to designing model homes for the 55+ demographic, we understand precisely what active adults are looking for!



## KTGY

Founded in 1991, KTGY Architecture + Planning is an international leading full-service architecture design and planning firm focused on residential and mixed-use developments and neighborhood revitalization. KTGY seamlessly delivers innovation, artistry and attention to detail across multiple design studios, ensuring that clients and communities get the best the firm has to offer no matter the building type or location. KTGY's architects and planners combine big picture opportunities, leading-edge sustainable practices and impeccable design standards to create memorable destinations of enduring value. KTGY serves clients worldwide from offices located in Chicago, Denver, Irvine, Los Angeles, Oakland, Pune and Tysons.



## BSB DESIGN

BSB Design was founded in 1966 to specialize in the planning and design of residential housing and communities. Through its multiple offices the firm has been innovating 55+ home and community design since its inception and has developed a rich and successful history creating memorable 55+ homes and communities nationwide.



## GILBERT & SHEPPARD

Since 1999, Gilbert & Sheppard has worked with builders and developers across the US and internationally to create successful 55+ communities. We do so with an unprecedented understanding of mature target audiences and with the belief that we are helping people live better lives by inspiring them to choose the lifestyle, homes and services our clients provide. From project conception to close out, Gilbert & Sheppard offers strategic consulting, branding, marketing and advertising, public relations, website design and management, social media management, lead response services, and sales support.



## APRILAIRE

Aprilaire is an established Indoor Air Quality Company and your partner for building healthier, more comfortable and efficient homes. Aprilaire offers whole-home solutions and controls for ventilation, air purification, humidification, and dehumidification. We also provide marketing and sales assistance to ensure you can fully leverage the benefits of meeting the consumer demand for a Healthy Home.



