50+ Housing Awards

***Professional Builder* presents the winners of the NAHB 50+ Housing Council's Best of 50+ Housing Awards.**

By Kristin Foster and Jennifer Powell, Staff Writers

Consider the retirement communities of your father's day no more. The gold winners from this year's Best of 50+ Housing Awards are proof that home builders have thrown the dated retirement home concept out the window and are approaching housing for older consumers in a completely different way. And the biggest signifier that things have changed is variety. This year's winners are communities and homes that vary not only in type and purpose, but also in design, target market, size and amenities. In the Best of 50+ Housing Awards, you will find excellent design and smart marketing projects that cover all the bases.

The National Association of Home Builders' Best of 50+ Housing Awards encourage quality and innovation by giving national recognition to the latest trends in active-adult and service-enhanced housing. This year, the judges awarded more than 100 entries in more than 50 categories for excellence and innovation in the design, development and marketing of housing for the 50-plus bracket.

As you look through the winners, notice this year's trends of the 50-plus market the judges noted:

- High-density projects on smaller plots of land
- A focus on energy-efficiency and sustainable building materials
- Amenities geared toward wellness, spirituality and meditation as opposed to just physical well-being
- Continuing education opportunities through nearby colleges and universities
- Maintaining home quality without the "bigger is better" mentality

THE 2008 BEST OF 50+ HOUSING AWARDS

Meet the Judges

ACTIVE-ADULT CATEGORY

Norman Cohen
NSC Residential, Atlanta

Chuck Covell
Covell Communities, Gaithersburg, Md.

Wendy Pieper
Builders' Design Inc., Gaithersburg, Md.

Dick Willhoit
Estrella Associates, Paso Robles, Calif.

Doug Van Lerberghe
Kephart community :: planning :: architecture, Denver

SERVICE-ENRICHED CATEGORY

Douglas Ahlstrom
KKE Architects, Las Vegas

Kevin Glover
Erickson Retirement Communities, Baltimore

Evelyn Howard
Howard & Associates, Bethesda, Md.

Doug Pancake
Irwin Pancake Architects, Costa Mesa, Calif.

MARKETING CATEGORY

Kate Brennan
Mary Cook & Associates, Chicago

Janis Ehlers
The Ehlers Group, Fort Lauderdale, Fla.

Bob Karen
Symphony Village, Owings Mills, Md.

Jennifer McKee
The McKee Group, Springfield, Pa.

■ Gold Award for Best Overall Community – Midsize (101 to 750 Homes)

A Light Rail Community

Metropolitan Homes partnered with the local transit authority to plan a community that revolved around the local light rail. The home builder designed Vallagio at Inverness to give residents easy access to Denver by creating a covered pedestrian connection between the community and the light rail station. Metropolitan Homes created six different product series in a variety of styles, prices and sizes. All of the houses have several aging-in-place features that include large kitchen islands for easy access to all appliances and large doorways. The three-story townhome product series comes with optional personal elevators.

Project Name: Vallagio at Inverness
Project Location: Englewood, Colo.
Developer/Owner: Metropolitan Homes, Denver
Architect: Kephart community :: planning :: architecture, Denver
Builder: Metropolitan Homes, Denver
Interior Designer: Design Works, Denver
Photography: Steve Hinds Inc.

■ Gold Award for Best Overall Community – Small (Up to 100 Homes)/ Best Clubhouse Interior Design – Small

Easy Farm Livin'

In building Adams Farm, Brendon Homes paid great detail to retaining the rural farm environment. The community has a classic New England motif, with hand-carved wooden signs and sprawling white fences. This feel is enhanced by the community's clubhouse, The Morgan Club, which is built in classic farmhouse style. Brendon Homes added extra detail to embody the classic New England aesthetic of country living, from cathedral ceilings and crown moldings to custom millwork and red oak hardwood floors. Extra care was taken to provide the necessary features for the 50+ consumer, such as minimal steps in the front entry; extra wide doors into and within the home; and varying countertop heights.

Project Name: Adams Farm
Project Location: Shrewsbury, Mass.
Developer/Owner: Brendon Homes, Southborough, Mass.
Architect: Shane Structures, Hopkinton, Mass.
Builder: Brendon Homes, Southborough, Mass.
Marketing Firm: Prime Time Communities, Littleton, Mass.
Interior Designer: Design East Interiors, Exeter, N.H.
Photography: Rixon Photography

■ Gold Award for Best Overall Community – Large (Over 750 Homes)

A Community That Plays

Vintage Communities and Pulte Homes focused the design of Village at Deaton Creek by Del Webb around lifestyles. They realize the homeowners are at a point in their lives where they can spend more time doing activities they love. The houses have open kitchens and great rooms that make entertaining easy and a covered lanai that can be used year-round. Features also include wide hallways, lower thresholds and levers instead of doorknobs. A 35,000-square-foot clubhouse with a fitness center, library, gourmet kitchen, meeting room, billiards room, arts and crafts multi-purpose room and an indoor lap pool round out the community. Outdoor amenities include a lagoon-style pool, tennis courts, space for bocce ball, trails and a children's playground for visiting grandchildren.

Project Name: Village at Deaton Creek by Del Webb
Project Location: Hoschton, Ga.
Developer/Owner: Vintage Communities/Pulte Homes, Duluth, Ga.
Architect: Pulte Homes, Duluth, Ga.
Builder: Pulte Homes/Del Webb, Duluth, Ga.
Marketing Firm: Anderson Communications, Hilton Head Island, S.C.
Interior Designer: DEI, Kennesaw, Ga.
Photography: Warren Bond Photography

Gold Award for Best For-Sale Attached Home Design – 1,701 to 2,400 Square Feet

An Oasis on the Strip

Terra Bella, located only 25 minutes from the Las Vegas strip, is the only multifamily attached project within a golf-oriented master planned community in Henderson, Nev. The age restricted development has a total of 236 condominiums (ranging from 1,423 to 2,200 square feet with five different floor plans) spread among identical 24-unit buildings. Builder Westmark Homes took advantage of the significant grade change on the site by configuring it into two levels to maximize views of downtown Las Vegas.

Project Name: Terra Bella
Location: Henderson, Nev.
Developer/Owner: Westmark Homes, Las Vegas.
Architect: RNM Design, Newport Beach, Calif.
Builder: Westmark Homes, Las Vegas
Interior Designer: Carol Eichen Interiors, Santa Ana, Calif.
Photography: RNM Design

Gold Award for Best Attached Home Community (Any Size)

All About the Community

Chestnut Oaks Condominiums embodies a sense of community of high luxury and with a high quality of life. The condos have several strategies to bring together the residents and the community. They throw thematic lunches and events with great food and a chance to socialize. Community activities such as field trips on a free shuttle to local shopping, church services, cultural outings and entertainment cater to active homeowners. A movie theater hosts a weekly movie night with popcorn. And if that wasn't enough, residents reach out to the local community by adopting local groups and networking with the nearby community college; in turn, the groups provide on-site services for residents.

Project Name: Chestnut Oaks Condominiums
Project Location: Fort Washington, Md.
Developer/Owner: Poretsky Building Group, Washington, D.C.
Architect: Grimm + Parker Architects, Calverton, Md.
Builder: Meridian Construction Co., Gaithersburg, Md.
Marketing Firm: Joint Venture, Baltimore
Interior Designer: Peristyle, Baltimore
Photography: Kenneth M. Wyner

Gold Award for Best For-Sale Attached Home Design – Up to 1,700 Square Feet

Universal Design

Metropolitan Homes was sensitive when the company designed Vallagio at Inverness, Moscato. The floor plan sets up mainly first-floor living that has several aging-in-place features that can be tapped if needed. Examples include the openness of the floor plan for ease of mobility, a large kitchen island that slows access to all appliances, a walk-in shower in the master bathroom and wide doorways. The developer also partnered with the neighboring Inverness Hotel and Golf Club to give residents access to its luxury amenities. The Moscato provides a maintenance-free, lock–and-leave lifestyle with all the benefits of an urban location.

Project Name: Vallagio at Inverness, Moscato
Project Location: Englewood, Colo.
Developer/Owner: Metropolitan Homes, Denver
Architect: Kephart community :: planning :: architecture, Denver
Builder: Metropolitan Homes, Denver
Interior Designer: Design Works, Denver
Photography: Steve Hinds Inc.

Gold Award for Best 'On the Boards' Clubhouse – Large (Over 6,000 Square Feet)/Best Overall Special Promotion

Project Name: Peachtree Hills Place
Project Location: Atlanta
Developer/Owner: Isakson Bamhart, Atlanta
Architect: Foley Design Associates, East Point, Ga.
Marketing Firm: GlynnDevins Advertising & Marketing, Overland Park, Kan.
Interior Designer: Foley Design Associates, East Point, Ga.
Photography: B. Sheppard Consulting

Gold Award for Best 'On the Boards' Clubhouse – Large (Over 6,000 Square Feet)

Project Name: Warm Hearth Village
Project Location: Blacksburg, Va.
Developer/Owner: Warm Hearth Village – New Century Housing, Blacksburg, Va.
Architect: SFCS, Roanoke, Va.
Builder: Fralin & Waldron, Roanoake, Va.
Marketing Firm: Sharon Brooks & Associates, Richmond, Va.
Interior Designer: Builders' Design Inc., Gaithersburg, Md.
Photography: Virtual Solutions, Quebec, Canada

Gold Award for Best 'On the Boards' Home Design (Any Size)

Project Name: Provenance, Mozart
Project Location: Longmont, Colo.
Developer/Owner: Bosch Land Group, Boulder, Colo.
Architect: Olson Architecture, Niwot, Colo.
Builder: Masterwork Home Co., Boulder, Colo.
Marketing Firm: Bosch Marketing Group, Boulder, Colo.
Photography: Olson Architecture

Gold Award for Best 'On the Boards' For-Sale Attached Home Design (Any Size)

Project Name: Artesia, Unit A
Location: Scottsdale, Ariz.
Developer/Owner: Starpointe Properties, Scottsdale, Ariz.
Architect: Kephart community :: planning :: architecture, Denver
Builder: Starpointe Properties, Scottsdale, Ariz.
Photography: Kephart community :: planning :: architecture, Denver