

ONE HOME, MULTIPLE ELEVATIONS

2018 HOUSE REVIEW THEMES

AUGUST Luxury Homes
SEPTEMBER Kitchens
OCTOBER Pocket Neighborhoods
NOVEMBER Contemporary Designs
DECEMBER Single-Family Homes and
Neighborhoods for Rent

Efficient strategies for creating varied and appealing streetscapes

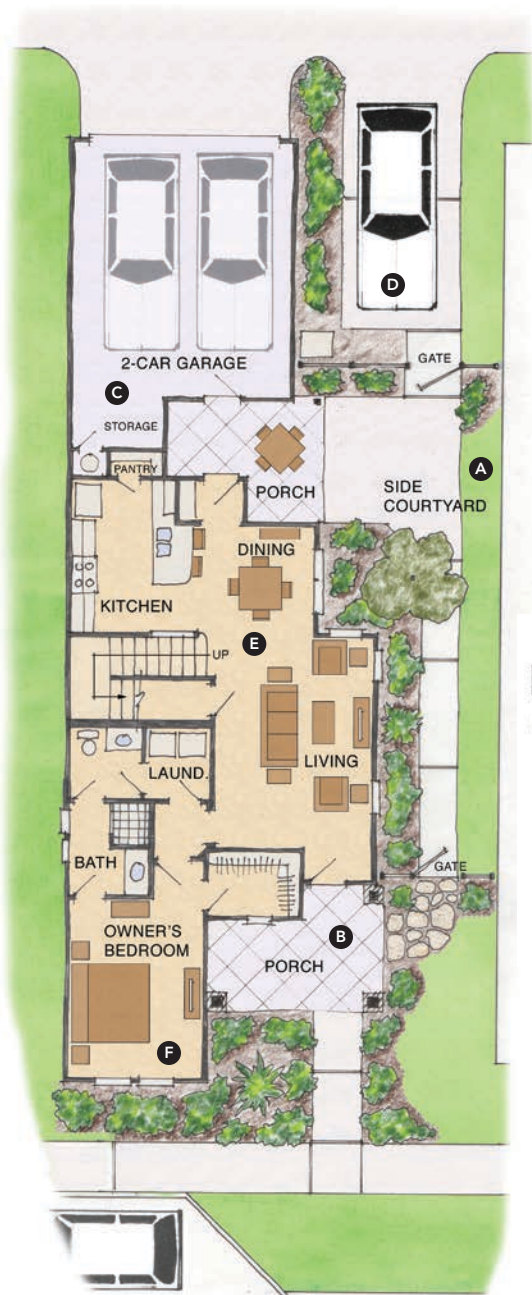
By Larry W. Garnett, FAIBD, House Review Lead Designer

Today's homebuyers are looking for great design and great value. From starter homes to luxurious move-ups, they're intent on finding something that's unique and personal. Not long ago, the term cookie-cutter was only used by builders and design professionals as they discussed how to vary streetscapes filled with repetitive plans. But now buyers are quite familiar with the term and most are quick to describe a neighborhood as cookie-cutter if they sense too much repetition.

From a construction perspective, of course, repetition becomes one of the essential elements of cost-effective home building. This is where thoughtful and creative design becomes essential. As you'll see in the following examples from our design team, it's possible to produce multiple elevations for the same floor plan. With just the right amount of material and proportion variations, the façades could be placed side by side, with no hint of cookie cutter.



Each home in this development has one windowless blank side wall that forms the backdrop for the adjacent home's side courtyard. With gates at each end, this courtyard becomes a private outdoor area ideal for entertaining and perfect for pets. Three front-elevation options offer varying rooflines and forms. The cladding materials range from siding to brick to stone, ensuring that each elevation has a distinctive style. While the same plan would not typically be built side by side as shown here, the different combinations of materials and proportions make it difficult to recognize that all three exteriors represent the same floor plan.



STONERIDGE COTTAGES

DESIGNER

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PLAN SIZE

Width: 26 feet
Depth: 79 feet
Living area: 1,458 sf

- A** Private side courtyard offers secluded outdoor living space
- B** Spacious front porch is maintained with each front elevation variation
- C** Two-car garage and storage located along a rear lane
- D** Additional parking space alongside garage
- E** Open living/dining/kitchen arrangement allows each of these areas to enjoy views toward the side courtyard, while expansive windows provide plenty of natural light
- F** First-floor owner's bedroom

[HOUSE REVIEW]

FARMHOUSE, TRADITIONAL + MODERN

DESIGNER

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PLAN SIZE

Width: 40 feet
Depth: 60 feet
Living area: 3,375 sf

Versatility and variety in elevations is an ideal way to offer diversity within your region or market segment. Sometimes the community you're building in is perfectly suited for the buyer who wants the cute, traditional home, and some communities are better suited to appeal to the buyer who doesn't want anything that resembles what they grew up in—they want modern. Here is an example of how to elevate one plan with varying degrees of modern appeal, and the keys to getting it right.

- A** One distinguishing feature of the traditional farmhouse is a monochromatic color palette, high-contrast black windows, and time-honored details. Standing-seam metal roofs at porches and detail features offer a timeless feel. Window patterns are symmetrical and traditional
- B** The modern farmhouse also has a monochromatic color palette and contrasting black windows, but its details are more stylized. Columns and corbels are accent elements, with more contemporary features such as steel plate connections that modernize the design. Window patterns remain symmetrical, but more contemporary window groups without divides create interest
- C** The contemporary farmhouse has windows shifted to the corner, industrial detailing, and thoughtful use of accent materials. Asymmetry occurs in massing and window patterning. Traditional details have been forgone. Here, the massing is the link to the



past, offering a form that is familiar and comfortable with fresh and stylized details

- D** Unique column and trim details; plus entry doors that match the style of the home, be it traditional or modern
- E** Accent features help emphasize the chosen style

VICKY

ARCHITECT

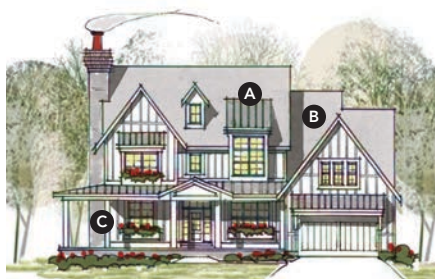
TK Design & Associates
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PLAN SIZE

Width: 52 feet, 8 inches
Depth: 54 feet, 4 inches
Living area: 3,722 sf

Builders use multiple elevations to provide variety in a community. This can involve minor changes such as siding, to more extensive makeovers of massing and fenestration. This house completely transforms from elevation to elevation. The plan has exteriors based on three architectural styles—Modern Farm, European, and Craftsman—but this time, there's a twist: All of the styles are created in the Dollhouse style, which takes classic architectural styles and adds some whimsy and romanticism. This is done by purposely exaggerating proportion and scale to create a home that's sure to charm.

- A** Metal shed roofs are an important component of modern farm design
- B** Exaggerated roof pitches and oversize rake trim emphasize the playfulness of the design
- C** Large, furnishable porch extends livable space and becomes an outdoor room
- D** Windows that project from the plane of the roof create interest on the interior and exterior
- E** Dramatic sloped roof amps up the charm for this romantic European design
- F** Manipulation of proportions and exaggerated trim are two hallmarks of Dollhouse-style design



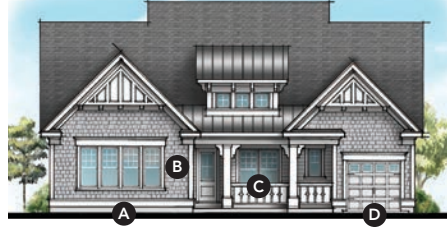
THE EDGEWATER

DESIGNERS

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PLAN SIZE

Width: 53 feet
 Depth: 75 feet
 Living area: 2,575 sf



Multiple elevations are often a challenge with single-story active adult homes. Without a second story, opportunities to create variations in massing are more limited. However, when including a partial second floor, these four distinct elevations become appropriately massed and unique with the use of dormers, hip roofs, and gable roofs. In addition, changing the direction of some of the rooflines helps provide variety.

- A The side-loaded garage provides a blank canvas for creating varied fenestration patterns to differentiate the elevations
- B It's important to treat the inboard wall of the side-loaded garage as an extension of the front elevation. Finish materials and detailing on this wall should be consistent with the front wall
- C The full front porches are common to all four elevations, but each has different roof massing to create four distinct elevations
- D The forward-facing garage door should be styled and detailed in a way that's consistent with the elevation style



[HOUSE REVIEW]



THE ASPEN AT PINE BLUFF

DESIGNER

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PLAN SIZE

Width: 64 feet
Depth: 70 feet
Living area: 2,854 sf

Multiple elevation styles are critical to creating an interesting streetscape. The Aspen is part of a series of five ranch plans, each with the option of two or three different elevation styles. In a neighborhood with just 43 available lots, this provides great diversity, creating a custom neighborhood feel. The three elevation styles are modern interpretations of traditional forms, which together create a harmonious streetscape. Regardless of plan, all three elevations play well together, using similar massing and related color palettes to give the neighborhood an attractive, cohesive look.



- A** The side-loaded, split car garage provides great opportunities to play with window placement and rooflines
- B** Consider elevation options when creating the floor plan. A front-facing bedroom offers plenty of room for creativity

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