



HOUSING OPPORTUNITY CONFERENCE

Master Planned Communities: Solving the Housing Equation

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Creating Diverse and Inclusive Communities

Lessons Learned from the Best Practices in Master-Planned Community Development



Figure 1. Surveyed Communities, by State

State	Communities surveyed
Florida	8
Texas	6
Arizona	3
North Carolina	3
California	2
Georgia	2
Colorado	1
Nevada	1
Oregon	1
South Carolina	1
Washington	1
Total	29

- Survey of 29 exemplary master-planned communities
- Identified 7 planning principles for creating diverse and inclusive communities



7

PRINCIPLES FOR CREATING INCLUSIVE COMMUNITIES

01

STRIVE FOR A DIVERSE LAND USE MIX

7 PRINCIPLES FOR CREATING INCLUSIVE COMMUNITIES

02

DIVERSIFY HOUSING CHOICE

7 PRINCIPLES FOR CREATING INCLUSIVE COMMUNITIES

03

FOCUS ON ATTAINABILITY

7 PRINCIPLES FOR CREATING INCLUSIVE COMMUNITIES

04

PRIORITIZE NATURE AND OPEN-SPACE AMENITIES

7 PRINCIPLES FOR CREATING INCLUSIVE COMMUNITIES

05

EMBED DIVERSITY IN COMPANY CULTURE AND VALUES

7 PRINCIPLES FOR CREATING INCLUSIVE COMMUNITIES

06

CURATE COMMUNITY LIFE THAT CELEBRATES DIVERSITY AND INCLUSION

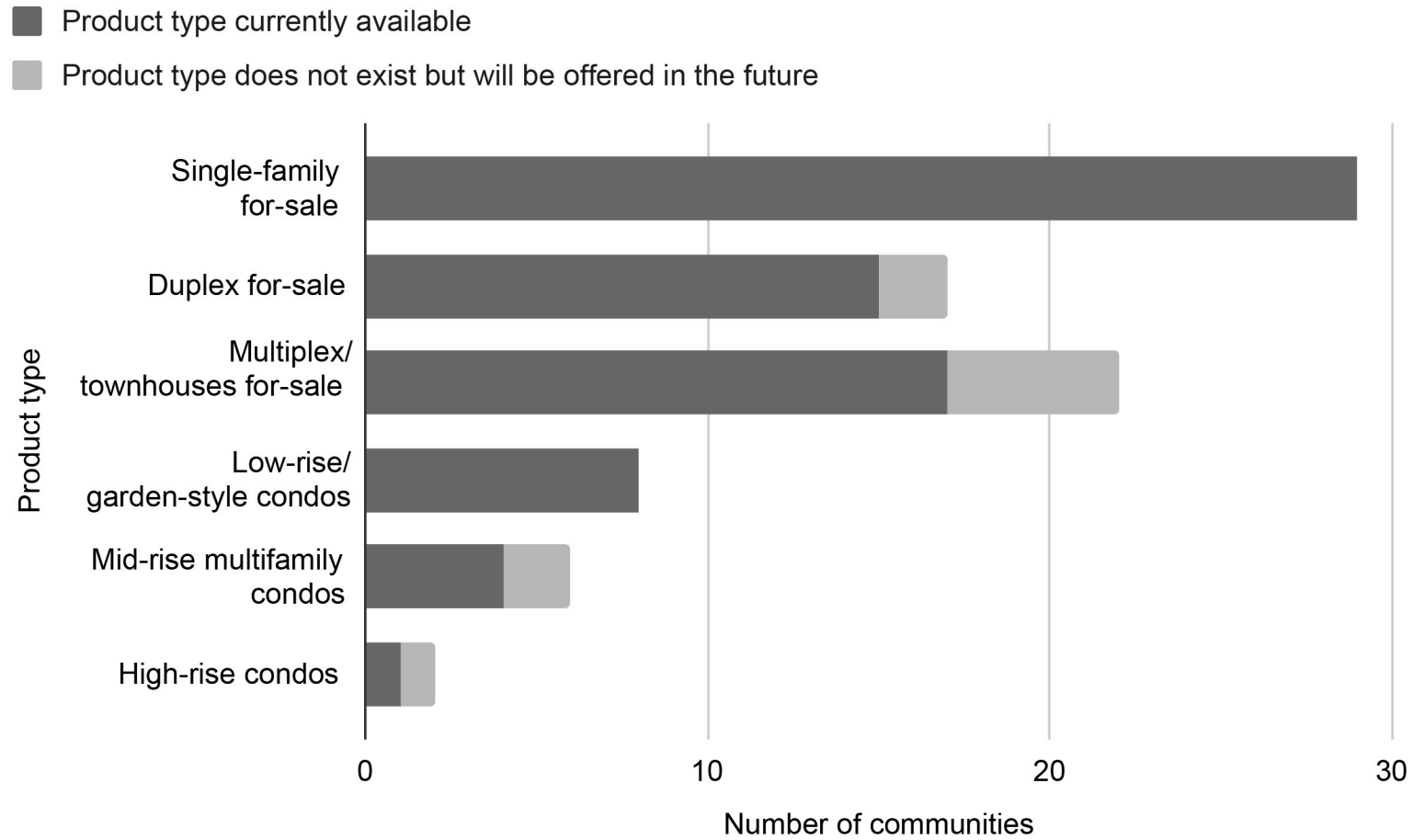
7 PRINCIPLES FOR CREATING INCLUSIVE COMMUNITIES

07

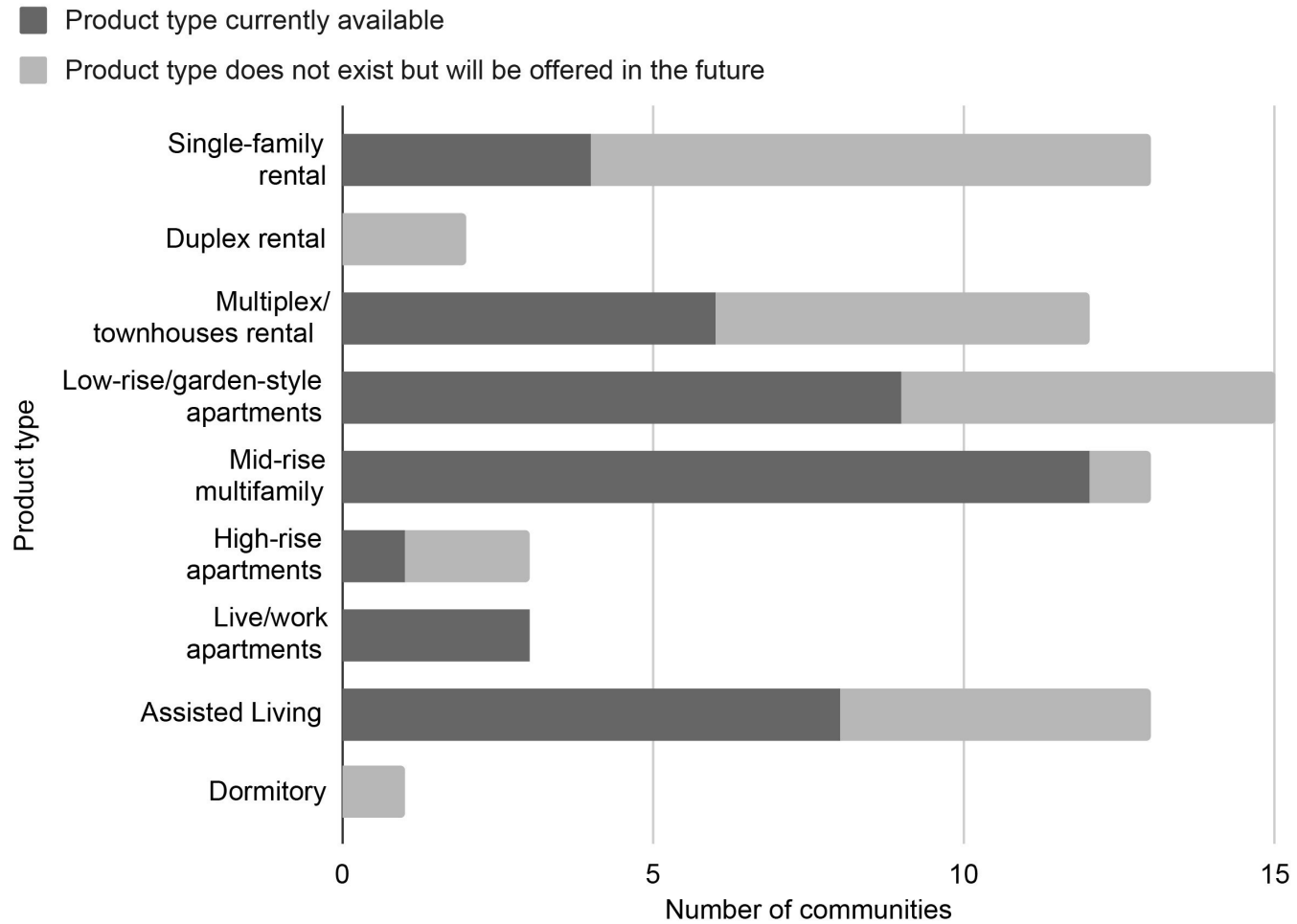
BE INTENTIONAL ABOUT MARKETING TO DEMOGRAPHICALLY DIVERSE GROUPS

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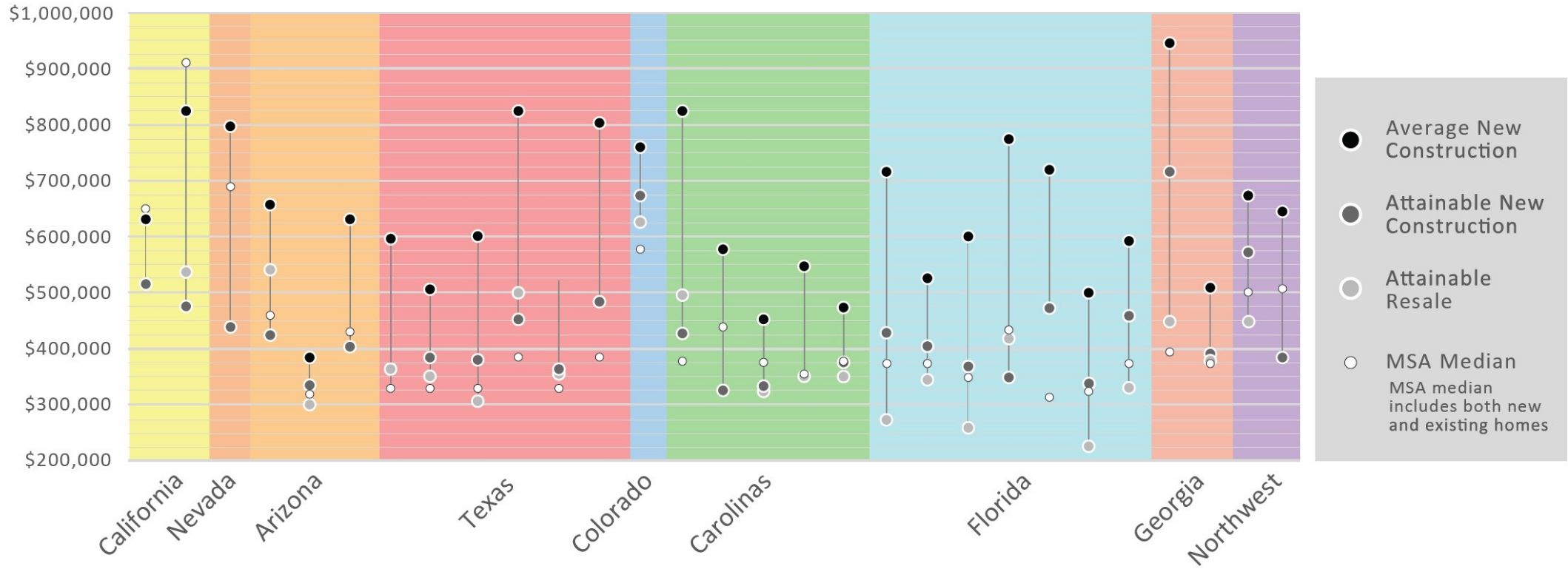




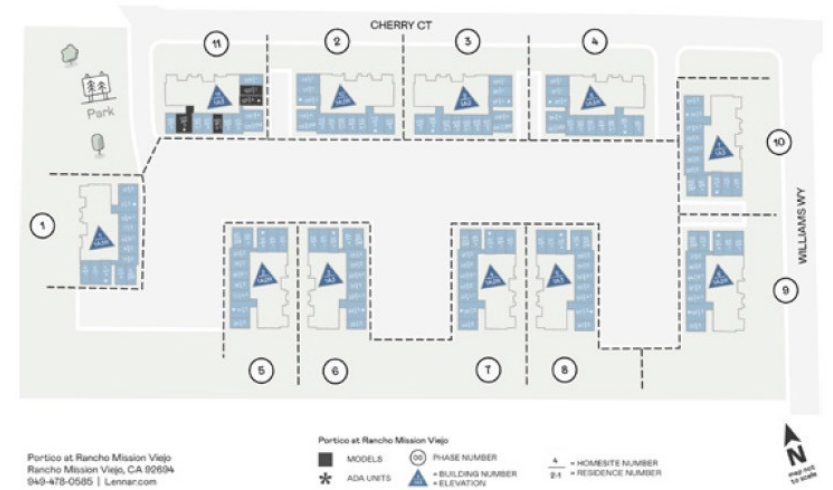
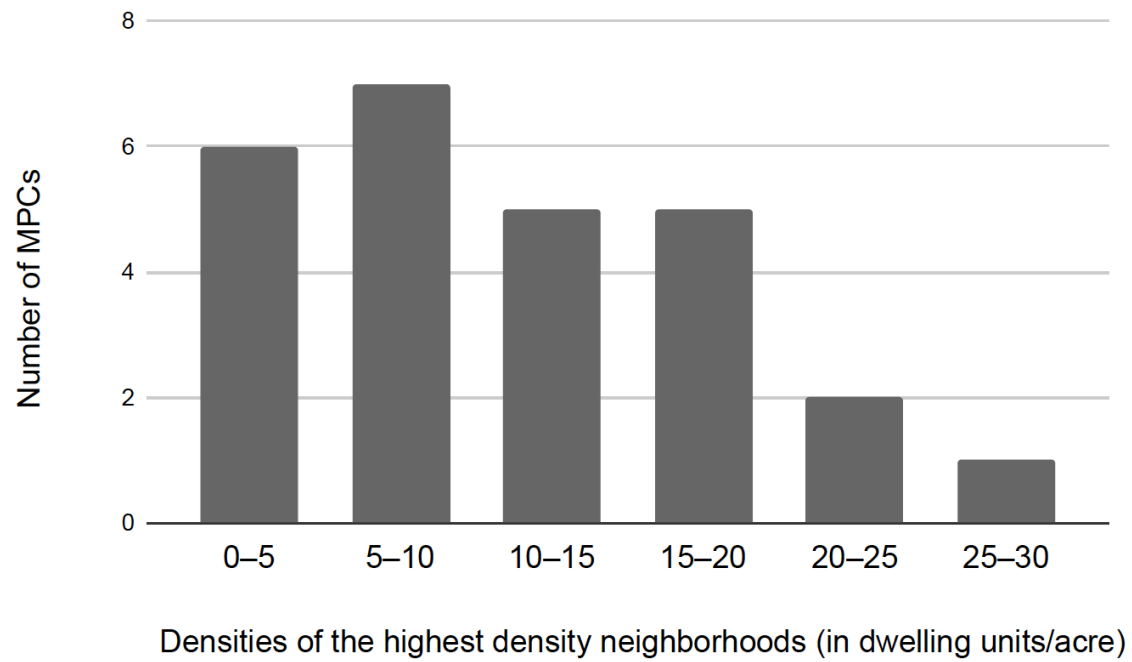
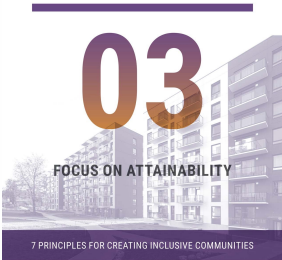
For-sale product diversity of the surveyed communities



Rental product diversity of the surveyed communities



Ranges of home prices in surveyed communities, sorted by state



Portico at Rancho Mission Viejo site plan. (Lennar)



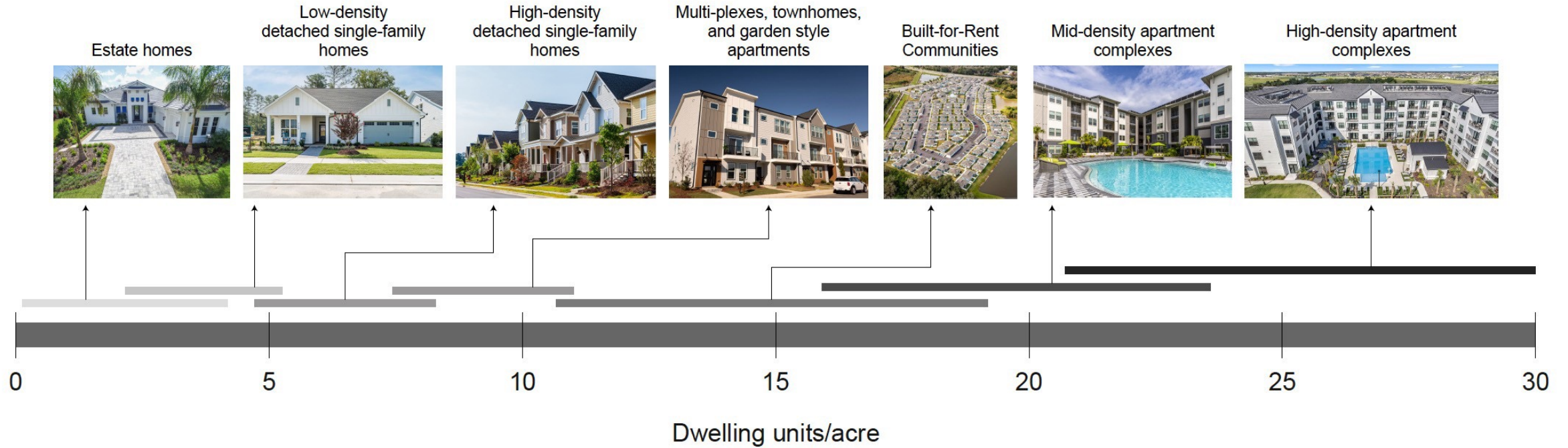
Portico at Rancho Mission Viejo. (Rancho Mission Viejo)



03

FOCUS ON ATTAINABILITY

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Examples of home product types for varying density levels



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Q&A

Thank you!



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