

Tri Pointe Homes DC Metro Case Study

Tri Pointe Homes DC Metro leverages innovative design to create environmentally friendly Silver Springs Community development

► Leveraging Design Innovation to Create Green Community

Background

Tri Pointe Homes DC Metro is known for its Design Studio, which gives customers the ability to work one-on-one with designers to create a home that fits their unique lifestyles. Tri Pointe Homes DC Metro offers the program at each of its single-family and townhome communities throughout the Washington D.C. region. In the past 30 years, Tri Pointe Homes DC Metro has delivered more than 18,000 homes, establishing the company as a regional leader in premium homebuilding. Tri Pointe Homes DC Metro's Poplar Run community in Silver Springs, Maryland is a 308-acre development committed to preserving open green space for a full half of its acreage, providing homeowners a natural, serene setting coupled with Tri Pointe Homes DC Metro's award-winning design program. With a clubhouse, three pools, walking trails, vast green space and its close proximity to downtown

Silver Springs, Poplar Run has proven to be an extremely desirable community for both families and commuters alike.

Opportunity

Tri Pointe Homes DC Metro strategically chose a former country club as the site for the Poplar Run development, embracing the lush landscape of its predecessor. While the vast, open space of the land allowed for unlimited building potential, the existing configuration made for challenges beyond what might be found in a typical area parcel, such as structured plumbing and access to a drain line to the Chesapeake Bay. Tri Pointe Homes DC Metro was tasked with creating these essential plans, while being mindful to not impede on any existing environmental barriers in order to preserve the green space. In addition to ecological complexities, a lack of staff in the jurisdiction of the development site meant permit delays and elongated approval processes, and the company also needed to maintain a strong, structured sales process throughout all phases of the development.

Solution

Tri Pointe Homes DC Metro was able to design an innovative plumbing system that aligned to an existing drain line without compromising the landscape, allowing the vision of preserving the land's green space to become a reality. The company proactively studied the Silver Spring-Glenmont Master Plan goals and objectives in order to design a master plan that complemented the integrity of the city's goals, allowing for efficient approval processes within the jurisdiction. Additionally, the company engaged the community by conducting over thirty outreach meetings to keep the neighborhood informed of the development proposals, which enabled Tri Pointe Homes DC Metro to negate customary objections, further securing support for Poplar Run. To achieve sales goals, Tri Pointe Homes DC Metro implemented a company-wide effort during opening that enabled them to achieve 45+ immediate sales.

Result

By proactively working with the city and remaining steadfast with design throughout development's many phases, Tri Pointe Homes DC Metro was able to realize its vision of the thriving Poplar Run community. The company has maintained the momentum set from the initial company-wide sales effort, having achieved tenacious sales targets on an ongoing basis, with 477 homes sold out of the 773 planned as of February 2015. The lush neighborhood boasts a beautiful entry drive and a plethora

of amenities for homeowners, with the fine craftsmanship of the Poplar Run Centennial Home Style winning the 2013 PCBC Grand Awards Gold Nugget Award for Best Single-Family Detached home in the 2,000- to 3,000-square-foot division, further validating Tri Pointe Homes DC Metro as a leader in luxury homebuilding.

