

## Tri Pointe Homes San Diego Case Study

Tri Pointe Homes San Diego leverages strong, established relationships with jurisdictions and community organizations to deliver highly sought after 2600-acre master-planned community of Pacific Highlands Ranch.

### ► Delivering a Legacy of Master-Planned Excellence Through Solid Reputation and Relationships

#### Background

For over 61 years, Tri Pointe Homes San Diego has been San Diego's premier homebuilder, providing quality home choices for a spectrum of households and price points, with particular focus on superior master-planned settings that also include schools, parks, shopping and other amenities. As a powerful brand with a solid reputation, Tri Pointe Homes San Diego is committed to excellence—a commitment that has not only earned the company generations of loyal repeat customers, but also the loyalty of a tenured, skilled team. Tri Pointe Homes San Diego is the proud master plan developer of Pacific Highlands Ranch, which occupies one of San Diego's best coastal-close locations.

## Opportunity

As a 2,600-acre master plan that, upon build out, will consist of nearly 5,000 homes, six schools, three parks and a mixed-use retail village core and commercial office, a development that required the approval of voters throughout San Diego. Being a highly constrained market, developing a master plan in a strategic coastal-close location meant working alongside jurisdictions, agencies, environmental and community groups to make agreements for entitlement of land assets.

## Solution

Tri Pointe Homes San Diego's proven track record of successfully collaborating with the involved groups was instrumental in the progression of the development. The coalition created a land design that preserved key natural resources and provided for schools, parks and community services. The residential densities were designed in such a way to be highest in the mixed-use core and lowest at the community edges in order to blend with surrounding neighborhoods. A stormwater quality program was implemented and environmentally-friendly features and options were presented together with an ongoing education effort through the company's model homes. The mindful design and elements of this master plan allowed Tri Pointe Homes San Diego the opportunity to appeal to all stakeholders.

## Result

By effectively working with the City of San Diego, Carmel Valley Community Planning Group, Sierra Club and other environmental and community groups, Tri Pointe Homes San Diego ultimately achieved two successful city-wide ballot measures a dozen years apart, allowing the company's full community vision to become a reality. Even during the recent recession, Pacific Highlands Ranch held its value, and sales continued throughout the country's economic hardships and subsequent recovery. Pacific Highlands Ranch is currently 40 percent built out, with nearly 2,000 homes, four highly regarded schools (with another under construction), a new park, and the Village retail scheduled to open end of first quarter, 2015. To date Pacific Highlands Ranch and its neighborhoods have received over 30 awards, recognizing excellence in sustainability, energy efficiency, green building, home design and master planned community of the year.

