

Professional Builder

A photograph of a modern house with a brick chimney, a pergola, and a large glass door. The house has a mix of brick and light-colored siding. A white pergola with a thick post and beam design is in the foreground. A large glass door with multiple panes is on the right. The ground is covered with mulch and some plants.

APRIL 1986

Graying Of America

Meeting A Varied Market

Computer Future:

Four New Uses For Builders

View-Lot Housing A Winner

More Cuts For Housing, FHA

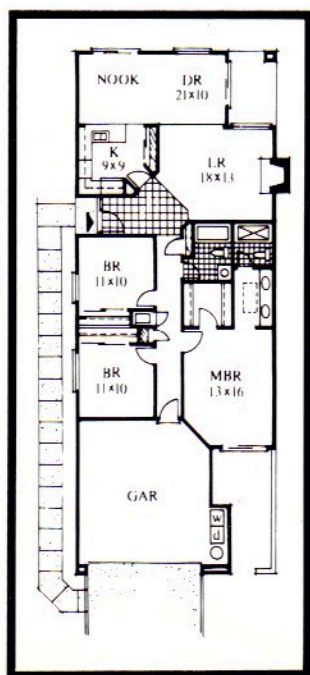
House Plans You Can Build

Active Retirees And Empty Nesters Want Recreational Amenities



PHOTOS: KIM BRUN

Houses are sited so that each has a four-foot side yard against a blank wall of the adjoining home. Volume ceilings and efficient floor plans highlight interiors.



Active retirees want housing that requires little maintenance and is near recreational facilities.

The Woodridge project of 120 single-family detached homes in Escondido, near San Diego, is the type of housing that fills the bill for many active retirees.

Recreational amenities include a 30-foot by 50-foot swimming pool, a 10-foot diameter whirlpool spa, a cabana and two gas barbecue grills.

Adjacent to the project is the 18-hole Escondido Country Club which offers a number of its own recreational amenities including a swimming pool, tennis courts, exercise rooms, recreation room, reading room and a full-service restaurant.

In planning the project, the builder wanted to provide lots with a minimum front yard to keep down maintenance costs. The

homes were sited so that each has a four-foot side yard against a blank wall of the adjoining home, providing privacy for outdoor living. Each home has a two-car garage to provide storage space in addition to space for the automobile.

The homes range in price from \$110,000 to \$139,000 for 1274 to 1603 square feet of living space. Two of the models have three bedrooms, a third model has two. All have two bathrooms. Douglas Allred Co., builder of Woodridge, sold six homes in six weeks, said William B. Scott, vice president of marketing.

Scott said marketing the product to the empty nester and active retiree calls for a different approach—one that requires much hand-holding. Buyers have to be taken through the purchase steps so they can be sure they are getting what they pay for, he said. They have to

Builders must assure retirees that they are making the right choice.

be reassured they are doing the right thing and that their investment is a good one. Prospects are in no hurry to buy, Scott said. They want to be sure they are getting security and value.

Woodridge itself is on an 18-acre tract. The homes occupy a small portion of that, allowing for 12 acres of green space. Residents use their golf carts to get around the community.

Security fences are used in the front yards. Backyard fencing is the owner's responsibility. Homes are on single-loaded streets. Terraced lots allow for a sweeping view of the community. The subdivision has only one entrance, providing an additional degree of security.

The design of the homes was aimed at making the interiors as functional as possible yet at the same time providing enough floor space to accommodate furnishings the residents bring.

Some of the plans contain a split bedroom arrangement to meet the wishes of buyers who want separate bedrooms. The third bedroom in some of the plans is used as a TV room or for guests.

Architect was Dale Naegle & Associates of La Jolla, Calif. Interior designer was Erickson and Associates of Los Angeles. Hard construction cost (labor and materials) ran \$32 a square foot. A finished lot cost \$40,000. □

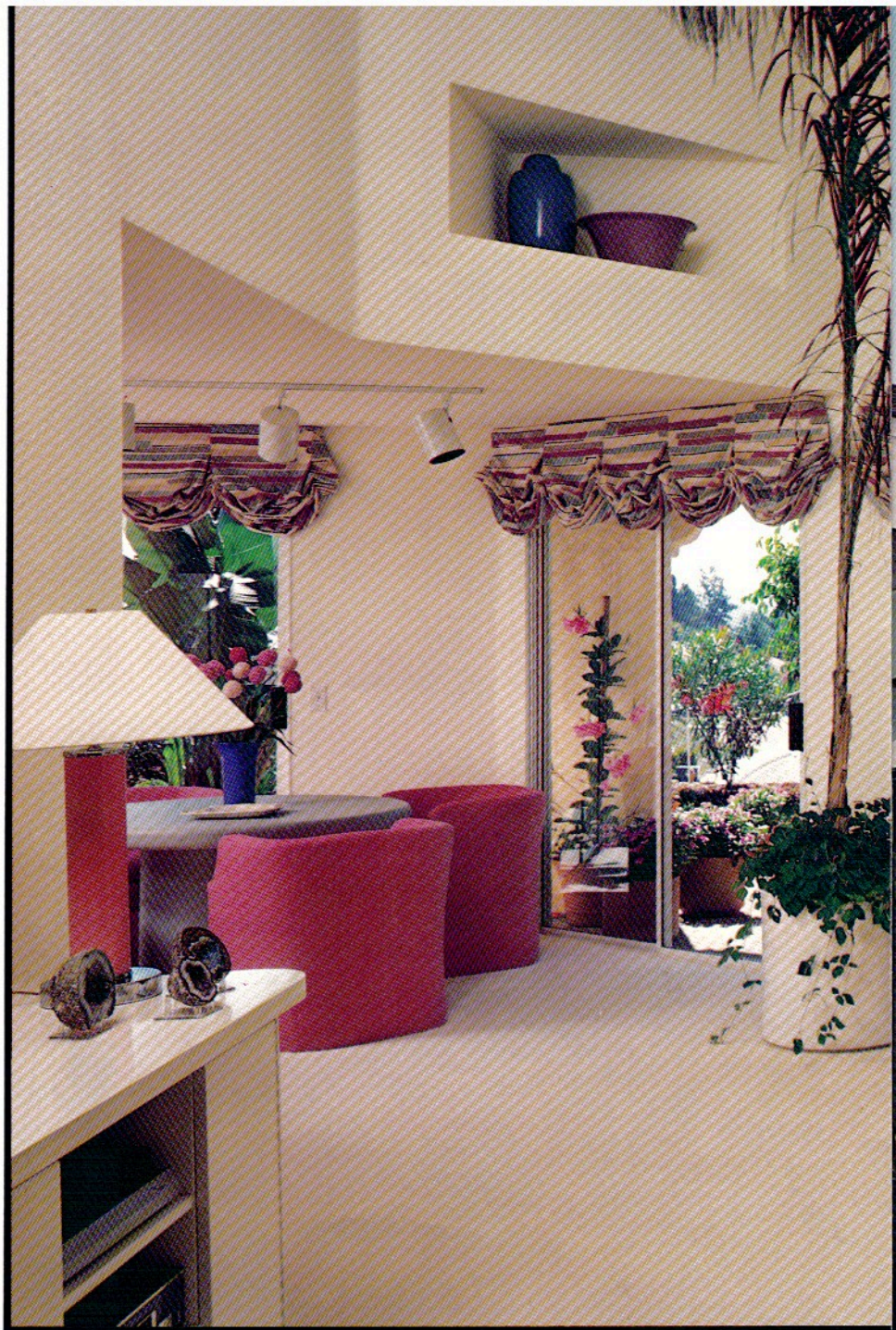
Recreational Amenities

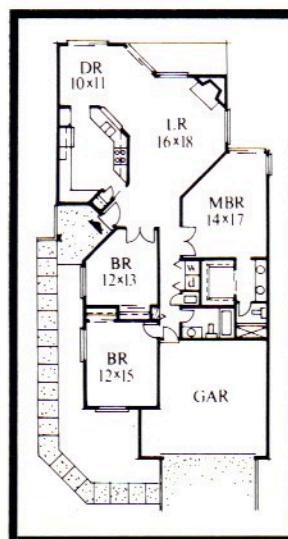
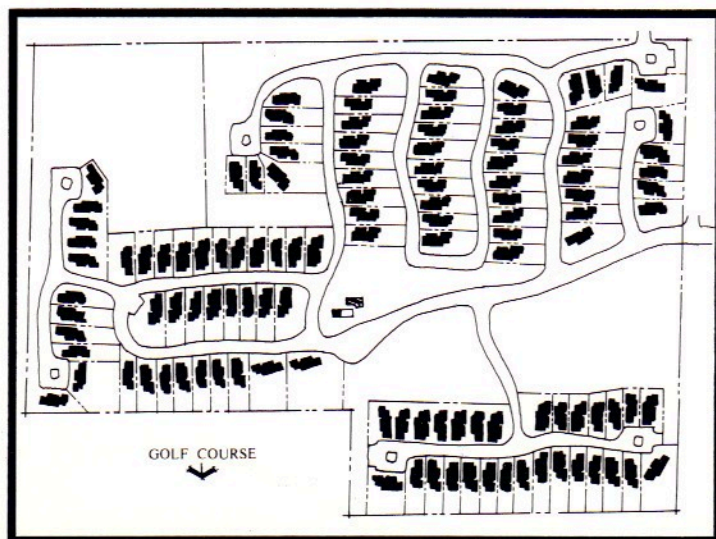
On-Site

- 50-foot swimming pool and deck area, cost of construction: \$40,000.
- 10-foot diameter spa, cost of construction: \$20,000.
- Gas barbecue grills, cost of construction \$800.

Off-Site

Par-72 golf course at Escondido Country Club adjacent to Woodridge. Club facilities include a heated pool and spa, tennis courts, exercise room, reading room, full-service restaurant. Initiation fee—\$3000, monthly fee—\$176.





Retirement community has just one entrance, an important security feature (see land plan). Interiors of the one-story plans are most livable. One of the bedrooms can be used as a den or guest room. Nearby golf course is an important recreational amenity.