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▲ WITH FOUR FLOOR PLANS, RANGING FROM 1,846 TO 2,432 SQUARE FEET, LIVINGSMART HOMES ARE NOT ONLY SMART, BUT ALSO STYLISH AND SPACIOUS.

▼ PARDEE CREATED THE LIVINGSMART ROOM TO EXPLAIN THE GREEN FEATURES AND BENEFITS OF THE LIVINGSMART PROGRAM.

Pardee Homes' New LivingSmart Homes neighborhood at Fair Oaks Ranch combines stylish and affordable living with more than 30 included green features.

By KIM SINGLETARY

Photography by ROBB MILLER PHOTOGRAPHY



It's said that one can never be too pretty, or too smart — and that is definitely the case with one of Pardee Homes' newest offerings: LivingSmart Homes at Fair Oaks Ranch.

Pardee Homes is going the extra green mile by becoming the first production homebuilder in California that is building an entire new-home project certified by the National Green Building Standard (NGBS) by the NAHB Research Center. Each home will be built, tested and verified to Gold-level criteria of the NGBS, which is approved by the American National Standards Institute.

At the grand opening on April 9, 2011, buyers got their first look at a new neighborhood that truly has it all, including homes that will meet the only internationally recognized standard for green building (NGBS). Then check the location; these homes are situated within the master-planned

community of Fair Oaks Ranch in California's Santa Clarita Valley. Freeway-close to Los Angeles, and all the shopping, dining and entertainment one could desire, Fair Oaks Ranch also manages to seem worlds away thanks to more than 400 acres of preserved open space and in-community trails.

Then there are the homes themselves. A perfect fit for young professionals, empty nesters or small families, the four floor plans range from 1,846 to 2,432 square feet, with every one including a two-bay garage. The "smart" part of the LivingSmart Homes, though, serves as a showcase of both Pardee Homes' focus on green building and the industry leading homebuilder's commitment to affordability.

"In the LA / Ventura market, new-home affordability is a big issue, and home operating costs are important," Joyce Mason, vice president of marketing with Pardee Homes, said. "These

“These homes include the green features and systems ... while achieving style, livability and attainable pricing .”

— JOYCE MASON, VICE PRESIDENT OF MARKETING, PARDEE HOMES

homes include the green features and systems that lower those costs, while achieving the style, livability and attainable pricing we wanted to bring to this market,” she continued.

Every home will be built to the standards of Pardee Homes’ award-

► **PARDEE HOMES PRESIDENT AND CEO MIKE MCGEE (LEFT), MARKS THE NATIONAL GREEN BUILDING STANDARD (NGBS) GOLD CERTIFICATION PLEDGE FOR LIVINGSMART® HOMES AT FAIR OAKS RANCH® WITH MIKE LUZIER, PRESIDENT AND CEO OF THE NATIONAL RESEARCH CENTER, NGBS ADMINISTRATOR.**

▼ **THE FIRST PARDEE COMMUNITY TO INCLUDE SOLAR AS STANDARD, THE LIVINGSMART HOMES INCLUDE A ROOF-INSET 1.35 KW SOLAR ELECTRIC POWER SYSTEM.**





PROJECT TEAM

ARCHITECT / DESIGNER: LGS ARCHITECTS,
 BASSENIAN / LAGONI ARCHITECTS
BUILDER / DEVELOPER: PARDEE HOMES
INTERIOR DESIGN: YOLANDA LANDRUM
 INTERIOR DESIGN INC.
LAND PLANNER: SIKAND
LANDSCAPE ARCHITECT: LA GROUP
SALES OFFICE: LUNAPEARL STUDIO

winning LivingSmart program — bringing a level of environmental consciousness never before available at Fair Oaks Ranch.

LivingSmart Homes touches on every aspect of green in a way that amounts to an impressive lineup of standard home features. To start with,

LivingSmart Homes are EnergySmart, thanks to standards such as the energy generating SunPower solar power system. The LivingSmart neighborhood at Fair Oaks Ranch is notable as the first Pardee community to include solar as standard. Adding to this is radiant barrier roof sheathing, fluorescent lights in recessed cans and low-e spectrally selective glass windows.

“Pardee Homes’ pledge with its LivingSmart Homes design series is to deliver a super high level of green building, at an attainable price point,” Mason said. “Including solar power systems as standard is a natural component of that pledge, and it also reflects more than a decade of our efforts to trim home operating costs and beef up

▲ THESE HOMES INCLUDE LOW-VOC ADHESIVES AND GROUT, ALONG WITH LOW-FLOW FAUCETS AND A RECYCLING CENTER HIDDEN BEHIND A KITCHEN CABINET.

home performance, particularly in the area of energy efficiency.”

Homes are also WaterSmart, featuring drought-tolerant landscaping complete with smart irrigation controllers, a GE EnergyStar dishwasher and water saving toilets. To make them HealthSmart, Pardee Homes has focused on improving indoor air quality with standards such as low-VOC paint, insulation, grout and adhesives, along with MERV 8 air filters. Finally, LivingSmart Homes are also EarthSmart, meaning they help conserve resources through the use of such smart



where buyers could learn more about all the amazing features in these homes — which is why Pardee Homes created the LivingSmart Room.

“This room encapsulates the LivingSmart program in a four-walls-plus-floor container that tells our green story in a visually pleasing, memorable way,” Mason said. “Graphics and text help educate home shoppers

about good building science, about green homes and about the benefits of LivingSmart features in a way that is easily understood and appreciated.”

Mason goes on to explain the nuances that make the LivingSmart Room such a marketing success. “Each of the LivingSmart subsets — EnergySmart, EarthSmart, HealthSmart and WaterSmart — occupies its own wall. Plus, each wall color matches the color of its corresponding LivingSmart icon, and that promotes buyer recall,” she explained. “Buyers can also get some tactile information, such as when they examine the carpeting of recycled material. This room tends to keep shoppers in our green model for an extended visit — a good thing

▲ LIVINGSMART HOMES AT FAIR OAKS RANCH IN SANTA CLARITA, CALIF., FEATURE MORE THAN 30 STANDARD GREEN OFFERINGS, INCLUDING A HIGH-PERFORMANCE INSULATING STUCCO SYSTEM, LOW-E WINDOWS AND COMPOSITE ENTRY DOORS.

◀ BUYERS WILL BREATHE CLEANER THANKS TO STANDARD INCLUSIONS, SUCH AS A MERV 8 AIR FILTER AND LOW-FORMALDEHYDE ATTIC INSULATION THAT FEATURES A BINDER THAT ELIMINATES OFF GASSING.

in any type of new-home marketing!”

According to Mason, each of the features buyers experience in LivingSmart Homes is the result of years of research and diligence on the part of Pardee Homes. “The company has been building beyond code requirements in this regard for more than a decade, with ongoing, incremental improvements that today are culminating in the LivingSmart Homes with solar power systems as standard,” Mason noted. “Tomorrow, we will strive for an even higher level of green building achievement.”



Kim Singletary is editor-at-large at *Builder and Developer* magazine. She may be contacted at ksingletary@penpubinc.com.

* SOLAR INCLUDED *

A NEW KIND OF NEIGHBORHOOD COMES TO LOS ANGELES COUNTY



LIVING SMART HOMES

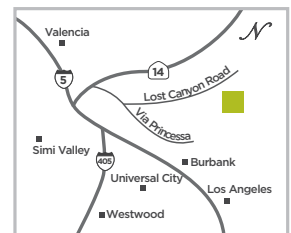
AT FAIR OAKS RANCH

Introducing LivingSmart® Homes at Fair Oaks Ranch. Solar included, along with so much more.

We're pleased to announce that Pardee's neighborhood **LivingSmart® Homes at Fair Oaks Ranch** is the first in California to earn the NAHB Research Center's National Green Building Standard Gold certification.

LivingSmart® Homes offers a smart, new approach to healthy living with **energy-saving, water-conserving, health-promoting and earth-friendly features**. And slab granite countertops and stainless steel appliances come standard to make your kitchen really cook.

Plus it's in the scenic community of Fair Oaks Ranch with resort-style rec center and pool, parks, acres of trails, walkable school, and nearby shopping—it's your kind of place.



17426 Winter Pine Way
Fair Oaks Ranch, CA 91387

From the low \$400s
3-4 Bedrooms, 2.5-3.5 Baths
1,846-2,432 sq. ft.

Call our Online Sales Counselor
at (888) 4PARDEE

LivingSmartHomes.com

PardeeHomes | Where smart solutions live.



All square footage is approximate; pricing subject to change. Landscaping, trees and shrubs not included in the purchase price. Information is accurate as of the date of the publication. Map not to scale. Models do not reflect racial preference. CA Contractor's License #251810.

