
MIDDLE CLASS URBANISM



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MIDDLE CLASS URBANISM

ORLANDO

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House Building Process 3: Custom-Built Home

THE MIDDLE CLASS HOUSING OF TOMORROW

The Home of the Future



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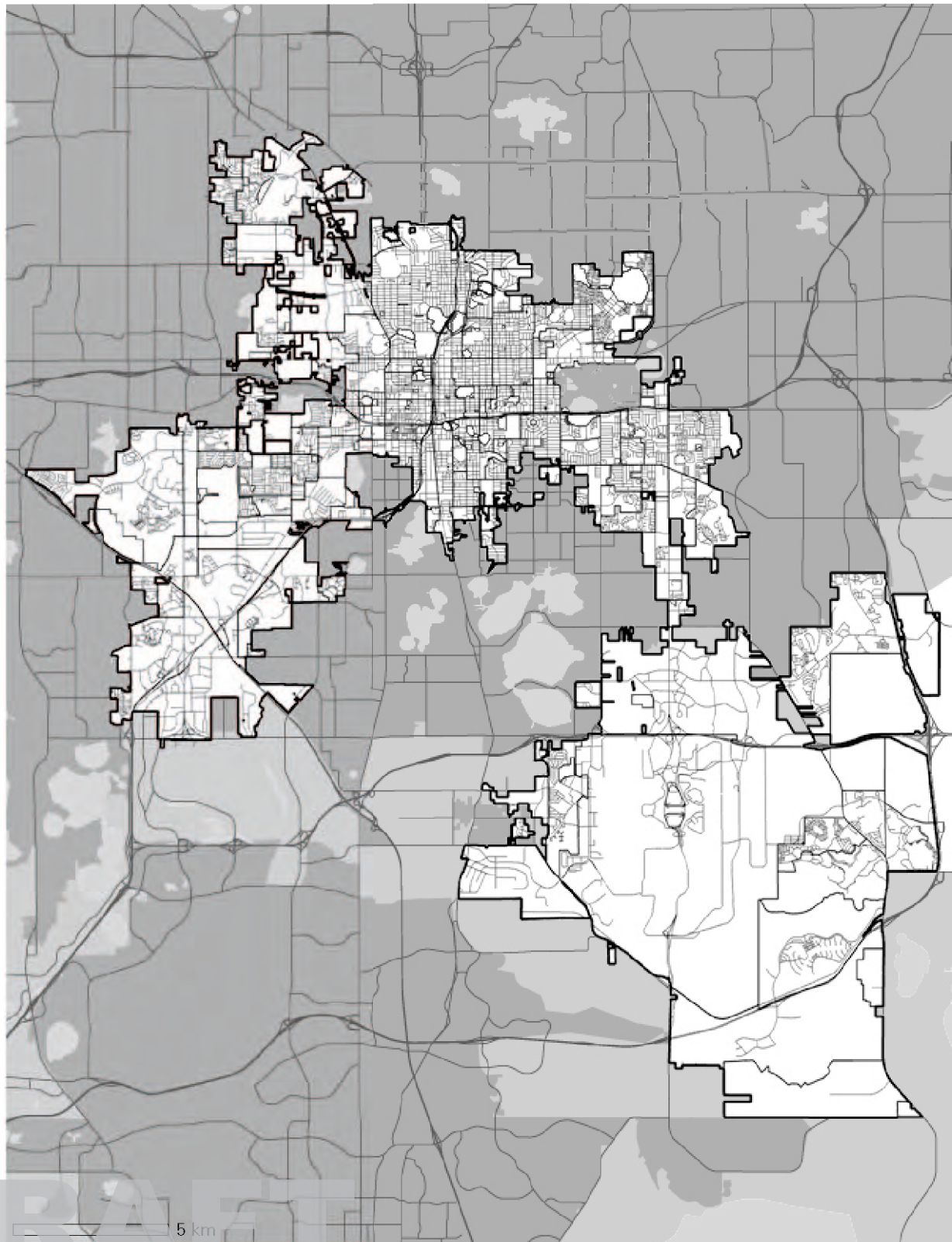
ORLANDO

Orlando is a major city in Central Florida and its metropolitan area has some more than 2 mio. inhabitants. Due to its weather conditions, the area soon became a large and important citrus-growth region, which gave Orange County its name. Today, Orlando is the largest inland city of Florida and one of the most visited American cities, thanks to the nearby Disney World and Universal Studios a indispensable tourist attraction, bringing thousands of tourists all year round. With the arrival of Disney Industries, Orlando experienced a rapid growth, lasting until well into the current century.



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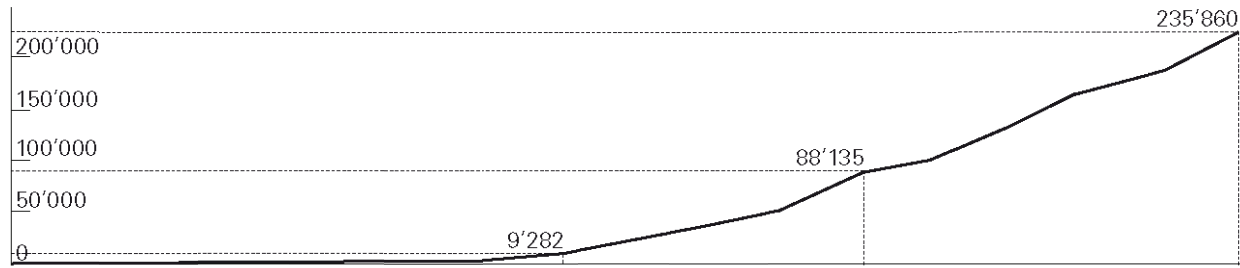
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Official outlines of the City of Orlando

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City of Orlando population census

Year	Event / Description
-1850	constant war going on in Florida; no settlement yet
1860	Orlando is a small fort
1870	Orlando is a small settlement with about 200 inhabitants
1880	trainway is built; population could expand
1890	citrus industry had become backbone of economy
1900	
1910	
1920	first extreme growth
1930	Spring Lake Country Club is being founded as a symbol of wealth
1940	great depression; settlement still grows
1950	rapid growth
1960	high-tec industry moves to area (today Lockheed Martin); further expansion; interstate splits city
1970	Disney Industries moves to the area; until today largest employer
1980	
1990	
2000	
2010	



1880



1940



2011

History of Orlando

The very first settlers in the area were European and arrived in 1836, when Orlando was still known under the name of Jernigan, named after the first permanent settler. Later the settlement was re-named, probably after the soldier Orlando Reeves. Used mainly for cattle ranching, the land of what today is Orange County was soon recognized as suitable for citrus farming, which became the most important economic factor until Disney Industries arrival.

Orange Avenue

Being of the first roads to lead through the town of Orlando, Orange Avenue has always been an important north-south connection and still offers downtown services such as catering, leisure facilities and hotels.



Activity Center Districts

- Neighborhood Activity Center
- Community Activity Center

Mixed Use Corridor Districts

- Medium Intensity Mixed Use Corridor
- High Intensity Mixed Use Corridor



Mixed Residential, Office Districts

- Medium Intensity Mixed Residential - Office
- High Intensity Mixed Residential - Office

Other Zoning Districts

- Planned Development

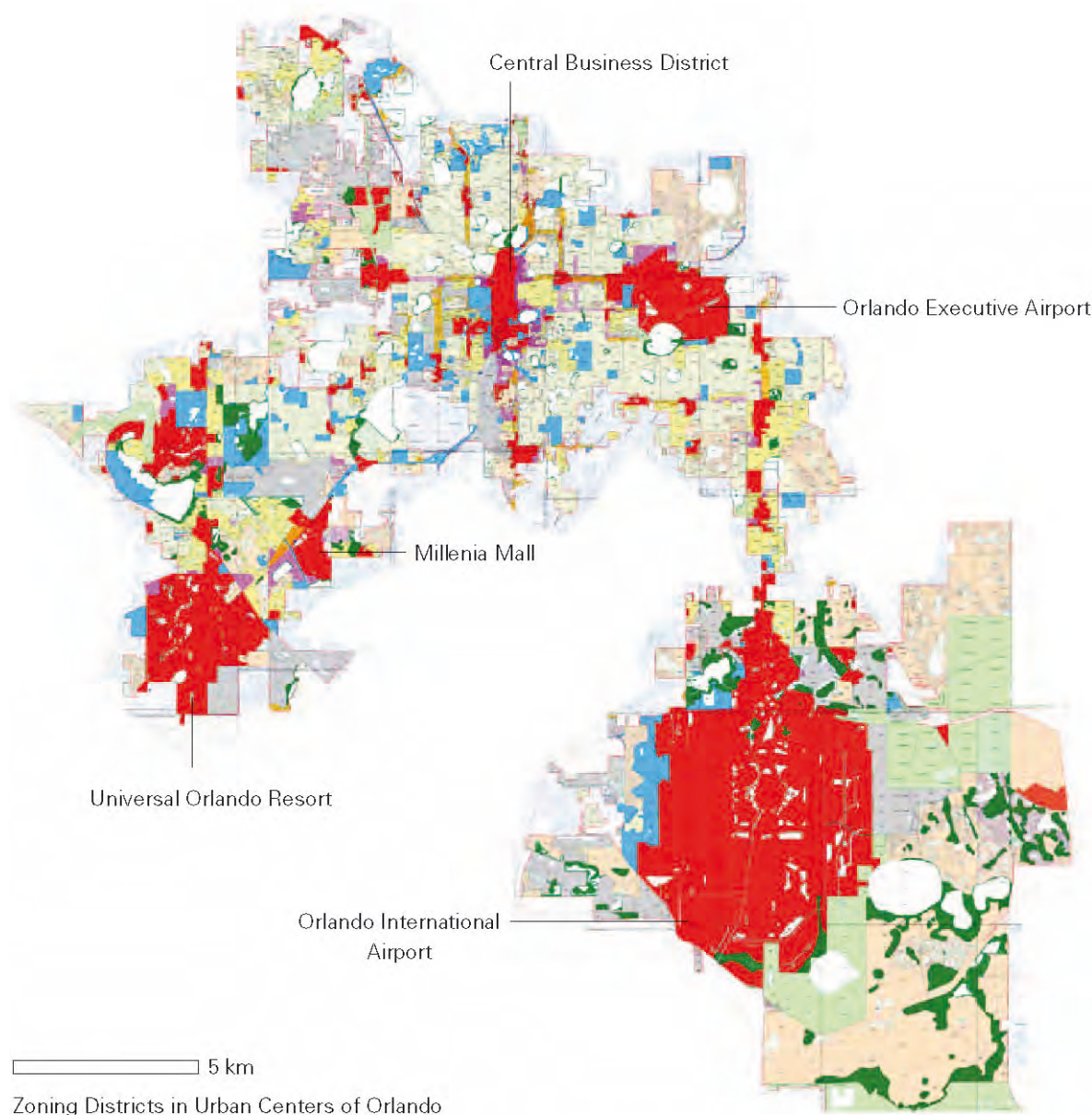


Other Zoning Districts

- Public Use

Residential Districts

- One Family Residential
- Low Intensity Development



Polycentric Development of the City

The planning strategy for Orlando envisions a transit-friendly office, commercial and multifamily residential development with high intensity, mixed-use, activity centers that are surrounded by lower intensity single-family neighborhoods, parks and natural amenities.

For this development pattern, the City of Orlando has emerged as a successful leader. This approach to development has firmly established Orlando as the economic, cultural and symbolic heart of Central Florida.



Activity Center Districts

- Neighborhood Activity Center
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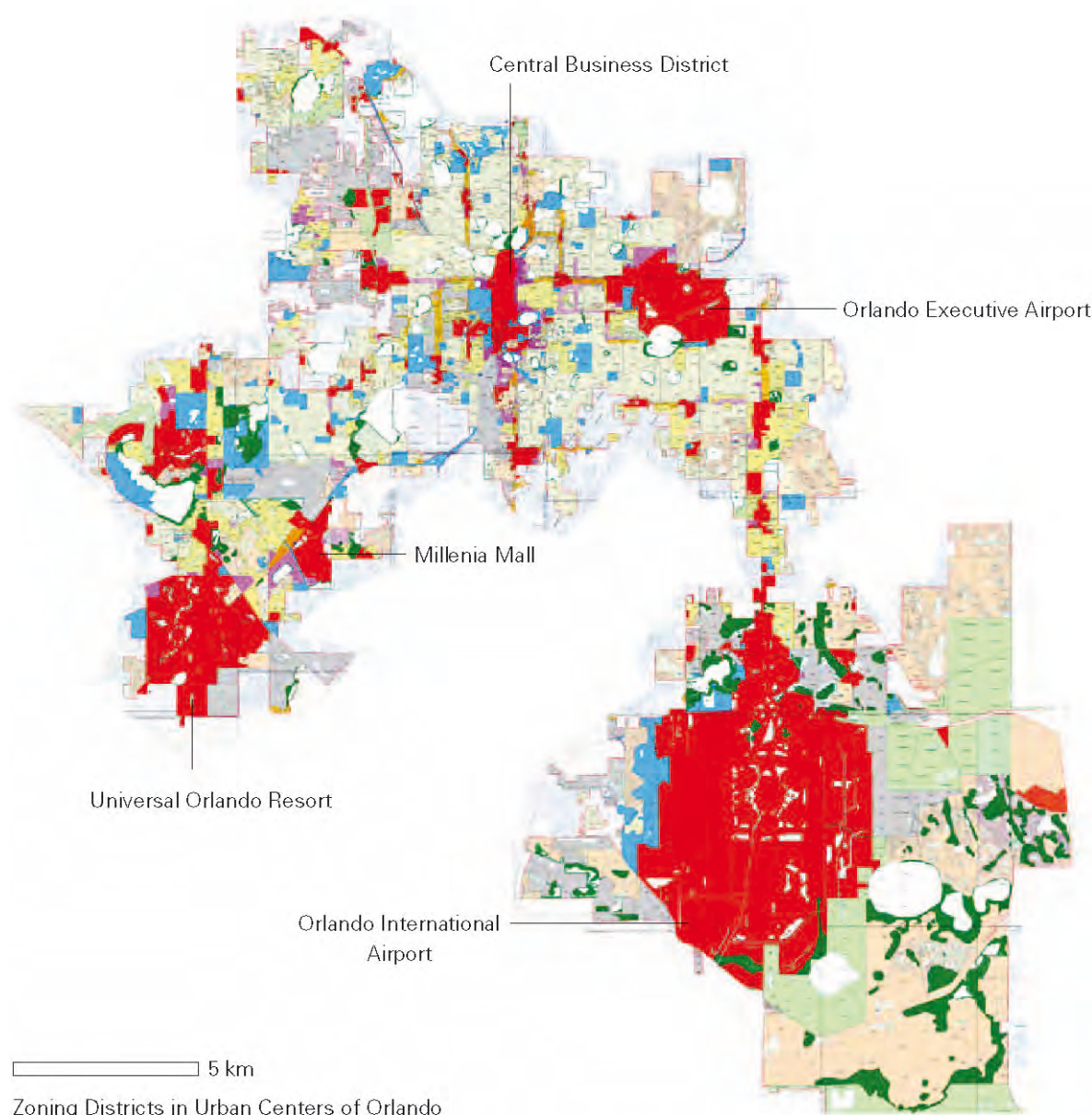


Other Zoning Districts

- Public Use

Residential Districts

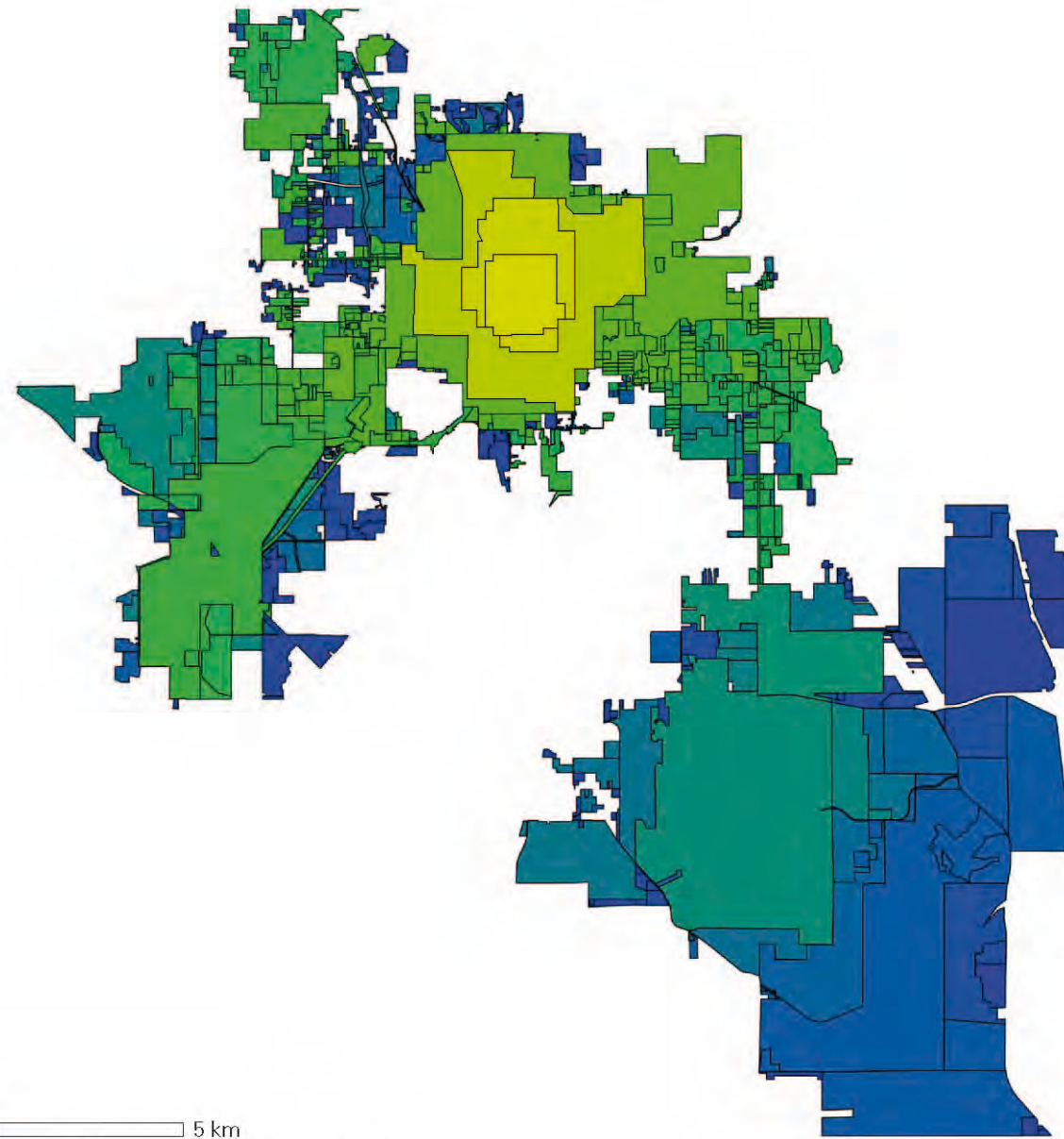
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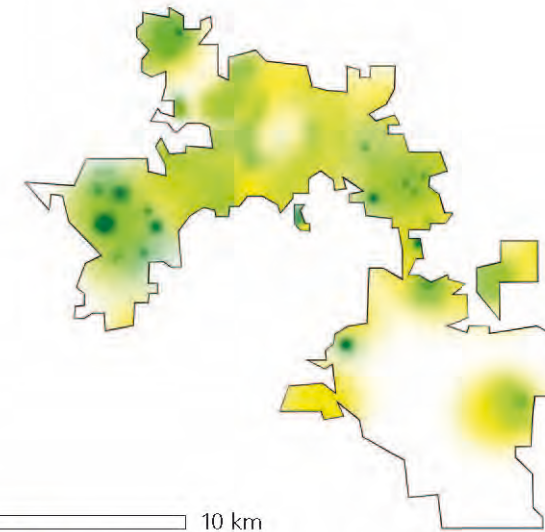
5 km
 Original Town of Orlando in 1913
 Annexed in 1921
 Annexed in 1951
 Annexed in 2010

Annexation Map of Orlando City

Urban Growth

The outlines of Orlando City have an unusual shape. Since almost one hundred years, the territory of Orlando is growing constantly, at least one or more neighborhoods a year join the City of Orlando.

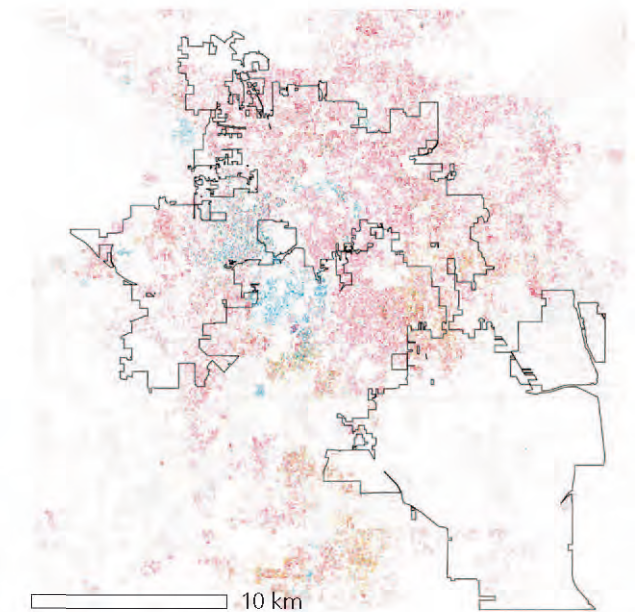
Since every neighborhood can decide themselves if they want to belong to Orlando City or not, they can do so with a voting. Mainly the reason for joining is to belong to the service department of the city like fire and police service and of course a house is more marketable if the property can be announced as part of Orlando City.



10 km
 500 people per square mile
 2500 people per square mile
 3500 people per square mile

Density

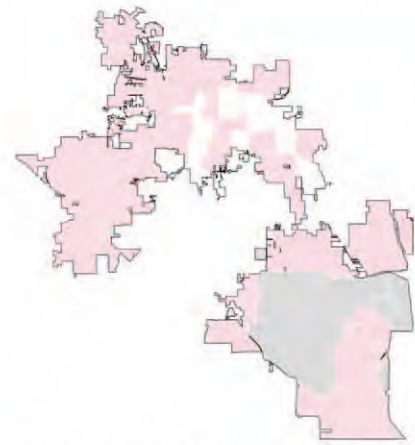
Since Orlando City has the big International Airport and the smaller Executive Airport within the city limits, the density can vary a lot from neighborhood to neighborhood. There are a few concentrations in the area of the Millenia Mall and the Universal Orlando Resorts.



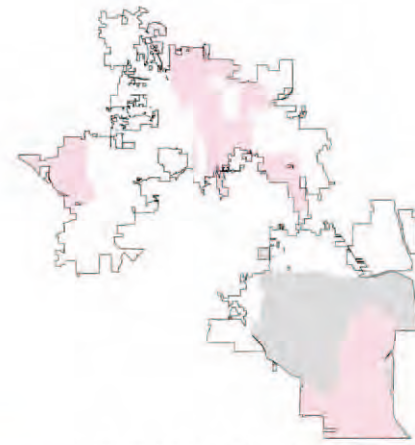
10 km
 caucasian
 african-american
 hispanic

Ethnicity

The strongest represented ethnicities in Orlando are caucasian and african-american. In the city you can witness in the bigger picture a sharp division in african-american and white neighborhoods along the railway. Also, along the Orange Blossom Trail, from the Central Business District in a southward direction, is mainly inhabited by african-american people. If you zoom in to individual neighborhoods, there can also be a neighborhood that is considered 'nice' right next to a more run-down area.



majority under 65 years old



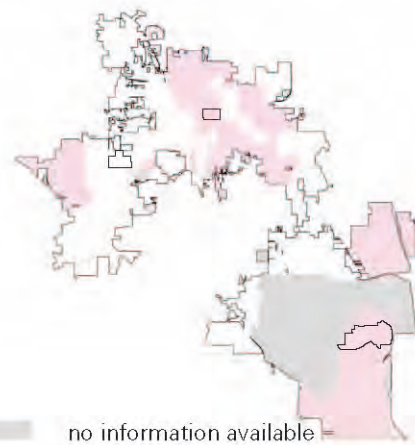
current house sale prices over \$100'000

Age

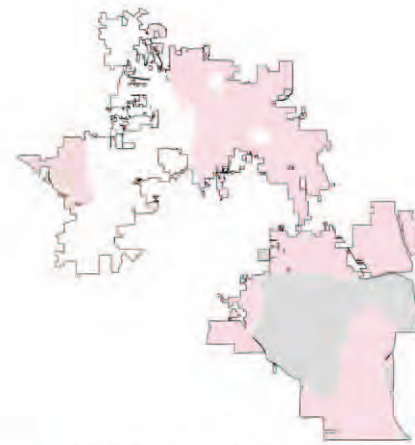
Orlando is in comparison to Florida a young city, since the state is known for having the most retired people in the United States

Average House Sale Price

The average house sale price is a little lower in the city of Orlando than in the whole Orange County



no information available



average household income over \$50'000 a year

caucasian ethnicity

Household Income

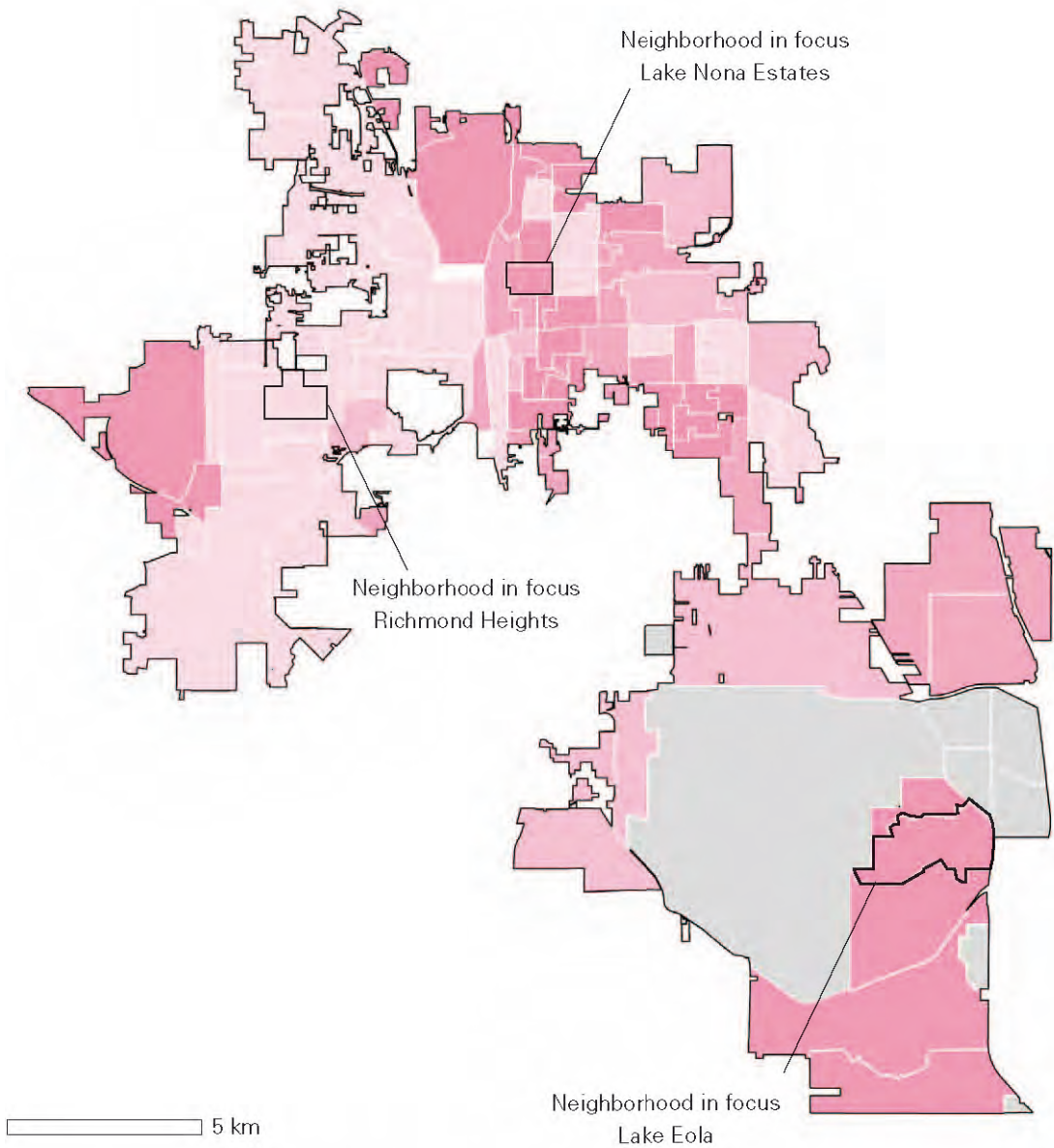
Most of the Orlando inhabitants earn less than \$50'000 a year

Ethnicity

26.6% of the people living in Orlando are african-american
61.3% caucasian and 17.7% hispanic

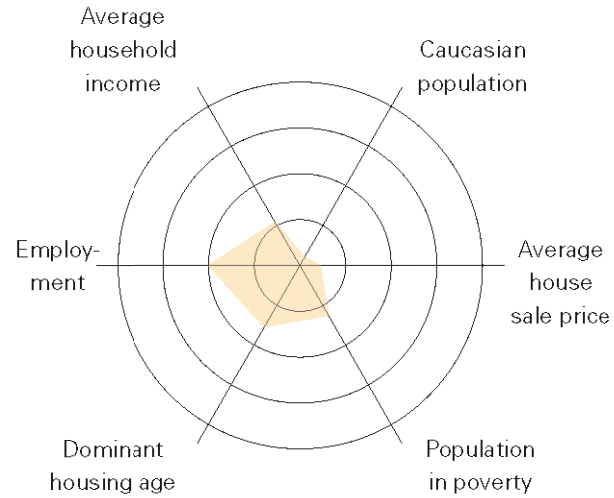
Demographics and Housing Statistics

These diagrams show the City of Orlando classified by different aspects. The areas on the outskirts or the recently annexated areas of the city are the ones where new subdivisions were built/are being built. The district around the center of the city is considered historic and should be preserved. Also most african-american people live in the poorer neighborhoods in less expensive houses.



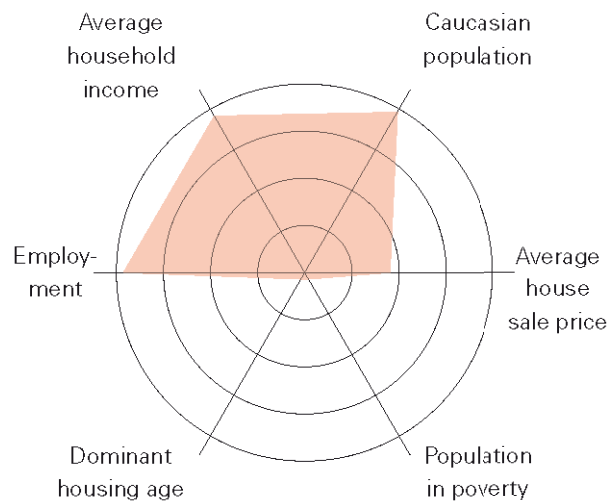
Typography of Differences

This diagram shows the overlay of all four single layers and shows basically, that relatively young, caucasian and well earning citizens live either in the historic district around the city center or in new subdivisions along the city borders.



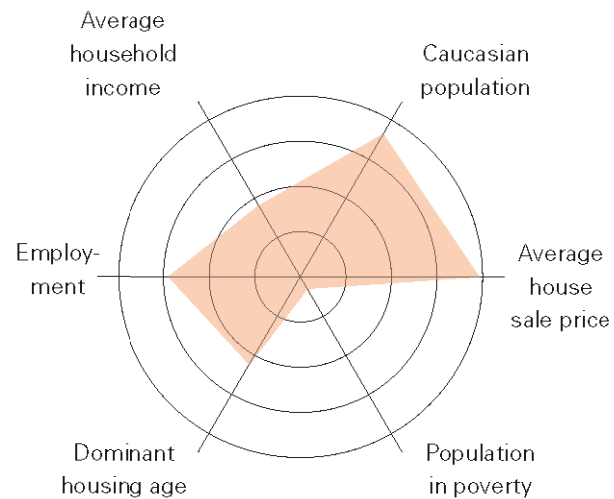
Richmond Heights

Richmond Heights is a mainly black neighborhood with a percentage of 93.4% African American residents in the western part of Orlando.



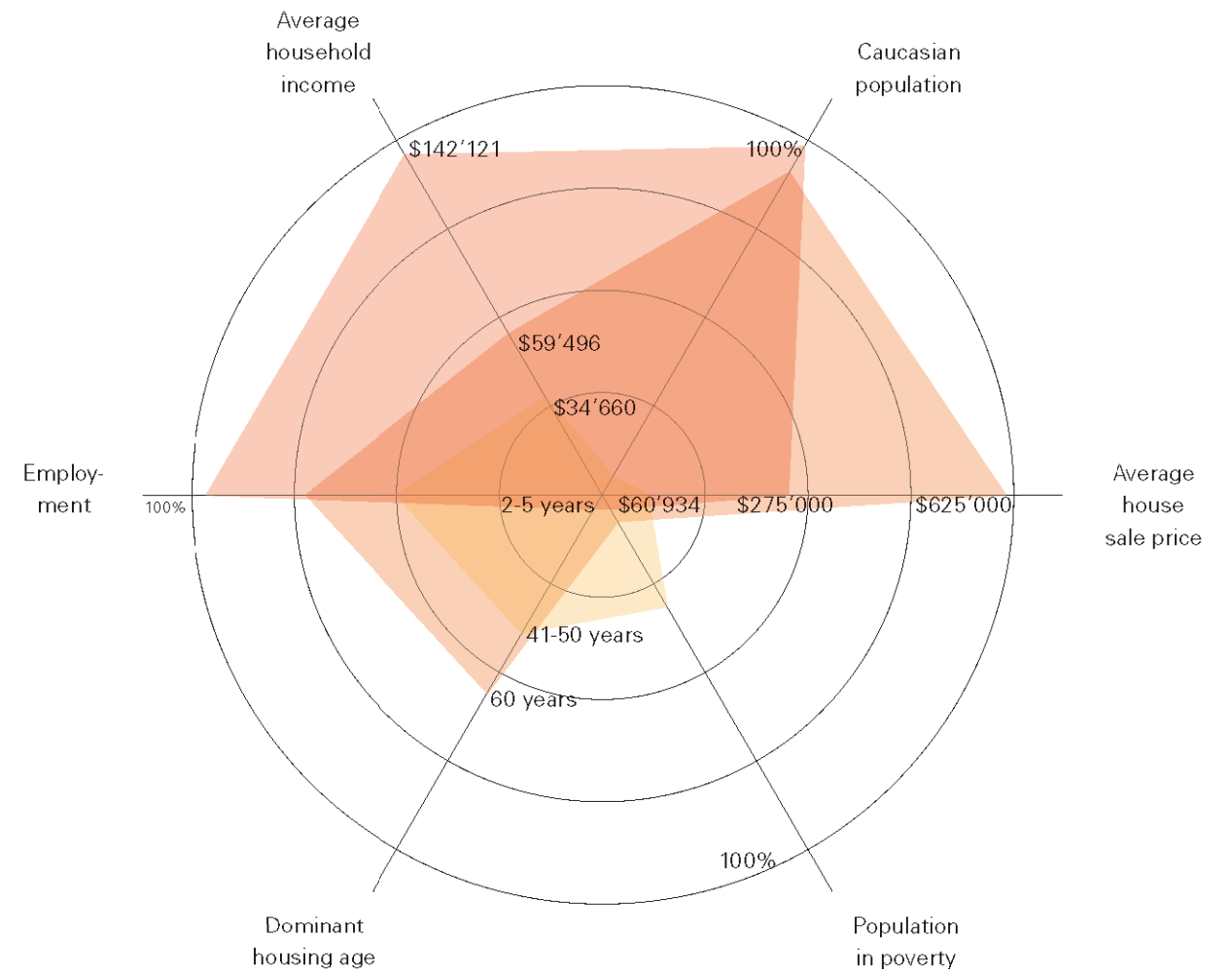
Lake Nona Estates

Lake Nona Region is Tavistock Group's 7,000-acre (28 km²) mixed-use development plan within the city limits of Orlando. Being developed by Lake Nona Property Holdings, the Lake Nona Region is home to Lake Nona Golf & Country Club, a life sciences cluster becoming known as Lake Nona's medical city, and an array of retail centers, recreational facilities and residential options. Lake Nona Estates is a gated community, which attracts people, mainly families with younger children, with a high income.



Lake Eola Heights

This is a neighborhood with 89.6% white residents. The houses are with an average of \$625'000 very expensive in comparison to the average household income per year with \$59'496, which can be explained with the location being very close to the downtown area. The City of Orlando has designated the neighborhood as The Lake Eola Heights Historic District in 1989 and placed on the National Register of Historic Places in 1991.

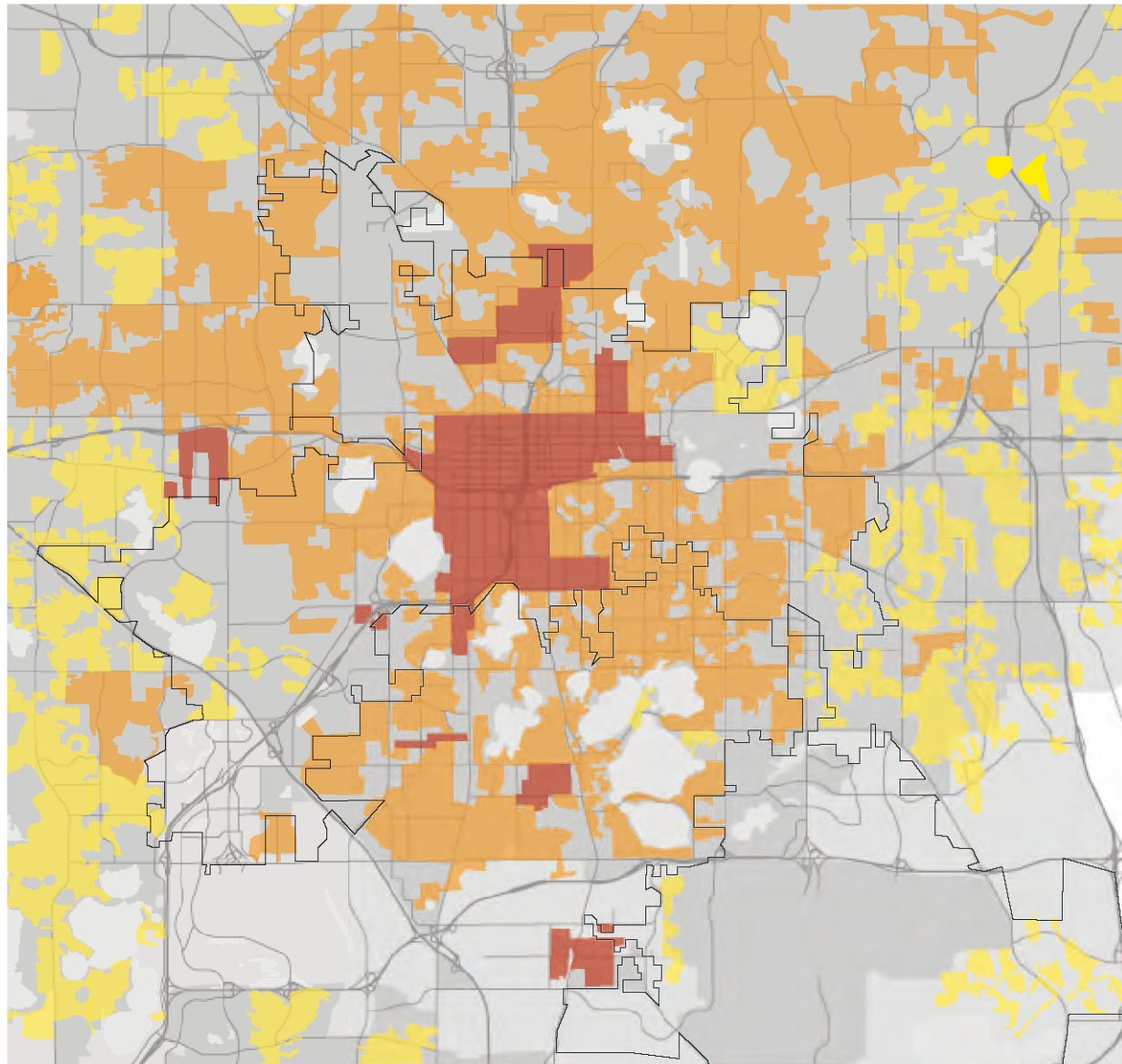


- Lake Nona Estates
- Lake Eola Heights
- Richmond Heights

Demographic Overlay

The overlay of these diagrams show the differences between a mainly white, well-earning neighborhood, a black, rather poor neighborhood and another mainly white gated community. In the gated Community (Lake Nona Estates)

there is almost 100% employment and almost no poverty, while in the black neighborhood (Richmond Heights) the population in poverty is at 34%. According to this, the average house sale price is much lower than in the other neighborhoods.

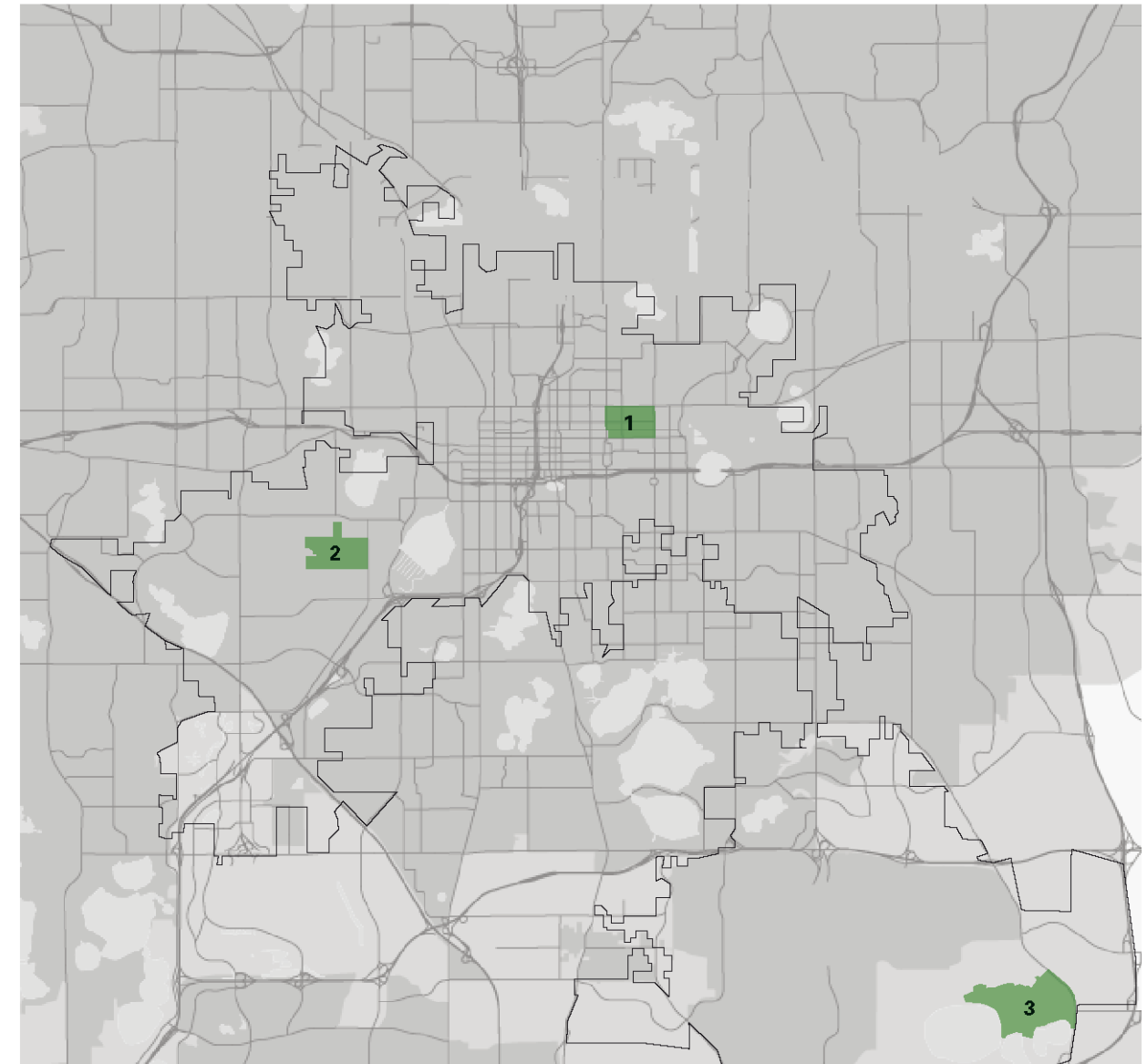


5 km

- grid
- transitional
- ladders

Urban Morphology

Categorizing the city's streets into three types of patterns allows an idea of how the urban mass grew and developed over the last decades. The street grid - here marked red - was common for the city's early years before World War II, when also some parts of the orange areas were already developed. The yellow ladder areas mark a phenomenon of roughly the last three decades. The black line marks the official Orlando city area, as defined by the City of Orlando government.

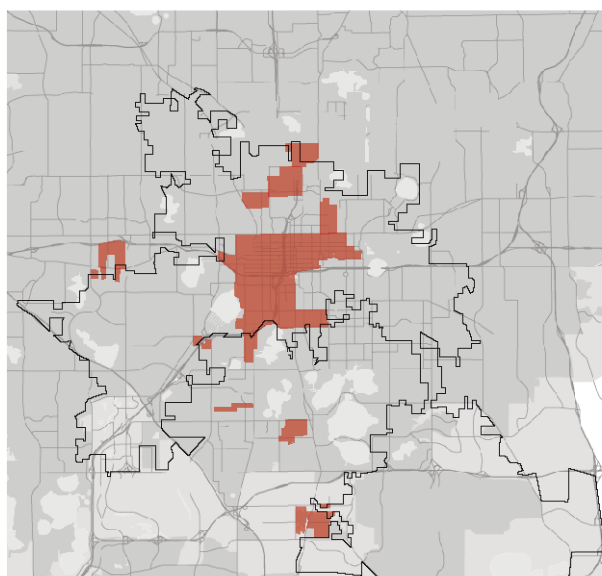


5 km

- 1 Lake Eola Heights
- 2 Richmond Heights
- 3 Lake Nona Estates

Case Study Neighborhoods

For each street pattern category one case study neighborhood will be analyzed further. Area 1 shows a grid-like street pattern, the pattern in number two represents the transitional pattern, whereas neighborhood number 3 is located in a ladder area.



10 km



250 m



Grid Pattern

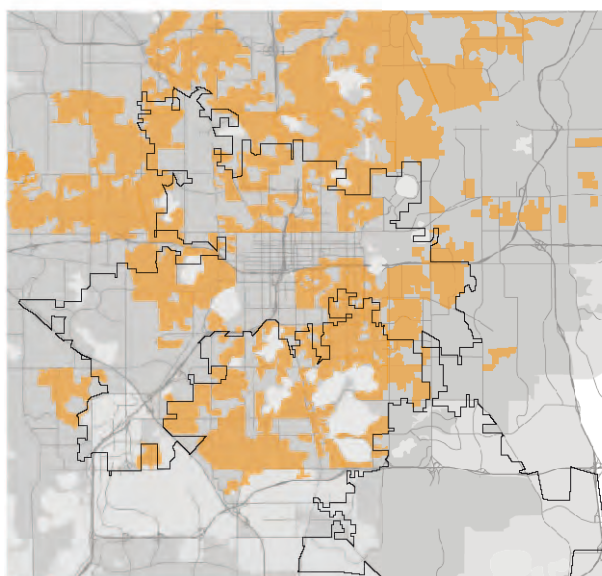
The traditional grid street pattern can be found mainly in the downtown area and its surrounding historic districts, therefore in the areas first settled and built.

Rectangular

The street picture shows mostly perpendicular streets, forming rectangular blocks. Over the decades this strict grid was loosened and adjusted.

Predictable

To find your way around in these areas is rather easy, as streets extend in two directions only and form simple cross intersections.



Transitional Pattern

These street patterns are found scattered throughout most of the area, leading from the historical neighborhoods to the more recent developments.



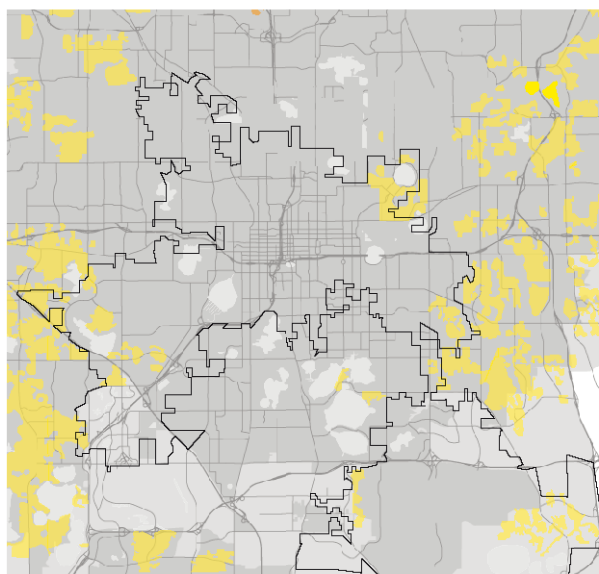
Irregular

The grid idea can still be found in these patterns, however, the road running doesn't follow it as rigid anymore and elements like loops and curves are added.



Surprising

Getting from one point to another might seem easier than it actually is, as your way might be cut off by an unexpected turn.



10 km



250 m



Ladders

Ladder areas are found in suburban areas, scattered in smaller fields, as these areas usually belong to various developers with different interests.

Random

Streets follow random patterns, where apparently no rules apply. Streets seldom run straight and often have a dead-end in order to eliminate through-traffic for more privacy.

Confusing

These patterns can easily get confusing as the direction of a street might turn at what seems the most impossible point, making a certain point difficult to reach.

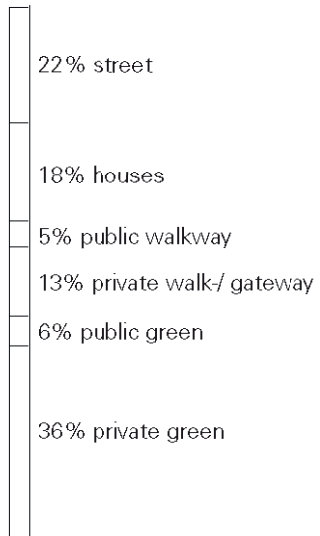
NEIGHBORHOOD TYPOLOGIES

For each of the earlier mentioned street pattern categories we are analyzing one case-study neighborhood within Orlando further, looking deeper into the urban block and housing aspects. Case 1 presents Lake Eola Heights, a downtown-neighborhood, case 2 Richmond Heights west of the city centre, and finally case 3 Lake Nona Estates, which is part of a larger, fairly new development in the south of the city.

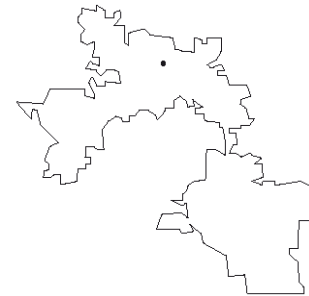
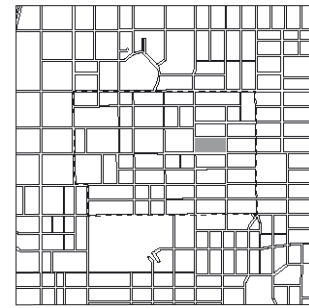


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average ratio lot-house: 27%



Appearance

The area is dominated by mainly two-story single-family houses, surrounded by a lush vegetation.



Historic Preservation

Lake Eola Heights is considered a historic neighborhood and therefore protected by the city's preservation department. The oldest houses in the area were built in the 1910s.



The Lake

Lake Eola is an important recreational site for the neighborhood residents.



Location

Located only a few driving or even walking minutes away from downtown, Lake Eola Heights is a favourable place to live for those who prefer a small scale, single-family house neighborhood but still enjoy the qualities of the Orlando downtown.



Services

The neighborhood offers a wide range of services, such as restaurants, coffee shops, gas stations, etc. It is also a prestigious location for smaller businesses, for example lawyers or - mostly private - medical institutions.

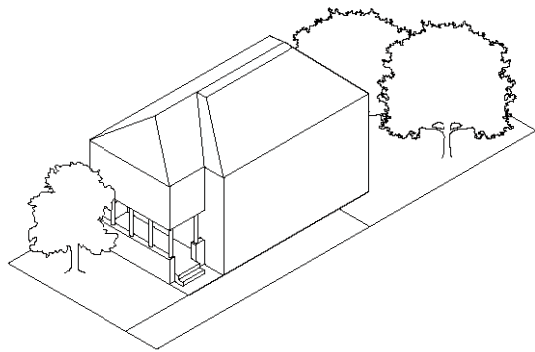
The block

The block analysis for the neighborhood of Lake Eola Heights shows a variety of different house shapes and sizes and also their placement on the lot. The average built

percentage for one lot lies at 27% and therefore is the ratio for private green fairly high. The public walkway defines the outer lot-line and is parted from the street by a rather small amount of public green.

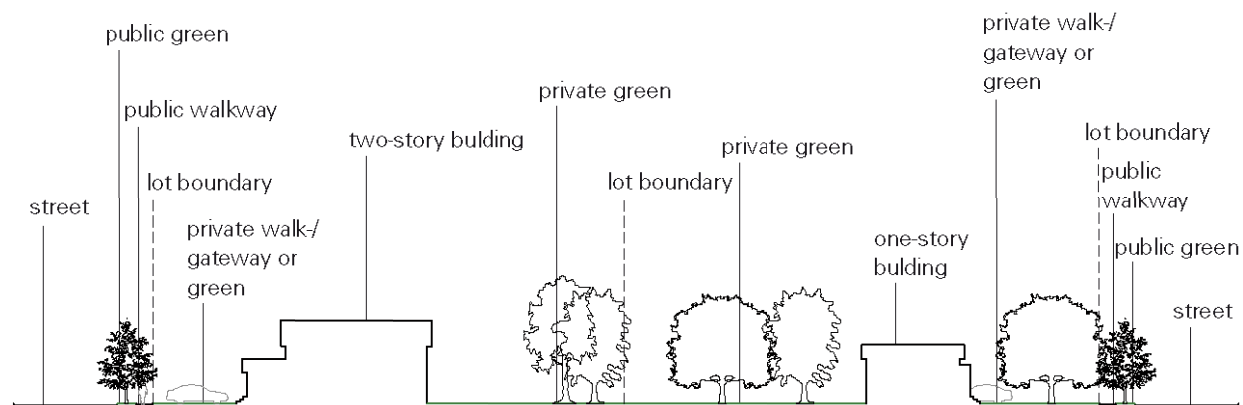
Case 1: Lake Eola Heights

The neighborhood of Lake Eola Heights is located just east of the Orlando downtown district. It is considered a historic district and is therefore preserved by the City of Orlando Historic Preservation Department. This - and its mainly upper middle class inhabitants - could be taken as the driving force for its clean and well-maintained appearance. The houses in this hood are mainly owned by caucasian people, who are all obliged to preserve the historic appearance of their homes, and where needed restore in consideration of the in the area used building materials and styles. The oldest houses in the area are from the 1910s.



The house

Most of the houses in this historic district have a front porch facing the street. Lots of people enjoy spending time on their patio after a day at work, chatting with neighbors and friends. It's a gathering spot and embodies the most social aspect of the neighborhood. The average house sales price in this area lies at \$625'000.



The street section

The shown example of a street section makes the diversity of the neighborhood visible. A larger, two-story building stands across a smaller, one-story high building and their

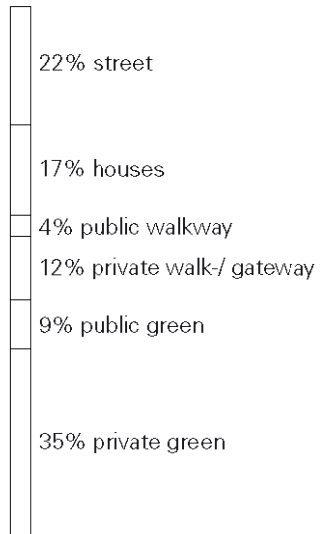
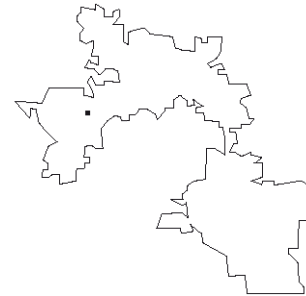
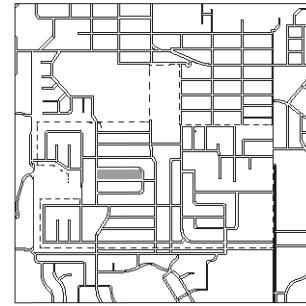
location within the lot varies and therefore also the ratio frontyard - house - backyard. Vehicles are parked either in the private driveways or in carports which are attached to either side of the house



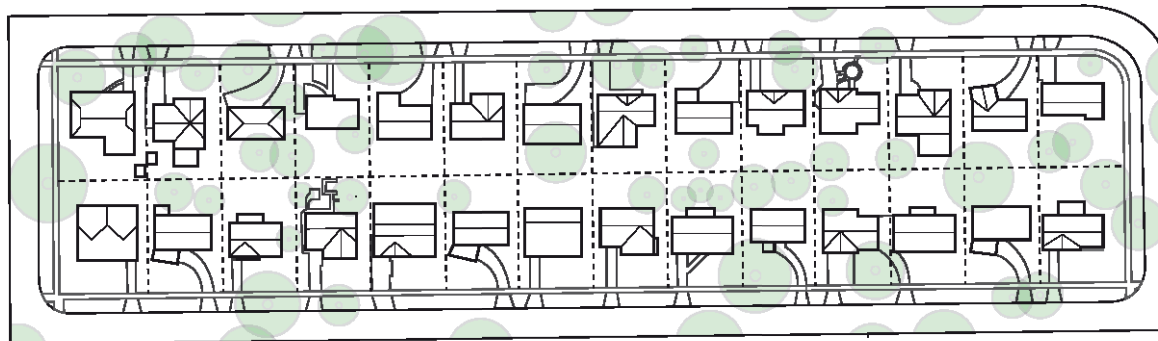
Lake Eola Heights street view: facing Orlando downtown



Lake Eola Heights street view



average ratio lot-house: 25%



The block

The drawing of the exemplary block of Richmond Heights shows a coherent picture: the lots are more or less the same size, the houses are all one-story high, lie in the

middle of the lot and the roof pictures are similar. The buildings take up approximately a quarter of the lot, which again is bound by the public walkway.

Case 2: Richmond Heights

The neighborhood of Richmond Heights lies in the west of the city centre and is inhabited by mainly african-american people. The homes can be considered lower middle class housing, are rather modest in size and also in appearance and big differences can be noticed in how the properties are taken care of, some houses even seem abandoned.



Recreation

Small parks offer appreciated recreational space.



Homes

Eventhough the zoning structure shows a coherent picture, we can still see big differences in what shape the buildings are. Some appear to be well maintained and taken care off, others are literally falling apart.



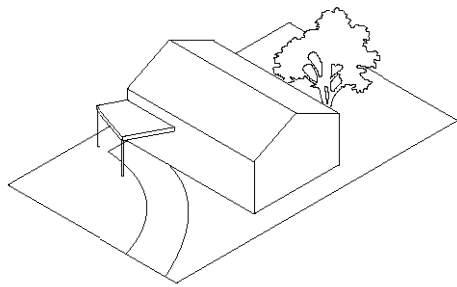
Orange Blossom Trail

The closely Orange Blossom Trail offers everyday services like shopping, leisure activities and catering and functions as a feeder road for the Interstate 4.



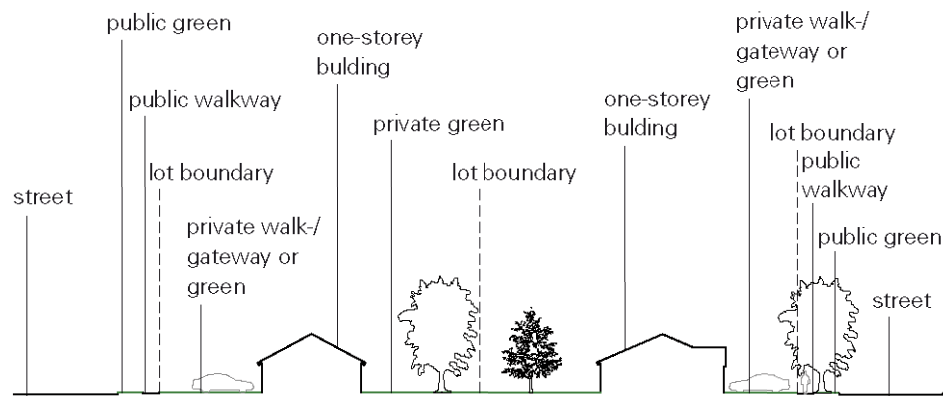
Local Businesses

Scattered throughout the neighborhood we find smaller, locally run business that provide employment options for the residents.



The house

The small-scale buildings consist of a simple volumetry and are placed parallel to the street with their long side. The entrance is usually located on the front side and can be covered by a simple roof. These houses are sold for an average price of \$65'000.



The street section

The street section for Richmond Heights strengthens the image of a coherent appearance. The smaller and similar looking homes are all located in about the middle of the lot

and face the street. Cars are parked in front of the house on private ground and only a few trees are placed in the yards or on public green.

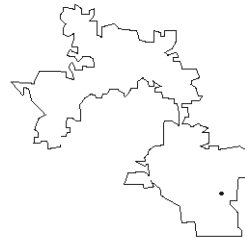


Richmond Heights street view

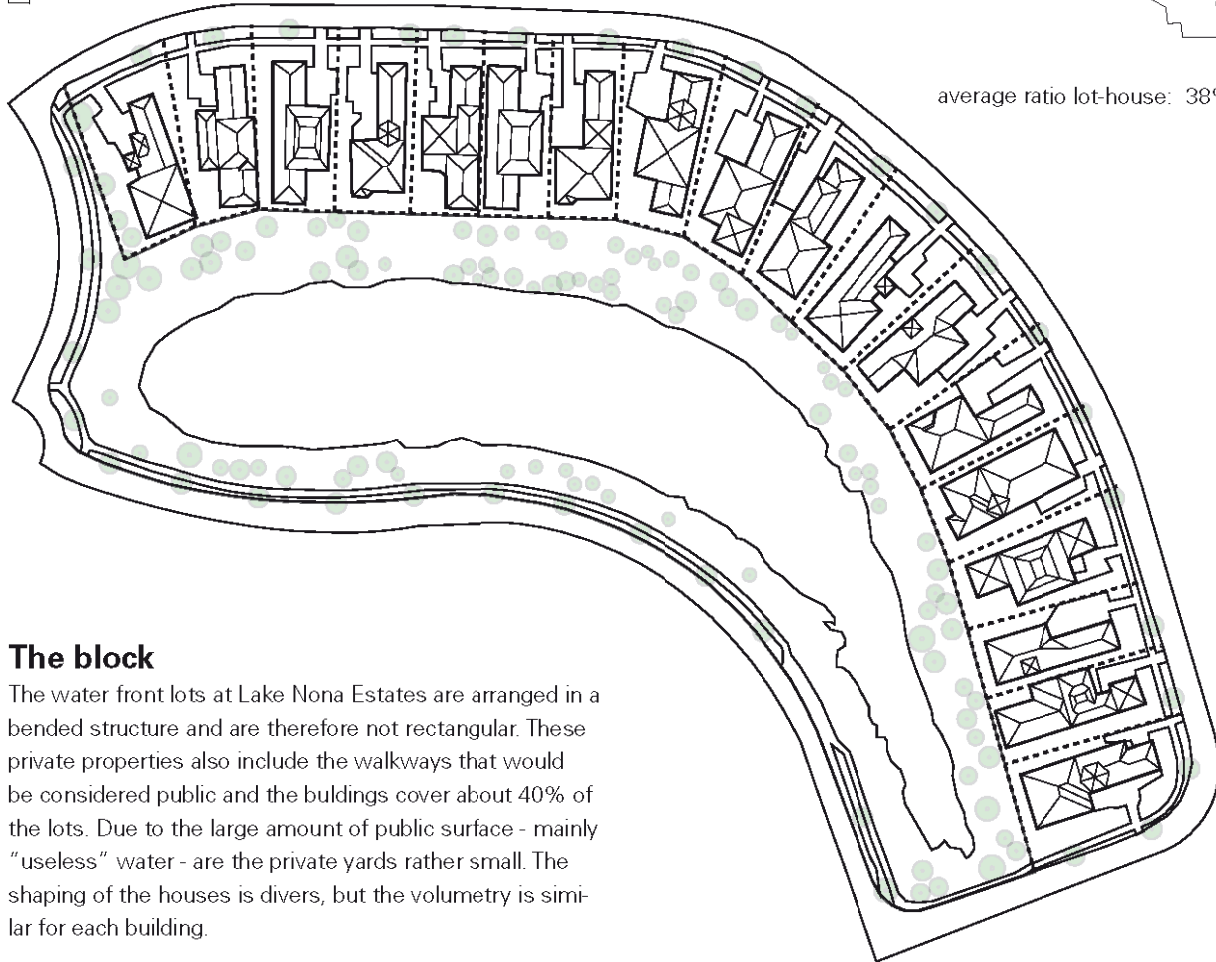


Richmond Heights street view

- 13% street
- 16% houses
- 2% public walkway
- 6% private walk-/ gateway
- 25% public green
- 17% private green
- 21% water



average ratio lot-house: 38%



The block

The water front lots at Lake Nona Estates are arranged in a bended structure and are therefore not rectangular. These private properties also include the walkways that would be considered public and the buildings cover about 40% of the lots. Due to the large amount of public surface - mainly "useless" water - are the private yards rather small. The shaping of the houses is divers, but the volumetry is similar for each building.

Case 3: Lake Nona Estates

The area around Lake Nona lies in the south east of Orlando and is newly planned and built. The whole development shows ladder street patterns and therefore each block appears to be quite different.



Interior

A few model homes on the property are open to the public and deliver an image of high-end architecture, that however doesn't always respond with the way of building and the chosen building materials.



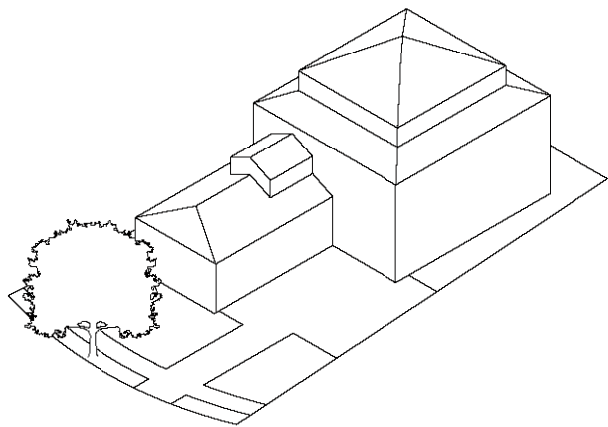
The Site

The area is still mainly unbuilt as the developing process just recently started. Future homeowners can purchase their preferred lot before the required home will be built according to the owner's wishes.



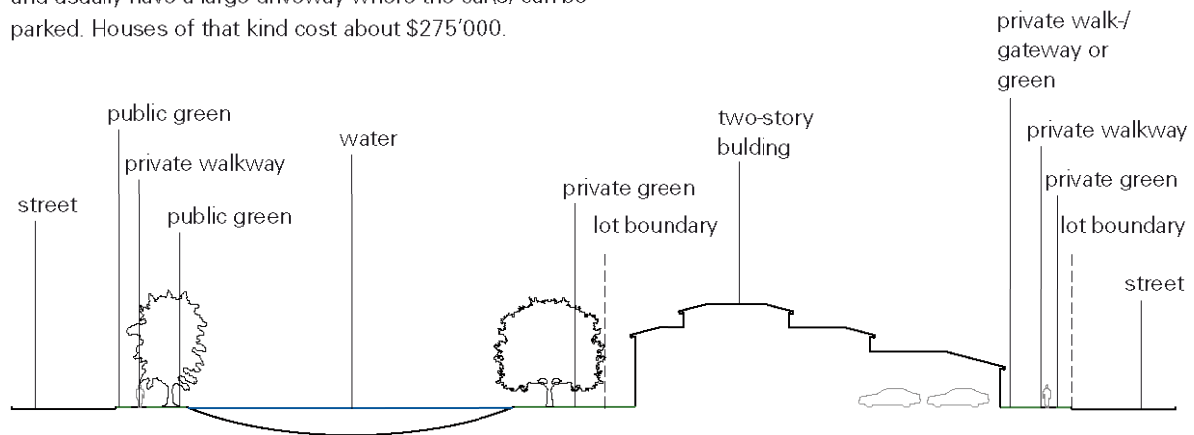
Nonaology

The whole area of Lake Nona is being developed under the idea of creating a "Nonaology", a lifestyle that revolves around the newly planned communities. Claiming that "Lake Nona is close to everything Central Florida has to offer", the developer hopes to attract future home owners that appreciate the community life in a gated and what appears to be safe, child-friendly, clean and representative environment. The development process started in 2007, the first homes were put up in 2009 and up to this day around 75% of the properties are sold.



The house

The dissimilar houses at Lake Nona Estates are made of the same elements but with different materials and colors. The built volumes stretch in the direction of the lot and usually have a large driveway where the car(s) can be parked. Houses of that kind cost about \$275'000.



The street section

The section is dominated by the big, more story high building on the one side and the public (water-)surface on the

other. The building takes up a high amount of the lot length and is surrounded by only a little amount of private ground, which is mainly driveway rather than greenery.



Lake Nona Estates waterfront homes



Lake Nona Estates street view

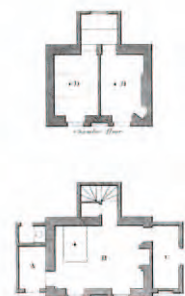
MODERN HOUSING TYPOLOGIES

The modern house in the United States of America does not have a lot in common with the modern house in Switzerland. Through the whole country, more or less the same styles repeat over and over again. Especially in Florida, where many of the houses were built in a short time, they look like so-called cookie cutter houses. The home builders adapt their floorplans and their materials and details to surveys on what features, like porch, chimney or french doors, people prefer for their homes.



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Source: Internet



simple old wooden house
built in **1800**
50sqm



early Cape Cod style house
built in **1920**
120sqm



Colonial style house
built in **1930**
150sqm



Source: Internet



Ranch style house
with attached garage
built in **1950**
150sqm



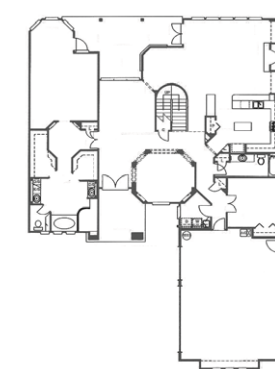
Source: Internet



postwar Colonial style house
with integrated garage
built in **1965**
200sqm



Source: Internet



contemporary house
with integrated garage
built in **2010**
250sqm

Retrospective

The single family house has developed a great deal in the last hundred years. The biggest change is probably noticeable in the size of the floorplans. When in the nineteen twenties the floorplans were very efficient and did not waste any footage, a single family house today shows a lot of representative and circulation areas. The general perception today still is 'bigger is better', so a bigger house seems more prestigious to most people. Appearance is the most important concern, so even if a material is not what it is pretending to be, it does not matter.



Craftsmen Style Home

Typically a two-story bungalow-style home, noted for their low-pitched and gabled roof, decorative wood beams and horizontal wooden siding. These homes have also been adapted into one-story cottages with half-porches



Mediterranean Style Home

Most often, exterior walls are constructed of 'stucco', while roofs are sloping and usually covered with reddish tiles. Walls are typically painted in a neutral color such as peach, salmon or yellow. Also common features are columns and high archways.



Colonial Style Home

Simple one and a half to two story, rectangular house with a center-oriented staircase. Typically features a flat front facade with classical embellishments, including roof dormers or columns on either corner, with a natural wood siding.



Ranch Style Home

Ranch style homes are characterized by their low-sloping roofs and single story construction. They are built for efficiency, general living quarters are situated at one end while bedrooms are at the opposite end.



Row House

Row Houses are becoming more and more popular again, they try to resemble nice English Townhouses. They do not have neighboring units below or above them.



Source: Internet

Cape Cod Style Home

Typically one and a half story homes with upper eaves that contribute to sloping interior ceilings on the upper levels, featuring a central or end chimney. Wooden clapboard is the most common exterior building material.

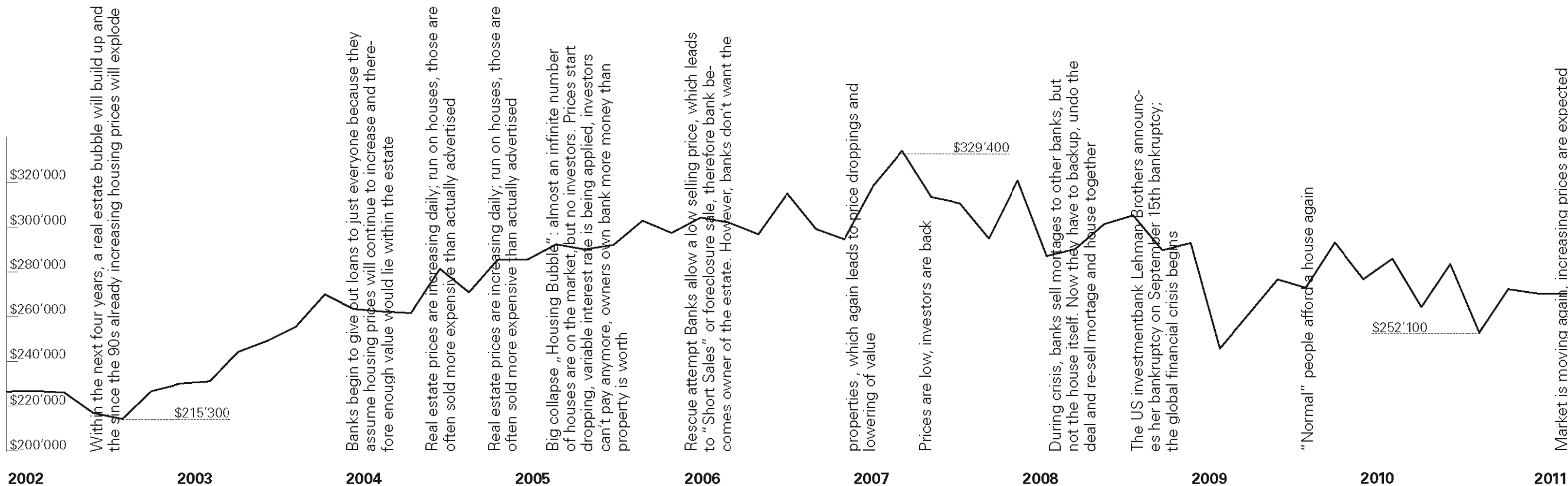


Indifferent Style Home

Throughout the development of the single family home there evolved some kind of a standard house, that includes all the favourite parts of different styles but does not have a real identity anymore. It has a bland appearance.

Current Styles

Today there are several styles of single family homes that are most popular in the United States. These styles are the result of an intensive real estate and builders market. Especially in Florida, where a huge amount of homes were built in a very short time, the designers relied on surveys on what people wish their new home to look like.



Source of all images: internet

Influences of the real estate crisis

The real estate crisis began in the United States but eventually had an influence on the whole world economy. The above charts lists its most significant events and matches them with the evolution of housing prices in the USA (prices include land) and is illustrated by covers from the British magazine "The Economist," that dedicated many of its issues to these happenings.

lution of housing prices in the USA (prices include land) and is illustrated by covers from the British magazine "The Economist," that dedicated many of its issues to these happenings.



Single Family Home in Water's Edge, Lake Nona

House Building Process 1: Production-Built Home

A Production Home Builder builds houses, townhouses, condominiums and rental properties on land that is owned by the building firm. Using stock plans, the Production Home Builder will construct a large number of buildings each year. Often homes may be customized by selecting a variety of options, but the homes are not Custom Homes.

Production Home Builders do not generally undertake construction of unique, architect-designed custom homes. Also, Production Home Builders will not usually use construction plans other than the ones selected by the firm, they usually build more than 25 houses a year.



Entrance to a Lake Nona neighborhood

Neighborhood

The typical neighborhood to find this type of house in is usually some kind of community with a strong identity. The goal of the community is to create a feeling of community and affiliation. One way to do this is to create houses that look similar and have more or less the same features and standards.



Lake Nona Compartmentation

Source: Internet

Individual Property

The land of a community is usually owned by an investor who hired a contractor to organize the whole building process.

The land is divided in different lots, some more expensive than others classified after different factors like view, size and location on the property.



The owner of a large tract of land wants a profit on the land, he sells his tract to a developer.



The developer often has experience in creating communities, efficient plans for roads, lots and utilities.



Project approval by the local permitting agencies is required.



Home builders buy the lots, singularly or in a bulk, from the developer.



The home builder hires an architect to design a series of prototypical plans.



The home builder sells houseplans and lot to buyer and builds it for him.

Process

For a community, there is an investor who owns a big property of land. He then finds a contractor and an architect firm to do the land and the house planning for him, ideally he chooses a firm that offers both services. After the land has been planned, the customers choose a lot and a house and move in. Typically there are model homes on the site that the customer can visit.



Princetown

Luxury Single Family Home
4 Bedrooms + Bonus Room
3.5 Baths
3-Car Garage



Providence

Luxury Single Family Home
4 Bedrooms
3.5 Baths
3-Car Garage



Putnam

Luxury Single Family Home
3 Bedrooms + Bonus Room
2 Baths
2-Car Garage



Cambridge

Luxury Single Family Home
4 Bedrooms + Den
3.5 Baths
3-Car Garage



Pinehurst

Luxury Single Family Home
4 Bedrooms
3.5 Baths
2-Car Garage

Catalogue

This is the actual catalog of the housing choices given at Lake Nona Estates. The houses have more or less the same expression, the differences

in the appearance are small and depending on the number of bedrooms, bathrooms, porch or garage sizes.



Single Family Home in Spring Lake

Home Building Process 2: Semi Custom-Built Home

If a family owns a piece of property and they want to build a house for themselves, they have the option to choose between different home builders and choose their house with the look and features they prefer, depending very much on the budget they have. Since most of the homebuilders have ready-made floorplans, it is cheaper for the customer to stick with these plans rather than starting from zero with an individual builder. Using stock plans, the Production Home Builder will construct a large number of buildings each year. Often homes may be customized by selecting a variety of options, but the homes are not truly Custom Homes.



Entrance to a typical Neighborhood

Neighborhood

The typical neighborhood to find this type of house in is usually a place where people with similar interests and income live. The price of the lot attracts people with similar demographic data. Sometimes there may be some kind of identification like a neighborhood name.



Property for Sale

Source: Internet

Individual Property

The land in a conventional neighborhood is usually not purchased from a developer or investor but from a private person. It is even fairly common to tear down the existing house and build their own, according to their preferences.



Process

The person or family that purchased a piece of land can hire a builder of their choice. Because of the similar budget that people have in a neighborhood the houses do not show a lot of difference in appearance and size.



Model Home Park

Source: Internet

Catalogue

The homebuilder that the customer chooses offers a variety of floorplans and footage in the floorplans. The customer can basically order a house online. Once the floorplan is chosen, the only thing left is the interior equipment and decoration. There is a certain freedom in choosing the building company, but as shown in the picture series above there is not a lot of difference and individual choices to be found.



Source: Internet

House Building Process 3: Custom-Built Home

A Custom Home Builder constructs a one-of-a-kind home that is designed for a specific client and for a particular location. The Custom Home Builder may use plans created by an architect or by a professional home designer.

Some Custom Home Builders also offer professional design services. Because each house is unique, Custom Home Builders generally construct only a few homes a year.

In most cases, Custom Home Builders construct on land the home buyer already owns. A Custom Home is not the usual case, most future homeowners prefer a Production Built Home because they are much cheaper and the time required for the whole planning and building process is much shorter.

Source: <http://architecture.about.com>



Entrance to a typical neighborhood

Source: Internet

Neighborhood

The typical neighborhood to find this type of house in is usually a pricier area where people with similar interests and income live. The price of the lot attracts people with similar demographic data. Sometimes there may be some kind of identification like a neighborhood name.



Property for Sale

Source: Internet

Individual Property

The land in a conventional neighborhood is usually not purchased from a developer or investor but from a private person. It is even fairly common to tear down the existing house and build their own, according to their preferences.



Future homeowner buys a piece of land



He hires an architect to draw plans according to his individual wishes



Building permission from the city council is required



He has to find a contractor himself to realize the plans from the architect; supervision and foremanship is in his responsibility

Process

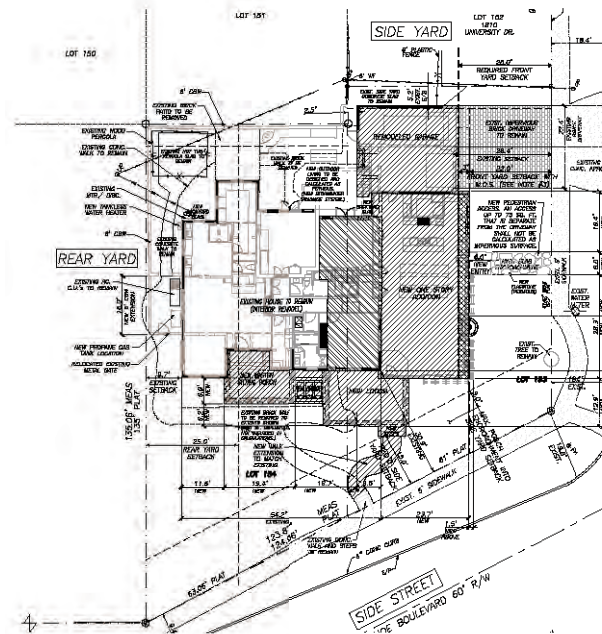
The person or family that purchased a piece of land can hire an architect and builder of their choice.



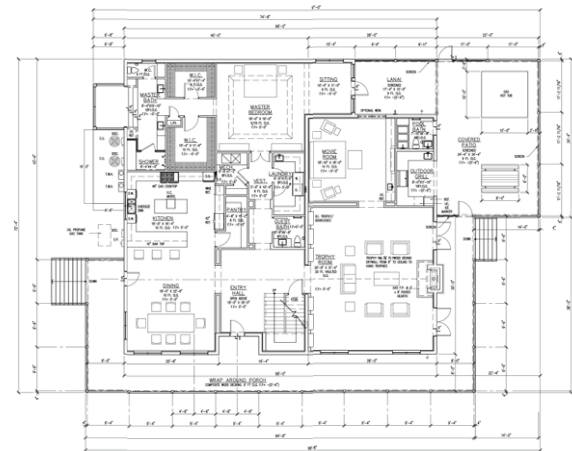
Elevation Myers Home



Elevation Myers Home



General Plan of Site



Floorplan Myers Home



Photograph Myers Home

Source: Internet

Catalogue

For the custom-built homes, there is no catalogue. Every client can get their floorplans designed according to their ideas, the only limit is the zoning plan of the city. This process

will take a lot more time and is more expensive than a production-built house would, but it is a truly individual home.

THE MIDDLE CLASS HOUSING OF TOMORROW

The following chapter deals with the question of what middle class housing and the American single-family house might look like in 10, 50, 100 years. Of course we can't say for sure, but the following estimations are based on the historic development up until today and the the understanding of how the built environment will continue to grow.



DRAFT

© ETH Studio Basel

Source: Internet



Going Green

A trend goes towards eco-friendly architecture, which also is part of a new lifestyle that can be purchased together with a house. Homeowners get the feeling of doing something good for the environment, but is this a real commitment?

catch 'em at the curb with great curb appeal



It's all about the Curb Appeal!

Looks tend to get more important than floorplans, building materials or interiors: the more impressive the better. However, the facade of a building can pretend to be more expensive and more representative than the house - or its owner - actually is.

The Home of the Future

Architecture of the future seems to be put on the same level with lifestyle: the purchase of a real estate object will not only get you a house, but also a whole new lifestyle. Of course with an investment like this you want to raise your status, therefore appearance, location and reputation become the most important aspects and those can mostly be found in new subdivisions, where developers have recognized this potential.



Privacy Please

This sign at the entrance of a gated community shows how important privacy and a sense of security is. People like to feel safe in their living environment and appreciate (or endure?) the qualities of a gated community like being watched through cameras or having to pass a gate when entering your own neighborhood. To be able to live in such a place, people give up being close to a downtown, as most of these developments are located in the outskirts of larger cities.



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Aymo Brunetti, Version April 2010

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Park Square Homes

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IMAGE CREDITS

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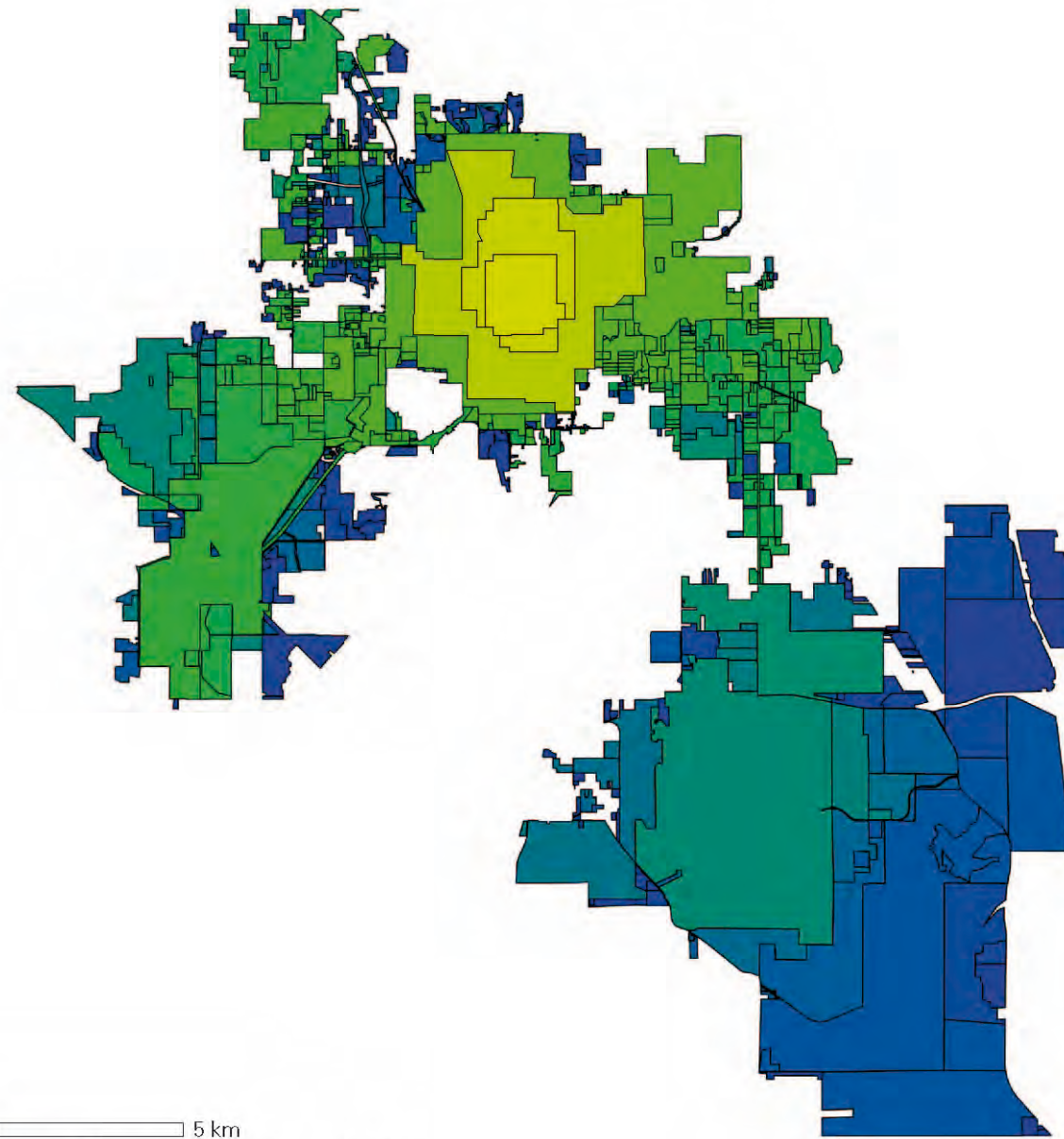
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ACKNOWLEDGMENTS

PERSONS

Ross Halle, APG Avalon Park Group



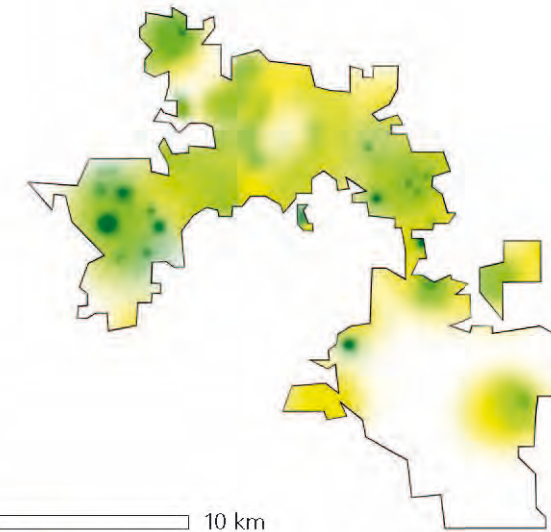
5 km
 Original Town of Orlando in 1913
 Annexed in 1921
 Annexed in 1951
 Annexed in 2010

Annexation Map of Orlando City

Urban Growth

The outlines of Orlando City have an unusual shape. Since almost one hundred years, the territory of Orlando is growing constantly, at least one or more neighborhoods a year join the City of Orlando.

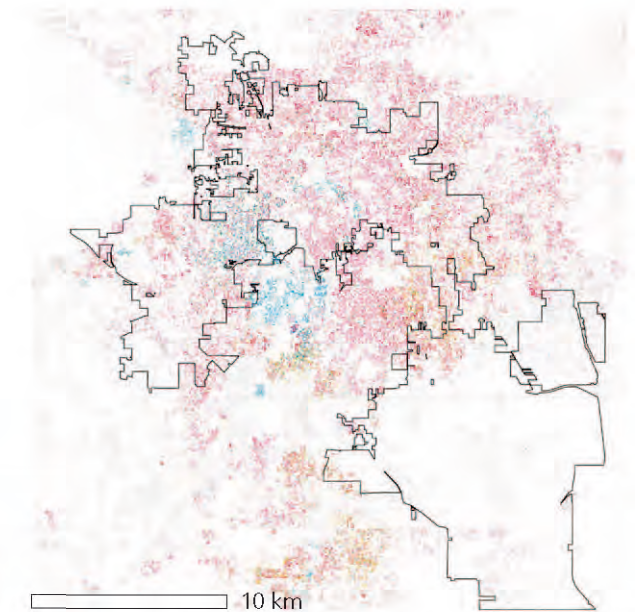
Since every neighborhood can decide themselves if they want to belong to Orlando City or not, they can do so with a voting. Mainly the reason for joining is to belong to the service department of the city like fire and police service and of course a house is more marketable if the property can be announced as part of Orlando City.



10 km
 500 people per square mile
 2500 people per square mile
 3500 people per square mile

Density

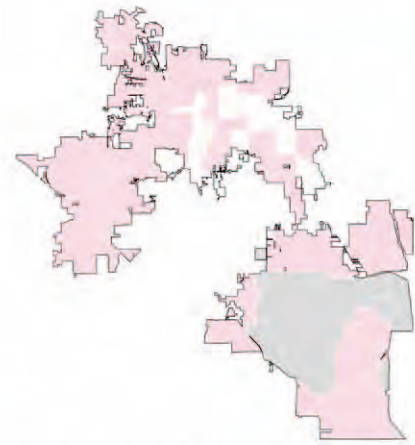
Since Orlando City has the big International Airport and the smaller Executive Airport within the city limits, the density can vary a lot from neighborhood to neighborhood. There are a few concentrations in the area of the Millenia Mall and the Universal Orlando Resorts.



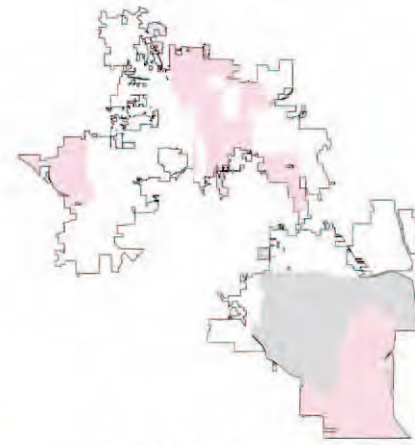
10 km
 caucasian
 african-american
 hispanic

Ethnicity

The strongest represented ethnicities in Orlando are caucasian and african-american. In the city you can witness in the bigger picture a sharp division in african-american and white neighborhoods along the railway. Also, along the Orange Blossom Trail, from the Central Business District in a southward direction, is mainly inhabited by african-american people. If you zoom in to individual neighborhoods, there can also be a neighborhood that is considered 'nice' right next to a more run-down area.



majority under 65 years old



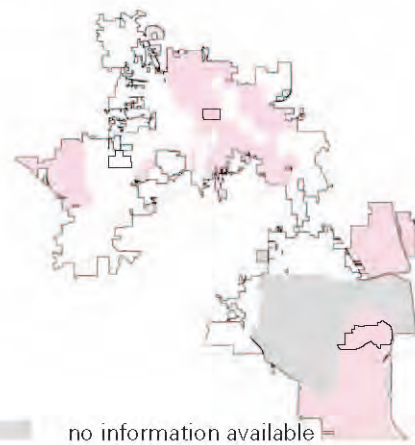
current house sale prices over \$100'000

Age

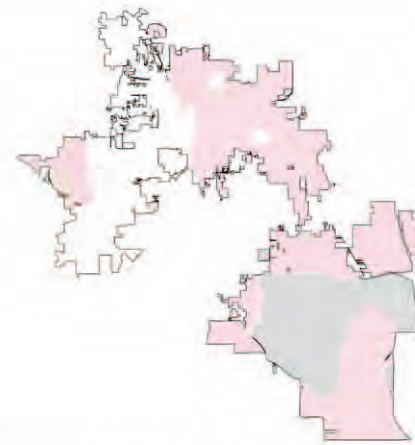
Orlando is in comparison to Florida a young city, since the state is known for having the most retired people in the United States

Average House Sale Price

The average house sale price is a little lower in the city of Orlando than in the whole Orange County



no information available



average household income over \$50'000 a year

caucasian ethnicity

Household Income

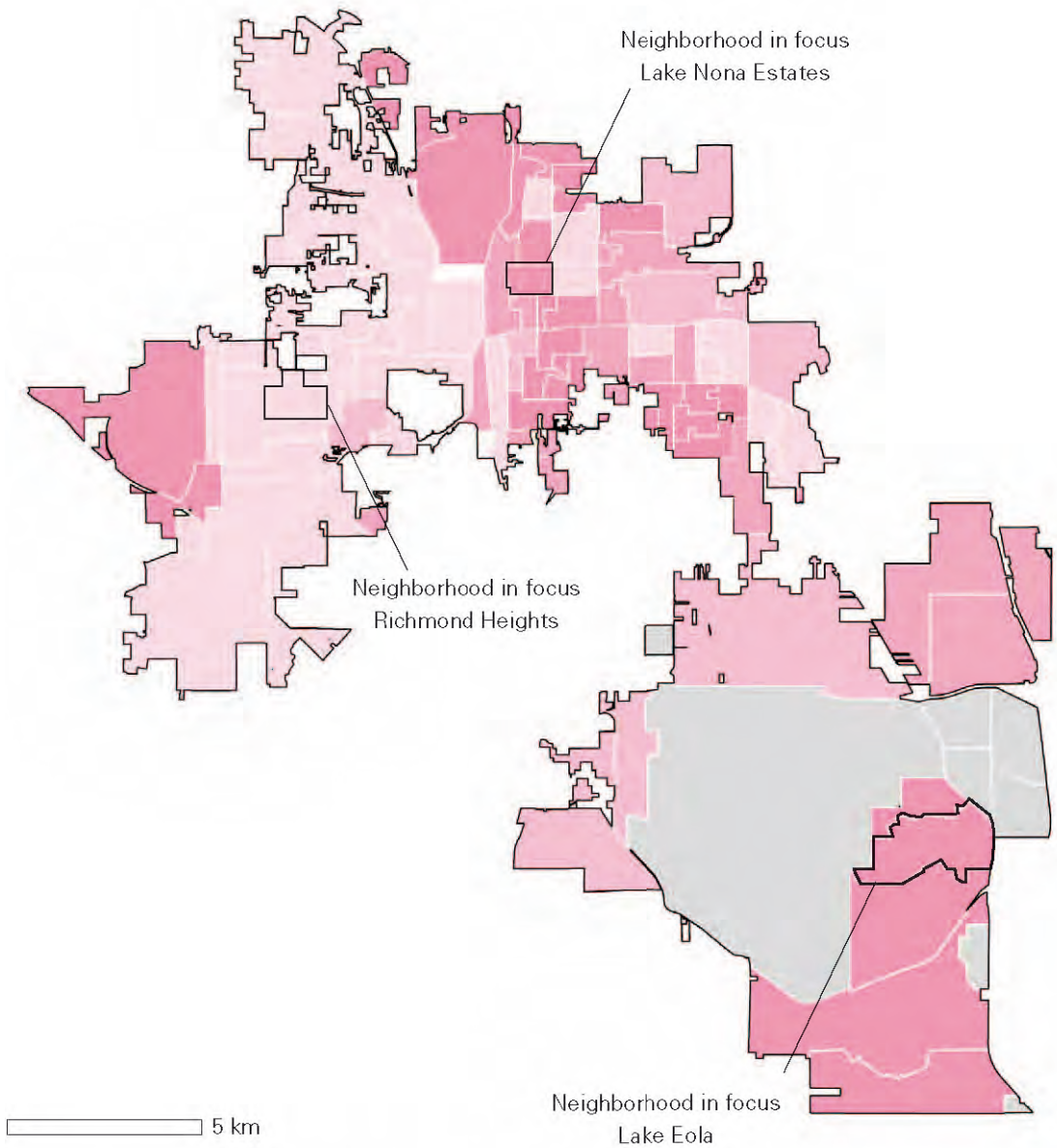
Most of the Orlando inhabitants earn less than \$50'000 a year

Ethnicity

26.6% of the people living in Orlando are african-american
61.3% caucasian and 17.7% hispanic

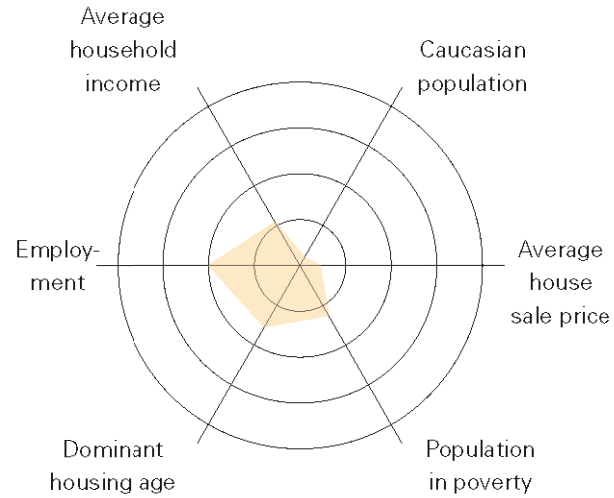
Demographics and Housing Statistics

These diagrams show the City of Orlando classified by different aspects. The areas on the outskirts or the recently annexated areas of the city are the ones where new subdivisions were built/are being built. The district around the center of the city is considered historic and should be preserved. Also most african-american people live in the poorer neighborhoods in less expensive houses.



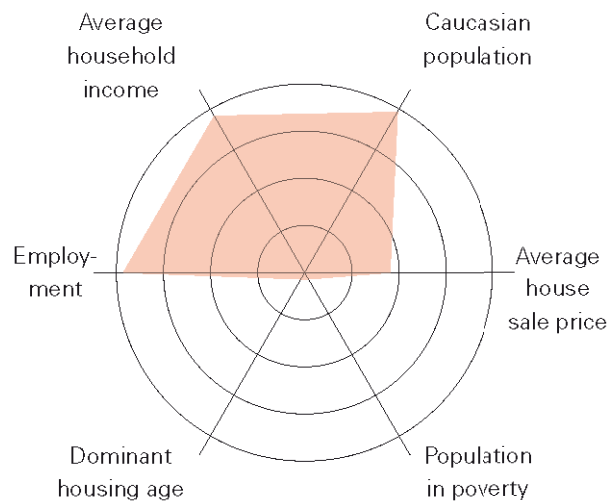
Typography of Differences

This diagram shows the overlay of all four single layers and shows basically, that relatively young, caucasian and well earning citizens live either in the historic district around the city center or in new subdivisions along the city borders.



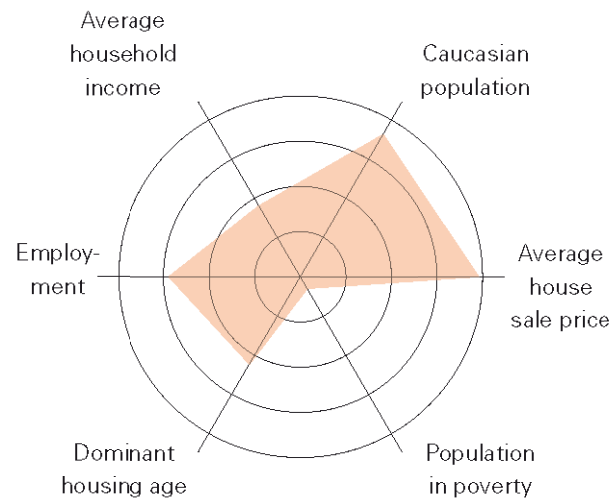
Richmond Heights

Richmond Heights is a mainly black neighborhood with a percentage of 93.4% African American residents in the western part of Orlando.



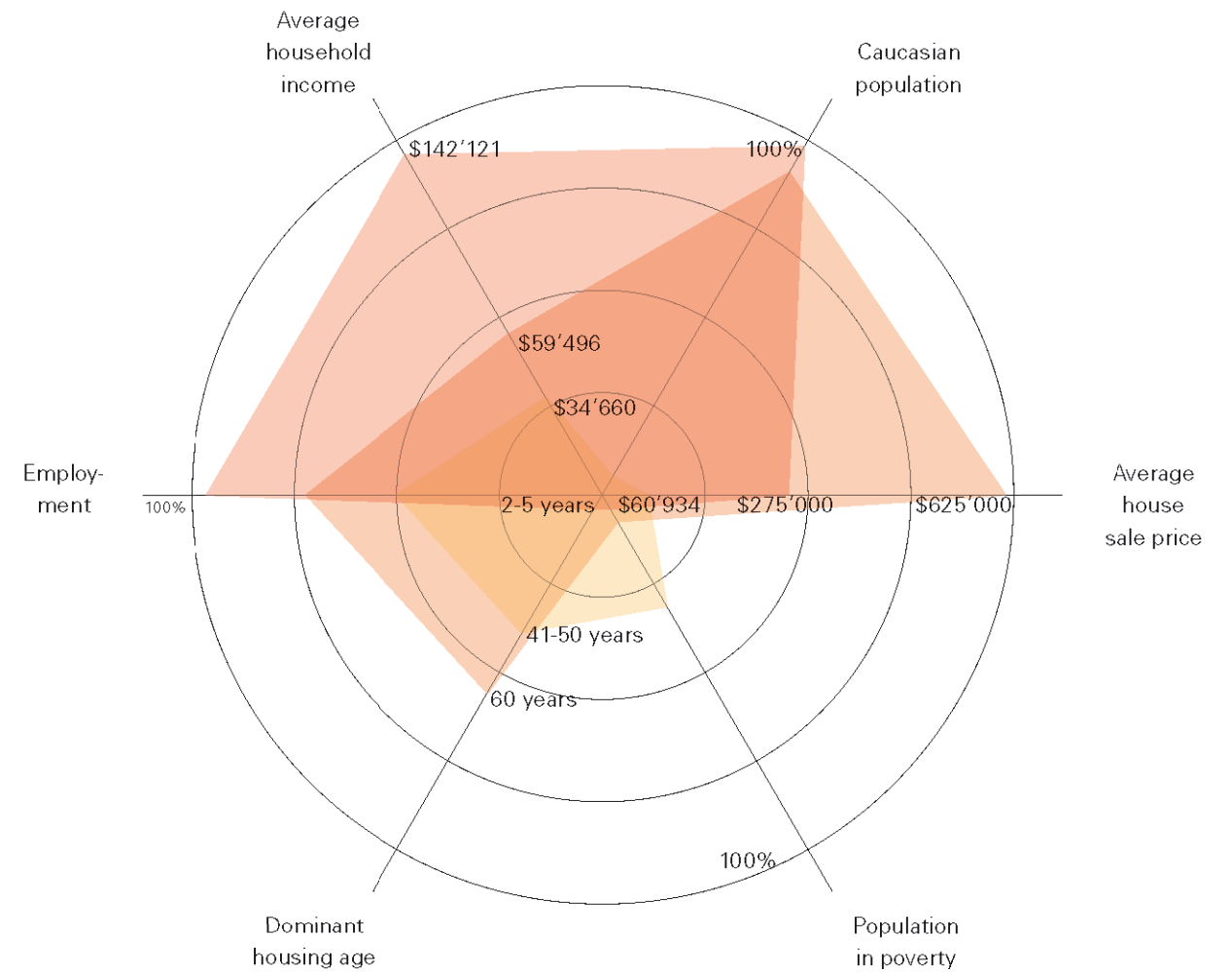
Lake Nona Estates

Lake Nona Region is Tavistock Group's 7,000-acre (28 km²) mixed-use development plan within the city limits of Orlando. Being developed by Lake Nona Property Holdings, the Lake Nona Region is home to Lake Nona Golf & Country Club, a life sciences cluster becoming known as Lake Nona's medical city, and an array of retail centers, recreational facilities and residential options. Lake Nona Estates is a gated community, which attracts people, mainly families with younger children, with a high income.



Lake Eola Heights

This is a neighborhood with 89.6% white residents. The houses are with an average of \$625'000 very expensive in comparison to the average household income per year with \$59'496, which can be explained with the location being very close to the downtown area. The City of Orlando has designated the neighborhood as The Lake Eola Heights Historic District in 1989 and placed on the National Register of Historic Places in 1991.

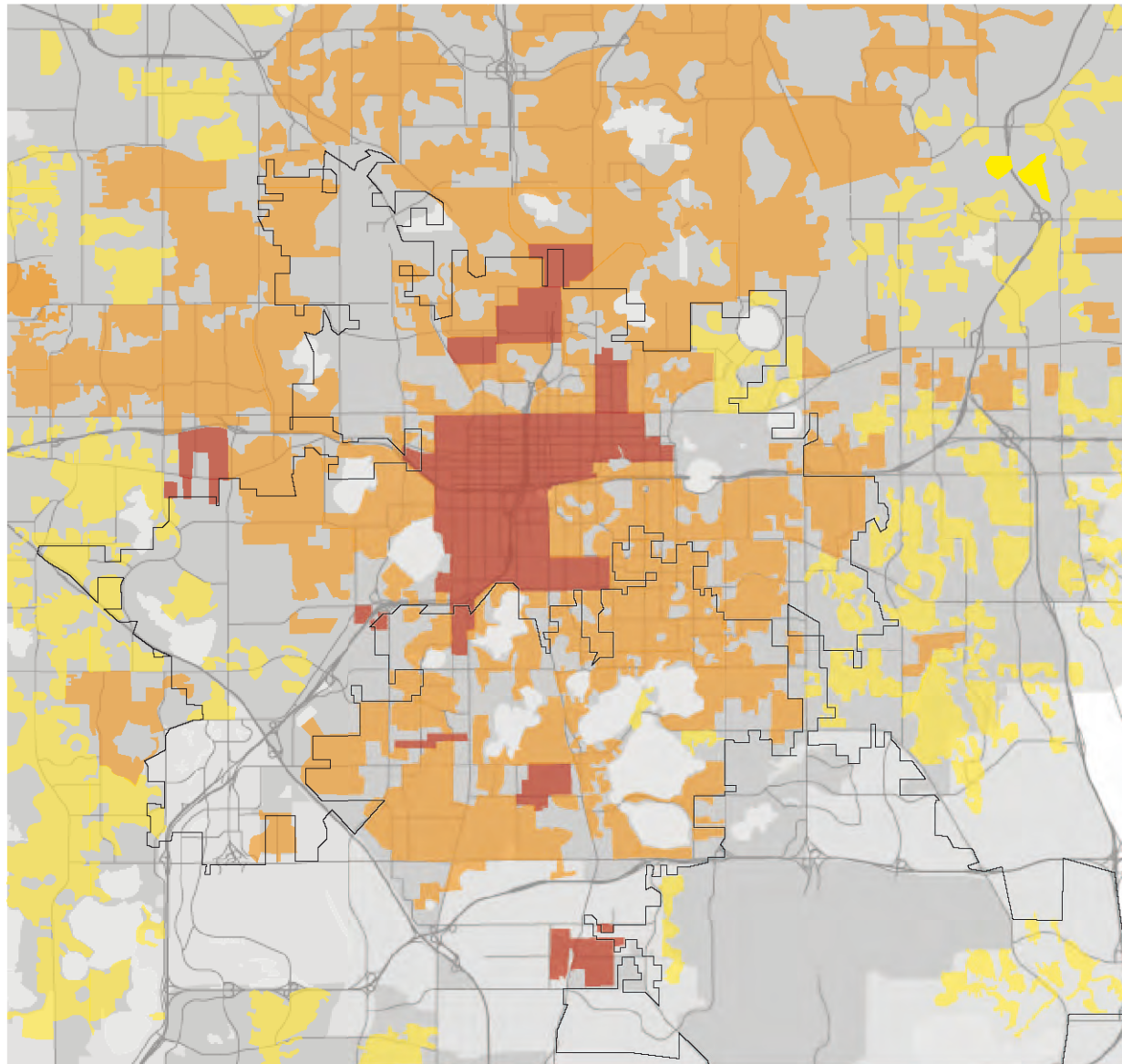


- Lake Nona Estates
- Lake Eola Heights
- Richmond Heights

Demographic Overlay

The overlay of these diagrams show the differences between a mainly white, well-earning neighborhood, a black, rather poor neighborhood and another mainly white gated community. In the gated Community (Lake Nona Estates)

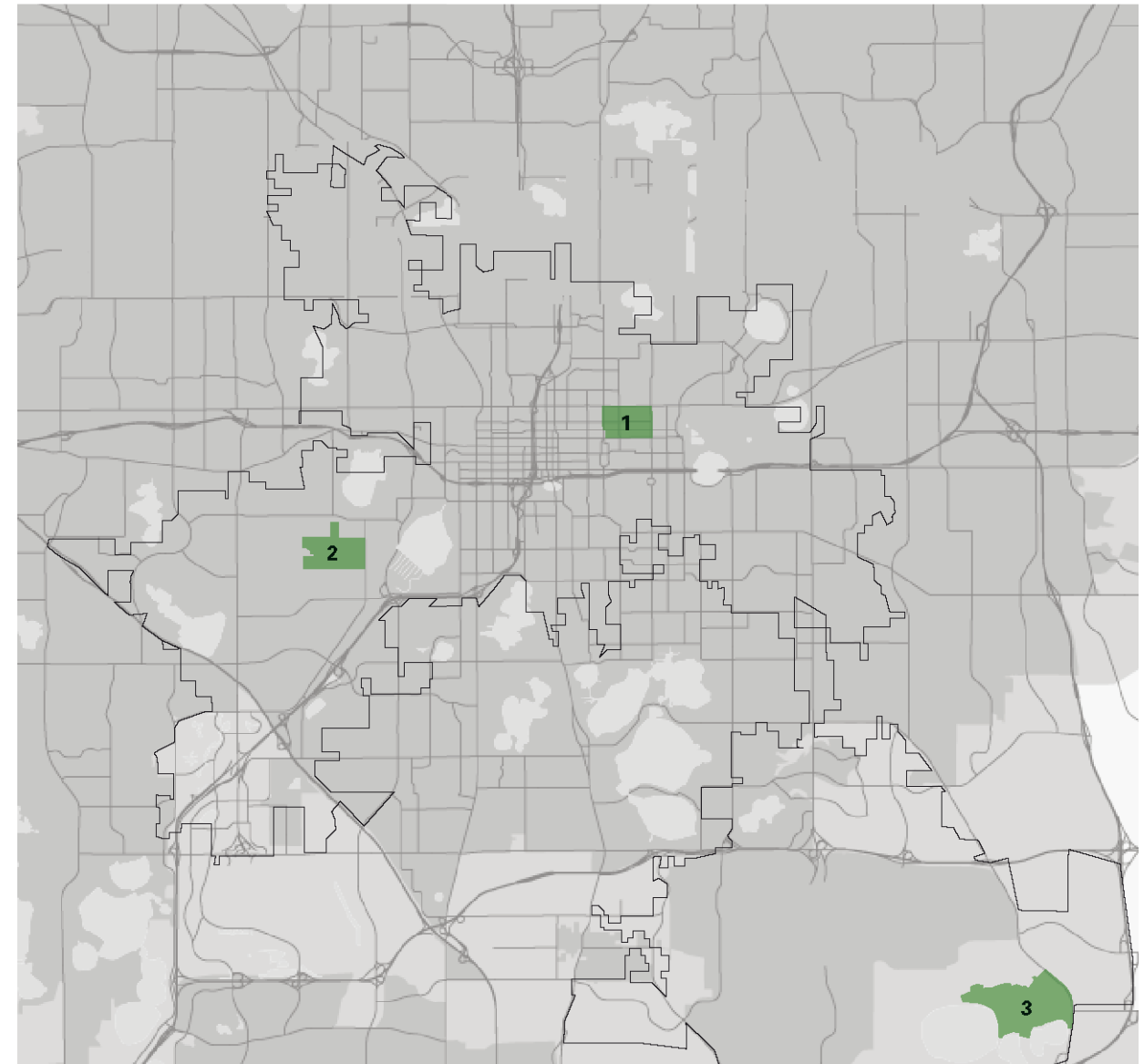
there is almost 100% employment and almost no poverty, while in the black neighborhood (Richmond Heights) the population in poverty is at 34%. According to this, the average house sale price is much lower than in the other neighborhoods.



5 km
 grid
 transitional
 ladders

Urban Morphology

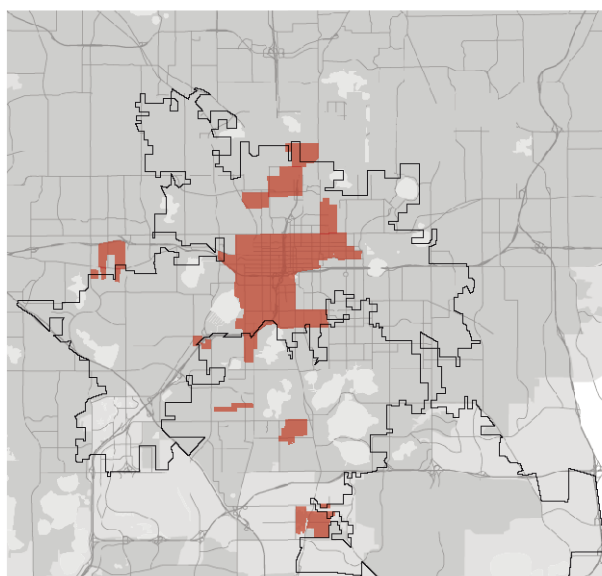
Categorizing the city's streets into three types of patterns allows an idea of how the urban mass grew and developed over the last decades. The street grid - here marked red - was common for the city's early years before World War II, when also some parts of the orange areas were already developed. The yellow ladder areas mark a phenomenon of roughly the last three decades. The black line marks the official Orlando city area, as defined by the City of Orlando government.



5 km
 1 Lake Eola Heights
 2 Richmond Heights
 3 Lake Nona Estates

Case Study Neighborhoods

For each street pattern category one case study neighborhood will be analyzed further. Area 1 shows a grid-like street pattern, the pattern in number two represents the transitional pattern, whereas neighborhood number 3 is located in a ladder area.



10 km



250 m



Predictable

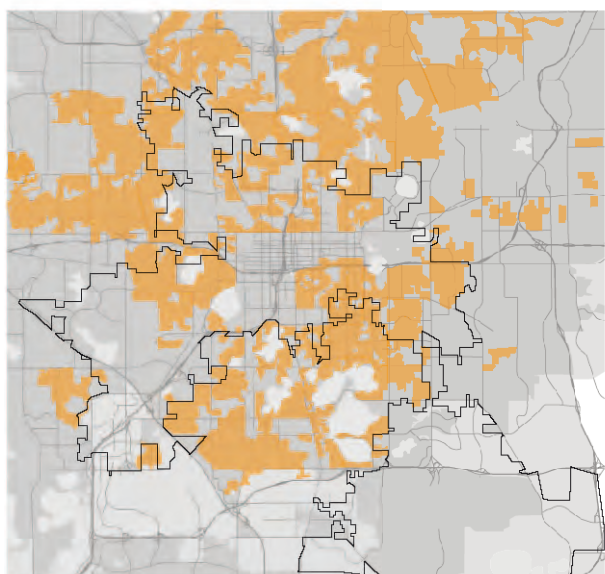
To find your way around in these areas is rather easy, as streets extend in two directions only and form simple cross intersections.

Grid Pattern

The traditional grid street pattern can be found mainly in the downtown area and its surrounding historic districts, therefore in the areas first settled and built.

Rectangular

The street picture shows mostly perpendicular streets, forming rectangular blocks. Over the decades this strict grid was loosened and adjusted.



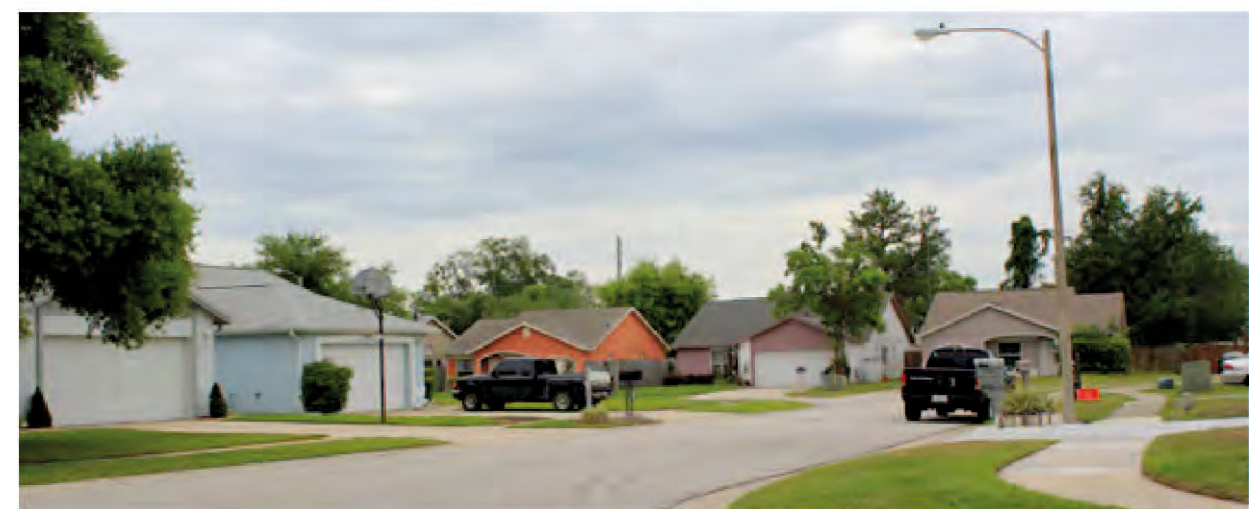
Transitional Pattern

These street patterns are found scattered throughout most of the area, leading from the historical neighborhoods to the more recent developments.



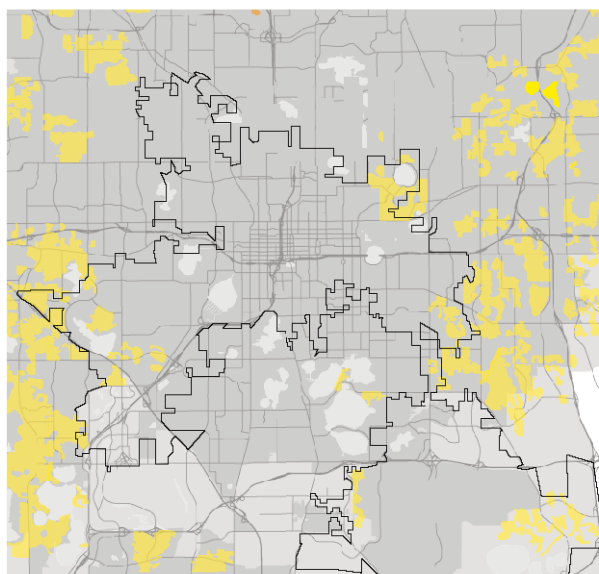
Irregular

The grid idea can still be found in these patterns, however, the road running doesn't follow it as rigid anymore and elements like loops and curves are added.



Surprising

Getting from one point to another might seem easier than it actually is, as your way might be cut off by an unexpected turn.



10 km



250 m



Ladders

Ladder areas are found in suburban areas, scattered in smaller fields, as these areas usually belong to various developers with different interests.

Random

Streets follow random patterns, where apparently no rules apply. Streets seldom run straight and often have a dead-end in order to eliminate through-traffic for more privacy.

Confusing

These patterns can easily get confusing as the direction of a street might turn at what seems the most impossible point, making a certain point difficult to reach.

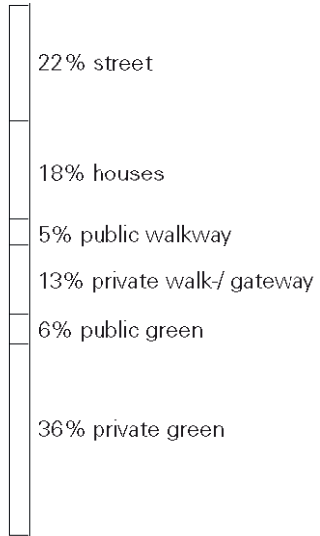
NEIGHBORHOOD TYPOLOGIES

For each of the earlier mentioned street pattern categories we are analyzing one case-study neighborhood within Orlando further, looking deeper into the urban block and housing aspects. Case 1 presents Lake Eola Heights, a downtown-neighborhood, case 2 Richmond Heights west of the city centre, and finally case 3 Lake Nona Estates, which is part of a larger, fairly new development in the south of the city.

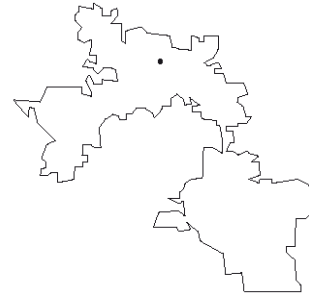
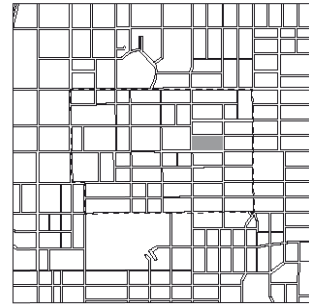


DRAFT

© ETH Studio Basel



average ratio lot-house: 27%



Appearance

The area is dominated by mainly two-story single-family houses, surrounded by a lush vegetation.



Historic Preservation

Lake Eola Heights is considered a historic neighborhood and therefore protected by the city's preservation department. The oldest houses in the area were built in the 1910s.



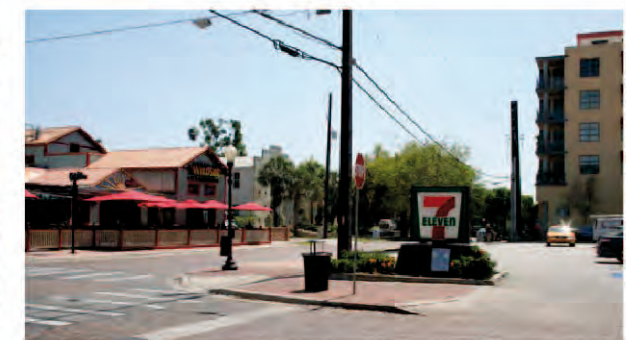
The Lake

Lake Eola is an important recreational site for the neighborhood residents.



Location

Located only a few driving or even walking minutes away from downtown, Lake Eola Heights is a favourable place to live for those who prefer a small scale, single-family house neighborhood but still enjoy the qualities of the Orlando downtown.



Services

The neighborhood offers a wide range of services, such as restaurants, coffee shops, gas stations, etc. It is also a prestigious location for smaller businesses, for example lawyers or - mostly private - medical institutions.

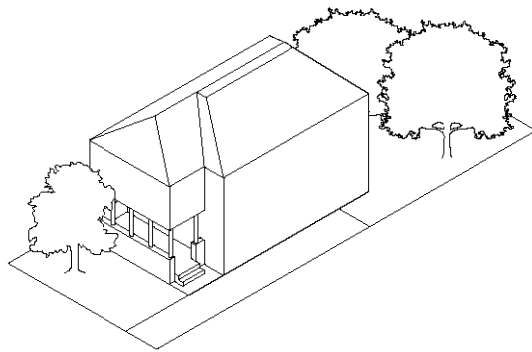
The block

The block analysis for the neighborhood of Lake Eola Heights shows a variety of different house shapes and sizes and also their placement on the lot. The average built

percentage for one lot lies at 27% and therefore is the ratio for private green fairly high. The public walkway defines the outer lot-line and is parted from the street by a rather small amount of public green.

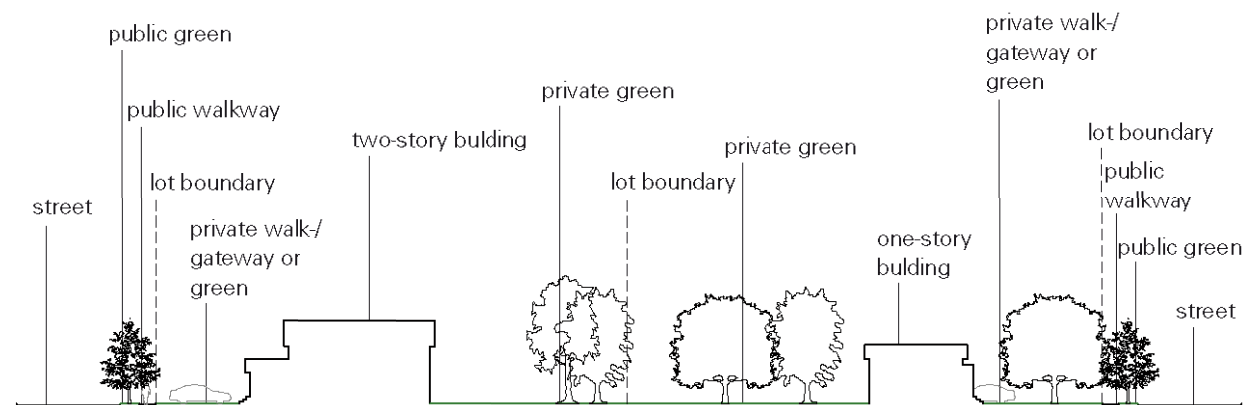
Case 1: Lake Eola Heights

The neighborhood of Lake Eola Heights is located just east of the Orlando downtown district. It is considered a historic district and is therefore preserved by the City of Orlando Historic Preservation Department. This - and its mainly upper middle class inhabitants - could be taken as the driving force for its clean and well-maintained appearance. The houses in this hood are mainly owned by caucasian people, who are all obliged to preserve the historic appearance of their homes, and where needed restore in consideration of the in the area used building materials and styles. The oldest houses in the area are from the 1910s.



The house

Most of the houses in this historic district have a front porch facing the street. Lots of people enjoy spending time on their patio after a day at work, chatting with neighbors and friends. It's a gathering spot and embodies the most social aspect of the neighborhood. The average house sales price in this area lies at \$625'000.



The street section

The shown example of a street section makes the diversity of the neighborhood visible. A larger, two-story building stands across a smaller, one-story high building and their

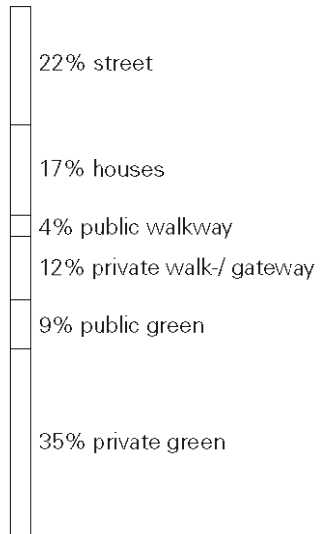
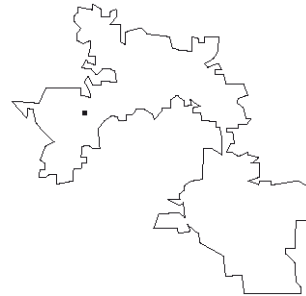
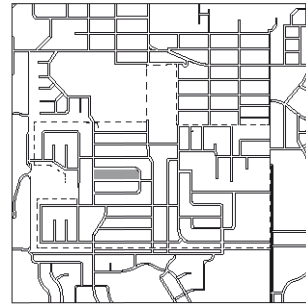
location within the lot varies and therefore also the ratio frontyard - house - backyard. Vehicles are parked either in the private driveways or in carports which are attached to either side of the house



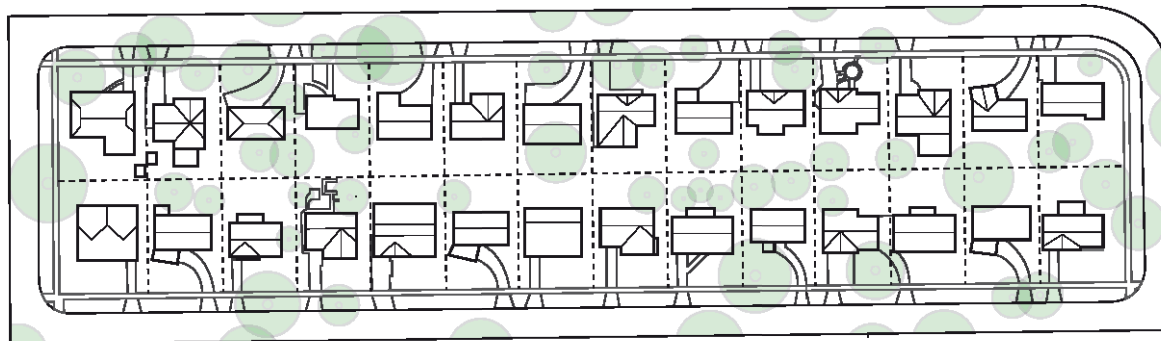
Lake Eola Heights street view: facing Orlando downtown



Lake Eola Heights street view



average ratio lot-house: 25%



The block

The drawing of the exemplary block of Richmond Heights shows a coherent picture: the lots are more or less the same size, the houses are all one-story high, lie in the

middle of the lot and the roof pictures are similar. The buildings take up approximately a quarter of the lot, which again is bound by the public walkway.

Case 2: Richmond Heights

The neighborhood of Richmond Heights lies in the west of the city centre and is inhabited by mainly african-american people. The homes can be considered lower middle class housing, are rather modest in size and also in appearance and big differences can be noticed in how the properties are taken care of, some houses even seem abandoned.



Recreation

Small parks offer appreciated recreational space.



Homes

Eventhough the zoning structure shows a coherent picture, we can still see big differences in what shape the buildings are. Some appear to be well maintained and taken care off, others are literally falling apart.



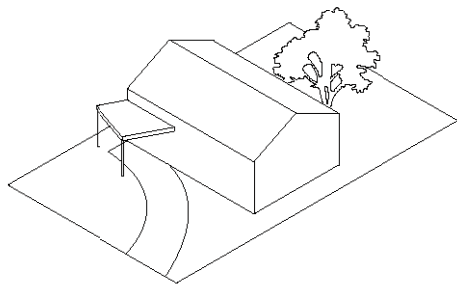
Orange Blossom Trail

The closely Orange Blossom Trail offers everyday services like shopping, leisure activities and catering and functions as a feeder road for the Interstate 4.



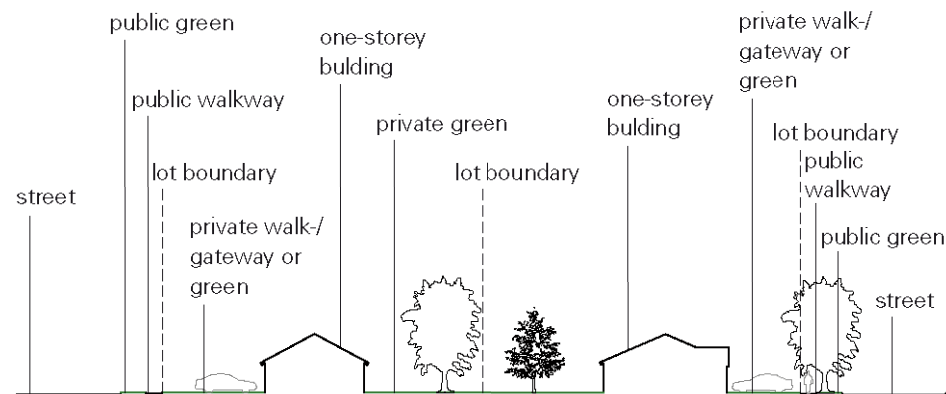
Local Businesses

Scattered throughout the neighborhood we find smaller, locally run business that provide employment options for the residents.



The house

The small-scale buildings consist of a simple volumetry and are placed parallel to the street with their long side. The entrance is usually located on the front side and can be covered by a simple roof. These houses are sold for an average price of \$65'000.



The street section

The street section for Richmond Heights strengthens the image of a coherent appearance. The smaller and similar looking homes are all located in about the middle of the lot

and face the street. Cars are parked in front of the house on private ground and only a few trees are placed in the yards or on public green.

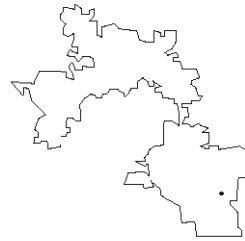


Richmond Heights street view

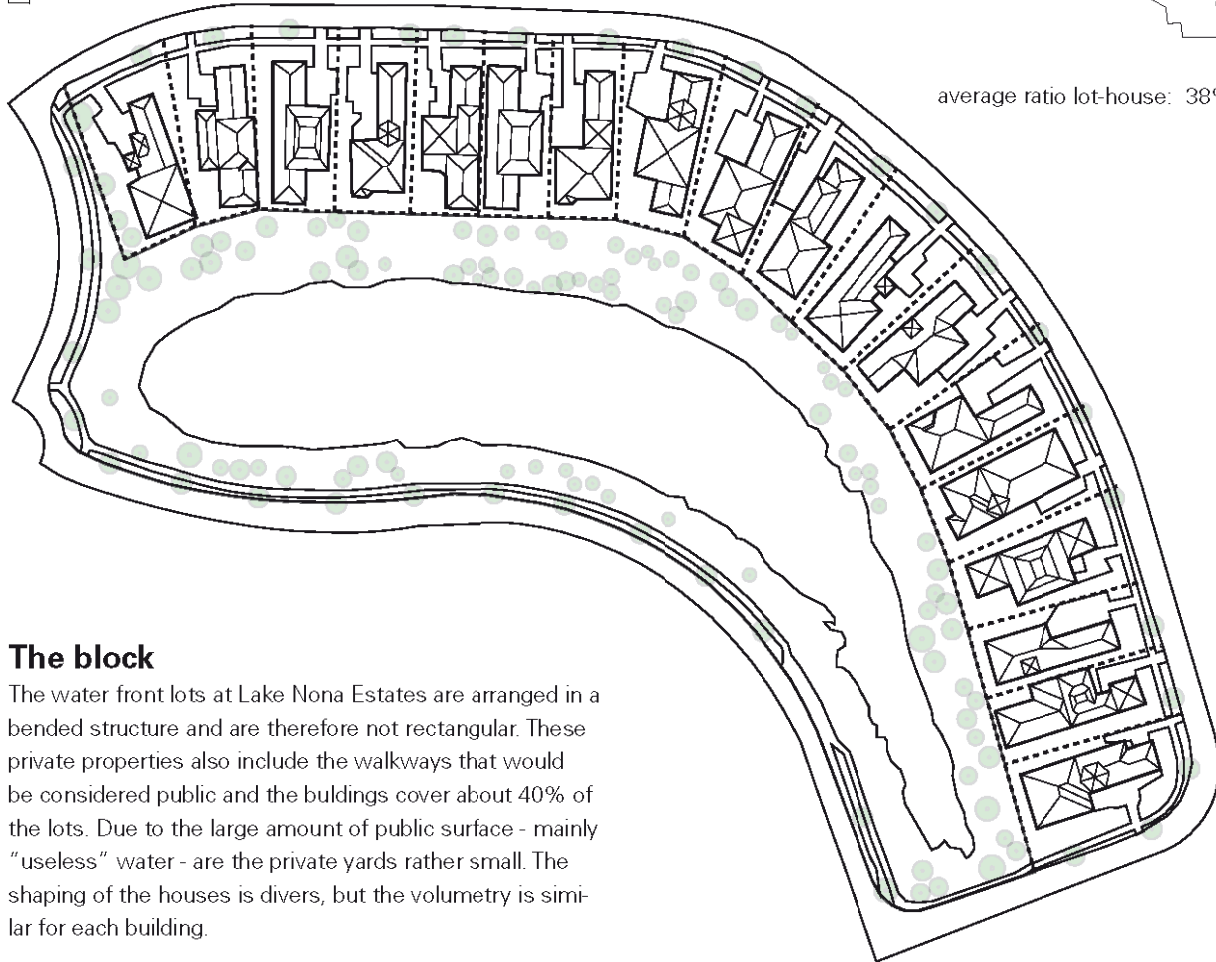


Richmond Heights street view

- 13% street
- 16% houses
- 2% public walkway
6% private walk-/ gateway
- 25% public green
- 17% private green
- 21% water



average ratio lot-house: 38%

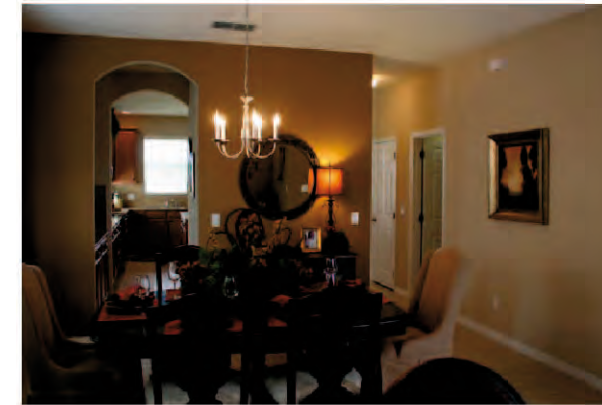


The block

The water front lots at Lake Nona Estates are arranged in a bended structure and are therefore not rectangular. These private properties also include the walkways that would be considered public and the buildings cover about 40% of the lots. Due to the large amount of public surface - mainly "useless" water - are the private yards rather small. The shaping of the houses is divers, but the volumetry is similar for each building.

Case 3: Lake Nona Estates

The area around Lake Nona lies in the south east of Orlando and is newly planned and built. The whole development shows ladder street patterns and therefore each block appears to be quite different.



Interior

A few model homes on the property are open to the public and deliver an image of high-end architecture, that however doesn't always respond with the way of building and the chosen building materials.



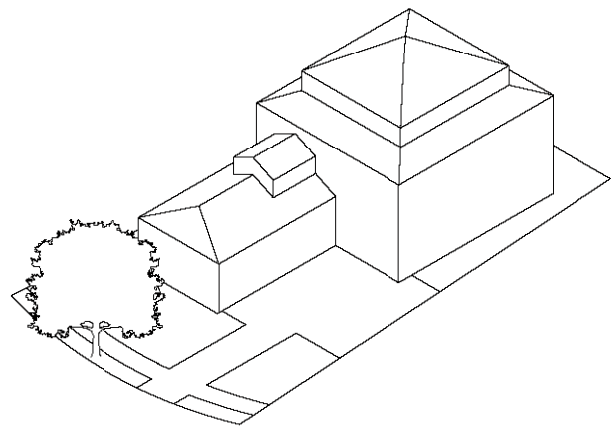
The Site

The area is still mainly unbuilt as the developing process just recently started. Future homeowners can purchase their preferred lot before the required home will be built according to the owner's wishes.



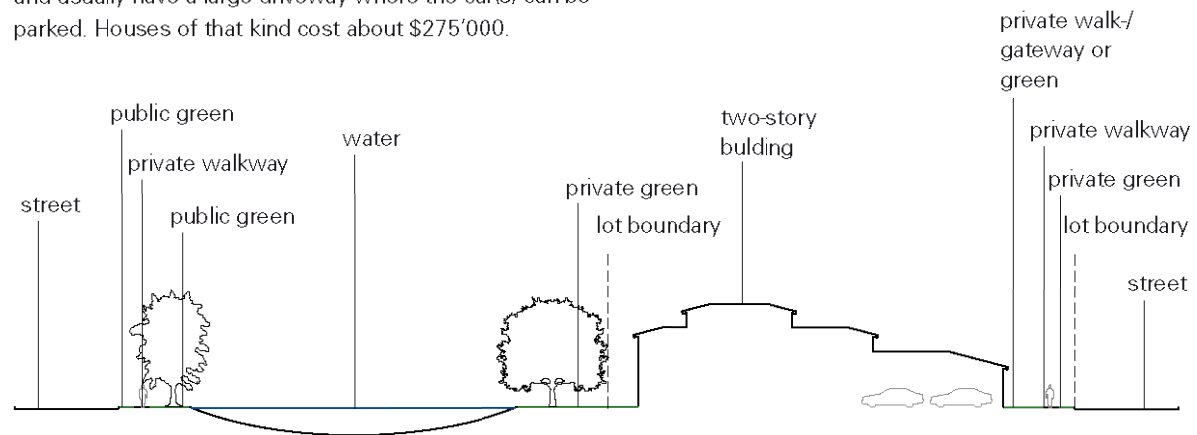
Nonaology

The whole area of Lake Nona is being developed under the idea of creating a "Nonaology", a lifestyle that revolves around the newly planned communities. Claiming that "Lake Nona is close to everything Central Florida has to offer", the developer hopes to attract future home owners that appreciate the community life in a gated and what appears to be safe, child-friendly, clean and representative environment. The development process started in 2007, the first homes were put up in 2009 and up to this day around 75% of the properties are sold.



The house

The dissimilar houses at Lake Nona Estates are made of the same elements but with different materials and colors. The built volumes stretch in the direction of the lot and usually have a large driveway where the car(s) can be parked. Houses of that kind cost about \$275'000.



The street section

The section is dominated by the big, more story high building on the one side and the public (water-)surface on the

other. The building takes up a high amount of the lot length and is surrounded by only a little amount of private ground, which is mainly driveway rather than greenery.



Lake Nona Estates waterfront homes



Lake Nona Estates street view

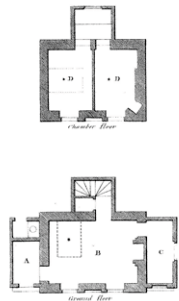
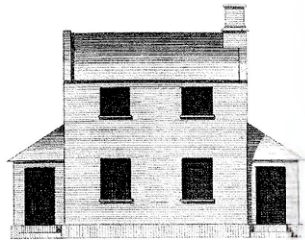
MODERN HOUSING TYPOLOGIES

The modern house in the United States of America does not have a lot in common with the modern house in Switzerland. Through the whole country, more or less the same styles repeat over and over again. Especially in Florida, where many of the houses were built in a short time, they look like so-called cookie cutter houses. The home builders adapt their floorplans and their materials and details to surveys on what features, like porch, chimney or french doors, people prefer for their homes.



DRAFT
© ETH Studio Basel

Source: Internet



simple old wooden house
built in **1800**
50sqm



early Cape Cod style house
built in **1920**
120sqm



Colonial style house
built in **1930**
150sqm



Source: Internet



Ranch style house
with attached garage
built in **1950**
150sqm



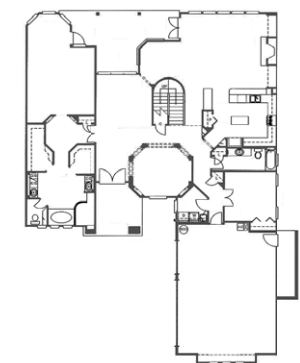
Source: Internet



postwar Colonial style house
with integrated garage
built in **1965**
200sqm



Source: Internet



contemporary house
with integrated garage
built in **2010**
250sqm

Retrospective

The single family house has developed a great deal in the last hundred years. The biggest change is probably noticeable in the size of the floorplans. When in the nineteen twenties the floorplans were very efficient and did not waste any footage, a single family house today shows a lot of representative and circulation areas. The general perception today still is 'bigger is better', so a bigger house seems more prestigious to most people. Appearance is the most important concern, so even if a material is not what it is pretending to be, it does not matter.



Craftsmen Style Home

Typically a two-story bungalow-style home, noted for their low-pitched and gabled roof, decorative wood beams and horizontal wooden siding. These homes have also been adapted into one-story cottages with half-porches



Mediterranean Style Home

Most often, exterior walls are constructed of 'stucco', while roofs are sloping and usually covered with reddish tiles. Walls are typically painted in a neutral color such as peach, salmon or yellow. Also common features are columns and high archways.



Colonial Style Home

Simple one and a half to two story, rectangular house with a center-oriented staircase. Typically features a flat front facade with classical embellishments, including roof dormers or columns on either corner, with a natural wood siding.



Ranch Style Home

Ranch style homes are characterized by their low-sloping roofs and single story construction. They are built for efficiency, general living quarters are situated at one end while bedrooms are at the opposite end.



Row House

Row Houses are becoming more and more popular again, they try to resemble nice English Townhouses. They do not have neighboring units below or above them.



Source: Internet

Cape Cod Style Home

Typically one and a half story homes with upper eaves that contribute to sloping interior ceilings on the upper levels, featuring a central or end chimney. Wooden clapboard is the most common exterior building material.

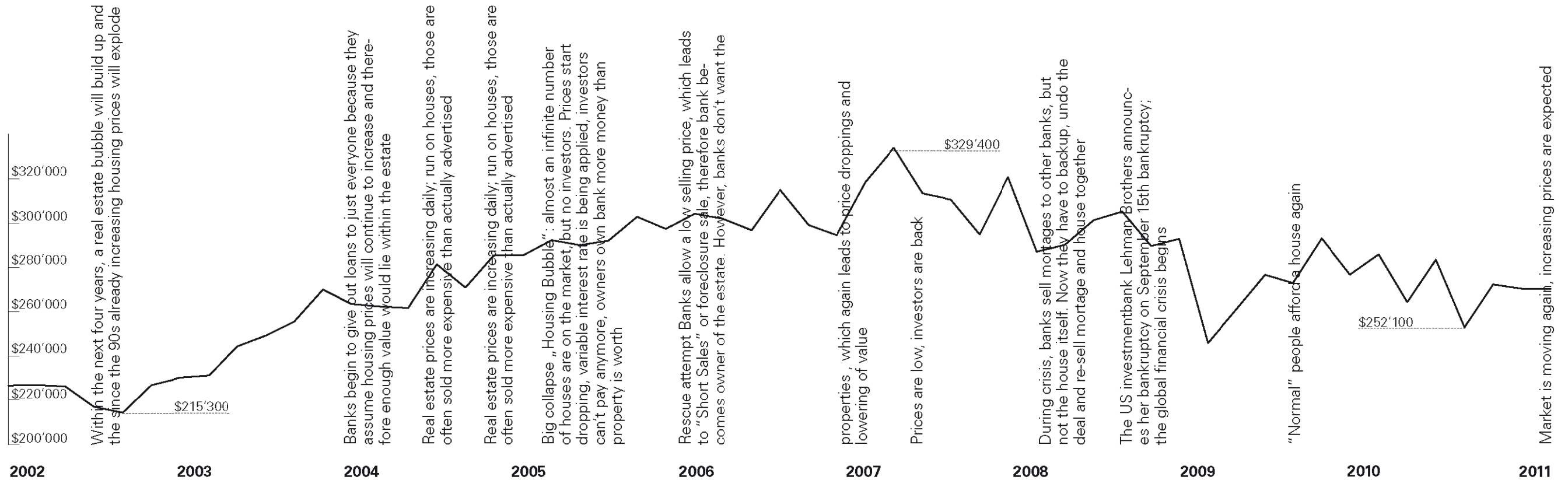


Indifferent Style Home

Throughout the development of the single family home there evolved some kind of a standard house, that includes all the favourite parts of different styles but does not have a real identity anymore. It has a bland appearance.

Current Styles

Today there are several styles of single family homes that are most popular in the United States. These styles are the result of an intensive real estate and builders market. Especially in Florida, where a huge amount of homes were built in a very short time, the designers relied on surveys on what people wish their new home to look like.



Source of all images: internet

Influences of the real estate crisis

The real estate crisis began in the United States but eventually had an influence on the whole world economy. The above charts lists its most significant events and matches them with the evolution of housing prices in the USA (prices include land) and is illustrated by covers from the British magazine "The Economist," that dedicated many of its issues to these happenings.

lution of housing prices in the USA (prices include land) and is illustrated by covers from the British magazine "The Economist," that dedicated many of its issues to these happenings.



Single Family Home in Water's Edge, Lake Nona

House Building Process 1: Production-Built Home

A Production Home Builder builds houses, townhouses, condominiums and rental properties on land that is owned by the building firm. Using stock plans, the Production Home Builder will construct a large number of buildings each year. Often homes may be customized by selecting a variety of options, but the homes are not Custom Homes.

Production Home Builders do not generally undertake construction of unique, architect-designed custom homes. Also, Production Home Builders will not usually use construction plans other than the ones selected by the firm, they usually build more than 25 houses a year.



Entrance to a Lake Nona neighborhood

Neighborhood

The typical neighborhood to find this type of house in is usually some kind of community with a strong identity. The goal of the community is to create a feeling of community and affiliation. One way to do this is to create houses that look similar and have more or less the same features and standards.



Lake Nona Compartmentation

Source: Internet

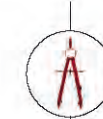
Individual Property

The land of a community is usually owned by an investor who hired a contractor to organize the whole building process.

The land is divided in different lots, some more expensive than others classified after different factors like view, size and location on the property.



The owner of a large tract of land wants a profit on the land, he sells his tract to a developer.



The developer often has experience in creating communities, efficient plans for roads, lots and utilities.



Project approval by the local permitting agencies is required.



Home builders buy the lots, singularly or in a bulk, from the developer.



The home builder hires an architect to design a series of prototypical plans.



The home builder sells houseplans and lot to buyer and builds it for him.

Process

For a community, there is an investor who owns a big property of land. He then finds a contractor and an architect firm to do the land and the house planning for him, ideally he chooses a firm that offers both services. After the land has been planned, the customers choose a lot and a house and move in. Typically there are model homes on the site that the customer can visit.



Princeton

Luxury Single Family Home
4 Bedrooms + Bonus Room
3.5 Baths
3-Car Garage



Providence

Luxury Single Family Home
4 Bedrooms
3.5 Baths
3-Car Garage



Putnam

Luxury Single Family Home
3 Bedrooms + Bonus Room
2 Baths
2-Car Garage



Cambridge

Luxury Single Family Home
4 Bedrooms + Den
3.5 Baths
3-Car Garage



Pinehurst

Luxury Single Family Home
4 Bedrooms
3.5 Baths
2-Car Garage

Catalogue

This is the actual catalog of the housing choices given at Lake Nona Estates. The houses have more or less the same expression, the differences

in the appearance are small and depending on the number of bedrooms, bathrooms, porch or garage sizes.



Single Family Home in Spring Lake

Home Building Process 2: Semi Custom-Built Home

If a family owns a piece of property and they want to build a house for themselves, they have the option to choose between different home builders and choose their house with the look and features they prefer, depending very much on the budget they have. Since most of the homebuilders have ready-made floorplans, it is cheaper for the customer to stick with these plans rather than starting from zero with an individual builder. Using stock plans, the Production Home Builder will construct a large number of buildings each year. Often homes may be customized by selecting a variety of options, but the homes are not truly Custom Homes.



Entrance to a typical Neighborhood

Neighborhood

The typical neighborhood to find this type of house in is usually a place where people with similar interests and income live. The price of the lot attracts people with similar demographic data. Sometimes there may be some kind of identification like a neighborhood name.



Property for Sale

Source: Internet

Individual Property

The land in a conventional neighborhood is usually not purchased from a developer or investor but from a private person. It is even fairly common to tear down the existing house and build their own, according to their preferences.



Process

The person or family that purchased a piece of land can hire a builder of their choice. Because of the similar budget that people have in a neighborhood the houses do not show a lot of difference in appearance and size.



Model Home Park

Source: Internet

Catalogue

The homebuilder that the customer chooses offers a variety of floorplans and footage in the floorplans. The customer can basically order a house online. Once the floorplan is chosen, the only thing left is the interior equipment and decoration. There is a certain freedom in choosing the building company, but as shown in the picture series above there is not a lot of difference and individual choices to be found.



Source: Internet

House Building Process 3: Custom-Built Home

A Custom Home Builder constructs a one-of-a-kind home that is designed for a specific client and for a particular location. The Custom Home Builder may use plans created by an architect or by a professional home designer.

Some Custom Home Builders also offer professional design services. Because each house is unique, Custom Home Builders generally construct only a few homes a year.

In most cases, Custom Home Builders construct on land the home buyer already owns. A Custom Home is not the usual case, most future homeowners prefer a Production Built Home because they are much cheaper and the time required for the whole planning and building process is much shorter.

Source: <http://architecture.about.com>



Entrance to a typical neighborhood

Source: Internet

Neighborhood

The typical neighborhood to find this type of house in is usually a pricier area where people with similar interests and income live. The price of the lot attracts people with similar demographic data. Sometimes there may be some kind of identification like a neighborhood name.



Property for Sale

Source: Internet

Individual Property

The land in a conventional neighborhood is usually not purchased from a developer or investor but from a private person. It is even fairly common to tear down the existing house and build their own, according to their preferences.



Future homeowner buys a piece of land



He hires an architect to draw plans according to his individual wishes



Building permission from the city council is required



He has to find a contractor himself to realize the plans from the architect; supervision and foremanship is in his responsibility

Process

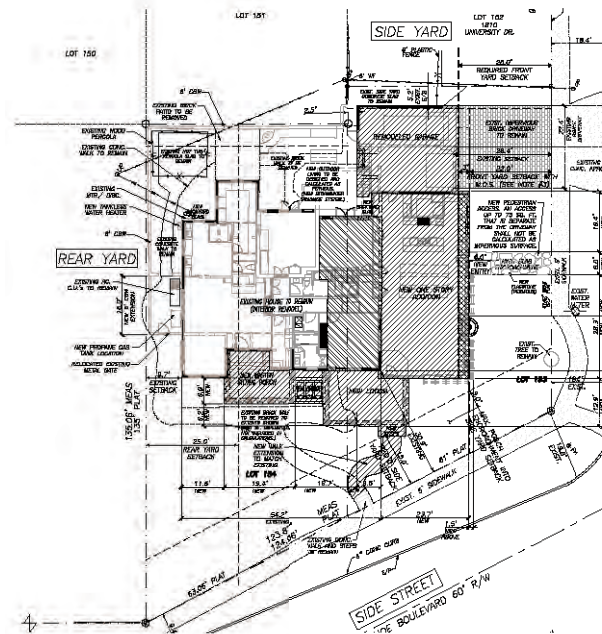
The person or family that purchased a piece of land can hire an architect and builder of their choice.



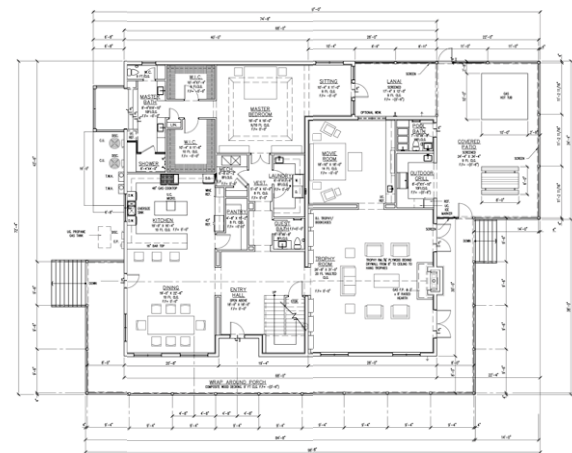
Elevation Myers Home



Elevation Myers Home



General Plan of Site



Floorplan Myers Home



Photograph Myers Home

Source: Internet

Catalogue

For the custom-built homes, there is no catalogue. Every client can get their floorplans designed according to their ideas, the only limit is the zoning plan of the city. This process

will take a lot more time and is more expensive than a production-built house would, but it is a truly individual home.

THE MIDDLE CLASS HOUSING OF TOMORROW

The following chapter deals with the question of what middle class housing and the American single-family house might look like in 10, 50, 100 years. Of course we can't say for sure, but the following estimations are based on the historic development up until today and the the understanding of how the built environment will continue to grow.



DRAFT

© ETH Studio Basel

Source: Internet



Going Green

A trend goes towards eco-friendly architecture, which also is part of a new lifestyle that can be purchased together with a house. Homeowners get the feeling of doing something good for the environment, but is this a real commitment?

catch 'em at the curb with great curb appeal



It's all about the Curb Appeal!

Looks tend to get more important than floorplans, building materials or interiors: the more impressive the better. However, the facade of a building can pretend to be more expensive and more representative than the house - or its owner - actually is.

The Home of the Future

Architecture of the future seems to be put on the same level with lifestyle: the purchase of a real estate object will not only get you a house, but also a whole new lifestyle. Of course with an investment like this you want to raise your status, therefore appearance, location and reputation become the most important aspects and those can mostly be found in new subdivisions, where developers have recognized this potential.



Privacy Please

This sign at the entrance of a gated community shows how important privacy and a sense of security is. People like to feel safe in their living environment and appreciate (or endure?) the qualities of a gated community like being watched through cameras or having to pass a gate when entering your own neighborhood. To be able to live in such a place, people give up being close to a downtown, as most of these developments are located in the outskirts of larger cities.



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