

COMMUNITY

Planning & Design

EXPERIENCE
AT EVERY
SCALE

THE ART OF
PLACEMAKING

PERRY | BECKER
urban planning | landscape architecture | thematic design



Who We Are: Our design culture is focused on creating livable environments that offer unique experiences and facilitate strong community interaction. Perry Becker Design provides full planning and design services for master planned communities, private enclave communities and subdivisions. We cater our design to meet the needs of our clients, whether it is the development of a neo-traditional community, a standard residential layout, or an intensive mixed-use development with a community village center. We regularly partner with engineering firms to provide the original master development plans and yield studies, and then continue to provide design peer review as the plans evolve through the final engineering process.

PBD supports our Clients by offering a full range of development design services including the following:

- Pre-development Site Due Diligence
- Master Planning
- Permitting & Entitlements
- Landscape Architectural Design
- Project Theming and Branding
- Signage & Way Finding Design
- Site Lighting Design
- Full Amenity Design
- Materials Procurement
- Construction Management



Representative Clients

Residential Developers

- Avatar
- Beazer Homes
- DR Horton
- GL Homes
- KB Homes
- Lennar Homes
- MI Homes
- Oriole Homes
- Pulte Homes
- Park Square Homes
- Hovnanian
- Westinghouse Communities
- Tammel Crow

Multi-Family Developers

- Gables Residential
- Centerline Homes
- Falcone Development
- Epoch Properties
- Lee Chira + Associates
- Contravest
- Core Development
- FORE Property
- Morgan Group
- Rock Harbor Investments
- DHI Communities
- Cornerstone Group, Inc.

Master Developers

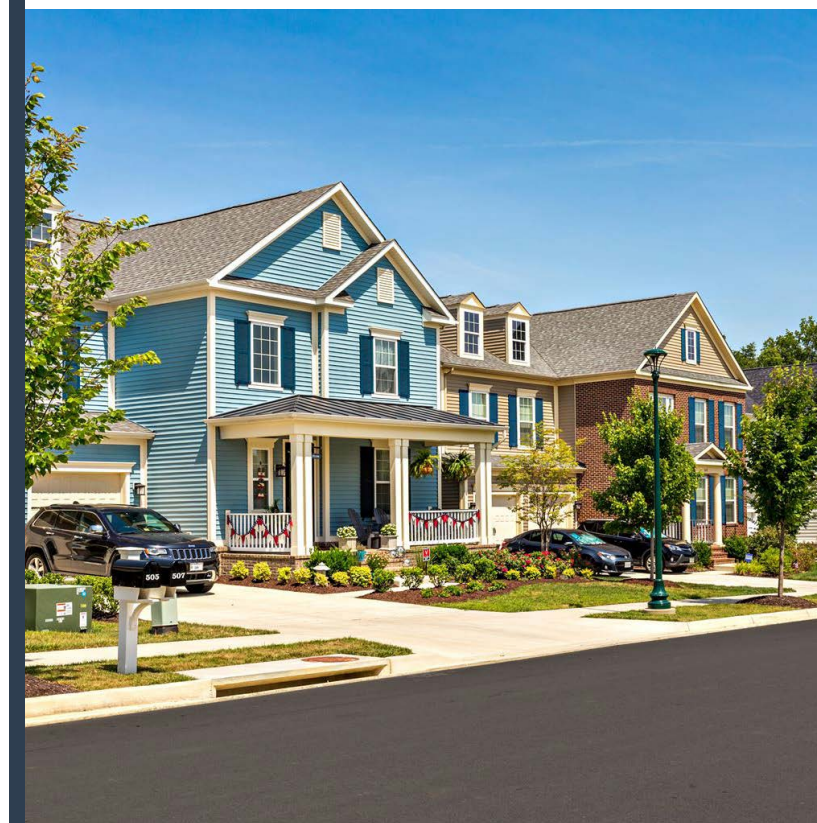
- Celebration Development
- Waterford Lakes DC
- Baldwin Park Development Co.
- Lantower Residential
- Spring Bay Property Company

Perry Becker Design is made of creative thinkers and innovative problem solvers, but most of all we are trusted collaborative advisors.

PROVEN STRATEGIC PLANNING



Though each project design may be different every project has one goal of financial success. Perry Becker's **APPROACH** to both planning and design is highly organized and strategic where delivery and outcomes are focused, deliberate highly successful. This success can be measured both financially as well as functionally. Land development by its very nature has a myriad of moving parts and obstacles that can all be overcome with a structured game plan. Our team has substantial experience in organizing and leading multi-disciplinary teams in highly complex projects with the goal of seamless collaborative design and construction delivery.



DELIVERING **BIG PICTURE THINKING**

The development of a Master Plan requires experience and market knowledge, but most of all it requires vision that transcends mere market delivery. It requires vision to understand and create implementable plans that will shape economies and land use patterns in perpetuity, but more importantly the lives of the end users. This is **COMMUNITY PLANNING**. Whether its residential or commercial, rural or high-density, Perry Becker Design approaches every project with a focused goal of stewardship to our community. It is our duty to create “lasting communities” that better serve the Cities and the States where they are located. Perry Becker has been fortunate to work with some of the most successful developers and allied team members in the US and abroad for over twenty five years in creating these communities. We seek to learn from each experience to deliver design innovation and excellence.



Design is holistic – What matters is totality of the whole being created.



PLACEMAKING

BASED ON VISION, EXPERIENCE & MARKET KNOWLEDGE



Creating “**LASTING COMMUNITIES**” requires the master plan and detailed construction design of any project to be thought through to the highest degree. It requires the balance of economics, public social appeal, environmental stewardship, and governmental support all working in concert with one another.



By utilizing the psychology of “Place” we are able to implement meaningful design decisions, and when done correctly should never feel overly evident.

RESIDENTIAL COMMUNITY PLANNING

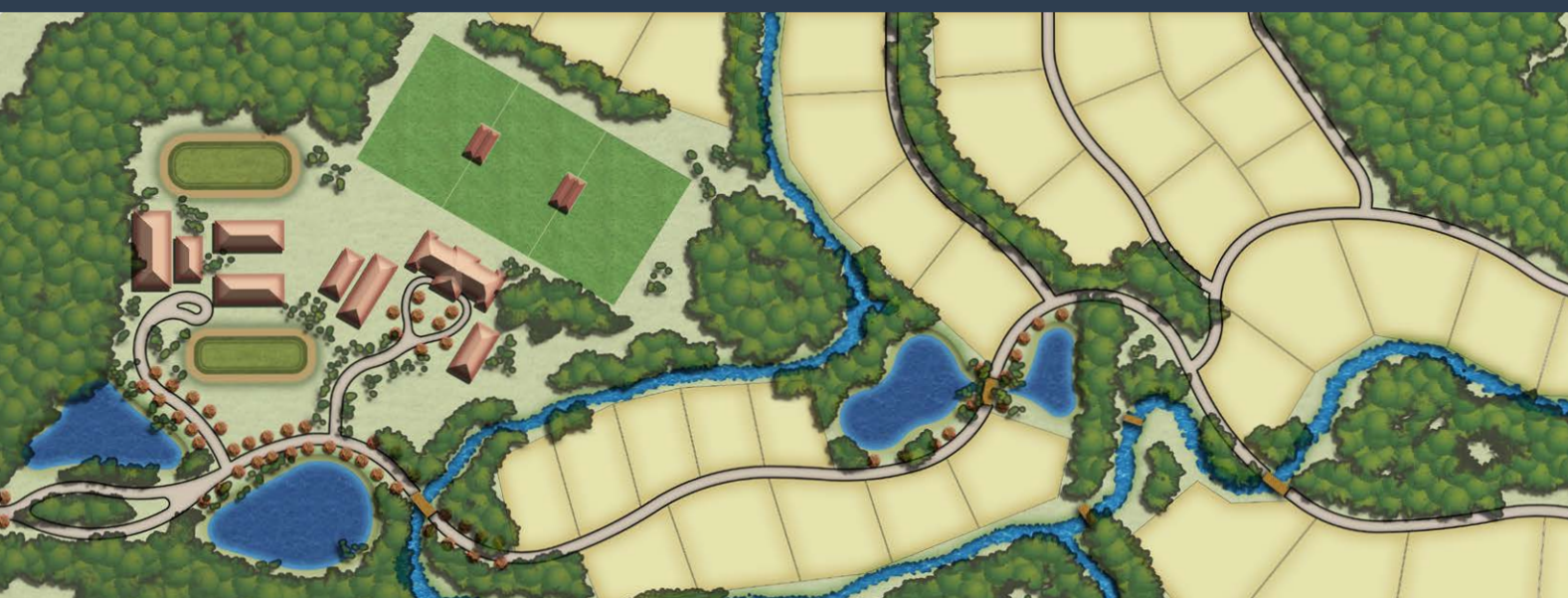
HOME SWEET HOME. The places we call home have intrinsic meaning to us all. These communities are safe havens and for most, our biggest financial investment. Perry Becker strives to never lose sight of the lasting social importance that good planning has on both residents and the community as a whole. By creating “experiences” throughout a community we transform simple rows of houses into places of social networking. Through parks, open spaces, trails and scenic landscapes, and project entry identification we help residents identify with their communities on many levels. This personal identification drives pride, security, safety, improved maintenance, and ultimate economic value for the community as a whole.



Creating Places That Matter
Through Valued Relationships



COMMUNITY IDENTITY



Community identity is created by the collective ability to distinguish a meaningful "place" that resonates personally.

TOWN CENTER PLANNING

CREATING THE HEART OF THE COMMUNITY

People are drawn to active spaces in search of satisfying our need for human interaction. They need human interaction if to only observe. Perry Becker Design has been engaged in the planning and landscape architectural design of many town center projects of varying scale, density and complexity, with every one having a common thread – the creation of **SOCIALLY INTERACTIVE PLACES**. The psychology of design plays an incredibly important role in Town Center planning. Our sense of space engages us causing reactions of safety, comfort and enjoyment, and ultimately defines how we use a space. It is the layering of the architecture in combination with the pedestrian realm, working in concert, that ultimately defines and energizes a “place”. Our team of planners, landscape architects, thematic designers and graphic artists collectively work as a team to create these immersive environments. Our process engages our knowledge of the macro scale including retail economic analysis and circulation patterning to the micro scale of the required layering of signage and the aesthetics of the planting design.



Layered Urbanism requires the deliberate planning and design of both structural form and the pedestrian realm, while considering visual quality, human scale and circulation patterns.



THE URBAN STREET ENVIRONMENT



Streets are living places both in function and social purpose. They become the backbone of community opportunities.

UNIQUE PLACES OF ESCAPE

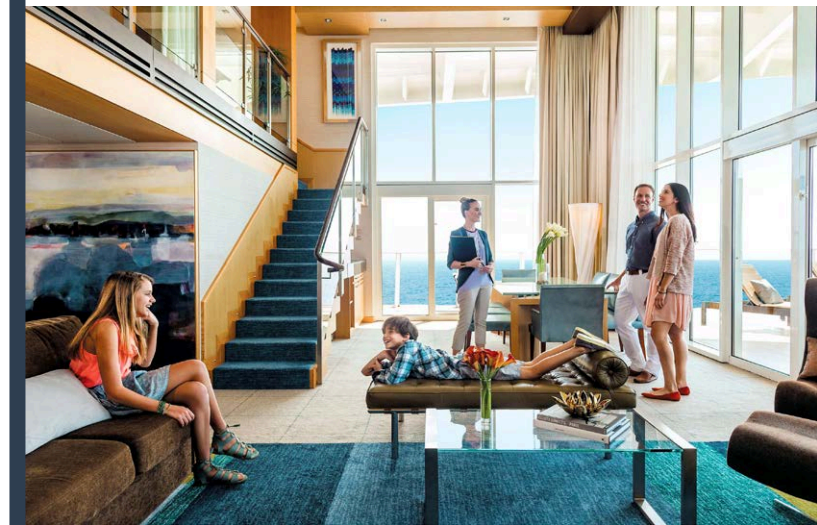
Perry Becker's team has worked on projects spanning the globe providing services to hoteliers, developers and private owners. Our role as experiential designers ranges from tropical beach resorts and elite golf clubs to exclusive private islands where the ultimate goal is to create environments of escape, relaxation and recreation. These projects are truly the **ULTIMATE EXPRESSION** of "Placemaking." We are regularly tasked to create experience at every level from the master plan all the way down to how water cascades over a rock outcropping in a fountain. This level of design requires creativity, knowledge, experience and commitment to an exacting level of design and constructability.



Create. Let your imagination run free. Inspire others through escape.



PLACES OF SHARED EXPERIENCE



Creating Places that are so significant that they define the Cityscape requires a commitment to not just the design but to the community. We are committed.

MORE THAN TEMPORARY

MULTI-FAMILY COMMUNITY PLANNING



Multi-Family developments are Environments to Start, Environments to Grow and Environments to Build Friendships. When designed well they are even more – they are home.



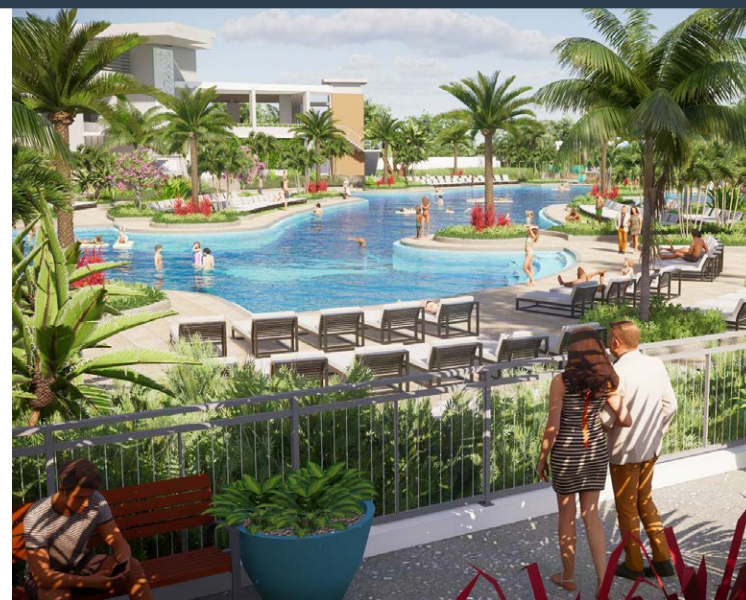
WATERFRONT COMMUNITY DESIGN



Some projects are defined by economics. Some projects are defined by context. Our designs create memorable “places” that marry the two.



COMMUNITY SIGNATURE



Experiences are defined by many things but positive memories is a clear sign of success.

AMENITY PLANNING, PARKS AND DESIGN

Parks are integral to a healthy society. They add value to our lives in many ways both socially and economically. If well designed, parks are the backbone of our communities. Perry Becker Designs approach to parks and recreational amenity planning and design starts at a broad level that includes the analysis of surrounding communities to understand current demand, existing facilities programming, levels of usage, and future program needs. Parks should meet both functional needs and provide **“PLACES OF EXPERIENCE”** for their users. Our team seeks to design parks that are vibrant and alive with activity and allow users to have ever changing experiences. Our team has designed hundreds of parks over the years and still find each one a rewarding design experience.



Parks Matter. Families Matter.
Health Matters. Nature Matters.
They shape who we are
as people and community
citizens.



MEMORABLE EXPERIENCE IS **IN THE DETAILS**



Creativity, Quality, Proven Experience and Trusted Relationships truly matters in Land Development Design. Our firm is committed to delivering exceptional design and services on every project.





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