

**KEEPING UP WITH THE JONESES**

The Alpine Roof Line tells you that budget was spent to “differentiate” this house from the neighbors rather than creating usable places to engage with the outdoors, like a porch or garden terrace.

**HIGH ENERGY BILLS**

Double-height entry tells you that behind this window is an expensive room to heat and cool, yet most likely a space you will never enter (see note below for the reason why).

**WE RAN OUT OF MONEY**

The material mash-up of brick and stucco combined in vertical strips says “we didn’t have quite enough to cover the entire house.”

**NOBODY ARRIVES AT THIS HOUSE BY FOOT**

Without a path, no one will ever walk to this front door.

**CARS DOMINATE THIS STREET**

Rolling curb without sidewalks tell you that this is an auto-dependent neighborhood. Not only is there nothing to walk to, but traffic will speed on these streets, making it unsafe to walk even if there was a destination.

**What is this house telling you?** This house is isolated and expensive. Every house has a story. Most can be read from afar and at a glance. This house tells us that a car is required for all trips outside the home. It also indicates it will be expensive to heat and cool.

**“TOLL-HOUSE” COOKIE-CUTTER HOMES**

Toll Brothers was one of the first builders to catch on to the new business model. Started in 1967 by Robert and Bruce Toll, the Pennsylvania-based company was fairly small potatoes during its start-up years, building thirty or so homes annually. But the brothers understood the public’s desire for bigger, more exclusive homes,

**LOTS OF LIGHT**

Windows on multiple walls will bring light into rooms evenly throughout the day, giving you nice light and making the house easier to heat and cool.

**EASY HEAT & COOL**

Simple roof lines allow budget to be spent on elements that add value you can touch and feel, like a cupola that brings light into the center of the house. Simple roof massing also reduces heat load in the attic, making the house easier to heat and cool.

**ENJOY THE OUTDOORS & CONNECT TO COMMUNITY**

A large front porch lets you know that you will be able to enjoy the outdoors easily on your own property. And that you will have a chance to meet your neighbors and connect to a community.



**MULTI-GENERATIONAL LIVING**

Your car will have a place to live, easily accessible, yet out of view of the street. You will also have an extra room for a boomerang child or aging parent.

**ESCAPE THE BUGS!**

You will be able to escape from the bugs and even your neighbors, while still enjoying the outdoors.

**YOU CAN WALK TO AND FROM THIS HOUSE**

Sidewalks make streets walkable. Trees make sidewalks safe. Also, if both are included in a new community, there is a good chance that there is something worth walking to nearby.

**Now, what is THIS house telling you?** This house is livable and connected. In contrast to the previous example, this house is telling you that you will be able to safely walk to nearby amenities. It also will allow you several options to engage with the outdoors on your own property; it is adaptable over time to meet the changing needs of your family and should be reasonable to heat and cool.

and they spent the 1970s cementing their reputation as builders of “dream homes.” Playing off the emerging neo-eclectic vernacular of the day, the company offered clients a menu of customized options, from floor plans to siding materials. In this sense, it brought the efficiencies of cookie-cutter home building to the luxury market. At its core, a McMansion is basically a split-level on steroids.