

**EQUESTRIAN COMMUNITIES: DESIGN FEATURES AND DEVELOPMENT PROCESS**

by

**LARA L. FACKRELL**

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Approved by:

**Major Professor  
Stephanie Rolley, FASLA, AICP**

## **ABSTRACT**

Equestrian Communities are platted housing developments that include amenities suited for horse boarding and riding. Since the mid 1970s, this particular sector of amenity community development has become an increasing trend. This study was designed to take a look at the way these communities are designed; where they are located; how they are managed; and, to whom they are marketed.

Designing equestrian communities requires knowledge of how these communities are designed, where the land comes from, why people are buying into them and who those people are.

Case study methodology was used to gather data on 22 communities across the US. Data sources included review of the marketing websites belonging to the communities; a literature review; and, interviews conducted with individuals responsible for the design and sales of the communities' lots or the management of the equestrian facilities. Statistics and images of the communities, including plats where available, were compiled into community "cut sheets" which are single-page synopses of each community.

This research on equestrian communities has been prepared in an interactive format to make the presentation more useful for real estate developers, designers and "horse people."

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# Chapter one: INTRODUCTION

## Introduction

### An emerging development type

For the purpose of this study, we will define equestrian communities as:

Residential real estate development platted so as to include equestrian boarding and riding facilities that are provided as a neighborhood amenity for use by all residents of the neighborhood.

**Figure 1. Definition of an Equestrian Community**  
This plat of *The Oaks* Phase One illustrates the concept of an equestrian community

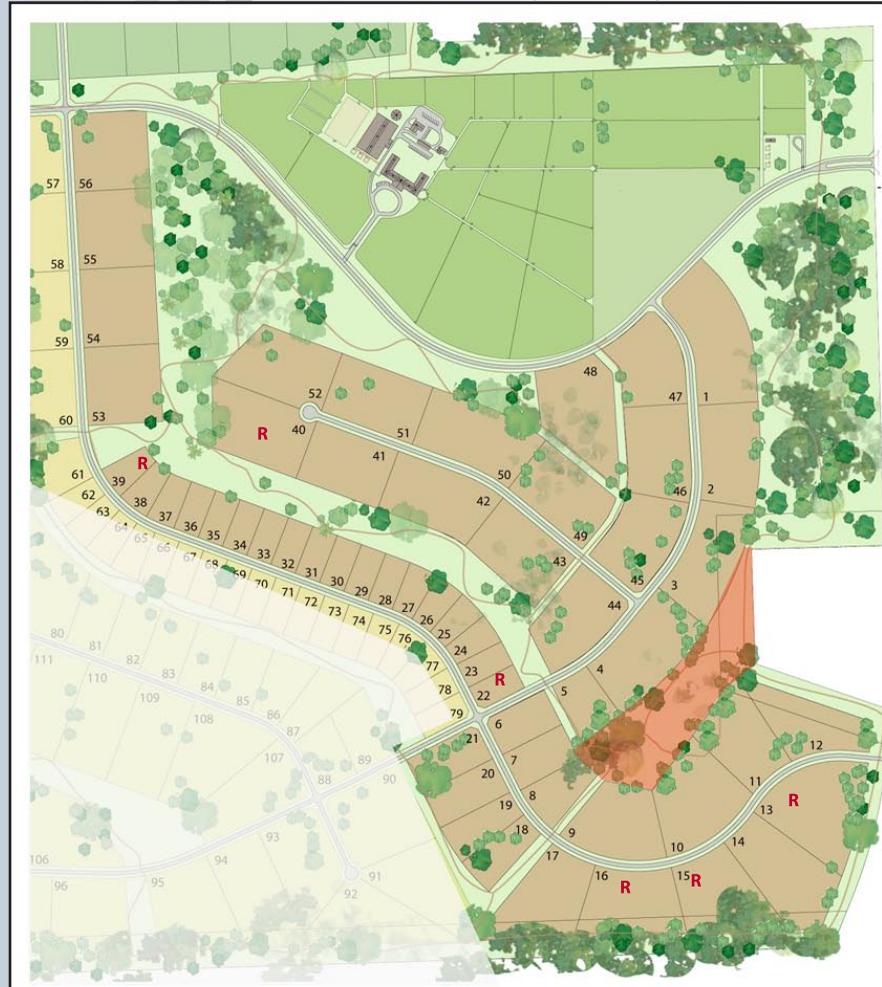


Figure 1 illustrates a typical equestrian community concept where a main boarding facility is present and accessible to the homeowners. Equestrian communities provide a new type of development for those interested in amenity-based living. Their popularity is increasing as more and more developers are looking into options for developing amenity communities.

### Importance to the economy

In a June, 2004 *Equestrian* magazine article, Lisa Munniksmas reviews some interesting facts about the economic feasibility of catering to the equestrian consumer. She writes, "According to the American Horse Council, there are 7.1 million people in the U.S. involved in the equine industry, which provides 1.4 million full-time jobs and has a total economic impact of \$112.1 billion on the nation." This figure compares nicely with the \$195 billion national economic impact the golf industry reported for 2005. (PGA 2008)

Munniksmas's article describes the revenue-generating impact five of the newest horse parks in America are having on the communities in which they've settled. These impacts range from increasing traffic at local restaurants to generating \$34 million in revenue for the community. It is no large leap to consider the benefits equestrian communities can bring to their surrounding area. Horse owners are in daily need of feed, supplements, anthelmintics, veterinary care, tack, and grooming supplies which can provide their own boost to the local economies.

### Importance to landscape architecture

The field of landscape architecture has the potential to impact suburban residential development greatly with a design tool such as the equestrian community. Large tracts of land can be preserved in natural habitat and agrarian uses while demands for housing development are fulfilled. Effectively designing these communities is key to ensuring the land on which they sit remains a valued commodity to the residents and continues to influence the surrounding neighborhoods in a positive way.

## Purpose

### To gain an understanding of the facilities provided in equestrian communities.

There is a difference in the types of facilities needed in equestrian communities versus other amenity communities, and equally important is the unique layout and character of the communities. One purpose of this study was to gain an understanding of the number and type of facilities required by the patrons of these communities. Figure 2 shows examples of facilities one can find in equestrian communities.

### To gain an understanding of the development process typical to equestrian communities.

This study was also conducted with a desire to understand the development process typical of equestrian communities. More specifically, this study sought answers to the following questions:

1. Who develops equestrian communities?
2. Why do they choose to develop in this manner?
3. Who are the target buyers?
4. How are the horses and riders accommodated?
5. How are the facilities funded and maintained?



## Figure 2. Facilities

One purpose of this study is to identify the facilities necessary for equestrian communities.



Source: (Upper photo) **Serenbe** community construction progress photos. [http://www.serenbecommunity.com/construction\\_jan08.html](http://www.serenbecommunity.com/construction_jan08.html), accessed April 15, 2008.

(Lower photo) Stock photography.

## Figure 3. Urban Land Institute's InfoPacket 365

The most useful source of literature on the subject of equestrian communities was the Urban Land Institute's InfoPacket 365, a collection of articles related to the subject.



Source: <http://www.uli.org>. Accessed April 15, 2008.

## Scope of Study

### Extent of research

The research portion of this study spanned a six-year period. During this time, available literature regarding equestrian communities, equine facilities design and management and amenity-based development was examined. Information was found in articles on horse stable design, barn management and layout, and books on the philosophical introduction to amenity communities. Figure 3 is the cover illustration of the ULI InfoPacket which contained the most pertinent literature for this study.

A second tier of research, an internet web search, was done to identify equestrian communities now in operation that could provide information on their communities via their websites and through phone interviews with either the developer or sales office.

## Anticipated results

Overall, the study was to produce an understanding of the size and characteristics of equestrian communities in the United States and an understanding of the development process undertaken in each.

Pre-study expectations were:

1. There would be only a handful of communities available to study.
2. There would be a common denominator in total acreage size of the developments.
3. There would be a wide variety of types of accommodations for horses, and no one type would dominate the market
4. There would be a driving economic force behind the decision to develop the equestrian community

## Chapter two: BACKGROUND

Figure 4.A Golf Course Community.



Source: <http://www.schemmelrealestate.com/images/large-golf.jpg>, accessed April 15, 2008.

Figure 5.An Example Yachting Community.



Source: <http://www.ellenlehrer.net/3/W0000011661/P0000105934.htm>, accessed April 15, 2008.

### Amenity-based communities

There are several types of amenity-based communities now in existence, and it is likely new types will come online as public interest shifts to new pastimes and/or new ecological convictions.

#### Types and their characteristics

Each type of amenity community offers a different experience; however, they are all linked by a common thread. All amenity communities target home buyers who are lured by the promise of a specific lifestyle. That lifestyle may include rural appeal, one or more recreational opportunities, or a social consciousness where those who are concerned with “going green” may put their money where their mouth is.

Regardless of the draw to the amenity community, each type provides a neighborhood of homes for individuals of similar interests who can all share in the benefit (and expense) of having their desired activities close to home.

Characteristics that span all amenity communities are: lifestyle, lot size, layout and open space. Each of the following community descriptions include an accounting of how each of these characteristics plays out in each community type.

#### Golf Course Community

Currently it is most common to find amenity-based neighborhoods

developed around the recreational theme of golf. For the purposes of this study, a golf course community is defined as:

Residential real estate platted so as to include a golf course for use by the residents and often others who subscribe as members of the golf club.

See Figure 4 for an aerial view of a typical golf course community.

#### Lifestyle

Residents in golf course communities generally expect a level of exclusivity. Homes within these communities are usually priced higher than those in the surrounding neighborhoods and the entrances into these communities are usually gated or guarded preventing casual traffic.

#### Lot size

Lot sizes in golf course communities need not vary much unless the desired effect is to present larger lots with more seclusion for wealthier residents or smaller lots, offering higher density for those buying in at lower cost.

#### Layout

In golfing communities, one typically finds the golf course stretching through or around a collection of large, upscale homes. Topography is graded extensively to meet the requirements of championship play, although more recently, more golf course designers have embraced the values of fitting the course to the landform.

#### Open space

The golf course itself is the primary open space in these communities.

#### Yachting/ Water Recreational Community

Yachting communities (Figure 5) are everywhere; they can be found across the nation near small or large bodies of water. A yachting community is defined by this author as:

Residential real estate platted so as to include access to a body of water, and usually a marina and mooring docks for use by the residents and occasionally by others who subscribe as members of a club.

#### Lifestyle

Just as in other amenity communities, yachting communities offer the promise of a lifestyle unlike typical neighborhoods. Exclusivity is either implicit or explicit depending upon street layout and price point; but, generally, it is a matter of prestige to own a home near or on a body of water. Even on man-made lakes, the closer the home is to the water, the more money it will demand in purchase price.

#### Lot size

Lot sizes are generally smaller near the water so more lots can be sold at the premium, but overall, the sizes will likely vary little and only for matters of exclusivity.

Figure 6. An Example Preservation Community.



Source: <http://ranch-preservation.com/images/map2.jpg>, accessed April 15, 2008.

Figure 7. Prairie Crossing.



Source: [http://chicagowildernessmag.org/issues/summer2005/newimages/Pra\\_Crossing.jpg](http://chicagowildernessmag.org/issues/summer2005/newimages/Pra_Crossing.jpg), accessed April 15, 2008.

#### Layout

When possible, the lots of yachting communities are often placed in concentric rings around the water body. Again, it is the access to the water that brings the buyers. Lots in these communities are fit in at any angle and in the case of man-made lakes, roads are often jaggedly connected given the constraints of the steeper topography chosen for its ability to hold water within definable edges.

#### Open space

Another natural difference between golf course communities and yachting communities occurs in the focus on open space. Golf community open space is land-dominated with a park-like atmosphere. Yachting communities' open space is occupied by water; all or nearly all of the surrounding land is parceled tightly into residential lots.

#### Nature Preservation Community

A nature preservation community is defined for these purposes as:

Residential real estate platted so as to include areas of undeveloped land that are preserved or restored to pre-development *biomes*.

Randall Arendt, who wrote the book *Conservation design for subdivisions* describes their design this way:

"...'conservation subdivision design' refers to residential developments where...half or more of the buildable land

area is designated as undivided, permanent open space... typically achieved in a density-neutral manner by designing residential neighborhoods more compactly, with smaller lots for narrower single-family homes, as are found in traditional villages and small towns throughout the United States." (Arendt 1996, 6)

By density-neutral, Arendt means the developer is able to provide as many lots as he/she could provide in an ordinary residential community.

#### Lifestyle

Nature preservation communities offer the lifestyle of environmentally sound living. Land is dedicated to nature and the processes which perpetuate our ecosystems. Prairie remnants are preserved, wetlands are recreated and woodlands are allowed to mature, all the while the community benefits (as does the surrounding area) from natural detention and filtration of stormwater. Partnering with these preservation efforts, the housing stock is usually equipped with forward-thinking water reclamation and reuse systems and other ways to reduce the waste and pollutants associated with traditional housing stock.

#### Lot size

Lots are small and clustered closely together to leave large portions of land untouched and public. Public ownership of these large areas limits the danger of development or disturbance, and sets

up the opportunity to preserve these pieces of land in their natural state.

#### Layout

"In the United States, the development of Radburn, New Jersey, in 1928 represented the first formal introduction of the cluster development concept." (American Planning Association 2006) Clustering of lots is not a new idea, but certainly one that marries well with the nature preservation community.

#### Open space

Open space in a nature preservation community, as in other amenity communities discussed, is the defining aspect of the community. The key in this community is the amount of open, undeveloped land that the developer could have viably converted into additional housing lots. The preserves are more ecologically sustainable as large, contiguous pieces, which is the determining factor of lot layout.

#### Equestrian Community

And then there are equestrian communities (Figure 8), defined by the author as:

Residential real estate development platted so as to include equestrian boarding and riding facilities that are provided as a neighborhood amenity for use by all residents of the neighborhood.

Figure 8. An Equestrian Community.



Source: Stock photography.

Figure 9. Trails are a Provided Amenity in the equestrian community.



Source: Stock photography.

#### Lifestyle

Sally Silverman, in her June 2004 *Equestrian* magazine article “Lifestyle: Equestrian Communities” asks, “Are [equestrian communities] really the Eden that those of us with a 45-minute commute to the barn dream of daily?” According to her interviewees, equestrian communities provide a sense of peace, security and natural beauty; likely ingredients of a contemporary Eden.

#### Lot size

Lots in equestrian communities can range from small yards to estate acreages, and vary from community to community. Smaller lots cater to individuals who wish to be near their own horses (or those of others) yet not responsible for the upkeep of a farm. Larger lots cater to those who wish to care for their horses at home or prefer an estate feel.

#### Layout

Equestrian communities can follow any layout the landform will allow, and usually provide a central (yet easily accessible from the outside) location for barn, arena and other communal amenities.

#### Open space

Open space also varies from community to community; however, most equestrian communities (and other amenity communities, as well) dedicate the unbuildable areas of the land – the sloped ravines or wetland areas – to the community as open space. This type of open space is

conducive to use by horseback riders for trails (Figure 9) and is often preferred to vast open expanses.

Opportunities for preservation decrease when there is an increase in private ownership. But aside from what normally happens on the residential lot, ecosystems need not shift dramatically in equestrian communities compared to other amenity communities. Dedicated open space can remain natural and is usually disturbed very little by trail-only horse traffic.

#### A Mix of Amenities

Many amenity communities offer a variety of recreational and social opportunities for their residents. Activities provided may include skiing, water sports, golf, tennis and other court games, walking/biking trails, almost anything you can imagine. For example, although Prairie Crossing is not a community researched for this thesis, and it has made its name as a conservation community, it spans the boundary of providing more than one type of amenity. Among the views, culture and nature-scapes there, neighbors can also be found boating, fishing, swimming, walking, biking and cross-country skiing. They are even provided a horse stable and a community farm.

#### Literature available on amenity-based communities

While there is little to be found in books regarding the design of equestrian communities, the Urban

Land Institute has compiled an InfoPacket of selected reference articles on equestrian developments. InfoPacket 365, “Equestrian Developments” contains 27 journal articles with information ranging from how to select the proper fence materials for your farm, to pointers on jumper-course design. Within the selection of articles there are five which touch on the specific subject of the equestrian community as it is defined in this study.

## Equestrian communities

### Types of equestrian community development

Within the category of equestrian amenity communities, there are also sub-categories. Equestrian communities can be categorized by type of equestrian activity and the type of boarding provided.

#### Equestrian Activity

Equestrian communities can be categorized by the horsemanship activities such as training/showing, polo, cross-country or recreational trail riding they promote. These categories can sort into two main categories of competition and recreation. This is not to say that all homeowners in the community must participate in a set style of horsemanship to live in these communities, but it implies that horse owners tend to self-sort.



**Figure 10.  
Hunter/Jumper.**

Source: Stock  
photography.

**Figure 11.  
Dressage.**

Source: Stock  
photography.



**Figure 12.  
Driving.**

Source: Stock  
photography.



**Figure 13.  
Polo.**

Source: Stock  
photography.



**Figure 14.  
Pleasure  
Riding.**

Source: Stock  
photography.



Horse owners choose their type of equitation (Figures 10 through 14) based on their personal expectations and enjoyment, and those who enjoy one type of equine interaction normally favor others less. Furthermore, they tend to like to be around other horse owners that have the same standards, methods and expectations, and they like to use facilities that cater to their specific needs. This self-sorting phenomenon is common in boarding stables and training facilities and can be an easy carry-over into the equestrian community.

The activity of inactivity is an important aspect of equestrian community appeal. While most equestrian communities are designed for the horse-owner, there is a section of the population who simply enjoy being around horses, yet do not own one of their own.

#### Competition

Competitive riders exist in all riding styles and for virtually all breeds. The primary dividing line among competitive riders falls between the English style, encompassing dressage, show jumping and equitation among other specialties, and the Western style, which includes western equitation and sports like roping, reining, and racing.

Competitive riders require specific equipment and facilities layout. There are competition sized arenas (which vary in size by discipline), additional truck and trailer event parking, spectator seating, judging booths, and various other equipment needs such

as jumps, markers, barrels, gates and chutes.

Show horses are also housed differently. To keep up their show quality look and grooming, these equines are often stalled with supervised turnout in manicured areas that limit the opportunity for injury or becoming soiled. This maximizes demand for space in a barn with ease of separated turnout, such as that in an attached run.

#### Recreational

Recreational riders appreciate the amenities of the competitive riders, but do not require them. Available open area to ride is the most common criteria in choosing a place to house one's recreational horses. This can be land within the community or in some proximity. Designing trails through the community is the most common expression of this provision.

#### Pastoral

Among the types of horse enthusiast is the pastoral observer. Plainly stated, there are quite a few horse owners that own horses just to see them outside their window, grazing the pasture. Other members of the community may not own nor ever intend to own horses, yet they choose to be a part of the community to live near horses and the rural character. One does not have to own or ride horses to appreciate the beauty they contribute to a natural setting. These community members require the fewest amenities of all. However, their desire for turn out acreage within

viewing distance of their home does have bearing on the community design they would be the most at home in.

### Equestrian Community Layout Types

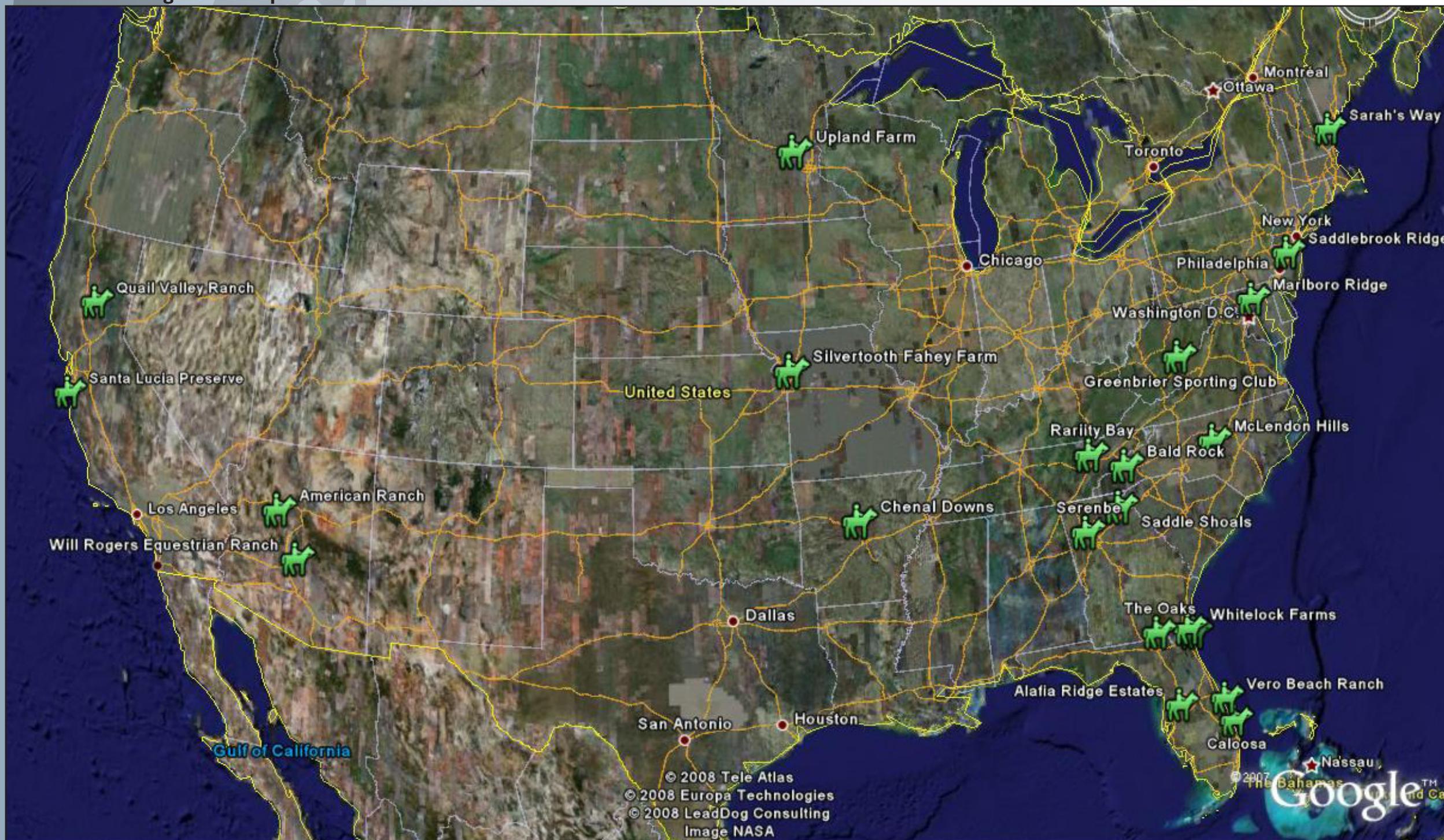
This thesis research revealed that equestrian communities can be further distinguished by layout. Lot configuration varies widely and typically depends on the amount of available land and the topography. There are equestrian communities that place homes on small lots, conserving the best pastureland as communal grazing areas. There are those who subdivide the land into acreage-estates that are large enough to allow personal barns, paddocks and pastures on private land. And there are those which offer small to moderate sized lots, and require boarding to take place within the confines of a stall in a central barn, not in communal pastures. There can also be any combination of these types of configurations within any equestrian community.

#### Small lot/ communal grazing

Neighbors who enjoy viewing horses from the window of their home are supplied with a wide variety of choices for lot location in this community layout. The lots are small and arranged in areas less suitable as grazing land. Lots are clustered to allow for contiguous stretches of open land that is utilized for pasture boarding the horses. These open areas can be



Figure 17. Map of Communities Studied.



**Figure 18. Aerial Photos of Equestrian Communities**  
illustrating their fit with varied landforms.



Communities clockwise from the upper left:  
*Rarity Bay, Silvertooth Fahey Farms, American Ranch, Saddlebrook Ridge,*  
*Upland Farm, Bald Rock.* Source: Google Earth, Accessed February 24, 2008.

## Differences and similarities between other amenity-based communities and equestrian communities

### Size

One difference that can be found in the design of equestrian communities versus other amenity communities is the flexibility in the size of the original parcel. For instance, while a golf course community plat must accommodate at least a 9-hole golf course plus enough marketable housing lots to cover the expense of building the course, an equestrian community can be as small as two one-acre lots. Essentially, the only thing setting minimum acreage limits on equestrian communities is the local zoning regarding number of acres of land required per horse boarded on that land.

### Homeowner type

Within this study, the average equestrian community low-end (one or two bedroom villa on a small lot) home

price was approximately \$600,000 in 2008 dollars. This would require a gross income of at least \$250,000 annually to mortgage this amount or a nice down payment.

Many of the communities exist for the purpose of providing a second or third home for some of the more affluent home buyers. Some, such as *Bald Rock* publish a community newsletter each Spring welcoming all of their community members “back home.”

### Maintenance

Maintenance occurring in equestrian communities is very similar to other planned communities with homeowner’s associations. The collected dues fund the landscape maintenance of the commons areas. The trails are only maintained in the sense that those responsible for pruning the landscape are also responsible for periodic trimming of obstructing tree branches along the path. Otherwise, the communities in this study which offer trails through the property leave the trails as

natural as possible, with no grading or construction of these features.

Stables, arenas and other barn facilities are usually rented or leased out to trainers/managers who arrange the maintenance of these facilities. This may be very much like the management of a golf course; however, the amount of maintenance and upkeep of equestrian facilities is drastically less than that of a well-managed golf course.

### Layout

Due to the layout requirements of the design of a golf course, or the necessity to be located near water for a yachting community, potential development sites are limited. The versatility of equestrian communities make them a more simple fit to almost any land form. Figure 18 illustrates a range of landforms from lake peninsula to fluvial bottomland, desert highland, Atlantic coastal plain, rolling hills and mountain tops.

# Chapter three: METHODOLOGY

**Figure 19. Mark Francis  
“A Case Study Method for  
Landscape Architects”  
formed the basis of this study.**

## A Case Study Method For Landscape Architecture

Mark Francis

Mark Francis, FASLA is professor and past chair of landscape architecture at the University of California, Davis. Trained in landscape architecture and urban design at the University of California, Berkeley and Harvard, his work focuses on the use and meaning of the built and natural landscape. Much of this research has utilized a case study approach to study and design parks, gardens, public spaces, streets, nearby nature, and urban public life. He is the author of seventy articles and book chapters translated into ten languages and several books including *The California Landscape Garden* (University of California Press 1999), *Public Space* (Cambridge University Press 1992), *The Meaning of Gardens* (MIT Press 1990), and *Community Open Spaces* (Island Press 1984). He has received design, planning, and research awards from the National Endowment for the Arts, the American Institute of Architects, the American Planning Association, and eight national awards from the American Society of Landscape Architects including a 1999 Centennial Medalion.

**Abstract:** *Case studies are widely used in most professions, including medicine, law, engineering, business, planning, and architecture. This practice is becoming increasingly common in landscape architecture as well. The primary body of knowledge in landscape architecture is contained in the written and visual documentation—that is, stories—of projects, be it well-known ones such as New York’s Central Park, or more modest projects such as a small neighborhood park. Together, these cases provide the primary form of education, innovation, and testing for the profession. They also serve as the collective record of the advancement and development of new knowledge in landscape architecture. This article summarizes a research project commissioned by the Landscape Architecture Foundation (LAF) in 1997 to develop a case study method for landscape architecture. The project concludes that the case study method is a highly appropriate and valuable approach in landscape architecture. This article presents a case study methodology for landscape architecture including its limits and benefits, a suggested methodology and format, and an example case study of Bryant Park in New York City. With increased rigor and funding, the case study method promises to be an increasingly common and effective form of analysis, criticism, and dissemination for landscape architecture research and practice.*

Outstanding new projects can result from putting a new twist on ideas from the past. (Urban Land Institute, 1996)

Case studies have a long and well-established history in landscape architecture. This is how landscape architects frequently inform their colleagues and the public about their work. Case studies have been frequently used in landscape architecture education and research, and practitioners have also utilized them to a more limited extent. As the profession develops more of its own theory and knowledge base and communicates this more broadly, the case study method promises to be an effective way to advance the profession.

This article presents the results of a study commissioned by the Landscape Architecture Foundation (LAF) to develop a case study methodology to improve the level of practice and scholarship in landscape architecture. The study involved a review of past approaches to case study analysis in other professions and the social and ecological sciences, including a summary of significant benefits and limitations. In addition, a survey was conducted to determine how environmental design professionals and researchers have utilized case study analysis for designed and natural places.<sup>1</sup>

[Insert Photo 1 — Central Park — about here]

*The Case Study Method and A Definition*

The case study method has been utilized in various professions and fields as an established method of education and research.<sup>2</sup> Law, business, medicine, engineering, and public policy all use case studies (Yin and the Rand Corporation 1976; Yin 1993, 1994; Stake 1995). Fields such as sociology, economics, and psychology also use case studies as a research method. Case studies often serve to make concrete what are often generalizations or purely anecdotal information about projects and processes. They also bring to light exemplary projects and concepts worthy of replication.

While case study definitions have taken different forms, I offer the

## Case study methodology

Case study methodology is a qualitative research that is interpretive in nature. The end product of a case study relies on detailed descriptions of the study matter. This research method is effective at describing or answering questions about particular, localized occurrences and the perspectives of a group of people toward those occurrences. It switches perspective on the ordinary happenings of everyday life, casts a new light and fosters new understanding of the familiar. It examines characteristics of phenomena, behaviors, processes or groups.

Qualitative researchers spend a lot of time in research, studying the subject, seeking depth to their perception of what they study and are judged based on their believability, clarity, and logic.

Case study data analysis is inductive and descriptive, develops generalizations from a limited number of observations and it often describes the meaning of the research findings from the perspective of the research participants. (Jacobs 2008)

Mark Francis, a Fellow of the American Society of Landscape Architects, completed research commissioned by the Landscape Architecture Foundation to establish a case study method for landscape architecture (Figure 19). (Francis 1999)

Francis defines case study methodology as:

A well-documented and systematic examination of the process, decision-making and outcomes of a project, which is undertaken for the purpose of informing future practice, policy, theory and/or education.

In Francis’ words, “Findings from case studies... can be used to predict how activity may take place in similar projects. They can help to develop models and theories of what makes a particular type of project or development work.” (1999)

This research is modeled after the Francis approach to case study. The “critical dimensions” of case studies he notes in his report were adapted to form the backbone of the information gleaned through observation, interviews and site research. Francis’ format for case studies initiated the list of units of analysis in this research, which were dialed-in to add more depth to the observation of how equestrian communities are designed and function.

## Operational definitions

There are two terms that are elemental in this discussion; equestrian community and boarding facilities.

## Equestrian community

As noted earlier in this report, an equestrian community is a residential real estate development platted so as to include horse boarding and riding facilities that are provided as a private neighborhood amenity for use by all residents of the neighborhood.

## Boarding facilities

Boarding facilities are facilities that provide housing and daily care for horses.

## Research design Literature Review

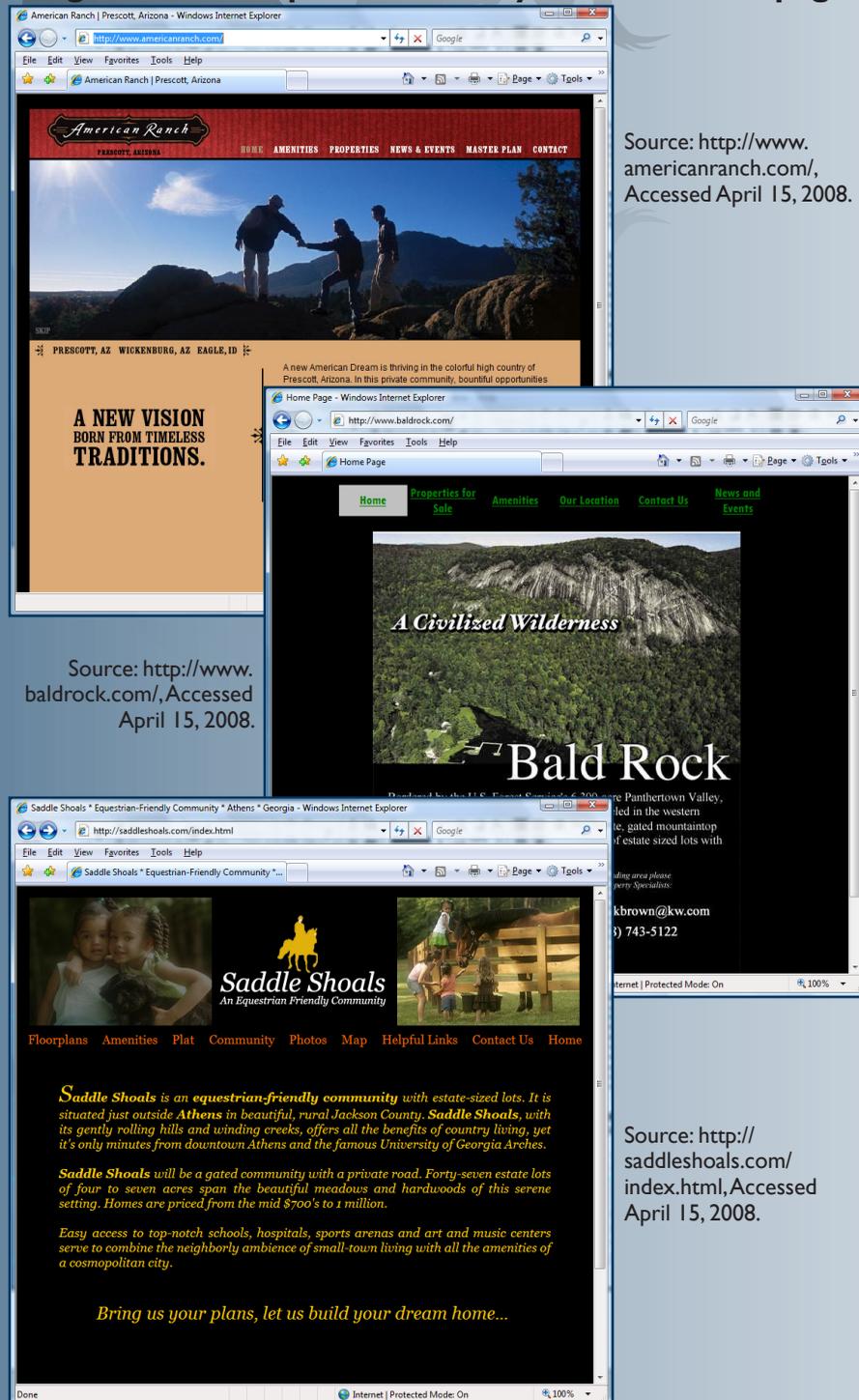
### Primary sources

Research included a literature review for any books or articles pertaining to equestrian communities. While golf course community design is a popular topic with planners and developers, publications written on equestrian communities were not found. The Urban Land Institute (ULI) is well known for their land use and development publications, and yet, nothing was offered by ULI during the research phase on the design of equestrian communities except the aforementioned collection of articles on equestrian communities and facility design from various authors under the covers of several different periodicals.

Francis 1

Source: <http://lda.ucdavis.edu/people/websites/francis/Francis%20LJ%20Methods.pdf>, Accessed April 15, 2008.

Figure 20. Example Community Website Homepages.



Source: <http://www.americanranch.com/>, Accessed April 15, 2008.

Source: <http://www.baldrock.com/>, Accessed April 15, 2008.

Source: <http://saddleshoads.com/index.html>, Accessed April 15, 2008.

## Web search for communities and their data

The most fruitful source of information on communities was the world wide web (Figure 20). All communities chronicled in the matrix were located and at least initially researched on the web.

### Terms used

After beginning with a broad web sweep using the terms horse, equestrian and amenity community, the sweep was narrowed to include only the terms “equestrian community” which offered the most beneficial results in the search engines. The words were inclosed in quotes to ensure the actual phrase would be returned rather than any combination of equestrian and community.

### Engines used

The web search engines of Yahoo, Google and Windows Live Search were used with preference for Google as it yielded the most accurate search results.

### Results

Search results were peppered with advertisements for dating services, products for sale targeting the equine industry; real estate professionals’ websites; and, home pages for other equestrian services such as training and boarding. However, listings for equestrian community websites were not hard to find in the lists; it seems developers have caught on to the

opportunity the internet provides to market their housing lots.

### Time delay in data research and the result of that delay.

Because the research for this report spanned six years, some interesting phenomenon were observed. The number of equestrian communities available to study via the internet grew substantially. This can be attributed to more communities being developed as well as more value being placed on having a web presence.

Several communities originally researched no longer had a web presence by the end of the study period. One might assume the reason behind this is once the housing lots were sold out, there was no longer a need to drum up business via the web.

Eleven, or half, of the communities in this study experienced an initial build date prior to the inception of this study. The remaining eleven communities either began construction between 2003 and 2008 or will begin constructing within the years of 2008 and 2009.

## Community representatives

### Affiliations of individuals reached

The interviewees in most cases were sales representatives for the communities. Only in two instances, **Sarah’s Way** and **Will Rogers Equestrian Ranch**, were the developers available for comment.

## General response

Some of the respondents were extremely reluctant to be interviewed, assuming they had just become the target of a telemarketer. With much persuasion and offers to contact the individuals at times better suited to their schedule, response was received for a dozen of the communities. The remainder of the information gathered came strictly from the websites of the communities.

### Difficulties

Because the representative interviewed was typically a sales person, much of the in-depth information, the why’s and the how’s of development were unknown. This limited the majority of the data collected to readily available statistics such as how many lots and at what size; what other amenities are present; and, what are the costs associated with buying into the community.

## Matrix design

See Figure 21 for an illustration of the Units of Analysis Matrix.

## Definition of fields

### General Fields

- Community Name
- Mail-to: an additional address line for those communities whose contact person is with another organization.
- Street





## Figure 22. Facilities Accounted For

The Units of Analysis Matrix was designed to collect data such as the types and sizes of amenities each community provides.



Source: Stock photography.

### Amenities

- Arenas
  - *Outdoor Arena Present: Quantified with a number*
    - Length of largest (if more than one)
    - Width of largest (if more than one)
  - *Indoor Arena Present: Quantified with a number*
    - Length of largest (if more than one)
    - Width of largest (if more than one)
- Bridle Trails: Miles of bridle trails provided within the community

### Funding and Finance

- Management (of the Boarding Facilities)
  - *Publicly Owned: Owned by the homeowners and financed by homeowners dues*
  - *Privately Owned: Owned by the developer, a trainer or facilities management company*
- Boarding Funding
  - *Homeowner's Dues: Do homeowners' dues finance the building and maintenance of the equestrian facilities?*

- *Lot Financed: Are lot sales what paid for the equestrian facilities?*
- *Board Fees: Are the equestrian facilities maintained with monies from boarding fees? What are the boarding charges (2003 dollars)?*

- Marketing/Presales
  - *Initial Build Date: The year construction started*
  - *% Built March 2003: Number of lots sold*
  - *% Built January 2008: Number of lots sold*
  - *Amenities Present Before Sales?: Were the equestrian facilities built prior to the first phase of lots being marketed?*

- Median Lot Prices
  - *For the Community: Average lot price within the equestrian community*
  - *For the MSA: Average lot price for the Metropolitan Statistical Area*
- Home Sales Price Range
- Low: The lowest purchase price of a home in the equestrian community
- High: The high end of prices for a home in the equestrian community

- Are Other Amenities Present for the Residents of the Community?: A listing of recreational amenities other than equestrian facilities present within the community
- Are There Adjacent Public Open Lands Available For Recreation?: What other lands are available for additional recreation opportunities.

### Notes

This area includes information that is of interest but doesn't necessarily fit within the cells of the matrix.

### Intent of matrix

#### Compare and contrast

The intent of the matrix was to provide a tool with which to track the various statistics of the communities and allow a quick view of the similarities and differences between them.

#### Database of examples for future reference

The desired future of the matrix is that it will serve as a database for landscape architects and developers to research the parameters of what has been done and find what is successful in the history of designed equestrian communities.

# Chapter four: FINDINGS

Table I. Communities by Size

Community Name	State	Land		Lots		Riding Style				Number of stalls	Initial Build Date	Median lot price	Home Sales Price	
		Total Acreage	Size Category	Total number	Maximum Lot Size (ac)	Western	English	Racing	Driving				Low	High
Silvertooth Fahey Farm	Missouri	46.29	40-100	36	1.72	X	X	-	-	30	2001	\$105,000	\$350,000	\$800,000
Sarah's Way	New Hampshire	50	40-100	8	2	-	-	-	X	20	1997	\$185,000	-	-
Will Rogers Equestrian Ranch	Arizona	87	40-100	125	0.51	X	X	-	-	170	1999	\$60,000	\$350,000	\$700,000
Saddlebrook Ridge	New Jersey	110	100-400	36	2	X	X	-	-	49	1996	-	\$1 mil+	-
Alafia Ridge Estates	Florida	142	100-400	21	12	-	-	-	-	-	2006	\$419,000	-	-
Upland Farm	Minnesota	171	100-400	13	-	-	-	-	-	-	-	-	-	-
Saddle Shoals	Georgia	213	100-400	47	7	-	-	-	-	-	-	\$269,500	\$700,000	\$1 mil
Chenal Downs	Arkansas	413	400-1000	76	7.76	-	X	-	-	28	1997	\$130,000	\$750,000	\$2.5 mil
American Ranch	Arizona	600	400-1000	203	5+	X	X	-	-	39	-	-	\$650,000	\$2 mil +
McLendon Hills	North Carolina	600	400-1000	254	5	X	X	-	X	20+	1998	\$186,000	\$420,000	\$2+ mil
Bald Rock	North Carolina	776	400-1000	125	39	X	-	-	-	8	-	\$494,000	\$500,000	\$4 mil
Serenbe	Georgia	900	400-1000	220	0.5	-	-	-	-	-	-	\$401,000	\$260,000	\$1 mil+
Rarity Bay	Tennessee	960	400-1000	750	1.5	X	X	-	-	35	-	-	\$400,000	\$3 mil
Whitlock Farms, Equestrian Way & Countryside	Florida	1000	400-1000	107	40	-	-	-	-	-	1999	-	\$650,000	\$1 mil +
The Oaks	Florida	1222	1000 +	234	5	-	X	-	-	33	2008	\$117,000	-	-
Quail Valley Ranch	California	1500	1000 +	100	-	-	-	-	-	-	2005	-	-	-
Caloosa	Florida	1856	1000 +	350	5	X	-	-	-	-	1977	\$250,000	\$660,000	\$2 mil
Vero Beach Ranch	Florida	3750	1000 +	180	40	-	-	-	-	-	-	-	-	-
Greenbrier Sporting Club	West Virginia	6500	1000 +	500	-	-	-	-	-	24	-	-	\$900,000	\$4 mil
Santa Lucia Preserve	California	20,000	1000 +	300	50	-	X	X	-	12	-	\$2.5 mil	\$5 mil	\$7 mil
Marlboro Ridge	Maryland	-	-	-	-	X	X	-	-	22	-	-	\$460,000	\$1 mil +
River's Edge Plantation	Florida	-	-	-	5	-	-	-	-	-	-	-	-	-

## Typical features Size

For equestrian communities, land area size doesn't matter. The smallest parcel necessary to develop an equestrian community depends upon how many lots you consider a community. Depending on your view, two three-acre lots could be the minimum size necessary to call your neighborhood an equestrian community. The smallest community studied is **Silvertooth Fahey Farms**, sizing up at roughly 46 acres, divided into 36 parcels.

Through this study, it has also become evident that there isn't a size too large for an equestrian community. **Santa Lucia Preserve** boasts 20,000 acres, a large amount of which is dedicated open space.

Table I Provides a look at the communities listed in ascending order from smallest to largest. Natural breaks occur and are indicated by color. Cyan indicates 0-100 acres, pink indicates 101 to 400 acres, yellow indicates 401 to 1000 acres, and orange indicates 1001 and more acres. Communities without a color assigned (white) did not report their total acreage size.

## Residents

The perception was implied by several and spoken by one interviewee that only about 10% of people who buy into these communities actually own horses. As community popularity grows, that

number seems to have increased to around 50% or even more.

Because the communities draw homeowners who don't own horses, it is clear why all of the studied equestrian facilities are open to the public for boarding.

## Amenity location, ownership and management

### Boarding facilities

In ten of the communities, the development reports providing a central boarding barn. The community developers are leasing out their boarding facilities to managers and trainers. They are not community owned. The studied facilities remain under the ownership of the developer.

The boarding fees, of those reporting, range between \$120 and \$800 per month. According to the interviewees, these charges are in line with or less than the equivalent boarding fees in their area. Since this information is quoted from the interviewees, there may or may not be a bias involved in the statements.

### Bridle trails

For the most part, bridle trails are located on easements through homeowners' land, and are ungraded, natural footing. In some cases, such as **Will Rogers Equestrian Ranch** and **American Ranch**, trees weren't present. In others, maintenance is contracted out just as other landscape maintenance would be.

Table 2. Communities by Region

Community Name	State	Region	Land	Lots		Riding Style Design				Number of stalls	Initial Build Date	Median lot price	Home Sales Price Range	
			Total Acreage	Total number	Maximum Lot Size (ac)	Western	English	Racing	Driving				Low	High
Sarah's Way	New Hampshire	East	50	8	2	-	-	-	X	20	1997	\$185,000	-	-
Saddlebrook Ridge	New Jersey	East	110	36	2	X	X	-	-	49	1996	-	\$1 mil+	-
Greenbrier Sporting Club	West Virginia	East	6500	500	-	-	-	-	-	24	-	-	\$900,000	\$4 mil
Marlboro Ridge	Maryland	East	-	-	-	X	X	-	-	22	-	-	\$460,000	\$1 mil +
Alafia Ridge Estates	Florida	Southeast	142	21	12	-	-	-	-	-	2006	\$419,000	-	-
McLendon Hills	North Carolina	Southeast	600	254	5	X	X	-	X	20+	1998	\$186,000	\$420,000	\$2+ mil
Bald Rock	North Carolina	Southeast	776	125	39	X	-	-	-	8	-	\$494,000	\$500,000	\$4 mil
Serenbe	Georgia	Southeast	900	220	0.5	-	-	-	-	-	-	\$401,000	\$260,000	\$1 mil+
Rarity Bay	Tennessee	Southeast	960	750	1.5	X	X	-	-	35	-	-	\$400,000	\$3 mil
Whitlock Farms, Equestrian Way & Countryside	Florida	Southeast	1000	107	40	-	-	-	-	-	1999	-	\$650,000	\$1 mil +
The Oaks	Florida	Southeast	1222	234	5	-	X	-	-	33	2008	\$117,000	-	-
Caloosa	Florida	Southeast	1856	350	5	X	-	-	-	-	1977	\$250,000	\$660,000	\$2 mil
Vero Beach Ranch	Florida	Southeast	3750	180	40	-	-	-	-	-	-	-	-	-
River's Edge Plantation	Florida	Southeast	-	-	5	-	-	-	-	-	-	-	-	-
Saddle Shoals	Georgia	Southeast	213	47	7	-	-	-	-	-	-	\$269,500	\$700,000	\$1 mil
Silvertooth Fahey Farm	Missouri	Midwest	46.29	36	1.72	X	X	-	-	30	2001	\$105,000	\$350,000	\$800,000
Upland Farm	Minnesota	Midwest	171	13	-	-	-	-	-	-	-	-	-	-
Chenal Downs	Arkansas	Midwest	413	76	7.76	-	X	-	-	28	1997	\$130,000	\$750,000	\$2.5 mil
Will Rogers Equestrian Ranch	Arizona	Southwest	87	125	0.51	X	X	-	-	170	1999	\$60,000	\$350,000	\$700,000
American Ranch	Arizona	Southwest	600	203	5+	X	X	-	-	39	-	-	\$650,000	\$2 mil +
Quail Valley Ranch	California	West	1500	100	-	-	-	-	-	-	2005	-	-	-
Santa Lucia Preserve	California	West	20,000	300	50	-	X	X	-	12	-	\$2.5 mil	\$5 mil	\$7 mil

Eleven of the studied communities reported bridal trails that are dispersed throughout the community, and three reported their trails as being located on the perimeter of the community. One community, **Saddlebrook Ridge**, reported its trail system as completely separate from the housing community.

### Environmental issues

Three of the researched stables reported they stockpile their manure. It is then picked up on a regular basis by an individual that takes it for free, or a very low fee (approximately \$1 a cubic yard in 2003), then turns a profit by selling it as fertilizer to local farmers. Four communities report the stable or individual land owners spread the manure on site. They choose to spread manure in the arenas, on trails and over fields. Where community members board their horses on their own lot, it is reported that they spread it over their own land themselves.

### Location

#### Prevalent Region for Development

Equestrian communities can be found across the United States. However, as Table 2 illustrates, they are much more likely to be found in the Southeast. This suggests developers are sensitive to the climate and ecology and of the existing horse culture of the region they choose.

Table 2 shows 4 of the 22 communities of the study are located in the East,

while 11 are found in the Southeast, 3 in the Midwest, 2 in the Southwest and 2 in the West. Each region is color coded to emphasize the breakdown between regions.

### Relationship between location of community and:

#### Size of community

The communities in this study which have the largest land parcels are located in the east, southeast and west. (Table 2) Most of these large parcels are former family ranches that have been unavailable to the market for 50, 100 or more years. **Greenbrier Sporting Club** is a historic resort that has evolved its community amenities over time to suit the demands of its patrons. Size of community is in direct correlation to the availability of large parcels of land which were previously undesirable for development or were not (until recently) available on the market.

#### Style of riding

Though no region is exclusive of riding style, Southwestern and Midwestern communities tend to be dominated by a Western riding style. Communities on the East coast and Florida are dominated by English styles of riding, while the West coast shares a dominant focus on English riding style and Racing. (Table 2)

#### Climate-related decisions

While it is not impossible to find equestrian communities in Northern



**Figure 23. From Rural to Suburban**

Equestrian Communities are being developed on large parcels; some of which are former farms or ranches that have now come on the market after several generations of ownership.



Source: Stock photography.

parts of the U.S. (*Upland Farm, Saddlebrook Ridge*), it is clear that because there are more seasons to enjoy and pasture horses in temperate climates, developers are identifying the warmer regions as better suited for locating the communities.

**Adjacency to large government-owned pieces of land**

Locating the communities next to large open space such as state and national parks seems to be a very common decision in equestrian community development. The marketing paragraphs on the communities’ websites invariably mention adjacent park and preserve land, when available, that offers more opportunity for the homeowner to recreate with their horses. Is this predominantly a western-style necessity? Not necessarily. While trail riding is often thought of as a Western activity, even the communities with English-focused riding appreciate trail rides (*McLendon Hills*).

Of the 22 communities in the study, eight were found to be adjacent to large recreational land parcels. *Sarah’s Way* is not one of the eight, but connects into a larger surrounding trail system. *Caloosa* is also not one of the eight, but the interviewed representative cited its location in a rural area as an equivalent, providing additional areas for riding.

**Adjacency to metropolitan job centers and airports**

The majority of the home buyers in equestrian communities want the convenience of the city with the ambience of the country. Many of those who buy into these communities have lucrative careers that revolve around metropolitan business centers and/or must travel to conduct business. The targeted Baby Boomers may have a desire for city conveniences or to be near family in metropolitan areas. Many of the communities are marketed as second or third homes, so placing them near travel hubs is common. And finally, home buyers may have an interest in recreational traveling, thus increasing the importance of locating near airports. Only one community in this study, *Caloosa* characterizes itself as “rural.”

**Development  
A common history**

**Former farm/ranch**

The United States’ agrarian lifestyle (Figure 23) is facing different trends in different regions. Large citrus growers in the Southeast are currently dropping out of the market, making land available to Florida and Georgia land developers. Midwest and Southern crop farmers were facing weak markets and expensive operations that caused their numbers to dwindle at the beginning of this study time frame.

However, more recent government and economic shifts toward sustainable fuel systems is beginning to brighten the eyes of farmers who can grow commodities such as corn and other grains to supply an up and coming demand for ethanol. This may impact the previously mentioned trend of large parcel land availability in the near future.

This demand for sustainable fuels could have an opposite impact on the cattle farmer who may see inflated feed prices drive him out of the market. If the cattle land is unsuitable for a switchover to crop production, this land may come available for development.

There are other factors that influence individuals and families to give up large parcels as well, one of which is an aging population whose younger generations shift career focus and leave no one to take over the family farm.

The large parcels of land that are coming available are ones that haven’t been sold on the market for several generations. Even small farms or former horse training facilities are being purchased for development. The three communities clearly advocating their re-use of agricultural land, and marketing themselves as preserving the rural, agrarian lifestyle in this study are *American Ranch, Quail Valley Ranch* and *Silvertooth Fahey Farms*.

## Figure 24. Branded Communities

Equestrian Communities are now sporting brand identities, starting with *The Oaks*, in Lake City, Florida.



Source: <http://www.oconnortheoaks.com/pdf/brochure.pdf>, Accessed April 15, 2008.

### Equestrian community was an after-the-fact development decision for a land holder

Three communities listed in this study, *Sarah's Way*, *Greenbrier Sporting Club* and *Caloosa* reported being developed as an afterthought. In each case, the developer already owned the land and later decided an equestrian community would be a good fit. In the case of *Caloosa*, in Palm Beach Gardens, Florida, the land was already owned by the developer who used the land as a dredging site to provide fill dirt for a highway project he was involved in. When that project was finished, he later developed the equestrian community.

At *Sarah's Way*, the land owner, a carriage driving trainer and instructor, already had a home, barn and training arenas in place, and later decided to plat her 50 wooded acres and sell off home lots to others who enjoy the prospect of owning horses and sharing carriage driving facilities.

*Greenbrier Sporting Club* is a historic resort community for the well-to-do who recently decided to add equestrian appeal to their diverse amenity package.

Of the developments studied, six of them were developed as a natural progression for land already owned by the developer - not purchased specifically for the project. Out of the remaining 16 communities, two reported they were purchased

specifically for equestrian community development, and the rest did not report.

### Development process

The general development timeline is the same for all of the communities in this study. The developer already owned or purchased the land, platted the development, built (at a minimum) the primary amenities, then set out to sell the first phase of lots.

*American Ranch* and *Quail Valley Ranch* communities were purchased and planned as a pastoral homage to the land's former agricultural use. In most cases, the developer installed or updated at least the main amenities, then began the first phase of housing lots, completing further amenities as lots sold. Size limit for phasing is an unspoken number that depends on the size and location of development cells more than numbers of lots or acreage.

### Trends

#### Celebrity designers— Branded communities

With the construction of *The Oaks* in 2007, a new trend may be emerging: the branded community. Olympic Equestrian David O'Connor has placed his signature on this community (Figure 24), having designed the community's on-site cross-country course. The marketing efforts for this community claim this is the world's first ever branded equestrian

community. Time will tell if others follow suit.

#### Big-name trainers manage

Another trend may be the recruitment of big-named trainers to run the equestrian facilities within these communities. At *American Ranch* in Prescott, Arizona, world class reining champion Ben Balow manages the equestrian facilities and is a training resource for the community's residents. It is reported that 50% of the residents are horse owners in this community.

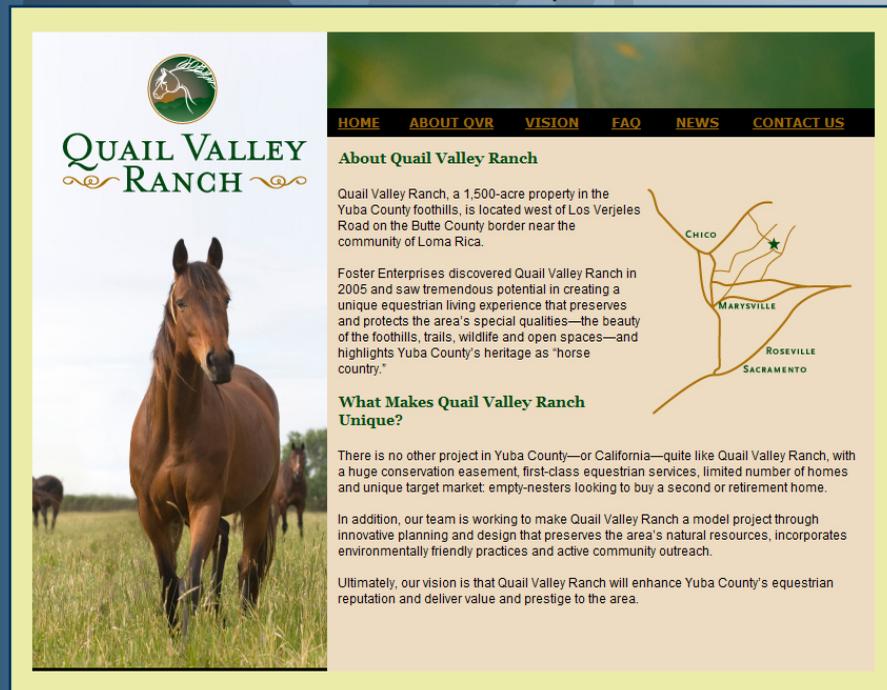
#### Resort community (mixed amenities)

The most prevalent trend in equestrian communities is the inclusion of other types of amenities for people with other interests. These other activities may include fishing, boating, golf, swimming, sport courts, game rooms, etc. Some of these communities began as resorts, like *Greenbrier Sporting Club*, others started as amenity communities, for instance golf, who later added equestrian facilities to increase their draw. Still others began as multi-amenity communities (including equestrian facilities) from the start in an effort to draw as many buyers from as many disciplines and interests as possible.

#### Sustainable community

With other recent development and redevelopment trends in the nation of "Going Green," "TND (Traditional Neighborhood Design), and "LEED" (Leadership in Energy and

**Figure 25. Quail Valley Ranch** isn't the only community targeting baby boomers, but they are the most vocal about it.



Source: <http://www.quailvalleyranch.org/?p=10>, Accessed April 15, 2008.

Environmental Design), equestrian communities may be joining in. While many equestrian communities in this study are designed in a cul-de-sac street pattern, fitting as many lots in as possible, a few notable communities are different, including **Quail Valley Ranch**, **American Ranch**, **Santa Lucia Preserve**, and **Serenbe**. While **Santa Lucia Preserve** in Carmel, California is noteworthy for limiting the number of lots to 300 on its 20,000 acres and protecting sensitive areas, **Serenbe** of Palmetto, Georgia appears to be quite remarkable. Embracing several "Best Management" development practices, **Serenbe's** streets are nestled into the land's contours, its mixed-use development includes activities for live-work-play and, interestingly, a communal farm. Stormwater and sanitary sewer are handled in progressive ways, reclaiming and re-using water and recharging the on-site groundwater.

### Amenity funding

All communities except **Sarah's Way** reported that the sale price of the lots is the funding source for the construction of the community amenities. **Sarah's Way's** amenities were present before the land was platted.

At **Silvertooth Fahey Farms**, lot sales didn't fund construction of all amenities, as the historic horse barn and arena

were already present on site, but the funding did allow for a full renovation of the amenities and the addition of more.

### Who is the developer?

#### "Horse people"

In some instances, these communities are developed on a small scale by people who own land with horses, and possibly boarding or training facilities, who decide to subdivide their land into lots. One definitive example of this is **Sarah's Way**. Because of her ownership of this land and training facility, Ann Miles was able to design the community around her specific equestrian background of carriage driving.

**Silvertooth Fahey Farms** is the other example from this study where the developing parties were horse enthusiasts rather than big-time developers. Just as Ann Miles of **Sarah's Way**, the Wassmanns also live on-site in their own community.

#### Professional developers

The remaining twenty communities studied were clearly developed by professional land developers using common land engineering practices and funding and financing strategies. These communities are all larger in size than the two mentioned above which are the two smallest communities.

### Who is the lot purchaser?

#### Baby Boomers

Some developers target the retirement goals of the baby boomer generation. Empty nesters' and retiree's needs are addressed with the design of the lots and the types of amenities provided. They are provided options of owning a maintenance-free villa with views of grazing horses, to lots just big enough to house their own barn and small pasture. The community of **Quail Valley Ranch** (Figure 25) in Loma Rica, California markets directly to the retiree and states on its website:

"The project is expected to attract horse enthusiasts (empty-nesters, in particular), looking to enjoy a rural and casual lifestyle, purchasing a second or retirement home. Interestingly, a significant percentage of home buyers that choose to live in equestrian communities will never be seen on the back of a horse. They are drawn to the quality of life offered by these communities, which provides an often highly sophisticated personal living environment in a quiet, pastoral setting."  
Source: <http://www.quailvalleyranch.org/?p=30> (accessed March 22, 2008)

Ann Matesi, author of 2005 article "Equestrian Estate," showcases Saratoga Farm, an equestrian community located in Malta, New York in the January issue of *Professional Builder* magazine. Built with the empty-nester in mind, these

\$1 million plus homes are designed to reflect the classic New England carriage house. The developer is custom builder John Witt, who says,

**Table 3. Cost of Buying into Communities Compared to the Statistical Income of the Area**

Community Name	City	State	Median Lot Price	Home Sales Price Low	Home Sales Price High	Median Household Income 2000 Census Data	Median Age 2000 Census Data
The Oaks	Lake City	Florida	\$117,000	-	-	26,161	37.3
Greenbrier Sporting Club	White Sulphur Springs	West Virginia	-	\$900,000	\$4 mil	26,694	43.7
Rarity Bay	Lake Tellico	Tennessee	-	\$400,000	\$3 mil	27,492	33.4
Saddle Shoals	Athens	Georgia	\$269,500	\$700,000	\$1 mil	28,118	25.3
Serenbe	Palmetto	Georgia	\$401,000	\$260,000	\$1 mil+	32,286	31.2
River's Edge Plantation	St. Augustine	Florida	-	-	-	32,358	41.5
American Ranch	Prescott	Arizona	-	\$650,000	\$2 mil +	35,446	47.8
Silvertooth Fahey Farm	Kansas City	Missouri	\$105,000	\$350,000	\$800,000	37,198	34
Bald Rock	Cashiers	North Carolina	\$494,000	\$500,000	\$4 mil	37,500	49
Chenal Downs	Little Rock	Arkansas	\$130,000	\$750,000	\$2.5 mil	37,572	34.5
Vero Beach Ranch	Vero Beach	Florida	-	-	-	38,427	47.7
Whitelock Farms, Equestrian Way & Countryside	Jacksonville	Florida	-	\$650,000	\$1 mil +	40,316	33.8
McLendon Hills	West End	North Carolina	\$186,000	\$420,000	\$2+ mil	44,206	44.9
Quail Valley Ranch	Loma Rica	California	-	-	-	46,797	43.2
Alafia Ridge Estates	Lithia	Florida	\$419,000	-	-	47,907	34.5
Marlboro Ridge	Upper Marlboro	Maryland	-	\$460,000	\$1 mil +	52,813	36.6
Santa Lucia Preserve	Carmel	California	\$2.5 mil	\$5 mil	\$7 mil	58,163	54.3
Caloosa	Palm Beach Gardens	Florida	\$250,000	\$660,000	\$2 mil	59,776	45
Sarah's Way	Newton	New Hampshire	\$185,000	-	-	60,972	35.3
Will Rogers Equestrian Ranch	Queen Creek	Arizona	\$60,000	\$350,000	\$700,000	63,702	30.9
Saddlebrook Ridge	Shamong	New Jersey	-	\$1 mil+	-	77,457	37.3
Upland Farm	Minnetrissa	Minnesota	-	-	-	90,347	39.2
US averages						41,994	35.3

Census data source: [http://factfinder.census.gov/home/saff/main.html?\\_lang=en](http://factfinder.census.gov/home/saff/main.html?_lang=en) on 03-22-2008

“Our real target for this (spec) home was the active empty-nester. This market is where we see our strongest surge of buyers these days. The baby boomer generation is having an impact here.”

As of December 10, 2004, five of the twenty-one lots in Saratoga Farm had been sold, and none of the buyers of these lots were horse owners. Witt was not surprised by this, he said,

“Several buyers have expressed a strong interest in purchasing a horse of their own, and they all say that they were drawn to the development because of its rural ambiance and the allure of the equestrian life.”

He went on to say,

“We’ve created a unique environment here, similar to what you would find in a golf course community where you find some buyers that embrace the game of golf and then another segment that is attracted by the lifestyle that it represents.”

**Young families with children** *Marlboro Ridge* and *American Ranch* are two such communities targeting families with children. Directly from the *American Ranch* website, <http://www.americanranch.com>. (accessed March 22, 2008):

“A new American Dream is thriving in the colorful high country of Prescott, Arizona. In this private community, bountiful opportunities for recreation and discovery mingle with a privileged lifestyle and a strong commitment to family.”

One amenity unique to this community is *American Ranch's* “Ranch Camp,” an area designated for bonfires, play and overnight stays in treehouses and tipis. (Figure 26)

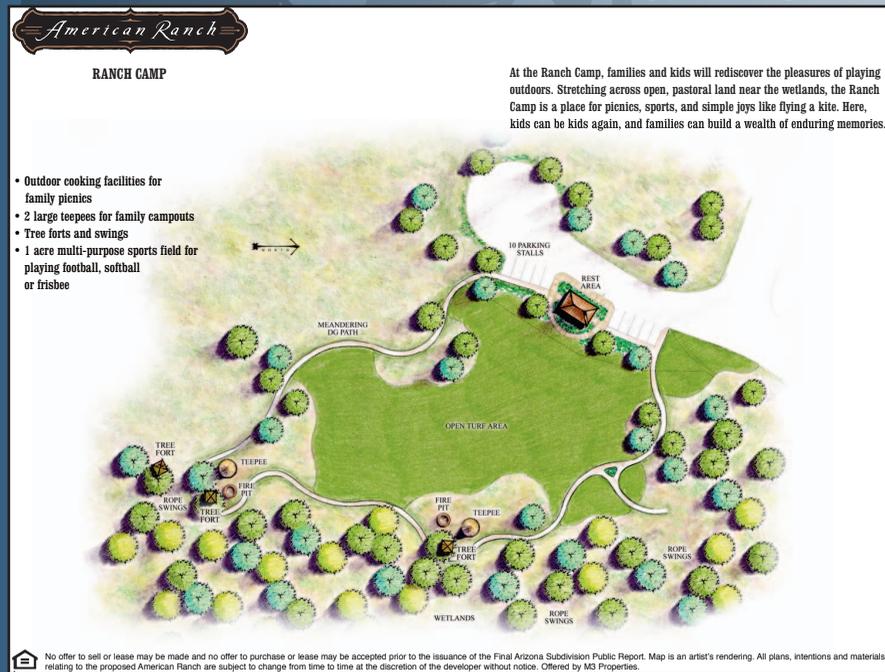
### **Upper-class income**

These communities are targeting second-home buyers, typically individuals of upper-class income, who have a desire for an active lifestyle to share with their families. *Greenbrier Sporting Club* calls this “The sporting lifestyle.”

### **Horse people who prefer the sense of community/social aspect of living near other horse people**

The idea that a fellowship between horse people is a major draw to equestrian communities came out of interviews conducted by Sally Silverman, the author of the June 2004 Equestrian magazine article “Lifestyle: Equestrian Communities.” Interviewee Kathy Stevens, a homeowner in *McLendon Hills* says, “I wanted to be near other people who understand horses. You have social interaction here

**Figure 26. American Ranch Provides Ranch Camp**  
an outdoor adventure area for children as a bonus amenity.  
(click image for enlarged view)



that you don't have when you are on 20 acres by yourself."

### ***Those who seek rural living, yet prefer protected property values***

Horse owners and non-horse owners who prefer to live in a rural setting often face the unpredictability of adjacent land values which have a direct impact on their own land values. Equestrian communities offer covenants and restrictions that boost architectural standards and protect property values. Outside of equestrian communities, finding horse property can mean having to settle for less than modern structures and facilities. Susie Peterson, also an interviewee in Sally Silverman's article, "finds [Whitelock Farms] well protected and full of wildlife, but with all the modern conveniences of a new home in a new community." (Silverman 2004, 55)

### **How much are people willing to spend?**

Of equestrian communities within this study, lot prices range from an average of \$60,000 to \$2.5 million. Home prices range from \$260,000 to \$7 million plus.

Table 3, depicting the 22 equestrian communities of this study, is sorted

according to Median Household Income (2000 Census data).

It is interesting to note that some of the most expensive home prices are located in metropolitan areas with the lowest household incomes of the study. What this suggests is home buyers tend to be marketed to across the country; there is no significant relationship between the income of the area's residents and what developers can charge to live in their communities. This reinforced the conclusion that equestrian communities are built with the retiree and/or second-home buyer in mind; those who will relocate for the perfect mix of amenities or those who can afford to live in more than one metropolitan region.

### **Management Equine facilities**

In most cases, the ownership of the equestrian facilities remains in developer's hands and the management is contracted out.

### **Trails**

Trails within the development tend to run through common areas, yet connect through individual home owners' lots with the use of easements.

### **Common areas**

In general, common areas are managed by the Home Owners Associations.

### **Funding**

#### ***Boarding and training fees***

Boarding and training fees run about the equivalent of the fees expected to be paid in the region for the same level of service. These fees finance the management and upkeep of the equestrian facilities. Boarding and training centers are open to the public to ensure limited vacancy and enough revenue to keep the facilities going. This is key since rarely do the communities home buyers consist of 100% horse owners.

#### ***HOA dues***

Home Owners Associations are nearly omnipresent in these communities, yet typically their dues only pay for landscape maintenance throughout development. This does include tree pruning, in communities that have trees, to maintain trail height for those trails within the communities. This service is generally contracted out with a landscape maintenance company.

Source: <http://www.americanranch.com/masterplan-ranch.html> Accessed: March 23, 2008.

## Chapter five: CONCLUSIONS

**Figure 27. Santa Lucia Preserve** implements several of the successful development patterns discussed in this study, including providing both equestrian and golf amenities for varied appeal, integrating trails throughout the community and setting aside whole ecosystems for preservation.



Source: Silverman, Sally. 2004. Lifestyle: Equestrian Communities. *Equestrian*, June.

Many themes repeated themselves across the equestrian communities that spoke to the logic of successful development. This chapter outlines those themes and provides recommendations for landscape architects and developers in the design of equestrian developments.

### Recommendations for success

Dale Leatherman reports in his March/April 1992 *Spur* magazine article “Equestrian Kingdoms” recommendations for success given by the consultants he interviewed. Here is what they said:

- equestrian communities should be approached reasonably so that property values are competitive with the rest of the market,
- design the communities so they would sell out within five years, and
- offer a cross-gender appeal, like providing both golf and equestrian amenities.

In the same article, Leatherman suggests there are three factors which contribute greatly to the success of these communities:

- location in regions of high equestrian interest,
- tie-ins to other recreational amenities, and
- independently operated equestrian facilities.

Above all, this article stresses putting the financial emphasis on the residential development, making the development and horse operation independent of one another, and approaching the equestrian facilities as holding a position “on par with the pool and tennis courts.”

### Bottom line design recommendations

Through this study, design decisions that resonate as best practices for successful equestrian communities are:

- Set up equestrian facilities so they can be managed as a separate entity from the housing.
- Follow the push to design with nature, not against it.
- Put the emphasis on the housing development not the equestrian center.
- Provide amenities for residents with interests other than equestrian.
- Don’t forget the children who will be present, whether designing for retirement living or young families.
- Size lots to sell at prices comparable to the area market.
- Provide connections to adjacent park land for horses and hikers.
- Plan paths and trails throughout the development.

- Give lot sizing options where possible: estate sized lots where homeowners can board their horses at home and small villa-sized lots for those who don’t have time to maintain their own facilities.

### Who will the landscape architect’s client be?

The answer to this question is dependent on the region in which the community will be designed. In areas where the horse industry is already big business, one is most likely to work for big development firms. These regions include states such as Kentucky, Florida and California where large horse parks and competition venues are a part of the local vernacular.

The Kansas City, Missouri area is an example of a region not dominated by the equine industry. While equestrians abound, they aren’t well organized into publicly visible clubs and their presence isn’t well known.

Developers in the Kansas City area are either unaware of the opportunity to develop their communities with equestrian appeal, or are aware, but shy away from it because equestrian communities are a relatively new idea in the region. New, untried ideas can be risky, especially in the currently uncertain new housing market. In areas like Kansas City, big time developers may shy away from this unfamiliar type

**Figure 28. Traditional Neighborhood Design** principles place buildings up close to the streets on small lots with interconnecting streets rather than cul-de-sacs.



Source: <http://www.tndhomes.com/under02.htm>, Accessed April 16, 2008.

**Figure 29. Serenbe's roads and development** are fit to the contours of the land, requiring less disturbance than other development practices.



Source: [http://www.serenbecommunity.com/construction\\_oct07.html](http://www.serenbecommunity.com/construction_oct07.html), Accessed April 16, 2008.

of community, but “horsey” people may not, as is the case with **Silvertooth Fahey Farms**. So in areas where the horse industry isn't big business, it is likely the landscape architect's client would be a farm or ranch owner or an individual who has history with horses.

### How will equestrian community developments impact the community in which they are located?

Impacts from equestrian communities can be either positive or negative. Many of the impacts depend upon the platted layout and design of the communities while a few of the impacts may simply be a result of the introduction of the equestrian community into the area.

#### Potential positive impacts

If the community is designed incorporating mixed-use, mixed-density, traditional neighborhood design (Figure 28), and/or ecological conservation/regeneration practices (Figure 29), the impact on the surrounding area could be very positive. Even without these design features, equestrian communities can positively affect the area equestrians who will benefit from the new choices in housing, and horse boarding and training.

It is difficult to question the positive nature of an economic influx. Building a community that serves the equine industry will likely bring people into the

area who will then spend their income on property and sales tax dollars, plus generate industry revenue for small and large businesses that serve horse owners. These businesses range from veterinarian services, pharmaceutical companies and feed suppliers, to the boarding managers, trainers and other hired help. This range doesn't take into account the wide sweep of companies that supply tack, bedding, media, supplements, grooming supplies and many more products and services to which horse people devote a sizeable portion of their income, including the breeders of livestock.

If equestrian communities are located within an area of other housing options, and are set up with covenant restrictions which promote continuity in quality and appearance, it is possible the values of the homes in the equestrian community could help buoy up the values of nearby properties. This can occur because of a desirability of living near the equestrian community, because of improved municipal services in the area through an increased tax base, or simply by association and real-estate comparable sales.

#### Potential negative impacts

Equestrian communities could offer some negative impacts on the surrounding area. If they are designed without regard to what is already culturally and ecologically present, then mass graded into cul-de-sac gated communities, they may do little more than promote urban sprawl,

which in many or all cases, outweighs the positive aspects of revenue generation. If you generate revenue now, but leave no legacy of protected stream corridors, soil structures, native vegetation, as well as opportunities to live work and play near home (Figure 30), what you gain now will likely decline or even disappear in the future, leaving no positive residual impact.

Another negative can occur when designing communities; the tendency for property values to rise quickly to a level where they are unaffordable to the majority of the housing buyers in the market. These can be property values within the equestrian community or housing surrounding the community. This is another reason to put good thought to designing a range of densities and housing types into the community, although sometimes this still isn't enough to keep prices affordable.

### Limitations of methodology

#### Timeline

Equestrian developments are occurring at various points in time, beginning and ending construction without regard to the schedule of this research. They are ongoing projects that follow moving trends in the marketplace. This makes the communities difficult to compare side-by-side as level competitors.

**Figure 30: Signage at Serenbe**  
Signage points to various land uses within the development. It was designed as a community in which to live, work and play.



Source: [http://www.serenbecommunity.com/construction\\_oct07.html](http://www.serenbecommunity.com/construction_oct07.html), Accessed April 16, 2008.

### Interviews

Interviewing key players in the development role is difficult. First, it's difficult to track down the developer, especially if the community is far enough along to be selling phases of lots. The most common contact person is either the lot sales associate or the equestrian facility manager, neither of whom know the intricate details of the decisions that went into the planning of the community. Their input is not invaluable, however. They do tend to know a lot about their part of the larger community.

### Suggestions for future research:

#### Surveying lot owners in equestrian communities to derive their motives for buying in.

Future study could survey the composition of residences with horses versus those without, thus beginning to identify motives for buying into this type of neighborhood. The study could address the possible connection with a desire to live the Utopian ideal of agrarian lifestyle.

#### List designers and developers of the communities

Conduct a survey of the communities that lists developers and looks for trends to identify who the major players are. Congruently, list the designers to see how frequently landscape architects are involved in the

design of these projects and who the big designers are (if any).

#### Evaluate total build-out time in relation to the date construction began

It is possible that equestrian communities have a lifecycle, a season of popularity. Additional study of the length of time a community took to sell out as that relates to the date the community's construction began could pinpoint the trend.

#### Evaluate total build-out time in relation to region of the country

It is also possible the popularity and future demand of equestrian communities can be evaluated by region. Additional study might reveal national hot spots; areas where the equestrian homeowner is under-served by the amenity community. This too could be evaluated by the build-out time line of communities already present in these regions.

#### Conduct on-site analyses

Make site visits to equestrian communities to inventory and understand site-specific design responses and connection to the surrounding ecologic and development context.

#### Utilize additional search engine tools to locate a larger number of equestrian communities for study

After the research of this study was completed, additional tools for web searching were found in a Kansas State University Libraries Research Help web. Within this site, the university library has posted a 2007 PowerPoint presentation "Google and Beyond" by Jason Coleman which delineates search strings for various search engines that help the searcher drill down and find their topic in specific file types, from specific sites and with extended flexibility in word relationships. Using some of Coleman's techniques, the author was able to find a real estate website ([www.privatecommunities.com](http://www.privatecommunities.com)) which markets equestrian communities in seventeen states plus Puerto Rico and the Turks And Caicos Islands.

Some suggested search strings for future research that should be inserted into the search box without breaks are:

- (equestrian OR horse)  
(community OR neighborhood)
- equestrian OR horse  
intitle:community
- "amenity community" site:uli.org
- "equestrian community" site:uli.org
- "equestrian community" inurl:org
- "equestrian community" inurl:lib
- "equestrian community"  
filetype:pdf

**Figure 31: Search Engines**

There are almost as many search engines as there are equestrian communities to search.



- “equestrian community” filetype:ppt
- “equestrian community” -dating -products

Figure 31 illustrates a selection of the vast number of search engines available within to test these search strings.

It is anticipated that in the next few years to come and with additional resources which can be located with

the search strings above, equestrian communities can be located and studied anywhere in the United States.

**Summary**

More landscape architects are needed in amenity community design. The nature preservation and community-first perspectives they lend benefit each project they design. Equestrian communities are no exception.

Future research of equestrian communities could yield much more depth to the understanding of what makes them, and amenity communities in general, a successful design alternative for new or re-development.

Such understanding can bolster the amenity community design pallet of the landscape architect, and in turn, make for better communities in the years to come.

Source: <http://www.mikenash.co.uk/images/search-engine-logos-main.gif>, Accessed April 16, 2008.



# REFERENCES

<b>Introduction</b>	<b>Background</b>	<b>Methodology</b>	<b>Findings</b>	<b>Conclusions</b>
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Silverman, Sally. 2004. Lifestyle: Equestrian Communities. Equestrian, June.

## Community Websites

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American Ranch	<a href="http://www.americanranch.com/">http://www.americanranch.com/</a>
Bald Rock	<a href="http://www.baldrock.com/">http://www.baldrock.com/</a>
Caloosa	<a href="http://www.caloosa.info/">http://www.caloosa.info/</a>
Chenal Downs	<a href="http://www.chenal.com">http://www.chenal.com</a>
Greenbrier Sporting Club	<a href="http://www.thegreenbriersportingclub.com/">http://www.thegreenbriersportingclub.com/</a>
Marlboro Ridge	<a href="http://www.marlbororidge.com/">http://www.marlbororidge.com/</a>
McLendon Hills	<a href="http://www.mclendonhills.com/pages/pageset.html">http://www.mclendonhills.com/pages/pageset.html</a>
Quail Valley Ranch	<a href="http://www.quailvalleyranch.org">http://www.quailvalleyranch.org</a>
Rarity Bay	<a href="http://www.waterviewhome.net/communities/Community-Raritybay.html">http://www.waterviewhome.net/communities/Community-Raritybay.html</a>

Saddle Shoals	<a href="http://saddleshoals.com/index.html">http://saddleshoals.com/index.html</a>
Saddlebrook Ridge	<a href="http://www.saddlebrookridge.com/indexa.htm">http://www.saddlebrookridge.com/indexa.htm</a>
Santa Lucia Preserve	<a href="http://www.santaluciapreserve.com/">http://www.santaluciapreserve.com/</a>
Sarah's Way	<a href="http://www.carriage-barn.com/sw.html">http://www.carriage-barn.com/sw.html</a>
Serenbe	<a href="http://www.serenbecommunity.com/home.html">http://www.serenbecommunity.com/home.html</a>
Silvertooth Fahey Farm	<a href="http://www.silvertooth.net">http://www.silvertooth.net</a>
The Oaks	<a href="http://www.oconnortheoaks.com/">http://www.oconnortheoaks.com/</a>
Vero Beach Ranch	<a href="http://www.verobeachranch.com">http://www.verobeachranch.com</a>
Will Rogers Equestrian Ranch	<a href="http://www.willrogersqranch.com/">http://www.willrogersqranch.com/</a>

**Table 4. Communities and Units of Analysis Matrix**

Community Name	City	State	Land								Lots			Amenities			Marketing/ Presales				Median lot price	Home Sales Price Range		Are other amenities present for the residents of the community?	Are there adjacent public open lands available for recreation?	
			Total Acreage	Housing Acreage	Boarding Acreage	Recreation Acreage	Agricultural	Nature Preserve	Equestrian Center	Misc Acreage	Total number	Maximum Lot Size (ac)	Minimum Lot Size (ac)	Outdoor Arena	Indoor Arena	Bridle Trail Miles	Initial Build Date	% Built March 2003	% Built January 2008	Amenities present before sales?	For the community	Low	High			
Alafia Ridge Estates	Lithia	Florida	142	131.5	-	-	-	-	5	5	21	12	5	-	-	2	2006	-	66%	no	\$419,000	-	-	-	1,000 acre conservation area adjacent and Alafia River State Park riding trails are nearby	
American Ranch	Prescott	Arizona	600	440	-	10	-	150	-	-	203	5+	1	1	1	10	-	40%	100%	EQ center	-	\$650,000	\$2 mil +	Outdoor swimming pool, Fitness facilities, Tennis, basketball and sport courts, Sand volleyball, Children's playground area, Sports lounge, A game room for the kids,	10,000 acre Granite Mountain Wilderness Area	
Bald Rock	Cashiers	North Carolina	776	625	10	89	-	50	2	-	125	39	0.4	-	-	X	-	-	75%	X	\$494,000	\$500,000	\$4 mil	Skiing, gem mining, trail horses for rent, tennis, 2 pools, saunas, hottubs, golf course, driving range, hiking, boating, fishing	Adjacent US Forest Service 6,300 acre Panthertown Valley	
Caloosa	Palm Beach Gardens	Florida	1856	1785	0	32	0	0	10	29	350	5	5	1	-	30	1977	85%	99%	yes	\$250,000	\$660,000	\$2 mil	Tennis, Basketball, Heart trail, playground, pavillion, meeting area.	Community is in rural surrounding	
Chenal Downs	Little Rock	Arkansas	413	390	13	0	0	0	10	0	76	7.76	5	1	-	6	1997	65%	80%	yes	\$130,000	\$750,000	\$2.5 mil	none	none	
Greenbrier Sporting Club	White Sulphur Springs	West Virginia	6500	-	-	-	-	2000	-	-	500	-	-	-	-	-	-	-	-	yes	-	\$900,000	\$4 mil	Amenities include golf, shooting, tennis, fly fishing, whitewater rafting and falconry.	Nearby recreation is present.	
Marlboro Ridge	Upper Marlboro	Maryland	-	-	20	-	-	0	-	-	-	-	-	1	1	miles'	-	-	-	-	-	\$460,000	\$1 mil +	Ball fields, tot lots, community center	-	
McLendon Hills	West End	North Carolina	600	470	20	85	0	0	25	0	254	5	1	1	-	6.5	1998	<50%	-	yes	\$186,000	\$420,000	\$2+ mil	Lake Troy Douglas with swimming beach. 2.5 mile walking trail around lake, pool and tennis court.	All privately owned	
Quail Valley Ranch	Loma Rica	California	1500	450-	-	-	-	1000	50	-	100	-	-	-	-	-	2005	-	0%	-	-	-	-	-	-	
Rarity Bay	Lake Tellico	Tennessee	960	-	-	-	-	-	-	-	750	1.5	1	1	-	10	-	45%	-	X	-	\$400,000	\$3 mil	Gated community, 18-hole, championship golf course by DeVictor Langham, Clubhouse with pro shop and dining room, Boating and fishing on 16,000 acre Lake Tellico, mountain backdrop, Walking trails, Tennis & Swim Center	Nearby Smokey Mountains for additional trail riding.	
River's Edge Plantation	St. Augustine	Florida	-	-	-	-	-	100	-	-	-	5	3.2	-	-	-	-	-	-	-	-	-	-	-	-	
Saddle Shoals	Athens	Georgia	213	201	-	11.75	-	-	-	-	47	7	4	-	-	-	-	0%	11%	-	\$269,500	\$700,000	\$1 mil	-	-	
Saddlebrook Ridge	Shamong	New Jersey	110	54	-	-	-	-	56	-	36	2	1	-	1	-	1996	80%	100%	X	-	\$1 mil+	-	-	Wharton State Forest adjacent	
Santa Lucia Preserve	Carmel	California	20,000	-	-	-	-	-	-	-	300	50	5	2	-	100	-	-	-	-	\$2.5 mil	\$5 mil	\$7 mil	swimming, golf and tennis facilities	-	
Sarah's Way	Newton	New Hampshire	50	20	20	0	0	0	10	0	8	2	1.5	1	1	<1	1997	75%	100%	yes	\$185,000	-	-	none	A larger trail system	
Serenbe	Palmetto	Georgia	900	80	-	-	25	720	10	65	220	0.5	0	-	-	-	-	-	-	-	\$401,000	\$260,000	\$1 mil+	-	-	
Silvertooth Fahey Farm	Kansas City	Missouri	46.29	26.29	0	3.5	0	10	6.5	0	36	1.72	0.5	1	1	2.5	2001	31%	100%	X	\$105,000	\$350,000	\$800,000	Small park, small lake, putting and chipping green	Adjacent to Jackson County Parks land "Little Blue Trace"	
The Oaks	Lake City	Florida	1222	758	40	348	-	-	76	-	234	5	1	1	1	15	2008	-	0%	-	\$117,000	-	-	Dog park, nature hiking.	-	
Upland Farm	Minnetrissa	Minnesota	171	-	-	-	-	-	-	-	13	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
Vero Beach Ranch	Vero Beach	Florida	3750	2550	50	50	-	1000	100	-	180	40	1	-	-	-	-	-	-	-	-	-	-	-	Polo facilities, lake	25,000-acre preserve that adjoins The Ranch
Whitelock Farms, Equestrian Way & Countryside	Jacksonville	Florida	1000	995	-	-	-	-	5	-	107	40	2.5	1	-	5	1999	-	100%	no	-	\$650,000	\$1 mil +	-	-	
Will Rogers Equestrian Ranch	Queen Creek	Arizona	87	65	10	0	0	0	5	0	125	0.51	0.23	2	-	-	1999	65%	100%	yes	\$60,000	\$350,000	\$700,000	Recreation hall, swimming pool, BBQ pit, parking for visitors	Queen Creek wash - a 60-90' wide seasonal creek bed runs adjacent to property and affords extra riding area	

# Alafia Ridge Estates

Lithia, Florida

<http://www.alafiaridge.com/>

## Buildout

Initial Build Date: 2006  
 % Constructed March 2003: -  
 % Constructed January 2008: 66%

## Lot Information

Total Number: 21  
 Maximum Size: 12  
 Minimum Size: 5

## Acres per Land Use

Total: 142	Housing: 131.5
Boarding: -	Recreation: -
Agricultural: -	Nature Preserve/Open Space: -
Equestrian Center: 5	Miscellaneous: 5

## Marketing

Amenities Present Before Sales? no  
 Community's Median Lot Price: \$419,000  
 Home Sales Price: from - to -  
 Median Household Income for the Area: \$47,907  
 Median Age for the Area: 34.5

## Equestrian Facilities

Number of Stalls: -  
 Number of Turnout Areas: -  
 Average Width: -  
 Average Length: -  
 Number of Outdoor Arenas: -  
 Dimensions: - length by - width  
 Number of Indoor Arenas: -  
 Dimensions: - length by - width  
 Miles of Bridle Trails: 2

## Equestrian Style

Western	-	Training	-
English	-	Driving	-
		Competition	-
		Recreational	-
		Racing	-

## Additional Amenities within Community

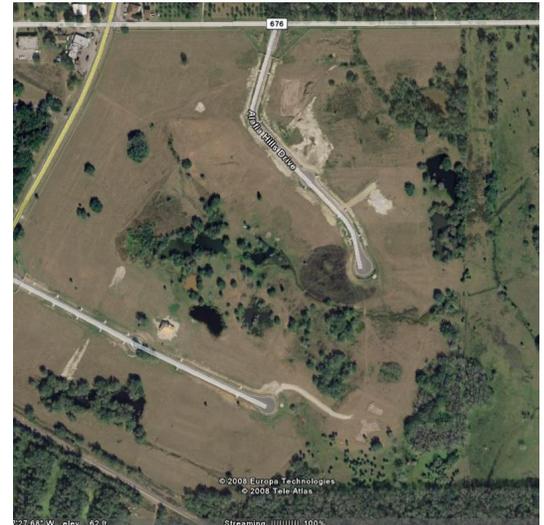
-

## Adjacent Public Lands

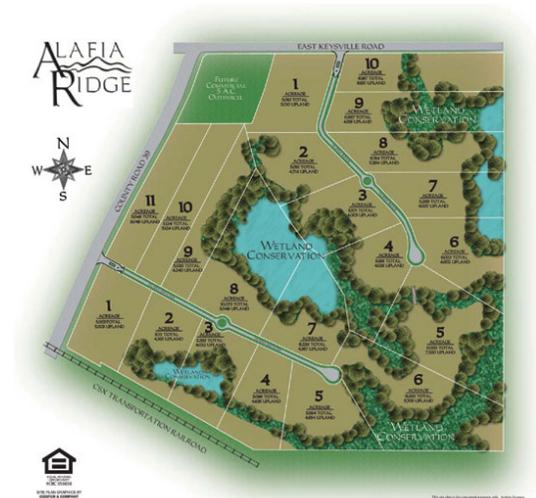
1,000 acre conservation area adjacent and Alafia River State Park riding trails are nearby

## Notes

95% of residents have horses. Each homeowner will have their own barn or one built with a neighbor.



GoogleEarth 02-17-08



[http://www.alafiaridge.com/equestrian\\_ranch\\_property.htm](http://www.alafiaridge.com/equestrian_ranch_property.htm) on 02-17-08

# American Ranch

Prescott, Arizona

<http://www.americanranch.com/>

## Buildout

Initial Build Date: -

% Constructed March 2003: 40%

% Constructed January 2008: 100%

## Lot Information

Total Number: 203

Maximum Size: 5+

Minimum Size: 1

## Acres per Land Use

Total: 600

Housing: 440

Boarding: -

Recreation: 10

Agricultural: -

Nature Preserve/Open Space: 150

Equestrian Center: -

Miscellaneous: -

## Marketing

Amenities Present Before Sales? EQ center opened 2004

Community's Median Lot Price: -

Home Sales Price: from \$650,000 to \$2 mil +

Median Household Income for the Area: \$35,446

Median Age for the Area: 47.8

## Equestrian Facilities

Number of Stalls: 39

Number of Turnout Areas: X

Average Width: 80'

Average Length: 160'

Number of Outdoor Arenas: 1

Dimensions: 300 length by 200 width

Number of Indoor Arenas: 1

Dimensions: 300 length by 200 width

Miles of Bridle Trails: 10

## Equestrian Style

Western X Training X

English X Driving -

Competition -

Recreational X

Racing -

## Additional Amenities within Community

Outdoor swimming pool, Fitness facilities, Tennis, basketball and sport courts, Sand volleyball, Children playground area, Sports lounge, A game room for the kids.

## Adjacent Public Lands

10,000 acre Granite Mountain Wilderness Area

## Notes

50% of residents are horse people. Many residents plan to house their horses at home. Development has spent over \$1mil on fencing to ensure a uniform look. World-class reining champion Ben Balow manages the facility and is a training resource for residents.



GoogleEarth 02-24-08



MASTER PLAN



use may be made and no offer to purchase or lease may be accepted prior to the issuance of the Final Arizona Subdivision Public Report. Map is an artist's rendering. All plan used American Ranch are subject to change from time to time at the discretion of the developer without notice. Offered by MS Properties.

<http://www.americanranch.com/masterplan-map.html> on 02-17-08



EQUESTRIAN CENTER

training facilities  
nutrition, etiquette,  
vice riders  
ies, including  
h individual tack  
ling areas with  
walkers  
disciplines

Whether you're a novice or an experienced rider, the American Ranch will help to further your knowledge and facility is fully staffed to provide a unique equestrian experience.



use may be made and no offer to purchase or lease may be accepted prior to the issuance of the Final Arizona Subdivision Public Report. Map is an artist's rendering. All plan used American Ranch are subject to change from time to time at the discretion of the developer without notice. Offered by MS Properties.

<http://www.americanranch.com/masterplan-map.html> on 02-17-08

# Bald Rock

## Cashiers, North Carolina

<http://www.baldrock.com/>

### Buildout

Initial Build Date: -  
 % Constructed March 2003: -  
 % Constructed January 2008: 75%

### Lot Information

Total Number: 125  
 Maximum Size: 39  
 Minimum Size: 0.4

### Acres per Land Use

Total: 776	Housing: 625
Boarding: 10	Recreation: 89
Agricultural: -	Nature Preserve/Open Space: 50
Equestrian Center: 2	Miscellaneous: -

### Marketing

Amenities Present Before Sales? X  
 Community's Median Lot Price: \$494,000  
 Home Sales Price: from \$500,000 to \$4 mil  
 Median Household Income for the Area: \$37,500  
 Median Age for the Area: 49

### Equestrian Facilities

Number of Stalls: 8  
 Number of Turnout Areas: -  
 Average Width: -  
 Average Length: -  
 Number of Outdoor Arenas: -  
 Dimensions: - length by - width  
 Number of Indoor Arenas: -  
 Dimensions: - length by - width  
 Miles of Bridle Trails: X

### Equestrian Style

Western	X	Training	-
English	-	Driving	-
		Competition	-
		Recreational	X
		Racing	-

### Additional Amenities within Community

Skiing, gem mining, trail horses for rent, tennis, 2 pools, saunas, hottubs, golf course, driving range, hiking, boating, fishing

### Adjacent Public Lands

Adjacent US Forest Service 6,300 acre Panthertown Valley

### Notes



GoogleEarth 02-17-08



<http://www.baldrock.com/lots.html> on 02-17-08

# Caloosa

## Palm Beach Gardens, Florida

<http://www.caloosa.info/>

### Buildout

Initial Build Date: 1977  
 % Constructed March 2003: 85%  
 % Constructed January 2008: 99%

### Lot Information

Total Number: 350  
 Maximum Size: 5  
 Minimum Size: 5

### Acres per Land Use

Total: 1856	Housing: 1785
Boarding: 0	Recreation: 32
Agricultural: 0	Nature Preserve/Open Space: 0
Equestrian Center: 10	Miscellaneous: 29

### Marketing

Amenities Present Before Sales? yes  
 Community's Median Lot Price: \$250,000  
 Home Sales Price: from \$660,000 to \$2 mil  
 Median Household Income for the Area: \$59,776  
 Median Age for the Area: 45

### Equestrian Facilities

Number of Stalls: -  
 Number of Turnout Areas: -  
 Average Width: -  
 Average Length: -  
 Number of Outdoor Arenas: 1  
 Dimensions: 132 length by 66 width  
 Number of Indoor Arenas: -  
 Dimensions: - length by - width  
 Miles of Bridle Trails: 30

### Equestrian Style

Western	X	Training	X
English	-	Driving	-
		Competition	X
		Recreational	X
		Racing	-

### Additional Amenities within Community

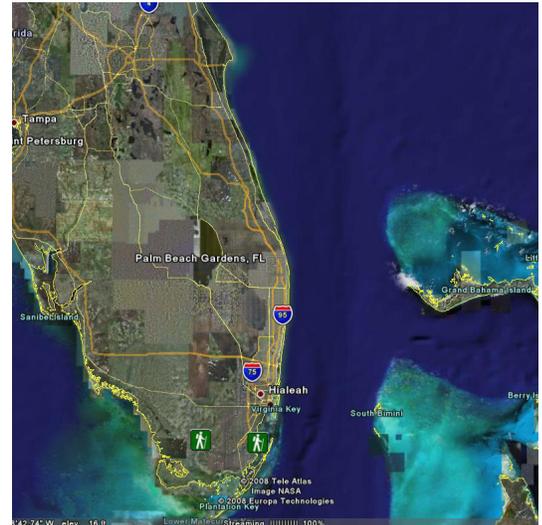
Tennis, Basketball, Heart trail, playground, pavillion, meeting area.

### Adjacent Public Lands

Community is in rural surrounding

### Notes

Erosion present, dredging commencing. Arena dimensions approximate and determined by interviewee's description of a dressage arena that is slightly smaller than regulation size. Developer owned the land prior to deciding to develop into Eq Community. He used it previously as a dredging project to use for fill in a highway project he was involved in. That's where the canals came from.



GoogleEarth 02-24-08

# Chenal Downs

Little Rock, Arkansas

<http://www.chenal.com>

## Buildout

Initial Build Date: 1997  
 % Constructed March 2003: 65%  
 % Constructed January 2008: 80%

## Lot Information

Total Number: 76  
 Maximum Size: 7.76  
 Minimum Size: 5

## Acres per Land Use

Total: 413	Housing: 390
Boarding: 13	Recreation: included in 400
Agricultural: 0	Nature Preserve/Open Space: 0
Equestrian Center: 10	Miscellaneous: 0

## Marketing

Amenities Present Before Sales? yes  
 Community's Median Lot Price: \$130,000  
 Home Sales Price: from \$750,000 to \$2.5 mil  
 Median Household Income for the Area: \$37,572  
 Median Age for the Area: 34.5

## Equestrian Facilities

Number of Stalls: 28  
 Number of Turnout Areas: X  
 Average Width: -  
 Average Length: -  
 Number of Outdoor Arenas: 1  
 Dimensions: - length by - width  
 Number of Indoor Arenas: -  
 Dimensions: - length by - width  
 Miles of Bridle Trails: 6

## Equestrian Style

Western	-	Training	X
English		Driving	-
		Competition	X
		Recreational	X
		Racing	-

## Additional Amenities within Community

none

## Adjacent Public Lands

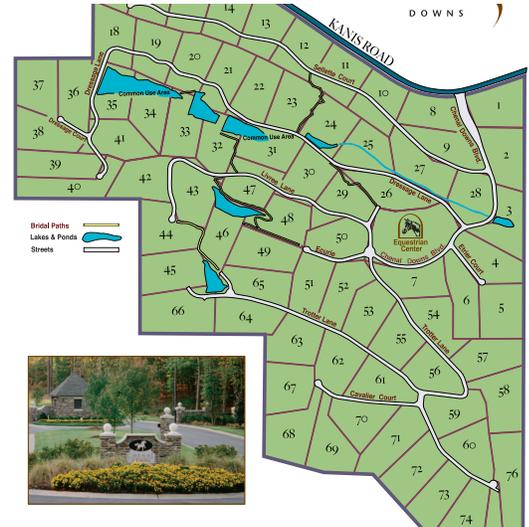
none

## Notes

Barns constructed on lots must be approved by the Architectural Control Committee for material and design. Total capacity unknown because of private boarding possibilities. Property owners association pays for a landscape company to trim up trails for \$1000 annually.



GoogleEarth 02-17-08



<http://www.chenal.com/images/maps/pdf/downsplat.pdf>

# Greenbrier Sporting Club

## White Sulphur Springs, West Virginia

<http://www.thegreenbriersportingclub.com/>

### Buildout

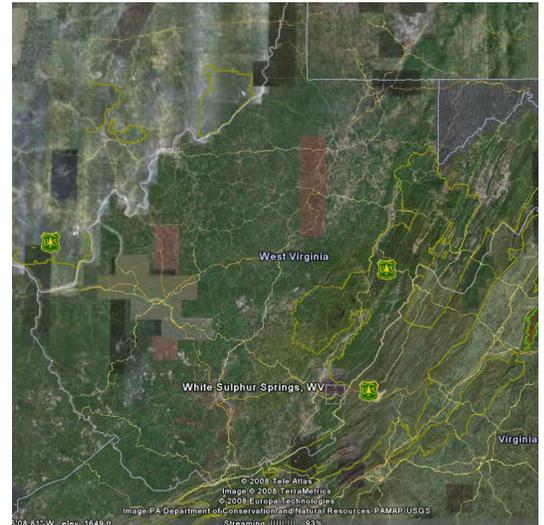
Initial Build Date: -  
 % Constructed March 2003: -  
 % Constructed January 2008: -

### Lot Information

Total Number: 500  
 Maximum Size: -  
 Minimum Size: -

### Acres per Land Use

Total: 6500	Housing: -
Boarding: -	Recreation: -
Agricultural: -	Nature Preserve/Open Space: 2000
Equestrian Center: -	Miscellaneous: -



GoogleEarth 02-24-08

### Marketing

Amenities Present Before Sales? yes  
 Community's Median Lot Price: -  
 Home Sales Price: from \$900,000 to \$4 mil  
 Median Household Income for the Area: \$26,694  
 Median Age for the Area: 43.7

### Equestrian Facilities

Number of Stalls: 24  
 Number of Turnout Areas: -  
 Average Width: -  
 Average Length: -  
 Number of Outdoor Arenas: -  
 Dimensions: - length by - width  
 Number of Indoor Arenas: -  
 Dimensions: - length by - width  
 Miles of Bridle Trails: -

### Equestrian Style

Western	-	Training	-
English	-	Driving	-
		Competition	-
		Recreational	-
		Racing	-

### Additional Amenities within Community

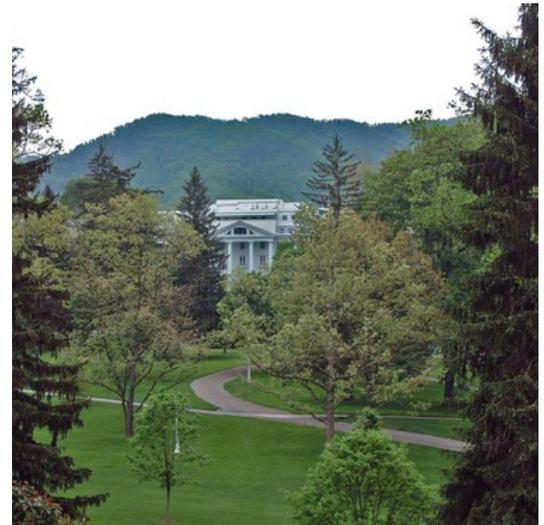
Amenities include golf, shooting, tennis, fly fishing, whitewater rafting and falconry.

### Adjacent Public Lands

Nearby recreation is present.

### Notes

7 distinct neighborhoods



<http://www.panoramio.com/photo/3606332> on 02-17-08

# Marlboro Ridge

## Upper Marlboro, Maryland

<http://www.marlboloridge.com/>

### Buildout

Initial Build Date: -  
 % Constructed March 2003: -  
 % Constructed January 2008: -

### Lot Information

Total Number: -  
 Maximum Size: -  
 Minimum Size: -

### Acres per Land Use

Total: -	Housing: -
Boarding: 20	Recreation: -
Agricultural: -	Nature Preserve/Open Space: hundreds
Equestrian Center: -	Miscellaneous: -



GoogleEarth 02-17-08

### Marketing

Amenities Present Before Sales? -  
 Community's Median Lot Price: -  
 Home Sales Price: from \$460,000 to \$1 mil +  
 Median Household Income for the Area: \$52,813  
 Median Age for the Area: 36.6

### Equestrian Style

#### Equestrian Facilities

Number of Stalls: 22  
 Number of Turnout Areas: -  
 Average Width: -  
 Average Length: -  
 Number of Outdoor Arenas: 1  
 Dimensions: - length by - width  
 Number of Indoor Arenas: 1  
 Dimensions: - length by - width  
 Miles of Bridle Trails: miles'

Western	X	Training	X
English	X	Driving	-
		Competition	-
		Recreational	X
		Racing	-

### Additional Amenities within Community

Ball fields, tot lots, community center

### Adjacent Public Lands

-

### Notes

# McLendon Hills

## West End, North Carolina

<http://www.mclendonhills.com/pages/pageset.html>

### Buildout

Initial Build Date: 1998  
 % Constructed March 2003: <50%  
 % Constructed January 2008:

### Lot Information

Total Number: 254  
 Maximum Size: 5  
 Minimum Size: 1

### Acres per Land Use

Total: 600	Housing: 470
Boarding: 20	Recreation: 85
Agricultural: 0	Nature Preserve/Open Space: 0
Equestrian Center: 25	Miscellaneous: 0

### Marketing

Amenities Present Before Sales? yes  
 Community's Median Lot Price: \$186,000  
 Home Sales Price: from \$420,000 to \$2+ mil  
 Median Household Income for the Area: \$44,206  
 Median Age for the Area: 44.9

### Equestrian Facilities

Number of Stalls: 20+  
 Number of Turnout Areas: -  
 Average Width: 260'  
 Average Length: 260'  
 Number of Outdoor Arenas: 1  
 Dimensions: - length by - width  
 Number of Indoor Arenas: -  
 Dimensions: - length by - width  
 Miles of Bridle Trails: 6.5

### Equestrian Style

Western	X	Training	-
English	X	Driving	X
		Competition	-
		Recreational	X
		Racing	-

### Additional Amenities within Community

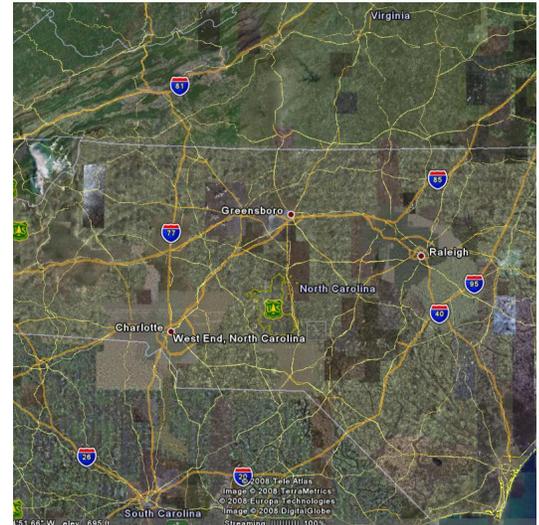
Lake Troy Douglas with swimming beach. 2.5 mile walking trail around lake, pool and tennis court.

### Adjacent Public Lands

All privately owned

### Notes

Many residents choose to keep their horses at home. Half of the 30 residents in June 2004 were equestrians. A number of residents started to take lessons after they moved into the community. Community feeling has been a big draw. The center also hosts a 4H club. The "equestrian advisory committee" created by the developers has added to the feeling that riders are an important part of the community. Waterfront lots = 1ac, 2nd ring = 1.5-2ac, Bridle trail lots = 3-5 ac. 3ac req for first 2 horses. Additional horses add 1 ac each. Facility management maintains clearing height. Seating brought in as needed. 8 paddocks



GoogleEarth 02-24-08



<http://www.mclendonhills.com/sitemap.html> on 02-17-08



[http://www.mclendonhills.com/equestrian\\_center.htm](http://www.mclendonhills.com/equestrian_center.htm) on 02-17-08

# Quail Valley Ranch

## Loma Rica, California

<http://www.quailvalleyranch.org>

### Buildout

Initial Build Date: 2005  
 % Constructed March 2003: -  
 % Constructed January 2008: 0%

### Lot Information

Total Number: 100  
 Maximum Size: -  
 Minimum Size: -

### Acres per Land Use

Total: 1500	Housing: 450
Boarding: -	Recreation: -
Agricultural: -	Nature Preserve/Open Space: 1000
Equestrian Center: 50	Miscellaneous: -

### Marketing

Amenities Present Before Sales? -  
 Community's Median Lot Price: -  
 Home Sales Price: from - to -  
 Median Household Income for the Area: \$46,797  
 Median Age for the Area: 43.2

### Equestrian Facilities

Number of Stalls: -  
 Number of Turnout Areas: -  
 Average Width: -  
 Average Length: -  
 Number of Outdoor Arenas: -  
 Dimensions: - length by - width  
 Number of Indoor Arenas: -  
 Dimensions: - length by - width  
 Miles of Bridle Trails: -

### Equestrian Style

Western	-	Training	-
English	-	Driving	-
		Competition	-
		Recreational	-
		Racing	-

### Additional Amenities within Community

-

### Adjacent Public Lands

-

### Notes

This project is just getting started in the planning stages and is expected to attract horse enthusiasts (empty-nesters, in particular), looking to enjoy a rural and casual lifestyle, purchasing a second or retirement home. Interestingly, a significant percentage of home buyers that choose to live in equestrian communities will never be seen on the back of a horse. They are drawn to the quality of life offered by these communities, which provides an often highly sophisticated personal living environment in a quiet, pastoral setting.



GoogleEarth 02-24-08

# Rarity Bay

## Lake Tellico, Tennessee

<http://www.waterviewhome.net/communities/Community-Raritybay.html>

### Buildout

Initial Build Date: -  
 % Constructed March 2003: 45%  
 % Constructed January 2008: -

### Lot Information

Total Number: 750  
 Maximum Size: 1.5  
 Minimum Size: 1

### Acres per Land Use

Total: 960	Housing: -
Boarding: -	Recreation: -
Agricultural: -	Nature Preserve/Open Space: -
Equestrian Center: -	Miscellaneous: -



GoogleEarth 02-21-08

### Marketing

Amenities Present Before Sales? X  
 Community's Median Lot Price: -  
 Home Sales Price: from \$400,000 to \$3 mil  
 Median Household Income for the Area: \$27,492  
 Median Age for the Area: 33.4

### Equestrian Facilities

Number of Stalls: 35  
 Number of Turnout Areas: -  
 Average Width: -  
 Average Length: -  
 Number of Outdoor Arenas: 1  
 Dimensions: 275 length by 175 width  
 Number of Indoor Arenas: -  
 Dimensions: - length by - width  
 Miles of Bridle Trails: 10

### Equestrian Style

Western	X	Training	X
English	X	Driving	-
		Competition	X
		Recreational	X
		Racing	-

### Additional Amenities within Community

Private, gated community with 24-hour security, 18-hole, championship golf course by DeVictor Langham, Clubhouse: Full service with pro shop and dining room, 10-mile shoreline on Lake Tellico, Boating and fishing on 16,000 acre Lake Tellico with a mountain backdrop, Walking trails, Tennis & Swim Center

### Adjacent Public Lands

Nearby Smokey Mountains for additional trail riding.

### Notes

20% of residents participate at the equestrian center. Rodeos and Grand Prix jumping competitions are hosted regularly and social events such as trail rides to a bon-fire take place as well.

# River's Edge Plantation

## St. Augustine, Florida

### Buildout

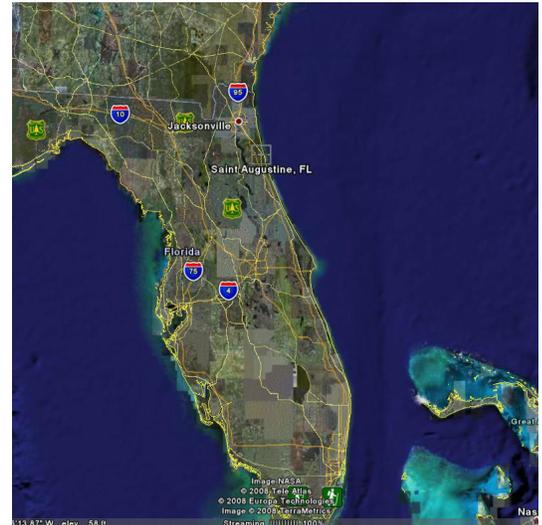
Initial Build Date: -  
 % Constructed March 2003: -  
 % Constructed January 2008: -

### Lot Information

Total Number: -  
 Maximum Size: 5  
 Minimum Size: 3.2

### Acres per Land Use

Total: -	Housing: -
Boarding: -	Recreation: -
Agricultural: -	Nature Preserve/Open Space: 100
Equestrian Center: -	Miscellaneous: -



GoogleEarth 02-24-08

### Marketing

Amenities Present Before Sales? -  
 Community's Median Lot Price: -  
 Home Sales Price: from - to -  
 Median Household Income for the Area: \$32,358  
 Median Age for the Area: 41.5

### Equestrian Facilities

Number of Stalls: -  
 Number of Turnout Areas: -  
 Average Width: -  
 Average Length: -  
 Number of Outdoor Arenas: -  
 Dimensions: - length by - width  
 Number of Indoor Arenas: -  
 Dimensions: - length by - width  
 Miles of Bridle Trails: -

### Equestrian Style

Western	-	Training	-
English	-	Driving	-
		Competition	-
		Recreational	-
		Racing	-

### Additional Amenities within Community

-

### Adjacent Public Lands

-

### Notes

# Saddle Shoals

## Athens, Georgia

<http://saddleshoads.com/index.html>

### Buildout

Initial Build Date: -  
 % Constructed March 2003: 0%  
 % Constructed January 2008: 11%

### Lot Information

Total Number: 47  
 Maximum Size: 7  
 Minimum Size: 4

### Acres per Land Use

Total: 213	Housing: 201
Boarding: -	Recreation: 11.75
Agricultural: -	Nature Preserve/Open Space: -
Equestrian Center: -	Miscellaneous: -

### Marketing

Amenities Present Before Sales? -  
 Community's Median Lot Price: \$269,500  
 Home Sales Price: from \$700,000 to \$1 mil  
 Median Household Income for the Area: \$-  
 Median Age for the Area: -

### Equestrian Facilities

Number of Stalls: -  
 Number of Turnout Areas: -  
 Average Width: -  
 Average Length: -  
 Number of Outdoor Arenas: -  
 Dimensions: - length by - width  
 Number of Indoor Arenas: -  
 Dimensions: - length by - width  
 Miles of Bridle Trails: -

### Equestrian Style

Western	-	Training	-
English	-	Driving	-
		Competition	-
		Recreational	-
		Racing	-

### Additional Amenities within Community

-

### Adjacent Public Lands

-

### Notes

Guard House, Gated, Private Roads, Children's Playgrounds, Two Riding Rings, Soccer Fields, Barbecuing Areas, Lighted Streets, Winding Roads, Open Spaces and Meadows, Rolling Topography for Nature Walks, Creeks, Fresh Air, Beautiful views. All boarding appears to occur on private lots only. Trails do not appear to be provided in the community.



GoogleEarth 02-23-08



<http://saddleshoads.com/plat.html> on 02-23-08

# Saddlebrook Ridge

## Shamong, New Jersey

<http://www.saddlebrookridge.com/indexa.htm>

### Buildout

Initial Build Date: 1996  
 % Constructed March 2003: 80%  
 % Constructed January 2008: 100%

### Lot Information

Total Number: 36  
 Maximum Size: 2  
 Minimum Size: 1

### Acres per Land Use

Total: 110	Housing: 54
Boarding: -	Recreation: -
Agricultural: -	Nature Preserve/Open Space: -
Equestrian Center: 56	Miscellaneous: -



GoogleEarth 02-21-08

### Marketing

Amenities Present Before Sales? X  
 Community's Median Lot Price: -  
 Home Sales Price: from \$1 mil+ to -  
 Median Household Income for the Area: \$77,457  
 Median Age for the Area: 37.3

### Equestrian Facilities

Number of Stalls: 49  
 Number of Turnout Areas: X  
 Average Width: -  
 Average Length: -  
 Number of Outdoor Arenas: -  
 Dimensions: - length by - width  
 Number of Indoor Arenas: 1  
 Dimensions: 240' length by 90' width  
 Miles of Bridle Trails: -

### Equestrian Style

Western	X	Training	X
English	X	Driving	-
		Competition	X
		Recreational	X
		Racing	-

### Additional Amenities within Community

-

### Adjacent Public Lands

Wharton State Forest adjacent

### Notes

35-minute commute to Philadelphia. No equestrians live in the homes as of June 2004. Sample home is priced at \$970,000. Developer is equestrian center manager.

# Santa Lucia Preserve

## Carmel, California

<http://www.santaluciapreserve.com/>

### Buildout

Initial Build Date: -  
 % Constructed March 2003: -  
 % Constructed January 2008: -

### Lot Information

Total Number: 300  
 Maximum Size: 50  
 Minimum Size: 5

### Acres per Land Use

Total: 20,000	Housing: -
Boarding: -	Recreation: -
Agricultural: -	Nature Preserve/Open Space: -
Equestrian Center: -	Miscellaneous: -

### Marketing

Amenities Present Before Sales? -  
 Community's Median Lot Price: \$2.5 mil  
 Home Sales Price: from \$5 mil to \$7 mil  
 Median Household Income for the Area: \$58,163  
 Median Age for the Area: 54.3

### Equestrian Facilities

Number of Stalls: 12  
 Number of Turnout Areas: -  
 Average Width: 150'  
 Average Length: 150'  
 Number of Outdoor Arenas: 2  
 Dimensions: 260 length by 150 width  
 Number of Indoor Arenas: -  
 Dimensions: - length by - width  
 Miles of Bridle Trails: 100

### Equestrian Style

Western	-	Training	X
English	X	Driving	-
		Competition	-
		Recreational	-
		Racing	X

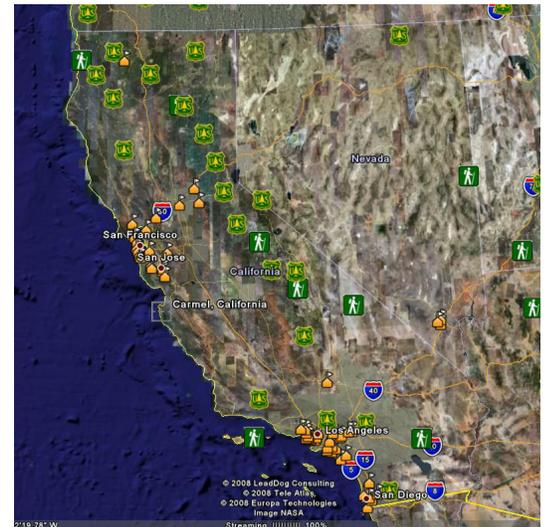
### Additional Amenities within Community

swimming, golf and tennis facilities

### Adjacent Public Lands

### Notes

The Preserve contains a selection of every terrain found in coastal California: open grassland, oak savannah, chaparral and coastal sage and woodlands of oak, redwoods and pine, and wetlands. 12 half-acre, irrigated "pastures" for daily turnout. Additional amenity: 2380' racing track. 2nd arena is Dressage at 20m x 60m.



GoogleEarth 02-24-08

# Sarah's Way

## Newton, New Hampshire

<http://www.carriage-barn.com/sw.html>

### Buildout

Initial Build Date: 1997  
 % Constructed March 2003: 75%  
 % Constructed January 2008:

### Lot Information

Total Number: 8  
 Maximum Size: 2  
 Minimum Size: 1.5

### Acres per Land Use

Total: 50	Housing: 20
Boarding: 20	Recreation: included in 50
Agricultural: 0	Nature Preserve/Open Space: 0
Equestrian Center: 10	Miscellaneous: 0

### Marketing

Amenities Present Before Sales? yes  
 Community's Median Lot Price: \$185,000  
 Home Sales Price: from - to -  
 Median Household Income for the Area: \$60,972  
 Median Age for the Area: 35.3

### Equestrian Facilities

Number of Stalls: 20  
 Number of Turnout Areas: X  
 Average Width: 20'  
 Average Length: 20'  
 Number of Outdoor Arenas: 1  
 Dimensions: 100m length by 100m width  
 Number of Indoor Arenas: 1  
 Dimensions: 160' length by 72' width  
 Miles of Bridle Trails: <1

### Equestrian Style

Western	-	Training	X
English	X	Driving	X
		Competition	X
		Recreational	X
		Racing	-

### Additional Amenities within Community

-

### Adjacent Public Lands

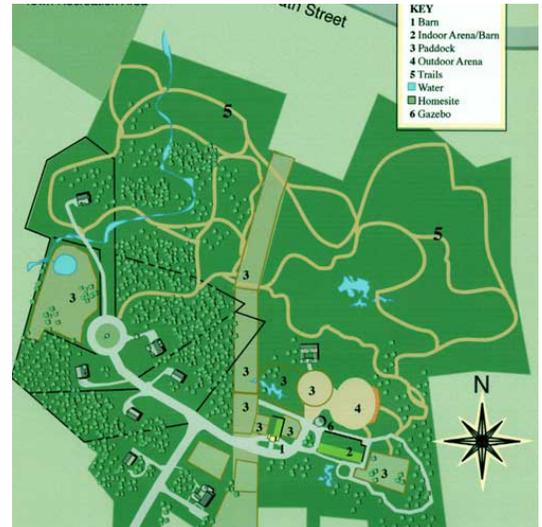
A larger trail system

### Notes

Therapeutic riding as well. 2 arenas with 8 acres devoted to carriage barn (antique). 3 spring driving shows plus summer pleasure driving. Indoor arena and 10 stalls. Host monthly clinicians, give classes, 4-H program. Corporation running barn does trail clearing maintenance. Iso two 1.5 acre paddocks



GoogleEarth 02-21-08



<http://www.carriage-barn.com/sw.html> on 02-21-08

# Serenbe

## Palmetto, Georgia

<http://www.serenbecommunity.com/home.html>

### Buildout

Initial Build Date: -  
 % Constructed March 2003: -  
 % Constructed January 2008: -

### Lot Information

Total Number: 220  
 Maximum Size: 0.5  
 Minimum Size: 0

### Acres per Land Use

Total: 900	Housing: 80
Boarding: -	Recreation: -
Agricultural: 25	Nature Preserve/Open Space: 720
Equestrian Center: 10	Miscellaneous: 65

### Marketing

Amenities Present Before Sales? -  
 Community's Median Lot Price: \$401,000  
 Home Sales Price: from \$260,000 to \$1 mil+  
 Median Household Income for the Area: \$-  
 Median Age for the Area: -

### Equestrian Facilities

Number of Stalls: -  
 Number of Turnout Areas: -  
 Average Width: -  
 Average Length: -  
 Number of Outdoor Arenas: -  
 Dimensions: - length by - width  
 Number of Indoor Arenas: -  
 Dimensions: - length by - width  
 Miles of Bridle Trails: -

### Equestrian Style

Western	-	Training	-
English	-	Driving	-
		Competition	-
		Recreational	-
		Racing	-

### Additional Amenities within Community

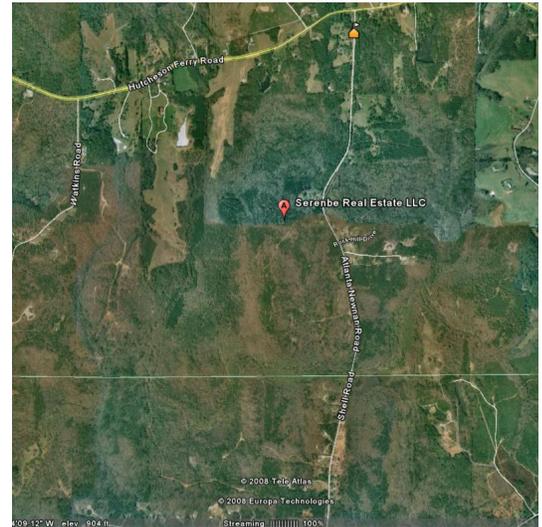
This isn't just an amenity community. Serenbe Farms is a 25-acre working, organic farm located at Serenbe and part of the national Community Supported Agriculture partnership, Serenbe Farms provides organic produce throughout Atlanta and The Chattahoochee Hill Country. The 900 acres of Serenbe lie in the heart of 40,000 acres protected with a master plan that calls for 80% green space. Building sites are limited to 220 homes, including live/work spaces, and commercial buildings.

### Adjacent Public Lands

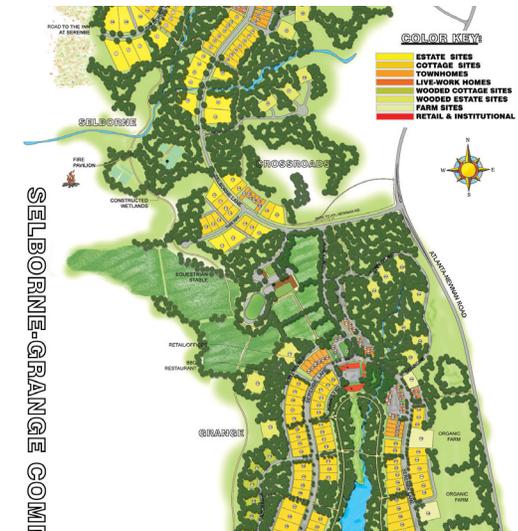
-

### Notes

Most noted aspect of Serenbe is their commitment to Green design. The following is a paraphrased excerpt from Serenbe's Sustainability webpage at: <http://www.serenbecommunity.com/sustain.html> At Serenbe, we hold the notion that a community is a living part of its natural surroundings, not something to be built at nature's expense. From the ground up, we've taken a new look at community development, and have based every facet of Serenbe design on traditional values and the principles of environmental sustainability. Each Serenbe building project is designed to flow with the terrain. Accessible pathways encourage walking. Native plants and organic landscaping techniques are used throughout. All homes meet the standards of the EarthCraft House Program. Using newly designed, yet inexpensive reuse water techniques, treated effluent water is reused for irrigation and future water supply for toilets. Other wastewater is treated in a two-stage chemical-free passive system. And storm water runoff is directed into natural systems of vegetated filter strips and shallow channels of dense vegetation.



GoogleEarth on 02-23-08



[http://www.serenbecommunity.com/docs/serenbe\\_grangemap.pdf](http://www.serenbecommunity.com/docs/serenbe_grangemap.pdf) on 02-23-08



[http://www.serenbecommunity.com/docs/serenbe\\_communitymap.pdf](http://www.serenbecommunity.com/docs/serenbe_communitymap.pdf) on 02-23-08

# Silvertooth Fahey Farm

Kansas City, Missouri

www.silvertooth.net

## Buildout

Initial Build Date: 2001  
 % Constructed March 2003: 31%  
 % Constructed January 2008:

## Lot Information

Total Number: 36  
 Maximum Size: 1.72  
 Minimum Size: 0.5

## Acres per Land Use

Total: 46.29	Housing: 26.29
Boarding: 0	Recreation: 3.5
Agricultural: 0	Nature Preserve/Open Space: 10
Equestrian Center: 6.5	Miscellaneous: 0

## Marketing

Amenities Present Before Sales? X  
 Community's Median Lot Price: \$105,000  
 Home Sales Price: from \$350,000 to \$800,000  
 Median Household Income for the Area: \$37,198  
 Median Age for the Area: 34

## Equestrian Facilities

Number of Stalls: 30  
 Number of Turnout Areas: -  
 Average Width: -  
 Average Length: -  
 Number of Outdoor Arenas: 1  
 Dimensions: - length by - width  
 Number of Indoor Arenas: 1  
 Dimensions: 200' length by 90' width  
 Miles of Bridle Trails: 2.5

## Equestrian Style

Western	X	Training	X
English	X	Driving	-
		Competition	-
		Recreational	X
		Racing	-

## Additional Amenities within Community

Small park, small lake, putting and chipping green

## Adjacent Public Lands

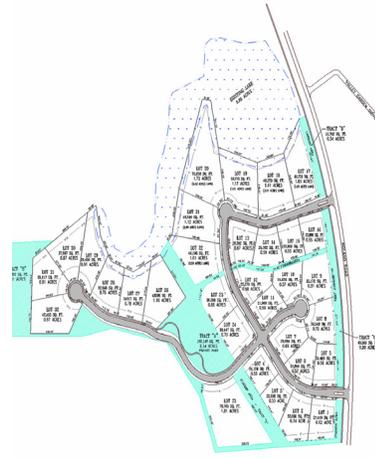
Adjacent to Jackson County Parks land "Little Blue Trace"

## Notes

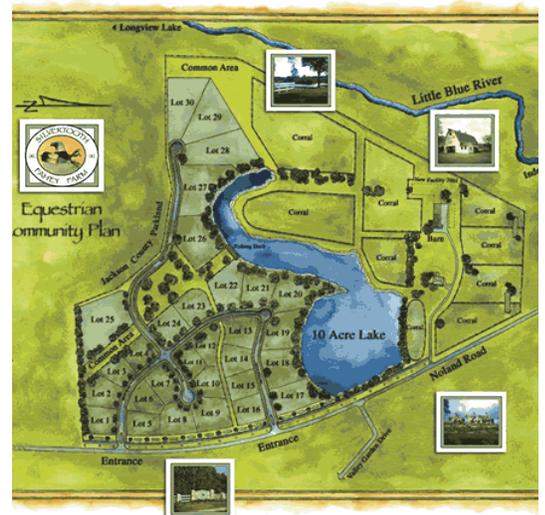
Round pen is indoors



GoogleEarth 02-17-08



<http://www.silvertooth.net/platmap.htm> on 02-17-08



<http://www.silvertooth.net/community.htm> on 02-17-08

# The Oaks

## Lake City, Florida

<http://www.oconnoratheoaks.com/>

### Buildout

Initial Build Date: 2008  
 % Constructed March 2003: -  
 % Constructed January 2008: 0%

### Lot Information

Total Number: 234  
 Maximum Size: 5  
 Minimum Size: 1

### Acres per Land Use

Total: 1222	Housing: 758
Boarding: 40	Recreation: 348
Agricultural: -	Nature Preserve/Open Space: -
Equestrian Center: 76	Miscellaneous: -

### Marketing

Amenities Present Before Sales? -  
 Community's Median Lot Price: \$117,000  
 Home Sales Price: from - to -  
 Median Household Income for the Area: \$26,161  
 Median Age for the Area: 37.3

### Equestrian Facilities

Number of Stalls: 33  
 Number of Turnout Areas: -  
 Average Width: -  
 Average Length: -  
 Number of Outdoor Arenas: 1  
 Dimensions: - length by - width  
 Number of Indoor Arenas: 1  
 Dimensions: - length by - width  
 Miles of Bridle Trails: 15

### Equestrian Style

Western	-	Training	X
English	X	Driving	-
		Competition	X
		Recreational	X
		Racing	-

### Additional Amenities within Community

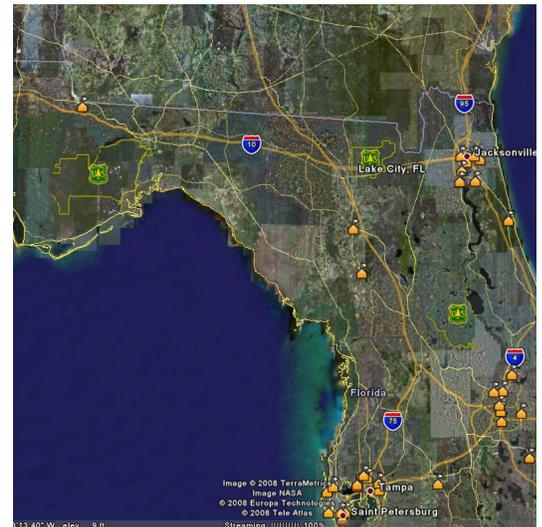
Dog park, nature hiking.

### Adjacent Public Lands

-

### Notes

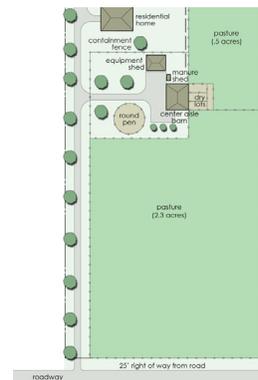
This project is set to begin sales in Jan 2008. 136 "equestrian lots." This is purported to be the world's first ever branded equestrian facility. Additional amenity: David O'Connor designed cross-country course. Dog park.



GoogleEarth 02-24-08



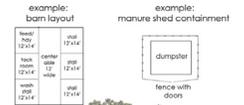
<http://www.oconnoratheoaks.com/site-plan.cfm> on 02-17-08



FARMETTE LOT LAYOUT OPTION A

- #### SITE CHARACTERISTICS
- 4.5 acre lot
  - 2,400-4,000 sq. ft. home
  - 2.8 acres of pasture total
  - horse facility containment fence
  - equipment shed large enough for a 2 horse hitch trailer, storage, and a gator/golf cart
  - optional round pen (50' diameter)
- \*alternative option: some pasture may be converted to build a small riding arena

- #### BARN CHARACTERISTICS
- dry lot access from each stall
  - easy turnout with shoot system
  - ability to convert stalls for another use if there are less than 3 horses



<http://www.oconnoratheoaks.com/the-homes.cfm> on 02-17-08

# Upland Farm

## Minnetrista, Minnesota

<http://www.uplandfarm.com/> (no longer a working URL)

### Buildout

Initial Build Date: -  
 % Constructed March 2003: -  
 % Constructed January 2008: -

### Lot Information

Total Number: 13  
 Maximum Size: -  
 Minimum Size: -

### Acres per Land Use

Total: 171	Housing: -
Boarding: -	Recreation: -
Agricultural: -	Nature Preserve/Open Space: -
Equestrian Center: -	Miscellaneous: -



GoogleEarth 02-21-08

### Marketing

Amenities Present Before Sales? -  
 Community's Median Lot Price: -  
 Home Sales Price: from - to -  
 Median Household Income for the Area: \$90,347  
 Median Age for the Area: 39.2

### Equestrian Facilities

Number of Stalls: -  
 Number of Turnout Areas: -  
 Average Width: -  
 Average Length: -  
 Number of Outdoor Arenas: -  
 Dimensions: - length by - width  
 Number of Indoor Arenas: -  
 Dimensions: - length by - width  
 Miles of Bridle Trails: -

### Equestrian Style

Western	-	Training	-
English	-	Driving	-
		Competition	-
		Recreational	-
		Racing	-

### Additional Amenities within Community

-

### Adjacent Public Lands

-

### Notes

Each lot is deeded 2 stalls in the 25,000sf professionally managed Equestrian Center. Could not reach a representative for a phone interview and additional detail.

# Vero Beach Ranch

## Vero Beach, Florida

www.verobeachranch.com

### Buildout

Initial Build Date: -  
 % Constructed March 2003: -  
 % Constructed January 2008: -

### Lot Information

Total Number: 180  
 Maximum Size: 40  
 Minimum Size: 1

### Acres per Land Use

Total: 3750	Housing: 2550
Boarding: 50	Recreation: 50
Agricultural: -	Nature Preserve/Open Space: 1000
Equestrian Center: 100	Miscellaneous: -

### Marketing

Amenities Present Before Sales? -  
 Community's Median Lot Price: -  
 Home Sales Price: from - to -  
 Median Household Income for the Area: \$  
 Median Age for the Area:

### Equestrian Facilities

Number of Stalls: -  
 Number of Turnout Areas: -  
 Average Width: -  
 Average Length: -  
 Number of Outdoor Arenas: -  
 Dimensions: - length by - width  
 Number of Indoor Arenas: -  
 Dimensions: - length by - width  
 Miles of Bridle Trails: -

### Equestrian Style

Western	-	Training	-
English	-	Driving	-
		Competition	-
		Recreational	-
		Racing	-

### Additional Amenities within Community

Polo facilities, lake

### Adjacent Public Lands

25,000-acre preserve that adjoins The Ranch

### Notes

This is the re-use of a 4000 acre ranch that hasn't been on the market for 50 years.



GoogleEarth 02-24-08



<http://verobeachranch.com/siteplan.html> on 02-23-08

# Whitelock Farms, Equestrian Way & Countryside

## Jacksonville, Florida

### Buildout

Initial Build Date: 1999  
 % Constructed March 2003: -  
 % Constructed January 2008: 100%

### Lot Information

Total Number: 107  
 Maximum Size: 40  
 Minimum Size: 2.5

### Acres per Land Use

Total: 1000	Housing: 995
Boarding: -	Recreation: -
Agricultural: -	Nature Preserve/Open Space: -
Equestrian Center: 5	Miscellaneous: -

### Marketing

Amenities Present Before Sales? no  
 Community's Median Lot Price: -  
 Home Sales Price: from \$650,000 to \$1 mil +  
 Median Household Income for the Area: \$40,316  
 Median Age for the Area: 33.8

### Equestrian Facilities

Number of Stalls: -  
 Number of Turnout Areas: -  
 Average Width: -  
 Average Length: -  
 Number of Outdoor Arenas: 1  
 Dimensions: - length by - width  
 Number of Indoor Arenas: -  
 Dimensions: - length by - width  
 Miles of Bridle Trails: 5

### Equestrian Style

Western	-	Training	-
English	-	Driving	-
		Competition	-
		Recreational	-
		Racing	-

### Additional Amenities within Community

-

### Adjacent Public Lands

-

### Notes

Cluster of 3 equestrian communities 30 minutes from Jacksonville, Florida. Total lots for three communities. 30% of property owners are equestrians, others wanted a home in the country with property values protected. Developer had so much success with these three communities, he's developing more "across the street." It appears that most lots are large enough for property owners to build their own barns and keep their horses on their own lot.



GoogleEarth on 02-21-08

# Will Rogers Equestrian Ranch

Queen Creek, Arizona

<http://www.willrogerseqranch.com/>

## Buildout

Initial Build Date: 1999  
 % Constructed March 2003: 65%  
 % Constructed January 2008:

## Lot Information

Total Number: 125  
 Maximum Size: 0.51  
 Minimum Size: 0.23

## Acres per Land Use

Total: 87	Housing: 65
Boarding: 10	Recreation: 0
Agricultural: 0	Nature Preserve/Open Space: 0
Equestrian Center: 5	Miscellaneous: 0

## Marketing

Amenities Present Before Sales? yes  
 Community's Median Lot Price: \$60,000  
 Home Sales Price: from \$350,000 to \$700,000  
 Median Household Income for the Area: \$63,702  
 Median Age for the Area: 30.9

## Equestrian Facilities

Number of Stalls: 170  
 Number of Turnout Areas: X  
 Average Width: 465'  
 Average Length: 465'  
 Number of Outdoor Arenas: 2  
 Dimensions: 250' length by 150' width  
 Number of Indoor Arenas: -  
 Dimensions: - length by - width  
 Miles of Bridle Trails: 100

## Equestrian Style

Western	X	Training	X
English	X	Driving	-
		Competition	-
		Recreational	X
		Racing	-

## Additional Amenities within Community

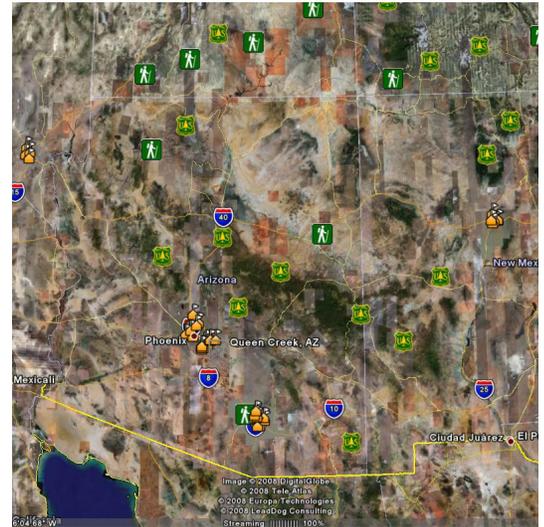
Recreation hall, swimming pool, BBQ pit, parking for visitors

## Adjacent Public Lands

Queen Creek wash - a 60-90' wide seasonal creek bed runs adjacent to property and affords extra riding area

## Notes

Cement tile roof required Bleachers brought in as needed. Trails are for "Heels, wheels and hooves" Hay barn and pellets silo Arenas are lighted, uncovered and sprinkled. Also adjacent to 80,000 high-desert acres of Government land and Native American Reservation land



GoogleEarth on 02-24-08