

Marketing Green Developments: Conveying the Concept of Open Space Subdivisions to Homebuyers

Marketing Benefits

- Provide homebuyers with information regarding the concept, principles, and intended effects of conservation open space developments early in the home buying process
- A vision of the green context of a development site at the Landscape-scale can act as a powerful marketing vehicle by providing a framework of benefits & selling points to new homeowners
- Will cultivate a greater understanding of this landuse planning tool, that can lead to greater local advocacy of green development
- Will establish expectations for communal use and management of common open space areas within the development



Schematics of a Conservation Subdivision in Clinton, CT depicting multi-scale benefits to green design

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Marketing Tools

- Subdivision signs
- Information brochures regarding benefits of open space conservation developments
- Make imaging available that places the development in a landscape context and illustrates ecological linkages to surrounding natural areas and greenways



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Make the Benefits of Green Design Relevant to the Homebuyer

Green Design Component	Benefit to Homebuyer
Retention of trees Creation of vegetated swales	Noise reduction, temperature moderation, aesthetic views, access to nature & wildlife
Cluster Development – smaller lots	Less maintenance & lawn care needed
Communal Open Space	<ul style="list-style-type: none">■ Facilitates a sense of community■ Provides children with a shared play area■ Provides physical fitness opportunities■ Buffers subdivision from future development
Native vegetation	Lower landscaping costs (long-term)