



## PULTE HOMES

*Strong Partnership, Positive Results*

Pulte Homes and Del Webb, (a division of Pulte Homes) has designed and built new homes and communities of the highest quality and design excellence for more than 50 years. During the early spring of 2007, Pulte's Land Development Managers expressed an interest in improving the overall appearance of their community entrances. Dawn Tecza, of Land Management Group, a landscape management consultant for Pulte, introduced Night Light, Inc to the Pulte organization.

How could Night Light help the Pulte organization in their efforts to improve their communities' appearances and help market these communities in a slowing housing market?

One of the first communities focused on was Edgewater, a Del Webb community for active adults located in Elgin, Illinois. The development and construction of phase one at Edgewater was already completed when the new partnership began. This included the main community entrance, sales center, common parks, clubhouse and hundreds of homes. Unfortunately, the initial site and landscape lighting had already been installed in these areas as well. The biggest problem was the fact that much of the original lighting was not installed exactly according to the original design, and many of the light fixtures were not operating properly. Not only did this result in poor illumination but created negative night time marketing for the community.

The decision was made to have Night Light prepare preliminary illumination designs and budgets for phases two, three and four of the project. Gary R. Weber Associates, the landscape architecture firm for Edgewater, was very cooperative, providing landscape drawings and specifications needed to engineer the illumination designs.

Proper illumination design focuses on very specific design criteria such as balance, color, glare reduction, and effectively illuminating the proper elements. Too often, the design of landscape illumination, as it relates to community entrances, falls short of outstanding. When trying to make an impact, signs and trees are traditionally "blasted" with high-intensity flood lights resulting in too much light and a high likelihood of light pollution.

The illumination designs for the new phases were presented along with budget projections. Each job was broken down into manageable pieces which could be implemented as the budget allowed; without compromising quality materials, design, and workmanship. Pulte realized that they could achieve a better illumination and greater impact at a similar or slightly higher cost.

The next step was challenging. The main entrance to the Edgewater community was poorly lit. How could the existing illumination system be "fixed" without completely starting over? A complete inspection and assessment of the existing system was scheduled. Existing equipment, wiring, circuitry and controls were all reviewed and a report was submitted to Pulte. Most of the wiring, circuitry and controls could be used in a re-designed system. Unfortunately, many of the fixtures had failed due to moisture conditions and poor choice of fixtures. Certain fixtures chosen were not providing the correct type and intensity of illumination needed. Placement of many of the existing fixtures did not provide the illumination effects desired.

A plan was put in place to enhance the entrance illumination. Properly illuminating the entry monuments was accomplished by adding supplemental fixtures and using the existing fixtures in new locations.

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*For those who appreciate the difference*

CASE STUDY



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Some of the larger trees at the entrance had inadequate lighting which was replaced with proper fixtures. The existing controls were utilized and reprogrammed. Overall, the entrance was greatly improved without having to start over. Plans were implemented to re-design the illumination of the clubhouse at Edgewater and as new common areas are constructed, Night Light will be involved from the start.

Immediately, the decision was made to have Night Light involved in any illumination design and installation for all of the new Pulte developments. But there were still existing developments that had been already completed or under construction that needed illumination help.

Night Light was called to help another Del Webb development by the name of Shorewood Glen in Shorewood, Illinois. A fabulous entryway with large monuments and water features greets residents and guests as they enter this community. Unfortunately, the entry did not have the “punch” it needed after dark. Existing illumination of the monuments was ineffective due to equipment failure. Three beautiful waterfalls were initially illuminated with under-water fixtures that were continually failing. Many trees were originally illuminated but due to lack of maintenance, the fixtures had failed or were in disrepair. Night Light went to work by proposing alternatives to illuminating the waterfalls. Research was done on the existing monument lighting and repairs were made to the existing equipment. Supplemental illumination was added to the surrounding landscape resulting in another successful illumination renovation for Pulte.

The Pulte team realized that not only was the illumination of entrances to the communities important, but the model homes and sales centers should also be explored. These model homes are not traditionally open to the public for preview at night but many prospective home buyers “drive by” communities to look at model units at night, after work, at their leisure. Most of these models are traditionally “flooded” with large amounts of light, a major contributor to light pollution. Pulte decided they needed to look at other options

Plans were drawn for illumination of various model and sales centers. The focus of the design was to highlight the exterior features of each home as well as some of the surrounding landscape elements. The end result is more subtle illumination but directed and focused on exterior home features.

The partnership between Pulte and Night Light creates a working environment that guarantees cooperation, communication and mutual respect for each other’s business. Jason Polakow, land development manager for Pulte Homes, appreciates this relationship with Night Light. “At Pulte Homes, we take great pride in building partnerships with all trades. Night Light’s communication and response have been great. Their proactive approach has proven beneficial and cost-effective for Pulte Homes,” says Polakow. “We want the first impression of our communities at night to portray a feeling of quality, detail and pride; a testament of how we build our homes. Night Light has helped us raise the bar and differentiate ourselves from other communities.”

As new communities are developed, Night Light is the partner which Pulte turns to for all of their site and landscape illumination needs.

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