

Architectural Design Narrative

West Orange Avenue Planned Development

Project Introduction and Design Intent

The West Orange Avenue Planned Development, encompassing 56.624 acres in Fort Pierce, Florida, proposes the creation of a high-quality, pedestrian-friendly residential community featuring 450 townhome units across two phases.

Our design philosophy centers on integrating contemporary Florida vernacular architecture with modern efficiency and community-focused amenities. The development aims to provide an attractive, attainable housing option that enhances the urban-to-suburban transition along Orange Avenue while establishing a cohesive and aesthetically pleasing neighborhood fabric. The architectural choices prioritize durability, low maintenance, and a regionally appropriate aesthetic to ensure long-term value and neighborhood appeal.

Developer's Commitment to Quality and Efficiency

This development is designed and constructed by Ryan Homes, one of the nation's largest and most experienced homebuilders. With a foundation built over 75 years, Ryan Homes is renowned for its commitment to standardized quality, value engineering, and operational efficiency across 16 states. The townhome plans—Neptune WB and Piper WB—are part of the "Florida Simply Ryan" series, tailored specifically for the Southeast climate and lifestyle.

This approach incorporates the company's **BuiltSmart** whole-house engineering standards, which mandate advanced construction methods and energy-efficient materials. Each home is designed to deliver superior year-round comfort, reduced energy consumption (often achieving HERS scores significantly lower than standard new homes), and long-term durability, providing assurance of a resilient and cost-effective product for the future residents of Fort Pierce.

Architectural Character and Massing

The townhomes employ a robust, multi-unit attached typology, exemplified by the "Neptune WB" and "Piper WB" models. The exterior architecture balances traditional proportions with clean, modern lines. The dominant visual element is the combination of traditional siding and stucco veneers, creating textural depth and variety while maintaining a coastal, resilient aesthetic. The massing is characterized by two-story construction with deep, articulated rooflines featuring a consistent mean roof height (approximately 22'-9"), which imparts a substantial and residential scale to the building rows. Subtle variations in roof eaves and front entry canopies, as seen in the renderings, break up the horizontal expanse, mitigating the appearance of repetitive structures. The placement of multiple vertical windows, both double-hung and fixed, ensures ample natural light penetration while adding rhythm and visual interest to the facades.

Unit Design and Functionality

The unit floor plans, designed for efficient use of space and modern living, offer both three-bedroom (Neptune WB) and three-bedroom, two-and-a-half bath configurations across approximately 1,466 to 1,632 square feet of conditioned space. The main level is dedicated to open-concept living, maximizing connection between the Great Room, Dining, and Kitchen areas. This flow supports flexibility for entertaining and daily family life. A crucial element of the ground floor is the inclusion of a dedicated, front-entry, single-car garage and an accessible Powder Room, addressing parking needs and guest amenities directly. Specific attention is given to the indoor-outdoor transition, featuring a covered lanai (e.g., 10' x 10' in the Neptune model and an option for the Piper model) accessible from the rear, promoting the Florida lifestyle.

The upper level is designed as the private domain, efficiently clustering bedrooms and bathrooms. The Neptune model notably includes a ground-floor owner's suite (12'-10" x 14'-0") for enhanced accessibility and privacy, a sought-after feature in multi-generational housing. The interior volumes are maximized with generous ceiling heights: 8'-8" on the first floor and 8' on the second floor, contributing to an airy and spacious feel.

Community Amenities and Site Integration

The architectural expression extends to the community amenities, which serve as visual and social anchors for the development. The amenity area includes a centrally located Clubhouse, Pool, and Shade Structure. The Clubhouse architecture adopts a clean, bright, and formal language—characterized by smooth stucco finishes and a hip roof—to create a distinguished focal point. The mail kiosk and shade structure at the main entrance establish a formal, welcoming gateway, utilizing similar architectural elements to ensure a unified design vocabulary across the entire site. These elements, surrounded by lush, regionally appropriate landscaping (including mature palm trees), are strategically positioned to foster social interaction and provide active and passive recreational opportunities for residents, further elevating the quality of life within this new Fort Pierce community.