



Create TRUE COMMUNITIES

We will create safe communities that encourage connections and a sense of belonging—between neighbors, businesses, and throughout the region. Integral to any community is proximity to employment, retail establishments, and the community services residents use daily. We will assure the necessary facilities, lifestyle amenities, and services are in place for today and for the future. As a business, we will work to be a good neighbor, helping each new community live in harmony with established, local neighborhoods.



Nurture ECONOMIC SUCCESS

To be sustainable, our communities will be mixed-use. We believe mixed-use communities make essential services more viable, reduce the need for commuting, and provide basic needs and amenities close to home. We will strive to create communities that support a business environment conducive to long-term economic viability and rich with local employment opportunities. It is our hope that each community we create will also contribute positively to the local and regional economy. As a company, we will support local businesses.



Value LEARNING

We believe that what you know shapes your life and has the ability to influence the success of communities. We will encourage learning by working in partnership with education service providers to provide abundant educational opportunities in all facets of life and across generations. As a business, our focus on learning supports our core values of excellence and innovation.



Simplify TRANSPORTATION

Our communities are created to be safe, walkable, and friendly neighborhoods that decrease an everyday dependence on automobiles. We are also committed to connecting our communities to the surrounding area, making transportation as easy as possible. We will continue to work toward finding transport solutions that make sense, minimize the use of resources, and encourage a healthier lifestyle.



Respect the ENVIRONMENT

In our communities and in our own business, we will do all we can to minimize our environmental impact. Today, we are working to ensure the buildings we create, operate, and occupy are environmentally responsible and independently rated as achieving best practices green building status. And, while our initial goal is to achieve a neutral impact of zero net waste, water, and emissions, one day we hope to go beyond this to generate a positive one.



Be ACCOUNTABLE and TRANSPARENT

We will continually measure ourselves against each of our aspirations and hold ourselves accountable to our goals. We will openly share our findings, tirelessly search for new and better ways to reach our goals, and continually raise the bar in sustainable living.



Our COMMITMENT to SUSTAINABILITY



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