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LandDesign offers award winning urban design, planning, branding, civil engineering and landscape architecture solutions to public and private sector clients across the globe. With seven offices in the United States and Beijing China, the LandDesign team effectively brings innovative, buildable, sustainable and ecologically responsible projects to life worldwide.

30 years. Unprecedented talent. Superior solutions.

www.LandDesign.com



Photography: Leslie Suter

Seaside Mariana Spa & Golf Resort, Nicaragua

Uncommon Process

Plan & Brand

Process Principles

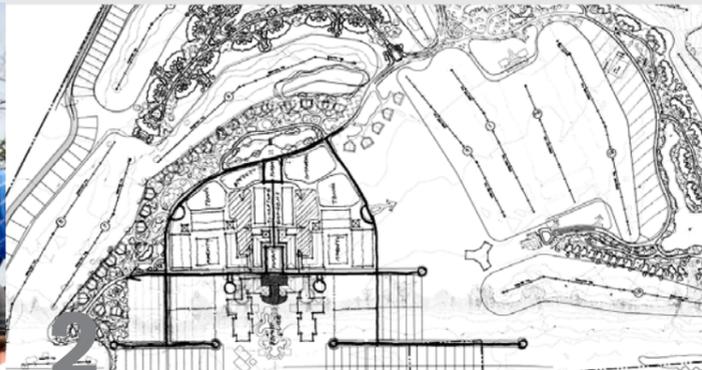
Brand Envisioning

Market Driven Planning

Strategic Brand Launch and Marketing



1



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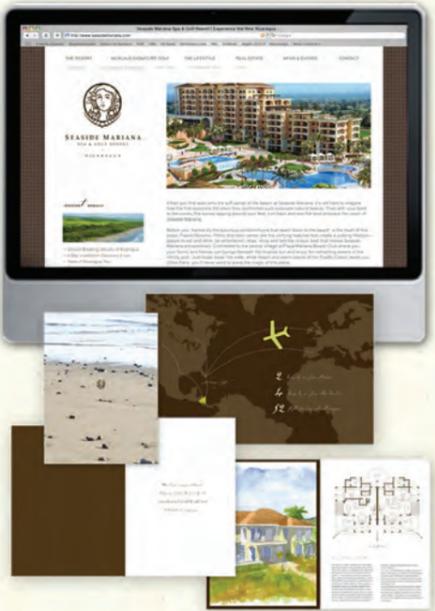
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The Value of the Plan & Brand Process

Clarifies and refines your vision for your team and within your identified market

Transitions the core brand vision into physical elements of the land and within the physical environment

Launches a cohesive brand concept to consumers with elevated market entrance power

At LandDesign, we believe wholeheartedly that a collaborative and unified approach to the creation of the plan and the brand strategically creates an end solution for your project that will resonate more effectively with your target consumer and have elevated market entrance power.

The LandDesign approach distills your vision into the core elements needed to create place personality, product appropriateness and market impact. We include elements of the land, the plan, the environment, the overall visual presence and the manner of delivering the message to the masses. Our multidisciplinary teams work far beyond the creation of “plan, sign and marketing” for our projects. We take time to identify the spirit behind your vision as well as targeted consumer desires, craft a strategy for the delivery of the appropriate message with appropriate impact, then make sure that intangible energy – the magic of the place – is translated consistently into every detail of the brand experience. That’s the power of combining land with brand.

Our process typically begins with a Brand Envisioning Session including project stakeholders. The purpose of this collaborative strategy experience is to collectively consider what the place should become, who will live, work, play or buy there, and the message that should be delivered to the market within the message and the environment. The ultimate goal of this experience is to leave the room with a shared vision of the project – a brand strategy – that serves as a road map to all future decision making relative to the ongoing planning, design, architecture, marketing and sales of the project.

- 1 Site Analysis: A thorough analysis of the site identified the natural features that will translate into the plan and the brand.
- 2 Concept Plan: The development of the concept plans married the form of the place to the natural features in the initial design
- 3 Envisioning: LandDesign facilitated a Brand Envisioning Session. The result of this process was a clear vision of what Seaside Mariana was to become, including amenities, the flavor and palette of the architecture and surroundings, and the cornerstones of the brand promise that was to be delivered to market.
- 4 The Master Plan: The development of the master plan followed the established brand principles identified through the envisioning process.
- 5 Brand to Market: The Land & Brand process allowed the elements of the initial Brand Vision to be translated effectively into the delivery of the message to market.

That shared vision is then applied to the further design and planning of the site. The cornerstones of the brand are used as a guiding principle for establishing land use and place personality beyond the restrictions of the terrain. Product selection, the flavor of the architecture, streetscape design, furnishings and fixtures, signage and amenities are developed with the cornerstones of the brand promise to the consumer in mind.

The developing brand is then transitioned into a marketable message and visual presence that is based upon sales goals and delivered strategically to the identified target audience. The vehicles for the delivery of the brand include creation of a visual identity, core messaging and wealth of marketing tools and tactics, including advertising, public relations, a web presence and e-marketing tools, collateral, video and signage.