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**CLASSICA**  
HOMES DESIGNED FOR LIVING

# BOOK OF SECRETS

*Finding a Home You'll Love*



*You should love every square foot of your new home and feel inspired by design that truly wows. Many people think about homes in terms of size – upsizing for more room, downsizing for less. At Classica, we think differently. We focus on “rightsizing” – creating homes that feel just right, regardless of size, with thoughtfully designed floor plans and none of the wasted space so common in older homes.*

*That philosophy inspired these design insights – our secrets to creating a truly remarkable home. And when you’re ready to build a home you genuinely love, our award-winning team will be there to guide you with care and expertise, every step of the way.*

*Live Inspired.*





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*ClassicaHomes.com*



*Imagine living in a neighborhood you never want to leave. These are the kinds of places we love building for our customers. Where the little things and the big things have to be just right. Where you can walk up the street, or simply enter your front door, and know that every little thing is perfect... This is home. Here's how you find it:*

01.

## *Remarkable Locations*

The right neighborhood starts with the right location. One that's close to great shopping, restaurants, and schools, and convenient to the places you need to be. We only build neighborhoods in the most sought-after locations in the Charlotte area: from Cornelius, Huntersville, and Concord to the North, to Fort Mill and Lancaster, just south of Charlotte.





02.



## *Authentic Neighborhoods*

The best neighborhoods are designed to create an authentic community experience. Imagine beautiful streetscapes and refined homes against a backdrop of mature landscaping, quaint pocket parks, and walking trails where you can connect with neighbors. These neighborhoods inspire the best kind of living.

03.



## *Refined Design*

Your home is at the center of it all. We believe refined, timeless architecture and design is the key to creating a space that feels beautiful, inspiring, and effortlessly functional. Our floorplans are crafted to help you live the way you've always imagined – today and for years to come.

# INTERIOR DESIGN SECRETS

*Design is where a Classica home truly comes to life. Honored with Best in Design recognition, Classica's approach blends timeless architecture, thoughtful functionality, and elevated craftsmanship – inside and out. Every home is shaped by nationally-acclaimed architects and refined through decades of experience, resulting in spaces that feel as beautiful as they are livable, today and for generations to come.*



**“I’ll know it when I see it.”** We’ve heard this countless times from homebuyers who can’t seem to find a home that fits their unique lifestyle. The problem is, there is no “one size fits all” home. Everybody lives differently, has different ideas of home, and finds inspiration in different ways. So it can be hard to stumble upon “it.”

As it turns out, there is a bit of a science to finding the right home. Here are 5 things to look for:

01.



## *People-Driven Design*

Your floorplan should reflect the people in your home and the way they love to live. Do you need space for the family artist or gardener, or for working or schooling from home? The key is to craft **spaces defined by your family's lifestyle.**

02.



## Natural Light

Count the windows. We've never heard someone say, "This home is too bright." The number of windows and, just as importantly, their placement is essential to creating **floorplans that feel warm, bright, and inviting.**

03.



## Flexible Spaces

Design your home with **spaces that adapt to each moment of your life.** For example, instead of a formal dining room that gets used 2-3 times per year, craft a Celebration Dining Room that is perfect dressed up for dinner parties or dressed down for casual family dining.

04.



## "Rightsizing"

Most people think about new homes in terms of size – upsizing for more room, downsizing for less. But we like to think about "rightsizing" – designing a home with **rooms that feel just right** based on how you actually live, regardless of size.

05.



## Functionality

Your home should make living easier. If you like to entertain, a Scullery, second dishwasher, and extra cabinet storage are a must. If you work from home, you need privacy and space for office equipment. If you travel, control your home through a smartphone. **Your home should be crafted around the way you live.**

## 4 KEYS TO BUYING *Open Concept:*



As you know, open-concept home design is now the norm – everyone is doing it!

What could be easier, right? One big open box with plenty of room for the kitchen, great room, dining room, and foyer. While that would be open – and believe me, it has been done – it doesn't live right simply because it's open. There's more to it than you might think.

That's because open-concept home design, when done right, allows each room to flow openly to the next while still maintaining private comfort and space of its own. It's truly the best of both worlds! It all starts with professional design.

After years of touring homes across the country, we always asked "Who designed it?" when we found an incredible floorplan. Over and over, the answer was Bassenian Lagoni Architects out of Newport Beach, CA. They are by far the country's best architectural team. Today, every Classica home's interior is designed by Dave Kosco of Bassenian Lagoni. Dave has become a great friend and is the most talented architect we've ever met.

**What really defines open concept?** We think the following four elements are key:

01.



## *Right-Sized Living*

Making each room the right size is critical in open-concept planning. Dining rooms should flex for holiday celebrations, yet still feel comfortable for nightly family meals. Great rooms shouldn't feel like a clubhouse, nor should they feel cramped. And kitchens should serve beautifully as the command center of the home.

02.



## *Open, Yet Defined*

While the rooms are open to one another, each space should still feel like a room of its own. You should distinctly feel that you are "in" the dining room, great room, and so on. This can be accomplished through ceiling treatments, framed openings, and wall trim details that subtly define each room.

03.



## *Think Outside the Box*

Open design doesn't simply mean a box. By incorporating what we call "outboard dining" or a "destination Great Room," the dining or great room is thoughtfully offset from the kitchen. This creates an open, I-shaped space that offers both connection and a sense of privacy at the same time.

04.



## *Let the Light In*

Open design should always feel bright, cheerful, and beautifully lit. This can be achieved with corner or box bay windows that span multiple walls, by opening the Great Room to the Covered Outdoor Living Room to bring the outdoors in, or by borrowing light from a glass front door to create a welcoming first impression.

# EXTERIOR DESIGN SECRETS

*An inspiring floorplan is essential, but for a home to be truly remarkable, it must look the part. The exterior matters. It should feel timeless, beautiful, elevated in style, and exacting in its details – refined in every sense.*

## 5 ELEMENTS OF *Timeless Design*:

Every Classica home exterior is designed by Todd Hallett of TK Design out of Michigan. Todd has studied authentic, timeless architecture his entire life. He's also one of the most gifted artists I've ever met. The first time I saw him pen a sketch of a redesigned Classica home, I fell in love. As the master creator behind every Classica exterior home design, Todd ensures your home is as authentic, timeless, and beautiful in 30 years as it is today.

**So, what makes a Classica (or any home) design timeless?**



## *Authenticity*

Going back to the pattern books for proper sizing, roof pitches, and window shapes.



## *Real Materials*

Real stone, proper use of metal, and authentic siding choices and combinations (stone, stucco, siding, brick).



## *Details*

Shutters that are proportional with shutter dogs and hinges, exterior trim details, and front door design that compliments the home's style.



## Beauty

A home designed for beauty and incorporated with timeless concepts will outlast trends every time. It only happens when the best designer gives their work to a builder, and the builder honors that work, never cutting details to cut costs.

## Professionalism

It takes a true professional to design to these exacting standards. Finding the right architect who understands is critical.



*Browse videos and virtual tours at [ClassicaHomes.com](https://www.classicahomes.com) for more inspiration.*



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