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Survey shapes design of sustainable community SPECIAL TO FLORIDA WEEKLY



Research conducted by Benchmark General Contractors in Fort Myers revealed that three out of four of those surveyed would live in an ecofriendly, sustainable community and would decrease their carbon footprint to protect the environment.

Mark Anderson, owner of Benchmark, implemented the online survey before finalizing the site plan and home design for Sanibel Island's first sustainable community, Sea Glass of Sanibel. Launched over a three-month period, the survey was e-mailed to more than 5,000 people throughout the U.S., Germany, Sweden, France and the U.K.

Results of the survey also showed that more than 65 percent prefer a two-story Florida style home with an Asian influence over a more contemporary home. The majority also had a preference for landscape that embraced the local tropical environment.

"We want to base the design of the Sea Glass community on real data not speculation," explained Mr. Anderson. "Now we are ready to move forward with our site plan and home and landscape design with complete confidence. We were also able to ascertain helpful feedback from the survey including insightful comments that we are incorporating into our plans."

Benchmark has partnered with the University of Florida's School of Architecture and the Florida Community Design Center to bring this eco-friendly community to fruition. The 12-acre sustainable residential community received the Honor Award from the American Institute of Architects Florida in the Unbuilt Design category in August 2010. ;

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