



## PASEO SALES CENTER

The architectural and graphic design teams combined efforts to produce marketing materials for the Paseo sales center. The two major components of the marketing package were the site plan and town center model. The large-scale color site plan is used to show potential buyers the location of their property and to indicate which properties are available. The large-scale model of the town center provides a hands-on view of the community's town center, tennis center, resort pool, and the relationship of the center to lakes and natural preserves in the area. Both the site plan and model have proven to be amazing visual aids for the sales center staff and a quick method of showing buyers the main features of their future community.



PASEO SALES CENTER

PASEO



**SITE PLAN LEGEND**

CASTLE BUILDINGS	TOWN HOMES	FLATS
CAROL = 40	S. ANNA 2ND = 18	S. PABLO = 28
ISABEL = 46	S. ANNA 3RD = 30	S. PABLO 2A = 28
CASTILLA = 48	S. OLGA = 30	S. CLAYTON = 38
CONDOR = 48	S. PEDRICA = 44	S. FERNANDEZ = 44
BOCONGO = 46	S. ROSA = 18	S. BENITO = 44
CARDENAS = 44	S. PARRA = 34	
	S. MARIELA = 44	
	S. BARBARA = 44	
	S. CLARITA = 18	
<b>TOTAL CASTLES = 341</b>	<b>TOTAL TOWN HOMES = 138</b>	<b>TOTAL FLATS = 132</b>
		<b>TOTAL UNITS = 611</b>

STOCK DEVELOPMENT

