



INDIANA DUNES CLUB

Planning Vision · The Way Life Should Be.

88 CONCEPT HOMES · MODEL ACREAGE: 40.806 TOTAL / 23.930 LAKE

MICHIGAN CITY, INDIANA

SPONSOR

BWW Partners LLC, an Affiliate of NWI Development Group LLC

A formal translation of the design direction coming out of the initial charrette working sessions with our land planner, Doug Farr. Doug is a nationally recognized architect, urbanist, and author. He is the founder of Chicago-based Farr Associates, a pioneering, sustainability-driven architecture and urban-design firm that plans and designs lovable and aspirational buildings and places. The firm was recognized by The New York Times as “the most prominent of the city’s growing cadre of ecologically sensitive architects.”

Doug is a leader of the sustainability movement, having delivered keynote speeches in more than 37 states and at every major professional conference in the field. He co-chaired the development of the U.S. Green Building Council’s LEED for Neighborhood Development (LEED-ND) and has served on the boards of urban-sustainability organizations including the Congress for the New Urbanism, BioRegional, EcoDistricts, and Elevate Energy. Doug has also been named one of Planetizen’s 100 Most Influential Urbanists (twice) and was recently honored with the Daniel H. Burnham Distinguished Service Award from the Chicago Region Chapter of Lambda Alpha International (LAI) Land Economics Society.

THE PROPERTY

Michigan City, Indiana

88 concept homes
40.806 modeled acres; survey to reconcile

SPONSOR

BWW Partners LLC,
an Affiliate of NWI Development Group

MASTER PLANNING

Farr Associates

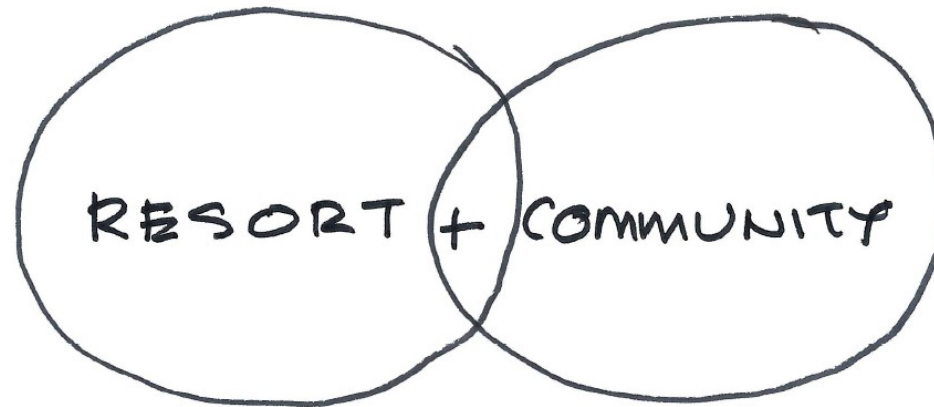
What this deck covers

01	The Guiding Idea	Resort + Community — the way life should be	05	The Clubhouse on the Back Dune	Community house, lodge, and lookout
02	Positioning	Sales distinction and market differentiation	06	Architectural Language	Modern and traditional under one design code
03	Site Plan Options	Four strategies to test around Lake Kai	07	Design Principles	The rules we intend to hold ourselves to
04	The Dune Transect Story	Reading the site from Lake Kai to Lake Michigan	08	Next Steps	From sketches to entitled site plan

The way life should be.

The intersection of a resort and a community — not one dressed as the other.

THE WAY LIFE SHOULD BE



Places with names. Aspirational. Elevated. Where resort meets community.

Distinction from neighboring Beachwalk and Whisper Dunes

Indiana Dunes Club shares a neighborhood with Beachwalk and Whisper Dunes — but not a product. The buyer, the community vibe, the architecture, the price band, and the pace of arrival and use are deliberately different.

WE ARE NOT

Beachwalk or Whisper Dunes	Successful communities — but different brands.
Fully monetized	Every square inch does not need to earn.
Know-no-neighbors	Anonymous rental turnover is not the model.
Key West architecture	A pastel vernacular imported from elsewhere.
Numbered phases and cul-de-sacs	Sequential expansion signals a subdivision, not a place.

WE ARE

Places with names	Streets, greens, and gathering spots are named — never numbered.
Aspirational	A community people move toward, not through.
Elevated	Substantial architecture, a broader price-point range, and design integrity.
Owner-first	Predominantly second homes rather than a rental pool.
Designed to feel timeless	The design intent and character are those of a project that preceded Beachwalk and Whisper Dunes.

Four strategies to test — how the plan meets Lake Kai

Each strategy tests a different relationship between the entry road, the buildable land, and the 26-acre private lake at the center of the site.

STRATEGY A Back-Edge Street	STRATEGY B Lake-Edge Street	STRATEGY C Place-Based Plan	STRATEGY D In-and-Out Street
<i>Road wraps behind the buildable land</i> Residences face the lake with the street behind. Preserves an uninterrupted lake edge but pushes utility and access to the back of the lot.	<i>Road hugs the lake perimeter</i> A continuous drive along the water reads as a public shore — at the cost of some private lake frontage per lot.	<i>Named places anchor the plan</i> Distinct destinations — Dune, Club, Park, Sunset Vista — organize the plan and give the community its interior geography.	<i>Single loop with a crescent and first-view moment</i> A crescent arrival choreographs the first view of the lake; a single circulation loop keeps traffic quiet and residents oriented.

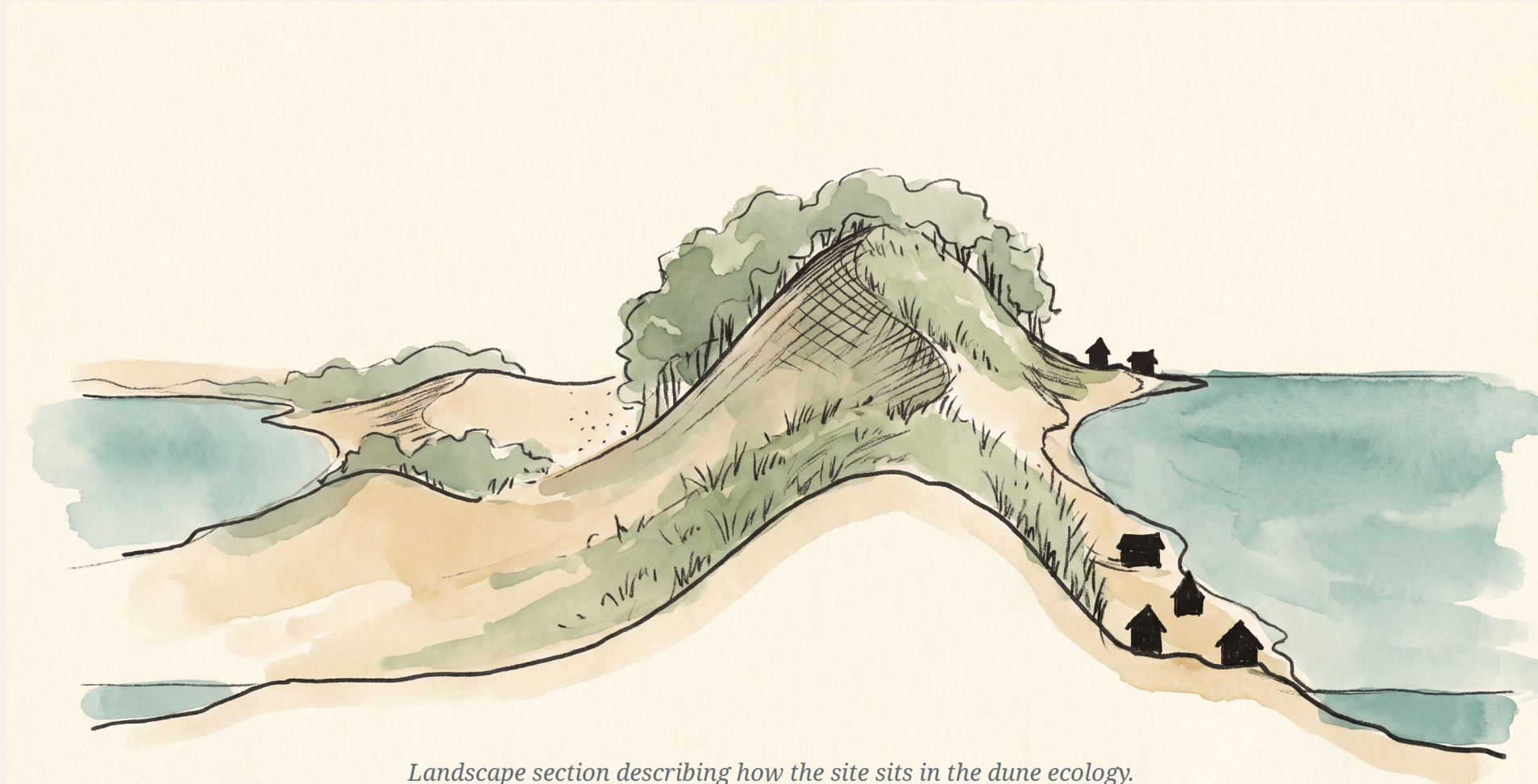
Working direction: Strategy C (Place-Based) and Strategy D (In-and-Out) are the two we intend to advance to plan-drawing.

A dune transect — from our lake to Lake Michigan

The site is not flat. Between Lake Kai and Lake Michigan sits a mythical back dune, a big dune, and a working shoreline. The clubhouse, pool, and residential edges each earn their place along that transect.



From the private lake, over the dune, to Lake Michigan.



Landscape section describing how the site sits in the dune ecology.

A clubhouse built into the back dune

The community’s civic building sits in and on the back dune — cradled by landform, addressed to Lake Kai, sheltered from Lake Michigan winds. One structure holds five overlapping programs and reads as the community’s living room.

Community House	The everyday resident room.
Lodge	Guest quarters for visiting family and friends.
Clubhouse	Racquet, wellness, and social programming.
Meeting House	Community meetings and events under one roof.
Winter Anchor	The four-season indoor-outdoor destination.

KEY DESIGN MOVES

Built in / on the back dune

The building is bedded in landform rather than perched on top of it — reading as of the site, not on it.

Faces Lake Kai

The pool and community rooms address the interior lake; the dune wraps the back.

One arrival drive

A single processional drive delivers residents, guests, and event traffic to a shared front door.

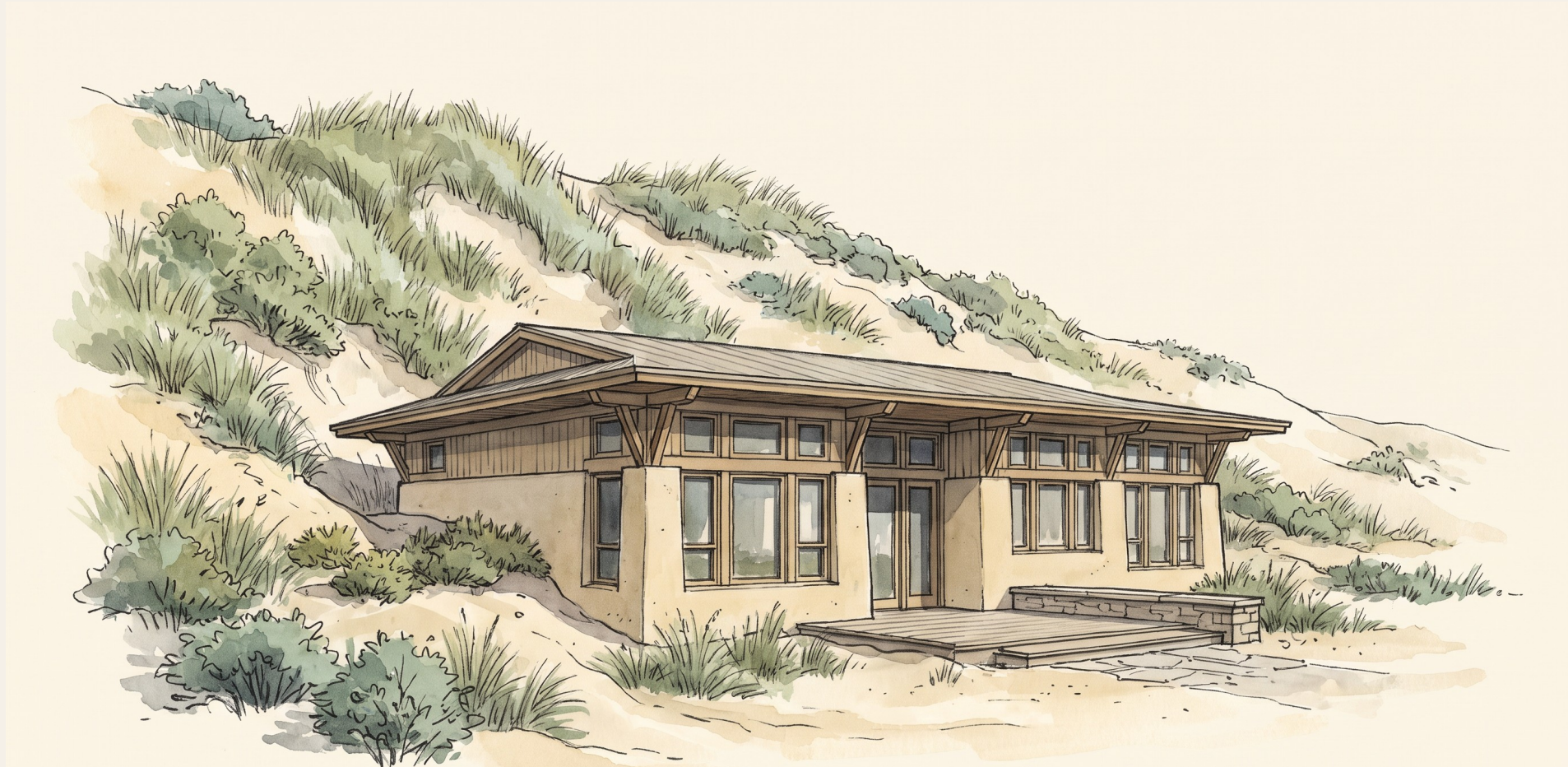
Landscape as a room

Native dune grasses and vegetated buffers extend the interior into planted outdoor rooms.

Four-season program

A refrigerated outdoor winter rink and interior gathering hold the building alive year-round.

A building the dune quietly holds.



The community house nested into the back dune — discovered, not announced.

Modern and traditional — under one design code

Not a single architectural style — a design code that permits two families (modernism and a warm traditional) provided both share the same rules for massing, materials, terracing, and how a home meets the dune.

MODERNISM

Terraced, planar, quiet

- Stepped massing that follows the dune down toward Lake Kai.
- Flat and low-slope roofs used as outdoor terraces.
- Simple stucco, wood, and stone palette in dune tones.
- Openings composed as apertures on views — not decoration.

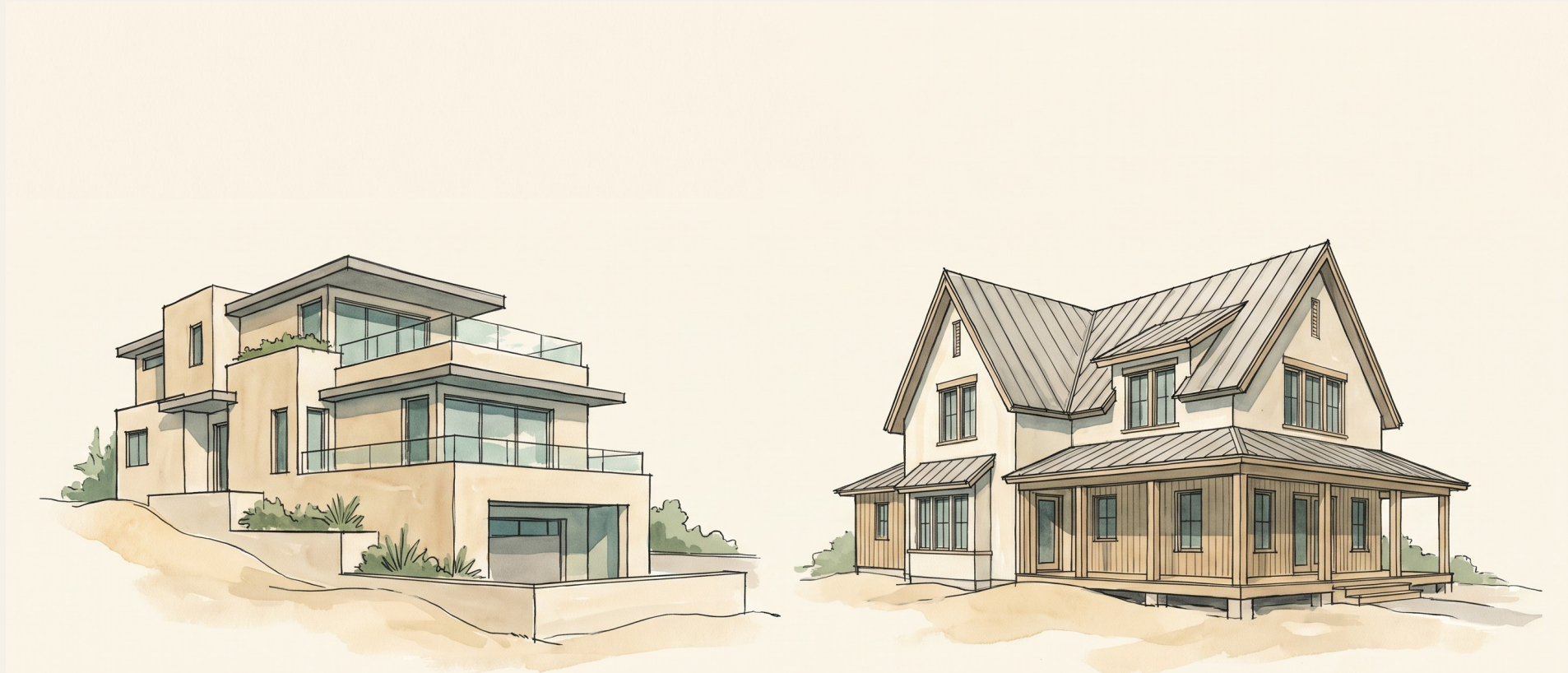
TRADITIONAL

Pitched, layered, familiar

- Steep standing-seam metal roofs, deep eaves, generous porches.
- Stacked bays that terrace with the dune rather than fight it.
- Warm natural cladding — no Key West pastels, no signature.
- Detail that ages toward richer, not toward tired.

One design code: both languages must terrace with the dune, use natural materials in dune tones, and address the lake on their long face.

Modern and traditional — both belong here.



Studies of two compatible architectural vocabularies for the vertical program.

The rules we hold ourselves to — and what happens next

Places, not phases

Streets, greens, and gathering spots earn names.

Resort + Community

Neither one dressed as the other.

Substantial architecture

Materials and detail that reward a second look.

Design integrity

One code, held over time — no drift.

Owner-first

Elevated ownership and guest experience through world-class land planning and architecture.

Of the dune

Buildings terraced with landform, never on top of it.

NEXT STEPS

From sketches to entitled plan

01 Select the site strategy

Advance Strategy C or D to a full site plan.

02 Draft the design code

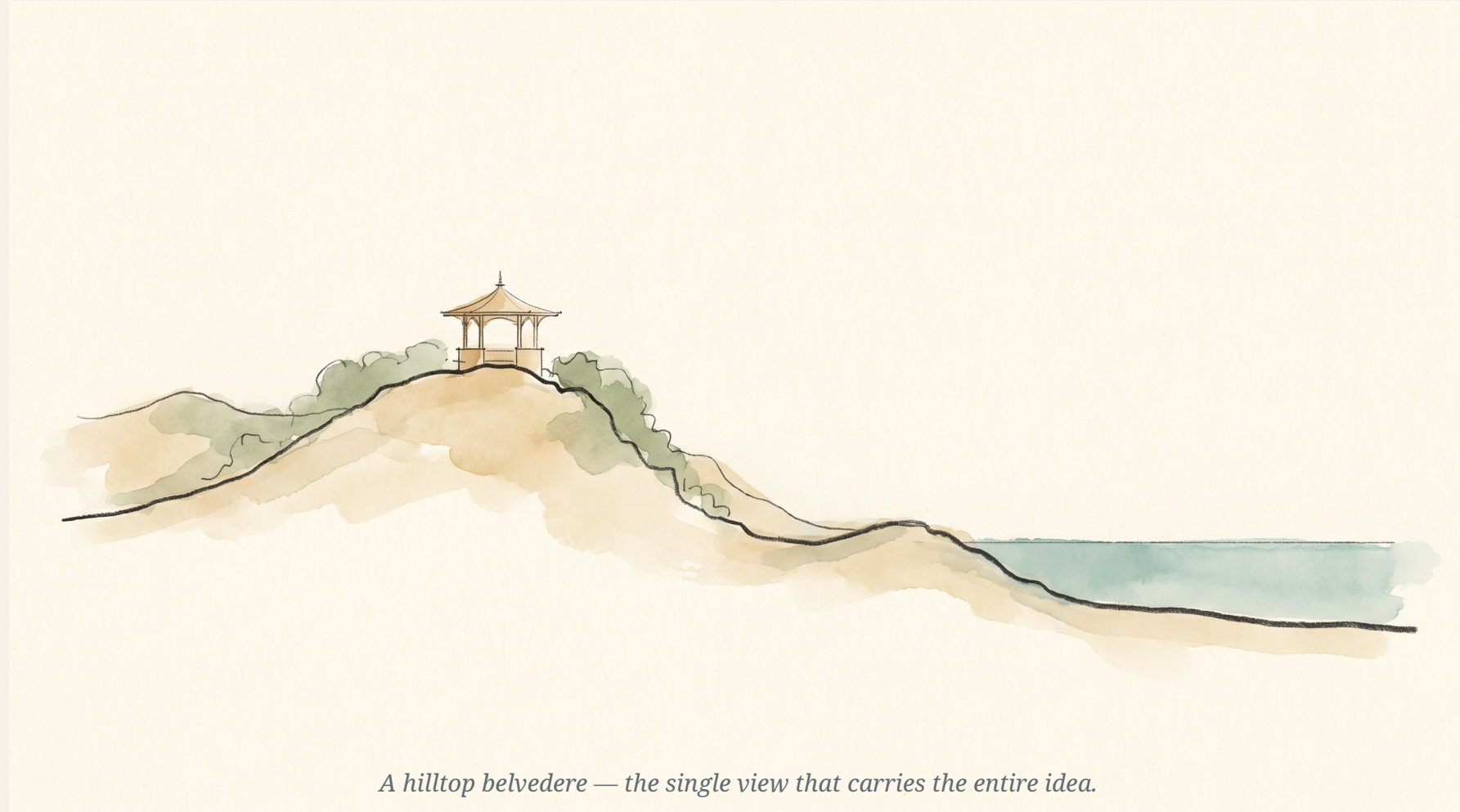
Publish one code for the two architectural families.

03 Present to the Michigan City Plan Commission

Prepare the subdivision-plat submission.

THE WAY LIFE SHOULD BE

One quiet room at the top of the dune.



A hilltop belvedere — the single view that carries the entire idea.