



The Way Life Should Be

A lakeside dunes community by NWI Development • Master plan by Doug Farr, FAIA

Master plan by Doug Farr, FAIA

Founder of Farr Associates, a Chicago architecture and urban design firm. Each of his hand-drawn concept sketches in this deck is followed by its rendered Waterfire version.

About Doug Farr

- Architect, urbanist and author; Fellow of the AIA (FAIA) and of the Congress for the New Urbanism (FCNU)
- Founding chair of the U.S. Green Building Council LEED for Neighborhood Development (LEED-ND) Core Committee, 2003–2009
- Chair of the Congress for the New Urbanism board, 2014–2016
- Author of Sustainable Urbanism: Urban Design with Nature (Wiley, 2008) and Sustainable Nation (Wiley, 2018)
- Twice named one of Planetizen's 100 Most Influential Urbanists; 2025 Daniel H. Burnham Distinguished Service Award

His approach to the Lake Kai plan

- Low-speed, 15 MPH walkable streets in the spirit of early Beachwalk
- A variety of lot sizes, home types and price points in place of uniform 50' × 100' lots
- Special places that tell a story: courts, pavilions, the plaza and the Crescent
- Preserving natural areas, which Farr cites as supporting 10–25% sales premiums
- Designed hands-on with NWI Development, testing ideas in sketched plan and perspective



Waterfire

A lakeside dunes community · 88 homes · Many price points

Conceptual rendering — illustrative only.

Waterfire
The Way Life Should Be



White blocks: Beachwalk context, separate from Indiana Dunes Club. Sponsor annotation; not a surveyed boundary.

The Way Life Should Be

Homes of many sizes and price points set around a private lake, wooded dunes and a network of shared courts, pools and boardwalks.



Inspiration: WaterFire — floating braziers lit on the water at dusk

88

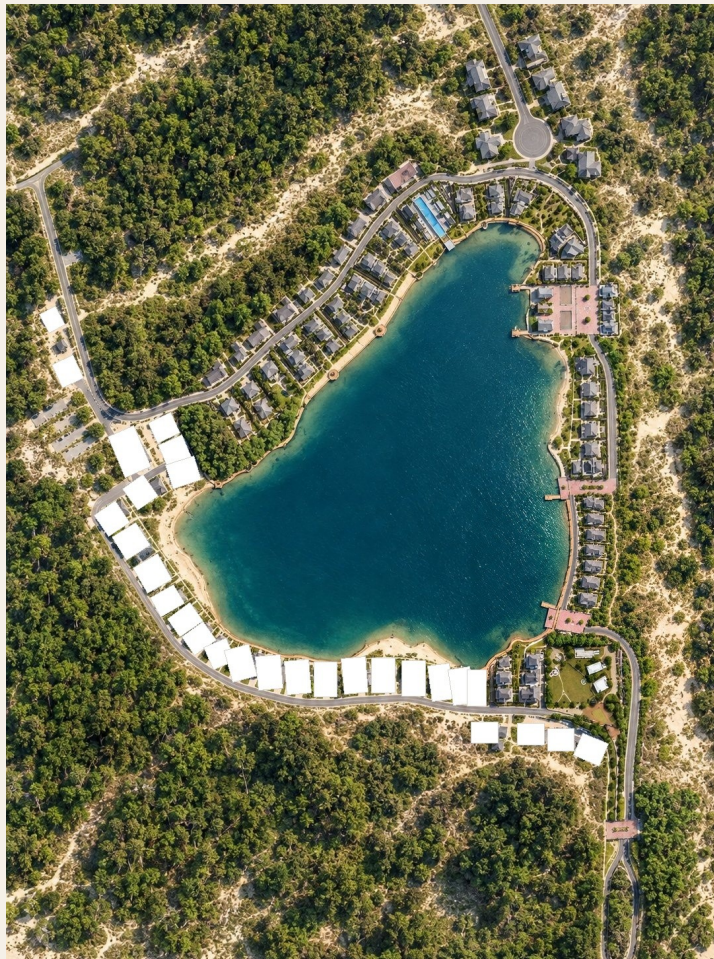
homes

10

priced product rows

5

amenity areas



Conceptual master plan rendering

Waterfire
88 units
Many price points



88 homes. Ten priced product rows.

Twelve concept clusters aggregate into ten financial rows; drawings remain conceptual.

Product	Homes	Home SF	Lot allocation
Crescent Homes	8	2,800	\$500,000
Court Homes	6	1,500	\$300,000
Manor Homes	5	3,100	\$600,000
Big House Condo	12	900	\$225,000
Treehouses	4	1,100	\$250,000
Pool Bungalows	9	1,600	\$300,000
Lake Cottages (4 pack)	8	2,350	\$450,000
Dune Homes	9	2,700	\$400,000
Lake Cottages (6 pack)	24	2,100	\$450,000
Forest Homes	3	3,600	\$750,000

Sponsor planning assumptions. Not an offer, guaranteed return, appraisal or approval.

Source cells: Lot Pricing Worksheet!A2:P12

<https://indianadunesclub.pplx.app/downloads/Indiana-Dunes-Club-Financials-and-Proforma.xlsx>

Waterfire
Amenities

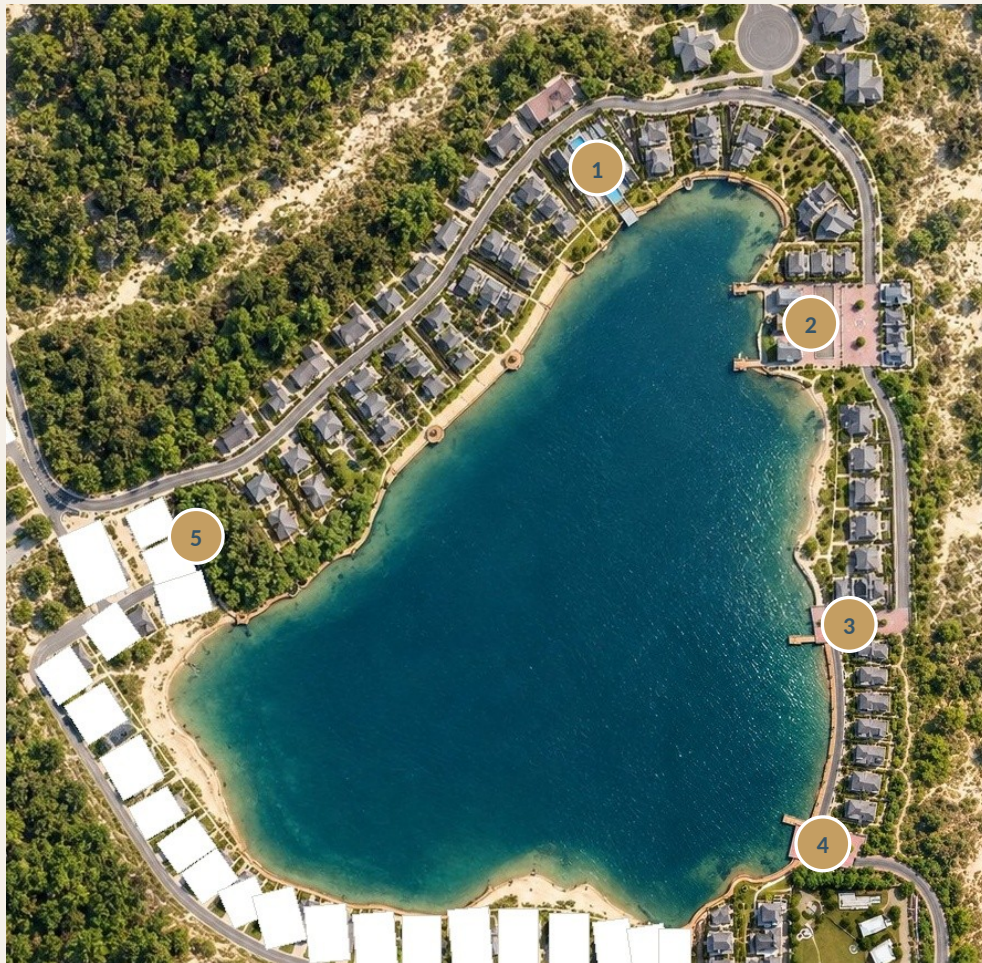


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Amenities

Shared places spaced around the lake, so every home is a short walk from water, a court or the preserve.

- 1 Lap pool with footbridge**
Pool canal, footbridge and faux bridge at the lake edge
- 2 Court with portal and pool**
Arched portal, pool and gathering court
- 3 Court with Lakeside Pavilion**
Open-air pavilion on the east shore
- 4 Court with Lakeside Pavilion**
Pavilion at the south-east end of the Crescent
- 5 Interpretive Preserve**
Protected woods and dunes with trails



Waterfire

Amenity: Hotel Plaza



Inspiration: Piazza Farnese



Aerial View – Plaza, Hotel with portal, pool, lawn

White blocks: Beachwalk context, separate from Indiana Dunes Club. Sponsor annotation; not a surveyed boundary.

Amenity

Hotel Plaza



Key plan



Inspiration: Piazza Farnese, Rome



Aerial view — Plaza, hotel with portal, plunge pool, garden lawns

Waterfire
Amenity: Crescent



Inspiration: The Strand

Aerial View – Crescent street with boardwalk

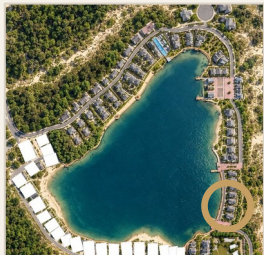
White blocks: Beachwalk context, separate from Indiana Dunes Club. Sponsor annotation; not a surveyed boundary.



INDIANA
DUNES CLUB
WATERFIRE

Amenity

Crescent



Key plan



Inspiration: The Strand



Aerial view — Crescent street with boardwalk and beach

Waterfire

Amenity: Virtual Inlet



Key Plan



Inspiration: Fishtown



Aerial View – Lap Pool, Foot bridge, faux bridge

White blocks: Beachwalk context, separate from Indiana Dunes Club. Sponsor annotation; not a surveyed boundary.

Amenity

Virtual Inlet



Key plan



Inspiration: Fishtown, Leland, Michigan



Aerial view — Lap pool, footbridge, faux bridge, beach

Indiana Dunes Club homes

One architectural language around Lake Kai: Hawaiian farmhouse roofs, deep verandas and a quiet dunes palette.



Signature home



Lake House • design concept



Lake Cottage



Six-pack cottage court

A shared green leading to Lake Kai

Signature roof

Broken-pitch hip roof: steep above, a crisp break, then a shallower skirt that flares out, not up. On every roof line.

Verandas

Wraparound porches with slender white columns, white balusters, mahogany rails and wide front steps.

Materials

Cedar shingle or clapboard walls, cedar-shingle roofs, fieldstone base, divided-light French doors.

Palette

 Dunes Cream	 Veranda White
 Club Navy	 Weathered Cedar
 Mahogany	 Lakeshore Stone