



D2 ORGANIZATION

CASE STUDY DORMAN

Dorman is a 126 acre, two tax parcel land development project in Sussex County, Delaware. The D2 Organization purchased the former hunting and fishing land from family owners and secured all approvals necessary to develop what now is a thriving residential community. D2 was able to convert the land into 269 approved single-family home lots and sell it to a national homebuilder.



CHALLENGE

When D2 approached the family owners, they were met with reluctance as the land was not for sale. There were also multiple environmental challenges, political resistance, and storm water management issues that needed to be addressed prior to selling the property.

STRATEGY

To gain trust of the family owners, D2 successfully presented a strategic timeline and a tax strategy that would fit into the owner's retirement plan, allowing them to monetize the asset and effectively retire. Once the sale was approved, D2 worked closely with officials to map out a by right plan for single family homes that would provide maximum benefit to the community. The property was surrounded by wetlands, so D2 invested in major sewage upgrades and developed a storm water management system to support residential housing. D2 also coordinated with DelDot to update traffic patterns and conduct road work to ensure the community would not be negatively impacted. Major traffic upgrades included the addition of traffic lights and turning lanes adjacent to the neighborhood to accommodate any additional daily traffic on the roads.

RESULTS

In November of 2017, the D2 Organization completed the sale of 269 approved single-family home lots to K.Hovnanian Homes. K.Hovnanian Homes will develop the lots, located in Lewes, DE, into a community to be named the Four Seasons at Belle Terre Farms. The fifty-five and over community will provide low maintenance living and resort-style amenities.

