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Builder Profile: Intracorp

Intracorp Revitalizes Communities



From Lofts to full sized homes, Intracorp's signature sophistication can be spotted a mile away.

By Cristina Paz

Photos By Eric Staudenmaier & Mike Mcnamara
www.intracorpcompanies.com

Take one look at any of Intracorp's developments and you won't be able to look away. Every one of their developments is sleek and sophisticated. Intracorp's residential developments focus on synergies within various cities' revitalized urban-core villages as well as high-rise residential towers featuring destination resort-like lifestyle ambiance. Intracorp is concerned with preserving the character of each distinct location and making sure the needs of each unique community are met. Their developments are luxurious, yet inviting and they are always top of the line.

Peter Lauener is the Regional President of Intracorp. He directs all land acquisition, entitlement, forward planning, business development and long-range vision strategy for the growing development operations of Intracorp throughout Southern California and Hawaii. Lauener has managed Intracorp's operations

➔ Row 3's efficient site plan

➔ Large kitchens with European-style contemporary wood cabinetry and self-closing drawers .

since he established the company in 2002.

Two of Intracorp's recent projects are the Gallery Lofts in Marina Del Rey and Row3 in Los Angeles. These two properties highlight the range of projects that Intracorp develops. Row3 is a traditional townhome with a modern twist, set in the upbeat town of West Hollywood. On the other hand; the Gallery Lofts in Marina Del Rey are modern living in the Marina Del Rey Arts District. Gallery Lofts was recently completed and Row3 is currently for sale.

Located on the outskirts of West Hollywood, mere steps from Sunset Boulevard in Los Angeles, the newly constructed homes at Row3 are everywhere you want to be. West Hollywood's grid gives residents easy access to the vibrant city and all its splendor. The single-family homes on Fuller Avenue are complete with high end appliances and hard wood flooring. Clean finishes, dark wood cabinetry with contrasting crisp light paint give these

homes simple refined elegance. Row3's tri-level residences are impeccably upgraded and ready for move in.

At Row3 residents will enjoy the perks of living in a bustling city filled with history. Close to Sunset Blvd., UCLA, the entertainment industry, Los Angeles, Beverly Hills, Hollywood Blvd., the Beverly Center, Hollywood & Highland, Santa Monica and so much more. Homeowners will never have to worry about a dull moment.

The homes range from 1,628 to 2,209 square feet and homebuyers can choose from three different floor plans. Intracorp chose to offer high end finishes as a standard to cater to the discerning tastes of urban buyers. The standard amenities include: wood flooring throughout, Milgard windows, Ceramica Italian sinks, Grohe bath fixtures, Kohler tubs, Toto water closets, Caesarstone Countertops and custom designer-selected Carbone Contemporary cabinetry. The stainless steel kitchen appliance package includes: Liebert refrigerator, Bosch dishwasher, Thermador microwave and Bertazzoni range.

Intracorp worked closely with LCRA, a Pasadena based architectural firm, and the existing community to meet the needs of residents. Parking and traditional new housing within the urban area were top desires among

community members. Intracorp included five guest parking spots, which are not mandatory per the Los Angeles Small Lot Ordinance, in addition to the 2 spaces included in every attached garage. These extra spaces are a blessing in an area where parking is sparse.

Every Row3 home meets the stringent Cal Green standards and comes stocked with energy saving amenities. Energy Star appliances and water conserving plumbing fixtures are included in every home. Astute planning has the west facing windows feature slated sunscreens to reduce solar heat gain. Outside, solar-ready roof panels are attached to each home and drip/low flow irrigation heads for landscaping and weather based controllers help to conserve



Row3 has successfully demonstrated that despite small lot size, you can deliver a home that provides flexibility in the use of space, as well as open space designs desirable to today's buyer.

— Peter Lauener, Regional President of Intracorp



↑ Gallery Lofts in Marina Del Rey

← Large open living areas are part of the layout in each Row3 townhome

↗ A resort-style recreation area located at Gallery Lofts

water. All materials meet or exceed current environmental pollutant control requirements.

An extra-large roof top terrace included in each home is perfect for entertaining or relaxing. The indoor/outdoor living, provided by the large terraces, maximizes living space and can be used for a multitude of purposes. Intracorp has seen firsthand that outdoor space (roof top decks, patios and porches) continue to be the property enhancement growing in most popularity. Homeowners want to maximize their square footage to the highest potential, which is why Intracorp focused on investing in the outdoor space.

“Row3 has successfully demonstrated that despite small lot size, you can deliver a home that provides flexibility in the use of space, as well as open space designs desirable to today's buyer. There is a growing trend toward infill housing emphasizing smaller developments in more desirable locations. Row3 is adjacent to transit lines and numerous shops and restaurants – supporting the idea of a ‘walkable city,’” said Lauener.

“The main challenge was fitting a traditional 3-story row townhome format into the Small Lot Ordinance in order to maximize the livability and square footage of each unit. LCRA worked very closely with the building department and structural engineer to ensure this could happen without any unsightly gaps, flashing or parapets typical of this type of building using this ordinance. LCRA enjoyed the challenges of fitting the puzzle pieces of the program, city ordinances, and construction requirements into the tight infill site, as well as the opportunity to be expressive in a more contemporary manner. The result is a highly livable housing product to fulfill the demand for new housing within the urban fabric of Los Angeles,” said Lauener.

From its energy conserving amenities to its well-planned design Row3 is an exemplary model of a traditional townhome that has adapted to fit a high-density urban area. Infill housing is a growing trend and these homes feature everything a traditional home provides on a smaller footprint. Row3 held its grand opening in late September of 2013 and all homes are estimated to be complete early summer 2014.



Cristina Paz is an editor for *Builder and Developer* magazine. She may be reached at cpaz@penpubinc.com.