

CASE STUDY

Contemporary Character, Timeless Quality

Miraval

Pinnacle Residential
Costa Mesa, CA

Project Open: June 2016

Site: 2 acres

Number of Homes: 10

Average Plan Size: 3,311 sqft;
4-5 beds, 3.5 baths

*2017 The Nationals Gold Award,
Best Architectural Design
Detached, 3,001-3,500 sqft*

*2016 SoCal Award, Best
Architectural Design of a
Detached Home, priced
\$1.25-2 Million*

EXECUTIVE SUMMARY

Pinnacle Residential, a privately-held real estate development company that was co-founded by principals David Kinnett and Robert Scanlan in 2003, has developed over 15 new communities in Southern California with the primary business objective to develop properties that will command a premium in the market. They acquired a site in a location that presented an inherently ideal opportunity for a unique premium development, and engaged DAHLIN to create a design that would go beyond the obvious potential and take it to the next level. Through excellent execution of DAHLIN's design, the homes have sold extremely well and the project has become award-winning.

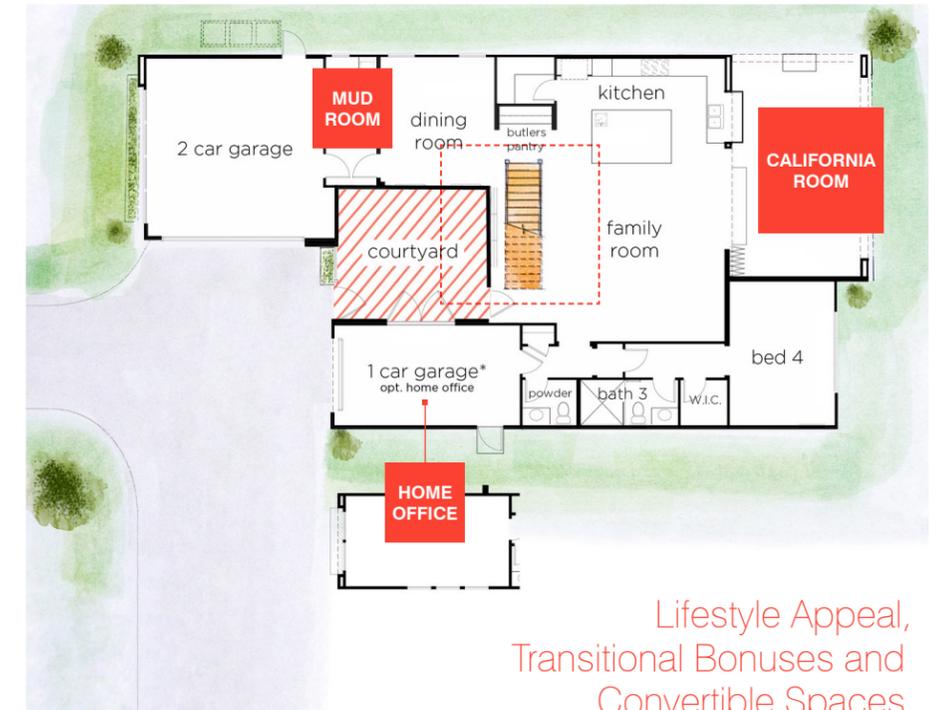
“Mesa Verde is one of the most beloved and historic communities in Costa Mesa, offering an exceptional lifestyle—and we knew we had a rare opportunity to develop something special. DAHLIN really understood what we wanted to do, which is evident in the design.”

Pete Zehnder, Founder, Collective Housing Supply

CHALLENGES

In keeping with their business model, Pinnacle Residential acquired a two-acre site in Costa Mesa, California, that was centrally located to multiple major shopping centers, including South Coast Plaza, three major freeways, and the beaches at Newport and Huntington in the popular historic neighborhood of Mesa Verde. This presented an ideal development opportunity to create the kind of premium real estate properties for which Pinnacle Residential is known.

Their goal was to create homes for young couples and families that would capture and enhance their Southern California lifestyle and command a premium in the market by offering a unique design. No easy task when every developer and builder in the market is also trying to capitalize on that same Southern California lifestyle.



Lifestyle Appeal,
Transitional Bonuses and
Convertible Spaces

HOW DAHLIN HELPED

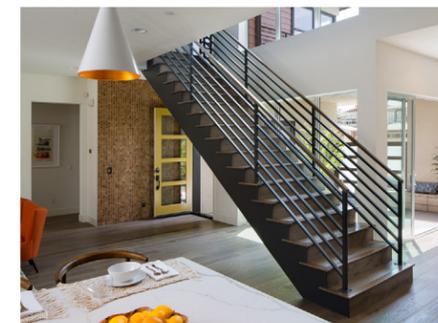
To achieve Pinnacle Residential's goal, DAHLIN focused the design process on the indoor/outdoor living experience. Recognizing that *Indoor/Outdoor Living* is a phrase frequently bandied about Southern California, even when only referring to a small patio or balcony, our goal was to raise the bar behind that meaning by providing the differentiation required to command a premium. DAHLIN achieved this through thoughtful integration of the floor plan, elevation, and use of materials, infused with the indoor/outdoor design concept.

Open Floor Plans with Volume and Transparency

All the homes have an open floor plan with high ceilings that allow you to flow through the home, while a sense of openness and volume reminiscent of the outdoors is evoked. The expansive use of glass in the materials for the elevation makes the outdoors visible from within as it simultaneously fills the home with natural light. This is felt as soon as you enter a private front courtyard where you are greeted by large front windows. Looking through

the windows, a floating staircase climbs up the voluminous high ceilings, and beyond that you can see through the Great Room and California Room into the rear yard. This transparency blurs the line between inside and outside.

The open floor plan centers around the kitchen, Great Room, and California Room. Large bi-folding doors in the Great Room meet at the kitchen cabinet edge, expanding the openness even more into the California Room. This provides owners tremendous flexibility in how they use and flow in-and-out of their living space.





MIRAVAL'S CALIFORNIA ROOM

Seamless Transitional Spaces Become a Bonus

The thought given to the transitions between outdoor and indoor is so thoroughly integrated into the design that it even shows up in the details of ancillary spaces in the home. For example, the mud room with a wash area that allows the owner to rinse off sandy children after an afternoon at the beach, or to give the family dog a bath. The same can be said for the dining area that opens to the open air of the private entry courtyard, a butler's pantry/built-in bar that makes a design statement, and the personal, second floor, family loft that can be converted for any use.



“According to DAHLIN’s designs, we incorporated the use of unique, natural materials to create custom elevations with each residence. This gives buyers the feeling of a custom home, differentiating it from other market options and supporting our price point.”

Robert Scanlan, Principal / Co-founder, Pinnacle Residential

Modern Curb Appeal

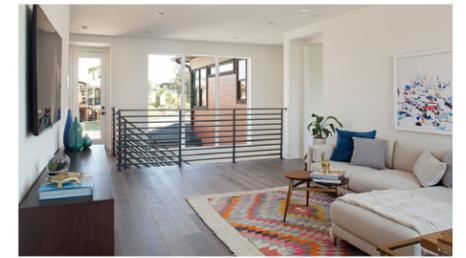
Since this is a small hamlet of 10 homes, we designed the homes to be setback from the cul-de-sac street with a two-car, turn-in garage, along with a single-car bay set further back from the street. This helped to create a grander approach, enhancing the curb appeal as you enter into the community with large front yards that are landscaped with plenty of drought tolerant plants, and respective of the surrounding neighborhood scale and character.

The elevation is a nod to the Mid-Century design influences found in Mesa Verde; however, because most Mid-Century Modern homes are single-story, we chose to create a Transitional version of this style. We kept the forms of the home simple, using quality exterior materials and finishes along with a variety of color accents, to give each home distinctive character.

RESULTS AND FUTURE PLANS

Pinnacle Residential has great attention to detail, which ensured that the design we provided to them was executed as intended. As a result, the quality and the details gave each house at Miraval, the first new community to be built in Costa Mesa’s iconic Mesa Verde neighborhood in decades, a custom home feel, which the market and the industry has responded to well.

In just the first two weeks after opening, 40 percent of the homes were sold. Miraval was awarded, *Best Architectural Design of a Detached Home* priced \$1.25–2 Million in the 2016 SoCal Awards presented by The Greater Sales & Marketing Council and the Building Industry Association of Southern California. It has also been awarded *The Nationals Gold Award* for 2017 in the project category of Best Architectural Design Detached, 3,001–3,500 sqft, presented by the National Association of Home Builders.



“DAHLIN’s design for Miraval encompasses timeless Contemporary California architecture and brings artisanal design to each home. It is this attention to detail in the design that has not only made developing this community a profitable investment for us, but will help it remain a solid investment for buyers.”

Robert Scanlan, Principal / Co-founder, Pinnacle Residential

Market differentiation through design evident details.

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