S

# ORANGE COUNTY – AN MPC LABORATORY

*Balancing Market Opportunity, Capital Investment and Quality of Place*

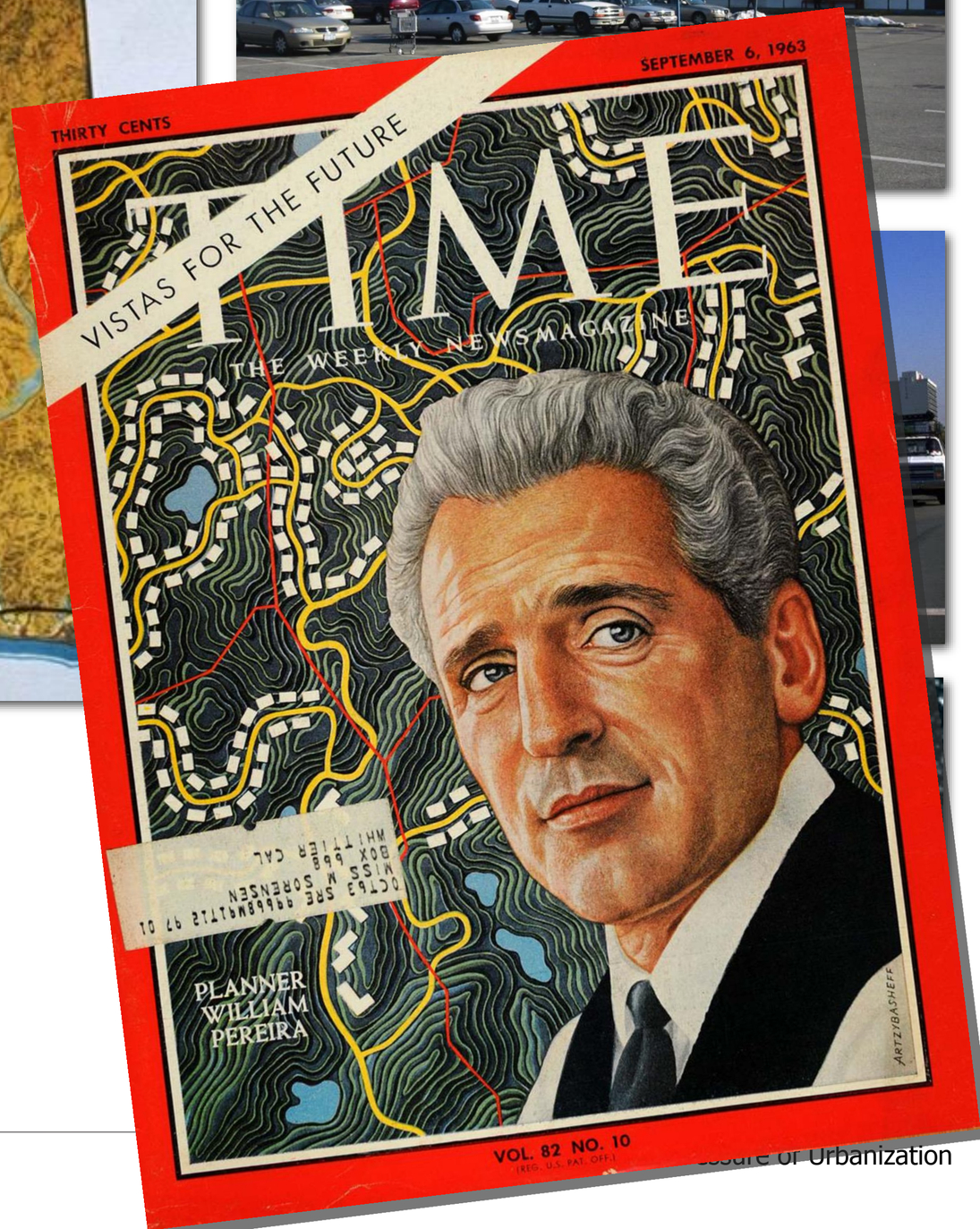
Steve Kellenberg
*Kellenberg Studio*

Orange
Great Park
Irvine Ranch
Mission
Viejo
Rancho Santa Margarita
Aliso Viejo
Ladera
Ranch
Esencia
Laguna
Niguel
Sendero/Gavilon

# Irvine Ranch

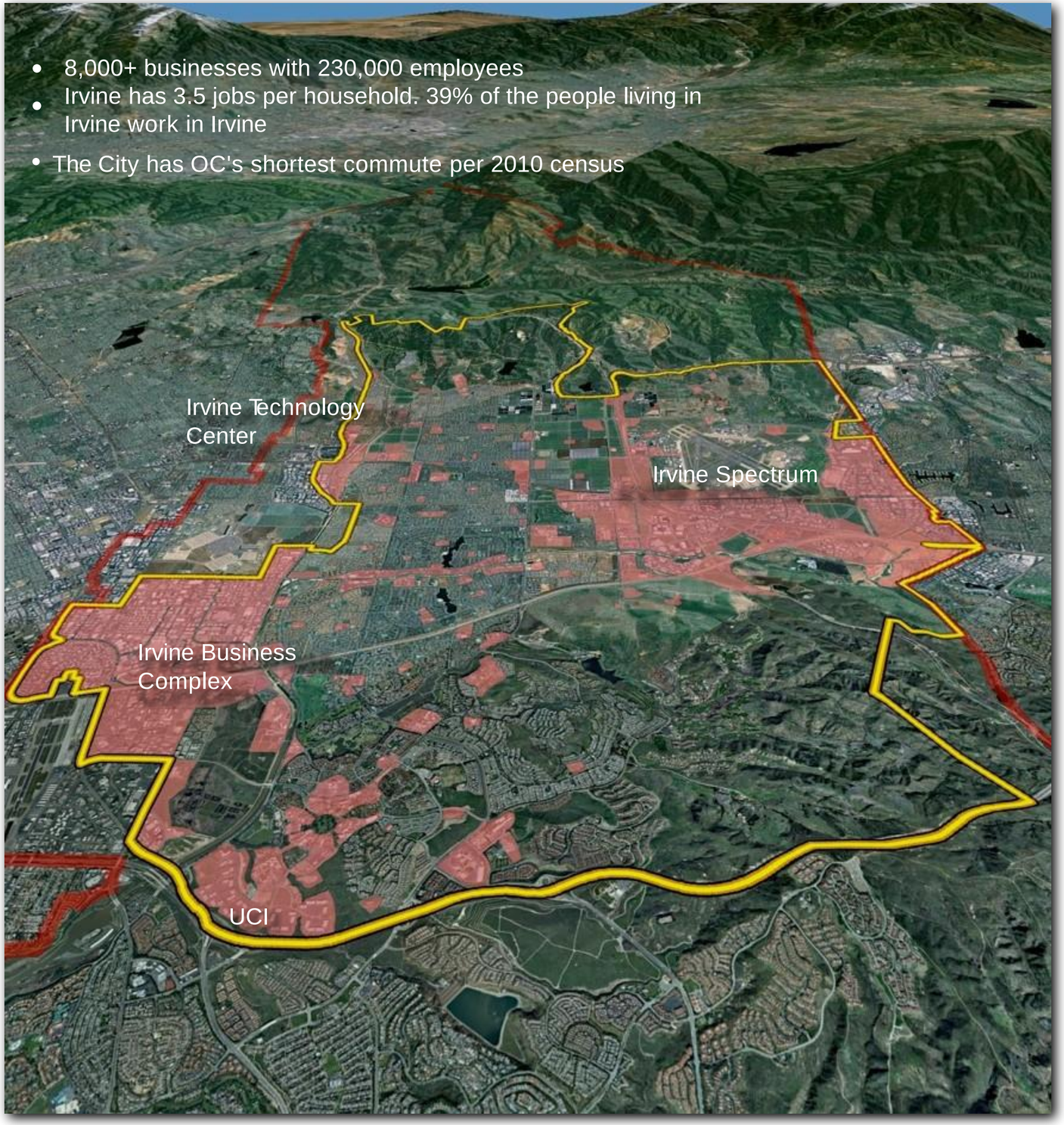
# Location

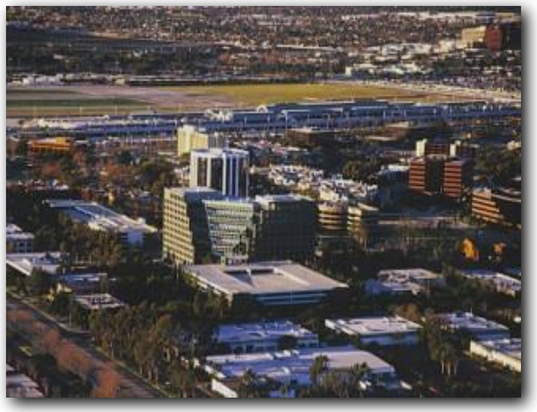
Riverside
Irvine Ranch
Mission Viejo
Rancho Santa Margarita
Aliso Vjejo
Los Flores
Ladera Ranch
Esencia
Laguna Niguel
Sendero/Gavilon




1947-1959 • Orange County population increased from 200,000 to 700,000, creating pressure for residential and industrial development.

# *"It **is** economically balanced"*



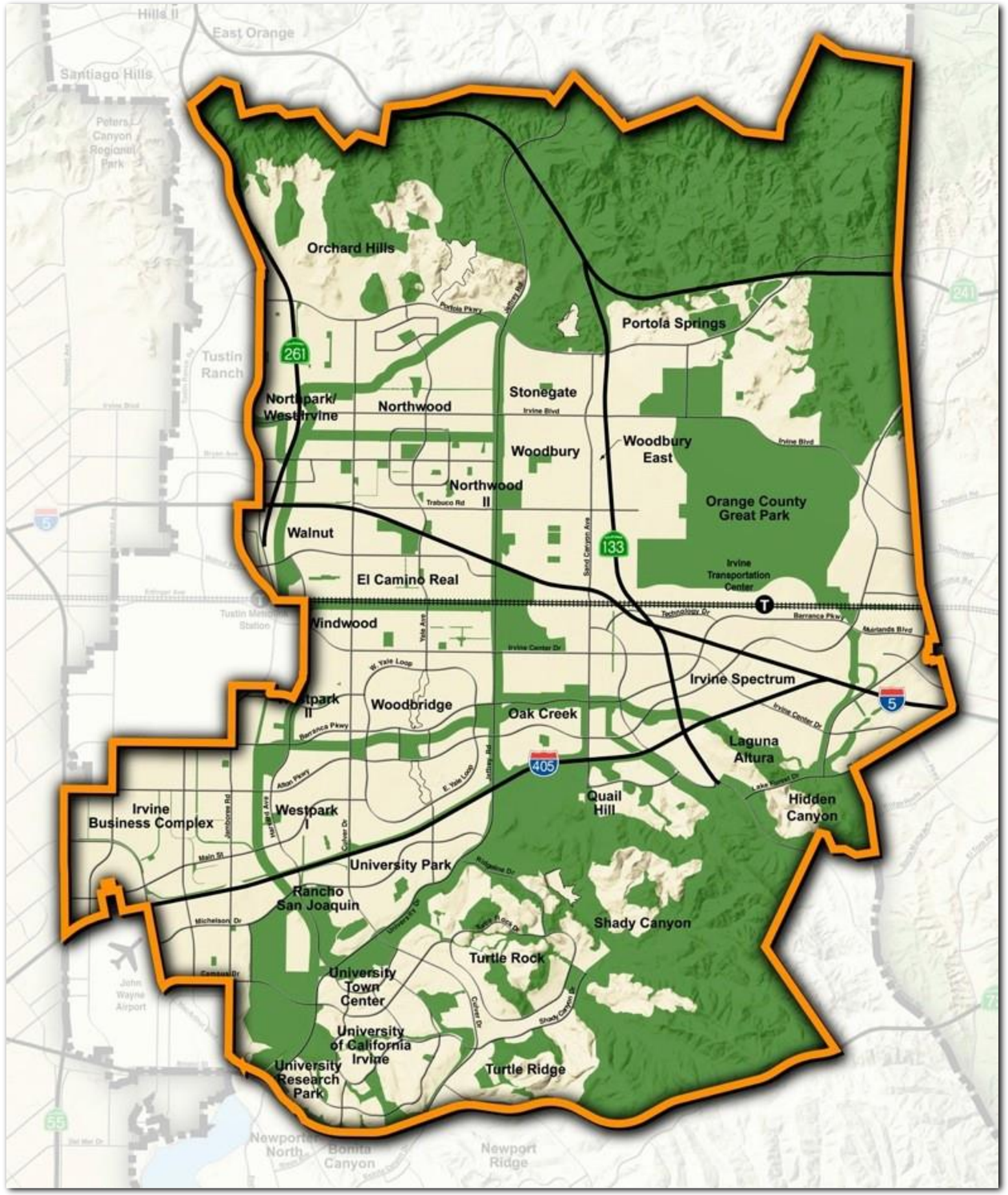


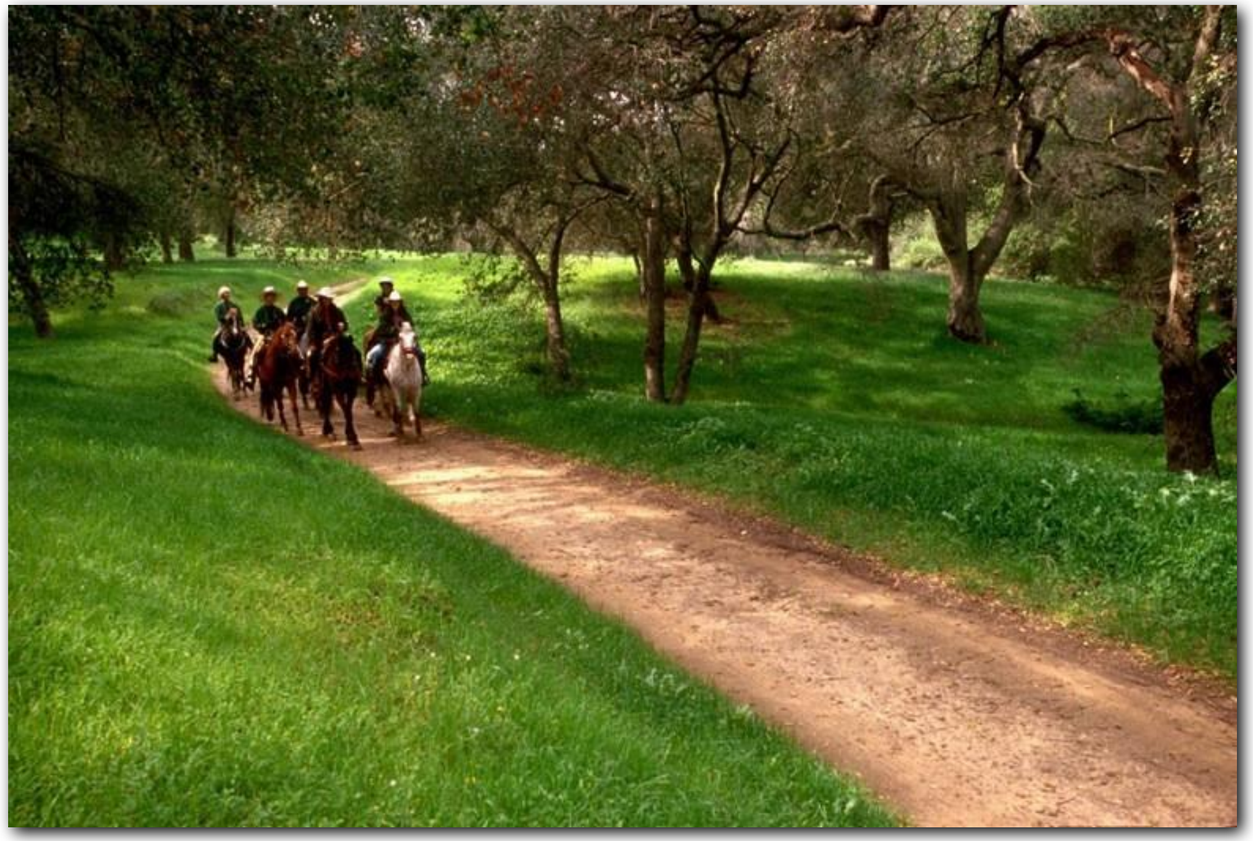
Irvine Business Complex

Irvine Spectrum Center

University Research Park

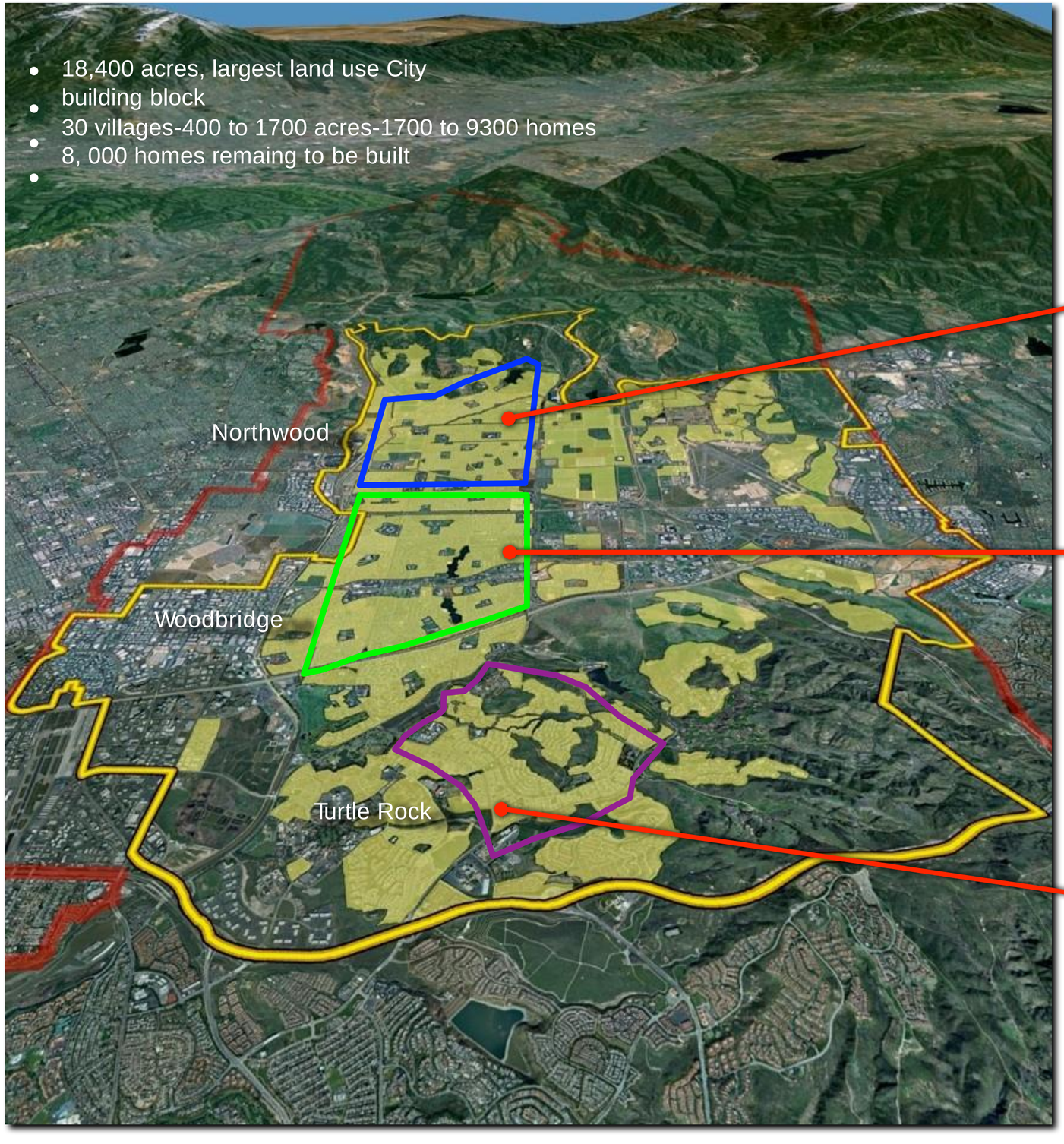
## Live Near Work



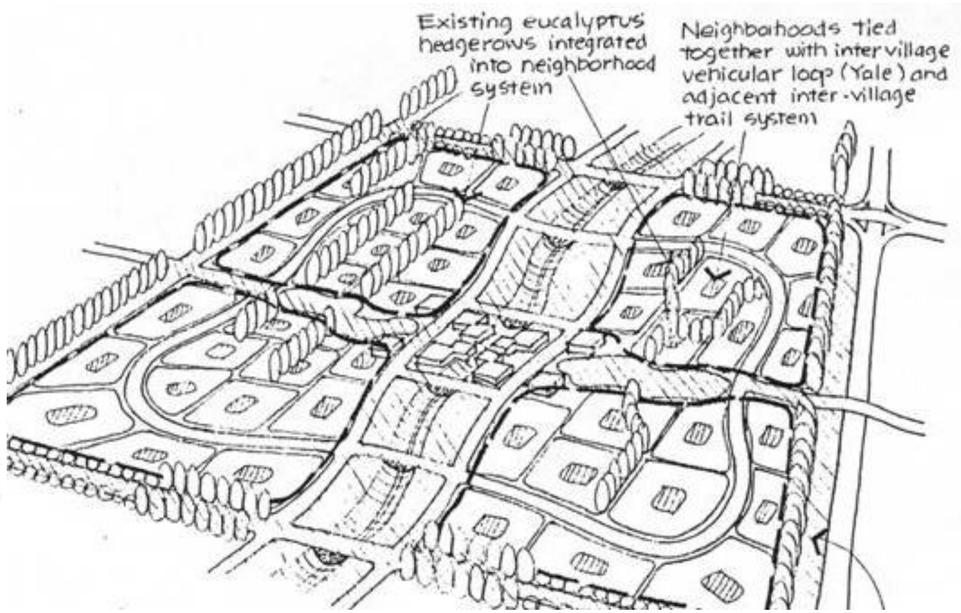
- Refine Gateway Park Design
- Complete JOST
- Complete MTS trails
- Expand recreational use of open space
- Complete habitat restoration

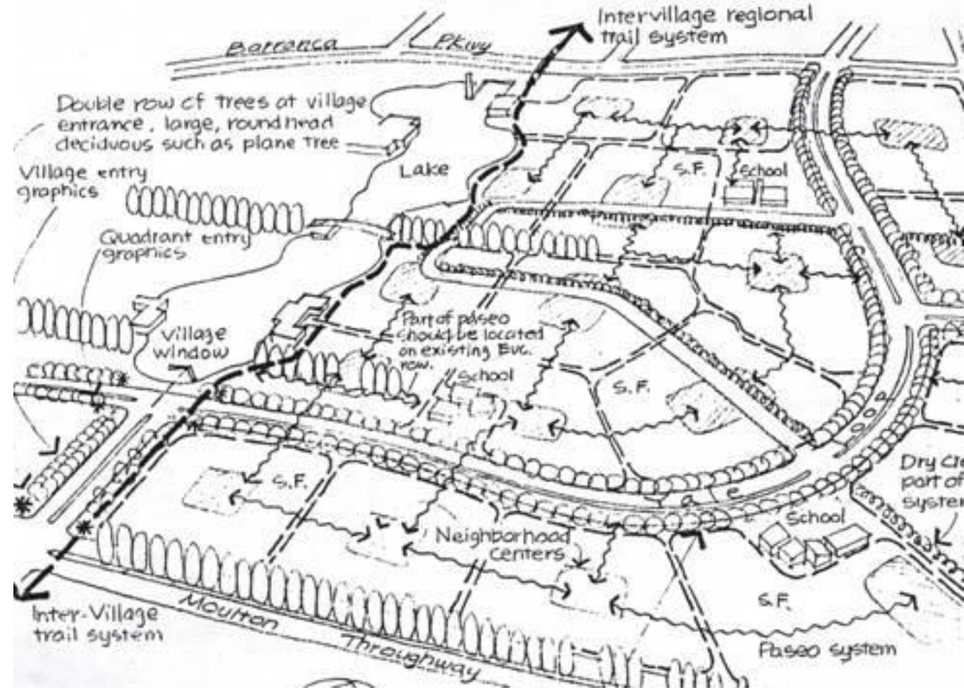
- 18,400 acres, largest land use City building block
- 30 villages-400 to 1700 acres-1700 to 9300 homes
- 8, 000 homes remaing to be built
-



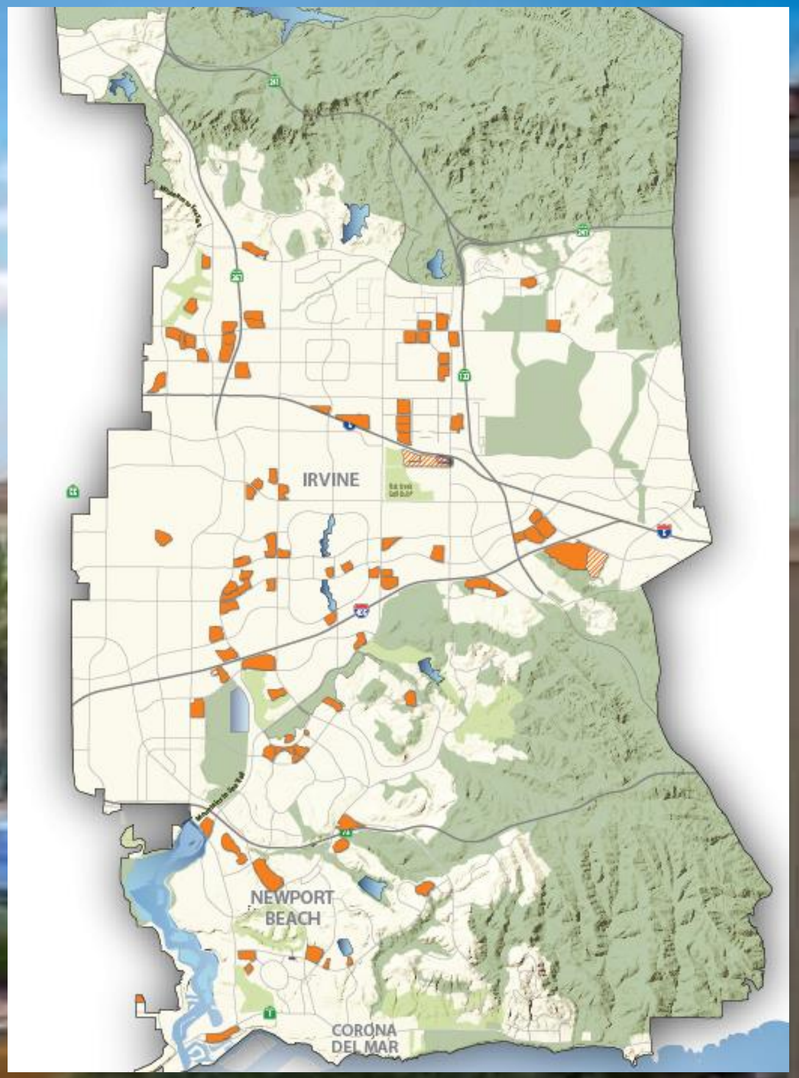
*“The city of Irvine **is** a a city of villages, each built within the human scale and each sufficiently enhanced by natural and man- made landscape features to give it an individuality, a uniqueness, a sense of place”*

- Woodbridge




# Residential Villages - Woodridge



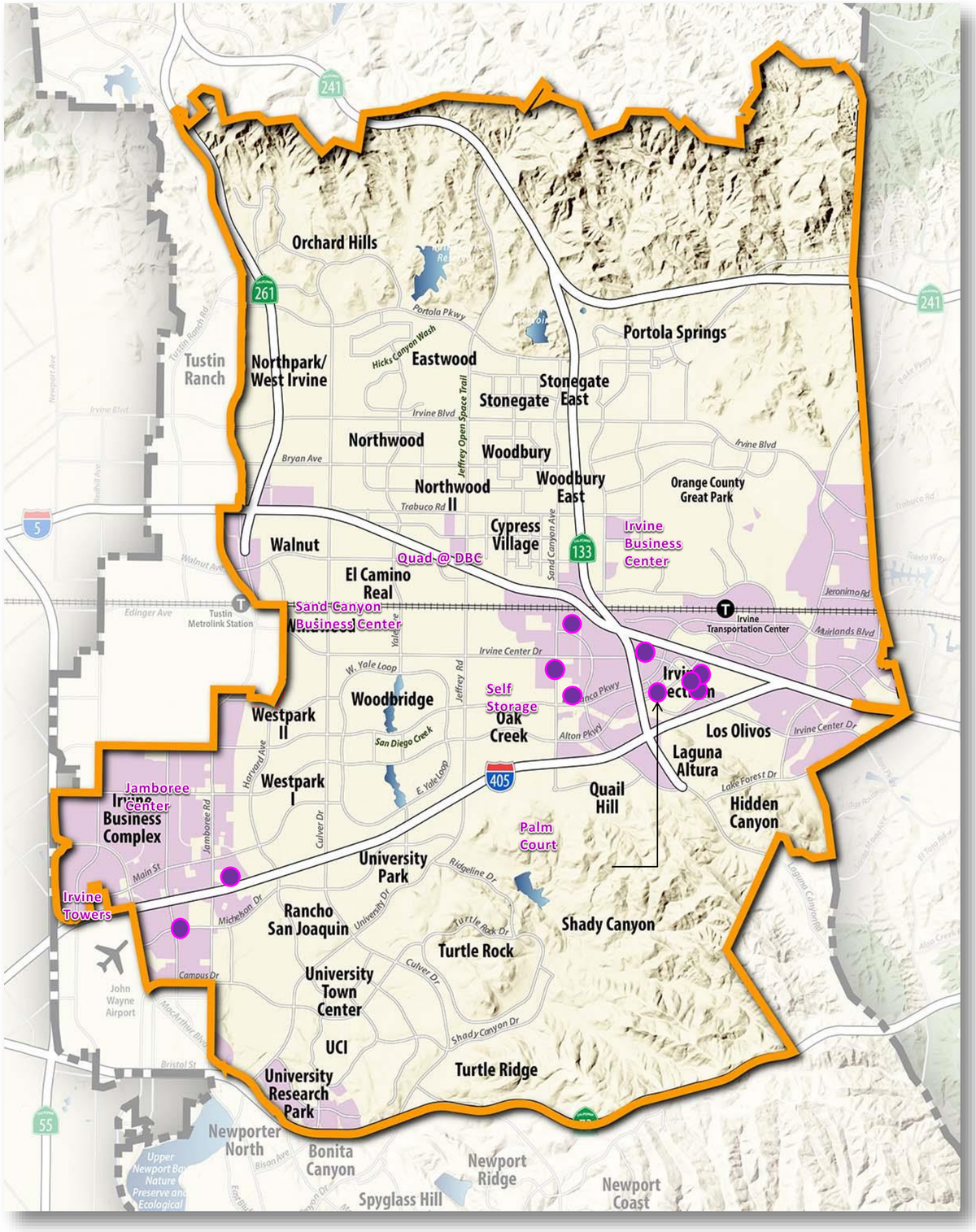

97 Properties
37,700 du

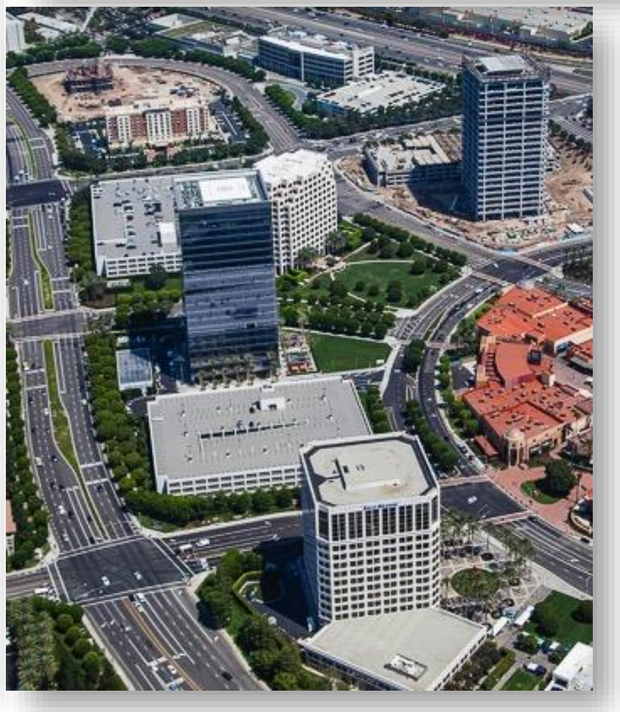
# Apartment Communities

Podium Apartments • Irvine Spectrum

# Office Properties

309 Buildings
22.5M SF
124 Ac

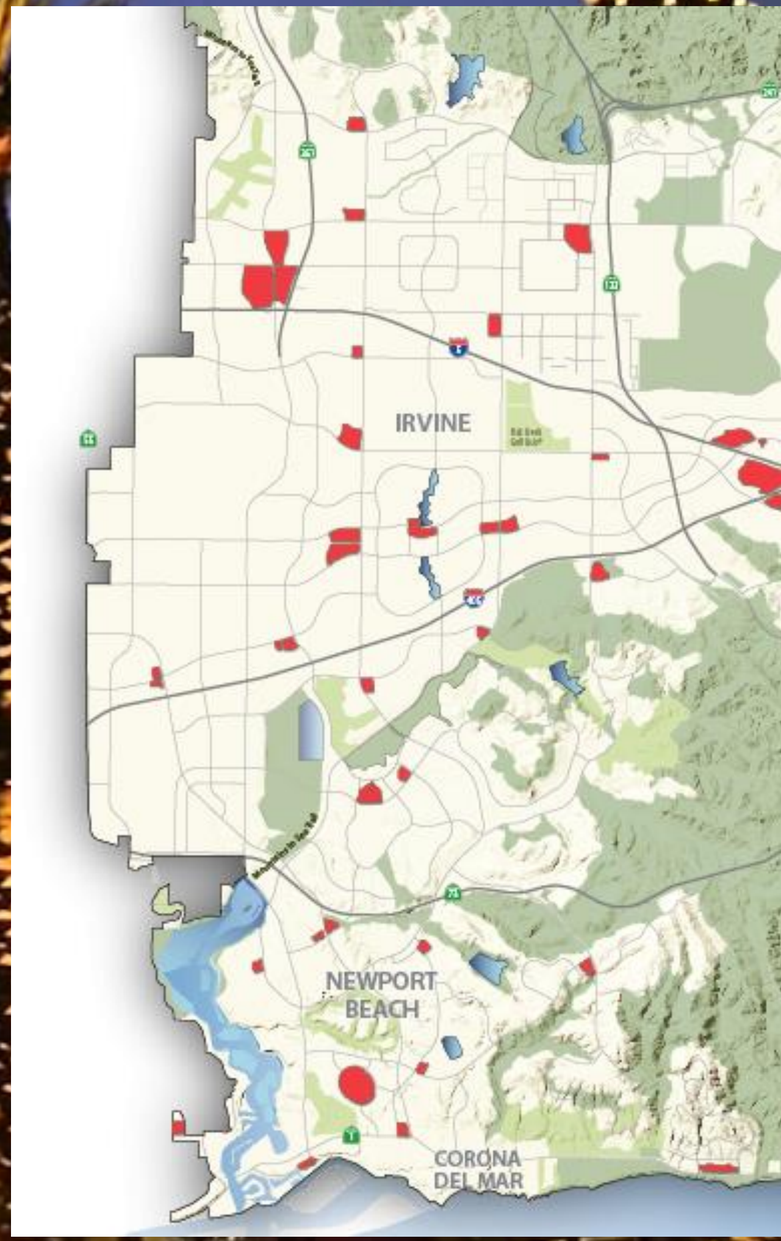




- 309 Buildings
- 22M SF
- 4M SF Future Development

## Active Office Projects

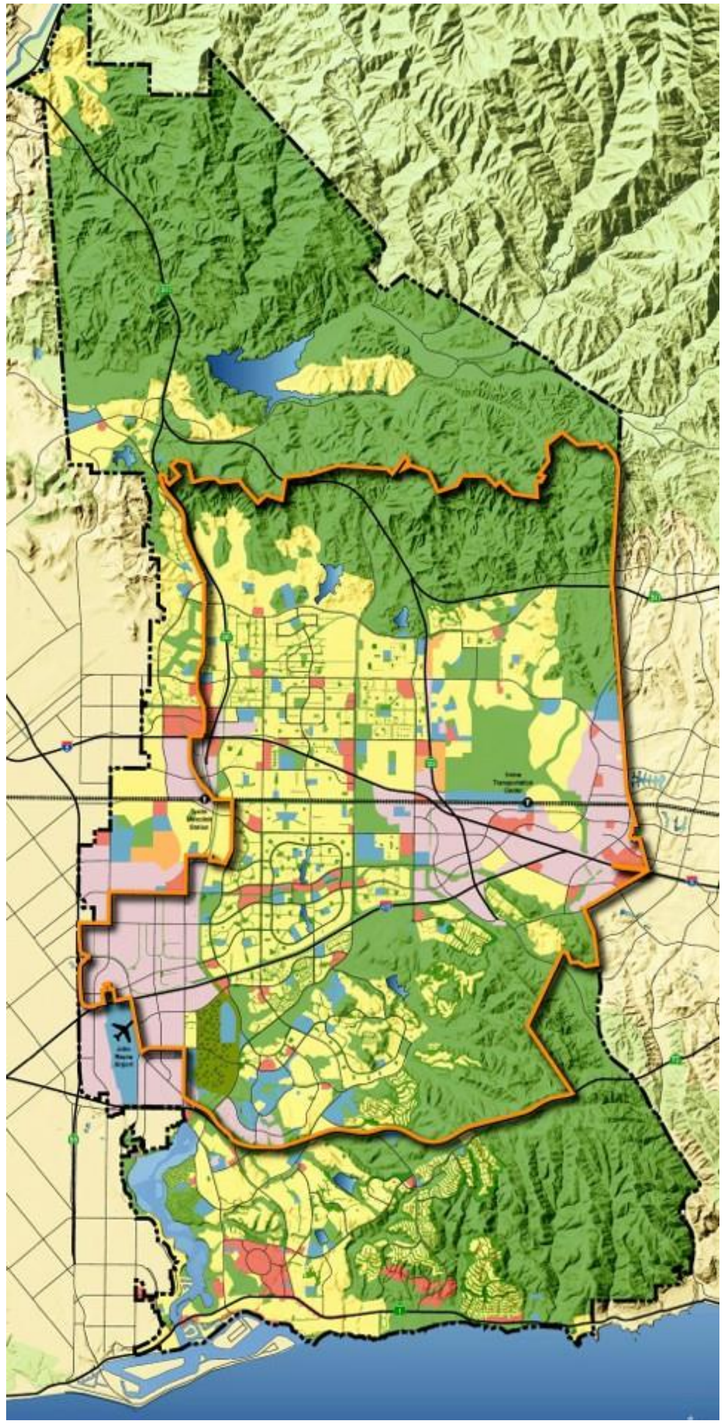
STOP
STOP




40 centers
8M SF
832 ac

# Retail Properties

# Retail Market Segmentation



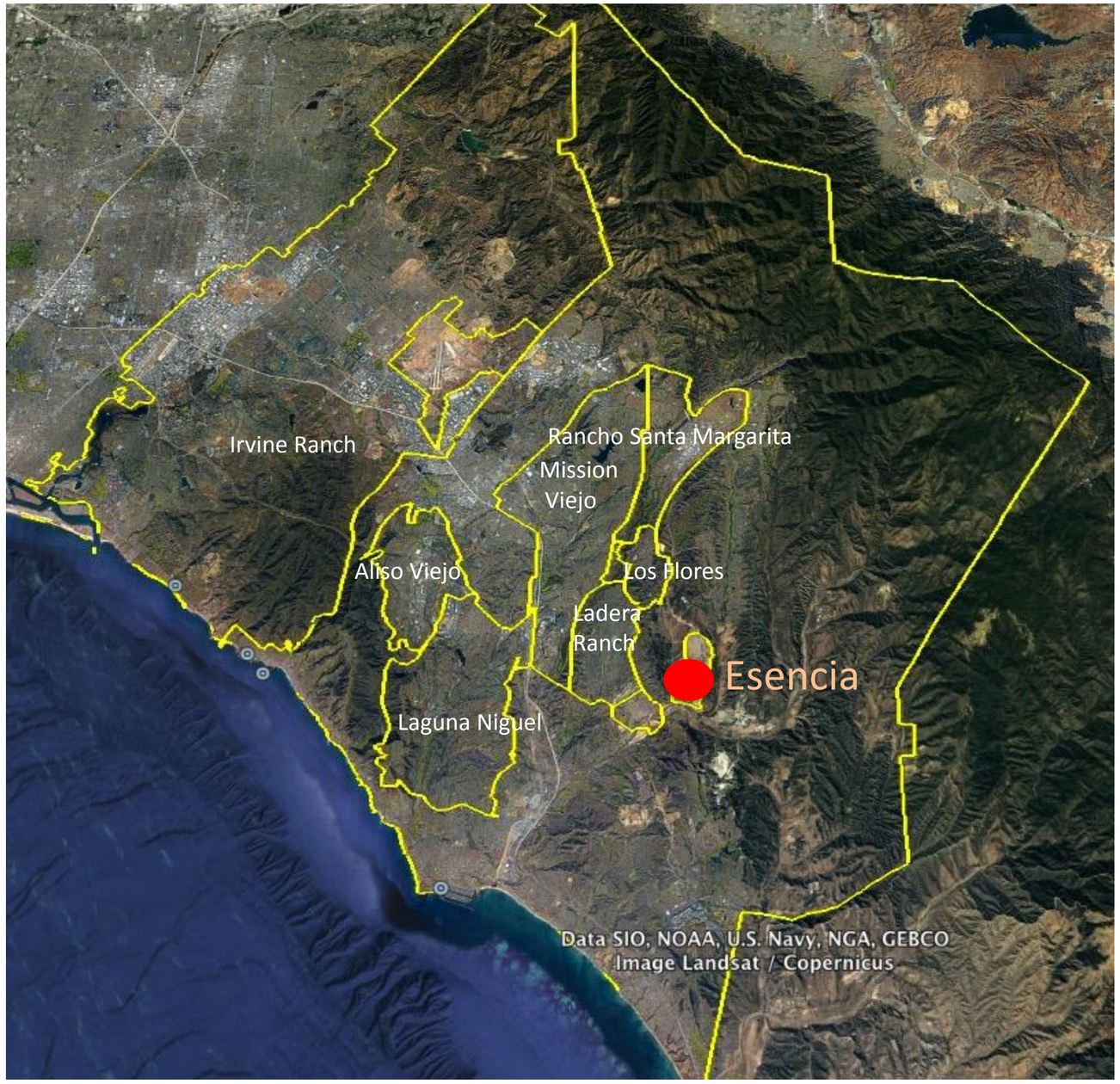
Balanced, Self-Sufficient Community

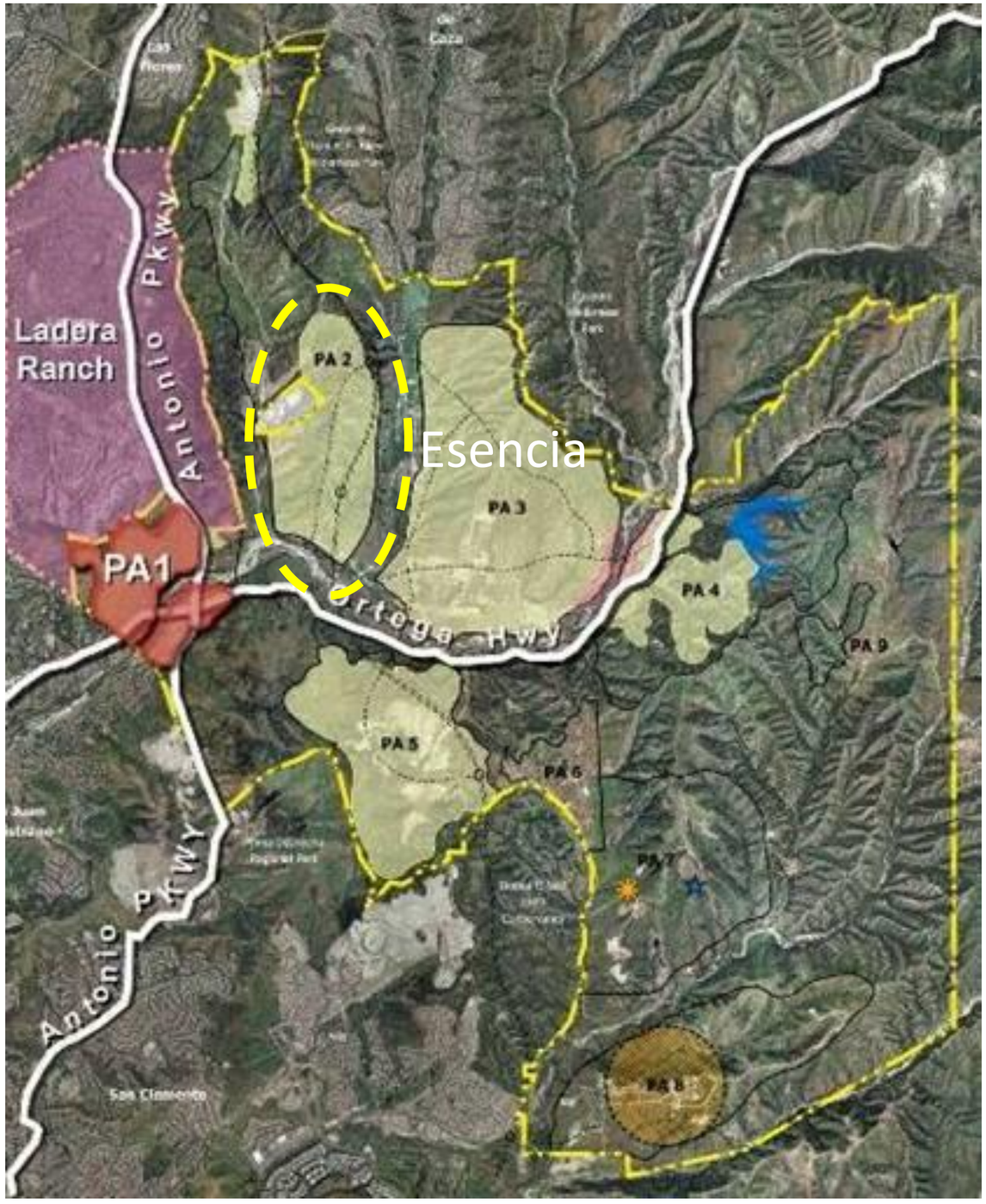
# Long Term Success Factors

- **Original and compelling vision**
- **Commitment to master planning**
- **Strong economic and jobs base**
- **Every residential village better than the last**
- **On-going provision of retail and services**
- **Long-term stewardship of the land**

# Esencia

# Location

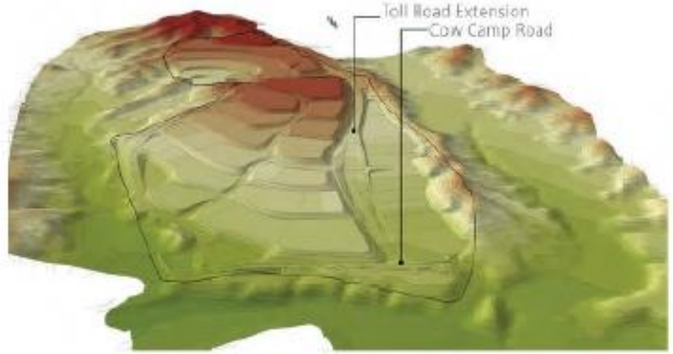

Irvine Ranch
Rancho Santa Margarita
Mission
Viejo
Aliso Viejo
Los Flores
Ladera
Ranch
Esencia
Laguna Niguel
Data SIO, NOAA, U.S. Navy, NGA, GEBCO
Image Landsat / Copernicus


Ladera
Ranch
Antonio Pkwy
Esencia
PA1
PA 2
PA 3
PA 4
PA 5
PA 6
PA 7
PA 8
PA 9
Ortega Hwy
Antonio Pkwy
San Clemente

# Ageless Community Principles

- **Plan for all Lifestages**
- **All Age Community with Age Qualified Neighborhoods**
- **Ageless Home Design**
- **Balanced Lifestyle Amenity Design**
- **Excellence in Facility Programming and Services**
- **Natural gathering Places**
- **Authentic Sense of Place**

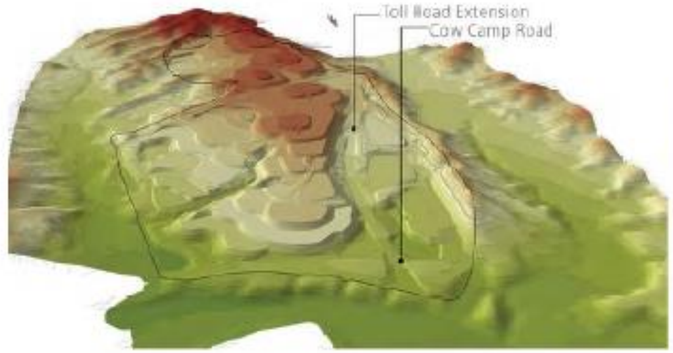
# Grading Sensitivity Analysis




H

**Heavy Grading, Previous Option**

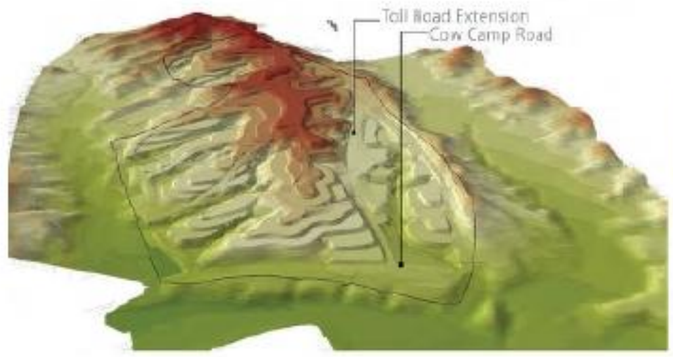
- Increases Grading
- Increases Cut & Fill
- Maximizes Vehicular Traffic
- Maximize Lots
- Destroys Hill




M

**Medium Grading Option**

- Reduces Grading
- Reduced Cost
- Preserves the Ridge
- Increased Value in Views
- Reduces Cut & Fill



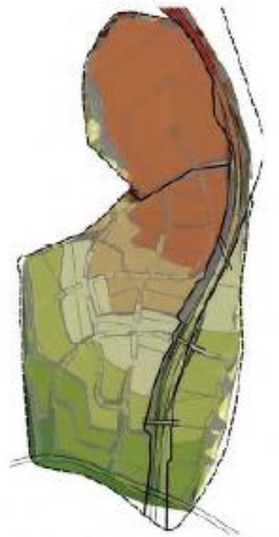

L

**Light Grading Option**

- Reduces Grading
- Reduced Cost
- Fewer Roads
- Increased Value in Views + Property
- Preserves Hill

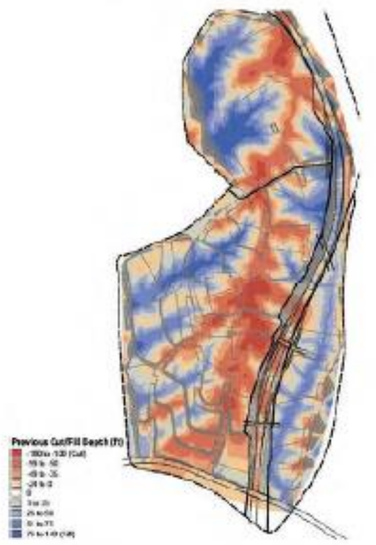
## grading the site

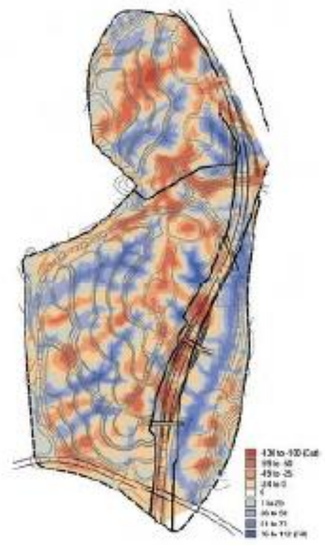
Three grading schemes (Heavy, Medium and Light) were explored that provided varying development opportunities across the site.



**Previous Grading + Cut & Fill**

**Minimize + Balance Cut & Fill**



# Esencia – Community Structure

**Community Structure**

Important community facilities and highest density housing are stitched together along a ridgeline spine, forming the core of the hilltown.

**Land Use Plan**

The Land Use plan organizes the community by distinguishing between community uses and a series of housing typologies.

Designed as a fabric of smaller neighborhoods, PA-2 integrates a variety of product types to create diverse and inclusive living environments, offering a unique community for ageless living that doesn't rely on walls or gates to define lifestyle areas.

# Esencia

RANCHO MISSION VIEJO
ESENCIA
The Northwalk Neighborhood Amenities
The Backyard
Break the mold with eclectic community spaces for playing and gathering together
The Garage
Craft maker spaces for the neighborhood
The Hangout
Open-air covered structures with firepit and seating, BBQ, fountains and intimate communal dining areas
Esencia Sports Park
Baseball, softball, and soccer fields, tennis courts and batting cages
The Hilltop Neighborhood Amenities
Esencia Green
Expansive lawn with covered pavilion, seating, and stage area for holiday and community events
The Campout
Group yurt camping and firepit...all where you live
The Gateway
Open-air seating, firepit
The Hilltop Club
Fitness & group exercise spaces, swimming pool, spa and wader bar with lounge seating, arcade, firepits, bocce ball courts, BBQ pavilion, large event lawn
The Canyon House Neighborhood Amenities
Orchards
Existing and new orchards
The Canyon House
Open air seating, event amenities, full-service cafe and large activity lawn—all surrounded by panoramic canyon landscapes
The Outlook
An open air great room wit seating and dining areas, fireplace, TV, BBQ, a resort-style lap pool with cabanas, fire pit, and outdoor dining area
Oak Canyon
Oak-filled preserved canyon with scenic lookouts and multi-use trails that lead to The Canyon House
Esencia Farm
Row crops, planter beds, orchards, greenhouse, tasting, a welcoming courtyard or garden and culinary workshops and demonstrators, and a place to gather with friends and neighbors
The Pavilion
Gymnasium, tot lot, outdoor gathering "movie zone," picnic structure with BBQ, and open play area with soccer field and softball backstop
BBQ Barn
Open-air bars and outdoor space with BBQ/cook counters, fire pit, bocce ball courts, and turf areas, creating an ideal retreat for get-togethers with friends, neighbors, and family
South Paw Dog Park
The South Plunge
Commercial
KB Space

# Esencia – Place-Making

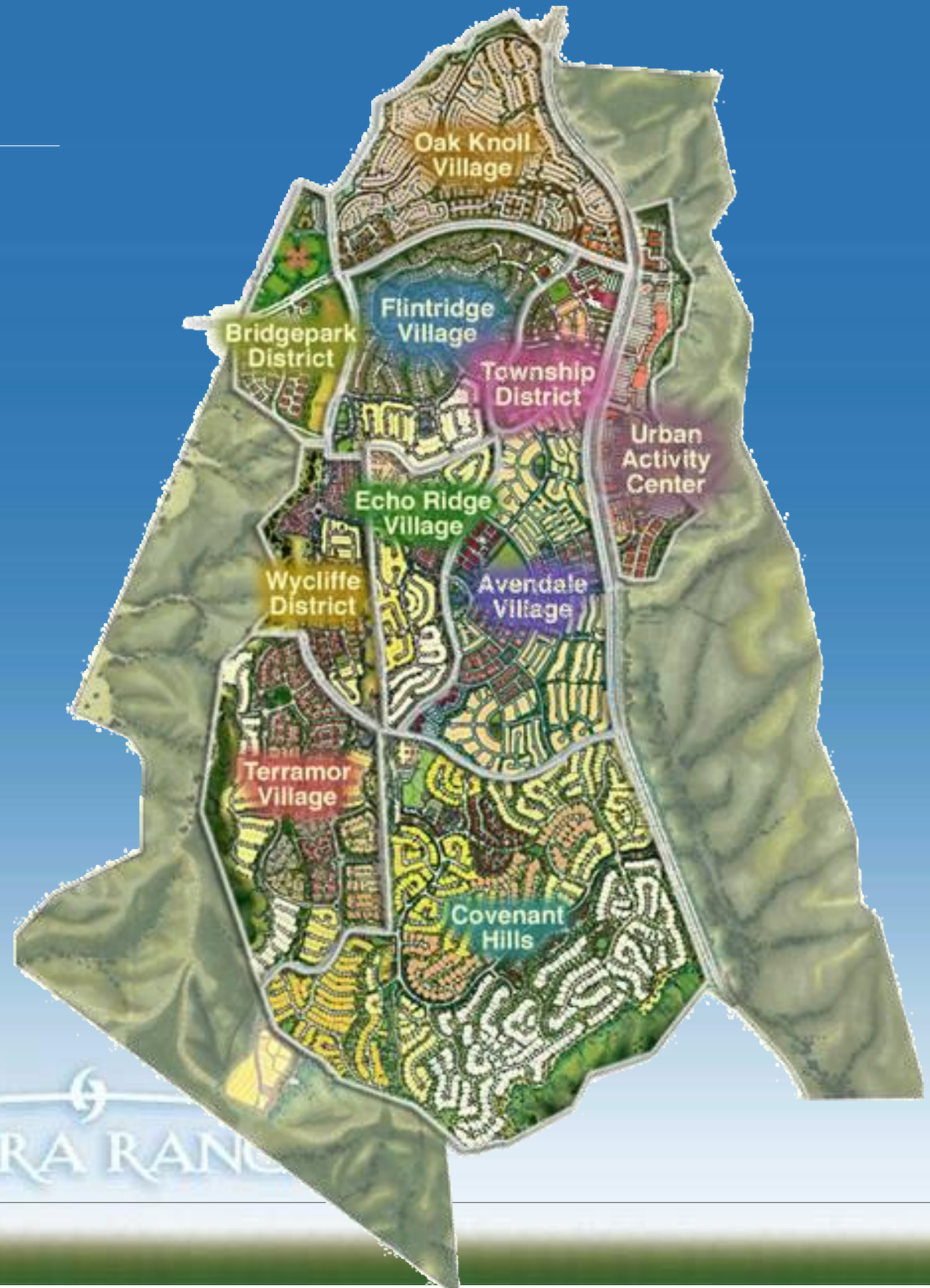
# Ladera Ranch

# Location

Orange
Irvine Ranch
Rancho Santa Margarita
Mission Viejo
Aliso Viejo
Los Flores
Ladera Ranch
Esencia
Laguna Niguel
Sendero/Gavilon
© 2016 Google
Data SIO, NOAA, U.S. Navy, NGA, GEBCO
Image Landsat / Copernicus
Google earth

# Program

- 4,000 total acres
- 2,400 net acres
- 1,600 acres open space
- 8,100 homes
  - SFD 1800
  - SLD 2450
  - SFA 2550
  - Apts 880
  - Sr Apts 420



# Four Unique Selling Propositions

- **Legacy of the Land**

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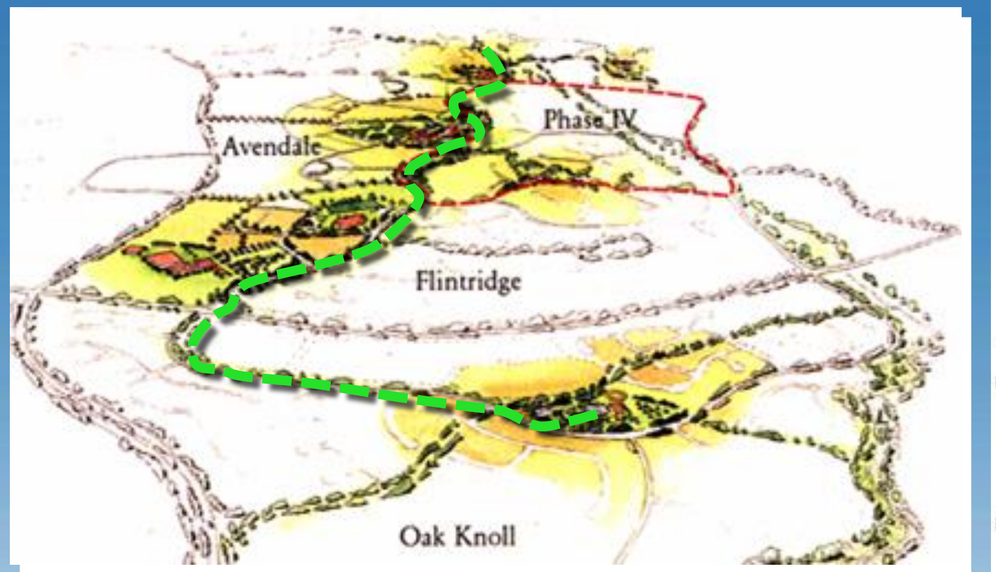
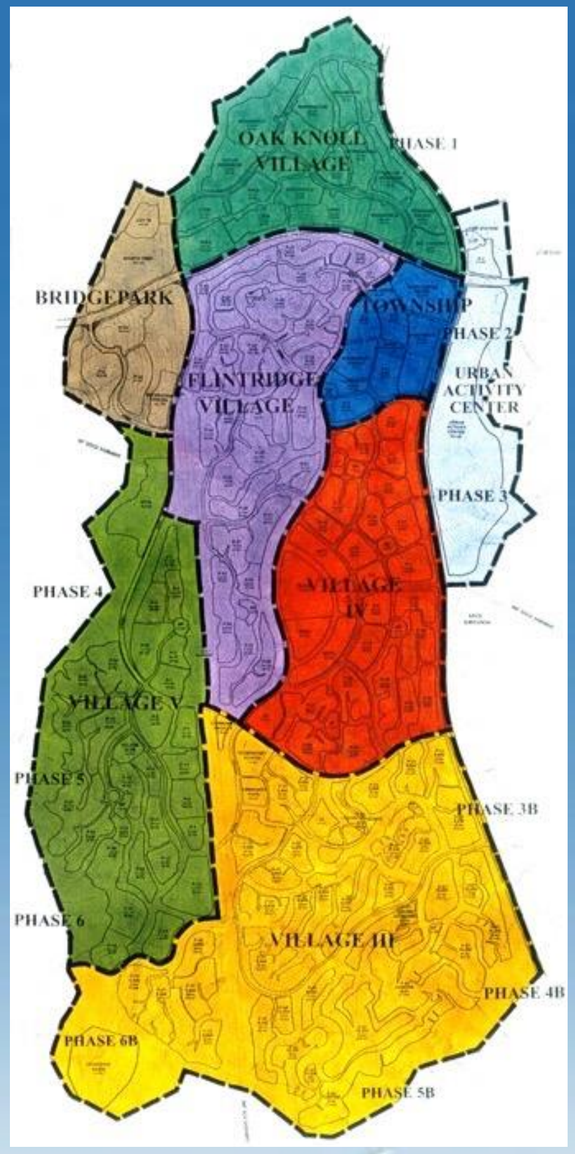
- Legacy of the Land
- **Distinctive Village Design**



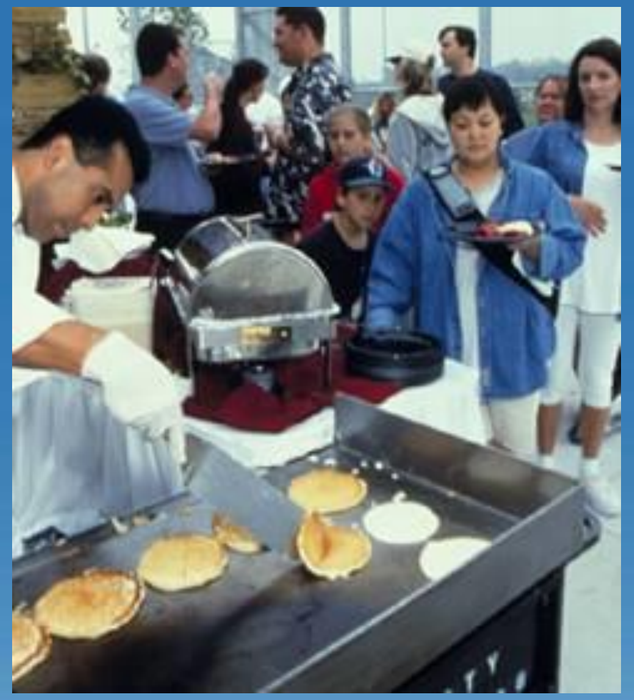
# Four Unique Selling Propositions

- Legacy of the Land
- Distinctive Village Design
- **Neighborhood Design**
  - ***Architecture Forward***
  - ***Recessed Garages***
  - ***Curb-Separated Sidewalks***
  - ***Landscaped Parkways***
  - ***Street Tapers***
  - ***Variety of Materials***

LADERA RANCH

# Four Unique Selling Propositions

- Legacy of the Land
- Distinctive Village Design
- Neighborhood Design
- **Neighbor to Neighbor Connections**

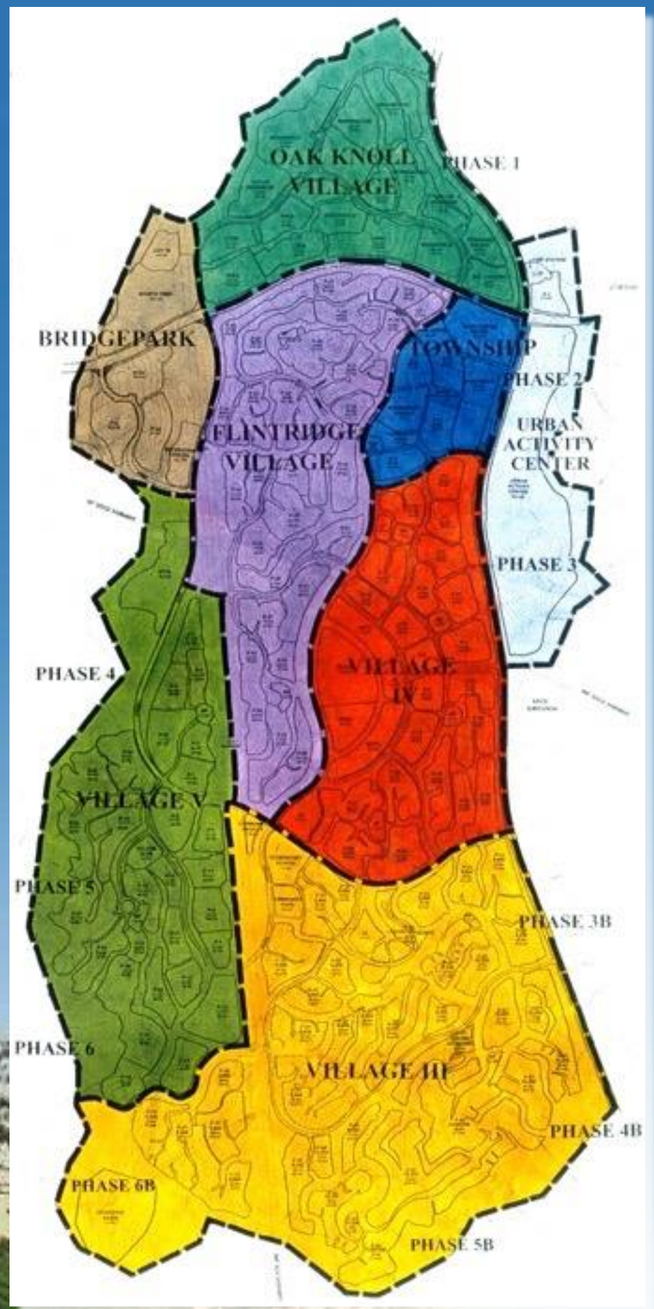


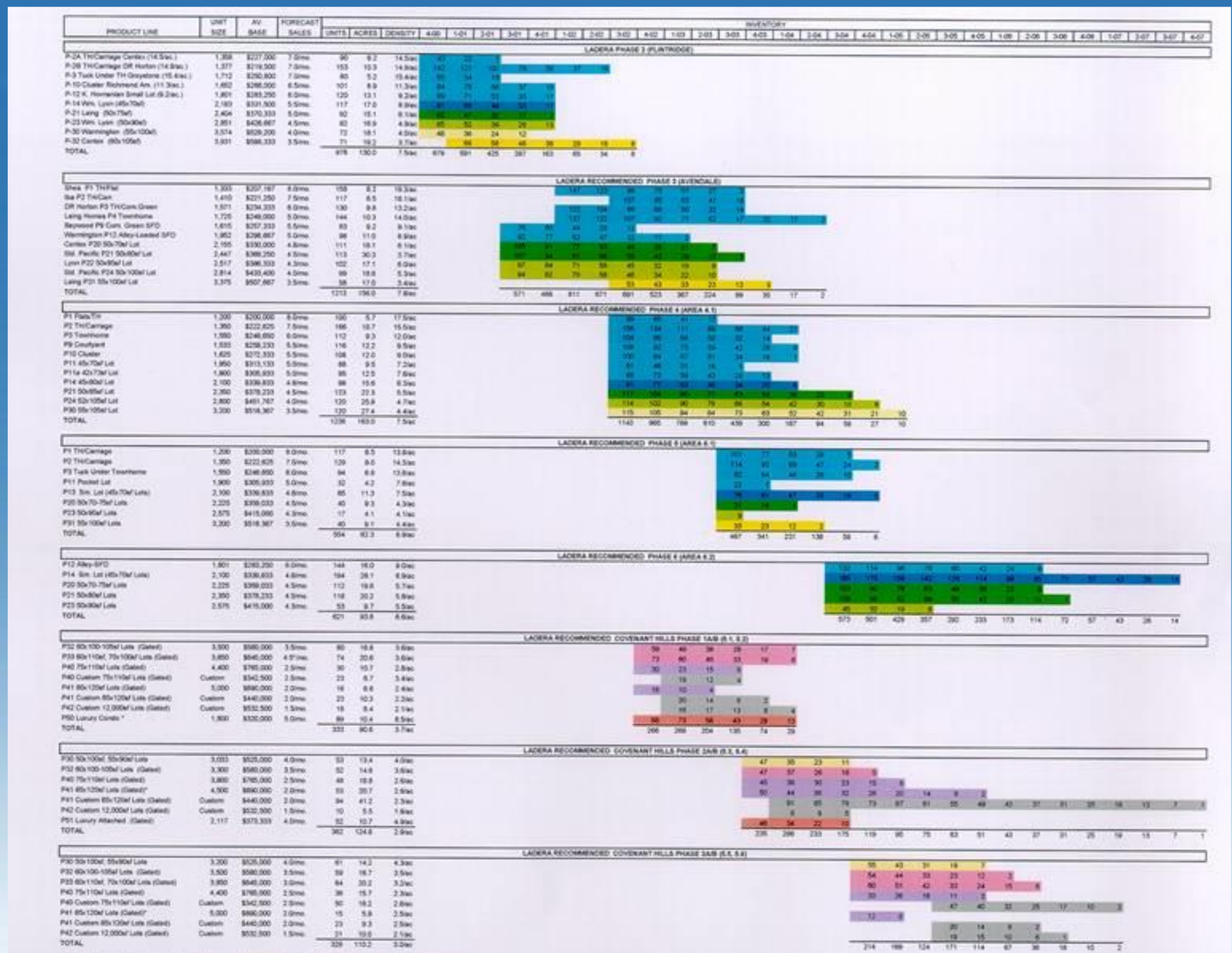
LADERALIFE

The Official Website of Ladera Ranch

LADERA RANCH

# Villages as Cost Effective Phasing Increment



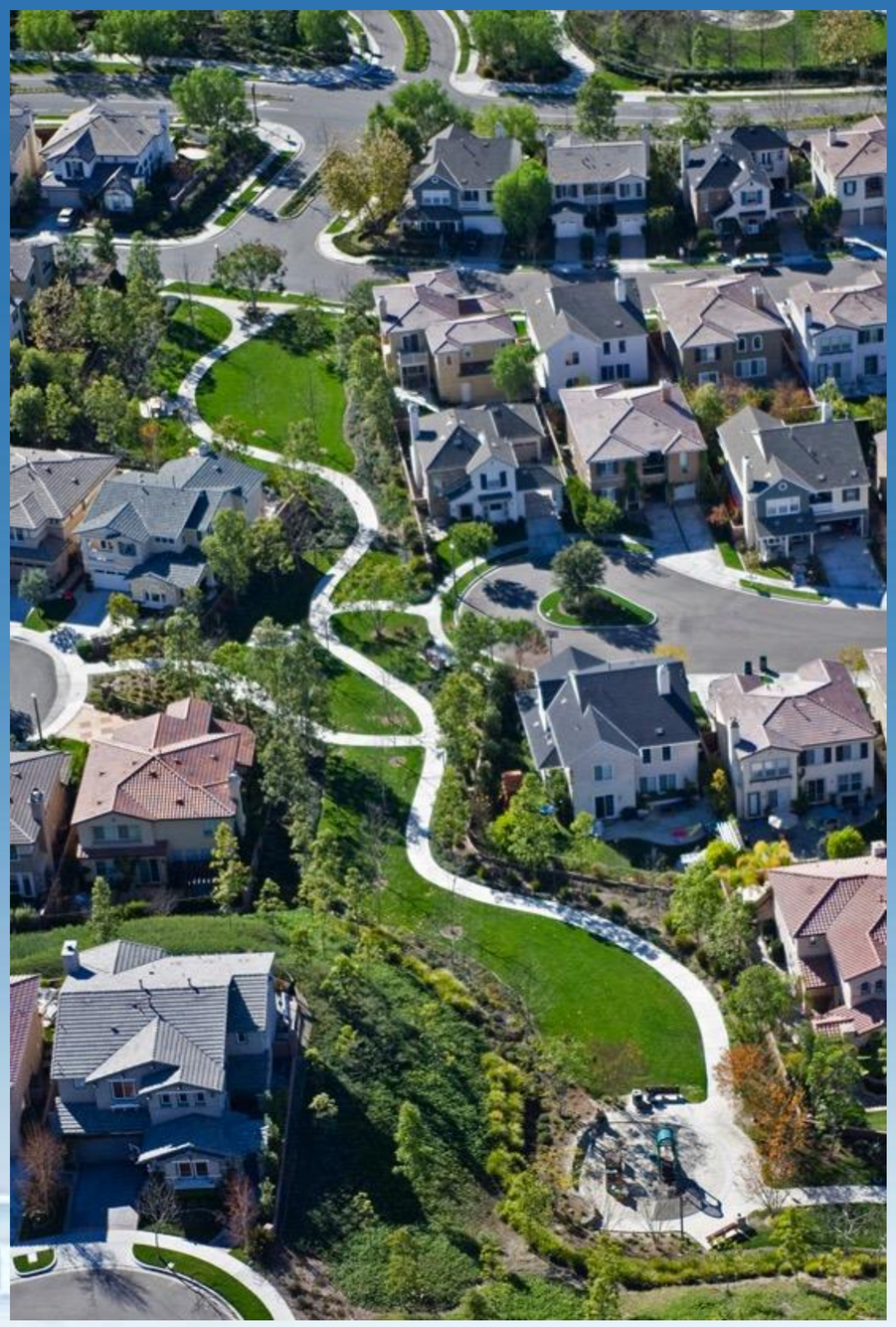
# “Neighborhood Definition”

- **The Un-Builder Tract**
- **Organized Around Formative Elements**
- **Blended Product Enclaves**

# Builder Process – Design / Bid Competition

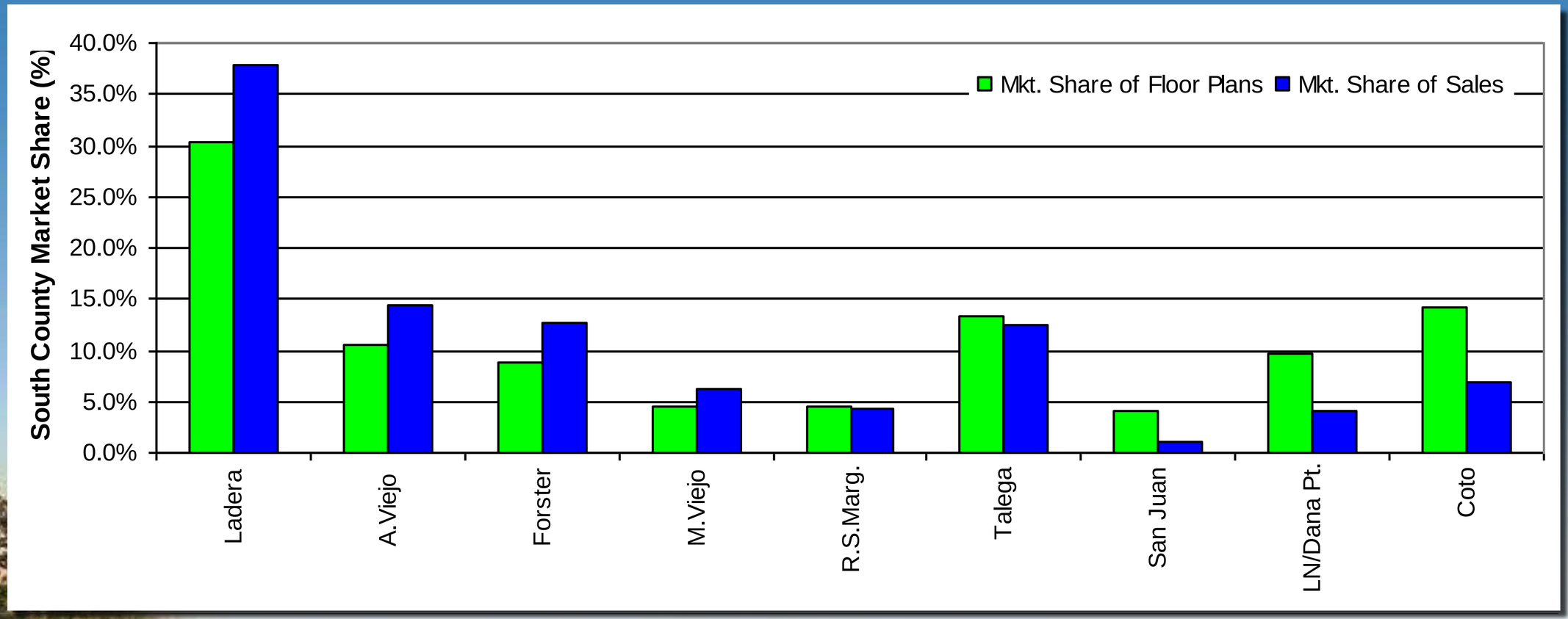
- **Master Developer Guidelines Presented**
- **Builder Prepares Concept Package**
- **Builder Prepares Residual Value Based Bid**
- **Builder Selected**
- **Four-Step Design Review Process**

# Place-Making: Teramor Village – Central Arroyo



# So How Did It Do?

- **Build-Out in 7 vs. 12 Projected Years**
- **Highest OC Absorption per Product**
- **6%-14% Higher Value Same Product**
- **ULI Award of Excellence**



# Rancho Santa Margarita

# Rancho Santa Margarita

- 5,000 Acres
- 2,500 Net Developable
- Edge of Suburban OC

***"Not end of the line if it's the place to be"***

# Rancho Santa Margarita

- 14,000 DU
- 250 Acre Town Center
- 500 Acre Business Park
- 50% Open Space
- Opened 1986 / Completed 2000
- 36,000 residents

- Largest affordable community in US
- 60% of housing qualified as affordable housing in OC
- Highest density suburban New Town in US
- Top 3 fastest selling MPC in US for 5 year run
- Beat scheduled build-out by 5 years

# Major Concepts

- **Urban Village in Open Space Setting**

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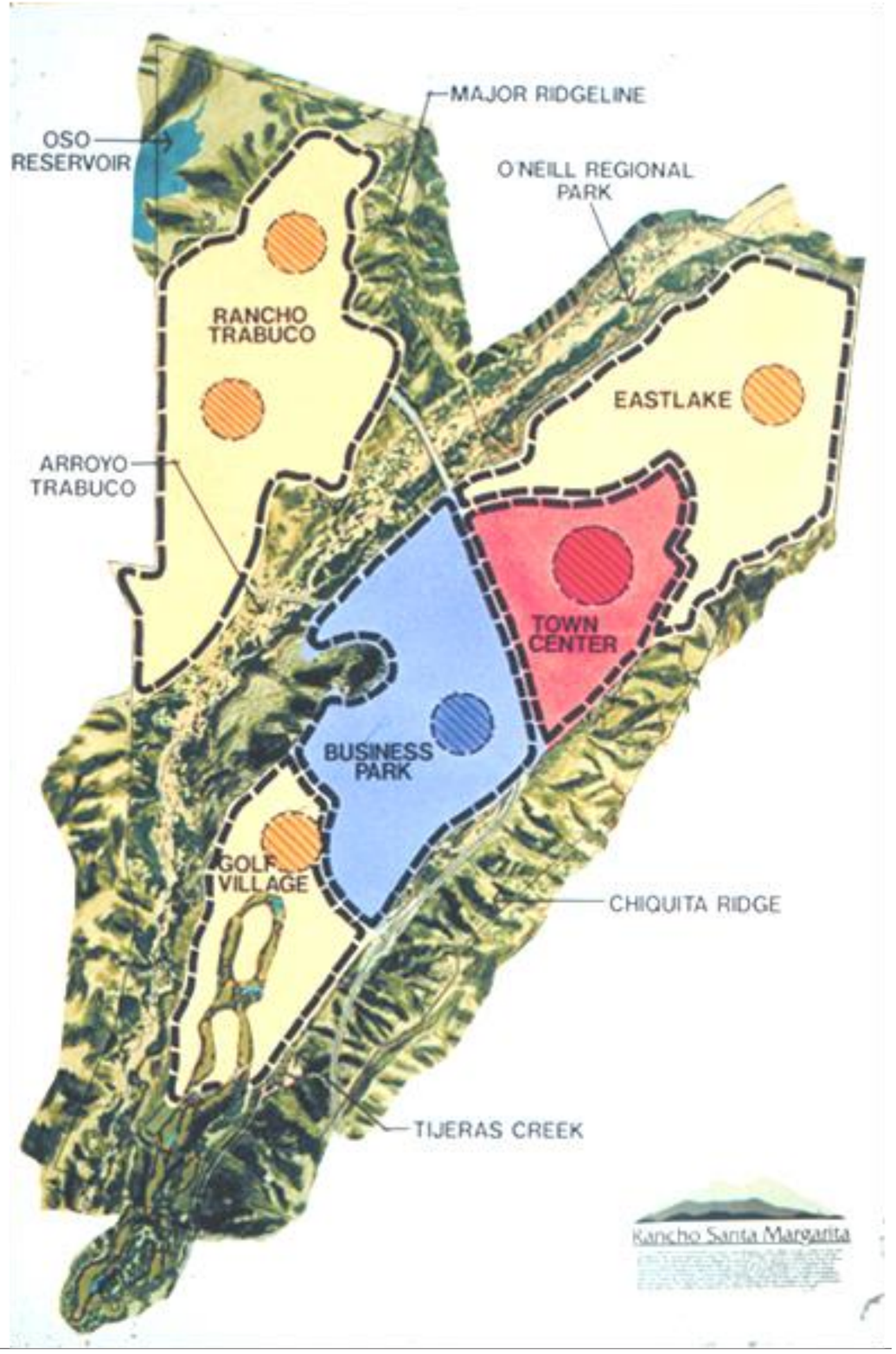
- **Urban Village in Open Space Setting**
- **Lifestyle Villages**

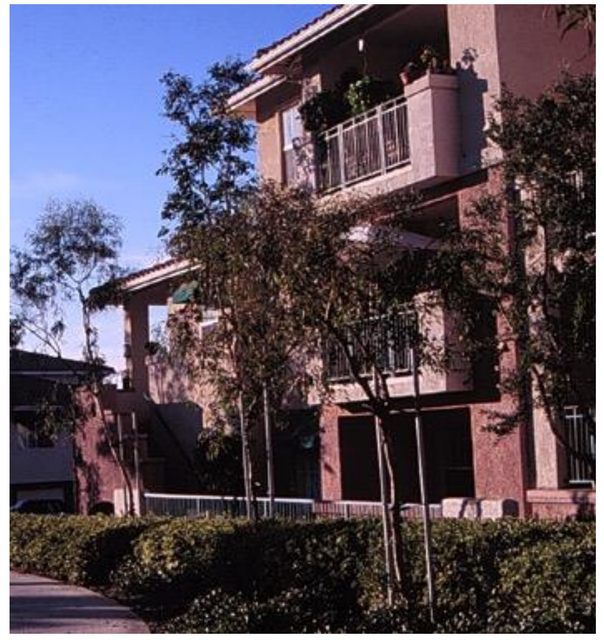


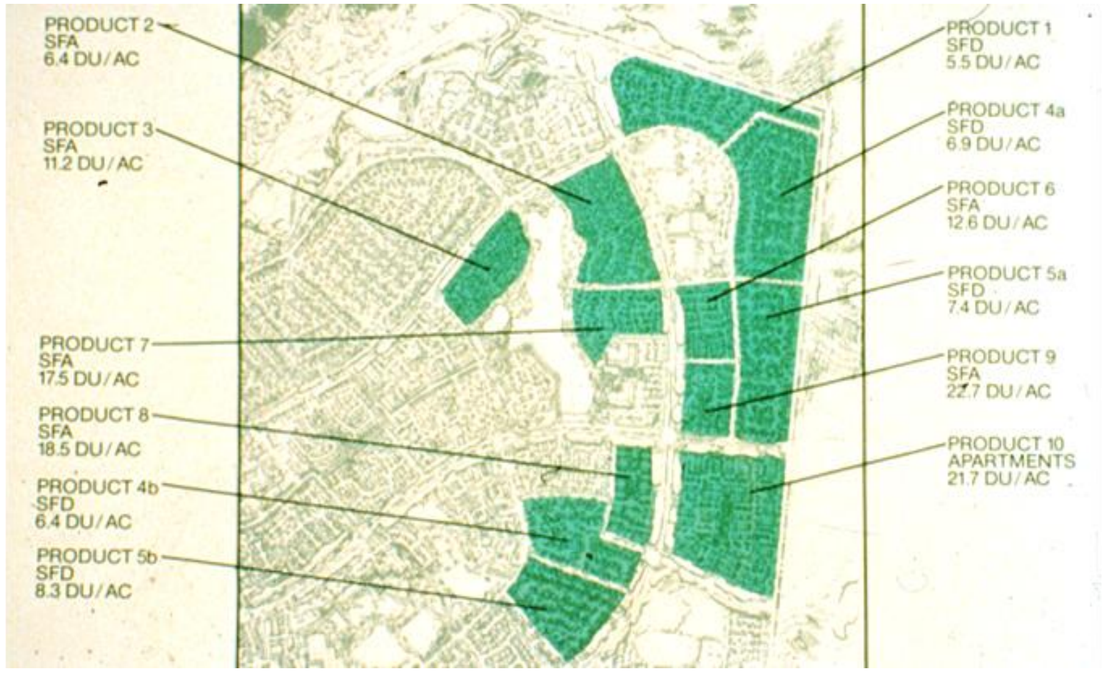
# Major Concepts

- Urban Village
- Lifestyle Villages
- **Jobs / Housing Balance**

# Major Concepts

- Urban Village in Open Space Setting
- Lifestyle Villages
- Jobs / Housing Balance
- **Broad Mix of Housing Types**
- **Priced for Young Families / First Time Buyers**

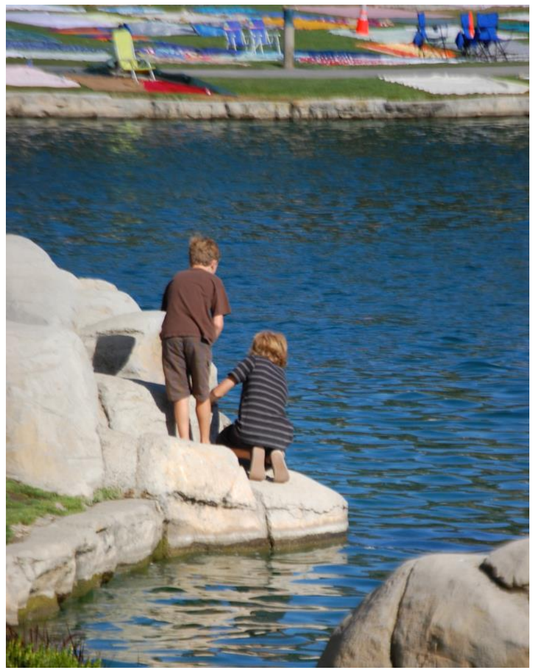


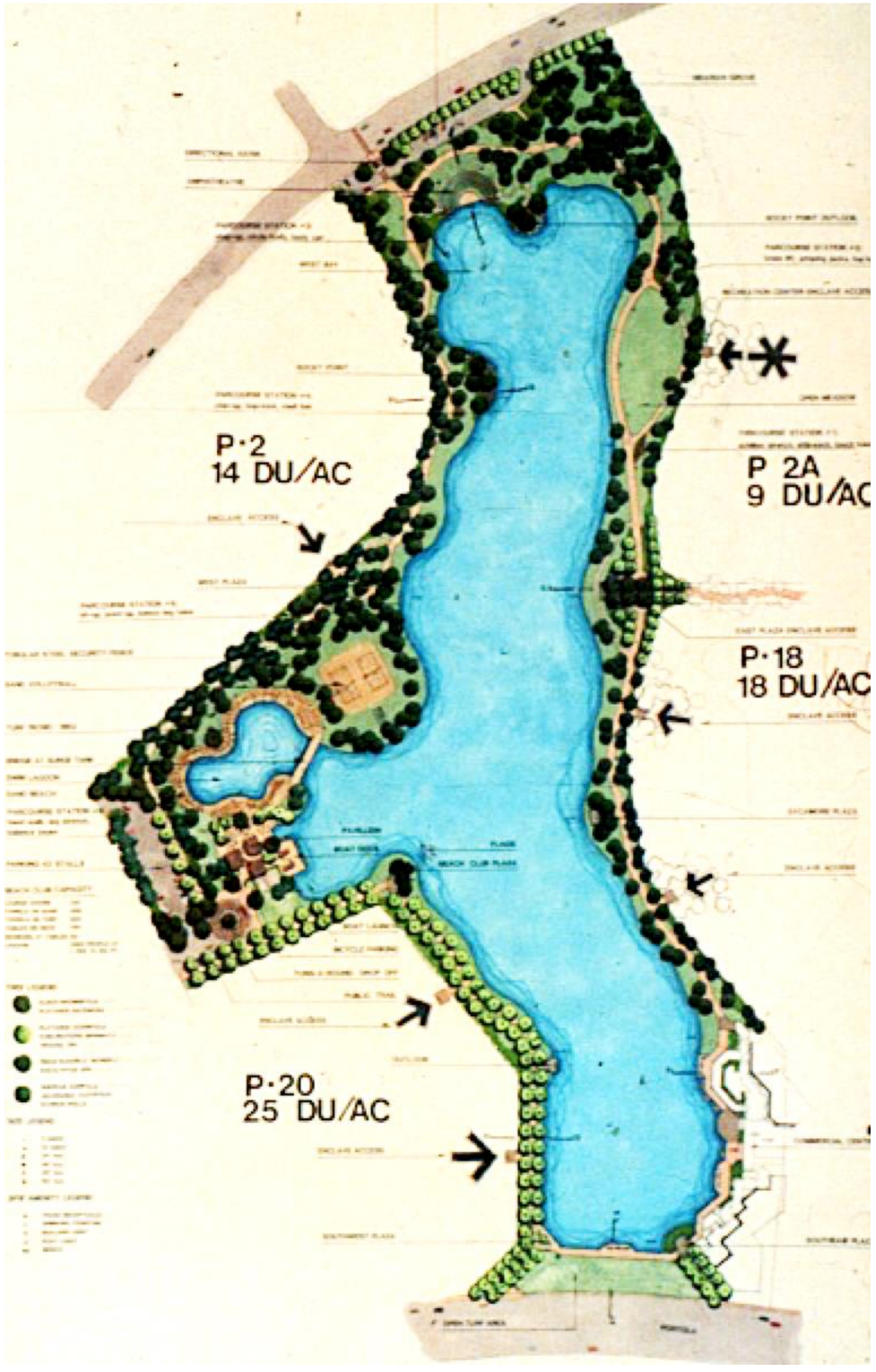


# Major Concepts

- Urban Village in Open Space Setting
- Lifestyle Villages
- Jobs / Housing Balance
- Broad Mix of Housing Types
- Priced for Young Families
- **Create a Town Center**

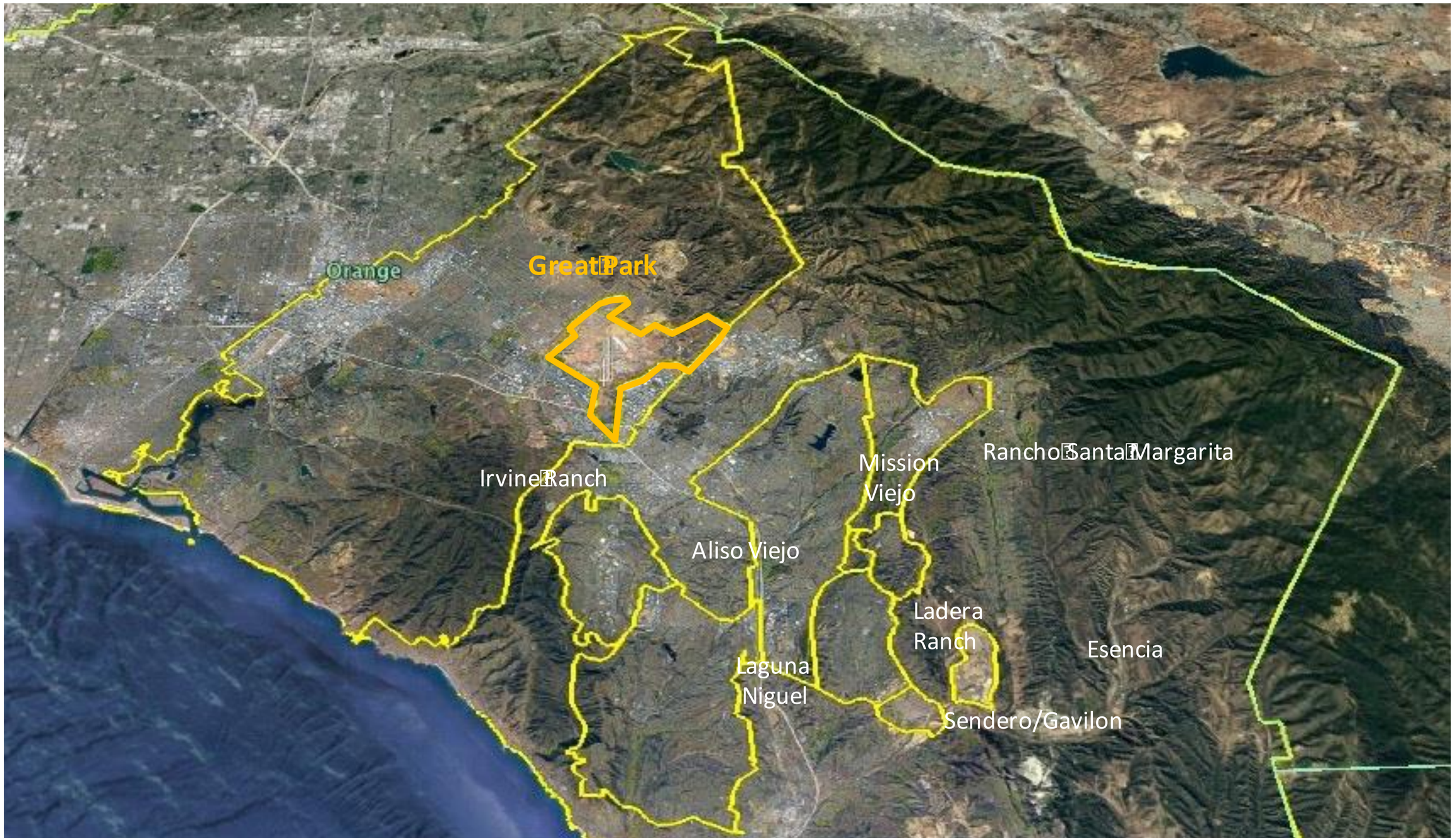
# Place-Making: Lake Park





# OC Great Park

# Location


Orange
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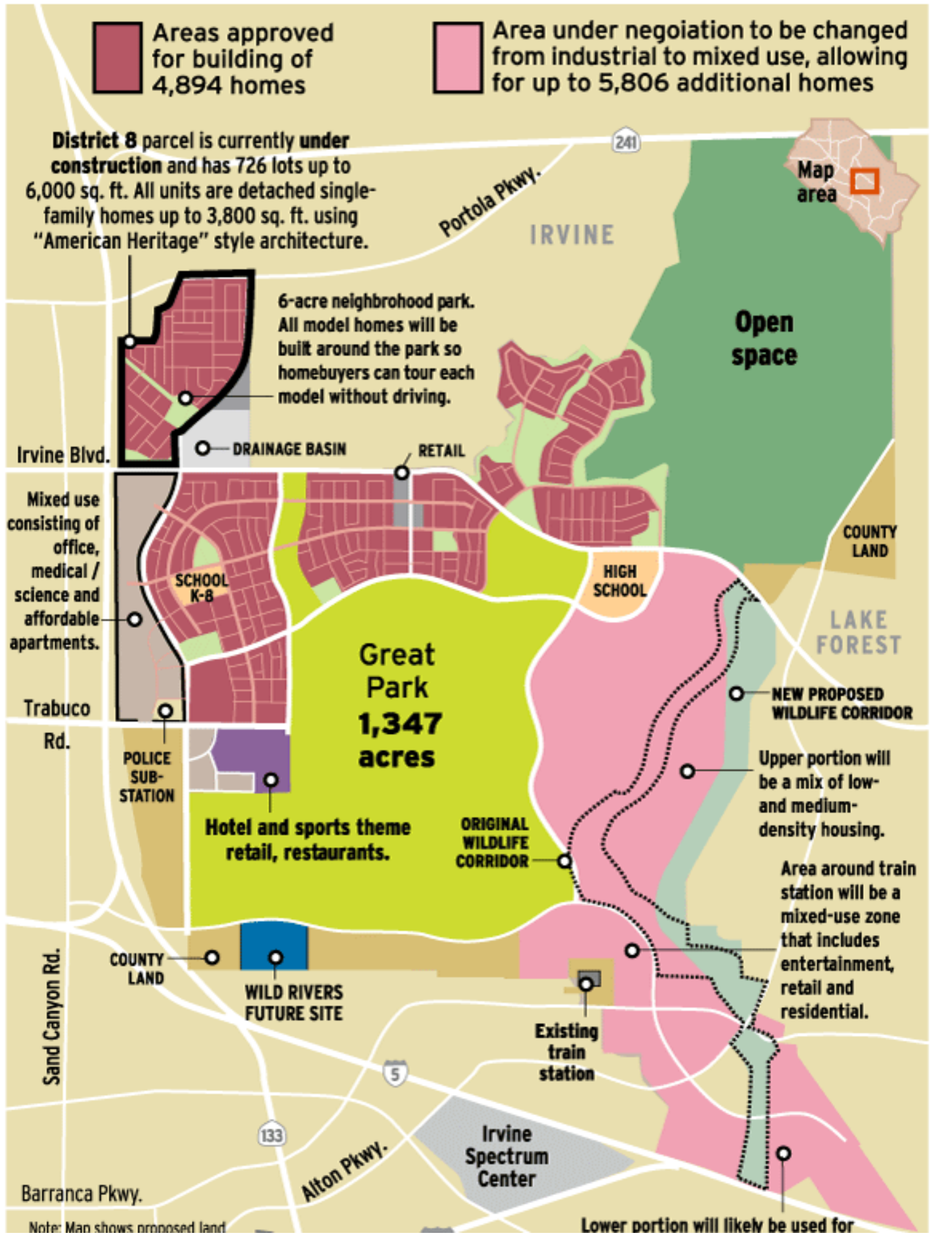

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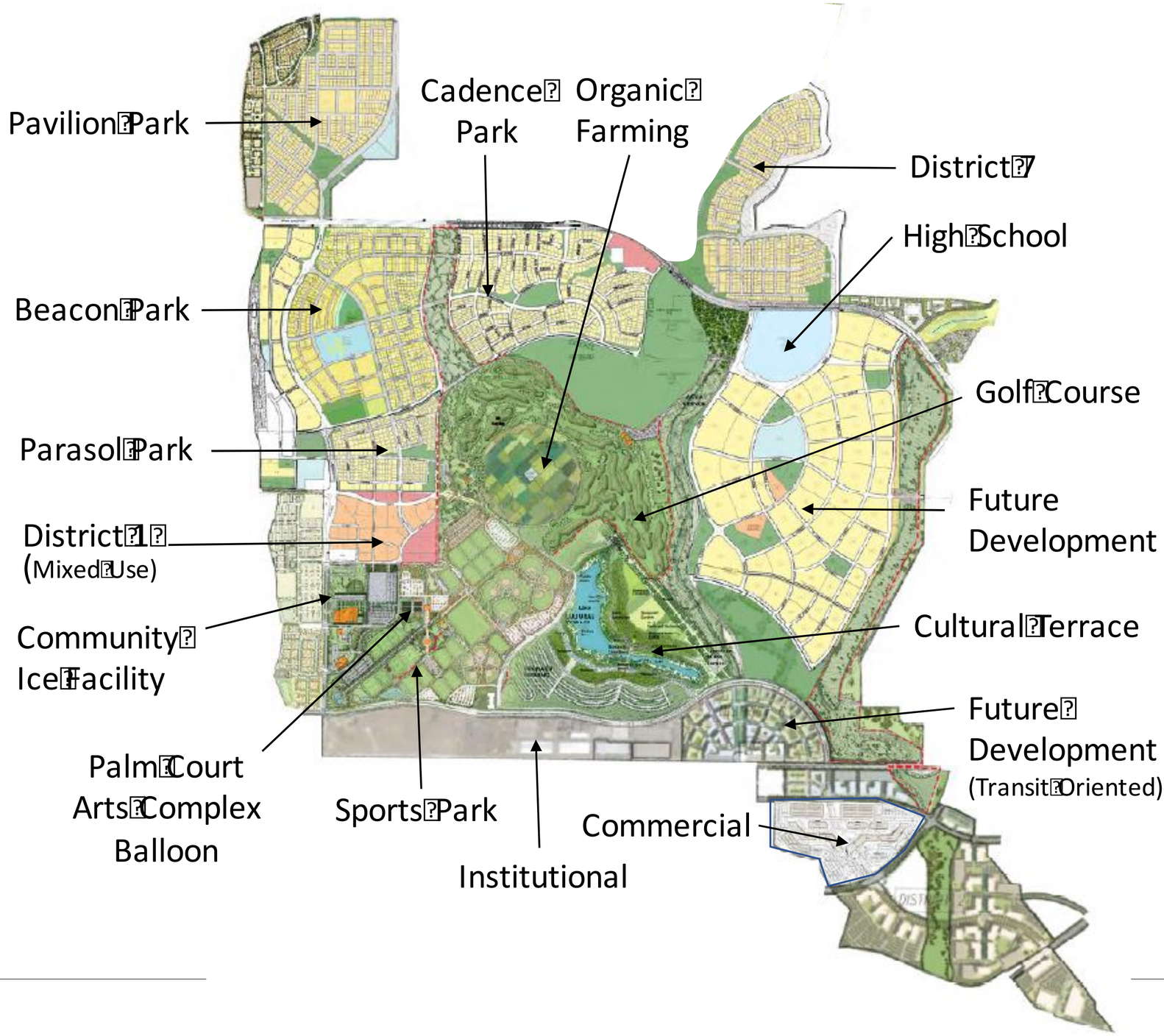

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