

MEMORABLE
DESTINATIONS



DETROIT UNCOMMON CONDOS

Unique building configuration appeals to wide range of buyers.

GIVE PEOPLE WHAT THEY WANT AND THEY'LL BUY it. Ivanhoe-Huntley Homes in West Bloomfield, Mich., listened to what its customers said they wanted and came up with a concept that's produced the company's fastest-selling project in metro Detroit—Addington Corners.

"We feel very good about it," says co-owner Gary Shapiro. "We're offering something no one else has. We're opening two more of these right now."

What Ivanhoe-Huntley is offering is suburban infill that enables buyers to own a home that's close to work, shopping, family, and places of worship.

The 228-unit condominium project is arranged on 20 acres in 12-unit buildings.

Each unit has a garage attached to it, and no units are on top of one another.

Four of the units in each building are carriage units above the garages, and another four have first-floor master suites with another bedroom and bath upstairs, which have sold well with active adult buyers. The remaining four units are traditional townhouse configurations.

"It's highly unusual for multifamily housing not to have stacked units," Shapiro says. "Everyone feels they have private, individual homes."

Addington Corners is convenient to a wide array of services: Residents can walk to a neighborhood center with a coffee shop and other restaurants, and a school is nearby. Designed to be pedestrian-friendly with sidewalks throughout, the development also has parks, gazebos, and a pool.

"We're blending the old with the new," Shapiro says, "and getting back to that small-town feel."

To that end, he says, the marketing for the community has targeted a broad group of prospective buyers. Direct marketing was used to entice renters, and the project was cross-sold at other Ivanhoe-Huntley communities.

"There are other communities that are age-restricted," Shapiro says, "[but] we've found that everyone basically wants to live around everyone else. We've been selling a third of the units at equal rates. The price point is attractive to active adults, young professionals, and families just starting off."



SECOND FLOOR



FIRST FLOOR

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Market: Detroit

Project: Addington Corners, Commerce Township, Mich.

Date sales started: November 2003

Sales through February 2005: 153

Total units planned: 228

Unit size: 1,205 to 1,351 square feet

Price range: \$149,900 to \$169,900

Builder/Developer: Ivanhoe-Huntley Homes, West Bloomfield, Mich.

Architect: Dominick Tringali Associates, Bloomfield Hills, Mich.