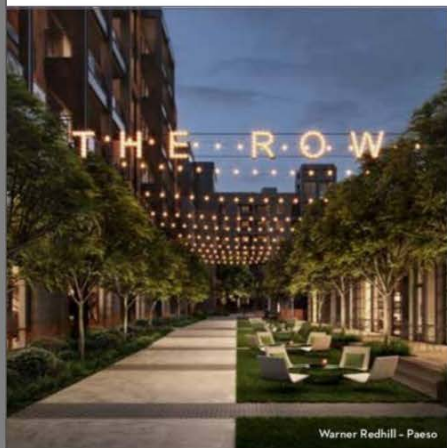


Creative Solutions in California

Real estate company rethinks luxury with new mixed-use development in Orange County



Warner Redhill - Paeso



Warner Redhill - Club Room

Leading real estate company Greystar is now underway on what will be one of the largest mixed-use residential communities in Orange County, California.

Spanning 14.7 acres, The Row at Red Hill is poised to be Santa Ana's newest destination for luxurious living. It will offer a vibrant mix of residential, retail and open space, with a special community dining area that will encourage gathering for artists, musicians and foodies alike.

The project is being constructed on a former industrial site near the Tustin Legacy development. It's currently under construction, with the first phase expected to be complete in summer 2024.

SETTING A HIGH BAR

The Row at Red Hill will comprise four residential buildings with a total of 1,100 units, including studios and one-, two-, and three-bedroom floorplans. Units will feature high-end finishes like front-load washers and dryers, Samsung appliances, keyless-entry doors and wood-style flooring.

Luxury extends beyond the individual units, forming a unique community with everything residents could want. Community amenities will include WiFi, resort-style pools, rooftop decks, electric vehicle charg-

Greystar

SENIOR DIRECTOR,
DEVELOPMENT
Raul Tamez

LOCATION
Solana Beach, California



WE'VE GOT AMAZING CONSULTANTS, we have an amazing team, we have a great partnership with utility providers."
-Raul Tamez

ing stations and coworking spaces with private offices. Another core feature is the site's large dog park, featuring agility equipment, pet washing stations, water bowls and more. Dog exercise and play areas are a priority for all of Greystar's communities.

"All of our communities are pet-friendly. It's something we really pride ourselves on and that residents have come to appreciate from Greystar. It's one of the reasons why residents are so loyal to Greystar," says Raul Tamez, Senior Director of Development at Greystar.

But what truly sets the mixed-use community apart, according to Tamez, is its large fitness space. At 20,000 square feet, The Row at Redhill's fitness center rivals a high-end boutique gym. With state-of-the-art equipment, locker room saunas, outdoor workout space, esthetician rooms, a Himalayan salt room and more, the facility will be fully amenitized.

The project is also expected to feature 50,000 square feet of retail space. Greystar is working with local retail developer The LAB to give the authentic Orange County experience to the area's diners and shoppers. Overall, The Row at Redhill has been designed with everything in mind, allowing residents to live and play.

OVERCOMING CHALLENGES

California is a difficult place to develop for several reasons. Permitting can be lengthy, particularly when adapting sites formerly used for industrial purposes. Greystar worked with J.L. Hare Associates, a leading permit processing project management company in California, to expedite this process.

Additionally, the state is struggling with electrical capacity. Some developers are experiencing challenges with acquiring transformers and getting them hooked up to the power grid promptly. Fortunately, Greystar has built a team of professionals who are well-equipped

to handle these challenges. HCI Systems Inc., a leading provider of facilities solutions, is an AV and low voltage partner on the project.

"It's something we've been working through. We've got amazing consultants, we have an amazing team, we have a great partnership with utility providers," says Tamez.

California also has strict sustainability guidelines for new construction. At The Row at Redhill, Greystar is going above and beyond requirements. In addition to building according to LEED® Silver specifications, the community will have extra electric vehicle charging capacity for anticipated EV demand. Greystar

J.L. HARE ASSOCIATES

J.L. Hare Associates is proud to have been a part of the development of the Greystar Bowers project. Working alongside Greystar and the entire development team, we are thrilled to have contributed to the success of this iconic project in the heart of Orange County. Congratulations to Greystar on this well-deserved and celebrated achievement!


951.339.9760





SAVE TIME. SAVE MONEY.
KEEP YOUR PROJECTS ON SCHEDULE.

J.L. Hare Associates understands your project's high stakes. With so much on the line, trust your permit management to the experts. J.L. Hare Delivers results, on-time, and on-budget.

WWW.JLHARE.COM



Warner Redhill - Pool Deck

Warner Redhill - Kitchen / Living Room



Warner Redhill - Kitchen



also opted to utilize some xeriscape landscaping—which uses drought-resistant plants and practices—to attain sustainability goals. MJS Landscape Architecture is the landscape design partner on the project.

“We are very proud of the level of sustainability that we’re achieving here,” says Tamez.

CREATING SOMETHING UNIQUE

Orange County is a highly desirable area thanks to its abundant employers, beautiful weather and access to the Southern California lifestyle. However, it’s not a particularly walkable area, despite the resident preference shift toward walkability. People want to be able to get a coffee, run errands, exercise or grab a drink with a friend without needing a car. That’s something The Row at Redhill delivers on.

“I think we’ve achieved a true walkable neighborhood and a true destination where people don’t necessarily have to use their car every day,” says Tamez. “That’s something extremely exciting about The Row.”

The desire for walkability within the neighborhood influenced the architecture of the buildings. Architects Orange (AO), the architecture partner on the project, took inspiration from walkable places like Manhattan when designing The Row at Red Hill. The buildings feature dark colors, rich brickwork and an overall industrial style, which introduces some variety to the light, neutral palette found throughout most of Southern California.

Given California’s housing constraints, larger-density, mixed-use developments like The Row



Warner Redhill - Fitness

at Redhill are in high demand. The all-in-one neighborhood will fit a large number of people in a relatively small space in a way that still feels luxurious, spacious and like home.

"We're constantly under-housed in California, especially in locations where people work and want to be. So, to have a project where I'm building 1,100 units at once is something really amazing," says Tamez.

This project has been years in the making. The Greystar team is anticipating the day they can visit the site and see it in use, with all the amenities being enjoyed by residents and visitors.

"Once you see people really live in a community that you develop, you've done something meaningful. You've done something important," says Tamez. "That's what I'm excited for." 📍

FIRE PROTECTION
FIRE SUPPRESSION
SECURITY
NURSE CALL
ERRCS/DAS
VOICE/DATA
EMERGENCY CALL
PAGING/SOUND
MASS NOTIFICATION
CENTRAL STATION
MONITORING

COMMERCIAL AND MULTIFAMILY
WE HAVE YOU COVERED THROUGHOUT CALIFORNIA

24/7 EMERGENCY SERVICES

HCI TOLL-FREE 877-331-2084
SYSTEMS INC. WWW.HCISYSTEMS.NET

MJS
LANDSCAPE
ARCHITECTURE

MJS is proud to be your partner in elevating the residential lifestyle through curated landscapes.

507 50th Street, Newport Beach, CA 92663 | 949.675.9964 | mjs-la.com