



Designing for Different Demographics

Irvine based architecture firm Robert Hidey Architects designs homes that cater to various generations, from mature to first time homebuyers.

Since 1990, they have established a knack for producing renowned custom and semi-custom homes. From interior architecture to high-rise and mid-rise residential homes, their designs appeal to all generations. The expertise of president and founder Robert Hidey is reflected in his trendsetting designs and his customer's satisfaction.



His firm has gone on to design for thousands of residential units and communities. They have partnered with more than 100 development companies, including some of the nation's best, such as The New Home Company, Irvine Company, Brookfield Homes, Standard Pacific, Shapell Homes, Taylor Morrison, and Richmond American Homes, contributing to their success throughout the last 25 years.

Over their span of producing exemplary work, the Robert Hidey Architects team has had to work through the recession and adjust the focus of their work to address changing consumer demands.

“Since the recession, developers have been trying to stretch the band

of segmentation and look for a mix of housing types and different demographics to stimulate home sales and move product at a higher rate,” Hidey said.

Robert Hidey Architects has formed its designs to fit this demand as it has shifted towards multi-generational developments. A developed infill in the heart of downtown Anaheim that was designed for Brookfield Residential is an example of a property that’s marketable to millennials and baby boomers alike.



The stacked flats in the revitalized area of downtown are in a convenient location across the street from the newly built food hall and local hot spot, The Packing House. While the pool and the furnished rooftop deck of the development are attractive to younger buyers, the single-level flats and private covered patio appeal to downsizing baby boomers. The attached one- or two-car garage, which accessible by a private city lane, is desirable to all markets.

A similar development in Claremont, Calif., Citrus Glen, holds many of the same features while offering additional amenities to cater them

to a multi-generational market. Citrus Glen is a townhome development consisting of several efficient 1,384-1,928 square foot units. Hidey's designs include an owners' retreat in each unit, which feature over-sized walkin closets and large master baths complete with luxury amenities, such as separate soaking tubs, walk-in showers, and enclosed commodes. The Spanish Colonial Revival style of these units fit in seamlessly with the surrounding community of historic Claremont architecture.

The large archways adjoining separate living spaces give it a traditional feel without compromising an open floor plan. Because the location is close to various universities and employment opportunities, it appeals to a younger generation of homebuyers, while the close proximity to cultural, historic, and artistic activities draws in the active adult demographic.

The increase of homes being built for multigenerational families enabled Robert Hidey Architects to design homes with more square footage. While these homes are designed with multi-generational families in mind, baby boomers are still enticed by the extra space they can use to entertain or house guests. "Even when people tire of maintaining large residences with extensive yards and welcome less demanding homes, we have found that some active seniors with discretionary income still want homes where they can continue to entertain large groups," Hidey said.

The Beverly West development features stacked flats, including one with an additional catering kitchen ideal for serving and entertaining a number of guests. As a single level living space, each flat features a private elevator that opens to the homeowner's private foyer. The top five levels feature penthouse units ranging up to 8,200 square feet.

For a different luxury feel, the Asher at Playa Vista, a community designed for KB Homes, is comprised of 36 detached units specified for the move-up family desiring a high-end home. The close proximity to many social, cultural, and recreational activities, and the elevator that comes standard in each unit, make these homes desirable for the baby boomer generation as well as today's generation of young families.

A changing housing market prompts Robert Hidey Architects to work with developers consistently on designing homes for current target buyers.

“Just a few years ago, the term ‘multigenerational housing’ was new,” said Hidey. “Now, there are few buyers who wouldn’t welcome flexible private living space in their dwellings that can accommodate a boomerang child or an aging parent.”

Multi-generational housing is on the rise, meaning additional living space is a necessity for many families today.

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