

DDDC

design
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JOURNAL

"I'm most proud of the people who are on this team—it is quite a mix," says Bill Henry, President and Project Director for the Crosslinx Transit Solutions consortium. "We've had different entities with four different cultures, but we have tried to create one culture of project delivery."

CROSSLINX TRANSIT SOLUTIONS

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Building a Better Life

A collaborative multifamily development in San Antonio is changing the city's apartment living standards



Exterior Leasing Office at Villas at the Rim



Front of Villas at the Rim

With Villas at the Rim, two well-known entities are bringing something entirely new to the residential market of San Antonio.

The project is a collaboration of the Frankel Family Trust and Legacy Alliance Holdings. The 15-acre site, which will feature 427 units upon completion, will deliver an amenity-oriented lifestyle to the fastest growing area of the city.

It is part of a long-term investment strategy for the Frankel Family Trust, a California-based investor in residential real estate across the country.

"When we look at a project, we definitely look at it as something that we are going to keep in our portfolio," says Mike Kron, COO for the trust. "When we go into a project, we are looking at a location and a type of project that's going to be something that we want to hang on to for a long time."

A CHALLENGING APPROACH

The Frankel Family Trust has engaged Legacy Alliance to serve as a fee developer for Villas at the Rim. The development firm has a long track record of success with similar efforts.

"We began interviewing companies to assist us with the development, and we had some mutual contacts with Legacy Alliance," Kron says. "We liked what we saw and liked what they had done in the past. We thought they would be a good fit for what we were trying to do."

A shared vision of what Villas at the Rim could be has led to a strong partnership between the Frankel Family Trust and Legacy Alliance.

"We felt that their idea of what this project should be and our idea of what this project should be were really close, so it made for a really good working relationship," Kron says.

Legacy Alliance opted for a unique and challenging "urban wrap" design for Villas at the Rim. This approach consists of residential units and sometimes retail or office wrapped around a parking garage.

"The wrap poses its share of challenges because you are trying to make a very inefficient style of construction much more efficient," says Brad DeYoung, Principal at Legacy Alliance.

Urban wrap designs allow developers to maximize acreage without reducing potential units.

"When trying to maximize the views of the site and the amenities, it makes for a scenario where there's no consistency of constructability," DeYoung says. "Around each corner is a new adventure."

The spaces created by the Frankel Family Trust aim to appeal to a wide demographic.

Frankel Family Trust

CHIEF OPERATING OFFICE
Michael Kron

LOCATION
Santa Ana, California

Legacy Alliance Holdings

PRINCIPAL
Brad DeYoung

LOCATION
Addison, Texas

"We don't do the same kind of target research that a lot of companies do to try and predict our resident base," Kron says. "We don't have an exact idea of who is going to be our residents, and we're often surprised by who ultimately ends up walking through our doors."

To that end, the Villas at the Rim will include many different types of units.

"Our entry-level unit, which is just a shade over 550 square feet, is designed so that somebody can get into the property for something in the neighborhood of \$1,000 a month," Kron says. "They can enjoy the same amenities, but they don't have to pay the price larger units command. We try to scatter our units across the spectrum of who we expect may walk in the door as prospective residents."

AN AMENITY-RICH LIFESTYLE

An aggressive amenity package will be the defining characteristic at the Villas at the Rim. A hot yoga studio and aerobics room, a spa area, and a serenity garden are just some of the features available to future residents.

"You can come in and have the spa experience and then sit outside in the serenity garden,"



Pool at Villas at the Rim

Kron says. "We had some fun with creating the right look to capture that."

Additional amenities include a dog park, walking trails, a bocce ball court, three swimming pools and a playground.

"What you are going to see is what you might find at a high-end hotel, and that's what we were shooting for with this project," Kron says.

Fire Protection Consulting Group, LLC is helping to ensure Villas at the Rim remains safe and secure for residents and their guests.

Ultimately, Villas at the Rim will offer its residents a truly unique and unrivaled living experience in the San Antonio market.

"What we are doing is creating the highest end project the city has," Kron says. "There are others that may touch on what we're doing, but there are none that are at the same place as us in terms of the size and quality of the apartment units, and the number of amenities that our residents will have access to at this site." ■



Club House at Villas at the Rim



Interior Living Room

FIRE PROTECTION CONSULTING GROUP

FPCG sends our warmest regards and appreciation to the Frankel Family Trust for making us part of their work-family since 2014. The Trust's commitment to design excellence, team coordination and life-safety fits perfectly with FPCG's vision and goals. The Villas at the Rim project is a perfect example of how the Trust pulls together best-quality, fast-paced design teams to resolve issues and get a project out for bid. FPCG's integration allowed coordination of building features with the Architect and MEP, and cleared up questions that can commonly hold up City approval. With sincerest gratitude, thanks for making us part of this amazing project!

FPCG
Fire Protection Consulting Group, LLC

Offices in Austin,
San Antonio, and Denver

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