

Sunlight Construction has begun clearing the land for Cambridge Crossing on this parcel, which will be a mix of single family detached, patio homes and possibly two story elevated buildings. Of the 88 units, 20% or 18 will be Workforce Housing units spread throughout the development; and set aside for those with incomes less than 80% of Simsbury median or \$80,000. The workforce housing is deed restricted for 30 years. Although plans are not set, sizes range from approximately 1000 - 2500 sq. ft. with prices starting around \$199,000 and single family at \$359,000 -399,000.

Again in Simsbury at Powder Forest, Ron Janeczko & Chris Nelson are developing Highcroft, which will be a mix of 224 luxury apartments, and 48 townhomes. Chris & Ron won Community of the Year last November for Highcroft Apt. Homes, which is a Low Impact Development with LED lighting and Craftsman style buildings.

The 1, 2 & 3 BR apartments are designed by Jack Kemper with 16 units per building and direct access to attached garages. Highcroft Lodge won Best Clubhouse for its amenity rich design featuring an outdoor saltwater pool and cabanas, a 4,000 sf patio with outdoor kitchen, a gym, game room and even a dog wash. For presale marketing, the website LifeInSimsbury.com was designed to communicate the benefits of a small town way of life. "Land Here" was used as the ultimate call to action. Result: 85 apartments leased in 9 months.



### In Town Housing

For some time now, in town housing has been extremely popular with both empty nesters and millennials. The issue is finding the land at a reasonable price.

In a September 2015 public referendum process, Charter Group won approval

for a 54 unit active adult development in the heart of downtown Ridgefield. The site of the former Schlumberger campus, it had originally been purchased by Toll Bros., who sold it to Charter after Toll was narrowly defeated in their own referendum.



## Building Trends 2017

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Just one month after approval, Charter Group opened 77 Sunset Lane for pre-sales, and 53 out of the 54 homes went on deposit! Pricing for the apt. style homes started in the mid \$400,000's and the townhomes started in the mid \$700,000's. The first closing took place in August 2016, and Charter Group's Jay Metcalfe is in the midst of the buildout, which includes a community clubhouse, fitness center and a mix of 45 single-level apartment style homes with elevator access parking garage, and 9 townhomes with 1st floor masters and two-car garages.

In Guilford on the shoreline, Kenny Horton spent \$1 million on environmen-

tal clean-up - then rehabbed an 1880 mill building to accommodate 15 luxury condominiums. Last November, 66 High Street won the top HOBII Award, 2016 Project of the Year. This year Horton Group is adding three new steel frame buildings overlooking marshland and LIS - all within a block of the Guilford Green. 66 Main Street has established a new luxury condo market in Guilford with sales ranging from \$650,000 - \$1.7 million. Buyers have been New Haven County empty nesters who are downsizing or looking for a 2nd home.

Listing agent, Nikki Travaglino, and her team at William Pitt Sotheby, have

done an exceptional job marketing The Residences at 66 Main Street, while taking full advantage of social media, including Facebook, Instagram and You Tube, hyper targeted Facebooks ads and traffic drawing Facebook events.

In Fairfield County, with Metro North issues contributing to longer commuting times, living close to a station has become a prime motivator in home location. This in town infill spec home in New Canaan by Ryan Fletcher, illustrates some of the most popular single family design trends. See photos at right.

Nantucket casual on the outside and transitional/modern on the inside, featuring a floating glass and steel staircase and a wall of glass bringing the outdoors in, with black window and door casings, a linear gas FPL, beadboard ceiling insets and shiplap paneling - all worth noting because of their popularity in both spec and custom homes today. This home, which won a 2016 HOBII Award, sold at \$2.4 million.

*This article is excerpted from a presentation Connecticut Builder publisher, Joanne Carroll gave at an April Developers Council meeting. CT Mirror editor, Tom Condon, interviewed Joanne about these trends for an article on the same topic.*



The Residences at 66 High Street

