

Moving Up, in Style

By Sabra Morris

Photos by Airspace Workshop

Featured Developer:

Chris Deuchar, president,
U.S. Pacific Development; partner,
Cooke Clayton LLC

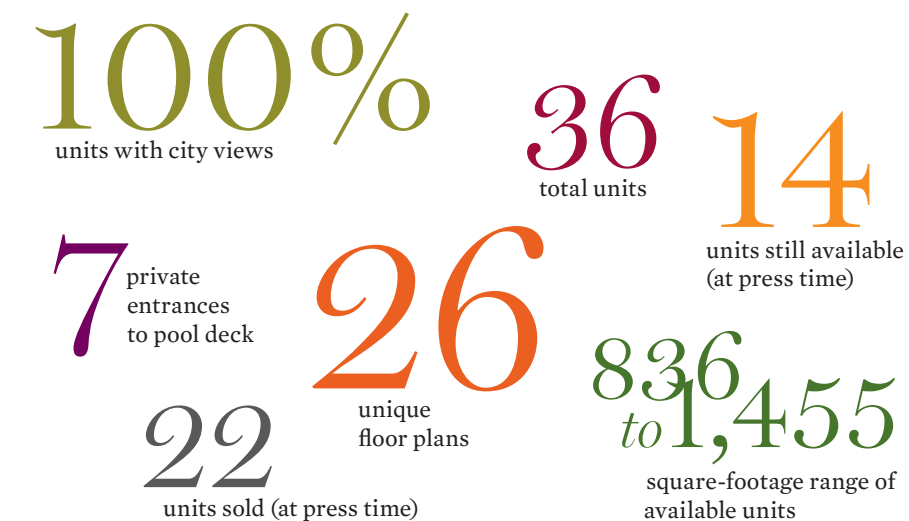


PHOTO: OLIVIER KONING



The Vanguard Lofts offers New York-style living in the heart of Honolulu, with flexible design and updated floor plans.

LOFT LIVING, BY THE NUMBERS



Two years ago, *Hawaii Home + Remodeling* brought you the story of the Vanguard Lofts, the first adaptive-reuse* loft project to take shape in Kakaako.

Since then, the project has grown. In addition to the historic center section, which is a conversion of the old National Cash Register (NCR) Building, more units have been added to the building's east and west wings. The long-awaited pool deck is complete, floor plans have changed and the total number of units has grown from a projected 32 to 36.

The changes are in response to consumer preference, according to U.S. Pacific Development president Chris Deuchar. "The real estate market, in general, really changed from the time we launched this project," he says. "Originally, we had a lot of larger two-bedroom units with oversized dining rooms. We had a lot of buyers that wanted a third bedroom. They wanted the ability to have a den or a guest room."

In addition to changes in predetermined floor plans, many buyers have opted to customize their units' floor plans according to their unique preferences. For example, the owner of the penthouse unit opted to convert the preplanned three-bedroom space into a large, open one-bedroom unit. "That kind of customization has really added value for our buyers," Deuchar says.

Above: Room to Play: The pool deck is a luxurious size for a loft community with just 36 dedicated units, says Realtor-Associate® Mark Berkowitz. Right: High-end appliances and quality finishes come standard in each kitchen.

Your life, your design:

In addition to the three finish packages available, homeowners can choose to bring in their own designer and materials to customize each unique space.

*Adaptive-Reuse = Using old structures for new purposes

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Buyers are not only customizing their floor plans, they're also tweaking their interior-design options. The original three finish packages, developed by Jon Staub of Philpotts & Associates, remain. They still include flooring, countertop, tile and carpet options designed to create three distinct hues within the lofts (light, medium and dark). What's different? "Buyers have given themselves permission to author mixes and matches within those three groupings," says Staub. "What's exciting about the loft mentality is that it's a little more artistic in nature. Buyers are picking that up and creating customized palettes."

"I think people like it because the building already has historical patina to it."

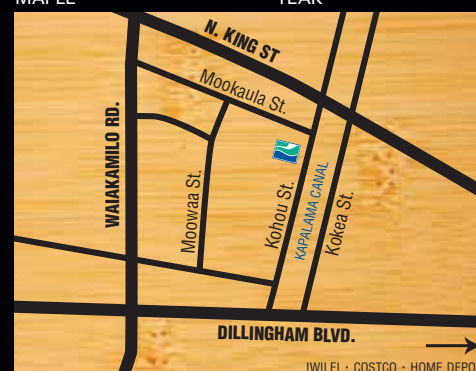
The Lofts' unique personality is reflected most aptly in the finished pool deck. The deck features private cabanas, an outdoor shower, a barbecue area and a hot tub. Its design, finishes and gorgeous view of downtown Honolulu make it spectacular. The pool has an infinity edge, which gives it a glasslike, streamlined surface. Lounge chairs feature indoor/outdoor cushions in sleek gray and vibrant red-orange. Two bowl fountains flank the west side of the pool to create a modern centerpiece. "It's kind of 'South Beach' from an energy standpoint," Staub says. "It has a sophisticated tonal palette that gives it an uptown feel. I would call it 'urban resort.' That's what Miami Beach does so well. They don't shy away from the urban nature. But they still layer in the cabanas and the chaises and the hot tubs — all the things people expect."

With the pool deck completed, the downstairs luxury car dealership open and the added residential wings on their way to being finished, the Vanguard Lofts has come into its own. "There's more depth, and that's appropriate for a historical loft renovation," says Staub. "I think people like it because the building already has historical patina to it." **HHR**



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