

# INNOVATIVE THINKING







## Skylar at Playa Vista

Yesterday's three-story traditional townhome design has been turned on its side to appeal to the ever-increasing Boomer market and multi-generational families, while maintaining townhome densities. The innovative design yielded three single-level living units that incorporate universal design and a semi-private elevator to provide an accessible path to any floor.

# KTGY KNOWS INNOVATIVE THINKING

As a leader in lifestyle-enhancing design and innovative thinking, KTGY takes consumer research, fresh thinking and innovative answers to a new level. We not only pay attention to the changing demands of today's market trends and consumer desires, but tomorrow's as well.

KTGY's R&D studio asks the question, "What if?" The answer is an artful balance of brilliant innovation, thoughtful design and technological achievement. From the newest breakthroughs in high density configurations to the latest advancements in the evolution of the kitchen, master suite, media rooms, idea spaces, storage alternatives, indoor-outdoor connectivity, privatized space and more, "What if?" becomes what's next...



WHAT IF?

# IDEA SPACES

**W**e have expandable files folders, expandable luggage, expandable dining room tables; the list goes on. But, what if homebuyers had expandable rooms?

What if... the kitchen had “Idea Spaces” that could expand the utility of the kitchen in different directions based on the homeowners’ specific needs or wants beyond the typical kitchen configuration: pantries that can be large enough to accommodate a management center, or appliance bar, or super-sized pantry?

What if... the dining room had an “Idea Space” that expanded the formal area to accommodate more people on those special Holiday dinners or could turn into a serving bar, or a wine service area, or casual/conversational seating while waiting for dinner, or having two distinct dining areas that could be termed “formal dining” yet when that special event is not scheduled, it is used for everyday life experiences?

What if... the family room had a connected “Idea Space” that would afford additional family uses while the family room was already engaged, a sizeable appendage proving for game night, homework without being disconnected, or an informal special dining area for the kids, or a quiet area for reading and recluse?

What if... a special “Idea Space” room was created that could be a den, man cave, mom’s management center, tech center for the family, and all connected to the “hub of the house,” the kitchen?

What if... a laundry room had enough “Idea Space” to take on numerous utilities, like extra storage or super-size the dry goods pantry?

What if... the master bedroom suites had walk-in closets that you could actually place a piece furniture to sit down on, or a bath large enough to add a special furniture piece that could be used for sitting or storage?

What if...a downstairs bedroom and bathroom could be turned into a two-room living suite with kitchenette that was separated from the main living area but had a private side entrance that could offer live-in parents or kids moving back home their own private living space, while still being connected to the household, or was wanted for a home-based business or as an art studio?

What if...a garage could be a “Monster Garage” offering room for up to four cars, and space that is extra wide, extra deep and extra functional, complete with high ceilings that allow for extra storage off the floor and plenty of room for “toys” like boats, motorcycles, skidoos, bicycles, etc. and, of course, a “man cave?”







**Kids Craft/Educational Room**  
Big Sky at Audie Murphy Ranch | Menifee, CA



**Privatized Outdoor Space**  
Toll Brothers at Hidden Canyon - Capri Collection | Irvine, CA



**Multi-Gen Suite**  
Skylar at Playa Vista | Los Angeles, CA



**Dog Washing Station in Laundry Room**  
Victory at Verrado - Freedom Collection | Buckeye, AZ



**Man Cave**  
Savona | Las Vegas, NV

# 15

## NEW-HOME DESIGN TRENDS



### 1. Scale and Function

The latest American Institute of Architects' Design Trends Survey notes that households have a "growing interest in going smaller due to an effort to contain energy costs, and a significant higher number of architects report demand for smaller homes." Scale and function are the solution here, not sheer square footage.

### 2. "Private" Space

Boomers, empty nesters, and Gen Y cohorts express a desire for less maintenance and more privatized outdoor space, breaking away from the traditional "public" backyard. This design trend can be achieved by creating spaces that are private from the neighboring house by either positioning architecture around the outdoor space or by allowing the outdoor space to pierce architecture, affording more interior living spaces to be exposed to the outdoor area.



### 3. Indoor/Outdoor Connectivity

Bring the outdoors into the home experience. These thresholds to the outdoors offer more light and exciting access to "private" outdoor space. The result makes the interior feel like it extends beyond walls.

### 4. Covered Outdoor Rooms

Outdoor rooms expand the utility of the adjoining interior rooms and become outdoor retreats, still covered and protected but open to the outdoors.





## 5. Personal Touches

Whether it is a resale or a new home, the consumer is looking for and purchasing feature elements—such as kitchen products, bath fixtures, and custom flooring—that reflect their lifestyle and aesthetic preferences. Now take this trend to the architecture/structure of the house. Each consumer will “live” the interior space of a home differently.

## 6. Super Kitchens

The kitchen is viewed as the “hub” of the house. While providing the main function of a place for food preparation, the kitchen also serves as an entertainment/conversation area. Kitchens are now open to other rooms, visible and exposed. An island offers additional seating capacity along with prep space, and pantries need to be able to store more packaged foods, which often are purchased in bulk at stores like Costco. As the hub, it becomes a consumer’s dream to design these elements together with function, practicality, and flair.

## 7. Spa-like Master Baths

The bathtub is not dead—rather, it has become an afterthought in most designs. However, trends reveal that women tend to take more baths than men as they’re more apt to dedicate the time. It is an experience and offers an opportunity for relaxation, so why not design the setting to enhance the experience?





## 8. Larger Media Areas

Many households these days possess at least one large flat-screen TV. The new, larger sizes of these televisions create a design need for more wall space and more seating capability.

## 9. More Garage Space

Garages are more than “housing” for vehicles. In fact, the garage is one of the only places within a “programmed” house that will offer the consumer what we call idea space. Creating a larger garage to accommodate more functions becomes a value to the consumer.

## 10. Multi-Use Laundry Room

As the garage is no longer just for cars, the laundry room has expanded into a multi-use room far beyond a side-by-side washer and dryer and a small counter for folding clothes. It is now a place for extra storage, a home management center, an additional refrigerator and extra kitchen prepping. Laundry rooms are being used as a mud room, a drop zone, a craft room or a place to wash pets.

## 11. Smarter Storage

Always an important factor, storage rarely gets designed into a home, leaving the consumer to create their own space. Smarter, well-designed storage is especially useful within smaller spaces.



## 12. Office Space

The office/den is trending to a higher need and the “want” issue dictates the best location within the home. Who uses it and where it is located becomes critical to the consumer and how they value the space. As a “utilized” office space, the front of the home off the entry is not considered an intelligent and practical location. The better location is closer to the “living” area of the house—the kitchen hub and family room.

## 13. Entry and Exits

Buyers are looking for entry drama and home announcement when greeting guests. As such, the entry and exits become important for impact. Over the past 10 to 15 years, we have stacked living over the entries. To be able to create some level of volume increases demand.

## 14. Dual-Use Homes

Multigenerational living has become part of the “next” culture. Families are staying together longer and the coupling of families becomes economic as well as cultural.

## 15. Technological Advances

Technology products create a need for a new lifestyle that revolves around the constant use handheld electronic devices. We will be designing small “server” rooms as smart technology continues to enter the home.





## Gaspar

This innovative urban infill site maximizes the City of Los Angeles Small Lot Ordinance and exemplifies smart growth practices. Nestled in the hills of Echo Park, the floor plans respond with upper level living spaces and roof decks to take advantage of sweeping views of the downtown Los Angeles skyline.

“ A GOOD  
HOCKEY PLAYER  
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THE PUCK IS. A  
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-Wayne Gretzky

What can the home building industry learn from the greatest hockey player of all time, Wayne Gretzky? He wasn't the biggest or the strongest but Gretzky's intelligence and reading of the game were unrivaled. So, how can home builders be like "The Great One" and get to "where the puck is going to be?"

It is through extensive field and demographic research, comprehensive interviews, focus groups and studying survey results of local buyer preferences. "We study the new homes that are being built in the market," says Nick Lehnert, executive director for KTG. "We talk to the onsite sales agents to find out what the buyers are looking for and we evaluate what products and features are missing from the marketplace. We couple this with the research results from the survey of local buyer preferences and demographics. From there, we create lifestyle enhancing designs that directly respond to the needs and wants of the buyers -- both today and tomorrow. It is a winning formula that is validated by research and by sales success!"







Savona | Las Vegas, NV

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# DELIVERING THE VISION

At KTGy, we believe it takes more than great ideas to design great places. It takes great people. Here, the energy, talent and creativity of our staff converge with a dedication to exceptional service to deliver successful architectural and planning solutions.

How we work with clients embodies what we value. For nearly 25 years, KTGy has been as passionate about connecting with our clients and their objectives as we are about design and creativity. Our designs are inspiring and innovative, yet ever mindful of project goals. Our people listen, respond and deliver what our clients need, want and envision.

As a full-service architectural and planning firm with seven office locations worldwide, KTGy has delivered a depth and breadth of successful design solutions for:

## Residential

SFD  
SFA | Townhome  
Walk Up  
Wrap  
Podium  
High Rise  
Affordable

## 55+/Service Enriched

Active Adult Communities  
Independent Living  
Assisted Living  
Memory Support  
Skilled Nursing  
CCRC

## Mixed Use

## Planning

Master Planning  
Urban Design  
Site Planning  
Entitlement  
Government Relations

## Retail

## International

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