

# CROSBY ESTATES

## Rancho Santa Fe, California



### Client Project

Starwood Development initiated construction of an exclusive, gated golf course community featuring luxury custom homes.

### Client Need

Starwood Development needed to establish an immediate on-site sales presence, and the solution had to reflect the quality and features that discriminating homebuyers would expect in this upscale community. The creation of this signature sales center was to be inspired by Bing Crosby's legacy and as such, needed to reflect his graceful character and elegant design style.



SPACE BY

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**SCOTSMAN**

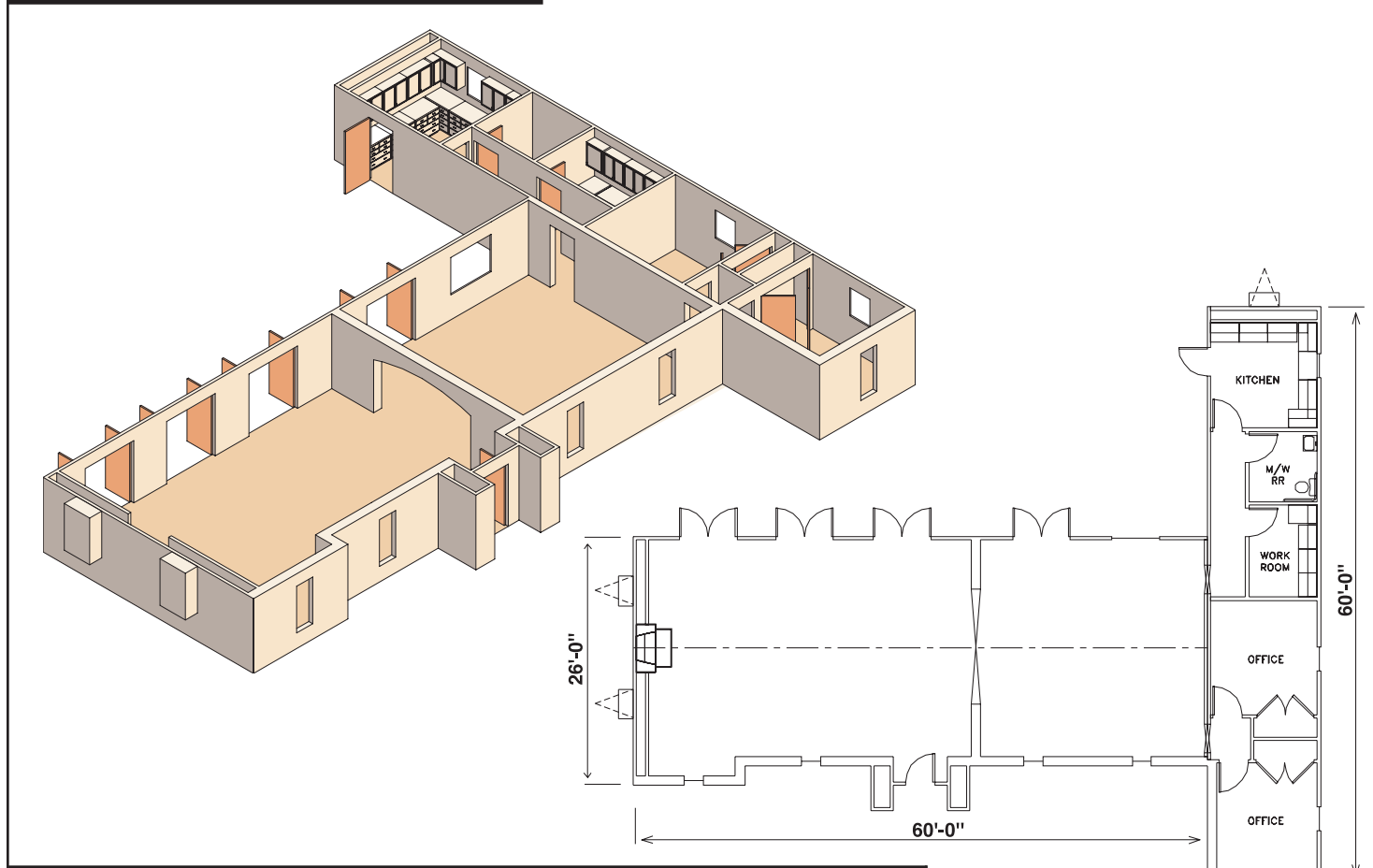
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PROJECT CASE HISTORY

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## The Williams Scotsman Solution

The front door was comprised of handcrafted wood, glass and wrought iron and began the homebuyer's experience. The meticulously appointed sales center included a replication of the study in Bing Crosby's former residence, a presentation area, several offices, a kitchen and restrooms. Architectural details included imported Italian marble, exposed beams and cathedral ceilings, natural hardwood floors, a built-in fireplace and various types of designer lighting. The exterior architecture was traditional Spanish Colonial and featured a Mexican tiled roof, stucco finish and recessed windows. A deck which was accented with a grapevine covered trellis completed the theme and offered a platform for the scenic views that complimented this exclusive community.

## The Result

The final product was the timely delivery of an affordable sales center that perfectly mirrored the client's marketing and architectural design team's concept. Homebuyers were elated with the builder's tasteful representation within the community and perceived this as indicative of the quality they would receive in their new home.



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