

Business Bulletin

A Special Background Report On Trends in Industry And Finance

THE SINGLE-HOME LOOK works its way into rental-apartment designs.

Apartment buildings that look like houses and feature such amenities as private entries and garages, high ceilings, built-in washers and dryers and leafy yards catch on among "lifestyle renters," says the National Multi Housing Council in Washington. Such folks "can afford to buy a house, but prefer not to," says a council spokesman. Empty-nesters are a key group. So are the newly divorced, newlywed older couples and corporate fast-trackers.

Architects and developers say such units generally rent for \$1,000 a month or more and are notably popular in suburban Sun Belt areas where land is still affordable, as well as in hot job markets like Seattle. Picerne Real Estate Group, Warwick, R.I., plans a project of "eight-plexes" for Henderson, Nev., outside Las Vegas. And Fugleberg Koch Architects, Winter Park, Fla., has designed rental "villas" for Landsbrook, Fla., with front and backyards.

Humphreys & Partners Architects, Dallas, has 45 apartment projects on the board for what it calls "the Big House."

— Pamela Sebastian