

Robb Report

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The Strand at Headlands, Orange County

Southern California is dotted with luxury beach properties, but large, undeveloped beachfront parcels are almost impossible to find anymore. "You can go all the way from Santa Barbara to San Diego—a 200-mile stretch—and there is nothing left of this size that hasn't been developed," says developer Sanford Edward, who purchased a 121-acre property in Dana Point in 1998 from the Chandler family. The former *Los Angeles Times* owners used the Headlands promontory as their private retreat for more than 60 years, and now, Edward plans to share its pristine setting through a custom-home community called the Strand at Headlands.

To underscore his beachfront community concept, Edward commissioned architect Mark Singer to create a private Balinese-inspired beach club. Set to open in mid-2009, the club will operate like a country club and feature umbrella and towel service, personal storage lockers, a

state-of-the-art exercise room and spa, a swimming pool and casual beachside dining. "The beauty of the beach club is it gives everyone in the community the opportunity of living the 'front-row' lifestyle," says Edward.

The development, which is divided into two areas, has recently released its third limited offering of six lots in the South Strand (ranging in price from \$2.7 million to \$4.8 million) and six lots in the North Strand (priced between \$5 million and \$11.25 million). The North Strand, featuring oceanfront lots north of the Headlands promontory, allows for two-story homes with an extra subterranean level on lots up to 10,000 square feet. The South Strand, built above the promontory with dramatic coastal views, accommodates single-story homes on 12,000- to 14,000-square-foot lots. The design guidelines for the custom homes allow freedom in style, as long as it remains consistent throughout the home's construction. "Our design

guidelines allow owners to build in any style they want—modern, shingle, Mission, Arts and Crafts and so on—but once they select it, they have to stay historically authentic and internally consistent with that style," explains Edward. All plans will be subject to the Strand Design Review Committee, which is made up of five local architects, including Ed Lohrbach and Mark Singer.

In addition to homesites, the property features 68 acres with three miles of trails and a 30-acre Conservation Park, which is devoted to the preservation and management of indigenous species. To help the development integrate with the community, a Nature Interpretive Center will serve as an informational meeting point that will be open to the public and provide docent tours and flora and fauna exhibits.

ALEXI DROSU

The Strand at Headlands

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The Strand is located on 121 acres that had served as the Chandler family's private retreat for 60 years. Below: This Balinese-inspired club offers every homeowner access to the beach.

