

PULTE HOMES SOLERA SALES PAVILION

Apple Valley, California



Client Project

Pulte Homes is one of the largest homebuilders in the United States, having built more than 408,000 homes in its 50-year history. One of its most recent developments is Solera at Apple Valley, California, a gated, golf course community for adults.

Client Need

To pre-sell its single family homes, Pulte Homes needed an upscale sales center that would provide prospective buyers with a comfortable atmosphere, while conveying a sense of the level of living standards and showcasing the surrounding beauty of the site. Even though the building is temporary, it needed to look permanent.



PROJECT CASE HISTORY

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The Williams Scotsman Solution

Williams Scotsman created a custom, 5,400 sq. ft., modular building, consisting of nine modules. The new building includes an expansive reception area, ten sales offices and back office space, including restrooms and a break room. The exterior walls were finished with stucco, which was applied on site. The windows include foam pop outs, which created depth and added architectural detail. Different ceiling heights were used – the central reception area has nine-foot ceilings, which eight-foot ceilings are used elsewhere – to give the building a custom-designed appearance. The modules of the building were designed to be reused together as one large sales center or separately in other applications.

The Result

The building's finishes and design detail created an upscale sales center at a fraction of the cost and construction time. From the nine-foot double door entrance with beveled glass, to the river rock and gas-burning fireplace in the reception area, this modular building created a warm and comfortable atmosphere. The reception area included four large picture windows overlooking the golf course and had a coffered ceiling with faux wood beams. The client included custom carpeting and plasma screen televisions to enhance the sense of richness.



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