



Local News

You Won't Believe it's a Trailer:

High-End New Construction using Stunning Modular for their Sales Centers

There is a stunning Real Estate Sales Center that appeared almost overnight in Chicago's exclusive Gold Coast.

It is The Enterprise Companies' Sales Center which they are using to market their 450-unit, double-tower, Walton on the Park residences. It is part of the latest trend in selling new construction: using state-of-the-art Modular Structures (commonly known as trailers) as a cost-effective way to be up and running in this volatile real estate market in a matter of weeks, not months.

The Walton on the Park Sales Center is actually a set of 5 separate Modular Structures that Modular Structures Corporation of North America (MSC) delivered and assembled on the site in just over seven weeks for the project's incredibly successful recent grand opening.

Enterprise saw several important advantages in opting for Modular Construction.

One important advantage was that the Sales Center is located on the actual development site, at One West Walton Street. This on-site Sales Center allows buyers to experience the neighborhood's restaurants, shops, buildings, and atmosphere —an intangible, yet highly important factor.

Accessibility was another key advantage for Enterprise. Walton on the Park buyers can easily park next to the Sales Center and walk directly into the entrance. Compare that to driving downtown, parking in a tall structure, and taking an elevator (or two) to reach the Sales Center, in a commercial building, as buyers must do if they want to visit the Sales Center for neighboring new construction projects.

To give Walton on the Park's Modular Sales Center a luxurious impact required innovative techniques in modular engineering. MSC began by engineering a unit with an interior height of 9'6" ceilings instead of the traditional 8 foot. High ceilings gave the Sales Center a spacious, open feeling while creating room to accommodate soffits and elaborate lighting systems. To support the entry's spectacular marble floor, MSC engineered a floor joist system that would accommodate the extraordinarily heavy load.

Even delivering the five separate modular units that make up the Sales Center required detailed logistics and preparation. Special permits were required from the City of Chicago, State of Illinois and State of Indiana. And, the route had to be carefully plotted out to ensure that the 14' wide and 14' tall structures could fit safely under Chicago's antiquated bridges and viaducts along the way.

The Naples, Florida MSC Branch and VK Development Corporation teamed up, to go the Modular route, for the creation of the exquisite Modular Sales Center for their Treviso Bay Project. Treviso Bay is an exclusive, high profile development with homes ranging in price from \$700,000 - \$5,000,000.

And, like Walton on the Park, the Sales Center is spectacular.

It is almost impossible to tell that VK Development is using a Modular Structure to sell the 1,500 homes in their exclusive community.

And, as with the Chicago Sales Center, the project was up and running in record time. It took MSC only 119 days finish Treviso Bay.

Further blurring the line between a Modular and Permanent Structure, Treviso Bay has fountains, trellises and even an attached patio.

Chris Riha, the Chief Operating Officer of MSC says that, "In today's challenging real estate market, developers need to separate themselves from the competition. MSC gives them that opportunity by pushing the engineering limits of Modular Construction allowing a temporary space to feel permanent."

MSC clients include some of the biggest names in real estate including: Centex Homes, Del Webb/Pulte Homes, Enterprise Companies, Equity Marketing, Garrison Partners, Lennar and Toll Brothers.