

MFE

MULTIFAMILY EXECUTIVE

Hall of Fame
inductee
Harry Bookey
leads by
example
at BH

PLUS

The 2023
MFE Awards
Winners

COMMUNITY MINDDED

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BY
LEAH DRAFFEN, DONNA KIMURA,
VINCENT SALANDRO, CHRISTINE
SERLIN, SYMONE STRONG

The 2023 MFE Awards
celebrate the industry's
top people, projects,
and programs.



Grand Scale

2023 MFE AWARDS JUDGES



Kim Faust
Mainstreet
Property Group



Leticia Flores
Lessard Design



Karen Smith
BH Management
Services

In a time of economic uncertainty, multifamily owners, developers, architects, and builders continue to raise the bar for creating innovative and thoughtful communities that cater to residents' needs. Our 2023 MFE Awards winners exemplify the tenacity and perseverance happening across the nation.

Out of nearly 240 nominations, the jurors selected 12 grand winners and 11 merit winners. In addition, the jurors selected Atlas at Park & Paseo, the grand winner in the mid-rise category, as the Multifamily Project of the Year. Developed by Alliance Residential and designed by AO, Atlas is the third and final phase of Park & Paseo, a mixed-use development that has transformed an 18-acre industrial site in Santa Ana, California.

As part of the MFE Awards, we also honor three leaders who are helping move the industry forward: Rising Star Alex Maki, director of marketing at Edward Rose & Sons; Executive of the Year Lili Dunn, president and CEO of Bell Partners; and Hall of Fame inductee Harry Bookey, founder of BH.

On the following pages, read more about what these multifamily leaders are bringing to their companies, their communities, and the industry as a whole as well as what makes our grand winners shine.

TO READ ABOUT THE 2023 MFE AWARDS MERIT WINNERS, VISIT [MULTIFAMILYEXECUTIVE.COM](https://www.multifamilyexecutive.com).





Adrian Tiemens

Multifamily Project of the Year and Mid-Rise Grand

As the third and final phase of mixed-use Park & Paseo, Atlas is part of a transformed industrial site on 18 acres in California’s central Orange County. Neighboring the historic Marine Air Corps Station, the five-story wrap building’s unique massing and angled glass curtain walls were inspired by iconic blimp hangars that still stand nearby.

The project application explains the exterior further: “The design evokes a modern architectural vocabulary in nature, with a rhythmic pattern of floating frames, vertical wood tile elements, and a mix of metal and glass encompassing the façade.”

Contributing 4,404 square feet of retail space and 483 units, Atlas’ large storefronts, staggered rooflines, and colorful art murals create a striking streetscape and entrance into the community. “The building was sited in such a way as to invite and engage the public, connecting it to adjacent hospitality uses, nearby shopping and entertainment destinations, and future mixed-use neighborhoods,” the application reads. Tying into the existing two phases of the development, a central park amenity creates a neutral gathering space with covered seating areas, gaming lawns, pet relief zones, and picnic tables for the three urban boroughs.

With a mix of studios to three-bedroom units, the LEED Gold community features high-end finishes from quartz countertops to built-in undercounter wine fridges. Sustainable elements throughout Atlas include energy-efficient appliances and fixtures, drought-tolerant landscaping with an efficient irrigation system, high-efficiency mechanical equipment to reduce emissions, sustainable building materials, and a community recycling program.

Exhibiting a wellness-driven identity built for residents with an adventurous spirit, Atlas’ amenities were thoughtfully designed as indoor and outdoor experiences inspired by the Golden State’s natural wonders. Outside, there’s the Mojave and Redwood Rooftop Lounges with community views; fire pits and a barbecue area at the Channel Island Pool Courtyards; and the Mariposa Grove Game Lawn, plus community parks.

At the heart of Atlas is the Joshua Tree Clubroom with a full-scale kitchen, a living room, and an entertainment center that incorporates a tree sculpture into its nature-inspired palette. Other indoor amenities include the Yosemite Co-Working Lobby with a coffee bar; Sequoia Library and Tea Room; Death Valley Fitness Center; Pinnacles Yoga & Meditation Studio; Kings Canyon Podcast Studio; and Big Sur Pet Spa.—L.D.

Atlas at Park & Paseo