



ORANGE COUNTY BUSINESS JOURNAL

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Mobile Home Sites Keep OC's Infill Developers Busy

Over \$150M in New Deals As Open Land Disappears

By MARK MUELLER

Mobile home parks have become an increasing source of opportunity for local homebuilders seeking infill development locations across Orange County as available land quickly disappears.

More than \$150 million in land sales involving mobile home and recreational vehicle sites, both existing locations and recently closed sites, have taken place over the past year, according to brokerage records.

A majority were bought by developers seeking to convert the land into for-sale housing projects, and several hundred homes are in the works by a variety of builders.

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Rendering: Plan calls for Doheny Beach Village project on former mobile home park site to hold 168 townhomes.

Local builders like Irvine-based **MBK Real Estate LLC** and Seal Beach-based **Olson Co.**, both of which focus on infill development in OC, have found such locations to construct developments.

► Mobile 67

Allergan Boss To Have Key Position After Pfizer Combo

HEALTHCARE: OC businesses to be part of newly created brands unit

By VITA REED

Allergan PLC's Irvine hub for ophthalmology and medical aesthetics is poised to join a new operating unit after **Pfizer Inc.** wraps up its \$160 billion buy of the drugmaker.

Pfizer, which anticipates the Allergan deal will close in the second half of the year, said this month that the businesses that predominate on the Dupont Drive campus will then be part of a newly created unit called Global Specialty and Consumer Brands. It's unknown where the unit will be based.

Pfizer said the combined company will be called Pfizer PLC and will have its corporate base in Dublin, Ireland, for tax purposes. Allergan is currently based in Dublin and operates primarily from Parsippany, N.J., while Pfizer is headquartered in New York.



Saunders: current Allergan CEO to be president, COO of combined company

► Pfizer 73

New Lane for Vets in Need



Potter's Lane rendering: residents will pay up to 30% of their income toward rent when it opens in July

Shipping Containers Become 15-Unit Complex in Midway City

By KIM HAMAN

Potter's Lane has all the hallmarks of an up-scale condominium community: contemporary architecture, a carefully crafted exterior blend of wood and steel, large light-admitting windows, a rooftop deck, and a Zen-like courtyard garden.

There's a key difference, though: the 15 studio units, each 480 square feet, will be built from single-use steel shipping containers instead of concrete and wood. So will a manager's unit and a community room slated to open in the unincorporated Midway City area of Central Orange County in March.

Beyond Work

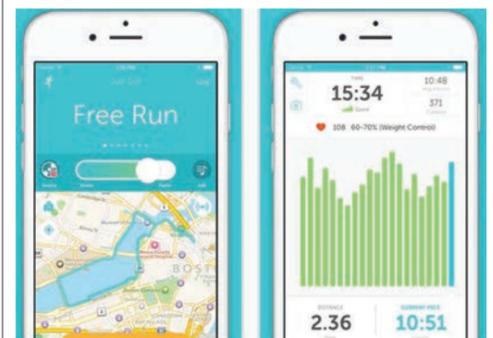


Gallup: project will house highest-risk individuals, provide health and social services

Potter's Lane is taking shape with homeless veterans in mind, billed as the first supportive housing development of its kind in California, according to **Donna Gallup**, chief executive of **American Family Housing**, which keeps its headquarters just down the road from the development.

The nonprofit group views it as a potential to become a blueprint for similar efforts across Orange County farther afield.

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On the run: Runkeeper helps runners track progress

ASICS App Buy Puts It Abreast Of Runners Pack

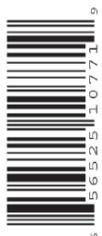
RETAIL: \$85M deal latest in string of fitness tech moves by competitors

By MEDIHA DIMARTINO

ASICS America Corp. is just catching up with competition when it comes to mobile sales and marketing.

The Irvine-based footwear and apparel manufacturer acquired **FitnessKeeper Inc.** in Boston and its flagship Runkeeper app this month—a bargain at \$85 million, considering **Under Armour Inc.** in Baltimore, Md., purchased the MyFitnessPal app

► App 74



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