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Media contact: Snowden Bishop  
Nelson & Gilmore  
310.376.0296, ext. 21  
sbishop@nelsongilmore.com

## **RUTTER DEVELOPMENT'S THIRD GENERATION REINVIGORATES COSTA MESA**

COSTA MESA, CA-- (December, 12 2006) When Raymond A. Rutter obtained his contractor's license in the early 1930's, he vowed to build homes that would adhere to standards of high quality and exceed everyone's expectations. With that mission, he quickly earned a reputation for superior craftsmanship, and started a tradition of excellence that has been handed from generation to generation. In the 1960's the senior Rutter joined forces with his son, Raymond J. Rutter to construct homes that set the standard of superior quality in Beverly Hills, Ladera Heights, Bel Air, Palos Verdes and Brentwood to this day.

"My father raised me with a hammer in my hand, and I learned how to build houses as a teenager. He stressed the importance of honesty, integrity and quality," said Raymond J. Rutter, Chairman of the company, a position he assumed upon the passing of his father. "My son, Jay, was raised the same way."

Today, Rutter Development Corporation remains an Orange County-based real estate development company continuing the legacy with its third generation, lead by President Jay

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Rutter, son of Raymond J., and CEO Dave Eadie, an expert in planning and development who joined forces with Rutter in 1985.

The melding of tradition with innovation is the hallmark of Rutter Development. In the 1960's the company built one of the first-ever built condominium complex in Ladera Heights. Since then, they have helped to pioneer multi-family developments throughout Southern California as well as master-planned single-family home developments. The new generation of Rutter has a proverbial finger on the pulse of what is happening in urban infill now, and can relate to concerns of today's real estate buyers to plan accordingly.

In an age when staying profitable can mean the difference between staying in business or not, the young Rutter has large shoes to fill. However, it's not just about filling the shoes or riding the coattails of a generation before him. The young Rutter is actually out there creating his own legacy, and commanding the same level of respect earned by his predecessors. With accountability to an age-old reputation for excellence, he is expected to deliver superior quality like the generation before, yet still keep the prices competitive and within reach of urban dwellers now buying a home for the first or second time.

Rutter's recent developments reflect the same dedication of three ensuing generations with a team that includes a combination of seasoned real estate professionals, innovative industry experts and talented craftsmen – each committed to consistently producing highest-quality homes, and fostering the long-term loyalty of satisfied homeowners in Southern California.

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For the Rutter family, PACIFICA, the forthcoming urban community of 145 two-bedroom town homes and flats located in the heart of downtown Costa Mesa, marks a new era in urban home development and commencement of the revitalization of an urban center.

“We saw an amazing opportunity to participate in the historic redevelopment of an area that is growing. Urban homebuyers are looking for urban dwellings that keep them close to nightlife and worklife. They are more interested in preserving their lifestyle than moving to the suburbs,” says Jay Rutter about PACIFICA, which is centrally located near a hub of activity in downtown Costa Mesa. “The location is great. We selected an oddly shaped property, originally a parking lot between existing buildings that may otherwise have remained vacant for some time. We then worked with engineers to make it work with the existing infrastructure.”

Architect Johannes Van Tilberg is widely considered one of the pioneers of urban redevelopment, perhaps best known for his participation in the redevelopment of downtown Los Angeles, Venice Beach and Santa Monica. In Orange County, he is perhaps best known for his design of SeaCliff on the Greens master planned community and Sea Cliff Country Club in Huntington Beach, as well as Irvine’s Brio and Aventura. He has won numerous awards and carries a legacy as the progeny of ten generations of builders and architects in his heritage.

“Our vision was to better utilize prime downtown space by replacing an existing parking lot with a subterranean parking structure to free up the land for an urban community. We aim to make the downtown Costa Mesa area attractive to young home buyers and bring new urbanism here,” said Van Tilberg. The new community is located between existing office buildings and historical Mediterranean-style structures; Costa Mesa is known for its mixture of modern and

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Mediterranean architecture in its urban centers as well as its sprawling tract home sites. Van Tilberg's design is reminiscent of the indigenous style, yet incorporates modern amenities and makes practical use of the lot.

Urban infill is a recent phenomenon that appears to have a positive impact in Orange County, which is infamous for its urban sprawl. According to Vice-President of Operations, Mike Eadie, this phenomenon means added value for PACIFICA. He notes, "This is an ideal location for an urban lifestyle. The idea is to pull in your car Friday night and not move it again until Monday morning. Movie theatres and restaurants are walking distance and Newport Harbor and the beach are bike-riding distance. We are also just a few miles or less from the Orange County Performing Arts Center and some of the best shopping and dining in the country."

The concept behind PACIFICA was the result of a collaboration of award winning, designers and consultants, all of whom are experts in multi-family urban communities with long standing relationships with the Rutter family. "It takes years to assemble a team that consistently works well together," said Raymond Rutter about the PACIFICA designers, whose collective experience spans nearly a century. "They know where costs can be kept under control without sacrificing top quality."

His son, Jay concurs, "We are fortunate to have access to expertise that took generations to acquire. It's an incredible resource."

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PACIFICA, located at 401 Bernard Street in downtown Costa Mesa, has recently broken ground and construction is underway for completion of its first phase in 2007. The on-site sales center is scheduled to open in February 2007, however interested buyers have access to a priority interest list via the website. For more information, to receive a brochure, or to be placed on Pacific's priority interest list, please call (949) 645-0700, or visit [PacificaNewportPlaza.com](http://PacificaNewportPlaza.com).

Rutter Development, a privately owned real estate development firm based in Irvine, California, offers a rich history of homebuilding excellence that blends to perfection meticulous attention to the finest in handcrafted detail with exquisite architecture and unparalleled environments. The Rutter Family entered into the home building business in 1932, and now Rutter Development reflects the dedication of those three ensuing generations. Rutter Development's team includes a rare combination of seasoned real estate professionals, innovative industry experts and talented craftsmen—each committed to consistently producing homes of the highest quality and fostering long-term loyalty from satisfied homeowners. For more information on Rutter Development, visit their website at [RutterDevelopment.com](http://RutterDevelopment.com).