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**PACIFICA'S AWARD-WINNING DESIGN 'DREAM TEAM'
REALIZE BIG IDEAS FOR COSTA MESA'S REDEVELOPMENT**

COSTA MESA, CA-- (August 21, 2006) Rutter Development Corporation, a well-established, Orange County-based real estate development company, announces the assembly of an award-winning creative team for PACIFICA, the forthcoming urban community of 145 two-bedroom town homes and flats located in the heart of the Costa Mesa redevelopment zone. PACIFICA was designed with an eye toward producing superior quality craftsmanship and amenities, while remaining sensitive to the complex needs of both the residents and the city. The concept behind PACIFICA was the result of a collaboration of master-mind designers and consultants, all visionaries and experts in multi-family urban communities, including architect Johannes Van Tilburg of Van Tilburg, Banvard & Soderbergh Architects, landscape architects Roger Presburger and Robert Yamashita of The L.A. Group, and civil engineer Doug Snyder of Hunsaker & Associates.

What makes this dream team so unique is that each designer brought forth innovative ideas about how to integrate a practical as well as aesthetic sense of urban community into the

design, while adhering to a style that compliments the area. “PACIFICA’s design team has together blended modern amenities with historical architecture to create a visual style that captures the essence of today’s Costa Mesa,” said Jay Rutter, president of Rutter Development.

PACIFICA is replacing an existing parking lot with a parking structure, which freed up the land for the multi-family development. Spanish/Mediterranean-style residential community will be built around subterranean parking and lush garden courtyards. The buildings reflect the indigenous historical architecture prevalent in the Costa Mesa area.

However, the aesthetic aspect was really just a small part of the overall design. Architect Johannes Van Tilberg is 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 Sea Cliff Country Club master-planned community in Huntington Beach, and Irvine’s Brio and Aventura. He has won numerous awards and commendations and carries a legacy as the progeny of ten generations of builders and architects in his family heritage.

“I saw this as an opportunity to take part in the historical redevelopment of Costa Mesa, weaving the urban fabric of the city that we are helping to redefine,” said Van Tilberg. PACIFICA was designed specifically for a group of individuals who thought they may never be able to afford to buy a home anywhere near Costa Mesa. PACIFICA residences are surprisingly affordable considering their close proximity to exceptional shopping, dining, beaches and the arts. It is walking distance to numerous restaurants, shops and public transportation, and a short drive to Newport Beach, Irvine and other popular Orange County destinations.

Van Tilberg added, “Our vision was to better utilize prime downtown space by replacing an existing parking lot with a parking structure to free up the land for an affordable urban community. We aim to make downtown Costa Mesa area attractive to young home buyers and bring new urbanism here.” Urban infill is a recent phenomenon that appears to have a positive impact in Orange County, which is famous for its urban sprawl.

The term “urban infill” often conjures images of concrete structures ascending from pavement over every available open space within city limits. As PACIFICA answers the call to urbanize Costa Mesa’s downtown area, this urban community will be anything but paved concrete in ambiance. Bright, lush foliage will embellish cobblestone walkways, fountains, a pool and spa, and community gathering areas adorned with colorful flowers on trellises, draping vines, and exotic palm trees. Making PACIFICA aesthetically pleasing was a substantial part of the overall design plan. However, landscape architects Roger Presburger and Robert Yamashita took that mandate a step further by focusing not only on the aesthetic beauty, but also on the “livability” and comfort of the residents.

“It is our hope that the homeowners will feel as though they are coming home to a resort community. We designed the amenities in the landscaping to give that impression,” said Roger Presburger, founder of the LA Group, a well-established landscape architectural firm best known for its award-winning work in the design of planned communities and urban development.

LA Group partner Robert Yamashita, who performed a leading role in the architectural landscape design of PACIFICA said, “We wanted to provide lush, colorful and exciting resort-style environment for the residents, while at the same time provide group gathering places or areas with intimate seating, and for the residents in the town homes located on the interior courtyards, practical areas for outdoor living.”

LA Group has received multiple awards including Elan Awards and National Association of Homebuilders Best In American Living Awards. Several of their prestigious awards they share with Rutter Development for projects they have done together since 1978.

“Our aim was to design affordable, yet high-quality housing to help revitalize the community,” said Rutter.

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What makes it affordable is good urban planning coupled with good architecture and design. “In no way did we cut any corners when it comes to the quality of the buildings; we didn’t have to, because we planned it well,” remarks Van Tilberg, who has worked with the Rutter family for more than 30 years. The Rutter family has, for three generations, garnered a solid reputation for consistently producing award winning residential communities, and for their meticulous attention to details, whether high-quality craftsmanship and state-of-the-art fixtures and amenities, or adherence to the integrity of the areas they develop. PACIFICA is no exception.

Challenges the designers faced were overcome by good planning and synergistic teamwork. Some height limitations were imposed due to neighborhood restrictions, and the existing parking lot had to be leveled and unearthed to make way for the subterranean parking to accommodate the residences. There were other challenges with the location and existing infrastructure. Located on an awkwardly shaped parcel of land at the end of Highway 55, PACIFICA had to be completely retrofitted for utilities and fixtures. Award-winning civil engineer Doug Snyder said, “It was a complicated site with some complicated engineering issues. Together, we made it happen.”

“We are happy with the overall design pulled together by the amazing synergy between all the members of our creative team, and we are hopeful that PACIFICA will benefit Costa Mesa’s redevelopment efforts by attracting people back into the heart of the city,” said Rutter.

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

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homes of the highest quality and fostering long-term loyalty from satisfied homeowners. For more information on Rutter Development, visit their website at www.rutterdevelopment.com. For more information on PACIFICA, please call (949) 645-0700, or visit the project's website at www.pacificanewportplaza.com.