

## **KTGY GROUP Completes Final Design of New High-End, Resort Style Mixed-Use Development in Huntington Beach, CA; Construction is Underway**

*KTGY GROUP has completed the final design of the retail, entertainment, office and residential portions of Pacific City, a luxurious, mixed-use development located surfside at Pacific Coast Highway (PCH) and First Street in Huntington Beach, CA.*

April 17, 2007 (FPRC) -- IRVINE, CALIF. - Award-winning KTGY GROUP, INC., Architecture and Planning announced today that the company has completed the final design of the retail, entertainment, office and residential portions of Pacific City, a luxurious, mixed-use development located surfside at Pacific Coast Highway (PCH) and First Street in Huntington Beach, Calif. Currently under construction, the 31-acre master plan development will encompass high-end retail, dining and entertainment, prime office space, upscale residential housing and a boutique hotel. Makar Properties LLC of Newport Beach, Calif. is the developer.

Pacific City will offer an exhilarating oceanfront, urban excitement and vitality 24/7. "We have created a place, a lifestyle, and an experience that cannot be found anywhere else in southern California," says Greg Lyon, principal at KTGY.

"Pacific City's retail, entertainment, office and residential components capitalize on the spectacular ocean views throughout the project and successfully integrate with the hospitality, gathering places, open spaces, public art, green belts and central park. It will also fill a noticeable void in a city with strong demographics but, thus far, without the higher-end retail and oceanfront, high density, resort living to accommodate the surrounding affluence," Lyon notes.

Situated on one of the few remaining developable parcels along PCH in Southern California, Pacific City will feature 161,000 square feet of specialty retail, high-end boutiques, designer shops, fine dining, sidewalk cafes and entertainment plus 30,000 square feet of premium office space. The independently designed boutique hotel, which will be comprised of approximately 196 rooms and potentially 16 fractional ownership residences, will complement KTGY's plans for Pacific City. Pacific City will also include approximately 516 upscale residences and two-acres of green belts and oceanfront areas where people can gather to relax and watch the waves and sunset. The project will also link the City's two existing luxury resorts, the Hyatt Regency Huntington Beach Resort & Spa and the Hilton Waterfront Beach Resort, with the City pier and the existing downtown district.

"We are thrilled to be working with Makar Properties on Pacific City," says Lyon. "Makar is best recognized for developing lifestyle communities that combine luxurious, uniquely located hotel properties with upscale residential collections to create destination resort living. Pacific City will be an excellent addition to its outstanding portfolio."

Lyon also states that Pacific City represents a new trend in mixed-use destinations. "Cities are now willing to add hospitality and non-theater entertainment components such as a night club or live entertainment venues to their mixed-use projects, which previously only consisted of a combination of retail, office and/or residential," adds Lyon.

Pacific City's retail promenade will be elevated above Pacific Coast Highway, providing open plazas, interactive fountains and landscaped gardens with panoramic beach and ocean vistas. Restaurants will occupy the prime viewing areas located on the second level along the retail promenade. Each will feature outdoor dining terraces with unobstructed views over Pacific Coast Highway to the soothing surf beyond. Plazas along the promenade will reach toward the ocean, opening up places for "hanging out," people watching and socializing, and where shoppers can rest and gaze out at the surf. The office plaza, located in the floors above the retail level, will offer premium office space with highly coveted ocean views.

The residential village, totaling 17.2 acres, will feature over nine acres of common green space with a variety of condominium homes in intimate neighborhoods. A tree-lined village drive will wind through the residential village and provide easy access for pedestrians, who can stroll to the great restaurants, gourmet market, unique shops and entertainment venues of Pacific City.

Rocky Shen, a design director for KTG Y and the head designer for Pacific City's residential component, says that Pacific City's residential village will include approximately 424 one to three bedroom luxury condominium units, many with exceptional ocean views. Ground floor units will have sizeable yards and upper units will be complete with spacious balconies. An additional 92+ premium hotel-branded residences will include luxurious amenities typically reserved for high-end resorts. A lush two-acre park, located in the center of the residential village, will provide sanctuary to both residents as well as the general public.

"We are thrilled to be partnered with KTG Y on the retail, entertainment, office and residential components of the latest Makar venture Pacific City," states Paul Makarechian, president and CEO of Makar Properties. "This oceanside development will be a destination in Southern California, attracting those who crave being a part of an innovative beach community that's extremely hip and cool."

KTG Y is the project architect for Pacific City's retail, entertainment, office and residential components. KTG Y is presently handling the construction documents and plan check. For more information about Pacific City, visit [www.pacificcityhb.com](http://www.pacificcityhb.com).

#### About Makar Properties

Headquartered in Newport Beach, California, Makar Properties, LLC is an innovative diversified real estate development company that specializes in the acquisition and development of innovative master-planned communities and mixed-use, resort, retail, golf, office and residential properties in premier locations and high growth markets. Devoted to community and investor needs, Makar aims to craft distinctive lifestyle experiences for each resident or guest while considering the integration of each project with its community and ultimately, delivering superior returns. Makar Properties, LLC has over \$1 billion in assets representing an estimated build-out value of over \$10 billion.

Makar is best recognized for developing lifestyle communities that combine luxurious, uniquely located hotel properties with upscale residential collections to create destination resort living. Among its current projects in development are Pacific City, a cool, surfside community including a boutique hotel with approximately 196 rooms, cutting-edge retail and luxury residential in Huntington Beach, CA; La Jolla Commons, a new sophisticated urban commercial center encompassing a boutique hotel with approximately 192 rooms, residential units and office space in three prominent towers in La Jolla, CA; and Ritz Plaza Hotel & Residence Club, a unique venture preserving the historic 132-room art deco Ritz Plaza Hotel, while adding chic modern touches through the design influence

of Philippe Starck, and constructing a residential club in South Beach, Miami, FL.

Makar aims to acquire distinctive properties with potential to be repositioned with vision and innovation. Recent acquisitions include Korakia Pensione, an exquisite destination property located in Palm Springs, CA, and the Hilton Anaheim, the premier convention and resort destination in Orange County, CA. One of Makar's landmark developments is the St. Regis, Monarch Beach, a 172-acre luxury coastal resort in Dana Point featuring 400 rooms and suites completed in 2001.

#### About KTGy GROUP

KTGY GROUP, INC., Architecture and Planning, was created in 1991, with project viability and client satisfaction as abiding priorities, while providing complete planning and architectural design services for residential communities, retail developments and related specialty projects. In a complex and changing world, the firm consistently delivers innovative solutions that reflect clear understanding of development, marketing and financial performance.

KTGY takes particular pride in its highly motivated and principal led studio teams, who deliver superior services, thus strengthening clients' long-term growth and earnings objectives. Serving clients throughout the United States, the firm has locations in Irvine, Santa Monica, Oakland and Denver. For more information, contact Sayeh Rad at (949) 851-2133 or visit [www.ktgy.com](http://www.ktgy.com).

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#### Keywords

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