

Press Release

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Excellence in Design – Westgate Green Street Condominiums Wins Gold at The Nationals

Irvine, California, January 29, 2010: The Westgate Green Street condominium project received Gold at the The National Sales and Marketing Awards gala, one of the building industry's most prestigious events. Hosted by the National Association of Home Builders' National Sales and Marketing Council (NSMC), the awards ceremony, held during the 2010 International Builders' Show, attracted more than 500 building industry professionals to Caesar's Palace in Las Vegas for an up-close look at the year's most innovative and successful ideas.

"The focus of this year's Nationals awards is to celebrate the innovation, creativity and endurance of our profession," said Sheri Jackson, chair of The Nationals. "Despite the negative effects of the economic downturn, our industry continues to produce good work, and we are proud to recognize the sales and marketing professionals who have made that happen." A diverse panel of industry professionals from across the country selected Gold award winners from more than 700 entries.

SARES•REGIS Group is the developer for the three-block Westgate development in Pasadena, California. The condominiums located in Block 1 were designed by Danielian Associates Architects and Planners and Coe Architects International. The Green Street Mixed-Use project exemplifies urban living. Located in a dynamic three-block master-planned site, Green Street pays homage to the historic significance of the site and its proximity to local manufacturing facilities. The design reflects Pasadena's architectural heritage and Green Street's automotive legacy with a contemporary/industrial aesthetic. The historically significant "Werk Brothers Garage" is treated as a focal element. This garage is framed by exterior retail and residential elevations and provides inspiration for material and color choices.

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Massing and façade treatments evolve throughout the project, transforming an automobile-scaled city block into an exciting streetscape that promotes walking. The variation in building elements address contextual issues, visual privacy, daylight and shading, security and the subtle separation of public and private space. Designed to meet LEED Certification standards and Pasadena Green Building Ordinance requirements, Green Street incorporates many sustainable materials and energy conserving systems.

For a complete list of The Nationals award winners, please visit www.thenationals.com.

SARES•REGIS Group is one of the leading developers and managers of commercial and residential real estate in the western United States. Currently, the company has more than 4 million square feet of commercial industrial in the entitlement process and 1,962 residential units in pre-construction and development. SARES•REGIS Group has a combined portfolio of property and fee-based management contracts valued at more than \$4 billion, including 14,651 rental apartments and 14 million square feet of commercial and industrial space. Since its inception the company has acquired or developed approximately 44 million square feet of commercial properties and 19,000 multifamily and residential housing units.

Danielian Associates is an award-winning architectural and land planning firm headquartered in Orange County, California. Founded in 1968, Danielian Associates is a recognized leader in residential design. The firm has received many design awards and continues this tradition of excellence. Each of Danielian's projects demonstrates a strong commitment to addressing those issues that affect people's quality of life at work, play or home. The firm's mission is to create environments that meet the most elemental needs of people – community, socialization, health and fulfillment – in all aspects of their lives. This is a prime element in enhancing lifestyle through design®.

COE Architecture International is a Los Angeles-based design firm widely recognized for its unique approach to architecture as city-making through its experience designing large mixed-use projects around the world. Influenced by the fundamental pragmatism of modernism, the firm's work is driven by each project's unique place, culture, climate and program. A critical practice focusing on the city as a sustainable organism, COE Architecture designs urban-centric mixed-use, in-fill projects and transit-oriented developments that are skillfully integrated into the larger fabric of the city with the knowledge that each new building is framed by those of the past.

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