

Real Estate Trends

Orange County's 'Next Big Thing' – High-Rise Tower Living – Gets Boost at Promenade Pointe Preconstruction Sales Event

SANTA ANA--(PRWeb)—August 24, 2006—A new residential real estate trend is on the 'rise' in Orange County – high-rise, that is. An increasing number of luxury high-rise condominiums, also known as tower residences, are raising the bar for more sophisticated, city-like living in this hub of business, leisure and style. Leading the new OC towers trend is Promenade Pointe www.promenadepointe.com, the most stunning of the newly planned Orange County high-rise living residences, which recently recorded 30 reservations in its first limited release. The average Promenade Pointe early reservation sale price is in the high \$800,000s, demonstrating the strong demand and appeal of Pointe ofView Developments' vision of loft and tower living.

“Promenade Pointe's impressive early sales figures contradict the current slowdown in regional sales and point to a move toward high-rise living in Orange County,” says David MacKenzie, Vice President of Development of Pointe ofView Developments, developers of Promenade Pointe. “Our preliminary sales results also demonstrate that Promenade Pointe's location - adjacent to Hutton Plaza Business Park and the South Coast Metro area – already is perceived as the neighborhood of value among Orange County's new residential towers.

Promenade Pointe's new loft and tower living community include considerable investment in streetscape planning, street level retail and restaurants, and a building that sets a new standard for living in Orange County. Sited within Hutton Centre at MacArthur Blvd. and the 55 Freeway in Santa Ana, Promenade Pointe is central to all of Orange County and less than a mile from South Coast Plaza Arts and Entertainment district. In addition, the development's proximity to John Wayne Airport and South Coast Plaza's Art and Entertainment district is supplemented by easy access to the 55, 405, and 5 freeways.

Promenade Pointe's attractive architecture is centered on dramatic lines, a facade of sandstone and glass, and a composition of elements and materials that will bring sophistication to Santa Ana's newest urban living neighborhood. Promenade Pointe's refined design will be an 18-story tower and eight stories of loft residences. In addition to the 278 residences, which range from 1,004 to 2,528 square feet, a street level restaurant and retail opportunities are planned.



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The Newport Beach-based McMonigle Group, led by John McMonigle – the nation’s #1-selling residential real estate agent – is the exclusive sales team for Promenade Pointe. The McMonigle Group was selected based on their local market expertise, as well as their established high-rise living division, OCTowers (www.octowers.com).

Additional Promenade Pointe amenities include:

Hardwood floors and wood cabinetry; stainless steel appliances, stone slab kitchen countertops, designer fixtures

- Decks and Juliet balconies, large walk-in closets, ceiling heights to 9 feet
- Three levels of secured parking
- Business Center, concierge services and 24/7 building security
- Recreation deck with Junior Olympic size pool and Spa
- State-of-the-art fitness center, media room, and outdoor terrace with space for entertaining
- On-site Property Management.
- Lobby receptionist and attendant
- Lush Outdoor Landscaping on one-acre private space.

About Pointe ofView Development

The development team of Pointe ofView and Coastal Rim Properties takes pride in providing projects for all lifestyles at exceptional values. Pointe ofView has become one of the largest builders in North America, having built more than 14,000 suites in more than 40 communities since its inception in 1980. Coastal Rim Properties has extensive experience in developing multi-family residences. As the primary development consultant to the project, Coastal Rim Properties is proud to present Promenade Pointe, the premiere urban mixed use project in Santa Ana.

For more information please visit the website: www.promenadepointe.com, www.octowers.com or contact the McMonigle Group at 949.640.3604.

