

RETHINK DEVELOPMENT BREAKS GROUND ON CHEROKEE LOFTS

High Tech-High Style Project Expected to be the Greenest Mixed-Use Development in California, and Potentially the Nation



L: Greg Reitz and Steve Edwards breaking soggy ground on Cherokee Lofts
R: Greg Reitz, Lance Williams, Steve Edwards

Los Angeles, CA – (January 23, 2008) Under a persistent rain, huddled snugly beneath a tent, dedicated members of the green building community, developers, and local government officials gathered today in Hollywood to celebrate groundbreaking on **Cherokee Lofts**, the first of RETHink Development’s (REthink) ambitious and progressive mixed-use and commercial developments in the Los Angeles area. Expected to achieve at least a LEED Gold rating, or potentially a LEED Platinum rating from the U.S. Green Building Council (USGBC), Cherokee Lofts is poised to be the greenest mixed-use development in California, and perhaps even the nation.

Braving inclement weather, Executive Director of USGBC-LA **Lance Williams** offered several words of encouragement and appreciation for RETHink’s pioneering approach to development. Architect **Gwynne Pugh**, AIA, ASCE, LEED AP and Legislative Deputy for Jack Weiss’ office, **Paul Backstrom**, were also on hand. The event was well-attended, illustrating deepening private and public support for more environmentally responsible development. In keeping with the spirit of innovative ‘green’ design and the seamless integration of form with function, a micro-hybrid SmartCar was on view at the groundbreaking.

“We’re thrilled to break ground on Cherokee Lofts,” said RETHink Co-Founder and Principal and former Green Building Advisor for the City of Santa Monica, Greg Reitz. “Consumers are increasingly

seeking high quality and high design in all aspects of their lives. From the products they buy and consume, to the homes in which they live. REthink is committed to meeting this growing demand and creating buildings that are both sustainable, efficient, and of course, desirable.

“Even this rain can’t dampen our excitement,” added REthink Co-Founder and Principal Steve Edwards. “We actually consider it a good omen. This groundbreaking marks the halfway point in a long process. With completion now looming on the horizon, we can’t wait to invite everyone back on a dryer day when the building is done.”

A NEW URBAN LIVING ALTERNATIVE

By combining elegant, modern design with an unsurpassed level of “green,” **Cherokee Lofts** will offer sophisticated Angelenos a new alternative for urban living. The building was conceptualized, designed and will be built with the paramount goal of blending highly sustainable elements with innovative design and will consist of 2,800 sf of commercial space and 12 loft style condos with unique and distinctive floor plans.

Designed by Pugh + Scarpa, REthink’s Cherokee Lofts will feature a range of environmental features and systems, such as a ‘green roof’, photovoltaic arrays, a recycled aluminum façade, highly efficient heating and cooling, LED lighting, Energy Star appliances, and Forest Stewardship Council-certified wood.

Seven of the two-story town homes will be perched 30 – 50 ft above street level to maximize the skyline views, absorb daylight, and increase energy efficiency. Interiors including kitchens, baths, and finishes will be ‘eco-luxury’ with high-end appointments that have simple and modern lines while being environmentally friendly.

Slated for completion in early 2009, Cherokee Lofts will be the most advanced and distinctive building of its kind in Los Angeles. It will be the first “green” LEED (Leadership in Energy and Environmental Design) Gold Certified building in Hollywood and will pay homage to the significant musical and Hollywood history of Cherokee Recording Studios.

About REthink Development (www.rethinkdev.com)

Founded by Greg Reitz and Steve Edwards in 2005, REthink Development is an innovative real estate development and consulting firm that focuses on leveraging high-performance building technologies and green building practices to build higher value, healthier, and more environmentally sound communities and workplaces for the future. REthink strives to advance real estate

development by mixing the right technology, design, innovation, and market positioning to deliver a product that smartly differentiates itself in the marketplace.

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From top to bottom: Green building dignitaries and enthusiasts gathered for the Cherokee Lofts groundbreaking. | Greg Reitz and Steve Edwards posed with a visiting Smart Car.