



View across lake shows existing towers of Hutton Centre, a faltering project turned around

in six months by its present sole owner, Hutton Associates, a Santa Ana-based developer..

## New Life Granted to Foundering Project

How do you spell "turnaround"?  
H-u-t-t-o-n C-e-n-t-r-e.

A faltering office project, two eight-story towers at the intersection of the Newport Freeway and MacArthur Boulevard in Santa Ana, had only leased 25% of its space, due to the depressed economy and, the turnaround firm believes, to a negative view of the project on the part of brokers, developers and other Orange County business people, who perceived it as poorly planned.

In February, 1983, Hutton Associates of Santa Ana, originally only the financial partner, acquired all ownership rights from its joint-venture associate, Robert P. Warmington Co., and immediately began an

aggressive image-refurbishing and marketing program. In six months, Hutton said, 80% of the project was under lease.

Some changes were made in the master plan, including a slight reduction in the planned office space to enhance the overall land-use, better siting of parking structures for convenience in building, and identification of certain office parcels for joint-venturing with major companies.

Other aspects of the strategy included renaming the project Hutton Centre, institution of a new graphics program, publicizing the takeover with special ceremonies attended by community and civic leaders, and allowing more creative flexibility to Coldwell Banker, the exclusive leasing agent, in its marketing activities.

A major publicity event was the June 6, 1983, opening of the World Trade Center Assn. headquarters, officiated over by state Secretary of State March Fong Eu. Other tenants of the building include AT&T Information Systems, Butterfield Savings & Loan Assn., Mihaylo & Associates, Space Applications and Information Corp. and two law firms, Grace, Neumeyer & Otto and Hart, King & Coldren.

The success of the program has been such that Hutton Associates, headed by Betty Hutton Williams, has set in motion a planned build-out of the 46-acre business park that eventually will see 1.5 million square feet of office space, restaurants and a hotel, with its nine towers in a parklike setting of plazas, green belts and pathways.

Ground breaking for the next phase is planned this spring. It will consist of a \$27-million, nine-story, 195,000-square-foot office tower. The design team is a joint venture of Newport Beach-based Environmental Planning and Research, a division of C. R. S. Group Inc., and architect James Arthur. Equidon Contractors of Irvine, which will be the general contractor, is participating in the pre-construction team and Coldwell Banker will continue as leasing agent.