

Standard Pacific Homes To Introduce Single-Family Homes In La Floresta Master-Planned Community In Brea, Calif.

New home designs feature first floor bedrooms and outdoor California Rooms with fireplaces

BREA, Calif., Oct. 26, 2013 /PRNewswire/ -- Standard Pacific Homes, one of the nation's leaders in homebuilding quality, today announced the grand opening of Avenida at La Floresta, a luxurious new collection of single-family homes in North Orange County's premier master-planned community of La Floresta in Brea, CA. Avenida at La Floresta features Standard Pacific Homes' all-new architectural concepts that place an emphasis on connectivity throughout the home and seamless transitions to outdoor living areas. Home shoppers will have the opportunity to explore these spacious home designs by touring three beautifully-appointed models at this weekend's grand opening event. Doors open at 10 a.m.

(Photo: <http://photos.prnewswire.com/prnh/20131024/LA04315>)

"Avenida at La Floresta creates the unique opportunity to enjoy a truly indoor-outdoor lifestyle in the prestigious master-planned community of La Floresta," said Ted McKibbin, Southern California Coastal President for Standard Pacific Homes. "Home shoppers will enjoy the enhanced sense of flow within the homes and the natural extension of the living space to the covered outdoor California Rooms which come equipped with fireplaces."

Innovative interiors showcase Great Rooms that flow into gourmet kitchens equipped with stainless steel appliances, slab granite countertops and oversized islands ideal for food preparation and entertaining. Generous master suites offer sizeable walk-in closets, abundant storage and private master baths.

Ranging from 2,400 to 2,675 square feet, the single-family homes at Avenida at La Floresta offer up to five bedrooms and three baths and start in the mid \$700,000s. The exterior styles of the homes are rooted in early California architecture and include Spanish Romantica, Monterey and Rancho Adobe designs that blend to create a stunning street scene.

Situated within the pedestrian-friendly, master-planned community of La Floresta, Avenida at La Floresta provides access to extensive entertaining and dining options including Brea Mall, Brea Union Plaza and the Birch Street Promenade, a popular entertainment district. Just 20 miles north of John Wayne Airport and near the 57 and 91 freeways, residents will enjoy close proximity to Orange County's business centers.

Proposed amenities for the master-planned community of La Floresta include a swim and play club, acres of open space and miles of walking, biking and meandering trails linking people and places within La Floresta.

To experience Avenida at La Floresta, attend the Grand Opening celebration on October 26 and October 27 from 10 a.m. to 5 p.m. Family-friendly festivities including face painting and a balloon artist will take place from 1 p.m. to 3 p.m. The sales center is located at 426 La Floresta Dr., Brea, CA 92823. For additional details and directions to Avenida at La Floresta visit www.standardpacifichomes.com or call 949.910.5826.

About Standard Pacific Homes

Standard Pacific Homes has been building beautiful, high-quality homes and neighborhoods since its founding in Southern California in 1965. With a trusted reputation for quality craftsmanship, an outstanding customer experience and exceptional architectural design, the Company utilizes its decades of land acquisition, development and homebuilding expertise to successfully navigate today's complex landscape to acquire and build desirable communities in locations that meet the high expectations of the Company's targeted move-up homebuyers. Currently offering new homes in major metropolitan areas in Arizona, California, Colorado, Florida, North Carolina, South Carolina, and Texas, we invite you to learn more about us by visiting www.standardpacifichomes.com.

About La Floresta

La Floresta, currently being developed by La Floresta LLC, is Orange County's newest mixed-use, multigenerational master-planned community offering 1,400 new housing units. Located in the city of Brea, La Floresta is poised to offer a range of community amenities and residential choices, including thoughtfully planned neighborhoods with residences for a wide spectrum of ages and life's stages. For more information, visit the La Floresta Welcome Center open daily from 10 a.m. – 5 p.m. For direction, visit www.LaFlorestaBrea.com.

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