

Monday, April 14, 2008

# **Lennar renames residential zone around future Great Park**

## **Lennar drops "Heritage Fields" for "Great Park Neighborhoods."**

By CAMERON BIRD  
STAFF WRITER

A community by any other name would smell as sweet.

In that spirit, housing developer Lennar Corp. announced Monday it had finalized a fresh brand name for its three planned residential districts to encircle the Great Park. Heritage Fields, a title bestowed upon the 1,387-acre plot of land by the U.S. Department of Defense while still in military hands, will now be known as Great Park Neighborhoods, according to a press release.

Signs around and outlying the park will soon be replaced to compensate for the change.

The first of three neighborhoods is called the Lifelong Learning District and will comprise both residential and educational features, including several school campuses.

Lennar spokesperson Carol Wold could not be immediately reached on Monday for comment.

The estimated budget for the Great Park has been set at \$1 billion, much of which is supposed to be drawn in from Lennar's now-delayed housing developments. The land sits on the site of the former El Toro Marine Corps Air Station.

**Contact the writer:** [cbird@ocregister.com](mailto:cbird@ocregister.com) or 949-553-2915