

 THE
roosevelt

FOR IMMEDIATE RELEASE

MEDIA CONTACT:

Keely Baribeau, Novom Marketing, Inc., (323) 882-8333, kbaribeau@novom.com

Emily Peterson, Novom Marketing, Inc., (323) 882-8333, epeterson@novom.com

**THE ROOSEVELT FUSES ITS HISTORICAL PAST WITH
GLAMOROUS AMENITIES FOR TODAY'S HOMEOWNERS**

*The Roosevelt's Architecture Offers Unsurpassed Contemporary Luxury
with a Respect for the Building's Historic Grandeur*

LOS ANGELES, Calif. – The Roosevelt (www.rsvlt.com) is a familiar building in heart of downtown Los Angeles. Currently, the property is being transformed from an office building to chic, luxurious residential lofts. The Roosevelt was originally built in the 1920s when architecture placed strong emphasis on the finest materials and craftsmanship. As a historically registered landmark, The Roosevelt has maintained its high caliber status and prime location. With its transformation into thoughtful and unique single- and multi-story lofts, the building will enhance the appeal of downtown living and reveal the grandeur of its past. Prime location, cutting-edge design, unmatched amenities and convenient access to the best downtown shopping, restaurants and nightlife separate The Roosevelt from every other downtown residential project. Offering one-, two- and three-bedroom “open space” floor plans ranging from 800 to 3,000 square feet, the building’s 223 residential lofts are anticipated to be fully completed and ready to close escrow in March 2007. Prices range from the mid \$400,000s to over \$1,000,000.

“The grand lobby is a signature of historic downtown architecture,” said John Arnold of Killefer Flammang Architects, which is redesigning The Roosevelt. “We took great care and pride in maintaining the elegant marble detailing of the original lobby and some of the historic corridors in the building. In addition, we are restoring the 7th Street Arcade that connects to The Roosevelt, and created a magnificent open space that has been closed off since the 1980s.” Restoration proves to offer a high quality “base building” according to Arnold who cited “higher ceilings and elegant leftovers such as expensive construction materials from an era in architecture that cannot be duplicated” as clear benefits to adaptively reusing a historic property rather than a new development.

The loft spaces in the building will be “elegant, contemporary and finished, creating a comfortable – not industrial – presentation,” said the architect. The diverse number of floor plans at The Roosevelt offers the best of both worlds for homeowners with a variety of styles and taste in design. “Two units were maintained, not as lofts, but as distinguished historic representations of the era when the



building was constructed,” Arnold said. Polished wood paneling and ceiling frescos will be examples of traditional design for homeowners who are interested in classic architecture.

Homeowners will be pleased to find they are purchasing a piece of history that is both authentic and of a high level of quality that cannot be replicated. Charming window styles, terra cotta sculpture and detailing enhance the historic charm of The Roosevelt. While the state of the art lofts and amenities such as wireless Internet, business center, hydrotherapy room, rooftop pool and Cabana Club, Jacuzzi, fitness center, valet parking and spa with massage and tanning rooms distinctively bring the building to the forefront of design in the 21st century.

Killefer Flammang Architects currently has created 5,000 residential spaces throughout 30 buildings in downtown Los Angeles. Arnold feels that the penthouses of The Roosevelt will be virtually unmatched in design, space, access and amenities. They will be three-story penthouses with direct access to the rooftop pool and private roof gardens, setting the precedent for luxury experienced throughout the rest of The Roosevelt.

The Roosevelt is a project developed by Roosevelt Lofts, LLC, headed by M. Aaron Yashouafar, CEO, Milbank Real Estate Services, Inc. (www.milbankre.com), a 27-year-old Los Angeles-based real estate company specializing in property in California, Nevada, Arizona, and New York.

###

Contact Constance Blankenship at cblankenship@rsvlt.com for more information or visit www.rsvlt.com