



THE
roosevelt

Media Contacts:

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

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

**THE ROOSEVELT
PROPERTY FACT SHEET**

Situated in the heart of the financial district in downtown Los Angeles, The Roosevelt is a historic building being transformed into a posh urban oasis, designed for individualists who want the best of everything when it comes to owning a luxury condominium loft: location, design, amenities and style. Amidst the energetic lifestyle and booming downtown Los Angeles real estate market, The Roosevelt provides upscale city living with a luxurious twist. The newly renovated 1920s building will offer 223 single- and multi-story lofts ranging from about 800 to 3,000 square feet. Amenities will include a spa with sauna and massage room, fitness center, roof top pool with Jacuzzi and Cabana Club, private wine cellar, tanning and hydrotherapy rooms, a business center, wireless Internet access, and plenty of onsite valet parking for residents and guests. The original iron works and ornate fixtures on the exterior of the historic building juxtapose the eclectic interior that is ahead of its time. The ideal location for the present and future of downtown's development, The Roosevelt will be steps away from the sites of the Ralph's Market and LA Live entertainment center which are already under construction. The lofts are conveniently located an escalator ride away from a Red Line Metro stop (directly accessible from the exterior of the building), across from Macy's Center shopping and steps from the Staples Center and all of the best dining and entertainment downtown Los Angeles has to offer.

NAME:	The Roosevelt
LOCATION:	727 W. Seventh Street, Los Angeles, California 90017
SALES DATES:	
Registration opening date	Interest list now forming
Website launch date	May 22
Sales center open	Mid September
OPENING DATE:	March 2007
PRICE:	Starting in the mid \$400,000
DEVELOPER:	Roosevelt Lofts, LLC

The Roosevelt is a project developed by Roosevelt Lofts, LLC, headed by M. Aaron Yashouafar, chief executive officer of Milbank Real Estate Services, Inc., a 27-year-old Los Angeles-based full service real estate company specializing in development and commercial property management in California, Nevada, Arizona, and New York.

DEVELOPMENT COST:	\$150M
NUMBER OF LOFTS:	223
SIZE:	800 to 3,000 square feet
SALES OFFICE CONTACT:	Constance Blankenship (213) 403-1400 cblankenship@rsvlt.com
WEBSITE:	www.rsvlt.com
DEVELOPER:	Roosevelt Lofts, LLC
ARCHITECT & PLANNERS:	Killefer Flammang Architects
INTERIOR DESIGNER:	Ambiance Design Group
CONTRACTOR:	Urban Builders, Inc.
PARKING:	Extensive Onsite Parking Two subterranean floors Two above ground floors
BUILDING AMMENITIES:	<ul style="list-style-type: none">• Spa sauna and massage room• Fitness center• Roof top pool with Jacuzzi and Cabana Club• Private Wine Cellar• Tanning and Hydrotherapy Rooms• Business Center with Conference Room• Wireless Internet• Serene and brightly lit light wells• Valet Parking• Security• Ground floor restaurants• Historic architectural features• Historic marble corridors
LOFT FEATURES/AMMENITIES:	<ul style="list-style-type: none">• Premium designer appliances• Gourmet kitchen with gas ranges and custom cabinetry• Spa styled baths & hardware• Temperature efficient, low noise windows• Smart-panel wiring• Two historic units• Split-level plans• Private courtyards• Penthouse units• Concrete ceilings• Concealed ducting and mechanical

EASILY ACCESSIBLE LOCATIONS:

- Hollywood 6.77 miles
- Pasadena 11.03 miles
- Santa Monica and the Pacific Ocean 14.54 miles
- Onsite access to MTA subway system (Red Line and Blue Line service to Hollywood, Long Beach and Union Station, with connections to Gold Line and Orange Line)

RECREATION/NEARBY ATTRACTIONS:

Hotels

- The Standard
- The Biltmore
- The Sheraton Downtown Los Angeles
- Hilton Checker's Hotel

Leisure

- Walt Disney Concert Hall
- Los Angeles Music Center
- MOCA
- Grand Central Market
- Union Station
- Olvera Street
- Los Angeles Central Library
- Future site of LA Live entertainment complex
- Grand Avenue project
- Staples Center

Shopping

- Fashion District
- Jewelry District
- Macy's Shopping Center
- 7th & Fig at Ernst & Young Shopping Plaza
- Ralph's Market

Restaurants and Nightlife

- Nick & Stef's Steakhouse
- Roy's
- The Palm
- The Standard
- The Bonaventure
- Cuidad
- Water Grill
- Patina
- McCormick & Schmicks
- Noe at the Omni Hotel