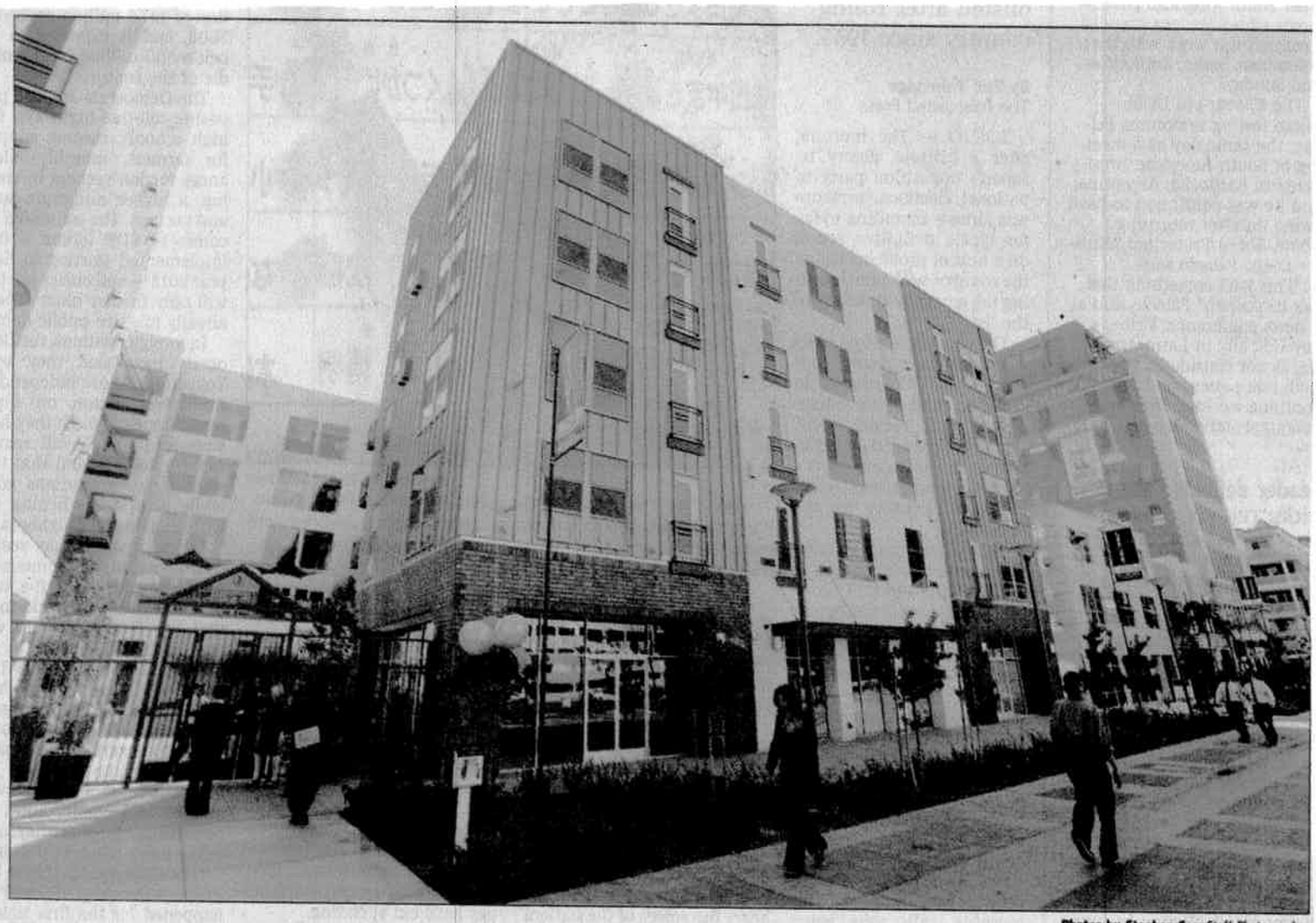

Photos by Stephen Carr Staff Photographer

The Lofts at Promenade, with its loft-style apartments, is at the north end of the Promenade, between Third Avenue and Broadway, in Long Beach.

DOWNTOWN LIVING

Lyon Capital Ventures introduces $42 million Lofts at Promenade development

One of the bedrooms at the Lofts at Promenade.

A living room at the Lofts at Promenade in Long Beach.

By Karen Robes Meeks Staff Writer

In the seven months he lived in Orange, all Darryl Cox could think about was returning to Long Beach as soon as possible.

"Every day I missed Long Beach," said the 41-year-old real estate business owner who — after selling his home in Orange — moved into the newly built Lofts at Promenade about a month ago.

"I love being in downtown," he said. "And I'm originally from New York, so I like the whole loft thing. ...

"But what put me over the top was all this," Cox said, sweeping his gaze around the Rooftop Sky Lounge, a resort-inspired space dressed in sleek black, white and deep red furnishings with lap pool and spa, poolside cabanas, stainless steel grills with "dining islands," outdoor fireplace and a panoramic view of the city skyline.

After 24 months of construction, Lyon Capital Ventures Chairman and CEO Frank T. Suryan Jr. this week introduced his newest development: a pair of modern buildings that house 104-unit loft-style apartments, amenities that some have compared to Los Angeles' W Hotel, 14,000 square feet of retail space and 401 parking spaces, all catering to the "urban sophisticate."

"It's not a typical apartment building, is it?" said Suryan on a recent tour of Lofts. "It feels like a for-sale residential condominium building. That was our idea, to have it as nice as the for-sale products."

The $42 million Lofts at Promenade stands at the north end of a three-block pedestrian area between Pine Avenue and Long Beach Boulevard from Ocean Boulevard to Third Street. Seen as a significant connector to the East Village and Pine Avenue, the Promenade is in the midst of an $8 million public improvement project by redevelopment officials.

The Lofts at Promenade

Number of units: 104 loft-style apartments

Size of units: From 631 square feet with one bedroom, one bathroom to 1,369 square feet with two bedrooms, two bathrooms

Amenities: Rooftop Sky Lounge with pool and spa, private poolside cabanas, fireplace, grill and Sky Fit health club with yoga and Pilates; community spaces with courtyard, Terrace Club, Business E-Lounge with Wi-Fi Access and Executive Conference Center with HDTV

Rent range: $1,690 to $3,425

Information: 866-844-7516, www.longbeachloftrentals.com

The Lofts feature a rooftop pool and barbecue area.

The Lofts also has a workout room for residents.

Phased over three to four years, The Promenade includes public art, landscaping and multipurpose park space that could accommodate outdoor movie nights and an ice rink. Most of the park construction is expected to be done by early November, said Development Services Director Craig Beck.

Also part of Promenade is a two-story Bikestation with retail service area and parking for 100 bicycles. (City officials are finalizing construction drawings and aiming for a March completion.)

"Downtown, to me, has always been the place that's going to be," said Suryan, who lived in Long Beach during his college and post-college years. "They've spent a lot of time and energy and money with redevelopment, and it's slowly but surely starting to come into its own. ...

"We took our part in that and said, 'We're going to build a very upscale, cool, lifestyle place in downtown Long Beach that Long Beach hasn't seen before.' "

Offering 11 floor plans, each Lofts unit features private balconies, kitchen with granite countertops, "European-style" cabinets and stainless steel appliances, concrete flooring and 10-foot ceilings with exposed metal ducting.

Rent varies depending on what lighting fixtures, partitions and furniture residents want to lease to personalize the space. (A kitchen island rents for $25 a month, a glass sliding door for bedroom or living room for $60 a month.)

A concierge is made available to residents along with such services as therapeutic massage, personal trainers, chef services, dog walkers, dinner reservations, dry cleaning, housecleaning, pet and fitness services and concert tickets.

"A few of our residents have said this is so much like living in the W Hotel," said Leasing Manager Stacey Duster.

On the retail front, Lyon is working on attracting two upscale restaurants. Suryan declined to say which ones they're wooing but said some are from San Diego's Gaslamp District and Santa Monica.

"We want to bring that same Promenade/Gaslamp image down here," he said. "Pine Avenue has tried to attract that, but it's really hard with this street traffic and it's pretty congested. ... We think this (the Promenade) kind of suits itself. You can do outside dining when there's no cars going by."

The emphasis for Lofts has to be quality, Suryan said.

"Some of the coolest buildings in other cities — in Long Beach, in particular — are buildings that were built 50 years ago, 70 years ago, and they were built with quality material and to this day, they still look really cool" he said. "Then you see things built 10 years (ago), and it looks like crap. ...

"I hope what people walk away with (at Lofts at Promenade) is a really high-quality project that's going to look like this for a long time."

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