

KTGY Honored with Best of 2007 California Award for Design of Market Lofts at 9th and Flower in Downtown Los Angeles

KTGY is the Best of 2007 California Award Winner in the residential category for its design of Market Lofts at 9th and Flower, a new \$70 million residential/retail urban community located in the heart of downtown Los Angeles and features a Ralphs Fresh Fare supermarket, the first supermarket in downtown Los Angeles since the 1950s.

February 19, 2008 (FPRC) -- IRVINE, CALIF. - Award-winning KTG GROUP, INC., Architecture and Planning, is pleased to announce that KTG is the Best of 2007 California Award Winner in the residential category for its design of Market Lofts at 9th and Flower, a new \$70 million mixed-use urban community located in the heart of downtown Los Angeles and adjacent to the business and financial district and South Park residential area, which also recently opened. California Construction sponsored the prestigious award.

Developed by Lee Homes of Marina del Rey, Calif., in partnership with CIM Group of Los Angeles, the project includes six stories of for-sale lofts above street-level retail and a subterranean garage. The retail is anchored by a much-anticipated Ralphs Fresh Fare supermarket, the first supermarket in downtown Los Angeles since the 1950s. The new Ralphs features a dry cleaners and a full-service pharmacy. Other retailers at the Market Lofts include The Coffee Bean & Tea Leaf, Cold Stone Creamery, Quiznos Subs, the UPS Store, Robeks Juice and Pastagina.

"The design challenge was quite exciting," said KTG's David Obitz, principal and the lead designer of the project. "On less than a half an acre, we designed a vibrant, fully integrated mixed-use environment that addresses the pent-up demand for quality housing and provides an array of retail services in the downtown core, and has further escalated the caliber and number of residential options and amenities in the South Park community."

"The project was originally undertaken by RTKL as rental apartments however KTG took over during the design development phase and had the challenge of converting the design from apartments to condominiums," said KTG's Chairman and Principal Stan Braden, AIA. "This conversion added a story to the building and changed the unit size and unit mix."

The bold colors of the project make a lasting statement of vitality. "On the Hope Street side of the building, we tried to capture the vibrant green color of the nearby park," Obitz noted. "Along Flower Street, we tried to capture the golden warmth of the afternoon and evening western sun. At the same time, using these vibrant colors provided us with the opportunity to position the residential component to stand out in the neighborhood along with the retail component."

"Residents can walk to shops or work, or use one of the many public transportation options, which make this location and urban living just ideal. No more long commutes," added Obitz. "Residents are also steps from L.A. Live and Staples Arena and other great entertainment and dining venues. This is urban living at its best!"

The Market Lofts consists of 267 one and two bedroom for-sale, open lofts ranging in size from

approximately 695 to 1,588 square feet. Each unit is designed with expansive windows, stylish kitchens with stainless steel appliances, stone countertops, Italian cabinetry and a host of contemporary accents throughout. Market Lofts residents also enjoy a landscaped courtyard complete with swimming pool and spa, social room with gourmet kitchen, fitness center, screening room and private residents entry. The convenient subterranean garage has room for approximately 700 cars.

KTGY GROUP, INC., Architecture and Planning, was created in 1991, with project viability and client satisfaction as abiding priorities, while providing complete planning and architectural design services for residential communities, retail developments, hospitality and related specialty projects. In a complex and changing world, the firm consistently delivers innovative solutions that reflect clear understanding of development, marketing and financial performance. KTGY takes particular pride in its highly motivated and principal led studio teams, who deliver superior services, thus strengthening clients' long-term growth and earnings objectives. Serving clients throughout the United States, the firm has locations in Irvine, Santa Monica, Oakland and Denver. For more information, contact Sayeh Rad at (949) 851-2133 or visit www.ktgy.com.

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