

# The Daily Transcript

San Diego's Business Daily

Thursday, April 14, 2005

## Oliver McMillan announces development of downtown urban retreat

### Sales to begin in June at Aloft on Cortez Hill

By SARA MULLER  
FRAUNCES, Special to The  
Daily Transcript

After nearly three decades of success in commercial and mixed-use apartment development, San Diego-based **OliverMcMillan** is bringing its experience and expertise to urban condominium development.

The company's new collection of condominiums, named Aloft, is located in the classic Cortez Hill neighborhood of downtown San Diego and offers a newer style of home than what has been typically developed in downtown.

Priced from the low \$300,000s, Aloft on Cortez Hill will be loft-inspired residences architecturally configured in platform lofts, one bedroom, one bedroom plus a loft and two-bedrooms ranging in size from 575 square feet to 1,175 square feet.

"Aloft is a unique opportunity to experience loft-style living within walking distance of the Gaslamp District, yet it's situated in the serene, hip



*Each Aloft on Cortez Hill home will include stainless steel appliances, laminated wood flooring, floor-to-ceiling windows, private balconies, granite countertops and climate controlled HVAC.*

neighborhood of Cortez Hill," explained Dene Oliver, CEO of OliverMcMillan.

While the majority of new development in downtown San Diego has been high-rise, the Aloft condominiums will be arranged within a low-rise, five-story building that fits appropriately into the fabric and scale of the smaller Cortez Hill neighborhood and its

surrounding buildings.

OliverMcMillan plans for each new Aloft home to include state-of-the-art stainless steel appliances, laminated wood flooring, floor-to-ceiling windows, private balconies, fine granite countertops and climate controlled HVAC.

Homeowner amenities at Aloft will include an elegant lobby area, a resort-style lounge pool with cabanas, an outdoor sunning patio, a courtyard highlighted with a fire pit, a fitness center with top-of-the-line gym equipment, underground parking

and controlled building access using state-of-the art security cards.

"All of downtown's great cultural, entertainment and dining destinations are just down the hill," Oliver said. "But there will be a calming effect of coming home to Aloft where you can retreat from

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**Retreat**

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the busy urban center and relax in a sophisticated, hilltop sanctuary.”

To learn more about Aloft, visit [www.aloftONcortezhill.com](http://www.aloftONcortezhill.com) or call (619) 321-1131.

OliverMcMillan is a 26-year-old private firm that develops and manages unique, high quality mixed-use retail, entertainment and residential projects throughout the United States. Among OliverMcMillan’s signature projects in San Diego County are the Uptown

District in Hillcrest, and Pacific Gaslamp Theatres, Borders, Horton 4th Avenue Apartments, The Ralphs and Buca di Bepo in downtown San Diego.

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Fraunces is with OutSmart Public Relations

# The Daily Transcript

San Diego's Business Daily

Friday, April 15, 2005

## Aloft sales begin in June on Cortez Hill

**OliverMcMillan** reports sales will begin at its Aloft on Cortez Hill in June. Priced from the low \$300,000s, Aloft on Cortez Hill will offer platform lofts, one-bedrooms, one-bedrooms plus a loft and two-bedrooms ranging in size from 575 square feet to 1,175 square feet in a low-rise, five-



story building.

Among OliverMcMillan's

other projects in San Diego are the Uptown District in Hillcrest, Pacific Gaslamp Theatres, Borders, Horton 4th Avenue Apartments, Ralphs supermarket, and Buca di Bepo restaurant in downtown San Diego.

# The Daily Transcript

San Diego's Business Daily

Thursday, April 28, 2005

## Interest list growing at Aloft on Cortez Hill - Sales to begin in June

By SARA MULLER  
FRAUNCES, Special to The  
Daily Transcript

Word is quickly spreading about the opportunity to buy a new home at Aloft on Cortez Hill, located at the highest point in downtown San Diego. The serenity of this elevated perspective combined with downtown's surrounding cultural, sports, dining and shopping offerings, has earned Aloft the description of "urban retreat."

Due to the amount of interest in this unique collection of homes, a priority list was established last month and is growing daily. Members of the priority list will receive regular updates and invitations to sales events, which are scheduled for June. Sales priority will be based on the submission date of prequalification forms received.

Aloft is being developed by **OliverMcMillan**, a San Diego-based company nationally regarded for excellence in urban residential and mixed

use projects.

Priced from the low \$300,000s, Aloft on Cortez Hill will be loft-inspired residences architecturally configured in OliverMcMillan's signature platform lofts, one-bedroom,



*The interest list for the homes at Aloft on Cortez Hills has grown since it was established last month. Sales begin in June.*

one-bedroom plus a loft and two-bedrooms ranging in size from 575 square feet to 1,175 square feet.

"Aloft is a unique opportunity to experience loft-style living within walking distance of the Gaslamp District, yet it's situated in the serene, hip neighborhood of Cortez Hill," said Dene Oliver, CEO of OliverMcMillan.

While the majority of new development in downtown

San Diego has been high rise, the Aloft condominiums will be arranged within a low-rise, five-story building that fits appropriately into the fabric and scale of the smaller Cortez Hill neighborhood and its surrounding buildings.

OliverMcMillan plans for each new Aloft home to include state-of-the-art stainless steel appliances, laminated wood flooring, floor-to-ceiling windows, private balconies, fine granite countertops and climate controlled HVAC.

Homeowner amenities at Aloft will include an elegant lobby area, a resort-style lounge pool with cabanas, an outdoor sunning patio, a courtyard highlighted with a fire pit, a fitness center with top-of-the-line gym equipment, underground parking and controlled building access using state-of-the-art security cards.

"All of downtown's great cultural, entertainment and dining destinations are just

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**Interest**

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down the hill,” Oliver said. “But there will be a calming effect of coming home to Aloft where you can retreat from the busy urban center and relax in a sophisticated, hilltop sanctuary.”

To learn more about Aloft, visit [www.aloftONcortezhill.com](http://www.aloftONcortezhill.com) or call (619) 321-1131.

OliverMcMillan is a 26-year-old private firm that develops and manages unique, high quality mixed-use retail, entertainment and residential projects throughout the United States. Among OliverMcMillan’s

signature projects in San Diego County are the Uptown District in Hillcrest, and Pacific Gaslamp Theatres, Borders, Horton 4th Avenue Apartments, The Ralphs and Buca di Bepo in downtown San Diego.

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Muller Fraunces is founder and principal of OutSmart

# The Daily Transcript

San Diego's Business Daily

## **Sales studio nearly complete for Aloft on Cortez Hill OliverMcMillan team readies for June unveiling and sales start**

Published Thursday, May 16, 2005

By Sara Muller Fraunces, Special to The Daily Transcript

Already acclaimed as one of the Western region's most innovative developers, OliverMcMillan is also known for its hospitality and unique working environment. Every Friday, company employees at all levels sit together for a chef-cooked meal amidst an eclectic collection of artists' works. Community members and clients are also invited.

And now, in an approach atypical of most developers but very true to OliverMcMillan signature hospitality, prospective homebuyers will be welcomed into the company's downtown headquarters to visit the sales studio for Aloft on Cortez Hill.

Although this collection of new loft homes will be located on Cortez Hill at the highest point in downtown San Diego, the OliverMcMillan team decided to house the sales studio in their own building to allow prospective homebuyers the chance to get to know their developer first-hand.

"We believe in creating long-term relationships with our homeowners so welcoming them into our home is the natural first step," said Dene Oliver, CEO of OliverMcMillan. "Visitors to the Aloft sales studio will get a good sense of what we're all about - quality, innovation, relationships and San Diego heritage." Priced from the low \$300,000s, Aloft on Cortez Hill will be loft-inspired residences architecturally configured in OliverMcMillan's signature platform lofts, one-bedrooms, one-bedrooms plus a loft and two-bedrooms ranging in size from 555 square feet to 1,175 square feet.

At the Aloft sales studio buyers will be able to step into a full model of one of the platform lofts that will be built at Aloft. They will be treated to a 3-D model of the entire collection of homes so that they gain an accurate perspective of the living experience. The sales studio will also have a lounge for buyers to talk with the sales team, each other and potential neighbors.

Equally appealing as the loft configuration will be its neighborhood location. The serenity of this elevated perspective atop Cortez Hill combined with downtown's surrounding cultural, sports, dining and shopping offerings, has earned Aloft the description of "urban retreat." "Aloft is a unique opportunity to experience loft-style living within walking distance of the Gaslamp District, yet it's situated in the serene, hip neighborhood of Cortez Hill," explained Oliver.

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While the majority of new development in downtown San Diego has been high-rise, the Aloft condominiums will be arranged within a low-rise, five-story building that fits appropriately into the fabric and scale of the smaller Cortez Hill neighborhood and its surrounding buildings.

OliverMcMillan plans for each new Aloft home to include state-of-the-art stainless steel appliances, laminate wood flooring, floor-to-ceiling windows, private balconies, fine granite countertops and climate controlled HVAC.

Homeowner amenities at Aloft will include an elegant lobby area, a resort-style lounge pool with cabanas, an outdoor sunning patio, a courtyard highlighted with a fire pit, a fitness center with top-of-the-line gym equipment, underground parking and controlled building access using state-of-the art security.

Due to the amount of interest in this unique collection of homes, a priority list was recently established and already hundreds of potential homebuyers have joined the list. Members of the priority list are receiving regular updates and invitations to sales events that are scheduled for June. To join the priority list now, complete a prequalification form available at [www.aloftoncortezhill.com](http://www.aloftoncortezhill.com). Sales priority will be based on the submission date of prequalification forms received.

To learn more about Aloft, visit [www.aloftoncortezhill.com](http://www.aloftoncortezhill.com) or call (619) 321-1131.

OliverMcMillan is a 26-year-old private firm that develops and manages unique, high quality mixed-use retail, entertainment and residential projects throughout the United States. Among OliverMcMillan's signature projects in San Diego County are the Uptown District in Hillcrest, and Pacific Gaslamp Theatres, Borders, Horton 4th Avenue Apartments, The Lofts at 777 Sixth Avenue, The Ralphs and Buca di Bepo in downtown San Diego.

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