

FOR IMMEDIATE RELEASE

**SAN FERNANDO VALLEY-BASED CONTRACTOR
REVITALIZES LONG BEACH APARTMENT COMMUNITY**

John Donaldson Construction (JDC) Completes \$4 Million Restoration Project

LONG BEACH, CA – May 28, 2014 – **John Donaldson Construction (JDC)**, one of Southern California’s leading construction companies specializing in the renovation and revitalization of multifamily properties, has completed the \$4 million restoration of a major Long Beach, CA apartment community. The 6.5-acre project located at 1718 Ximeno Avenue in the Anaheim Park Estates section of the beach city contains 237 one-, two- and three-bedroom apartment homes in one three-story and 12 two-story buildings.

According to **John Donaldson**, president of JDC, the 1963 vintage property presented a challenging assignment. “Working closely with the architectural firm of **Studio One Eleven**, we were faced with returning the apartment community back to its mid-twentieth century architectural style, which had been severely compromised over the years by a series of inappropriate makeovers. These included a 1980s effort to bring the complex in line with the California hacienda trend so popular at the time which incorporates a faux front addition, faux balconies and a faux mansard roof.” Under JDC’s direction, all of these elements were eliminated with EIFS details, Juliet balconies added outside second story windows and a complete new exterior paint scheme. “We incorporated bright colors, such as adding light green doors that contrast nicely with the slate blue stucco of its exterior.”

According to Donaldson, much of his firm’s work centered on revitalizing the common areas of the property. This included renovating the existing clubhouse, which incorporates a business center, a state-of-the-art fitness center, a resident lounge and a recreation room equipped with Wi-Fi. “We were able to make the updated community pool and BBQ area visible through the large windows of the clubhouse, making the entire area seamless and inviting.” Also part of the renovation was the addition of 40 new parking spaces, most important for tenants in this congested urban area.

Purchased by **Phoenix Realty Group (PRG)** in 2011 for \$34.5 million, the Long Beach apartment community is close to three of Southern California’s important freeways (405, 22 and 605) and just one mile from the campus of Long Beach State University, from which 40 percent of the project’s tenants are drawn. **J. Michael Fried, CEO of PRG**, said that the objective of the renovation program was to turn a basically “C” quality multifamily asset into an institutional

21704 Devonshire Street, Suite 102, Chatsworth, California 91311
Office: 818-772-7464 / Fax: 818-772-4945

one. "We believe that JDC has helped us accomplish this through the quality of its work and making it possible for us, among other things, to maintain 90 percent occupancy while the reconstruction was in progress."

ABOUT JDC

Founded by John Donaldson in 1992, JDC specializes in the reconstruction and renovation of multifamily projects throughout California and the Pacific Northwest, with a focus on Southern California. The company has overseen the construction or reconstruction of over 10,000 units with a total budget of \$100 million. JDC is also involved in the development of several properties.

###

MEDIA CONTACTS: Clive Hoffman, Clive Hoffman Associates, Inc.
(310) 205-9930 (O); (310) 909-9320 (C); cliveh@clivehoffmanassociates.com

Jill Hoffman, Clive Hoffman Associates, Inc.
(310) 205-9930 (O); (323) 719-7111 (C); jillh@clivehoffmanassociates.com

John Donaldson, JDC
(818) 772-7464 (O); (818) 307-1448 (C); John@JDCgrouppla.com