

FOR IMMEDIATE RELEASE

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**LIVE/WORK FACILITY, THE FAIRMOUNT, RIVERSIDE,**  
**"GATEWAY" TO DOWNTOWN "RIVERSIDE RENAISSANCE,"**  
**CURRENT PROJECT FOR BROESKE ARCHITECTS & ASSOCIATES**

(Riverside, CA) ... March 6, 2007 ... In keeping with its commitment to the expansion and rejuvenation of the area, **Broeske Architects & Associates, Inc.** has been contracted by property owner Shade Tree Lane Corporation to design **THE FAIRMOUNT, RIVERSIDE**, an upscale 87-unit live/work facility that will serve as a "gateway" to the urban center of a quickly expanding downtown Riverside: the "Riverside Renaissance."

Comprised of flats, conventional town homes and mezzanine lofts, the project combines a contemporary interpretation of traditional Mediterranean hill town massing with the tile roof sections and plaster exterior that define the Mission and Spanish Revival styles throughout Southern California. The frontage on the dynamic Market Street is one of the highlights of the project, and panoramic views of Fairmount Park (designed in 1911 by the Olmstead Brothers) will be spectacular. Commercial live/work spaces will offer particular appeal to small entrepreneurs, telecommuters and startup businesses.

Located less than a mile north of the core of the historic downtown area on more than two and a half acres, The Fairmount, Riverside will replace a long vacant apartment building that for years has been a controversial eyesore.

According to Broeske Architects Principal, James L. Broeske: "BAA is committed, not only to the growth of the Riverside area, but to the construction of 'Green' architecture. With its live/work features and convenient location, The Fairmount will serve as a pilot project by addressing one of the most significant issues that plagues every American city – traffic." Adding that the site combines functionality and aesthetics, Broeske detailed residents' amenities, including an urban plaza garden theme, which is characterized by the use of water features, a variety of seating areas, the introduction of public art, and attractive, functional planting. "The Fairmount Riverside is good for the ecology, as well as the economy, of the community," Broeske concludes.

The Fairmount will be aimed principally at young (30-45), urban executive singles looking for a place to live within walking distance of the downtown employment center.

*(more...)*

The Downtown Division of the Riverside Chambers of Commerce has approved the project and continues to be supportive. A hearing before the Planning Commission is anticipated for December 2007, and construction is expected to begin in spring 2008.

Broeske Architects & Associates, Inc., is a full-service architecture, design development and consulting firm providing high-quality creativity and style coupled with a pragmatic understanding of value and functional constructibility.

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