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June 1, 2010

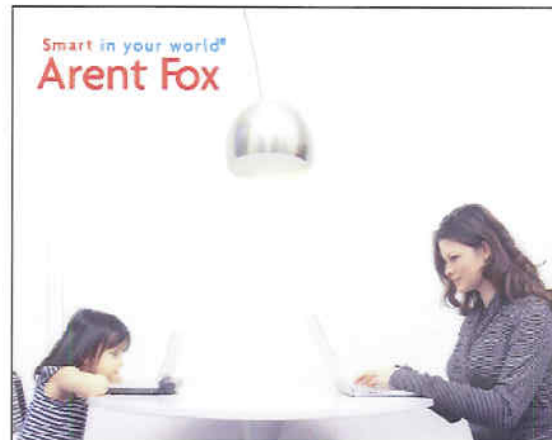
MULTIFAMILY KICKS ASH

Hello, LA! Allow us to introduce ourselves. We are the original commercial real estate e-blast that started in DC five years ago and has since expanded to NYC, Chicago, Boston, Houston, Dallas, Atlanta and (as of last week) LA. We try to be fun, informative, picture-heavy, upbeat, and mercifully short. Please give us your feedback and suggestions: Editorial@Bisnow.com

SARES-REGIS Group's new Westgate Apartments, a green, transit-oriented community in Pasadena, has all the perks of a luxury rental property, plus something extra: The complex is smoke-free.



SRG multifamily SVP Mike Winter says construction was well underway when the company decided to go smoke-free. Since residents won't be shortening their lifespans by puffing on cigs, they'll have the lung capacity to hop a Metro Gold Line train at the Del Mar station just two blocks away.



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These folks would win Rocks, Paper, Scissors, hands down. Here's Mike, left, and Pasadena Mayor **Bill Bogaard** wielding the giant snippers at Westgate's ribbon-cutting. To the mayor's right are SRG's managing director **John Hagestad** and multifam development head **Bill Albert**. Tidbit: Before residents moved in, the building was flushed to expel air contaminants. Why be smoke-free but have dirty air, right? Westgate is a candidate for LEED Silver and has sustainable elements such as water- and energy-conserving fixtures and appliances, recycled materials, and preferred parking for hybrids.



The butts stopped here: This apartment community opened a while ago, but we're showing it because it's SRG's first smoke-free complex, The Crossing in Anaheim. The savvy company may be on to something. Surveys show most California renters would prefer to live in a building where smoking is banned throughout some or all of the property. Like Westgate, The Crossing was built to LEED Silver.

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