

COVER STORY

New production for old theater

The Luxe features unique details, eclectic luxury

By Michael Freeze
BLOCKSHOPPER.COM

What once stood as a neighborhood single-screen theater from the early 20th century is now a six-piece luxury residence.

Sitting on the corner of 28th and Church streets in Noe Valley, the ultra-modern condominium known as The Luxe is a plot-twisting production itself with six unique units.

"I've seen a lot of construction and most developers do not take the time to really individually create rooms in a building," said Michelle Balog of Vanguard Properties. "Every room has different features, cabinets, kitchen tiles and bathroom tiles. It's not a cookie-cutter high-rise building."

Balog said The Luxe's radiant demeanor — which includes an elevator, hardwood open floor plans and gourmet kitchens with island countertops, Viking gas ranges and wine refrigerators — provides a change of pace for an already eclectic Noe Valley neighborhood.

Fresh from a grand opening after its completed construction this year, the building rose from the ashes of the Searchlight Theater, a neighborhood movie theater that opened in 1916 when moviegoers could enjoy a favorite film for a nickel or a

dime.

Over the years, the name of the theater changed from the Lux (the condominium's origin namesake) and the De Lux to the Rita Theater. Before it was razed in 2009, the building was known as the "Blue Church."

With an added "e" to bring it to modern day, The Luxe sets a new scene with six spaces in two types of units.

Residents in units 201-203 enjoy direct access to a furnished centered courtyard with gas barbecue and fireplace. Units in section 301-303 allow owners to enjoy an aerial view of Noe Valley and downtown.

"It's a very special setting," Balog said. "You sit back, relax and just enjoy your life there."

Balog said the open space brings a lot to the imagination as the living areas blend with the contemporary European bathrooms and separate bedrooms.

"The space doesn't consist of small rooms," she said. "There is a lot you could do with these units. Everything is new, unique and very detailed."

The luxury units, which range from \$889,000 to more than \$1.5 million, also feature video intercoms and alarm systems installed in each unit. In addition, there is one-car parking for each unit and two additional spaces for sale.



Photos by Olga Soboleva

The units range in size from 962 to 2,114 square feet. Balog said when she held a sneak preview of the residences, the interest was strong and commitments are near.

"The response and feedback have been wonderful," she said. "There is one unit under contract and we are working on another unit at this moment."

Balog said the allure is generated from the very essence of Noe Valley. The historic neighborhood features a bevy of commerce within walking distance of The Luxe. Yet, it is accessible to Interstate 280 and Highway 101.

"At the end of Church Street, I ate at La Ciccina, a lovely Italian restaurant," she said. "The food is spectacular. It used to be that 24th Street was the only active area, but



Open floor plans and tall windows provide a spacious feel in each of The Luxe's six residential units. Island countertops, left, are the highlight of the gourmet kitchens. The separate contemporary bedrooms, below, contribute to the luxurious feel.

it has extended. There is a lot of activity here. Plus, it's close to public transportation and near markets such as Whole Foods."

Balog will hold an open house at The Luxe from 1 to 4 p.m. today.



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Olga Soboleva

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