

upshift

Kalthom Ventura
Ventura, CA

Relaxed, Authentic
Brand for Central
Coast Apartments

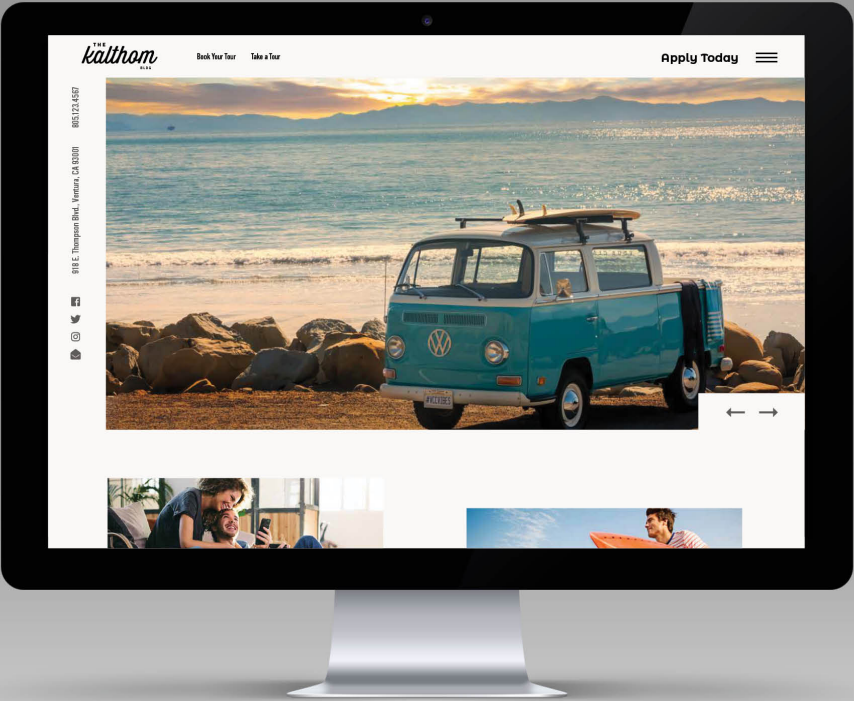
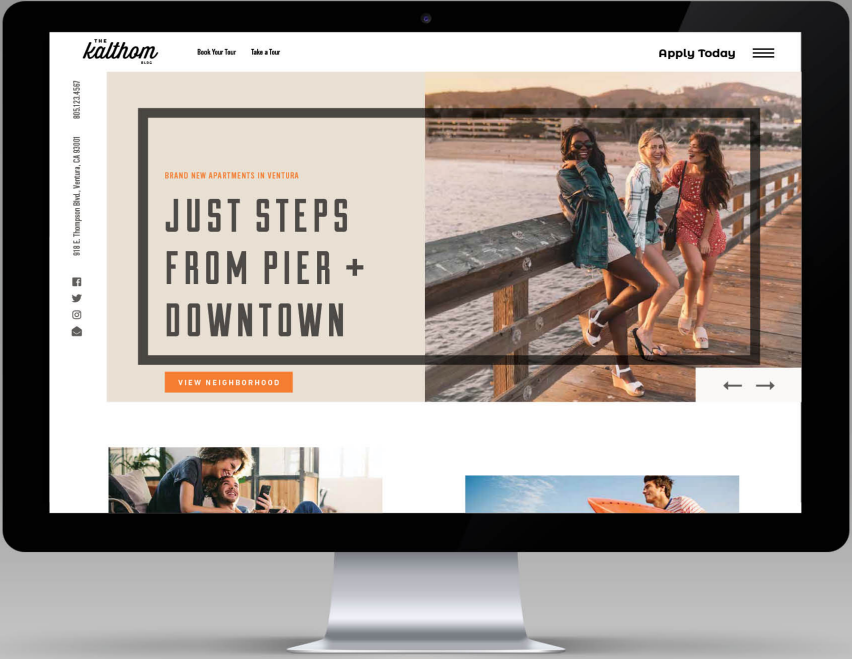
OBJECTIVE

The Kalthom, a new luxury residence in downtown Ventura, California, sought a refined yet authentic brand to complement its high-quality design and proximity to the beach and downtown hot spots.

SOLUTION

We developed a retro inspired brand with a laidback surfing vibe, naming the property Kalthom after the nearby cross streets. This unique brand identity drew on beach culture, skate brands, and the outdoorsy Central California lifestyle, attracting high-tech professionals and remote workers drawn to Ventura's vibe. We helped the Daly Group achieve record-fast lease-ups at Kalthom.

THE
Kalthom
BLDG

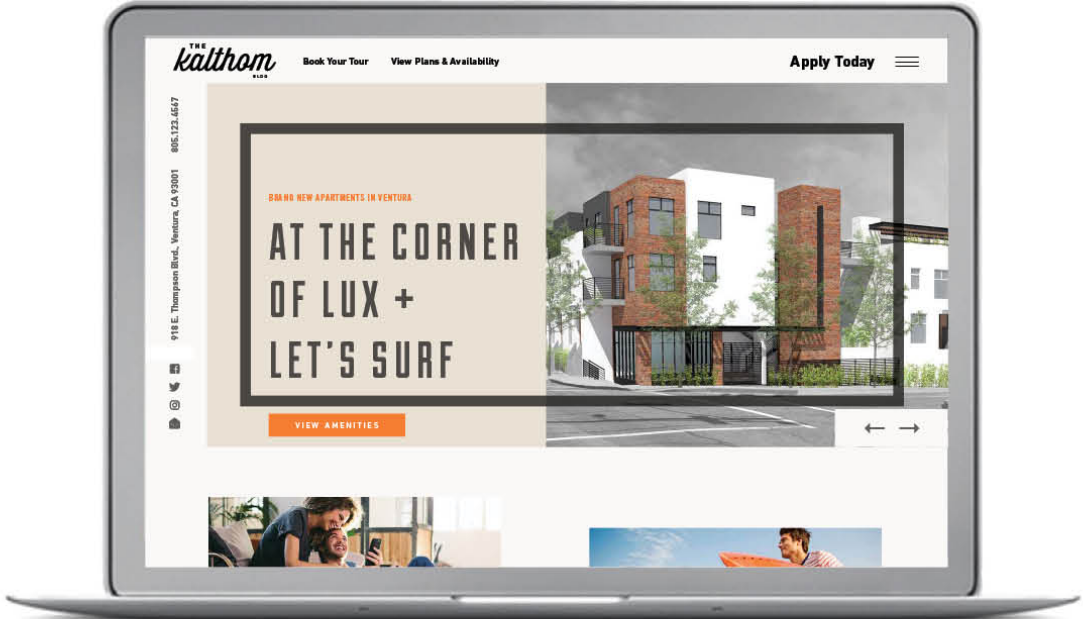




APRIL RENGSTORF
COMMUNITY MANAGER
KALTHOMVENTURA@CIRRUSAMI.COM
DIRECT 805-620-7282

KALTHOM APARTMENTS
214 SOUTH KALORAMA ST, VENTURA CA 93001
805-620-7282 | KALTHOMVENTURA.COM

THE
kalthom
BLDG



THE CORNER OF FUN & FANTASTIC
kalthom

NEW, STYLISH APARTMENTS IN VENTURA

A new residence has arrived in downtown Ventura that offers community, design, and comfort. Consisting of just 45 units, The Kalthom Building is a boutique and unique residential experience that is also packed with amenities—rooftop entertainment deck & clubhouse, fitness & yoga center, co-working lounge, bike/surf board storage, secure building access/parking, pet-friendly outdoor spaces, and much more. Located at the corner of Kalorama and Thompson, this brand-new building has a style as unique as Ventura with apartments that offer breathtaking ocean views, private patios and balconies, and luxurious living—all just steps from the pier, beach and Downtown Ventura.



THE *kalthom* BLDG

TRUE VENTURA LIVING



unit no.
101-105
1 BED
1 BATH
680-698 SQ. FT.
MOUNTAIN VIEW

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Ventura, CA

Logo Design

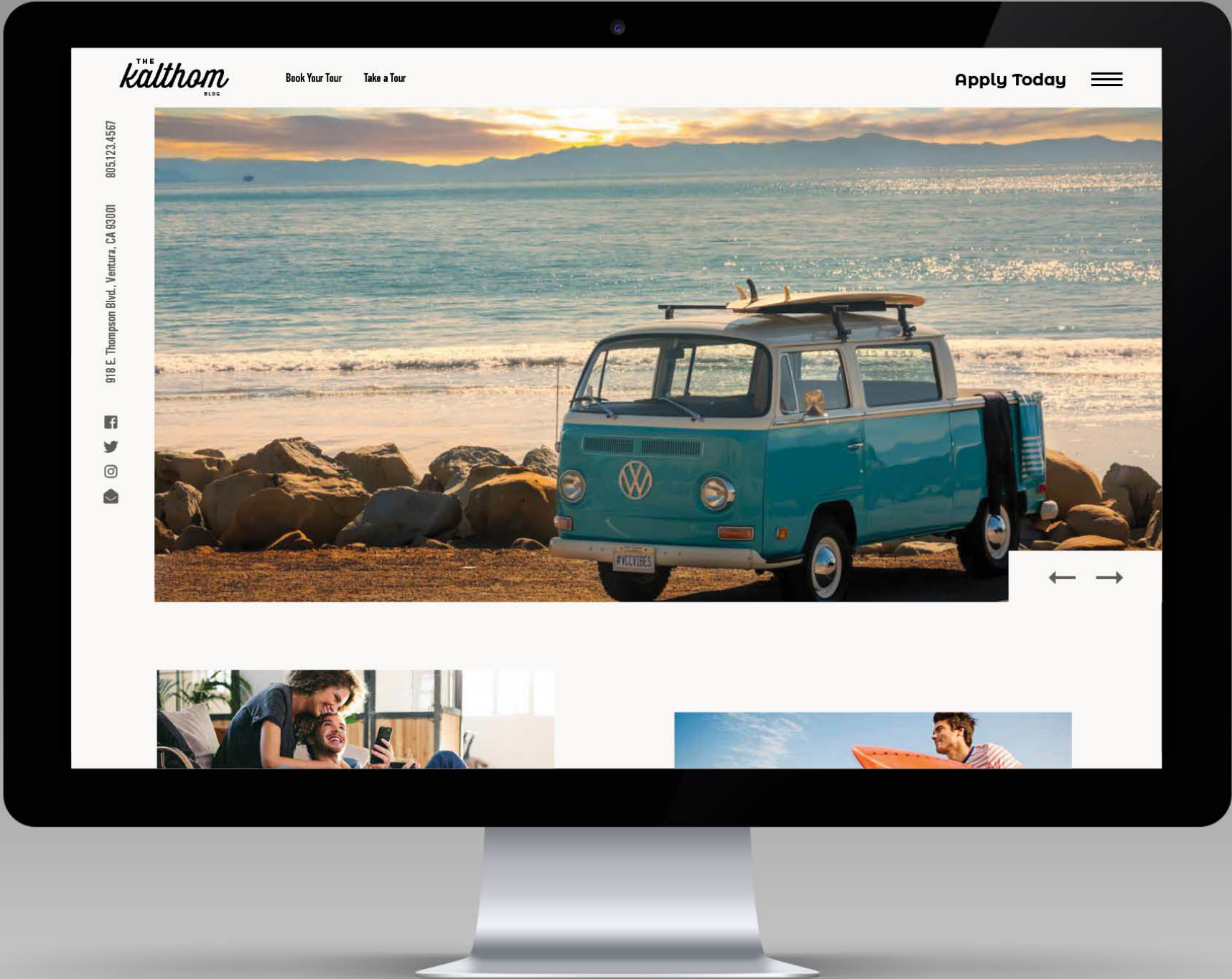
THE
kalthom
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Website Design



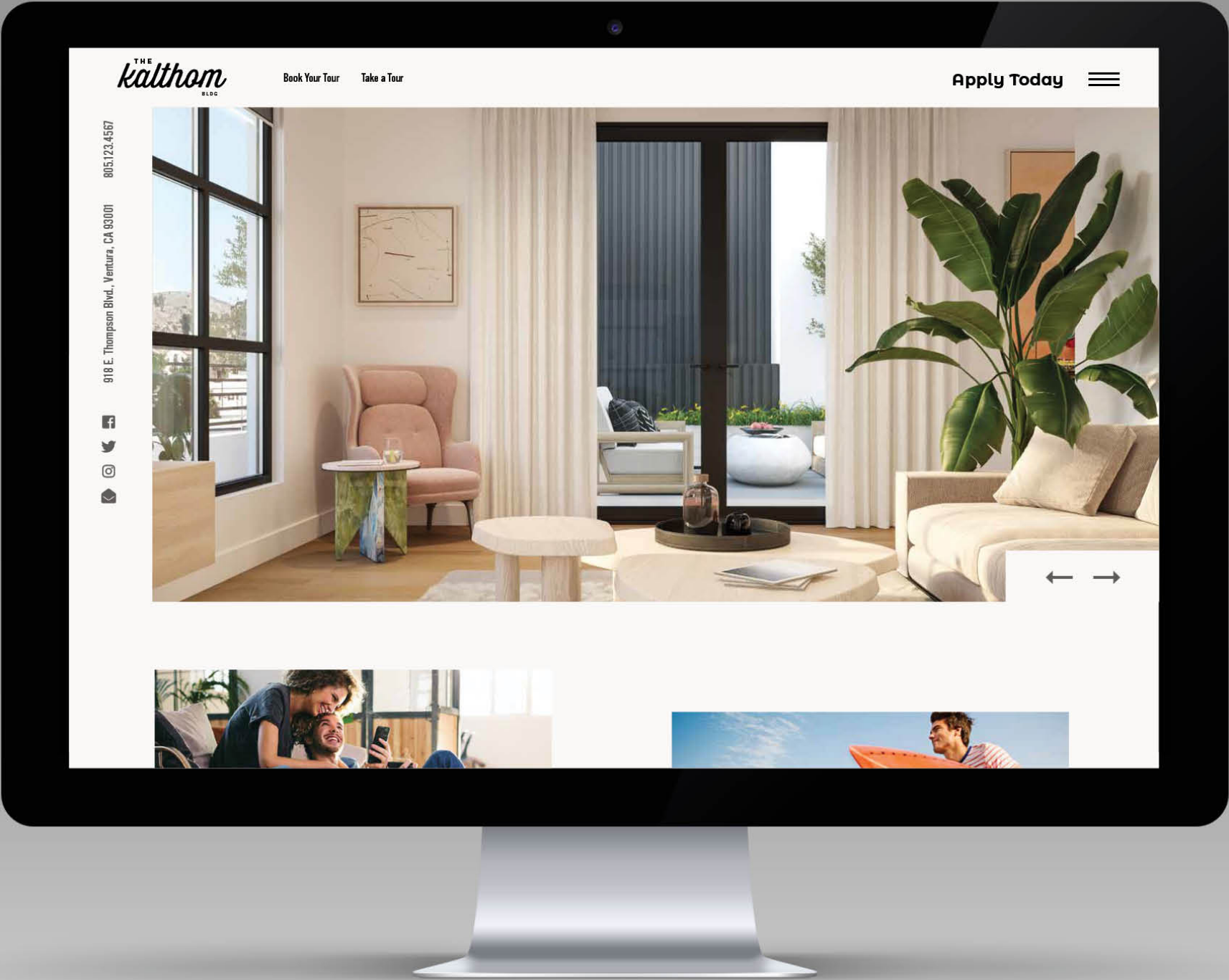


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Ventura, CA

Website Design



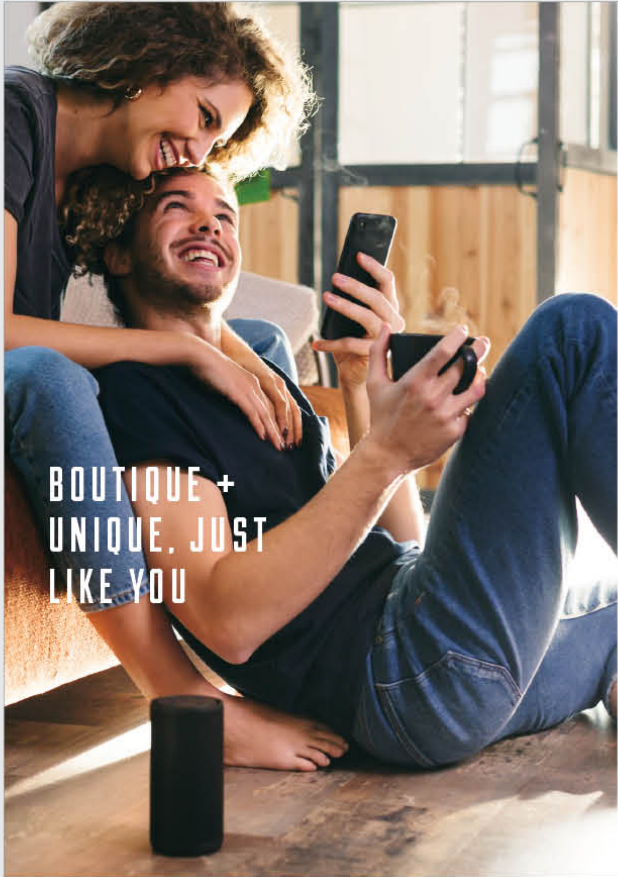
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Kalthom Ventura

Ventura, CA

Marketing Brochure





BOUTIQUE +
UNIQUE. JUST
LIKE YOU

TRUE STYLE. TRUE LIVING.
THE BEST OF VENTURA.

— *views like "whoa"* —

The Kalthom Building provides convenience coupled with mindfulness. A unique configuration around the central landscaped courtyard creates the feeling of an upscale community designed for light, air & views.

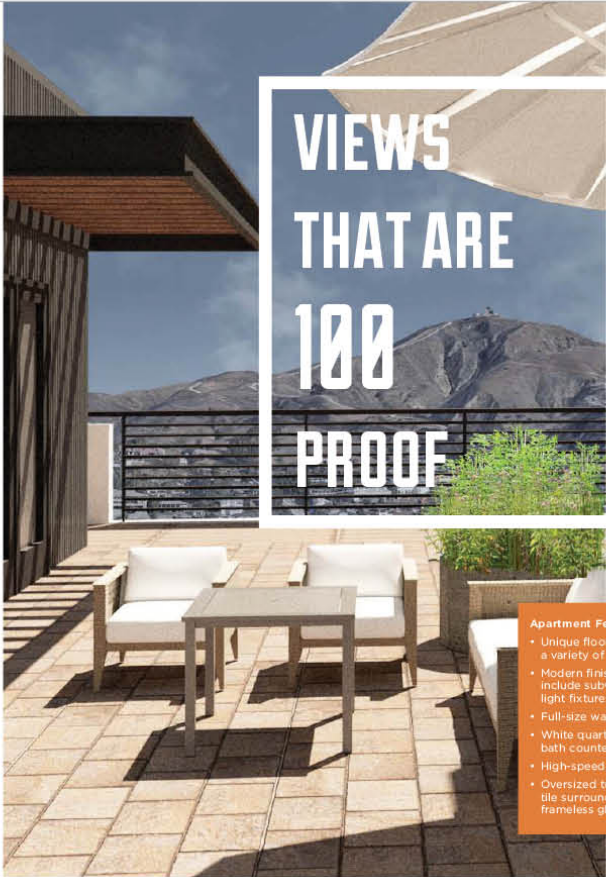
Head to the rooftop terrace to take in breathtaking views of the Pacific Ocean and the Channel Islands. Or, host a small get-together and catch the game on the large screen TV.

It's true Ventura, true luxury.



Amenity Highlights:

- Fitness center with Peloton-enabled gear & ocean views
- Elevator access to parking, 1st floor and rooftop terrace
- Zen inspired ground-floor courtyard w/ gathering spaces
- Secured bicycle and surfboard storage
- Dedicated and secure pet-friendly areas



VIEWS
THAT ARE
100
PROOF

*live
ventura*

A SERENE PLACE, RIGHT IN
THE MIDDLE OF IT ALL.

— *love your place* —

Kalthom offers modern California design with light-filled interiors and a seamless blend of indoor/outdoor living. Plus, your choice of Studio, 1 Bedroom, or 2 Bedroom plans that feature high-end stainless steel appliances, large casement windows, high ceilings, and designer kitchen and bathroom fixtures.



Apartment Features:

- Unique floor plans with a variety of views
- Modern finishes include subway tile + light fixtures
- Full-size washer/dryer
- White quartz kitchen & bath countertops
- High-speed Internet
- Oversized tub/shower tile surrounds with frameless glass doors

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Messaging & Visuals



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TRUE STYLE.
TRUE LUXURY.
VENTURA.

THE
Kalthom

