

ADVERTISING SECTION  
**F**  
 Featuring New Urban  
 Homes in the Seattle  
 Downtown Core.

# DOWNTOWN LIVING

## 1 HOTEL AND RESIDENCES | market district

# A new urbanism set for historic neighborhood

In 2007, Seattleites will

witness both something historic and something thoroughly modern in Seattle's popular Market District. The famed Pike Place Market will celebrate its centennial anniversary and just a block away, a \$250 million mixed-use development called 1 Hotel & Residences will break ground, defining an entirely new product category for modern urban living, according to its developers.

For 100 years now downtown's original grocery store has been serving it up for local residents and tourists alike. Yet, for nearly as many years, a city block bound by Pine and Stewart streets between Second and Third avenues was best defined only by surface parking and the Macy's (formerly known as "The Bon") garage.

In 2006, developer Paul Brenneke of Avalon Holdings announced his vision for the site, which by most industry accounts represents the premier residential development opportunity in the city. "We set out to build an in-city resort of world-class standards," says Brenneke. "With design complete and approvals from the city, we're



1 Hotel & Residences is defining a new urbanism in the Market District by combining residential, cuisine, hospitality, retail, health and wellness all within one development.



### View these homes

Sales center is to open in spring 2007 at 217 Pine St. on the eighth floor (by appointment only). Occupancy planned for winter 2008-09.

### Prices

City Suites (condominiums associated with the hotel) range from the mid \$500,000s to more than \$1 million. Condominium homes are offered from the low \$700,000s to more than \$5 million. Penthouse Townhome pricing is available upon request.

### Developer

AvStar Seattle, LLC is a joint venture of Avalon Holdings and Starwood Capital Group Global, LLC.

### Information

206-256-1600 and [www.1hotel.com](http://www.1hotel.com)

well on our way to realizing that vision."

When completed in two years, the 240-foot, 23-story building will consist of a luxury 110-room hotel, a premier restaurant, an urban grocery, a 40,000-square-foot health club, an 8,500-square-foot day spa and, above it all, 98 exclusive residences ranging from 900-square-foot one bedrooms to seven two-story Penthouse Townhomes that average more than 5,000 square feet and sport private rooftop terraces.

1 Hotel & Residences is a fully integrated community that will afford its residents a lifestyle of unparalleled services and conveniences, says Brenneke. "We're defining a new urbanism for downtown Seattle living. Mixed-use communities offer buyers access to desired services all within one vertical village while not burdening the HOA dues."

Many of downtown Seattle's most popular attractions are just moments from 1 Hotel & Residences.

The Pike Place Market, the symphony at Benaroya Hall, Belltown nightlife, shopping on Pine Street, diverse restaurants - it's all within walking distance.

The location made participation easy for hotel visionary Barry Sternlicht of Starwood Capital Group Global,

LLC, who selected Seattle to debut his latest global hotel brand 1 Hotels. Sternlicht has been recognized for creating other hotel icons such as the "W" and "St. Regis" brands. He says 1 Hotel will be the world's first "eco-luxury" hotel, merging design, service and intelligent sustainability.

"We're going to show people you can be ecologically sensitive and still have a luxury experience," says Sternlicht. "The green elements may get us a look, but we have to have a product that people want. It has to be dazzling."

Sternlicht hand-selected his dream team of designers and operators to realize his vision, which includes award-winning interior designer Yabu Pushelberg for the hotel and condominium interiors, as well as New York restaurateur Steve Hanson to operate the supper clubs and prepared foods grocer.

Upstairs, the generous floor plans and interior design details are also commanding attention. Recently, Brenneke created an interior design showcase with seven of Seattle's top interior designers to create their own urban utopia using the unique Penthouse Townhomes as their

canvas. Known as the Seattle Seven, this assemblage includes Steven Hensel Design Studio in collaboration with Eggleston Farkas Architects; Nancy Burfiend of NB Design Group, Inc.; Christian Grevstad Inc; Rocky Rochon of Rocky Rochon Design; Dixie Stark of DA Stark Interiors; Garret Cord Werner of Garret Cord Werner, LLC and Jeff Lamb of Sienna Architecture Company. Their inspired designs can now be viewed online at [www.SecondandPine.com](http://www.SecondandPine.com).

Several designer visions have already found eager homebuyers and their chosen plans are now being personalized.

Renovation work has already started on the existing garage, which includes repositioning the retail and adding a new exterior facade. Next door, predevelopment crews are mobilizing and the project groundbreaking is set for this spring.

Anticipation for 1 Hotel & Residences has generated scores of homebuyers who placed deposits to reserve a home. Reservations provide a first right of opportunity to purchase when the

[SecondandPine.com](http://SecondandPine.com).

residences are officially released for sale in May. Reservations are still being accepted and homebuyers are encouraged to call A. Carol McDaniel, Pam Johnson or Jessica Burroughs at 206-256-1600 for additional information.

The sales center is on scheduled to open this spring. Located in the Olympic Tower Building at 217 Pine St. across the street from the development, the by-appointmentonly venue will include a scale model of the building, digital tours of the property, a finished model room for the hotel and vignettes of the residences. In the interim, reservation holders are offered a preview in advance of the public debut.

"We've got the best minds in the business working on the designs and we look forward to releasing our plans this spring," says Brenneke.