

DOWNTOWN LIVING

"1" HOTEL AND RESIDENCES | market district

Luxury 'green' hotel, condos planned for full city block

It's official. The much-anticipated hotel brand that's associated with the high-profile, mixed-use development formally known as SECOND + PINE will be "1" Hotel and Residences Seattle.

Hospitality visionary Barry Sternlicht of Starwood Capital Group recently announced the launching of "1" Hotel and Residences, the first luxury, eco-friendly global hotel brand. Combining the best of environmentally sustainable architecture and interior design with luxurious service and comfort, he says "1" will be all about the elements providing a fresh, invigorating and an alternative way of traveling and living.

Sternlicht previously led Starwood Hotels & Resorts Worldwide of White Plains, N.Y., where he launched the trendy boutique-style "W" brand. He's also been credited with branding the posh St. Regis Hotel brand and creating the Heavenly Bed program for The Westin. Starwood Hotels and Starwood Capital are unaffiliated. As with the new "1" brand, Seattle was among the first in the nation to get a "W."

"I can't imagine a better city to launch this new brand in than Seattle," Sternlicht says. "To an average American, it's one of the most ecologically sensitive cities."

The Natural Resources Defense Council will act as adviser on all environmental matters, and 1 percent of revenues will go to local environmental groups.

Sternlicht aims to have 15 hotels signed or under construction within 24 months. Starwood Capital already plans to announce four other "1" hotels in 2007 - in Scottsdale, Ariz.; Fort Lauderdale, Fla.;



Formerly referred to as SECOND + PINE, this 23-story, \$250+ million development will now be known as "1" Hotel and Residences Seattle.

Mammoth Mountain ski resort in California; and Paris.

Negotiations are also under way for hotels in New York, Los Angeles and Washington, D.C.

"This is the first in a series of high-profile announcements for this property," says Paul Brenneke of Avalon Holdings, Inc., "We've got plenty more in store for Seattle."

Avalon is the developer of the full-block, \$250 million project that includes the "1" Hotel and Residences as well as the adjacent retrofit of the former Macy's garage at Third Avenue between Stewart and Pine streets.

The new "1" will also include a luxurious day spa, a 40,000-square-foot health club, a destination restaurant and bar and a gourmet market with products from local farmers. Next door, the exiting parking garage will receive a flagship retail store, creating a connection from Westlake Center to the Pike Place Market.

Sternlicht said the brand's eco-friendly concept will help set it apart from other luxury hotels, but he acknowledges that guests and homebuyers will demand a meld of luxury and environmental consciousness. "The green may get us a look, but we have to create a

product that people desire. It has to be dazzling," Sternlicht says.

"1" has already attracted the industry's leading talent. The building's public spaces, restaurant and hotel room interiors are all being designed by internationally acclaimed design firm Yabu Pushelberg, most recently recipients of a Design Firm of the Year award from Interior Design magazine and inductees into the publication's Hall of Fame.

Known as the "Seattle Seven," each of the individual penthouse townhomes are also being envisioned by noted interior designers that include Steven Hensel of Steven Hensel Design Studio in collaboration with Eggleston Farkas Architects, Nancy Burfiend of NB Design Group Inc., Christian Grevstad of 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.

To learn more about "1" and to view the Seattle Seven showcase visit www.1hotels.com. "1" will include 110 City Suites that range in size from about 750 to more than 1,100 square feet. The Premier Flats range from just less than 900 to nearly 4,000 square feet. Above all are the two-level Penthouse Town Homes, which are offered from about 3,000- to 6,000 square feet with opportunities to combine homes for even larger living spaces.

All homes boast voluminous living spaces, most with larger balconies and unprecedented interior design and specifications.

These inspired living concepts have attracted



View these homes

"1" will be located between 2nd and 3rd avenues and bound by Stewart and Pine streets. Individual design previews are now available by appointment only.

Prices

City Suites (condominiums associated with the hotel) range from the mid \$500,000s to more than \$1 million; condominium homes from the low \$700,000s to more than \$5 million; and penthouse townhomes pricing available upon request.

Developer

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

Information

206-256-1600 or
<http://www.1hotels.com>.

homebuyers - to date about half of the condominiums at "1" have been reserved for priority presales, which will begin in spring 2007. New homebuyers are encouraged to register online or call 206-256-1600 for more information. The Sales Center is scheduled to open in spring 2007, and occupancy is planned for early 2008.