

ADVERTISING SECTION **F**

Featuring New Urban Homes in the Seattle Downtown Core.

# DOWNTOWN LIVING

## 1 HOTEL & RESIDENCES | market district

# New global hotel brand and condominiums break ground near Pike Place Market

The much-anticipated groundbreaking for 1 Hotel & Residences took place this week on a former half-block parking lot near Pike Place Market at Second Avenue between Stewart and Pine streets. The commencement of construction marks not only the establishment of the world's first global, eco-luxury hotel brand but will introduce an entirely new product category for urban living in downtown Seattle.

Officials at Starwood Capital Group Global, LLC (SCGG) say they chose to launch the new 1 Hotel brand in the Emerald City because Seattle is internationally recognized as a leader in "green" development. Barry Sternlicht, a renowned hospitality visionary noted for creating both the W and St. Regis Hotel brands, and the president of SCGG, says Seattleites share his sensibilities for environmental sustainability and for the celebration of nature. The emergence of the 1 Hotel brand is being watched closely by the national media including feature magazine articles recently in both *Vanity Fair* and *Travel + Leisure*.

Paul Brenneke, president and CEO of Avalon Holdings and developer of 1 Hotel & Residences in Seattle, says this groundbreaking is significant on many levels.

"Not only are we creating history with the world premier of this hotel brand, but we're introducing the Pacific Northwest's first hotel condominium — a combination condominium and hotel room — called a City Suite," says Brenneke. "1 Hotel & Residences will set a new standard for residential excellence in both design and services for our residents and our guests alike."

The hotel and City Suite interiors were designed by Yabu Pushelberg, a famed interior design firm whose



*When complete in early 2009, 1 Hotel & Residences will become a vertical neighborhood composed of a luxury, all-suites hotel, a destination restaurant, an urban grocer, a day spa and 92 exclusive condominium residences.*

resume includes many of the most notable hotels in the world. The City Suites range in size from about 750 to more than 1,100 square feet. Each is a fully functional one-bedroom condominium complete with an efficiently designed kitchen, and comes fully furnished with all appointments including two flat-screen televisions, linens and even artwork. Each City Suite is a full-ownership residence that can be occupied by the owner, and when not in use, it may be included in a rental opportunity with the hotel. The hotel itself will be professionally managed and operated by SCGG as directed by Gary Raymond, formerly of Intrawest, a recognized innovator of hotel condominium programs with highly successful developments from Whistler, B.C. to Mammoth Mountain, Calif.



### View these homes

The Sales & Design Center is under construction within the Olympic Tower Building at 217 Pine St. and is scheduled to open this summer. Private design presentations are available upon request.

### Prices

City Suites from the low \$600,000s to more than \$1.5 million. Condominium flats from less than \$1 million to more than \$5 million. Penthouse townhome pricing is available upon request.

### Owner

AvStar Seattle, LLC, a partnership of Avalon Holdings and Starwood Capital Group Global, LLC.

### Information

206-256-1600 or [www.1residences.com](http://www.1residences.com).

week or so a month in the city," says Brenneke. "It makes more sense to own instead of paying for hotel rooms yourself. When you're in residence, you're living a five-star resort lifestyle and when you're not — your property is being professionally managed for you in your absence."

Brenneke adds that City Suites may be purchased by all homeowner types, including investors, without restrictions. Not surprisingly, the release of the 110 City Suites was quickly oversubscribed with reservations due to the unique nature of this offering. With new inventory available, interested homebuyers are encouraged to register their interest online at [www.1residences.com](http://www.1residences.com), or call 206-256-1600 to reserve their opportunity for priority presales this summer.

The hotel is merely one component of this vibrant new high-rise community. The 240-foot tower is quite literally a vertical neighborhood composed of a luxury, all-suites hotel, a destination restaurant, a full-service athletic club, an urban grocer, a day spa and premier residences. Above all is a limited collection of just 92 condominiums that range from large one-bedroom units of 950 square feet to three-bedroom flats with more than 5,000 square feet. Many homes boast large terraces and commanding views of the city and the bay.

There are also seven unique penthouse townhomes that are available for full personalization. These two-level residences offer options for owners to create their own signature mansion in the sky with many design ideas offered already by "the Seattle Seven" — a collection of leading interior design professionals who have provided concepts for the unprecedented residences.

"The (City Suite) program is particularly attractive to second home buyers and corporate travelers who might only spend the equivalent of a