

The Seattle Times

# New Homes

## SATURDAY

FIFTEEN TWENTY-ONE SECOND AVENUE | seattle

### Condominium Tower Above Pike Place Market Nearly Sold Out

Having generated more than a quarter billion dollars in residential closings since delivery, the marketing and sales team at Fifteen Twenty-One Second Avenue have set new benchmarks for success – not only here in Seattle but for the entire West Coast, according to its representatives. True, this 143-unit tower is unique in many ways except for one – it’s about to sellout. But unlike other new developments of recent, the homes at Fifteen Twenty-One Second Avenue range in size from 1,644 to more than 3,000 sq. ft. and post an average market value in excess of \$1.7 million, according to public records. The final four homes are priced from \$1.565 million.

“Fifteen Twenty-One Second Avenue is the product of a dream team who shared a mission to develop the region’s finest high-rise residential community,” says Tom Parsons of OPUS Northwest Residential, the firm that developed the high-rise tower. “By listening carefully to the marketplace we challenged the status-quo and built a community of all penthouse-style residences – far different from the typical development format found elsewhere. And despite the market correction and its more recent rebound, Fifteen Twenty-One



Standing tall front and center, Fifteen Twenty-One Second Avenue has become the archetype for the City of Seattle’s new high-rise zoning code.

OPUS, Parsons was sure to acknowledge the project visionary, William Justen, the architectural team at Weber-Thompson Architects, interior design by Susan Marinello Interiors, the marketing team at Realogics, Inc. and the sales team at Citrone of Realogics Sotheby’s International Realty. In fact he notes that many team members actually became homeowners.

“That’s the ultimate validation,” adds Parsons. “When individuals on your development team, including your architect, marketing and sales teams and even your mortgage lender buy into the project itself that says they believe in the product and the value.” But homeowners aren’t the only ones to recognize the distinctiveness of Fifteen Twenty-One Second Avenue – so too has the City of Seattle, the local design and development community and editorial interests alike.

The 440-foot tall tower is the very archetype for the city’s “tall and slender” zoning code and it was also the first all residential high-rise to earn LEED “Silver” certification (Leadership in Energy and Environmental Design). It received many award honors upon completion in 2009; the project was

the “West Coast’s Outstanding High-Rise” at the Pacific Coast Builder’s Conference; it was “Project of the Year” by the Multifamily Executive Awards, it was the “Multi-Family High-Rise of the Year” by NAIOP, and it was the “Attached Community of the Year” regionally by the National Association of Homebuilders. Its sculpture-like architecture, endless views and best-in-class finishes remains a favorite among third-party brokers, real estate bloggers and even other developers. Several call Fifteen Twenty-One Second Avenue home as well, according to Parsons.

Among the most unique building design features was the decision to do away with typical balconies and instead adopt a “Glass Room.” This indoor/outdoor space sports a folding window system at railing height to turn an enclosed solarium, complete with a fireplace in most homes, into an open air environment for enjoyment in all seasons. Homeowners can also enjoy a dramatic penthouse level amenity area, which boasts not one but two expansive terraces for barbecuing or entertaining fireside high above the city.

The remaining four homes are each C-plans located on the southeast corner of the tower offering residents a stunning, wraparound view of downtown’s skyline as well as protected vistas of Elliott Bay over the Pike Place Market. This 1,734-sq. ft., two bedroom

#### View these homes

Open 11 a.m.–6 p.m. daily and by appointment at 1521 Second Ave., Seattle

#### Prices

From \$1.565 million

#### Information

206-443-1521 or  
FifteenTwentyOne.com

residence features floor-to-ceiling glass, gleaming hardwood floors, a custom-to-project kitchen with top-of-the-line appliances, gallery hallways (five feet in width), eight-foot doors and a spa-like master bathroom retreat complete with a bubble-jetted tub and a private water closet.

Located on 2nd Avenue between Pike and Pine Streets, Fifteen Twenty-One Second Avenue is just a few moments’ walk from many of downtown Seattle’s most coveted attractions including the famed Pike Place Market, Benaroya Hall, The Seattle Art Museum, the Retail District and soon the much anticipated arrival of the new Seattle waterfront project. Once complete, the Hwy 99 Viaduct will be replaced with a deep bore tunnel burying the roar of traffic and opening up the waterfront to a plethora of seaside attractions that will rival Vancouver, San Francisco and San Diego alike. The exciting transformation of this neighborhood can be visited online at [www.WaterfrontSeattle.org](http://www.WaterfrontSeattle.org).

“Selling out is actually going to be a little bittersweet,” adds Parsons. “Fifteen Twenty-One Second Avenue has become an extraordinary residential community.”



The sales team at Citrone of Realogics Sotheby’s International Realty: Julie Biniasz (left), Sam Cunningham (center) and Sandy Justen (right).

Second Avenue remains alone in its class today. I have a feeling that it always will.”

In addition to immediate development and construction team members at