

The Seattle Times

NewHomes

SATURDAY

FIFTEEN TWENTY-ONE SECOND AVENUE | seattle

Event this weekend celebrates tower's latest sales milestone

A downtown Seattle condominium tower heralded by national judges for industry-leading design and sustainable development practices has established yet another milestone.

Sales representatives at Fifteen Twenty-One Second Avenue recently celebrated the project's 100th closing, with additional contracts closing soon and several new sales pending.

Project visionary William Justen says public records show the project has closed more homes valued over \$1 million than every other new-construction community delivered in downtown Seattle during the last development cycle combined.

"It's been an amazing experience to conceive a lifestyle, develop an entirely new product type and then have residents create a spirit of place that's authentic and unique to this community," says Justen.

"Our success is a tremendous accomplishment in any market climate, and it speaks to the overwhelming preference of consumers to look for and choose tangible value today with an eye toward the future," says Tom Parsons of Opus Northwest, the developer at Fifteen Twenty-One Second Avenue.

An open house will take place today and Sunday from noon-4 p.m. to showcase several model homes and building



amenities.

"If you've been curious to explore urban living at its best, we encourage you to stop by," says Julie Biniasz, a sales representative with Realogics Sotheby's International Realty. "It's truly an amazing lifestyle here. I say that not just as a sales associate but as a proud homeowner of Fifteen Twenty-One Second Avenue."

The 143-unit condominium tower has garnered attention for its unconventional design; floor plans have two or more bedrooms and from 1,644 to more than 4,300 square feet of living space.

Rising 440 feet above Pike Place Market, Fifteen Twenty-One Second Avenue is the tallest all-residential condominium in the city and affords its owners protected views of Elliott Bay from nearly every home.

With just three to five homes per floor, the building was conceived to offer pent-

house-style living on every level. The average unit price is more than \$1.8 million.

"I've lived in or around the Market District for more than 30 years now, and I knew Seattle was ready for this level of residential development," Justen says. "Fifteen Twenty-One Second Avenue is my seventh home downtown, and it's a vibrant community that I'm exceptionally proud to be a part of."

For more of Justen's views on the benefits of urban living, read "Living the Legacy" on the Fifteen Twenty-One Second Avenue website at fifteentwentyone.com.

Justen says Fifteen Twenty-One Second Avenue started with a compelling vision reinforced by focus groups and broker preview events. It took a front-and-center location above Pike Place Market, and prescriptive view easements that ensured homeowners would never lose their views of Elliott Bay.

View these homes

Open noon-4 p.m. daily or by appointment at 1521 Second Ave., adjacent to Pike Place Market in downtown Seattle

Prices

From the low \$1 millions

Information

206-443-1521 or fifteentwentyone.com

"At a time when other communities are still trying to find their market, our prospective homebuyers are comforted by our established values, positive sales momentum and numerous endorsements," says Biniasz. "Now that all available supply for the foreseeable future can be easily viewed and compared, we've experienced a tremendous increase of interest. Success begets success."

Fifteen Twenty-One Second Avenue has earned more than two dozen peer-reviewed honors for excellence in design, development, marketing and sales.

In 2009, the project was honored as the West Coast's "Outstanding High-Rise" at the Pacific Coast Builders Conference Gold Nugget Awards. It was also named "Project of the Year" in the prestigious "High-Rise" category of the Multifamily Executive Awards.