

ADVERTISING SECTION

Featuring New Urban
Homes in the Seattle
Downtown Core.

DOWNTOWN LIVING

ESCALA | midtown

Condo tower promises 'grand arrival' inside and out

As downtown Seattle's largest condominium tower, Escala will have a commanding presence in both the downtown skyline and within the Midtown neighborhood. So it's fitting that the building also has a commanding sense of arrival.

Yet for developers at LEXAS Companies, this concept didn't stop at the lobby, but continued into the common areas and to the individual homes themselves.

According to Escala developer Joseph Strobele of LEXAS Companies, it all starts with the building's curb appeal. Rather than succumbing to the temptation of above grade parking structures, Escala's parking is all below grade. This preserved the opportunity to create an open, pedestrian-friendly experience on the retail level and then allows for the development of a high-profile restaurant at the corner of 4th Avenue and Virginia Street. This also provided for "a truly grand lobby experience," Strobele says, with an artisan awning system that transfers from the outside into the two-story volume of space in the lobby.

From the lobby, a staircase rises to an entire floor of amenities for Escala residents, their guests and exclusive members. First impressions will be one of a hotel and spa as the 25,000-square-foot floor area is comprised of a fitness center, a pool and spa, a library, billiards room, theater and an events center.

"Upon being whisked to your floor in high-speed elevators, residents and their guests will be treated to a formal foyer before each residence," Strobele says. "Unique to Escala, most homes have a dedicated elevator so even though the building is comprised of 276 residences – you'd never know it. This foyer can be personalized with artwork and furniture as the lobby to



The sense of arrival at Escala begins with the dramatic two-story lobby but extends onto the residential floors as well with private elevator foyers designed for many of the homes.

your personal residence.

"Our design team has really done an amazing job. Everywhere you stop on route to your home you'll be in wonder at your surroundings – upon your approach, within the lobby, at the elevator, on your floor and of course, upon entry to your home. It's just one example of the thought put into every detail at Escala."

Escala's interiors are being led by noted Di Leonardo, Inc. of Rhode Island, NY, who has created such memorable environments as the Palace Hotel in New York City. The common areas at Escala will be a celebration of eclectic design routed in traditionalism but contemporized with the urban context.

"Our homes will be classic-contemporary," says Strobele. "Our vision was that quintessential Manhattan city home overlooking Central Park, yet relating it to Seattle."

To demonstrate the experience, LEXAS is building out a full, 2,600-square-foot model home within the

12,000-square-foot presentation center now under construction on Stewart Street and 4th Avenue. Known as the "F" Plan, this model includes the private elevator foyer and opens onto a generous great room and grand kitchen. The residence features king-sized bedrooms and some of the largest private terraces available in the city. Unique to Escala, most homes boast these elevated outdoor spaces, which are often times 20 percent of the size of the interiors, making for a considerable value proposition for discerning homebuyers.

Half of the released homes at Escala have already been reserved for priority presales, even though the presentation center won't even be open to the public until the New Year.

"It seems like our homebuyers have been waiting for a distinctive community like Escala," says Sonya Wetzstein, a sales representative with Windermere Onsite. "What's interesting is they (Escala homebuyers) commonly acknowledge



View these homes

The presentation center is under construction in the Centennial Building located at 4th Avenue and Stewart Street and is scheduled to open early spring 2007.

Prices

Residences range from the mid \$500,000s to over \$5 million. Penthouse pricing is available upon request.

Developer

The LEXAS Companies.

Information

206-443-1918 or www.escalamidtown.com.

that they're not really interested in anything else being offered in the market. I take that as a real testament to designing something unique."

Escala will open for presales in early 2007 when the model home and presentation center are complete. In the meantime, reservations are still being accepted on an individual appointment basis.