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Downtown Core.

# DOWNTOWN LIVING

## ESCALA

# Momentum builds for Midtown condo tower

**L**EXAS Companies announced this week that their condominium high-rise, currently referred to as 4th & Virginia in Midtown, will be named ESCALA. The Spanish name means “scale” and gives reference to the building’s architectural presence.

“We were really drawn to the romance of the name and sense of understated grandeur,” says Joseph Strobele, President and COO of LEXAS Companies. “ESCALA has these traits and that’s inherent to everything we’re doing there. From the architectural scale, to the grand lobby, the amenities and to the homes themselves, ESCALA will just offer more...more space, more design, and ultimately an enhanced cosmopolitan lifestyle.”

Standing at 330 feet tall, ESCALA will become not just one of downtown Seattle’s tallest but among its largest residential communities, with 276 residences.

In keeping with the established, pedestrian-oriented neighborhood, LEXAS dismissed the temptation to build above-grade parking like most other developments and instead chose to locate parking below-grade, resulting in what will become the city’s deepest excavation, second only to the 76-story Bank of America Tower.

Without a boxy parking structure at its base, the impressive sense of arrival at ESCALA will be unique to downtown condominium design. To complete the vision, LEXAS is in discussions with several prominent restaurateurs to program destination dining on either side of the lobby. The restaurants would join the culinary attractions in a neighborhood already noted for originals such as Tom Douglas’s Dahlia Lounge, Palace Kitchen and Lola.

Residents and their guests will enter a grand, two-story lobby, which will reveal symmetrical staircases rising dramatically to an entire floor of common areas. On this level, LEXAS is developing a city club that will be comprised of the entire 25,000-plus-square-foot floor plate. Residents and other private members will be able to enjoy this exclusive amenity complete with a full-service gym with lap pool, a theater, an events center, a game room, meeting rooms, a salon, outdoor recreation area and more. Strobele says the building is large enough to support such an extravagant venue and



*ESCALA will stand in the heart of Midtown at 4th and Virginia, as seen in this rendering from Westlake Center in the retail core.*

adds that other services ranging from yoga classes to manicures will be offered by third-party service providers as selected by the club management.

“Our development approach is to offer the same or better amenities and services of the best hotels but do so in an exclusively residential tower,” says Strobele.

To realize his vision, Strobele led an exhaustive search for the best in hospitality design and the internationally acclaimed interior design firm DiLeonardo International, Inc. rose to the occasion. Based in Rhode Island with offices throughout the world, DiLeonardo has designed for The Ritz Carlton, Four Seasons and even the famed Plaza Hotel in New York City. While responsibility for defining such landmarks can never be taken lightly,

head designer Drew Leclair says a spirit of place compels him to create something unique for every project.

“I’m drawn to ESCALA’s eclectic sensibilities in having such a nostalgic architectural base while rising to more contemporary glass styling above,” says Leclair. “We’re going to celebrate this diversity throughout all the common areas. Part of good design is creating unique memory points through architecture, furnishings and art. I believe ESCALA will be very distinctive and we’re very excited to be working in the Seattle market.”

Rising 28 floors above, ESCALA offers a myriad of home plans ranging from open plan one bedrooms beginning from 950 square feet to three-bedroom Sky Villas over 3,000 square feet. All homes feature expansive protected terraces providing commanding views of Elliott Bay and downtown Seattle’s city lights.

While the lobby and city club will have a distinctive character, the residences will be an environment largely programmed by the homebuyer. Leclair says he is currently working with Italian cabinet manufacturers on a signature line of kitchen and bathroom systems while offering options for the owner’s personal tastes. This same approach is mirrored for all interior finishes to encourage individuality in building versus the same designs that are found in many condominiums these days.

To represent the breadth of interior design possibilities and the grandeur of ESCALA, LEXAS is thinking big for its sales center. At nearly 12,000 square feet, the Presentation Center for ESCALA will be the city’s largest and the only one to include a full-scale, 2,600-plus-square-foot model home as well as its 400-square-foot terrace. Now under construction, the public opening is scheduled for this summer.

But Strobele says homebuyers won’t have to wait for the arrival of the Presentation Center to get in on the ground floor of ESCALA. A series of invitation-only preview events are being scheduled to offer eager buyers a sneak peek at the designs and will include an opportunity to reserve a home for priority presales in advance of the public sales debut. Interested homebuyers are encouraged to register online at [www.EscalaMidtown.com](http://www.EscalaMidtown.com) to learn more.