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 Homes in the Seattle
 Downtown Core.

DOWNTOWN LIVING

ESCALA

Demand prompts summer preview event for Midtown condo tower

Since ESCALA's introduction last fall, home-buyer registrations and requests for information have been increasing daily for the luxury high-rise to be located at the corner of Fourth and Virginia in the heart of Seattle's Midtown District.

This overwhelming enthusiasm has prompted the developer, LEXAS Companies, to host a preview of ESCALA in advance of its scheduled sales center opening and public sales release, both of which will occur later this summer. To satisfy the interest in this new project, ESCALA will host an invitation-only sales event in early July for realtors and prospective homebuyers who register at www.escalamidtown.com by June 30.

Dean Jones, a principal of Realogics Inc., the project's marketer, says buyers don't want to wait to discover what ESCALA is all about, even if the special home preview occurs while the sales center is still under construction.

"It's certainly unconventional to open a sales center with bare drywall and exposed concrete floors," says Jones. "But for one night only, we're going to let eager homebuyers see the essential design and reserve some of downtown Seattle's most exclusive property before the general public sees it."

Invited guests will be treated to preliminary floor plans, interior specifications and introductory pricing for a limited release of inventory well ahead of the public sales debut.

Once the sales center is completed, its premier attraction will be the full-scale model home, which will be under construction during the July event. Nonetheless, the 2,600-square-foot prototype

ESCALA

View these homes: The sales center is under construction in the Centennial Building located at Fourth and Stewart in Seattle, and is scheduled to open late this summer.

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

Developer: The LEXAS Companies
Information: www.midtownseattle.com.



Anticipation builds for ESCALA, a new luxury high-rise property in downtown's Midtown District.

residence will showcase the voluminous living spaces afforded by ESCALA, including the home's 500-square-foot terrace.

Prospective homebuyers can tour the raw spaces and imagine what they'd do with their own interiors. ESCALA promises to offer its owners a variety of unique interior finish options for home personalization.

On hand to help homebuyers choose those options will be Sonya Wetzstein, a community sales associate with Windermere OnSITE. Wetzstein is available to assist homebuyers with their unit selections and provide advance property information on request. Interested parties are encouraged to send a request e-mail to her at sonya@escalamidtown.com.

Because final floor plans and interior specifications will not be confirmed until the public sales debut later this summer, reservations will be offered to homebuyers in lieu of purchase

agreements. Individual homes can be reserved in exchange for a fully refundable reservation deposit of \$10,000, to be held in trust with Windermere Real Estate. The reservation provides its holder with the first right of opportunity for the selected home before it is offered to the public.

Jones describes these reservations as a convenient way of ensuring first choice on a preferred home before the typical sales rush. Even with this early release, he predicts that released homes will be snapped up quickly.

ESCALA's distinctiveness will be evident the moment you approach the building. With an entry befitting the grandest of European hotels, ESCALA features a 30-foot-high colonnade that spans the width of the site, with ornate architectural details that complement surrounding historic buildings. ESCALA's entryway is graced with an oversized glass awning and flanked by high-profile restaurant spaces.

Immense, stately doors open into the grand lobby, where the ceilings soar 25 feet to a second story, joined by a formal staircase. The unforgettable arrival will be designed by world-class interiors firm DiLeonardo International, which has created the interiors for such notable properties as the Ritz-Carlton and Plaza Hotel in New York City. Lead designer Drew Leclair will create a sense of entry with original works of art, diverse furnishings and first-class hospitality services.

The grand staircase will ascend to a full floor of amenities in the building's City Club, inspired by nostalgic social clubs from the 1930s. Here, residents and their guests can convene for events ranging from a business meeting to a dinner party. The facility will include a full-size health club with lap pool, a spa with massage rooms and salon, a theater room, a games room, a business center and an events venue that extends to a large outdoor terrace.

The condominiums above this classic base range from open floor plan one bedrooms of about 900 square feet to penthouses with the possibility to assemble up to 16,000 square feet of living space. Each of the 280 residences will feature voluminous ceiling heights, oversized windows and expansive, protected terraces suitable for entertaining large groups while looking out onto the city.