

ADVERTISING SECTION **F**

Featuring New Urban Homes in the Seattle Downtown Core.

DOWNTOWN LIVING

AVA | retail district

Preview events set for 445-foot condo tower

Touting an unparalleled tower design and a prime location in the heart of downtown's retail district at Eighth Avenue and Pine Street, AVA is piquing interest among the savviest of downtown homebuyers. Already, hundreds of interested buyers have registered their interest on the AVA Web site in order to take advantage of the best selection, introductory pricing and opportunities for home personalization.

At 445 feet, AVA will be the tallest residential tower in the city, offering wrap-around cityscape, Elliott Bay and views of both the Cascades and the Olympic mountain ranges. The sleek, elegant architecture was designed by Seattle-based Weber + Thompson, and is modern in design with residential units that are optimized to provide thoughtful view corridors.

"AVA will be a graceful, tall and slender addition to our skyline," says principal Blaine Weber of Weber + Thompson architects. "While the very modern design is cutting-edge and timeless, it's really the quality of construction, the flexible floor plans and the extraordinary amenities that will draw residents to want to live here."

To match the stateliness of the tower itself, Vancouver, B.C.-based Executive Group and Seattle-based FANA Group, the project's co-developers, are joining with award-winning interior designer Garret Cord Werner, LLC to design chic, dynamic homes to meet a range of price points from the low \$400,000s to well over \$5 million. Developers say AVA will offer "the zen and zing of downtown living," a balance of the vibrant urban lifestyle with tranquil, sanctuary-like homes.

"AVA is unlike any project I've worked on before," says Werner. "Due to its location in the lively, bustling city center, I felt it was important to create interiors that offer a relaxing haven for residents to rejuvenate and recharge. AVA will offer the best of both worlds."

In addition to the condominium residences, the mixed-use venture will also feature world-class amenities such as an intimate luxury hotel, a signature restaurant and lounge, retail shops, a full-service spa and health club, and one of the city's only elevated outdoor heated pools complete with poolside cabanas for entertaining. Residents will benefit from the many amenities associated with living above a hotel, such as valet parking, spa services, a lobby bar

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COURTESY OF WEBER + THOMPSON

A newly released rendering of AVA, a new 445-foot hotel and condominium tower to be built at Eighth Avenue and Pine Street in the heart of downtown Seattle's Retail District.

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AVA

Preview events set ...

for meeting friends, conference rooms for meetings.

"Seattle is gaining exceptional recognition for its increasing maturity, and residents are looking for sophisticated and forward-thinking developments such as AVA to call home," says co-developer Salim Sayani of Executive Group. "AVA will offer every luxury to residents and guests alike. It's an irreplaceable location — close to everything that makes downtown Seattle so attractive to live in."

The buzz surrounding AVA, even at this early stage of development, has prompted developers to reveal their development plans ahead of the opening of the sales center later this summer, says Firoz Lalji, principal of the FANA Group of Companies, co-developer of AVA.

"Eager homebuyers are already positioning themselves for more advance information," Lalji says. "We want to be able to provide prospective buyers with information as quickly

as possible. The preview events next month will be the first opportunity for those interested in living at AVA to be able to view our offering and to make a reservation prior to the public release."

In addition to home plans and reservation opportunities, attendees will be able to learn more about the finishes and interior specifications that have been chosen by Werner and the development team.

"So many condominium developments in Seattle play it safe with their interior design — you see the same finishes everywhere," says Werner. "AVA's interiors will be fresh and unique without being trendy or isolating. Simply put, they will be well-designed and functional for living — and there's nothing as timeless as good, functional design."

Among the types of homes prospective buyers will be able to choose from are The Residences and The Estates. Beginning on level 14, above the hotel, are 198 condominiums known as The

Residences, ranging in size from about 700 to more than 2,000 square feet. The top of the tower will be occupied by a luxurious collection of plans known as The Estates, which are larger condominiums that can be assembled to create custom homes.

Homes will feature soaring ceiling heights that range from 9.5 to more than 12 feet, full-height windows, air conditioning, and European-inspired interiors with a focus on entertainment spaces, spacious bathrooms and walk-in closets, and owner flexibility. Most homes will include either a generous balcony or a solarium (with larger plans), which can open to the outdoors as a large terrace or be enclosed to create a sunroom that will keep residents protected from the elements for year round enjoyment.

AVA is anticipated to break ground later this fall commensurate with the opening of its sales center. Private design previews are being scheduled for July for homebuyers that register at www.liveatava.com.



View these homes

The presentation center is scheduled to open in the fall at Eighth Avenue and Olive Way. Register online at www.liveatava.com for private preview events coming soon.

Prices

From the low \$400,000s to more than \$5 million.

Developers

The Executive Group and FANA Group of Companies.

Information

www.liveatava.com.