



LIVING THE LEGACY

By William Justen

FIFTEEN TWENTY-ONE *second avenue*

It's known as the "Soul of Seattle"

and for more than a century The Pike Place Market has nurtured a legacy of unrivaled arts, culture and cuisine from around the world. This melting pot of riches attracts ten million visitors a year to stroll cobblestone streets and explore historic buildings that store the Market's many hidden treasures. For some it's a way of life, a European-like existence of merchants providing fresh meats and seafood, vegetables, baked goods, flowers and countless specialty items. Locals have been coming to "meet the producers" for generations, many on a daily basis. Friendships are forged between regular shoppers and vendors, so picking up dinner becomes a highlight rather than a burden. The experience is made even richer with live music, street performers and the promise of impromptu meetings between neighbors and visitors alike. It's an environment that artfully brings consumers and commerce together in a way that's distinctively Seattle. Perhaps that's why the "people's market" will as always be the City's most cherished heirloom.

MAKING THE MARKET

From its humble beginnings in 1906, the Market continues a time-honored tradition of cutting out the middleman. Recognized as one of America's longest running farmers' markets, this nine-acre historic landmark hosts hundreds of year-round commercial businesses comprised of craftspeople and approximately 100 farmers who rent table space by the day; not to mention the diverse group of 240 street performers and musicians. In 1982, The Market Foundation was created to preserve the traditions and diversity of the Pike Place Market neighborhood by supporting the Market's human service agencies for low-income and elderly residents of downtown Seattle (including its Health Clinic, Senior Center, Food Bank and Child Care & Preschool). In many ways, The Pike Place Market is a self-sustaining city within a city.

REALIZING A DREAM

I'm not just an advocate for urban living and a developer of in-city condominiums – I am a longstanding customer of The Pike Place Market and a resident of Fifteen Twenty-One Second Avenue, its newest neighbor

just half a block away. Over the past thirty-three years I have lived in seven buildings within a few blocks of the Market, and it has become my adopted backyard. That's why I'm especially proud of the collective accomplishments realized between the private and public sector with the development of Fifteen Twenty-One Second Avenue. We've managed to introduce an exciting new housing segment while supporting the local economy and the City of Seattle's "Center City Plan". This 440-foot landmark was actually the prototype of new zoning that allows for taller, more slender residential towers downtown that offer greater views while providing public benefit. Our new community raised nearly \$2 million for affordable housing developments in the city. Fifteen Twenty-One Second Avenue is a lifestyle indulgence that you can feel good about owning. But ultimately, this inspired community fulfills a longstanding vision of mine to build a tower of all penthouse-styled homes in an irreplaceable location above the Market.

THE MULTIPLIER EFFECT

Success begets success. Fifteen Twenty-One Second Avenue has established an in-city microclimate for home sales as the surrounding neighborhood experiences positive growth despite these challenging economic times. In the last year we have witnessed many new local and national businesses open on the block including a BECU branch, a Doc Martin's retailer and even a Hard Rock Café. One block away,



Homeowners of Fifteen Twenty-One Second Avenue enjoy floor-to-ceiling vistas of downtown city lights and protected views of Elliott Bay and beyond. With just three to five homes per floor, each residence is designed as a penthouse on every level.

WELCOME TO THE NEIGHBORHOOD

Only Fifteen Twenty-One Second Avenue is centered high above The Pike Place Market – a nostalgic community of merchants, services and amenities that have been serving downtown Seattle for more than a century. View all testimonials at FIFTEENTWENTYONE.COM.



Pat McCarthy
& Matt Snyder
DELAURENTI SPECIALTY
FOOD & WINE

Don Kuzaro
DON & JOE'S MEATS

Dan Bugge
MATT'S IN THE MARKET

Chaz Shamseldin
FRANK'S PRODUCE

Sebastian Simsch
SEATTLE COFFEEWORKS

Richard Hoage
PURE FOOD FISH MARKET

an IGA Kress supermarket has opened its doors and a new urban-focused Target will soon occupy the base of the Newmark at Second Avenue and Pike Street. This tells me that big business is betting on an expanding residential base in the neighborhood and rightly so. Partners of The Justen Company have joined with property owners for two new condominium towers permitted at Second Avenue and Virginia Street just two blocks north. Other developers in the neighborhood have impressive plans as well. That means more density, more residents, more demand and more businesses in the neighborhood. It's no surprise, really. The Market District has always been preferred – it's been that way for over a hundred years.

COSMOPOLITAN BENEFITS

There are numerous advantages to the "City Life", especially when living above The Pike Place Market. First, there's little need for a car. Nearly every service or attraction can be accessed by foot or via public transportation. The Seattle Monorail, Metro bus lines, LINK light rail (with service to Seatac Airport from Westlake Station), the ferry service and the new South Lake Union Street Car are each just a stroll away. Sandy and I own a car but we log less than 2,000 miles on the odometer annually – we'd much prefer to walk or ride our bicycles. Not only is this a far more social experience, it is healthier for us and the environment alike. Secondly, urban living is both spontaneous and efficient. So instead of commuting, maintaining a yard or washing windows, you can enjoy more time with family and friends, explore interests like the arts & continuing education, expand your social calendar, or simply travel worry-free. Living in an in-city condominium is an investment in lifestyle.

A COMMUNITY WITHIN

An amazing thing is happening inside Fifteen Twenty-One Second Avenue. New friendships and business contacts are blossoming more than they would in a suburban context. Because our homebuyers have a similar investment in their new homes, they have consistent expectations about service levels and shared sensibilities regarding their lifestyle aspirations. They bought the same product, so it makes sense the more than one hundred homeowners have so much in common. The diverse demographics of homeowners range from young single professionals, couples with children, part time residents with second homes elsewhere, downsizing baby-boomers, and retirees. Regardless of their profile, residents get together for walks, runs, bike rides, BBQ's on the roof deck, scheduled Pilates classes in the fitness center, group dinners at any

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number of restaurants in the neighborhood and my favorite, ACT Theatre nights, when dozens of us walk to a play. There's always something happening at Fifteen Twenty-One Second Avenue, whether it is a night on the town or a quiet evening enjoying the view shared by a fortunate few.

ENDURING VALUE

In downtown Seattle, The Pike Place Market is the fifty yard line. And only Fifteen Twenty-One Second Avenue is front and center. Our view is protected by historic landmark designation; the new zoning code requiring generous tower spacing; and the acquired prescriptive view easements over adjacent buildings. Furthermore, the replacement of the Alaskan Way viaduct and new waterfront park will finally add Seattle to a limited collection of world-class waterfronts rivaling Vancouver, San Francisco's Embarcadero and Chicago's Millennium Park. With the addition of several million square feet of new office space within walking distance (including the neighboring world headquarters for Russell Investments), it is easy to see the Market District thriving well into the future with Fifteen Twenty-One Second Avenue standing tall above it all.



ABOUT WILLIAM JUSTEN

As a former Planning Director for the City of Seattle, William Justen advocates urban living and is a noted opinion on development trends downtown. In addition to being the Managing Director of The Samis Land Company (owner of 22 properties in downtown Seattle), he is the founder of The Justen Company, a firm that develops and advises land owners on planning and development. More recently, he collaborated with Opus Northwest on the conceptualization of Fifteen Twenty-One Second Avenue, which is his current residence.