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Downtown Seattle's First Modular Apartment Project, 'N' Habit Belltown Opens with 35% of Units Leased

***Just Steps from Bell Street Park and Near Streetcar, Rail and Bus Lines,
the Mixed-Use 49-Unit Building Caters to a Walkable, Sustainable Urban Lifestyle***

Seattle, June 19, 2014 – Daly Partners LLC (www.DalyPartners.net), an innovative real estate investment and development firm in Seattle, today announced the grand opening of 'N' Habit Belltown (www.nhabitseattle.com), a 49-unit modular apartment and retail building in downtown Seattle.

'N' Habit Belltown is downtown Seattle's first building to feature next-generation modular construction and includes studios, flats and unique two-story loft apartment homes with sweeping views of Elliott Bay. The apartments range in size from 422-752 sq. ft., with a majority of homes featured as flexible 720 sq. ft. "flats."

Conceptualized by the Daly Partners team, 'N' Habit Belltown's grand opening also launches the Abodian Wall™, a new approach to maximizing flexible living spaces. "The Wall" is a multi-functional, two-sided, seven-foot interactive partition with a put-away desk/table/counter and storage on the kitchen side and a Murphy bed/closets and storage on the opposite side. The Wall's design allows residents to reclaim space normally taken up by a bed and exercise creativity in how to use the floor space throughout the day.

Located feet from downtown's new Bell Street Park and three blocks from South Lake Union and Amazon's downtown campus, 'N' Habit Belltown is in the heart of rapidly-changing south Belltown.

"This is an exciting project for us – from its great location and cutting-edge design to the opportunity for us to construct downtown's first modular project, 'N' Habit Belltown truly stands apart from other downtown apartment buildings," said Jim Daly, managing member at Daly Partners. "We believe this building gives a nod to Seattleites' environmental values, while also reflecting our region's reputation for embracing and advancing new innovation and technologies."

Daly and his team capitalized on the building's close proximity to Metro's RapidRide, the Seattle Streetcar and Downtown Seattle Transit Tunnel by not including on-site resident parking and focusing



instead on commute opportunities for residents who value a walkable, sustainable, urban lifestyle. The project features on-site Zipcars and a large bike storage/repair facility with three bike repair stations, pumps and work surfaces/cleaning areas.

In addition, the building's interior pays homage to the modular construction process with a 25'-by-10' mixed media collage by popular Seattle graphic artist Pubs One. Installed in the building entryway, the artist's goal was to reveal a behind the scenes glimpse into the unique process that went into creating *'N' Habit Belltown*.

Collaged and slightly gritty, the black-and-white photographs are contrasted by the clean lines and graphic quality of the *'N' Habit* logo and crane schematic drawings. From left to right, the collage shows photographic fragments of the modular stacking process - from the units brought in on trucks and cranes lifting the units, to workers and the surrounding environment.

Daly Partners expanded on the building's curated art with 16 mounted terra cotta Japanese Oni roof gable ends that date back to the 18th Century. The masks will be mounted in a niche space opposite the building's main elevator opening.

First Retailer for *'N' Habit Belltown* Will Have Residents Dancing in the Streets

'N' Habit Belltown's first retailer, Belltown Dance Studio, opened its new 2,200 sq. ft. location in May 2014 and features group dance classes and special workshops in Salsa, Tango, West Coast Swing, Bachata, Belly Dance and Hip-Hop. Known for their Salsa Lessons on Alki Beach, owner Jim Chow plans to expand this idea to Bell Street this summer.

'N' Habit Belltown has 800 sq. ft. remaining for a second retailer and Daly Partners plans to lease the space this summer.

Modular Development: An Evolution – and Revolution – in Residential Construction

The *'N' Habit Belltown* project was developed using modular construction, a next-generation process where modular units are manufactured offsite and then shipped and installed onsite.

The efficient, cost contained and eco-friendly modular approach offers higher-quality and faster delivery as the units are completely finished, painted, carpeted and wired before delivery. Because the modules are being built simultaneously as the site work is progressing, modular construction also allows for shortened construction timelines and reduced neighborhood impacts. For example, the streets in and around *'N' Habit Belltown* were interrupted over just two weekends—rather than the 12-14 month industry average.



“Much like manufacturing-based efficiencies advanced the aerospace and automotive industries, modular construction provides a viable and effective new approach to development,” added Daly. “We are looking at using modular again on future projects.”

The ‘N’ *Habit Belltown* project was designed by Seattle-based architect Bushnaq Studio and Kristine Donovan Interior Design. Wells Fargo provided construction financing and OneBuild, Inc. is providing the modules from its factory in Klamath Falls, OR. The general contractor is Charter Construction. Tom Graff at Ewing & Clark manages retail leasing and Blanton Turner is overseeing lease-up and property management.

For more information, visit: www.nhabitseattle.com. A leasing agent can also be reached at info@nhabitbelltown.com or (206) 447-3333.

About Daly Partners Daly Partners, LLC (www.dalypartners.net) is an innovative real estate investment and development services firm offering comprehensive investment solutions to individuals and institutional investment partners in the Pacific Northwest. Co-founded in 2009 by Jim Daly and Patrick Ashman, the company focuses on matching investors’ goals with compatible properties and coordinating every step of the investment process—ensuring profitability by orchestrating value-added improvements, closely monitoring property management and directing eventual dispositions or exchanges. As a pioneer in modular development, Daly Partners is focused on opportunities in Seattle’s urban core and close-in neighborhoods, with more than 25 projects either completed or underway.

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