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Marketing center for Spire opens

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The Spire condo tower's marketing center opens on Thursday.

The **Nichols Partnership Inc.** of Denver is building the 42-story, 496-unit Spire at 14th and Champa streets in downtown Denver.

The 7,900-square-foot marketing center is located at 890 14th St., across from the condo property.

The developer has been pre-marketing the condo tower as a sustainable, LEED-certified property since late 2008, and will start taking reservations for units on April 4.

LEED stands for Leadership in Energy and Environmental Design, and is the U.S. Green Building Council's designation for energy-efficient real estate projects.

Spire is expected to be this country's largest LEED-certified residential tower, when it's finished, according to the developer.

Among the building's "green" elements will be a bike-sharing program, and a Connect by Hertz car-sharing program that makes energy-efficient cars such as a Toyota Prius and Camry hybrid available to Spire condo owners.

"Spire is an important project for Denver," Denver Mayor John Hickenlooper said in statement. "It takes green building to new heights, and it will bring hundreds of new residents into downtown Denver, further enhancing the vibrancy of the 14th Street corridor."

The corridor includes the Denver Theater District.

Construction on Spire started in May 2007 and is scheduled to be finished in November.

Unit prices range from \$212,000 to more than \$1 million, but 60 percent of units are priced at less than \$400,000.

The Nichols Partnership is working to get approval for Federal Housing Administration (FHA) financing for buyers of Spire units. With FHA financing, buyers can borrow as much as 96.5 percent of a condo unit's cost.

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