

From the Puget Sound Business Journal:

<https://www.bizjournals.com/seattle/news/2021/09/08/bellevue-apartment-building-sells-for-109m.html>

New Continental Properties apartment building in Bellevue sells for \$109M

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The sale of a new luxury apartment building overlooking Downtown Park is the latest example of the changes coming to Bellevue along with 25,000 more Amazon.com Inc. employees.

Continental Properties, the developer of Blu Apartments in Olde Bellevue, sold the 135-unit asset to Virtu Investments of Larkspur, California, for \$109 million, according to public records. Excluding an estimated \$5 million for the commercial space, the per-unit price works out to \$770,370.



CLEARY O'FARRELL

The new Blu Apartments overlooking Downtown Park in Bellevue has sold for \$109 million.

That is a record price for the Puget Sound region, above the \$719,649 per unit set in 2017 with the sale of Tower 12 in downtown Seattle. Bellevue-based Continental Properties also developed Tower 12, which is near Pike Place Market.

Among prospective buyers, interest came from across the country.

"It was very, very robust, probably one of the most sought-after listings we've had in our careers," said Institutional Property Advisors Senior Managing Director [Giovanni](#)

Napoli. He marketed the property (75 102nd Ave. NE) with IPA Senior Managing Director Philip Assouad.

Continental Properties bought the development site in 2015 from an Abu Dhabi real estate company called Hydra, paying \$6.6 million for the third of an acre property. It was long before anyone had a clue that Amazon would expand in Bellevue but after Expedia said it was moving its headquarters to Bellevue.

Hydra had planned a 32-unit luxury condo project for the property but shelved that project during the Great Recession. Hydra later decided to build a boutique hotel on the site before selling it to Continental.

The Blu Apartments deal is the Eastside's second large recent new multifamily sale following the \$131.5 million disposition of the Nightingale Apartments in Redmond at the Esterra Park development, where Microsoft has leased office space. Vancouver, Canada-headquartered Ledcor Group sold the 263-unit midrise to Acacia Capital Corp. of San Mateo, California, public records show. The price works out to about \$500,000 a unit.

The price paid for Blu isn't surprising given different factors. Assouad said the building filled up quickly and was 98% leased at the time of the sale, with rents averaging \$3,000, or around \$4 a square foot. He added that rents increased substantially as units turned over.

The 5,100 square feet of retail also has been fully leased to high-end hair salon House of Hebe and Columbia Bank, which is expected to move in later this year or early next.

Typical apartment residents are tech workers, people from overseas and empty nesters, "who are very into the lifestyle of Bellevue," Napoli said, citing the nearby shops and restaurants in Olde Bellevue as well as proximity to Meydenbauer Bay Park and Lincoln Square shopping center.

"In terms of quality of life, it's about as good as it gets," he said.

The project's amenities, including a "serenity garden" and "aqua wall," as well as unobstructed views of Downtown Park and the large size of some units drove the price upward, the brokers said. Top floor units have private rooftop spaces accessed by spiral staircases. Encore Architects of Seattle designed Blu.

Marc Stiles

Senior Reporter

Puget Sound Business Journal

