

(Front/Cover)

(Header and footer superimposed over photo)

70 Rainey.

The New Face of Luxe High-Rise Living. Rainey Style.

(PHOTO)

164 Exceptional Residences.

Designed with the Character and Culture of Austin

And Historic Rainey Street in Mind.

Dare to be a part of the next evolution of Rainey Street.

Something transformational is occurring in the southeast corner of downtown Austin. A new brand of luxe city living is taking form and shape. Not another overbearing high-rise with the look and feel of a hotel. Not another impersonal glass tower sealed off from the sights, sounds, and smells of the city.

70 Rainey is the downtown address you've been waiting for. Conceived with you in mind. Designed and constructed to reflect the character and ambience of the flourishing city and the iconic neighborhood where it resides.

Austin is growing and evolving, and 70 Rainey is at the epicenter of all that's good about that change. Rising 34 stories from the heart of the Rainey Street Historic District, 70 Rainey is rewriting the book on high-rise Austin living, chapter and verse. Developed by Sackman Enterprises, 70 Rainey incorporates world-class design, dramatic architecture, uncompromising luxury, verdant landscaping, and meticulous attention to detail. All in a setting that promotes a walkable, active lifestyle.

70 Rainey is more than an address. It's a place to call home. A place to live boldly and unconventionally.

Living the Rainey life isn't for everyone, but for those with an adventurous soul, unique perspectives, and unbridled dreams ... welcome.

- World-class architecture by Page-Austin.
- Organic, natural fusion-inspired luxe interiors by MARKZEFF.
- Five-star amenities and more than 20,000 square feet of outdoor recreation space.
- Sweeping, unobstructed views of Lady Bird Lake, the downtown skyline, and the Hill Country.
- Walkability to other downtown neighborhoods, restaurants and bars, retail, parks and trails.

THE RAINEY LIFESTYLE

Not the biggest or the most ostentatious.

70 Rainey speaks of refined tastes in a language of polished, understated luxury.

Live a life of luxury on *your* terms at 70 Rainey. Don't inhabit your city; *experience* it ... with a smaller footprint, more functionality, superior amenities, and a distinctly urbane style.

Wake up to stunning panoramic views. Step out your front door into the eclectic world of the historic Rainey Street district. A microcosm of Austin culture, Rainey distills the best of the city into a few short, tree-lined blocks. An outdoor lifestyle with unequalled proximity to Lady Bird Lake, the Butler Hike-and-Bike Trail, and the planned natural river walk along Waller Creek.

There's an intimacy and an ease to life on Rainey. The old and the new abide together in symbiotic perfection. Linger over an espresso in the cozy nook of a kitschy café. Sip a craft beer or imaginative cocktail in an upscale bar. Dine with panache on chef-driven, passionately inspired cuisine at Geraldine's or Emmer & Rye. All within walking distance of the world-famous Austin music scene.

In fact, Rainey is on course to be the densest neighborhood in Austin, with dozens of dining, entertainment, and recreation options on deck—anytime, day or night.

Get out of your car and feel the pulse of your city. Live a walkable life of consummate luxury and unfettered accessibility ... in a setting that always feels relaxed, sophisticated, and entirely like home.

RESIDENCES

Organic sensibility coexists with contemporary elegance. Beautifully.

Your brand of luxe isn't conspicuous or brazen. It is subtle, simple, pure, and welcoming. It doesn't try too hard to impress because it doesn't have to; its quality and panache are self-evident.

Clean lines. Open spaces. Organic appointments. Unquestionable quality. Meticulous attention to detail.

Your brand of luxe is holistic and smart. It is the fusion of design, utility, and technology. Faithful to the spirit of Austin. Evolving seamlessly with your changing needs, as you live, vibrantly and adventurously, every day of your life.

Live like the unique person you are. Dare to do what others only dream of. Claim your 70 Rainey residence.

Authentically Austin. Organically luxurious. Decidedly unconventional.

Conceived and developed by Sackman Enterprises.

Designed by Page Architects.

Interiors by the internationally acclaimed MARKZEFF.

FLOORPLANS

Thirty-six feet above the experiential sundeck, 70 Rainey's residential tower rotates fourteen degrees on its pedestal base, giving every residence a spectacular view of Lady Bird Lake or the downtown Austin skyline. With elevated ceilings, floor-to-ceiling windows, and spacious outdoor terraces, your home will be a stunning setting for entertaining, and a calming refuge where you can relax and recharge.

(renderings of the various floorplans)

INTERIOR SPECIFICATIONS

Authenticity doesn't shout; it whispers. Your home should confidently convey your personal taste and style. At 70 Rainey, you begin with a backdrop by one of the world's most innovative designers, MARKZEFF. Choose from two sophisticated interior designs, each featuring exceptional appointments:

- Smart in-home technology, such as Nest thermostats and high-speed fiber network
- Meile appliances
- Hardwood flooring throughout
- Key fob system
- Large outdoor terrace
- Stone countertops
- 10-foot ceilings
- Floor-to-ceiling windows

- Wet bar options

AMENITIES

(rendering of the amenity deck)

More than 20,000 square feet of outdoor amenity space.

A park in the sky.

Settings that excite ... inspire ... relax.

Imbued with the character of its surroundings, 70 Rainey's luxuriant landscaping will be a study in architectural ecology, reflecting the shady, tree-lined streets of the venerable Rainey Street district. The exterior wall of the garage podium will be artfully infused with dense vegetation and elegantly draped vines, forming a living wall that will warm the building and soften its edges.

One hundred feet above ground, atop the podium, 70 Rainey's 20,000 square-foot amenity deck will inspire and surprise. Lavishly planted with native trees and flowering plants that attract hummingbirds, butterflies, and songbirds, it will be your personal refuge—a place to relax, unwind, and recharge. Meandering walkways will give way to unexpected spaces—garden alcoves, private nooks, and secluded seating areas that invite you to linger.

Garden-like and immersive, the ecological architecture of the amenity deck will incorporate traditional landscaping with endless experiences curated into the space.

Conceived by Sackman Enterprises.

Designed by the internationally renowned landscape architect, Design Workshop.

- Infinity pool
- Cabanas
- Therapeutic plunge pool and waterfall
- Experiential sundeck
- Outdoor yoga deck
- Two dry heat saunas
- Fire pit and meandering walkways
- Outdoor grill with bar and dining areas
- Outdoor game area
- Community herb garden
- Dog park with washing/grooming station
- Steam showers
- Pocket park at 64 Rainey Street

INDOOR AMENITIES

(perhaps several small renderings of the restaurant, spa, or other amenities)

Live life on your own terms.

Tamp down stress.

Take your pleasure seriously.

70 Rainey was designed with you in mind: Your zeal for adventure. Your love of fine foods and spirits. Your passion for exercise. Your desire to spend quality time with friends and colleagues. Your need for privacy.

You appreciate fine quality and impeccable service. You savor the good things in life. Your fast-paced life demands convenience and amenities that help you power through your day's routine in your own time and your own way.

70 Rainey's indoor amenities help you live life the way you want to live it.

- Private residential lobby
- 24-hour concierge and valet
- State-of-the-art theater room
- Onsite restaurant on first floor with 5,000 square feet of dining space
- Onsite terrace bar on second floor with 2,000 square feet of lounging space
- Resident bike storage
- Car-charging stations
- Residential storage units for purchase
- Indoor fitness studio with _____ equipment
- Virtual golf course and clubhouse
- Conference rooms and business center

BACKYARD

(I don't suggest any copy for this page, other than the headings listed below. This page would be lifestyle photos plus a rendering showing 70 Rainey's proximity to the many nearby attractions.)

The sidewalk meets the path.

The big city meets the neighborhood.

Limitless opportunities for recreation and entertainment.

Right in your backyard.

THE 70 RAINEY TEAM

Sackman Enterprises Developer

Family-owned Sackman Enterprises began operations more than fifty years ago with the restoration of historic brownstones on Manhattan's Upper West Side. Today, the business continues to build on its legacy of rehabilitating historic buildings and incorporating traditional Old World features into new construction properties. The firm emphasizes supporting local business, people, history, and culture and is known for unquestionable integrity. The Sackman portfolio includes properties in New York and New Jersey, as well as unique developments in the Carolinas, Colorado, the Turks and Caicos Islands, and now in Austin, Texas.

MARKZEFF Interior Design

Inspired by nature and a philosophy of natural fusion, MARKZEFF creates interiors that blend organic elements with comfortable, classic aesthetics and clean lines. Over the past thirty years, the firm has designed boutique hotels, as well as upscale spas, restaurants, apartments, and homes for celebrities around the globe. Last year, MARKZEFF completed interiors for the Rainey Street district's own Hotel Van Zandt, a Kimpton hotel that incorporates elements of Austin's creative scene in an elegant palette with rich details. Its locally infused design for 70 Rainey combines an Austin aesthetic with MARKZEFF's own brand of modern style.

THE 70 RAINEY TEAM (CONTINUED)

Page Architect

An Austin firm founded in 1898, Page has helped shape the city for more than a century. Though firmly rooted in Austin, Page has become an international, multidisciplinary architecture and engineering firm, with six U.S. offices and numerous projects in Texas and worldwide. Page's work is diverse and its reach is broad, yet the firm takes pride in always designing with local needs and surrounding neighborhoods in mind. With its commitment to urban revitalization, Page hopes to ensure 70 Rainey will serve as an anchor for creativity and dynamism, and spur a renaissance of the Rainey Street district and Austin's East Side.

Design Workshop

For more than four decades, Design Workshop has specializes in urban design, community planning, and sustainable landscape architecture locally, nationally, and worldwide. The firm's philosophy: When environment, art, community and economics combine with the dictates of the land and the needs of society, magical places result—settings of timeless beauty and enduring value that arouse and lift the spirit. Design Workshop's plan for 70 Rainey creates spaces reminiscent of New Orleans, constantly growing and changing with the seasons, blending the building's architecture with its gardens.

Contact

Sales team contact—Do you want to list individual names, phone numbers and/or email addresses?

This can be as basic or detailed as you like.