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PROFESSIONAL BUILDER

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SPICED UP CONDOS FOR COUPLES ONLY

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From left to right, Goldben, Gerrettson, Miller and Siedentop—the four young builders who had the marketing savvy to make Cinnamon Down The Street one of Denver's strongest condo developments.

The shotgun approach in marketing condominiums often draws a blank with buyers. Or, as many developers have learned, trying to sell all of the buyers all of the time doesn't work most of the time.

So, with lenders favoring bite-sized projects and with builders anxious to limit their up-front exposure, smaller developments aimed at a select audience make good sense.

For example, zeroing in on a market has worked to the advantage of one of the fastest selling condominium developments in Denver. By design, Cinnamon Down The Street is for active couples in their late twenties and thirties, and a smaller group of empty nesters who think young and live young.

It figures that Creative Shelters Inc., developers of Cinnamon Down The Street, would have set its sights on buyers in their thirties. Marty Siedentop, architect and marketing director for Creative Shelters, is 31. He has three partners, aged 27 to 33. Charles Gerrettson, 27, handles day to day accounting; Eddie Miller, 31, oversees construction; and Charles Goldben, 33, arranges financing.

Age gives the four a certain affinity with their buyers, but it just begins to explain why Cinnamon Down The Street has been such a success.

The name itself is the first clue. Cinnamon Down The Street is, where else? Right down the street from Cinnamon, Creative Shelter's first condominium venture. Cinnamon opened in January 1975, and quickly gained favor with Denver's swinging singles. It sold out (72 units) in eight months.

That got Creative Shelters rolling, but Goldben spotted a roadblock to plans for an exact replica of Cinnamon. With the economy stuck in a rut, Goldben doubted that singles had the financial staying power (or buying power) to swing another Cinnamon.

DESIGN, SALES TUNED TO THE MARKET

In working up plans for Cinnamon Down The Street, Siedentop listened to Golaben, but he did not junk everything Cinnamon had to offer. In fact, he retained two of the plans, figuring that what had sold to singles would now be priced about right for couples. The smaller model (1175 square feet) sells for \$32,950, while the larger (1250 square feet) is priced at \$38,429.

Each has only four rooms—two bedrooms, a country kitchen and a living room—on two levels. Since the August opening, these two models have accounted for about 60 percent of sales, which have averaged two a week.

But the real show stopper and traffic grabber at Cinnamon Down The Street is a 1400 square foot model selling for \$43,950. This plan shows just how attuned Siedentop is to his young married market.

From the hand-made stained glass window at the entry to the two-story skylit atrium over the stairwell to the almost bacchanalian master bath with a skylit tub big enough for two, this model reads young and on-the-go.

The accent on "active" is stressed again and again. All lighting fixtures are recessed. There's a skylight over the sink in the master bath. The 18-foot master bedroom has double entry doors.

A balcony suitable for a study overlooks the atrium—that is, unless the buyer opts for a sauna off the second bedroom.

The entry and the kitchen have wood parquet floors. The atrium wall and one wall in the kitchen are cedar paneled.

A fireplace, standard in all models, with a full wall brick surround is a focal point of the living room.

Creative Shelters gears its advertising—the copy and its placement—to young marrieds. Radio spots run on a rock station. Print ads appear in a Denver city magazine in addition to the business section of the newspapers.

Narrowing the market to such an extent has one drawback, Siedentop said: It just about precludes a giant-sized development with enormous turnover.

As it is, Cinnamon Down The Street is planned for 100 units on 10 acres. Units are grouped in fourplexes, with each fourplex given to a particular model.

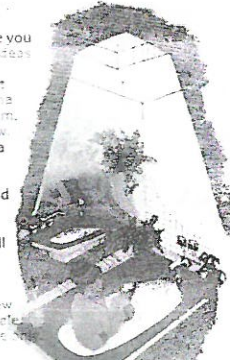
But by any measure, Cinnamon Down The Street, with 37 sales in the first four months, is more than a modest success.

Cinnamon

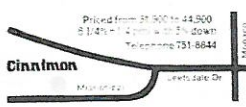
Down the Street



Inside Cinnamon

You'll find townhouse living like you've never seen before. With fresh ideas for an atrium, the skylit living room comes in from the sky, a balcony, a study or if you desire, a private sauna with a window overlooking the atrium. The only sauna ever built with a view. The 18' master suite is adjoined by a private skylit bath with a tub big enough for two. There are even parlay wood floors in the kitchen and at the entry. Nice at Cinnamon standard is a good word and "standard" is a bad one, you'll find all this included along with a wood-burning fireplace, central air conditioning, thermopane windows, full basement, and a private garage a few steps from your door. Cinnamon is priced at \$44,950. For a limited time.



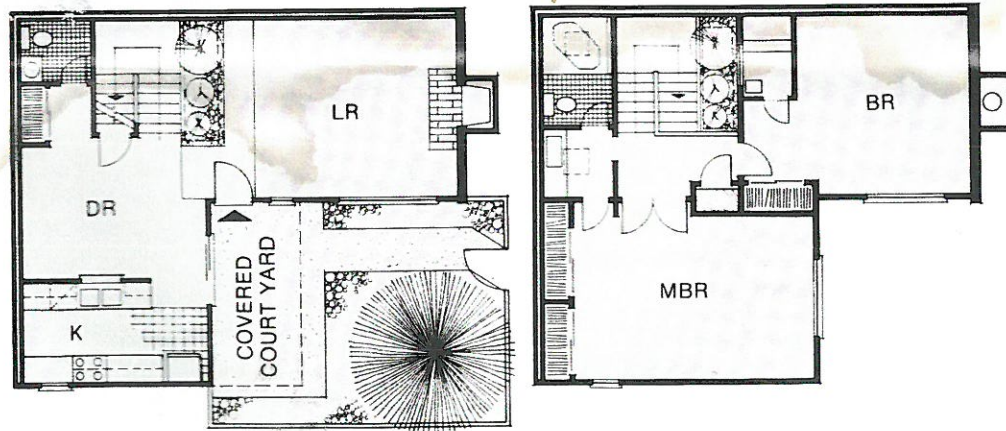
Priced from \$1,900 to \$4,900
8 1/2" x 11" 2000 sq. ft. down
Telephone 731-8644



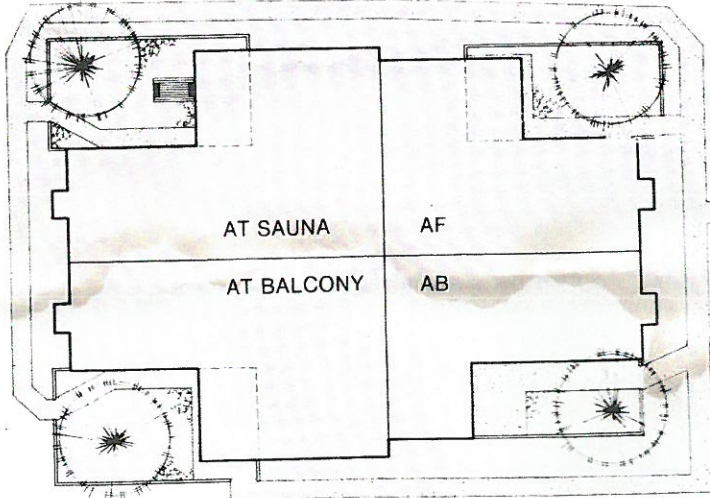


Advertising and signage fit the Cinnamon Down The Street image. Ad copy and the spice jar logo work well. Stained glass in the sign is repeated at entry windows. Floor plan of the largest model (1400) is available with a basement.





PHOTOS: BILL BERRY



Wood floors, wood walls in the kitchen (top photo) of the \$43,950 model are a sample of the luxury touches at Cinnamon Down The Street. Fourplex plan and photo show the model center. Each unit has a private entrance with a fenced courtyard.