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The Broadway is Crowned after Months of Progress
Building's cornice is a refreshing take on a classic design element

(June, 2009) SAN ANTONIO – The Broadway (www.thebroadwaysa.com), San Antonio's most anticipated high-rise residential address, celebrates a construction milestone with the installation of the building's cornice.

Since construction officially began October 15, 2007, the building has ascended from its landmark location at Broadway and Hildebrand to take its place as the residential icon of the San Antonio skyline. The exterior finish of the building is almost complete, with the installation of the building's crown or cornice taking place on June 10, 2009. The luxury high rise is on schedule for a construction completion and resident move-in date of February 2010.

"With the crown installed on The Broadway, residents and visitors to the area can see the full effect the building and its design have on the area," said Bart Koontz, Koontz McCombs president and CEO. "We worked with Ziegler Cooper Architects to create a building that complements its surroundings and makes a statement at the same time."

The building's cornice, which looks like a crown for the structure, is visible to traffic from the north on both Broadway Street and U.S. Highway 281 and from the south on Broadway Street. The developers chose to fabricate the sculptural piece out of painted steel, which creates an eye-catching contrast to the stone, steel and glass used throughout the remainder of the building. The feature will also be showcased with dramatic lighting at night.

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According to Kurt Hull, AIA, LEED®AP, of Ziegler Cooper Architects Houston, the firm responsible for the design of the building, “The crown for The Broadway creates an iconic signature for the building that responds to its surroundings. It is a loose interpretation of a classic Greek capital or cornice seen adorning great structures through history into modern times.”

The Broadway sets a new standard for residential high-rise living. Unlike any other project in the region, The Broadway enjoys an expansive 2.5-acre property on a landmark location, sweeping views, an extensive list of luxurious amenities, and lock-and-leave features. The residents will also enjoy benefits through The Broadway San Antonio’s partnerships with Neiman Marcus San Antonio and Mercedes Benz of Boerne.

For more information, please visit The Broadway Sales Gallery which is open daily and located immediately next to the construction site at 2120 E. Hildebrand Avenue. Please call (210) 930-4242 for a personal tour.

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About The Broadway

The Broadway is a 20-story, premier luxury residence under construction that will introduce a lifestyle of unmatched elegance, sophistication and convenience to San Antonio. Scheduled for opening early 2010 at Broadway Street and Hildebrand Avenue, The Broadway will become the pinnacle of luxury world-class living in San Antonio, with an extensive list of exclusive amenities. Entirely residential, The Broadway will include 92 residences situated on an expansive 2.5-acre property with resort-like features. Residences will range from one-, two-, and three-bedroom homes to ultra-spacious penthouse suites, with initial offerings from the \$500,000s. Floor plans span 1,262 square feet to 5,841 square feet. The project is a development of San Antonio-based commercial and residential real estate firm Koontz McCombs, founded in 1997 with properties currently in San Antonio, Austin and Houston.