



The BROADWAY

— ASHEVILLE'S INSPIRED BROWNSTONE LIVING —

THE VISION

Inspired by New York's beloved brownstone living, The Broadway sets itself apart by offering homes with 3,000+ square feet and unmatched amenities—all located in one of Asheville's most historic neighborhoods.



Nestled in the heart of one of America's most alluring cities, The Broadway provides the consummate backdrop to your classic urban lifestyle.



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THE BROADWAY

Beautifully
designed.



A modern interpretation of the beloved brownstone, these homes boast more than 3,000 square feet of luxury living. Every floor plan offers you the space and freedom to work, entertain, or simply relax.

LUXURY & CONVENIENCE

The Broadway stands apart by offering 3½ stories of urban living—with 2 or 3 car garages, private elevators, and rooftop terraces that are hot tub ready.



Our amenities
are unmatched.

- ▶ 3½ story homes
- ▶ Rooftop terraces
- ▶ Private elevators
- ▶ 3 or 4 bedrooms
- ▶ 3½ baths
- ▶ Gourmet kitchens
- ▶ 2 or 3 car garages
- ▶ Pet-friendly greenspace
- ▶ EnergyStar construction
- ▶ Garage-level secure storage
- ▶ Greenway / creek access

Just steps away...



Grab a coffee at High Five. Stroll on the greenway to the Botanical Gardens. Enjoy a flight with friends at Archetype Brewery.



Walk to one of Montford's favorite eateries, Nine Mile.



FOOD & CULTURE

Focused on community, these beautiful new homes are footsteps away from your farm-to-table breakfast, local bakery, and fresh-brewed coffee. A short walk from The Broadway, you'll experience all of downtown's shopping, award-winning restaurants, art galleries, breweries, theaters, and live music.

- ▶ **Nine Mile** (Jamaican cuisine)
- ▶ **Chiesa** (Italian cuisine)
- ▶ **Little Jumbo** (craft cocktails)
- ▶ **All Day Darling** (bakery / farm-to-table menu)
- ▶ **Five Points Restaurant** (neighborhood diner)

OUR NEIGHBORHOOD

The Broadway is nestled between two uniquely historic neighborhoods, Montford and Five Points. They feature a rich collection of architectural homes, eclectic restaurants, and cultural opportunities—such as Montford Park Players (North Carolina's longest running outdoor Shakespeare

festival), and the annual Montford Music & Arts Festival. The Broadway is also just one block from vibrant downtown and only two miles from the creative hub of the River Arts District. Finding fun things to do is as easy as stepping out your front door.

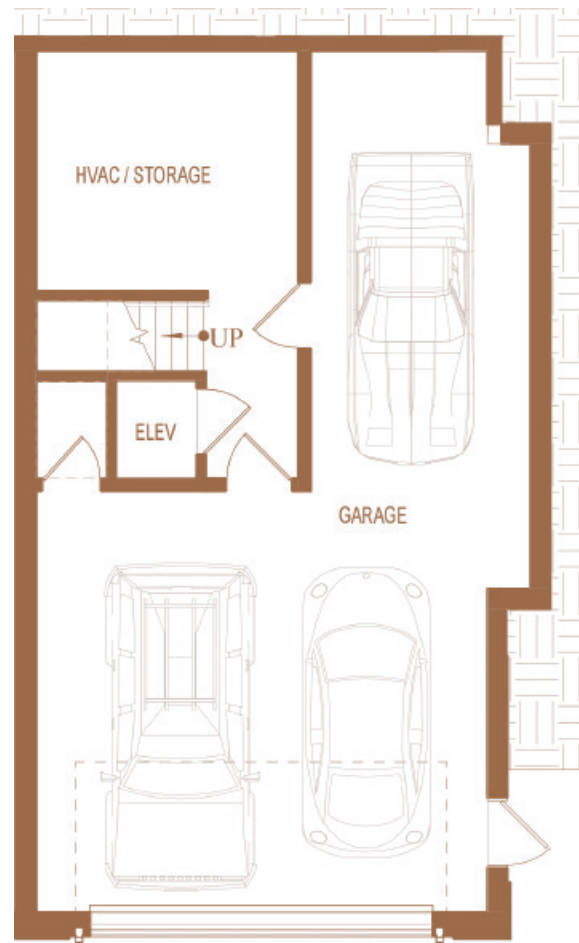
The QUEEN ANNE

Space and natural light are prominent features of the Queen Anne, which offers the most square footage—plus the option to turn the three master suite floor plans into a four-bedroom home. The Queen Anne is a perfect blend of high-end luxury and modern accessibility.

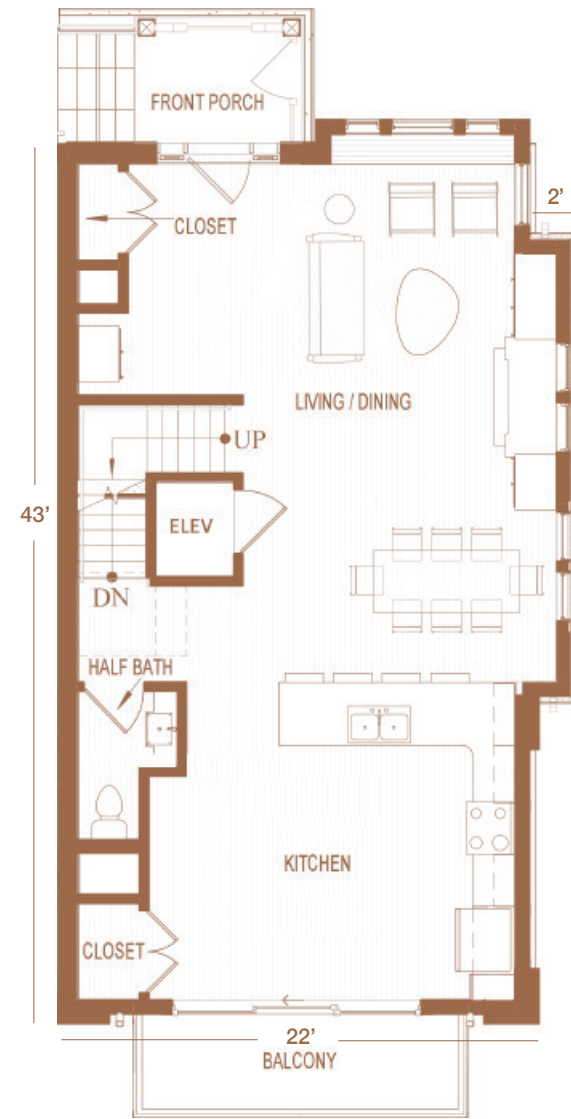
2,700 Heated SF | 3,800 Gross SF
3 or 4 Bedrooms | 3.5 Bathrooms

Complete with:

- ▶ Decorative gas fireplace
- ▶ Rooftop terrace
- ▶ Private elevator
- ▶ Custom-built cabinetry
- ▶ Gourmet kitchen
- ▶ Hardwood floors throughout
- ▶ Rear balcony to entertain
- ▶ Garage level secure storage
- ▶ Three car garage with space for workshop or fitness room



GARAGE LEVEL

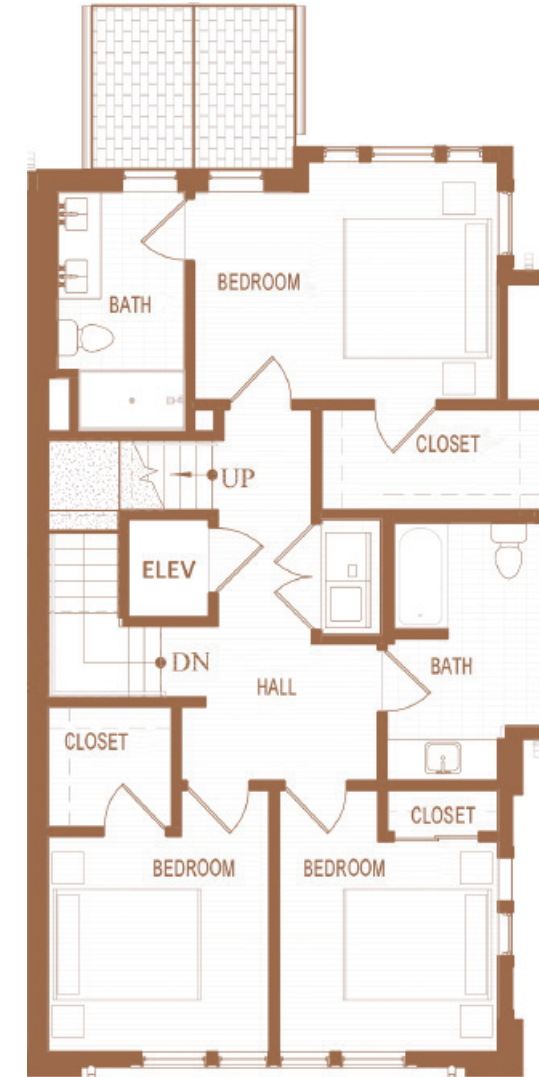


FIRST FLOOR



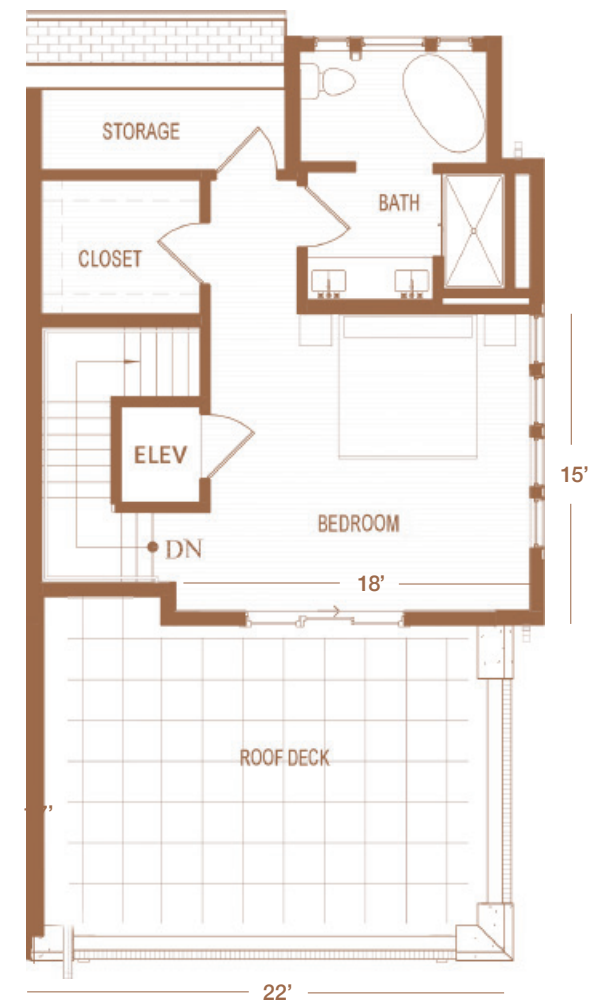
SECOND FLOOR

3 Bedroom Option



SECOND FLOOR

4 Bedroom Option



THIRD FLOOR

The ZILLICOA

With expert design and attention to detail, The Zillicoa features the option for three master suites. We invite you to choose the floor plan that works best for your lifestyle.

2,600 Heated SF | 3,600 Gross SF
3 or 4 Bedrooms | 3.5 Bathrooms

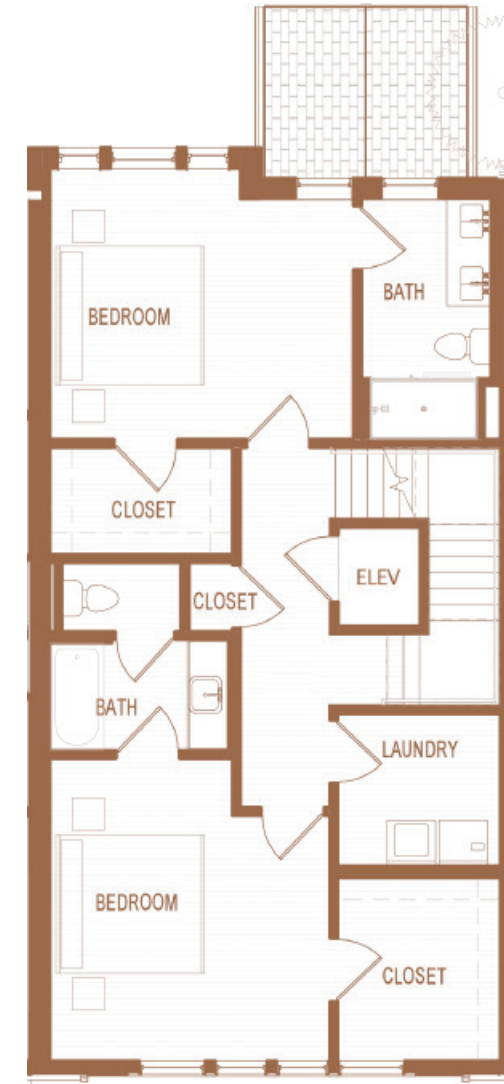
Complete with:

- ▶ Rooftop terrace
- ▶ Private elevator
- ▶ Custom-built cabinetry
- ▶ Gourmet kitchen
- ▶ Hardwood floors throughout
- ▶ Rear balcony to entertain
- ▶ Garage level secure storage
- ▶ Three car garage with space for workshop or fitness room



GARAGE LEVEL

FIRST FLOOR



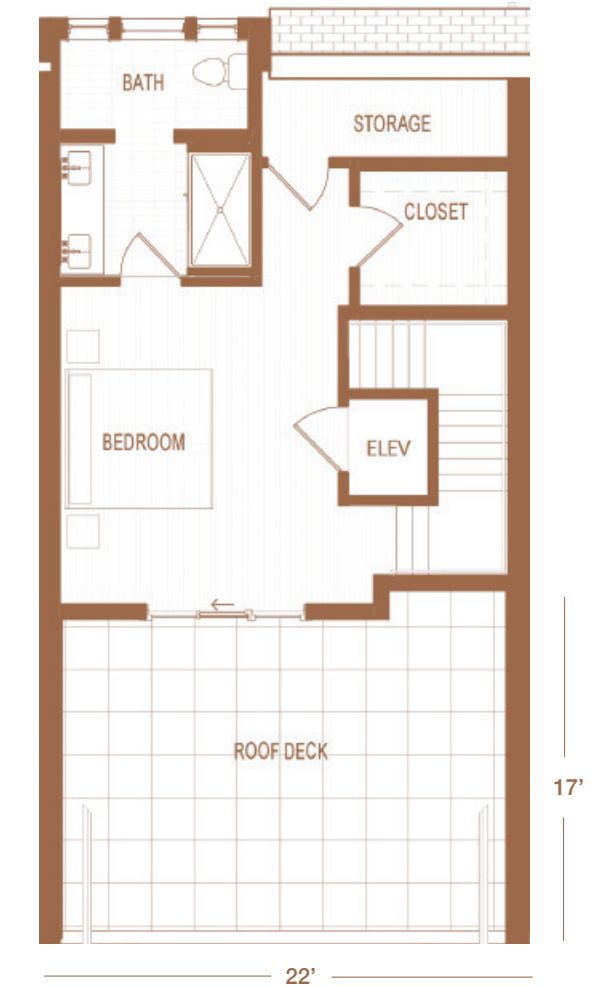
SECOND FLOOR

3 Bedroom Option



SECOND FLOOR

4 Bedroom Option



THIRD FLOOR

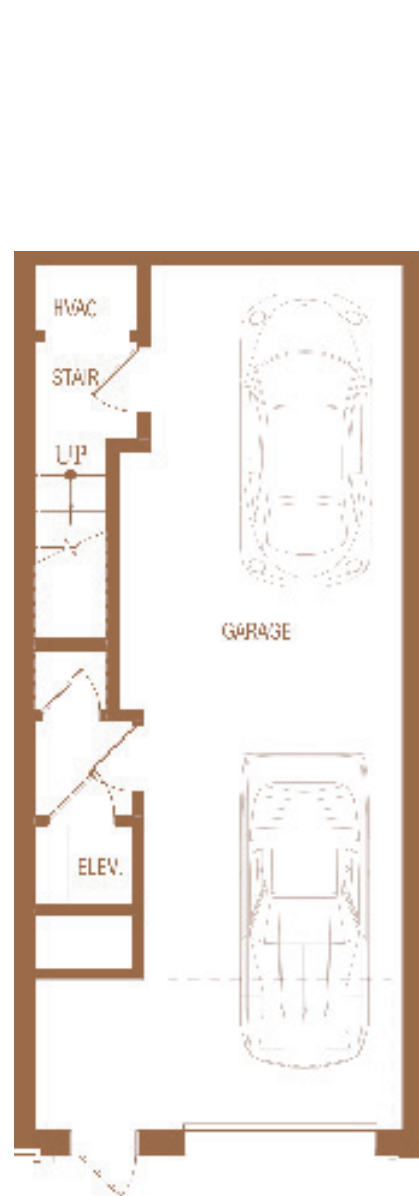
The GRIFFITH

Slightly smaller than our other plans, The Griffith offers you a natural blend of style and functionality. The Griffith features three master suites that include two bedrooms on the second floor and an additional suite on the third level.

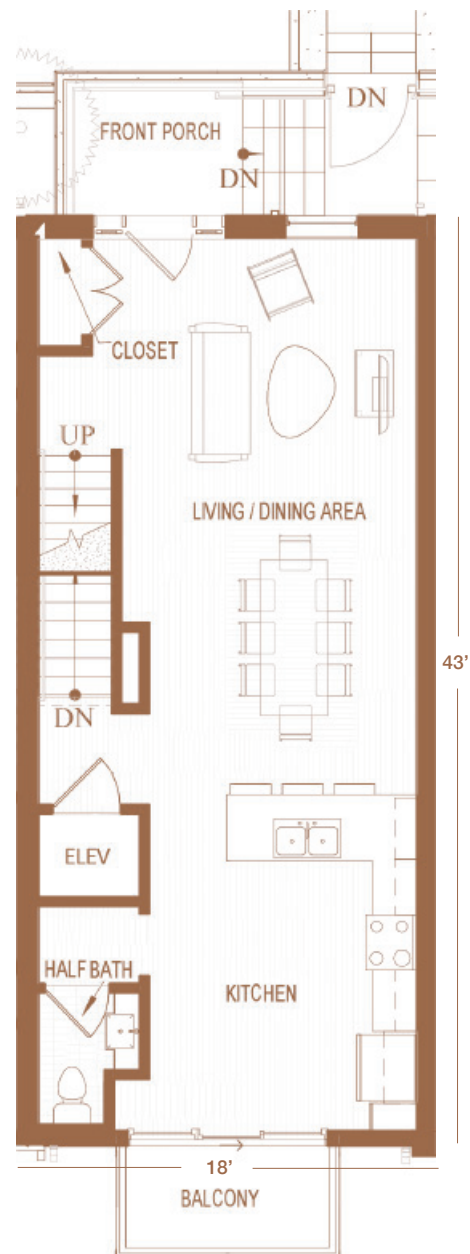
2,100 Heated SF | 3,000 Gross SF
3 Bedrooms | 3.5 Bathrooms

Complete with:

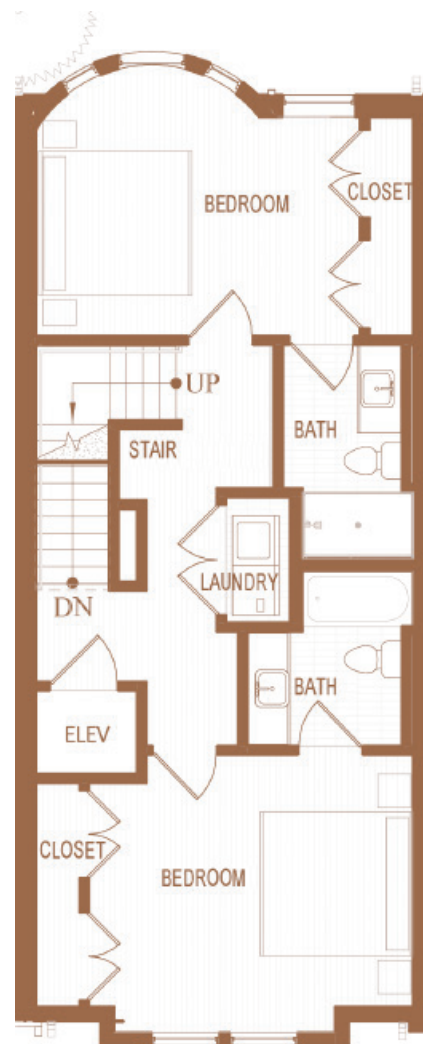
- ▶ Rooftop terrace
- ▶ Private elevator
- ▶ Custom-built cabinetry
- ▶ Gourmet kitchen
- ▶ Hardwood floors throughout
- ▶ Rear balcony to entertain
- ▶ Garage level secure storage
- ▶ Two car garage



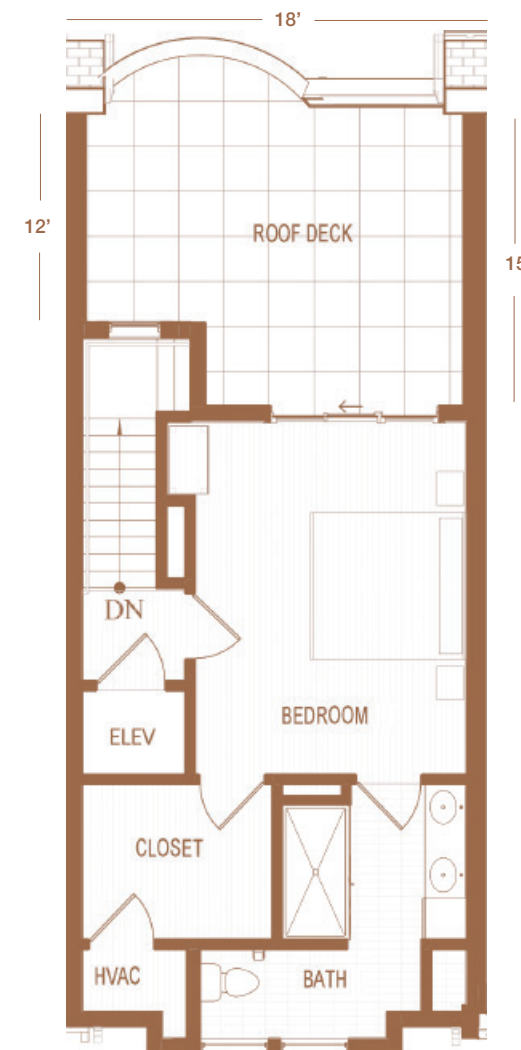
GARAGE LEVEL



FIRST FLOOR



SECOND FLOOR



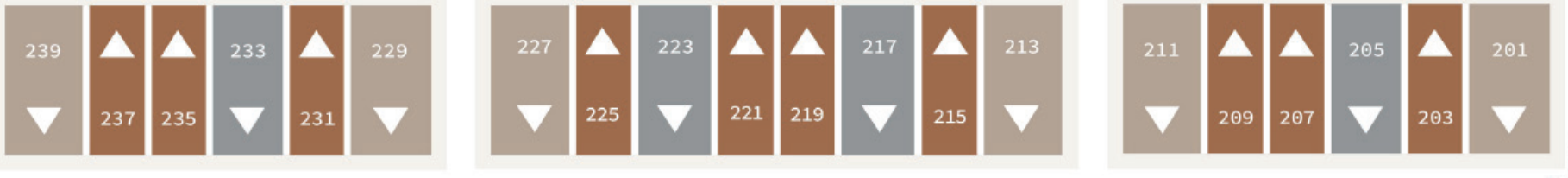
THIRD FLOOR





ELIZABETH STREET

BROADWAY STREET



△ Rooftop Terrace

Private Creek Access
Pet-friendly Greenspace

	The Queen Anne	The Zillicoa	The Griffith
Heated SF	2,700	2,600	2,100
Gross SF	3,800	3,600	3,000
Bedroom	3 or 4	3 or 4	3
Bathroom	3.5	3.5	3.5
Garage	2 or 3	2 or 3	2

All square footage and floor plans is approximate and subject to change.

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“ We wanted to bring a different experience to downtown Asheville living. Our elegantly spacious homes offer the amenities and lifestyle you always wanted, in a historic neighborhood where everything is at your doorstep. ”



Jay Lurie

Kevin Kerr

DEVELOPERS WITH A VISION

Jay Lurie & Kevin Kerr

Jay and Kevin have a proven track record of success, surpassing \$100 million in development and sales. With a respectful approach and fluent proficiency, they develop projects within some of Asheville’s most vibrant downtown neighborhoods.

They co-developed The Pioneer Building, a 29-unit mixed-use development completed in 2009; 37 Montford Avenue, a 10,000 square foot office building designed to meet the Montford Historic District’s design guidelines; and The Grove at Haw Creek—a single-family Arts and Crafts style master-planned community.

Jay Lurie, 828.216.8462 | Kevin Kerr, 828.242.5437

We would love to hear from you.

You deserve to live in the home of your dreams and we want to help facilitate that process. Contact us for more details.

Our Sales Office: 828.552.4665

Visit: TheBroadwayAsheville.com

Email: info@TheBroadwayAsheville.com



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199 Broadway Street, Asheville, NC 28801

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