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Schuster Group launches Full Scale and lands big client: Rainier Square

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The Schuster Group is already a successful local developer — having built Walton Lofts, Mosler Lofts and other high-end, green housing. Now it's launching a new division called Full Scale to offer consulting, project management and real estate services to other developers.

Full Scale's first client is a trophy: the 202 luxury apartments that will be part of the Rainier Square expansion.

The housing will be on floors 41 through 58 of the curvaceous mixed-use tower being developed by Wright Runstad at [1301 Fifth Ave.](#) NBBJ is the architect.

The \$600 million redevelopment project is expected to break ground this year and finish by the end of 2019.

In a statement, the Schuster Group said, “Full Scale will use the company's decades of expertise in development to help developers and others in the built environment take projects from concept to stabilization. Full Scale will leverage the Schuster Group's deep experience to help clients successfully navigate through every phase of a project, including economic stabilization of the investment.”

Schuster VP Holly Gardner will lead Full Scale.

Gardner said in the statement, “Our deep knowledge of the Seattle-area market creates a distinct advantage for our clients, especially as investors from outside the region — and as far as New York and China — seek insights that will enable the most successful outcomes. Unlike other developers, we have actually taken residence in our downtown projects which helps us better understand the intricate details of what takes a project from a good to a great outcome.”

The company said the market in Seattle is demanding, and it can be a struggle for developers new to this area to meet the high expectations for green, sustainable construction as well as extensive community engagement.

The Schuster Group was founded in 1989 by Mark Schuster. It also develops retail and office properties.

Last August, the company sold the two-year-old Walton Lofts in Belltown for \$75.6 million. That was almost \$555,800 per unit.



Image by NBBJ [\[enlarge\]](#)

Full Scale will advise Wright Runstad on the 202 luxury apartments in the Rainier Square expansion.

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