



# PERSPECTIVE NEW YORK

The comprehensive view of real estate, design and construction

VOL. 8, NO. 3 Spring 2009

# HLW

*...Better Performance by Design*

## **INSIDE:**

### • **NEW YORK'S HOTTEST PROJECTS**

... ACADIA REALTY TRUST and PA ASSOCIATES' FORDHAM PLACE, NEWMARK KNIGHT FRANK RESIDENTIAL CONSTRUCTION SERVICES' ONE BROOKLYN BRIDGE PARK, and TTW REALTY LLC's SOHMER PIANO FACTORY CONDOMINIUMS

### • **MAGNETIC CONSTRUCTION**

...BUILDING OUTSIDE THE BOX

### • **SUSTAINABLE LIGHTING:**

"A DESIGN IMPERATIVE"

### • **NEIGHBORHOOD SPOTLIGHT:**

CHELSEA: "WHERE HISTORY, CULTURE & RECREATION MEET"

# NEIGHBORHOOD SPOTLIGHT:

# CHELSEA

## ...WHERE HISTORY, CULTURE AND RECREATION MEET

By Lisa Martone and Robert D. Greenberg, AICP

**C**helsea, with a population of about 50,000, runs from the Hudson River to the Avenue of the Americas and is largely a residential area with a variety of high-and-mid rise buildings, industrial lofts and brownstones. “Rather than one element, what makes this area special is the fact that there is such a variety here; everything from culture to entertainment, to dance studios to parks and galleries,” states Tyler Ashley, Director of Destination Chelsea—a non-profit organization that promotes and tries to increase public participation in the two dozen cultural organizations as well as the entertainment life in Chelsea.

West Chelsea, around 10th Avenue to 11th Avenue, from 16th Street to 30th Street, has been the area where much of the new development has taken place. New condos, with city and park views in the High Line area of this neighborhood have been popping up in the skyline in the past two years. The High Line area runs through three Manhattan neighborhoods, Hell’s Kitchen, West Chelsea and the Meat Packing District.

The neighborhood surrounding these new developments is infused with a mix of superb dining, quaint cafes, and trendy boutiques, all within walking distance to the Hudson River. Nearby Chelsea Piers offers an array of sporting and athletic activities, such as rock climbing, golf, two restaurants, a marine center, ice skating, a health club, bowling, and biking. The surrounding parks—including the soon-to-be-opened High Line Park one block away, Hudson River Park, and Chelsea Park—provide ample green space. New developments at Chelsea Piers and the water park have drawn not only tourists, but residents who have decided to make this neighborhood their home.

### CHELSEA ENCLAVE

Sales for this new building, located at 177 Ninth Avenue in the heart of Chelsea, have recently begun. Developed by The Brodsky Organization the low-rise glass and deep red brick building, on the grounds of the General Theological Seminary—the oldest continually operating seminary in the United States—will embrace the tradition and charm of this historical landmark. The building was designed by Polshek Partnership Architects with interiors by Alan Wanzenberg Architects.

The residences at Chelsea Enclave consist of one- to four-bedroom homes, ranging from 882 to 3,452 SF.

Prices for the one-, two-, three- and four-bedroom apartments will start at \$1.4 million. For more information, call (212) 647-0077 or visit [www.chelseanclave.com](http://www.chelseanclave.com).

### CHELSEA MODERN

Located just blocks away from the art galleries of West Chelsea, Chelsea Modern has unveiled a newly designed model



*Chelsea Modern*

apartment that reflects a fusion of the neighborhood’s creativity and the building’s modernity. Designed by Brooklyn-based design resource and consultant, smallpond, the two-bedroom model residence draws inspiration from the artistic and dynamic energy of the surrounding area.

Located at 447 West 18th Street, Chelsea Modern’s iconic design has earned Excellence in Architecture awards from the American Institute of Architects and the Society of American Registered Architects (SARA). The building is also the proud recipient of the CNBC Americas Property Awards for 2008 in every category that they were submitted for recognition: Best Condominium in New York, Best High Rise Development in New York, and Best High Rise Architecture in the U.S. The building hosts

two and three-bedroom dwellings that start from \$1.83 million. For more information contact Corcaran Sunshine Marketing group or visit [www.chelsea-modern.com](http://www.chelsea-modern.com).



*Loft25*

### LOFT 25

Chelsea’s signature loft conversion, Loft25, located at 420 West 25th Street, has been drawing in contracts from a renowned actor, film director, designer, fashion models and other notables, who are choosing to make this unique

development by R.A.L. Companies & Affiliates their home.

The nine-story loft building features 79 homes in all, including luxury studio to two-bedroom lofts, garden duplexes and spacious 2,000 SF penthouses; a newly constructed, seven-floor glass addition features two one-bedroom homes per floor as well as a 2,340 SF duplex penthouse with its own 1,500 SF terrace. Amenities include a beautifully landscaped 5,000 SF roof deck, a tranquil garden and reflecting pool, state-of-the-art media room and gym.

### 245 TENTH AVENUE

Designed by Della Valle Bernheimer, 245 Tenth Avenue sits in the epicenter of Manhattan's West Chelsea gallery district. This is the New York-based architecture firm's first ground-up condominium residence in Manhattan. 245 Tenth combines technological innovation with a modern approach to elegance, creating

---

***“Art is what Chelsea is known for,” states Ashley. “Yes, the gallery life really draws people here, but I would encourage people to really take a full breath of what Chelsea has to offer.”***

---

architecture that functions as art in step with the vibrant West Chelsea art gallery scene. The 18 private residences at 245 Tenth are expansive one and two-bedroom homes, and most feature an additional home office. In this third project for Philadelphia-based developer, Grasso Holdings, Della Valle Bernheimer looked to the natural and man-made context of West Chelsea as design inspiration for 245 Tenth.

Completion of 245 Tenth is slated for Summer 2009 with residential units initially priced between \$1.75 and \$6.2 million. For more information contact The Corcoran Group.

### CHELSEA STRATUS

Soaring 40 stories above the Chelsea neighborhood at 101 West 24th Street, Chelsea Stratus introduces premiere, high-rise condominium living and the benefits of ownership in this desirable, and until now, primarily rental community. The 204 spacious, one, two and three-bedroom residences, ranging from 827 SF to 2,263 SF, feature birch hardwood flooring throughout and ceilings that reach from nine feet to 11 feet high.



245 Tenth Avenue

Developed by LCOR, this building includes private outdoor terraces or balconies that complement most Chelsea Stratus residences, enhancing living space and expanding already extraordinary views. The building, designed by SLCE Architects, includes highly prized amenities, such as private storage, are provided for each Chelsea Stratus residence and on-site wine cellar with temperature and humidity-controlled private lockers are available for true connoisseurs. Bicycle storage and additional on-site laundry facilities are provided with a digital security system building-wide. For sales and marketing information contact Prudential Douglas Elliman Development Marketing Group.

### 200 ELEVENTH AVENUE

Developer YoungWoo & Associates, LLC commissioned noted ar-

chitect Annabelle Selldorf to design a building that is uniquely “New York,” while providing a level of sensitivity, architectural innovation and quality. Located in the former industrial area now known as the Chelsea Arts District. The 16 limited-edition condominiums—12 duplexes and four sim-

plexes—feature double-height ceilings from 16 to 24 feet. Also, oversized double glass doors with richly detailed mullions open to glass balustrades, expanding unobstructed views of the Hudson River and Hudson River Park’s Chelsea Cove.

Chelsea Cove will feature 9 acres of open space, including a 3.5 acre “lawn bowl,” a grove of trees, a carousel, a garden and a public art installation. Residences range in size from 1,300 SF to 3,800 SF and range from \$6.25 to \$17.5 million. A signature of 200 Eleventh Avenue is the En-Suite Sky Garage™—an internal elevator system delivers each resident and his/her vehicle to a private garage located immediately adjacent to the home. For more information contact Prudential Douglas Elliman Development Marketing Group.

For further information about Chelsea please visit [www.chelseadestination.org](http://www.chelseadestination.org). ■



200 Eleventh Avenue



Chelsea Stratus