



PERSPECTIVE NEW YORK

The comprehensive view of real estate, design and construction

VOL. 7, NO. 9 Winter 2009

THE SWITZER GROUP *...Quality By Design*

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The Classic Neighborhoods

...THE VILLAGE, SOHO, NOHO AND TRIBECA AND THE LOWER EAST SIDE

By Robert D. Greenberg, AICP and Lisa Martone

"Everybody that lives here wants to stay living here...so it has to be terrific," declares Harriet Fields, Executive Director of the NoHo Business Improvement District (BID). Roberto Ragone, Executive Director of the Lower East Side BID says: "We like to describe the neighborhood as hip with history, classic and contemporary, vintage and vogue." Honi Klein, Executive Director of the Village Alliance puts it this way: "Greenwich Village has always been known for its culture, architecture and its Bohemian areas. People who came here in the past to live came because they were free thinkers, and I believe that it still lives on today." The history of the City of New York cannot be told without these four neighborhoods.

GREENWICH VILLAGE

This famous area spans from one block north of Washington Square Park on 8th and extends eastward to Second Avenue and St. Marks Place and represents a number of architectural styles of a bygone era. The Village is comprised of residential, mixed-use and commercial properties, linked together by small, owner-operated shops, which according to the Village Alliance BID, outnumber the more regional and national chain-store operations. This creates a small village atmosphere in an otherwise urban environment. "Greenwich Village is iconic for many reasons," says Klein, including Washington Square Park, where many famous musicians have performed, as well as being home to five colleges. Klein reports that most development in recent years has been focused on the far west side, with land for development being scarce in the heart of Greenwich Village.

31W11

The newest development in The Village is located at 31 West 11th Street. Built circa 1910, this building retains its original traditional design with period details painstakingly and expertly restored, including its warm brick façade, luminous sun-drenched bay windows, wrought-iron railings and decorative accents. With completely new interiors, complemented by a lobby designed by notable New York City firm Period, the building offers an elegant blend of classic beauty and modern comfort. Distinctive and spacious, this building of 17 two and three-bedroom residences features solid rosewood floors, bright, wood-framed windows, luxurious marble baths, and state-of-the-art kitchens and amenities such as individual storage units, a bicycle room and cyber-doorman service.



31W11

NOHO

The NoHo Historic District, whose name derives from 'North of Houston', extends to East 9th Street, and east from Broadway and Mercer to Lafayette and the west side of Cooper Square. In the 1970s and 1980s artists started to occupy the area's former warehouse loft buildings, calling it NoHo to distinguish it from SoHo. The area was once farmland belonging to many of New York's prominent early families, including the Bayards, Herrings, Bleeckers, Peros, and Randalls. In 1776, several roads traversed the area, including the Bowery, Astor Place (originally Art Place), and Broadway (originally Middle Road). "With its low-line buildings, artistic presence and little and big shops, it has a feeling that people know each other even though we are in bustling New York. We still have that small town feel; it does make it special," states Fields. The residents of the neighborhood would like to keep it that way, and as a landmarked district the integrity of the area will be preserved. That is one of many reasons that this vibrant and historic district, which offers a diversity of commercial, residential, educational, artistic, cultural, and social facilities will remain so desirable.

TRIBECA

The name was coined by city planners in the 1960s to designate the "Triangle Below Canal Street." Tribeca stretches from Canal Street south to Vesey Street and from Broadway west to the Hudson River. Originally farmland, Tribeca was commercialized in the 1850s. This neighborhood of cobblestone streets, world-famous restaurants, and historic warehouse buildings was converted to multi-million dollar lofts, making Tribeca one of America's most expensive zip codes. As of early 2008, the average two bedroom condominium cost over \$1.3 million. New projects continue to take shape in the area including:

ARTISAN LOFTS

At 143 Reade Street, this is a reinterpretation of a 1929 commercial building as a collection of loft residences. The architecture firm BKSK has restored and emphasized the landmark's most iconic features. The design team of Roman and Williams of New York, included breathtaking interior design

into the rugged architecture. Concepts and materials such as a sculptured walnut reception desk in front of a customized lacquer wall will make its lobby one-of-a-kind. Artisan Lofts offers open views of lower Manhattan through oversized windows. The building is an 18-story, 38-unit condominium with two to four bedroom homes ranging from 1,500 to 3,000 SF. As of mid-December, three lofts were still available. The building also includes a children's play space, roof garage and a fitness center. The project was completed in the Fall of 2008. For more information contact Corcoran Sunshine Marketing Group.



Artisan Lofts

SIXTY BEACH

From the ceiling heights, which reach from nine to 24 feet high, to the punctuated black walnut floors, this building of two and three bedroom homes has unique character to match the neighborhood. Its appointments include customized Valcucine kitchens with glass countertops, Miele appliances, Sub-Zero refrigerators and wine coolers. The baths are decked out with Calacatta gold marble, Waterworks fixtures, and custom teak vanities. Sixty Beach's amenities include a 24-hour attended lobby, children's playroom, fitness center, landscaped roof terrace, and a pet spa. Property Markets Group of New York is the owner and developer and H. Thomas O'Hara Architects designed the project. For more information contact Corcoran Sunshine Marketing Group.



Sixty Beach

101 WARREN

The 227 elegant new condominium residences at 101 Warren are the centerpiece of a Skidmore, Owings, & Merrill-designed, 35-story, million-plus SF, mixed-use development which includes a Whole Foods Market and Barnes & Noble Booksellers. The project includes a private, elevated pine tree forest designed by renowned landscape architect Thomas Balsley, original tapestries by acclaimed designer Victoria Hagan, spectacular skyline views, elegantly pro-

portioned layouts by Ismael Leyva Architects; and a comprehensive range of services and amenities, including a fitness center and spa, attended parking, indoor/outdoor children's play area, Board Room with screening area, and Bloomberg Financial Lounge. For more information contact Corcoran Sunshine Marketing Group.



101 Warren

TRIBECA SPACE

Located at 25 Murray, Tribeca Space boasts one-of-a-kind loft condominiums in Manhattan's most stylish neighborhood. The homes feature sweeping expanses of exposed brick, soaring loft ceilings, and banks of windows which flood your personal space with light. Each residence is spacious, with wide-plank red oak floors, coffered ceilings with crown molding, and marble-clad master bathrooms. There are beautifully designed kitchens with top-of-the-line, stainless appliances, granite countertops and cherry cabinetry. Select homes have private terraces and the penthouses feature spectacular views of the New York City skyline and the Brooklyn Bridge. Individual storage rooms are provided with each residence. Amenities include 24-hour attended lobby, children's playroom, fitness center with his and her locker rooms and saunas, and expansive, central laundry room. For more information contact Corcoran Sunshine Marketing Group.



Tribeca Space

LOWER EAST SIDE

The Lower East Side BID was established in 1992 as a non-profit economic development organization dedicated to revitalizing the Orchard Shopping District while preserving its unique and diverse character. "The area was recently rezoned and many community stakeholders succeeded in stopping tall buildings from coming into the area," states Ragone. The area includes premiere clothing retailers, businesses, nightlife and restaurants are on or near Orchard, which gained its 'flavor' more than 200 years ago when in-

dustrious immigrants settled the area. "We like to say is that we have this distinctive juxtaposition of the old and the new," says Ragone. "You have old longstanding businesses that have been here for four generations sitting side-by-side with the young entrepreneurs." The BID stretches from East Houston to Canal Street between Bowery and Clinton. Some of its attractions include the Essex Market, Sunshine Theater and The Lower East Side Conservancy. "We have been said to have the best pickles, candy stores, best donut, best cupcake, best smoke fish to just name a few. All #1s and all in the Lower East Side."

SOHO

SoHo, 'South of Houston', stretches from Canal Street to Houston Street and lies between the Hudson River and Lafayette Street. Its picturesque, narrow cobblestone streets, 19th century cast-iron buildings, fine restaurants and designer boutiques are a magnet for New Yorkers and visitors alike. Founded as an artist's colony, its landmarked loft living makes it one of the most famous neighborhoods in the world. Many exciting new residential projects are under development:

SOHO MEWS

Occupying the largest open site in the district, this new block-through enclave of SoHo Mews will comprise two separate residential buildings, one facing West Broadway and the other facing Wooster, between Grand and Canal s, connected by a private landscaped courtyard in between designed by Peter Walker and Partners. With architecture and design by Gwathmey Siegel & Associates Architects, SoHo Mews will include a total of 68 generous lofts, penthouses and -entrance townhouses, contained within beautifully detailed architecture inspired by the stately geometries and modulated façade fenestration of traditional cast-iron buildings. The building was ready for occupancy in late 2008 and still has some units available.

NO. 22 RENWICK

A collection of nineteen residences designed by Philip Johnson/Alan Ritchie Architects, this new 12-story construction condominium offering a boutique selection of two bedroom residences priced from the mid-\$1 millions and four full-floor penthouses priced from the mid-\$2 millions. Warm, delicate, and modern interiors contrast beautifully with the tiled terra cotta façade while the distinctive exterior design provides frequent outdoor terrace and balcony space for many of these residences. Renwick features a custom kitchen and bath design by Modern Arc,



No. 22 Renwick

resident shared roof deck, and a part time lobby attendant. Anticipated occupancy is early 2009.

470 BROOME

This collection of SoHo lofts have only two homes per floor; a boutique condominium building bringing open exposures and excellent light to meticulously renovated loft spaces. Pre-war details include original wooden columns and oversized windows, coupled with custom Poliform kitchens and five-fixture master baths. Each home features unique hi-design details, thoughtful layouts, and 10' ceilings. Amenities include: private outdoor space, elevator, high ceilings, and a Siedle Video Intercom System. This listing features two and three bedroom homes ranging from \$3.2 to \$5.2 million. For more information contact Corcoran Sunshine Marketing Group.



470 Broome

151 WOOSTER

Located in the heart of SoHo, 151 Wooster blends the form and function of the artist's bygone loft with the grandeur and opulence of today's most elegant living spaces in an exclusive collection of ten luxury lofts and two penthouses offering uncompromising views of the downtown skyline. Inspired by the concept of loft living, local developers Michael & Izak Namer, together with world-renowned architect Lee Skolnick, have created these 3,000 to 4,000 SF condominium lofts with amenities that include a full time doorman, elevator and residents storage spaces. For more information contact Corcoran Sunshine Marketing Group.



151 Wooster

No matter which of these neighborhoods appeals to you most—whether to live, shop or play—you know you are one of the City's, and the world's, greatest places to be. ■