

# EAST SIDE STORY

## ...Cultural, Historic and Eclectic

By Lisa Martone and Robert D. Greenberg, AICP

**F**rom Turtle Bay to Murray Hill to Kips Bay, these classic neighborhoods just keep getting better. Home of iconic landmarks such as The United Nations Building and the Queensboro Bridge, glamorous addresses including Sutton Place and Beekman Place, and a wide range of eclectic restaurants, theaters and comedy clubs, the East Side—from 23rd Street to 59th Street and from the East River to Lexington Avenue—continues to sparkle in the eyes of New Yorkers seeking 'to have it all right in their own back yard'.

Like many other neighborhoods in New York City, **Kips Bay's** boundaries can be somewhat vague, but it is often considered to be the area between 23rd Street and 34th Street extending from the East River to Third Avenue.

The area is known for its involvement American history as British troops landed at Kips Bay on September 15, 1776, near what is now the area of East 33rd Street. The forces defeated about 500 American militiamen commanded by Colonel William Douglas. The American forces immediately retreated and the British occupied New York City soon afterward.

Some attractions in this area include the historic former Kips Bay Brewery building, the Wine Museum, Baruch Performing Arts Center, New York University, NYU College of Dentistry, NYU School of Medicine, Rusk Institute of Rehabilitation Medicine, Bellevue Hospital Center teaching hospital, and the Manhattan VA Hospital.

The history of **Murray Hill** extends back over 200 years, encompassing both the rise of a great city and the continuous preservation of a residential neighborhood. Murray Hill today possesses a rich architectural heritage that serves as a constant reminder of the fascinating and often colorful people who have lived here.

Murray Hill's boundaries can be described as within East 34th Street, East 42nd Street, Madison Avenue, and the East River.

Though housing in the neighborhood is slightly less expensive than nearby parts of Manhattan, prices for apartments in this area have risen in the past decade.

The area includes amenities and attractions such as United Nations Building, The New York Public Library, The Empire State Building and Grand Central Terminal.

The area has about 28,000 residents and 16,000 households.



212 East 47<sup>th</sup> Street

**Turtle Bay** is the area between 42nd and 59th Streets, and eastward from Lexington Avenue to the East River, across from Roosevelt Island.

Some attractions in the area include the United Nations Headquarters, the Chrysler Building, Ralph J. Bunche Park, Tudor City, Bloomingdale's, The Plaza Hotel, FAO Schwarz, the Museum of Television and Radio, and the Ford Foundation.

According to the Turtle Bay Association, there are many activities residents and visitors can do when they are in the area. Stroll among the sculptures of the United Nations. Duck into a friendly pub and watch the game. Jog through Turtle

Bay's parks. Take a yoga class or pump iron at the Vanderbilt Y. Attend an exhibit at the Japan Society or a concert at the Turtle Bay Music School.

The Turtle Bay neighborhood was originally a 40-acre grant given to two Englishmen by the Dutch colonial governor of New Amsterdam in 1639, and named "Turtle Bay Farm".

In 1957, the Turtle Bay Association was formed by residents and property owners in hopes of guiding the development to maintain the neighborhood's quality of life. The Association's efforts have resulted in more park and landscaping development, creating the neighborhood's tree-lined and relatively quiet atmosphere.

### 212 EAST 47TH STREET

This 35-story high-rise residential condo conversion features 260 spacious homes ranging in size from one to three bedrooms. Some of the amenities include, 24-hour doorman and concierge, 1,637 SF fitness center designed by La Palestra, yoga studio, media lounge, library/conference center, pantry kitchen, rooftop garden, on-site parking and private balconies.

Residences include moon white gran-



211 East 51<sup>st</sup> Street

ite kitchen counter tops, Gris De Sienna Limestone bathroom floors, stained wenge wood bathroom vanities and aluminum framed frosted glass upper cabinets.

The project was developed by Extell Development Company and the architecture completed by Meltzer/Costa. The starting price is \$652,720. For more information on marketing and sales contact Corcoran Group Marketing.

### 211 EAST 51ST STREET

211 East 51st Street, a 14-story "Nouveau Deco" style luxury condominium conversion featuring 73 homes in 17 spacious and flexible layouts.

All construction is complete and many of the move-in ready units are already occupied. Residences offer a stylish alternative to newly-constructed glass towers, feature design elements typical of the celebrated "less is more" Modernist period, and layouts that have been reconfigured by internationally-renowned designer and architect Shamir Shah.

In addition to Okeanos Club/Spa on the lower level with a full complement of spa services and popular vodka bar, Greenacre Park and its waterfall are visible from many of the residences. The contemporary "reinvention" of this modern classic is directed to gracious living with a discerning amenities package featuring all new infrastructure; Shamir Shah's sumptuous interiors; 24/7 attended lobby; fitness room; and spacious residents' lounge with a kitchen—with common charges and taxes which tally at less than \$1.40 per square foot.

A new façade made of split-face granite with a bronze trellis highlights the visual relationship to Greenacre Park's sculptural bronze and steel pergola and split-face red granite wall. The endemic nature motif is continued in the entrance's main wall, a sunlit woods scene made of Italian Bisazza tile, while the lobby features a mix of organic materials and a polished iron travertine floor.

Viewings are by appointment with the onsite sales team at (212) 751-5111 or [www.211east51.com](http://www.211east51.com). Prices range from \$670,000 to \$4,700,000.

### TEMPO - 300 EAST 23RD STREET

The 19-story, 103-unit residential condominium building features 10-foot-high ceilings, floor-to-ceiling windows, black oak 5-inch wide wood floors, lacquer kitchen cabinetry by Gruppo Italia, SMC stone countertops, Bosch dishwashers and stainless steel gas cook-tops and ovens and Sub-Zero refrigerators.

Each apartment has a master bath with terrazzo walls

and floors, glacier glass tile accent walls and high-gloss vanities with Cosmic sinks.

The property also features balconies and its two main street facades are partially indented at angles. The building also includes a 24-hour concierge, individual storage units and a bicycle room.

The Menolly Group of Ireland and Quantum Partners of New York are the developers and D'Apostrophe Design Inc., which is headed by Francis D'Haene, is handling interior design.

All units come with Unitone, an intra-building security and communications system with a color monitor and emergency alarms, and Vertilinc, an electronic portal that gives residents access to a very wide array of services including ceiling and wall speakers, city guides, and wireless control of all electronics.

The building has a 25-foot-high lobby, a 1,900 SF Cine Tempo outdoor garden with a screening area, a private gym outfitted by Gym Source, an indoor/outdoor spa with sauna with men's and women's dressing rooms with showers.

Apartments range in size from 685-SF one bedroom units to 1,491 SF three bedroom apartments and in price from about \$850,000 to 2,165,000.

### S34 - 47 EAST 34TH STREET

Located in a prime location, within steps of Midtown Manhattan, this 36-story, 110 unit residential condominium opened in the spring of 2009.

S34 is a landmark building located in exciting Midtown East between Madison and Park Avenue. Each apartment features high ceilings, wood floors, modern state of the art kitchens with stone and porcelain interior finishes.

Amenities include: 24-hour doorman, 24-hour fitness center, 24-hour reception, dry cleaning pick up, 9-foot ceilings, beautiful views and hard wood floors.

The immediate neighborhood includes Yeshiva University, North Fork Bank, Mendy's, Duane Reade, Dunkin Donuts, Starbucks, NY Sports Club and historic Macy's. For more information contact, Steven E. Baker at (212) 792-2636.

### MOVIN' ON UP

Real estate prices in Midtown East have dropped from April to June. The average listing price is still around the \$1.4 million mark. Local realtors believe that the third quarter of 2009 represents a great buying opportunity.

For further information on Murray Hill or Turtle Bay please visit [www.murrayhillnyc.org](http://www.murrayhillnyc.org) or [www.turtlebay-nyc.org](http://www.turtlebay-nyc.org) respectively. ■



LEFT: 300 East 23<sup>rd</sup> Street; RIGHT: S34 - 47 East 34th Street