



PERSPECTIVE NEW YORK

The comprehensive view of real estate, design and construction

VOL. 7, NO. 7 October 2008

MANCINI•DUFFY

...Building A Sustainable Practice

Fried Frank

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THE UPPER EAST SIDE

...An “In” Place for New Yorkers

By Robert D. Greenberg, AICP

This prestigious section of Manhattan, from East 57th Street up to 96th Street and from Central Park to the East River, remains one of New York’s favorite places to live, work and play. This area, which is comprised of the Lenox Hill, Yorkville and southern half of the Carnegie Hill neighborhoods boasts a wide variety of residential, cultural, retail, hospitality, educational and commercial buildings.

Two of the City’s business improvement districts (BIDs) are within the borders of the UES, including the Madison Avenue BID (from East 57th to East 86th Street on Madison Avenue and the commercial areas of its adjacent side streets) and the northern edge of the East Midtown BID between East 57th and East 64th Streets between Madison Avenue and Second Avenue.

MADISON AVENUE BID

The Madison Avenue BID was formed in 1996 and includes approximately 250 buildings, 500 cooperatives and condominium units and over 800 businesses, and includes some of the world’s most celebrated boutiques, galleries, restaurants and hotels. Madison Avenue features the flagship boutiques of the finest European and American designers, over 100 world class art galleries, exquisite restaurants, dozens of spas and salons for exclusive pampering, six internationally renowned hotels, and the Whitney Museum of American Art. Matthew Bauer, President of the Madison Avenue BID, proudly states that: “We are the world’s leading luxury shopping destination with a mile and a half of shopping and clients from all over the world. There is not only fashion, but an incredible group of art galleries, salons, restaurants, spas and a tremendous amount of new construction and new retailers that are expanding in the district.”

EAST MIDTOWN BID

Since its creation in 2002, the East Midtown Partnership has worked to promote local commerce and improve the quality of life in its sprawling district. The northern section of the East Midtown

BID boasts luxury shopping along East 57th Street and Madison and Park Avenues, many of New York City’s finest restaurants, and major entertainment destinations. It includes quiet tree-lined streets with three-story brownstones and serves as a transit hub, with eight subway lines, bus lines, and the Roosevelt Island Tram moving millions of people above and below its streets each year.



EDUCATIONAL FACILITIES

There are two major public school projects under development on the Upper East Side. **The East Side Middle School**, or M.S. 114, is located at 91st and 1st Avenue in the same location that P.S. 151 occupied until 2000. The new, five-story school will seat 540 students—190 more than the school’s old building at 78th Street and York Avenue. P.S. 59, Manhattan’s first School Construction Authority’s certified “green” school at 213 East 63rd Street, is an innovative public-private partnership between the Educational Construction Fund, an arm of the New York City Board of Education, and real estate developer The World-Wide Group. The collaborative effort has resulted in this month’s successful opening of the school.

EXCITING NEW DEVELOPMENTS

The Georgica

Site work for this 20-story, modern residential 134,000 SF tower at 305 East 85th Street is well underway, with occupancy slated for 2009. The Ascend Group LLC’s newest development features 58 condominium residences with luxurious gourmet kitchens and amenities such as a children’s playroom, a state-of-the-art fitness center and an impeccably landscaped rooftop deck with playground. Designed by the award-winning architectural and interior design firm of Cetra/Ruddy, the light and airy glass tower will include two- to four-bedroom residences that range in size from 1,237 to nearly 3,000 square feet. There will be two to four residences per floor assuring residents en-

“A lot is going on here...and it has a lot to do with the fact that Madison Avenue is so intertwined in the neighborhood.”

Matthew Bauer, President, Madison Avenue BID

hanced privacy. This family-centered building offers windowed great rooms, kitchen and family room combinations and marble hearths in every kitchen. For more information contact Prudential Douglas Elliman DEVELOPMENTS group sales team or visit www.GeorgicaLife.com.

The Laurel

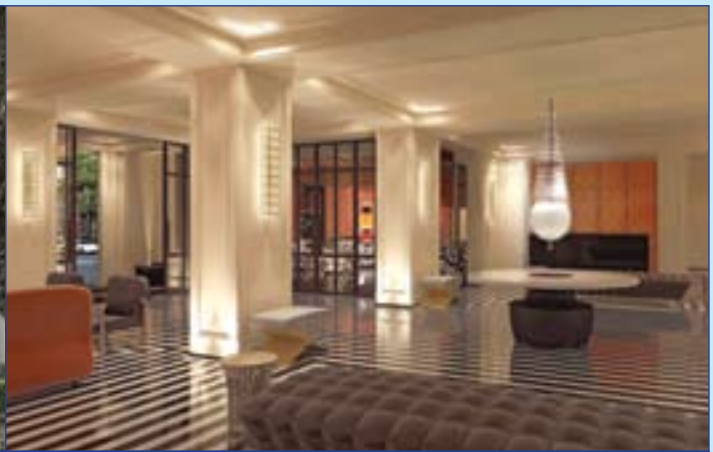
The Laurel, at 400 East 67th Street, opened in July, 2008. The building features 129 elegant residences ranging in size from studios to four bedrooms. It was designed by award-winning architects Costas Kondylis and Brian Callahan for development partners Izak Senbahar and Simon Elias. The quality of materials and attention to detail are apparent in every facet of the building, from the Indiana limestone and glass facade to the LEED-certified, environmentally responsible construction. The 11,000 square foot amenity space includes The Trophy Club, a state-of-the-art fitness facility, and The Laurel Club, which offers residents a private screening room, dining room and four children's play areas. There is also a full-time concierge, 24-hour doorman, and on-site parking. For more information visit www.laurelcondominium.com or contact The Corcoran Group.

“Georgica offers luxurious hand-crafted details with superb architecture and planning that today’s buyers covet. The building’s intellectually crafted design, combined with its stellar location near great schools, parks, shopping, restaurants and easy access to mass transit, makes it an optimal choice.”

Rob Kaliner, Principal, The Ascend Group LLC

Lux74

Lux74, at 433 East 74th Street, is a development of Josh Guberman and the Core Development Group LLC. It offers 12 unique, handcrafted residences and an intimate atmosphere in an up-and-coming family neighborhood surrounded by the best private and public schools in Manhattan. Residents can enjoy the garden, a 2,800 SF private terrace, landscaped rooftop oasis, cozy fireplaces, Jacuzzi bathtubs and professional chef kitchens. The building's amenities also include outdoor kitchens with barbeques, rooftop banquet and dining areas, a state-of-the-art fit-



995 Fifth Avenue entrance and lobby

995 Fifth Avenue

Long admired for its Georgian character and distinguished history as The Stanhope, this elegant building at 995 Fifth Avenue has been re-imagined by Nancy Ruddy of Cetra/Ruddy and preservationist John Simpson, who worked with Extell Development Company to re-envision the property. Residences may be customized. This private cooperative offers 26 homes of rare scale and elegance ranging from 4,100 to 8,400 square feet. These most generous and gracefully detailed Fifth Avenue residences offer unforgettable views of Central Park and The Metropolitan Museum of Art. State-of-the-art infrastructure, technology and modern touches abound; while careful restoration of the classical limestone and brick façade pays homage to the building's classic roots. 995 Fifth Avenue is equipped with a superbly-appointed, private 2,500 square foot La Palestra Spa. Occupancy began in early 2008. For further information visit www.995fifthave.com.

ness room, and a 24-hour concierge service. Unit sizes range from a 538 SF studio to a 5,896 townhouse to a five bedroom residence. For further information visit www.lux-74ny.com.

Azure

Located at 333 East 91st Street, Azure is a joint development by The DeMatteis Organizations and The Mattone Group and was designed by SLCE Architects. Azure offers 34 floors of window wall construction which offers many residents expansive sunrise or sunset views. More than 6,300 square feet of amenity spaces are dedicated to recreation and leisure including a roof terrace, lounge and private dining room, children's playroom, fitness center and a concierge. The unit sizes range from 601 SF studio apartments to five bedroom apartments of 2,517 square feet. Azure is scheduled for occupancy in September 2009. For further information contact Brown Harris Stevens Project Marketing.

Legacy

The Legacy, at 157 East 84th Street, is a striking new condominium building inspired by a collaboration between world-renowned architect Costas Kondylis and Core Development Group. Inside a glass curtain façade are extraordinary details and amenities, including a fully equipped fitness center, Creston technology, movie and home theatres, landscaped roof top decks and gardens, outdoor kitchens and lush dining spaces within the confines of a small boutique building. This luxury residence offers a full service doorman building with private outdoor spaces, oversized living rooms with wood burning fireplaces, 500 square foot master bathrooms with spa areas and European craftsmanship previously showcased in only the finest single family homes. Legacy boasts oversized spaces up to 6,700 square feet completed with clean lines and rich details. Two townhouses duplexes, three full floor residences and a spectacular penthouse duplex with 3,000 square feet of terraces make up this special project. For further information visit www.legacynewyork.com.

Miraval

Located at 515 East 72nd Street, Miraval Living offers its residents the best destination spa experience, previously available only at the #1 rated Miraval resort and spa based in Tucson, Arizona. This building has 41 stories and 365 homes with combination homes on floors 32-40. The amenities package includes a landscaped 20,000 SF private park, a 9,160 SF health club including a renovated 50' long indoor swimming pool, Creative Arts Studio, a garage for 220 cars, and a social relaxation lounge including a demo kitchen, and the Garden Café featuring Miraval's healthy cuisine. The building boasts many eco-friendly features. The fitness center opened on April 12th and features state-of-the-art equipment and climbing wall. The Spa at Miraval Living has not opened yet. However, as residents wait for the spa, in-home spa treatments are available. Occupancy is available immediately. For further information contact Dolly Lenz, Prudential Douglas Elliman, or visit www.condomod.com/2008/05/17/miraval.

The Mark Hotel

Since first opening its doors in 1927, The Mark, at 25 East 77th Street, has been New York and one of the world's

premiere landmark hotels. Currently the hotel is completing a total redevelopment led by the visionary developers at Alexico Group. The Mark will reopen with 118 hotel rooms and 42 cooperative Suites Extraordinaire. Each intricate detail of The Mark will be brought up to the exacting standards of modern innovation while maintaining the hotel's rich character, creating a perfect blend of the past and present. Each suite will have wireless hi-speed Internet capabilities, state-of-the-art Crestron units and quiet, efficient 4-pipe fan coil systems with year-round climate control capabilities. The exquisite new design of The Mark will be done by legendary interior designer and Chevalier de la Légion d'Honneur Jacques Grange. The new design will also include fascinating artworks created by celebrated artists and artisans for what will be known as The Mark Collection. For further information please visit www.themarkhotel.com.



The Mark



The Lucida

The Lucida

Graced by a striking glass curtain wall designed by architects Cook + Fox, The Lucida, at 151 East 85th Street, will be the Upper East Side's first LEED-certified green building. The developer is Extell Development Corporation. Residents can enjoy the LA PALESTRA Fitness, Wellness and Spa Center, resident lounge with a catering kitchen and an indoor playground designed by Kidville, NY. The building's 110 luxuriously spacious two- to five-bedroom residences feature richly-styled interiors by S. Russell Groves. The building's exterior features a spectacular curtain wall comprised of staggered panels of opaque, semi-translucent and ultra-clear vision glass. Residence features 10' ceiling heights, floor-to-ceiling glass windows, and filtered fresh air. The Lucida is 95% sold out. A 3,326 penthouse unit remains on the market, with an asking price of nearly \$10 million. For further information contact Corcoran Sunshine Marketing Group or visit www.thelucida.com.

THE FUTURE

Wherever you go on the Upper East Side, you will experience some of the finest shopping, entertainment venues, residential buildings and cultural facilities. Exciting new developments continue to rise and existing businesses continue to expand. If you seek one of the finest places to live, work and play in New York, the Upper East Side is for you. ■