



NEW YORK POST

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Real Estate Guide

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OUR CALENDAR OF EVENTS,
PHOTO GALLERIES & MORE

KIRKMAN LOFTS

Residents at 37 Bridge St. in DUMBO will enter their homes through original steel silos from the historic Kirkman & Sons soap factory. That's just one of the standout features in this conversion into 45 condos. Others include sunken living and dining rooms.

The building will have a mix of studios and one-, two-, three- and four-bedroom homes, three of which are four-story townhouses with private entrances, internal elevators and roof decks.

The residences range from 839 to 2,803 square feet and \$550,000 to \$1.6 million. Sales are by appointment until April 30, when open houses start and the sales office opens for regular hours.

Contact: Shelley Wasserman, Haistead Brooklyn, 718-878-1791



SPRING SPECIAL
24 PAGES

NEW CROP

From DUMBO to Midtown, sleek buildings are ready for their share of the spotlight

By KATHERINE DYKSTRA

WHAT a difference a year makes. This time last year, there were only a handful of new developments entering the market. And many of these weren't even new — they simply branded themselves as new in an effort to generate attention after lackluster interest during a down economy.

In 2011 though, the market is awash in new development — a sign that the re-emergence of the New York City real estate market is in fact upon us. No, it's not like the wild days of 2007, when dozens of new-construction buildings dotted much of the city. But the housing stock hitting the market now is diverse and wide-reaching, in the same way that

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NYC CONDO MARKET ROLLS WITH THE NEW

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the city itself is. There's the conversion of an 1850s-era landmarked church in Cobble Hill into about two dozen unique condos. There's the new Midtown skyline-changing, 600-plus-unit rental and condo, as glassy as the day is long, and bursting with amenities. There's even one developer who's been so smart about his investments that he doesn't have just one new building coming to market at this moment in time — he has four, with two more in the works.

Here's a look at the most notable new kids on the block.



THE LANDMARK AT STRONG PLACE

It's the story of Brooklyn: Yesterday's Early English Gothic Revival church is today's condo building. It's happened in Fort Greene, Carroll Gardens and now in Cobble Hill, at the landmarked 58 Strong Place, originally designed by Minard Lafave circa 1851. The building was retrofitted for modern living by Michael Ingui. Period details that remain include arched doorways that lead into the lobby, original brass chandeliers therein and the former church's wooden carved altarpiece.

The 23 residences range from one- to three-bedrooms, from 970 to 2,040 square feet and \$885,000 to \$2 million. Amenities include a virtual doorman, a gym and basement storage. Contact: Saul Retig and Ellen Gottlieb, Brooklyn Bridge Realty, 917-865-5903 and 917-797-1351.



ARIAS

Once again, the developers' loss is the renters' gain. Arias at 150 Fourth Ave. was originally conceived of as a condo project and has condo finishes. But now that the Gowanus building is being marketed as "Park Slope's newest, most impressive rental community," those finishes are going to renters.

Interiors feature solid white oak flooring, and kitchens have polished white stone counters and stainless-steel appliances. Bathrooms boast marble vanity tops, polished chrome fixtures and soaking tubs. Building amenities include a landscaped roof with cabanas, sun beds, a fire pit, a grill, a bar and Manhattan skyline views. In addition, renters get a 24-hour attended lobby, a gym with a yoga room and a lounge with a catering kitchen and bar, billiards, a plasma TV and a fireplace.

The 12-story building has 95 apartments. Prices start in the \$1,800s for studios, \$2,200s for one-bedrooms and \$3,200s for two-bedrooms. Contact: The Marketing Directors, 718-643-1500



Christian Johnston

305 W. 16TH ST.

In a nod to its location, close to the gallery district in Chelsea, this six-story building comes with a gargantuan piece of art. Harlan Berger, principal of developer Centaur Properties, has installed a 34-foot-tall, 5,385-pound stainless-steel daisy sculpture, created by artist Robert Buchholz on top of the building's 53 condos. Berger first came upon the sculpture while he was at the annual Burning Man festival in Nevada. (No word on what he bartered to get it.) The building will offer a mix of studios and one-, two- and three-bedroom residences. Pricing is not yet approved. Contact: Core, 212-609-9100

534 W. 42ND ST.

Amid the bustle of Times Square and Port Authority, and in the shadow of the glass behemoths in the area, a boutique sliver of a project has been resurrected at drastically reduced prices.

The seven units in 534 W. 42nd St. — once known as the Deuce — are “priced to move,” says Frances Katzen, an executive vice president at Prudential Douglas Elliman, which is marketing the development with units around

\$800 per square foot. (Back in 2008, some units were listed for almost twice what they are now. None of them sold.) The prices are low, especially when you consider high-end bells and whistles like keyed-elevator entry, Zuma soaking tubs and kitchens with Sub-Zero fridges and Wolf cooktops.

One-bedrooms are around 1,145 square feet, and the penthouse is more than 2,000 square feet. Prices begin around \$900,000. Contact: Frances Katzen, Prudential Douglas Elliman, 212-350-8575



Evan Joseph

THE STORY HOUSE

Once upon a time, 36 E. 22nd St., in stone-throwing distance of Madison Square Park, was home to the New York offices of Frederick Warne & Co., a British publisher that most famously published Beatrix Potter. (The company was acquired by Penguin in 1983.) Now, the latest twist in this address' long tale is its conversion into a nine-story condo building.

The building's eight full-floor lofts are outfitted with Danish black oak floors, gourmet open kitchens, Bosch washer/dryers and gas fireplaces, begging, of course, the putting up of feet and the cracking open of book.

Building amenities include a cyber doorman with video intercom monitored round-the-clock and concierge service provided by Abigail Michaels. Units range from 2,155 to 2,217 square feet and from \$2.9 million to \$3.895 million. Sales begin May 1, with occupancy slated for this summer. Contact: Cantor Pecorella, 212-697-8679



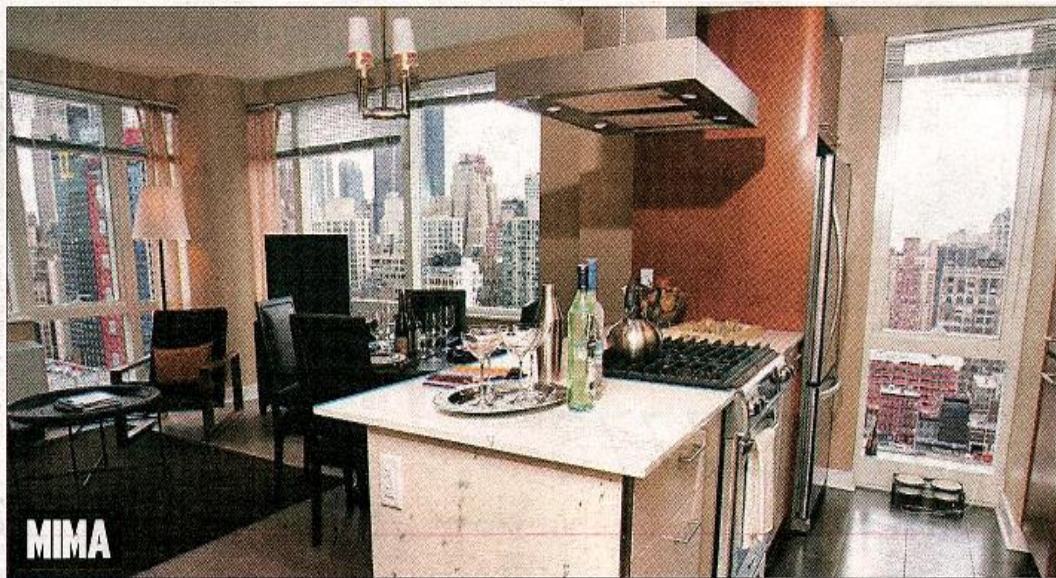
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News flash: There's more housing near the Williamsburg waterfront, in the form of 113 new rental apartments. Units feature Bosch washer/dryers and solid oak floors. Kitchens have white Caesarstone counters, mosaic backsplashes and garbage disposals. In the bathrooms, you'll find Kohler sinks, Danze rainfall showerheads and eco-friendly, low-flow toilets.

On-site is a 14,000-square-foot landscaped rooftop with a putting green. Also, there is a gym, a yoga area, bike racks and a landscaped interior courtyard with a water feature.

Leasing starts this month for April 15 and May 1. Studios start at \$10 square feet and \$2,343 a month; one-bedrooms at 645 square feet and \$2,756; and two-bedrooms at 794 square feet and \$3,413. Also available are big, 875-square-foot studios and 760-square-foot one-bedrooms with home offices starting at \$3,131 and \$3,071. Contact: aptsandlofts.com, 718-384-5304



MiMA

MiMA is short for Middle Manhattan and thus should be pronounced, we presume, not like lima (bean) or Lima (Peru) but like the way a Staten Islander might say dimmer — dimma.

The 63-story building, with rentals on floors seven through 50 and condos on floors 51 through 63, should have its own cute neighborhood acronym, given that it will be a community unto itself.

MiMA, on 42nd Street near 10th

Avenue, has 44,000 square feet of amenity space dubbed M Club, which features a residents-only Equinox fitness center with a heated indoor lap pool and full-size basketball and volleyball courts. Outdoor spaces include party rooms, catering kitchens and a screening room; indoor spaces include a business center and another screening room.

Beyond that, MiMA will house Yotel, a hotel with 20,000 square feet of public

space for dining, entertainment and events, as well as ground-floor retail, to open in May. MiMA will also include the Frank Gehry-designed Signature Center, a theater venue opening in early 2012.

The 500 rentals range from studios starting at \$2,895 a month to two-bedrooms starting at \$5,995. The 151 condos will include studios starting at \$800,000 and one-bedrooms starting at \$1.1 million. Contact: 212-594-6462