

WIMPY KID AUTHOR
TELLS ALL

FINANCIAL PLANNING
FOR PARENTS

REAL ESTATE
RIGHT NOW

New York • family

March 2010
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LIVING LARGE

What Happens When You Raise Seven Children In
The City While Running A Hip Design Company?
You Get A Reality Show On Bravo TV





808 Columbus



The Corner at 200 West

More and more parents are choosing to raise their kids in the city, and it's easy to see why. There's no other place in the world where such an array of arts and culture, public parks and green spaces, top schools and diverse neighborhoods can be found right outside one's front door. And just as families are investing in new homes here, developers are meeting the demand. Luxury apartments seem to be going up on every block, and many of them are catering to families. From onsite play spaces and entertainment lounges to butlers who will walk children to school, buildings are offering an abundance of amenities designed to meet the needs of today's city families. If this new style of city living appeals to you, then enjoy the parade of new buildings on the following pages. One of them might just be the right fit for your family.

WHERE

From A Parkside Tower
To A Waterfront Oasis,
A Guide To The City's
Most Family-Friendly
Luxury Buildings

TO

LIVE

UPPER WEST SIDE

808 COLUMBUS (808 Columbus Avenue)

This rental building is one of five residential developments comprising Columbus Square, a new residential community located between 97th and 100th streets and Columbus and Amsterdam Avenues. “Our slogan is ‘rent your home, own your life,’” says Peter Rosenberg, director of development at Stellar Management, the building’s co-developer. The building also offers plenty of amenities to make family life convenient and enjoyable: Think two acres of elevated landscaped lawns, a children’s playroom, a residents’ lounge with private dining room and catering kitchen, a 70-foot mosaic tiled saltwater pool, a fitness center, a bicycle/stroller storage room, and valet parking.

THE CORNER AT 200 WEST (200 West 72nd Street)

Located on the Southwest corner of 72nd Street and Broadway, The Corner at 200 West is a noteworthy addition to the luxury rental market. “It stands apart from other rental buildings because we’ve paid so much attention to every detail,” says Jeffrey Kaye, vice president of Gotham Developers, the building’s developer in a joint venture with Philips International and Rhodes NY. The 196 luxury

905 West End Avenue



homes include spacious two- and three-bedroom units, each with their own washer/dryer and gourmet kitchen, and in the three-bedrooms, recessed personal safes, custom powder rooms, and 36” Liebherr refrigerators. The eco-friendly property features Energy Star appliances, low-e perimeter glass, and plumbing features that promote water conservation. The Corner anticipates a LEED Silver rating. Families will enjoy the children’s playroom, and a 10,000-square-foot landscaped roof terrace with fireplace, misting wall, sundeck, barbeque area and movie projection screen.

235 WEST 71ST STREET (235 West 71st Street)

This boutique building offers the best of both worlds: It’s small and intimate, yet features an abundance of services, including a full-time doorman, playroom, gym, storage room, bike room and live-in super. In addition to sprawling full floor apartments with six-plus bedrooms, enormous eat-in kitchens and two family rooms/libraries, there is a



The Visionaire

ground floor duplex with a 1,200-square foot garden, and a ninth-floor full floor apartment with a huge landscaped terrace. “This is a unique building with only large apartments and not many apartments—thus providing very high attention to owners’ needs,” says Lisa Lippman, senior vice president and director of Brown Harris Stevens.

905 WEST END AVENUE (905 West End Avenue)

Situated one block from Riverside Park, this pre-war building features two- to four-bedroom units perfect for families. The interiors feature European elegance combined with modern design touches. The lobby offers a striking first impression, boasting a turn-of-the-century staircase accented by a stained-glass window. Residences have kitchens with granite countertops, white crackle mosaic tile backsplash, Tuscan Botticino floors, and bathrooms with Zuma bathtubs and Waterworks fixtures. Enjoying the boutique environment, the building comes complete with a roof deck for the owners, as well as bike storage, onsite resident managers, and a 24-hour doorman.

THE RUSHMORE (Riverside Boulevard at 64th Street)

This building’s proximity to Riverside Park is a compelling draw for families. “Riverside South has the flavor of the Upper West Side with a tremendous sense of luxury and individuality, because it is on the waterfront and on the park,” not to mention near Lincoln Center and other great spots, says Donna Gargano, senior vice president of Extell, the building’s developer. The building also has a private sundeck and a private onsite screening room, which Gargano says is part of the Rushmore’s “entertainment suite.” You can work up a sweat in the La Palestra fitness center and 50-foot pool. Kidville NY runs the children’s playroom,

235 West 71st Street





5th on the Park



The Brompton

and residents receive free membership and classes at Kidville's main complex on Columbus Avenue.

UPPER EAST SIDE

AZURE (333 East 91st Street)

This 34-story luxury building features studio to five-bedroom apartments with expansive windows offering views of the East River and Manhattan. "Azure is at the vanguard of a new way of family living in Manhattan," says Douglas MacLaury of the Mattone Group, one of the building's joint developers along with The DeMatteis Organizations. "It's a property that offers so much at such exceptional value." Azure has studios, one-, two-, three-, four- and five-bedroom homes, including combination homes that allow families to customize their living space. Families will appreciate the building's amenities, which include a residents' lounge, a fitness center, a private dining room with catering kitchen, and a landscaped roof terrace. There's a children's playroom, as well as a teen game room equipped with video games, billiards and foosball. Construction is expected to be complete by early March.



Georgica

THE BROMPTON (205 East 85th Street)

Situated on the Upper East Side between Carl Schurz Park and Central Park, The Brompton is only a short walk to The Guggenheim or Metropolitan Museum of Art. The building's gothic-inspired architecture is designed by Robert A.M. Stern Architects, LLP. The building consists of 164 studio and one- to four-bedroom apartments, and amenities include a cardio fitness room, direct access to an Equinox Fitness club and 24-hour concierge and doorman services. Families will enjoy the landscaped outdoor terrace and outdoor children's play area, as well as an indoor children's playroom.

GEORGICA (305 East 85th Street)

Inspired by the Georgica Pond in East Hampton, this 20-story building offers 58 units. "Georgica's furnished model residences showcase the luxury of space, the flexibility of floor plans and unlimited decorating potential," noted Rob Kaliner, principal of Ascend Group LLC, developer of Georgica. "These homes highlight the versatility of the

building, which suits many preferences and lifestyles." Building amenities include a children's playroom, landscaped roof deck with playground, a concierge service, a private fitness center and more.

MANHATTAN HOUSE (200 East 66th Street)

This luxury building is full of inspired amenities, including full-time doormen, concierge services, porte-cochere entrances, and a Roto Studio-designed children's playroom. Another notable feature is the rooftop Manhattan Club,

with panoramic skyline views, an expansive terrace, indoor library and lounge. Manhattan House offers spacious, light-filled apartments, many featuring expansive closets, fireplaces and private balconies. "This, complemented by its location in the heart of the Upper East Side just moments from prominent private and public schools, Central Park, restaurants and activities, is why many people including residents who grew up in the building, have chosen Manhattan House as the place to raise families of their own," says Brian Fallon, partner of O'Connor Capital Partners and president of Manhattan House.

MIRAVAL LIVING (515 East 72nd Street)

Designed by Miraval, known for its high-end resorts and spas, Miraval Living is a unique and luxurious addition to the Upper East Side. Perhaps its biggest draw for families is its close-knit community: The building features a children's activity center with art and education classes, and a private park with lawn chairs and tables. There's also a swimming pool, a basketball court, and a gym with an indoor and outdoor yoga studio and spa, among other features. "It's one place in the city where you have the best of both worlds in perfect balance," sums up Elaine Diratz, managing director at Corcoran Sunshine.

THE LAUREL (400 East 67th Street)

This LEED-certified building offers homes ranging from studios to four-bedrooms. Apartments feature stunning panoramas of the city, solid white oak flooring, climate control capabilities and a large-capacity washer and dryer. The

Laurel also has bicycle and carriage storage, a 24-hour doorman and full-time concierge. Another feature is the Laurel Club, a two-story recreational space with a screening room, kitchen, conference center, children's game room, toddler play area and multimedia computer room. The Laurel is located close to several parks, neighborhood markets and sidewalk bistros.



Manhattan House

BATTERY PARK CITY

THE VISIONAIRE (70 Little West Street)

The striking 35-story Visionaire condominium is a LEED Platinum-certified green building featuring natural materials, an advanced fresh air supply system, and sophisticated energy-saving technology. Residents enjoy a well-equipped fitness center and spa, landscaped roof gardens, a sky-lit indoor lap pool and a children's playroom with a vibrant reef aquarium. The surrounding neighborhood is a residential enclave that has become the hub of sustainable living in New York City. One-third of the waterfront community is dedicated to open space, which is ideal for recreational activities. This fall, New York City's first LEED-certified public school, PS 276M, will make a welcome and important addition to this family-friendly neighborhood.

FINANCIAL DISTRICT

LIBERTY PLAZA (10 Liberty Street)

This new construction offers 287 one-, two- and three-bedroom apartments. Designed to facilitate comfortable living, each apartment features high ceilings, natural lighting and plenty of space. Amenities include a 24-hour doorman, fitness center with saunas and an exercise pool, a roof deck, a lounge with a kitchen, a laundry facility and a children's playroom. Located in the increasingly family-friendly Financial District, Liberty Plaza is situated on a block surrounded by Wall Street, Broadway and the East River.

MIDTOWN WEST

505W37 (505 West 37th Street)

Located in up-and-coming Hudson Yards, this rental building offers studio, one- and two-bedroom apartments. A total of 835 units are offered between the two towers. Each apartment includes floor-to-ceiling windows with views of the Statue of Liberty, Chrysler Building and Empire State Building. Apartments also include modern appliances, hardwood floors, and high ceilings. Families will love the spacious, open floor plans, 24-hour attended lobby, card-operated laundry, rooftop deck complete with kitchen and lounge area, and outdoor landscaped terrace and reflecting pool.

EMERALD GREEN (320 West 38th Street)

Consisting of two 24-story towers and 568 apartments with spacious layouts and impressive city views, Emerald Green is a luxury rental building that lives up to its name. The building is designed to qualify for LEED certification, and features recycled-content construction materials, water-efficient plumbing, and a parking garage outfitted with electric car charging stations—among other features. “Enhancing the quality of life for not only our residents, but also future generations is a top priority,” says Gary Jacob,

executive vice president of Glenwood, the building's developer. There's no shortage of onsite activities, either: Building amenities include a state-of-the-art fitness center and swimming pool, a circular stone whirlpool spa, a children's playroom with hand-painted murals, and a screening room with theater-style seating.



Emerald Green

SILVER TOWERS (620 West 42nd Street)

Built by World Trade Center developer Larry Silverstein, this pair of 60-story glass towers comprise the largest rental development

in New York City and feature 935 market-rate residences, ranging from studios to penthouses. An onsite park features a bronze playground sculpture designed by renowned artist Tom Otterness. “The public park at Silver Towers will be a magnificent oasis for the families of the Clinton District area,” says Lisa Silverstein, project developer for Silver Towers. “From the giant play sculpture and bocce ball court to the multiple options for gathering in beautiful outdoor settings, the development will further enhance the neighborhood for everyone.” The building also features a children's playroom, indoor pool, concierge, dog run, state-of-the-art fitness center, café and Wi-Fi Lounge, among other amenities.



Chelsea Enclave

CHELSEA

436 WEST 20TH STREET

This historic Chelsea mansion has five unique apartments for rent, each measuring 1,800 square feet, ranging from 2 bedrooms/2 baths to 2 bedrooms/3 baths. They boast 14-foot to 17-foot ceilings, artfully restored finishes and have been upgraded with modern amenities like Bosch washers/dryers and stoves and wine coolers by Viking. Situated across from the picturesque Episcopal Seminary, the mansion sits on a quiet block and is monitored by DGA video security. Families will love the private outdoor gardens, wood-burning fireplaces, and the house butler, who will walk children to school. Apartments are available unfurnished or furnished with George Smith custom upholstery and imported pieces.

456 WEST 19TH STREET

This newly constructed condominium was inspired by the artists' studios of the early 20th century, and features amenities that will please design aficionados and families alike. Each spacious unit features 20-foot ceilings and a "mini-townhouse" feel, says Millie Perry of Stribling Marketing Associates. "The layouts are family style," Perry says. "The living room, dining room, kitchen—everything is open." Currently LEED-registered, the building is in the process of applying for Silver certification.

CHELSEA ENCLAVE (177 Ninth Avenue)

Set amid the grounds of The General Theological Seminary, this luxury building overlooks The Close—a serene stretch of lawns, gardens and trees. "This is such a unique location in the city, I really don't think there is any place like it," says Dan Brodsky, managing partner with The Brodsky Organization, the building's developer. The 53 residences at Chelsea Enclave include one-, two-, three-, and four-bedrooms and penthouses. A big draw for families is the onsite apple seeds, a popular children's play space. There's also a private roof lounge with a children's play area and a sun-deck with a built-in grill. Plus, a tennis court and day care center operated by the seminary are available to Chelsea Enclave residents.



Solaria

TRIBECA

ARTISAN LOFTS (143 Reade Street)

Magnificent views, streaming light and a family-friendly layout characterize these spacious lofts. "They're very family-friendly lofts," says Barrie Mandel, senior vice president at Corcoran Group. "They're very generous, wide open kinds of spaces." Each apartment's interior combines a contemporary vision with respect for history—original

board-cast ceilings are left exposed, grand cement columns lend strength and form to the space, and oil-rubbed walnut cabinets and kitchen blocks add touches of depth and character. Bathrooms display a gorgeous combination of polished concrete, Ipe wood, nickel, and marble, making for a luxurious, spa-like experience.

ROOSEVELT ISLAND

RIVERWALK COURT (415 Main Street)

This luxury waterfront condominium on Roosevelt Island offers the best of both worlds. "You get city living in a serene environment. It's quiet. It's safe. But you also have access to Manhattan within minutes," says Kimberly Sherman Stamler, a vice president at Related, the building's developer. The 18-story building has one-, two-, and three-bedroom apartments featuring

white oak flooring, floor-to-ceiling windows with city views, and contemporary kitchens. Building amenities include a children's playroom, entertainment lounge with adjoining rooftop sundeck, fitness center and yoga studio, and rooftop cabanas. Roosevelt Island itself is 47 acres, two-thirds of which are devoted to public parks, promenades, and open spaces—including a soccer field right outside the building.

RIVERDALE

SOLARIA (640 West 237th Street)

This Riverdale condominium building offers generously sized one-, two-, three- and four-bedroom homes, and its amenities include an indoor playroom designed by Pottery Barn Kids and a stargazing deck with a Meade celestial telescope. The residents' lounge has a home theater system, Nintendo Wii, cozy seating and a kitchen and dining area. The Solaria is situated in the one of the city's premiere residential communities—from the legendary Wave Hill gardens and art gallery to the hiking and jogging trails, Riverdale offers much to those who appreciate nature. Local shopping and dining, cultural institutions and excellent private and public schools complement the neighborhood.

HARLEM

5TH ON THE PARK (Fifth Avenue and 120th Street)

Families can find plenty to love about 5th On The Park, a high-rise located in thriving Central Harlem. The building contains a community room that doubles as a playroom,



Riverwalk Court

two common outdoor terraces (including one equipped with grills), and a 55-foot lap pool. “For most of our buyers with families, the indoor heated swimming pool and kids playroom will be big factors,” said Carole Griffin, Director of Sales. “They also like the fact that they can get the space of an actual home while having all the amenities that you can only get in a luxury condominium.” The building’s 160 units boast top-of-the-line appliances, including full-size washers and dryers, and afford residents some stellar views of the city.

BROOKLYN

184 KENT (184 Kent Avenue)

This former warehouse on Williamsburg’s waterfront will let families soak up the splendor of their surroundings. “184 Kent features ample outdoor space including a fully landscaped, 19,000 square foot interior courtyard for the private use of residents,” says Jason Halpern, managing partner at JMH Development. “There’s also a fenced rooftop sundeck with sweeping views, a barbeque area and outdoor showers.” Residences range from studio to three-bedrooms and are pet-friendly, and the building features a 24-hour doorman and concierge, on-site valet parking, lobby lounge, kids’ playroom and fitness center.

ONE BROOKLYN BRIDGE PARK

(360 Furman Street)

This 14-story, 438-unit building, housing everything from spacious loft apartments to townhouses to penthouses, overlooks the East River and is situated within Brooklyn Bridge Park. “Lovely Brooklyn Heights is already well known for being a great family neighborhood,” says Highlyann Krasnow, executive vice president at The Developers Group. Amenities include a large children’s playroom, a music room, an art room, and a large roof terrace. There also are 550 parking spaces available for sale or lease.



One Brooklyn Bridge Park

BUILDING DIRECTORY

184 Kent

184 Kent Avenue, Brooklyn;
888-736-8904
rentonkent.com

The Corner at 200 West

200 West 72nd Street; 212-721-1200
200west72.com

235 West 71st Street

235 West 71st Street; 212-588-5606
235w71.com

436 West 20th Street

436 West 20th Street; 212-334-4855
436west20th.com

456 West 19th Street

456 West 19th Street; 212-255-3456
456w19.com

5th On The Park

5th Avenue at 120th Street;
877-348-8233
5thonthepark.com

505W37

505 West 37th Street; 877-505-3737
505w37.com

808 Columbus

808 Columbus Avenue; 866-644-8813
columbusq.com

905 West End Avenue

905 West End Avenue; 212-486-4905
905wea.com

Artisan Lofts

143 Reade Street; 212-732-4000
artisanlofts.com

The Brompton

205 East 85th Street; 212-249-8505
thebromptonnyc.com

Chelsea Enclave

177 Ninth Avenue; 212-647-0077
chelseaenclave.com

Georgica

305 East 85th Street; 212-988-8511
GeorgicaLife.com

Emerald Green

320 West 38th Street; 212-695-3838
glenwoodnyc.com

The Laurel

400 East 67th Street; 212-750-5550
laurelcondominium.com

Liberty Plaza

10 Liberty Street; 212-430-5900
glenwoodnyc.com

Manhattan House

200 East 66th Street; 877-394-6492
manhattanhouse.com

Miraval Living

515 East 72nd Street; 1-877-932-5862
515e72.com

One Brooklyn Bridge Park

360 Furman Street, Brooklyn;
718-330-0030
onebrooklyn.com

The Azure

333 East 91st Street; 212-828-4848
azureny.com

The Edge

Williamsburg Waterfront, Brooklyn;
718-222-0211
williamsburgedge.com

The Mercury Lofts at the Beacon

4 Beacon Way, Jersey City; 201-716-3000
thebeaconjc.com

Riverwalk Court

415 Main Street; 212-754-0455
riverwalknyc.com

The Rushmore

Riverside Boulevard at 64th Street;
212-496-1400
therushmoreinriverside.com

Silver Towers

620 West 42nd Street; 212-473-4242
silvertowers.com

Solaria

640 West 237th Street; 718-884-0770
solariariverdale.com

The Visionaire

55 Battery Place; 212-425-2550
thevisionaire.com

THE EDGE (Williamsburg Waterfront)

Bordered by the East River and East River State Park and just steps away from shopping and dining, The Edge is part of a revitalization of the waterfront area in northern Williamsburg. It’s home to two residential buildings containing 565 condominiums, 60,000 square feet of retail space, below-grade parking, and approximately 1.75 acres of open space slated to include a public park, promenade, and a water taxi landing. Residents can luxuriate in an indoor open-air pool, yoga studio, theatre screening rooms, and children’s playroom. “For busy families, having a full-service building creates a very safe harbor,” says Jeffrey Levine, head of Douglaston Development, the building’s developer.

NEW JERSEY

THE MERCURY LOFTS AT THE BEACON

(4 Beacon Way, Jersey City)

This historic art deco building offers spectacular views of the Manhattan skyline and surrounding cityscape. The building’s half- and full-floor lofts feature 13-foot ceilings, gourmet kitchens and 3,000-6,000 square feet of space. “The size of the residences in the Mercury is particularly appealing,” says George Filopoulos, developer of The Beacon and president of Metrovest Equities, Inc. “What was originally designed for 104 families will now be home to only 25.” What makes this building especially family-friendly is Be Kids at the Beacon, a 66,000 square foot children’s destination that will include an early childhood education center, gymnastics and sports camps, a restaurant and much more. 🌟