

RESIDENTIAL REAL ESTATE IN NEW YORK CITY

A LOOK AHEAD

What are the new hot neighborhoods? Will 2008 be one for the record books? Some of REBNY's members—among the most successful brokers and developers in the city—talk about where they are setting their sights for the coming year.



Caledonia lobby, Chelsea

Stephen Ross, the Related Companies chairman, says, "Everyone thinks the market will slow down in 2008, but I don't see that happening in the luxury segment. I think we'll also see prices escalating near the High Line in 2008."

Susan M. de Franca, president of Related Residential Sales, says Superior Ink is just one of three luxury buildings under way in New York — and all are designed by superstar architect Robert A.M. Stern. The others are the Brompton and Harrison. "We are a firm known for developing and managing extraordinary luxury lifestyle buildings," de Franca says. "We've built 13 condominiums in New York over the last decade, and we're very good at backing up our brand. I believe Related is successful because we understand that today's buyers aren't just buying real estate — today, they're buying a lifestyle."

David Wine, vice-chairman of Related Companies, adds that their success with both sales and rentals comes from delivering a consistent product and changing the paradigm of how they relate to their customers. "In every building, we've placed highly trained resident service specialists who are really advocates for the residents, and we continually implement ways to improve the interaction between management and all the residents."

ON THE RISE

A look at some of the new and noteworthy properties going up around town

DOWNTOWN

Developed by the people who brought us the Time Warner Center, Related's LEED-registered **Superior Ink** is on the waterfront at 400 W. 12th St., on the site of the former Superior Ink factory. Designed by renowned architects Robert A.M. Stern and Ismael Leyva, the interiors are by Yabu Pushelberg. This 17-story tower will house 69 homes, along with seven one-of-a-kind townhouses with private entrances (and elevators). Tower units vary from studio lofts to four bedrooms, ranging from 800 square feet to 3,200 square feet. Most residences on the fifth and seventh floors have lovely outdoor terraces. Townhouse square footage is from 3,800 to 4,750, plus plenty of outdoor space. Tower prices are expected to start from \$1.4 million; \$12 million for townhouses. Occupancy: fall 2009. www.somethingsuperior.com



Superior Ink backyard, Downtown

UPTOWN

A Related Companies development, the 206-unit **Brompton** at 205 E. 85th St. is designed by renowned architect Robert A.M. Stern. Registered as an LEED building, it offers an elegant mix of generously sized studio to five-bedroom condominiums with contemporary appointments and exceptional amenities to satisfy a wide range of lifestyles. Spectacular finishes are everywhere, from the porcelain flooring and quartzite countertops in the kitchens to marble floors with inlaid marble accents and large soaking tubs in the master baths. Amenities include membership and privileged access to Fitness Lifestyle by Equinox, and an entertainment lounge with outdoor terrace, a children's playroom outfitted by Dragons of Walton Street in London, with an adjacent outdoor play area. Related Signature Services, including the personal assistant, is also on the list. Prices start at \$675,000. Occupancy: fall 2008. www.thebromptonnyc.com



Brompton, Upper East Side