

Hottest Trends in Luxury Living

by Steve Cutler

Small Condos — Big Amenities

As available land is becoming scarcer, many new projects coming to the market are boutique condominiums containing between four and 40 or so apartments. Fewer units doesn't mean less luxury—a wide range of unique amenities are turning these new buildings into the next new trend.

Some notable newcomers are the 23-unit M at Beekman on East 50th Street, the nine-unit Prime on West 14th Street, the seven-unit 441 East 57th Street, the 16-unit 34 Leonard Street, the 41-unit 100 West 18th Street, and the four-unit One 7th on Seventh Avenue South.

"New York City is turning into a European-type market," according to Daren Hornig, developer of The Prime. "It's hard to find sites to build 100,000- to 300,000-square-foot buildings. Developers find bits and pieces."

By sacrificing space for amenities like basketball courts and bowling alleys, boutique residents are amply rewarded in terms of exclusivity and privacy. At The Prime, for example, elevators open directly into the whole-floor apartments.

"The higher-end buyer might want to live in a space that is a little more exclusive," says Jesse Keyes, developer

of One 7th, "not one of those huge boxes with hundreds of people running through the entranceway." Plus, says Keyes, "building on a small scale, I could take a risk in the design, build something beautiful, create a statement, a piece of sculpture." Resting on a triangular piece of land, One 7th contains daring, distinctively angled layouts.

A small building often allows buyers to have extra input in the design. According to John Kully, architect-developer of 441 East 57th Street, "With a boutique project with only seven units we can change the way people buy real estate." Kully says he invites buyers "to come meet the principals and the design team and if you need any deviation in the layout because you happen to have three dogs, or children, or no children, let's work with it."

Greener Pastures

Green residential buildings are sprouting up all over the city: the Kalahari in Harlem, The Harrison on the Upper West Side, The Brompton on the Upper East Side, One Jackson Square in the West Village, and One 7th where the West Village, Greenwich Village, and SoHo meet.

One 7th, | Seventh Avenue South

The first full-floor triangular residence in New York City, the green-design boutique condominium offers three floor-through apartments with floor-to-ceiling windows, 10-foot ceilings, direct elevator access, dark walnut flooring and Juliet balconies, plus a duplex penthouse with two spacious terraces and private downstairs lounge with kitchenette.

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