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## NEW YORK & FLORIDA RESIDENTIAL REAL ESTATE



ONE JACKSON SQUARE  
GREENWICH STREET,  
NEW YORK CITY

The real estate industry's power elite tell their side of the story on the bubble-bursting resistance of real estate in and around New York and the snapping up of bargains in Florida's downturned housing market. In a city that moves so quickly that the Sunday paper is delivered on Saturday, it's no small wonder that an abundance of dazzling developments are attracting well-heeled buyers to NYC like nobody's business.

And where the gorgeous-go hot spots like South Beach and Palm Beach continue to attract red-carpet faces to velvet-roped eateries, fashion-forward boutiques and art-filled events, like-minded buyers are happy to seek out and shell out big bucks for stylish pads from haute-couture designers. From green to grand, here are some of the new kids on the block.

By *Lauren Price*

## NEW DEVELOPMENTS IN THE NEW YORK AREA

Developed by Madison Estates & Properties, the **Pearline Soap Factory** at the corner of Laight and Washington streets is serving up eight full-floor, three-bedroom lofts, including a penthouse with a 2,000-square-foot terrace — all coming in at about 3,000 square feet and ceilings that soar close to 11 feet above dark Brazilian teak floors. Open kitchens come with walnut cabinetry with honed granite worktops along with appliances, including wine coolers, from Miele, Sub-Zero and Wolf. Marble master baths have Kohler Tea-for-Two soaking tubs, separate rain shower stalls, radiant heat floors and glass-topped vanities. Exclusively sold through Prudential Douglas Elliman, prices start at \$4.8 million. Occupancy: March 2008. [www.pearlinecondos.com](http://www.pearlinecondos.com)

Though not a development, it's worth mentioning that Halstead holds the exclusive listing for Frank Sinatra's one-time home at **530 E. 72nd St.** Occupying three floors of seemingly endless city and river views, this \$5.995 million co-op includes a duplex conservatory with 18-foot ceilings (used both for Sinatra's vocalizing and celebrity-filled parties), 12-foot windows everywhere and some 1,500 square feet of outdoor space.

Developed by Gemstone Property Group at 130 W. 20th St. in Chelsea, the **Prima** is selling one- to three-bedroom homes, including enormous penthouses with home offices. Ground floor and penthouse units feature private outdoor space. Square footage ranges from 552 square feet to 2,268



square feet, windows are floor to ceiling and Brazilian walnut wood floors are everywhere. GeD Cucine kitchens are chock-a-block with high-gloss teak and white lacquer cabinetry and Calacatta marble worktops. Appliances come courtesy of Miele and Sub-Zero. Spa-like master baths are top-to-bottom limestone, including the wenge wood vanity tops — plus Alcove freestanding soaking tubs and separate shower stalls. Communal pleasures include a landscaped garden, a residents' lounge and a media room. Exclusively sold through Prudential Douglas Elliman, prices start in the \$600,000s. Occupancy: summer 2009. [www.primachelsea.com](http://www.primachelsea.com)

Developed by Alchemy Properties, the **Hudson Hill Condominium** at 462 W. 58th St. between Ninth and Tenth avenues is selling one- to three-bedroom residences, including penthouses. Some have home offices or dens and many boast outdoor space with million dollar views of the Hudson River. Ranging from 760 square feet to 3,253 square feet, ceiling heights are no less than 10 feet, and Brazilian cherry wood floors and double-glazed windows are found throughout. Open Poggenpohl kitchens feature quartz-topped cabinetry, and appliances are from Viking and Sub-Zero, including wine coolers. Limestone and marble master baths come with radiant



ABOVE MODERN 23 ON W. 23RD ST

LEFT PEARLINE SOAP FACTORY AT LAIGHT AND WASHINGTON STREETS

heat floors, Kohler soaking tubs and some have separate steam shower stalls. Amenities include a recreation room and patio. Exclusively sold through Alchemy Properties, prices start at \$900,000. Occupancy: late 2008. [www.hudsonhillcondo.com](http://www.hudsonhillcondo.com)

Developed by R Squared Real Estate Partners, **34 Leonard** in TriBeCa is offering one- to three-bedroom residences, including a full-floor penthouse with a 2,215-square-foot terrace and indoor and outdoor fireplaces. Square footage ranges from 1,541 to 3,086, and ceilings are 10 feet above walnut floors. Open kitchens feature Poggenpohl walnut-stained oak cabinetry with marble worktops, and appliances from Viking and Sub-Zero, including wine coolers. You'll find double-sink vanities, separate thermostatic shower stalls and Kohler Tea-for-Two soaking tubs in the master baths, where walls and floors are covered in stone. Communal enjoyments include a rooftop terrace with a barbecue area, prep bar and outdoor shower, a fitness center, a wine cellar with a tasting room (owners can each store up to 300 bottles), a pet spa, and an art consultant and installations by Jennifer Steinkamp. Exclusively sold through The Marketing Directors, Inc., prices start at \$1.950 million. Occupancy: October 2008. [www.34leonard.com](http://www.34leonard.com)

Developed by Q Real Estate Partners with interiors by Andres Escobar, **Latitude** is one of the new kids on the block in the heart of Riverdale. Selling one- and two-bedroom units with nine-foot ceilings over maple floors, the mix includes duplexes and penthouses, and square footage ranges from 724 to over 1,564. Most have private outdoor space. Kitchens are loaded up with custom mahogany and glass cabinetry and Caesar-Stone worktops and GE Profile appliances. Master baths sport separate frameless rain shower stalls (soaking tubs are featured in guest baths), marble-topped mahogany vanities and honed limestone walls and radiant heat demi roche gris stone floors. Common pleasures include two roof decks, a fitness center and a playroom. Exclusively sold through Atlantic Realty Partners, prices start at \$388,500. Occupancy: December 2008. [www.latitudeinriverdale.com](http://www.latitudeinriverdale.com)

From Roe Development Corporation, **Fusion** in Long Island City is selling two-bedroom residences, including penthouses with terraces. Square footage ranges from 1,209 square feet to 1,293, and 11-foot ceilings rise above floor-to-ceiling windows and wide-plank Brazilian cherry floors. Open kitchens come with high-lacquered finish

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