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Real Estate

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Going Up in Chelsea

210 Rentals On W. 21st St.

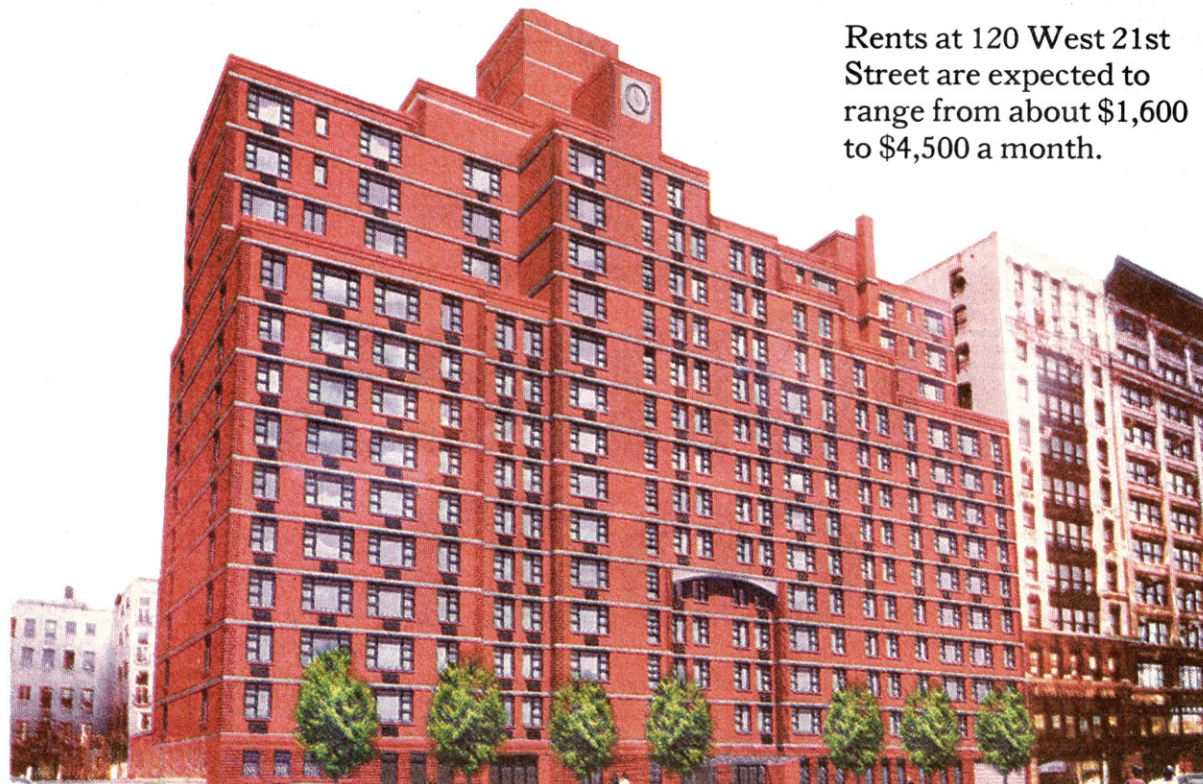
Twenty months after the City Planning Commission passed an amendment to the zoning code that permits new housing in Chelsea between Avenue of the Americas and Seventh Avenue from 16th to 23rd Streets, several new buildings have been completed or are under construction.

"There is a tremendous amount of activity going on there," said Stephen B. Jacobs, architect for one of those projects, a 14-story, 210-unit rental apartment building going up at 120 West 21st Street and due to be finished in late spring.

His firm alone has designed three of the new buildings in the area, one west of Eighth Avenue on 21st Street, where the zoning amendment tightened restrictions, one at 22nd Street east of Seventh Avenue and the one at 120 West 21st Street, which is next door to the Shearith Israel Cemetery, a 19th-century Jewish graveyard.

"This one was quite complicated to design because the property was 92 feet deep rather than the standard 100 feet," Mr. Jacobs said. Because of zoning constraints, he created multiple setbacks, with the building forming a wedding cake configuration at its center.

On the interior, he said, "the layouts are designed for a casual lifestyle with kitchens opening into the living room like a beach house." The lobby, with



Rents at 120 West 21st Street are expected to range from about \$1,600 to \$4,500 a month.

Jeremy Gordon, Stephen B. Jacobs Group

curved wood walls, will have floors that combine four different types of stone.

The apartments will include 32 studios with alcoves (425 to 500 square feet), 162 one-bedroom units (600 to 700 square feet) and 14 two-bedrooms (800 to 1,000 square feet). Though rents have yet to be set, Jack Rosenthal, president of J & R Equities, one of the two developers said they would probably

range from about \$1,600 to \$4,500 a month.

But that does not include two plum units — 3,000-square-foot duplexes. They will go to Steven Rosenthal, Mr. Rosenthal's son, and Louis Caiola, a son of his partner in the project, Benny Caiola, president of Rome Construction. Both sons are in the family businesses. "They're very smart," Mr. Rosenthal said. "They knew how to choose a father."