



GO WEST: 555 W. 23rd St. will offer rentals starting at \$1,800.

Hospitality for renters

A new West Chelsea complex will offer hotel-like amenities

By ANNE BECKER

IF you always wanted to live like Eloise — but your budget doesn't quite scream Plaza — here's your chance to try hotel living. Well, sort of.

A new West Chelsea rental complex at 555 W. 23rd St. is being developed by the Levine Brothers, the same guys who masterminded the new Hotel Gansevoort, as well as the Sutton and the Library hotels.

Their studio, one-, and two-bedroom apartments

muffins. (Sorry, they don't offer wake-up calls.)

"It's more than housing, it's hospitality," argues Jeff Levine, president of Levine Builders.

Rents in the 337-unit complex will start at \$1,800 for studios, \$2,500 for one-bedrooms and \$4,000 for two-bedrooms. There are two towers, one 12 stories tall and the other 14.

In keeping with the area's manufacturing history, the buildings will feature large windows and brick detailing on the façade.

glass-enclosed atrium.

And there's a public garage underneath the building, where residents will have first dibs when spots become available for monthly rental.

Luxury housing marks a natural step in the area's gentrification, a process that really started when up-and-coming art galleries began moving into the neighborhood several years ago.

Indeed, 555 W. 23rd St. is right in the thick of "Gallery Row" — it's sandwiched between well-known art institution the Dia Center for the Arts (at 11th Avenue and 22nd Street), and the ultra-chic Gagosian Gallery at (11th and 24th).

"The West Side, which everyone thought was kind of grungy, has turned into a very interesting neighborhood," says Danny Emerman, manager of Bottino, a 10th Avenue Italian restaurant that quickly became a hot spot for artsy types when it opened in 1998.

"First it attracted the artists, then the gallerists and then the people who were attracted to that more intellectual, rarefied world."

"First it attracted the artists ... then the people attracted to that rarefied world."

— Bottino's Danny Emerman on West Chelsea

will be outfitted with such hotel-y touches as in-room safes and mirrored bedroom doors.

The complex, which will be renamed before it opens in April 2005, will also offer its residents morning coffee and

Inside, the apartments will have porcelain tile and marble bathrooms, granite kitchen countertops, washer/dryer units and parquet wood floors.

The space between the towers will sport a fitness center, social club and a