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The Hotel Gansevoort team launches new condos

By JANET HUEGE

Coming soon

CHELSEA, known for its pricey high-end rentals, is going condo-conversion crazy.

555 W. 23rd St., built as a luxury rental building in Far West Chelsea, will soon be selling condo units.

It's following in the footsteps of the Marais, a building across the street, also conceived as a rental and sold as a condo. (The nearby Tate, as far as we know, will still be renting units).

The selling point for 555 W. 23rd is one you've heard before: "Hotel amenities."

The design team — Andi Pepper doing interiors and Stephen B. Jacobs as architect — is the same one responsible for the Hotel Gansevoort.

"We wanted to capitalize

on our hospitality backgrounds," says Jacobs, who also worked on the Library and the Giraffe hotels.

The 337 units will have floor-to-ceiling windows, views of the river, open kitchens with stainless-steel appliances and granite countertops, Wi-Fi capabilities, wood cabinets and floors, and washer/dryers.

Also, if you have secrets to keep, there will not only be wall safes, but also phar-

The 411
There will be 337 studio, one- and two-bedroom units at 555 W. 23rd St., with prices starting at \$510,000. For more information, contact Richard Cantor at (212) 925-3333.

macetual lock boxes in the medicine cabinets.

"It's the kind of luxury you would get uptown but it's right in the heart of Chelsea's gallery row," says the building's principal broker, Richard Cantor.

We don't know just how many residents uptown need to lock up their medicine, but maybe this building will start a trend.

Located between 10th and 11th avenues, the new development is actually comprised of two buildings (one 15 stories, one 12 stories)

and runs all the way through to 24th Street.

The complex will feature a 9,000-square-foot landscaped courtyard. A 2,000-square-foot private residents' lounge — which will include a flat-screen television, a pool table and fireplace — will be available to rent out for private parties.

A roof garden, a fully equipped fitness center offering cardio theater, bike storage, on-site valet parking and an ATM are some of the other hotel-like amenities this building will offer.

The property will also feature a two-story lobby with a large central atrium, complete with 24-hour doorman, concierge and white-glove valet services.

A water wall, leather panels, sculptural furniture and art from local galleries will accent the lobby.

"We want our residents to have a sense of tranquility when they enter their new home," says designer Pepper.

"We used natural materials like wood and granite in a very traditional, yet chic and not glitzy way," says Jacobs. "We are not cookie cutter. We are the anti-Trump."

The complex will offer studio, one- and two-bedroom units.

Estimated prices for 460-



SAFE AS CONDOS: An artist's vision of 555 West 23rd St., a building with granite countertops — and lock boxes.

to 510-square-foot studios will range from \$510,000 to \$650,000 for the largest.

One-bedrooms will begin at \$550,000 and top out at \$1 million for 490 to 1,000 square feet. 1,079- to 1,230-square-foot two-bedrooms will range from \$1.3 million to \$1.6 million.

The 1,190-square-foot two-bedroom penthouses that include terraces will cost a hefty \$2.3 million.

"We will hopefully be available for move-in by late August," says developer and builder Jeffrey Levine, president of Levine Builders.

For 41-year-old future resident Frank Douglas, 555 W. 23rd St. has a little bit of everything.

"I looked at 100 apartments within the last year,

and this is going to be one of the best buildings around," he says. "The hotel amenities, upscale design, river views, location and friendly feel had me sold."

Apparently he's not the only one.

This building, typical for new condos, had a four-week waiting list for appointments when the building first went public. When an outside broker had a client that canceled, he placed an ad on Craigslist and immediately received numerous responses to fill the appointment.

"That's how heavy our demand has been," says Cantor. "New Yorkers are always wanting to get on the ground floor of the next big thing."