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Hot corner! 200 W. 72nd St. in NYC boosts upper West Side rental market

By Jason Sheftell - We're taking people to the formal core of the building, where people live," says Escobar, known for taking chances on materials and fixtures, as he did here, wrapping the showers of larger apartments in brown porcelain tiles that look like wood casing. "We wanted to make this an oasis, to allow people to forget what is happening outside. It's like a floating bridge."

Inside the residences, the building tones down with bleached maple floors and environmentally friendly [CaesarStone](#) kitchen counters. The apartments get plenty of light. Appliances include Leibherr refrigerators. All have washer-dryers and dishwashers.

There is a large roof deck stylized with a long, vertical fireplace, weeds, flowers, shrubs and futuristic rattan chairs. On a Tuesday night, two women sat eating hummus, baba ghanoush and pita bread. A breakfast bar near a gym and children's playroom serves food daily, including egg- white wraps, fruit, cereal and croissants.

Tenants rave about the building extras. Every renter receives a gift

basket with wine and cheese. A Sferra bathrobe awaits new renters in a gold-ribbon-wrapped box placed on the kitchen counter. Recyclable garbage cans aren't necessary, as the building's staff separates glass and plastics from regular garbage daily.

"I couldn't believe that they hand-pick the recycling," says twentysomething one-bedroom renter [Sarah Williams](#), who moved into The Corner because she was looking for a full-service, eco-friendly, building. "The staff here is absolutely amazing. Even at 11:45 p.m., the super woke up to help me with a smile on his face."

Developer Picket walks the building almost every weekday. Monitoring mechanical systems, leasing pace and overseeing final touches on construction, he's proud of this building, the highest-end rental his company has delivered. His leasing team, most of who were hired specifically for this project, come from sales backgrounds.

"This is a no-excuse building," says Picket, whose company built the Atlas on 38th St. and Sixth Ave. "There is nothing cheap about it. With each project, you hope to get

better with finishes and understanding where to put storage or kitchen pantries or why you need flush-mounted mirrors. The little things can dictate success of a project. When you walk another building and then see this one, you should say, 'Wow.' People 'get' this building, and they want to live here. That's gratifying."

And profitable. The retail mix already includes [Bank of America](#) and the organic supermarket chain Trader Joe's. Both reportedly took 15-year-plus leases with two five-year options. The building also has an extra-wide new sidewalk on Broadway, giving pedestrians an easy walkway. Prominent neighbors have already noticed a change in the area.

"The project replaced a rat-infested office building," says Barak Dunayer, owner of [Barak Realty](#), across the street. "It's one of the best-located corners on the whole upper West Side. The building brought people with deep pockets to the neighborhood who are renting. When the economy gets better, those people will be buyers. If they like it here, they'll stay. That's good for almost everyone."



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