



## 850 Metropolitan Ave. Investors and ROART celebrate Milk Factory sell out in Brooklyn

**BROOKLYN, NY** Real estate brokerage REAL New York celebrated the official sellout of Milk Factory, located at 850 Metropolitan Ave. Comprised of 32 new construction residences, the property achieved one of the three highest price per s/f sales in the East Williamsburg neighborhood at nearly \$1,700 per s/f. As the exclusive sales and marketing firm, REAL New York played an integral role in all phases of the project, from pre-launch to sellout.

“Milk Factory is a unique lifestyle opportunity and we were proud to be a part of it every step of the way,” said Jennifer Carey, director of sales at REAL New York. “The trajectory of the Brooklyn market is rising. The price per square foot achievements, which are 30% above average for

Williamsburg in its entirety, is a testament to that demand.”

Co-developed by design firm ROART with 850 Metropolitan Ave. Investors, LLC, the former 19<sup>th</sup>-century Borden condensed milk distribution plant was reimagined into contemporary homes. It incorporates innovative architectural elements, including a cantilevered addition and multiple spaces that were redistributed to connect the community with nature. A second-floor terrace overlooks the building’s interior courtyard, complete with a garden and custom mural by a local artist. Another communal terrace at the front of the building is nestled underneath the cantilever, and over half of the residences have access to private outdoor space. Additional amenities include a fitness center,



bike storage, virtual doorman and lobby lounge with a fireplace.

“Milk Factory’s history speaks to the evolving neighborhood and we wanted to add to that storyline, while preserving its distinct characteristics,” said Ran Oron, founder of ROART. “Fostering spatial relationships in the building and to the neighborhood was important, accomplished by the interior courtyard feature, along with various interconnecting public outdoor spaces for a truly seamless living experience.”

## Sunrise Senior Living unveils The Apsley

**MANHATTAN, NY** Sunrise Senior Living, a leading provider of personalized senior living services, together with partners Hines and Welltower, unveiled the name of its second luxury senior lifestyle community in the city: The Apsley. Construction is underway for the 19-story facility, with plans of an opening in spring of 2023.

Located in the Upper West Side at 2330 Broadway between 84<sup>th</sup> and 85<sup>th</sup> Sts., the community will be able to accommodate up to 178 residents and feature 76 assisted living and 80 memory care residences designed to support each resident’s independence and well-being. From homes with amenities, concierge services and an extensive programming schedule, The Apsley will continue to reinvent the senior lifestyle in the city and beyond.

“We have always known there is a strong demand for high-quality, elevated senior living in Manhattan,” said Denise Falco, senior vice president of operations at Sunrise Senior Living. “With the success of our sister property, Sunrise at



East 56<sup>th</sup>, we are confident that The Apsley will serve the needs of New York seniors and their families who hold the Upper West Side neighborhood close to their hearts.”

With architecture by SLCE Architects, the building’s key features and amenities will include a spa, a care center, landscaped outdoor terraces, a dining bistro, an art studio, a theater, and a library curated by a local bookseller. Interiors were designed by Champalimaud Design.

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## JVP Management launches sales at 96+Broadway

**MANHATTAN, NY** Sales have launched at 96+Broadway, the Upper West Side luxury condominium building situated at 250 West 96<sup>th</sup> St., between Riverside Park and Central Park. Developed by JVP Management, a private real estate development and investment firm, and designed by NYC-based Danish designer Thomas Juul-Hansen, 96+Broadway delivers timeless design with a suite of amenities designed for modern living. The 23-story building features a mix of 131 residences ranging from one- to five-bedroom layouts.

“As a long-time Upper Westsider myself, this project was very personal. In fact, my family will live in the building when it is completed,” said Van Nguyen of JVP Management. “In taking on this project, we saw a truly unique opportunity to help define a prominent corner of the Upper West Side. Guided by the experience of living in New York, we wanted to develop a building which meets future residents’ needs while adding to and improving on the rich history and environment of the neighborhood.”

Achieving a balanced aesthetic that celebrates the neighborhood, Juul-Hansen’s design for 96+Broadway incorporates Jura gray limestone imported from sustainable German stone producer Franken-Schotter—a nod to the



Upper West Side’s penchant for limestone Beaux Arts structures. Loft-like windows and staggered terraces create a grid pattern paired with the limestone, accentuated by burnished bronze-finished framing. Inside, the building’s lobby features 20-ft. ceilings, oversized windows, and a ground-level courtyard where residents can lounge outdoors. A centerpiece of the lobby is a welcome desk that was carved out of a monolithic block of silver travertine.

“This is a building that is meant to last,” said Juul-Hansen. “96+Broadway was created with practicality and design excellence at heart, maximizing the quality of living for all residents who choose to call it home through generous floor plans, top-tier materials, and



master craftsmanship.”

Compass Development Marketing Group is the exclusive sales and marketing agent for 96+Broadway.