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# Developer responds to demand for family homes in NYC

Reclaiming the grandeur of Upper East Side residences built a century ago, but offering all of the amenities that today's families have come to rely upon, 255 East 74th Street is now in construction.

The 87-unit, 30-story high-rise will feature units ranging from two to five bedrooms.

"From the very beginning, our focus has been on creating residences that offer a rare opportunity for families to enjoy luxurious and comfortable living within New York City. The selection of the site, the design and layout of the apartments, the unique inclusion of play spaces within apartments, the superb finishes and details in every residence and the selection of a signature on-site Equinox fitness center were all decided to fulfill the vision of a creating a spectacular building," said Richard Lebow, director of marketing & Sales for World-Wide Group, the developer of the project.

"These residences are custom designed for both empty nesters as well as growing families who need more space and crave a wide range of kid and adult-oriented amenities."

Unique to the building will be the in-residence playrooms specially created in many of the larger units. A common practice in the past has necessitated that an extra bedroom be

converted to a children's playroom, but 255 East 74th Street will provide the luxury and convenience of a specially constructed children's room.

The building will also feature a 42,000 s/f Equinox Fitness Center, which will be their flagship Upper East Side location. Occupying part of the ground and second floors, the fitness center will be ultra modern and convenient, with discounted memberships and its renowned personalized training sessions and classes available to residents.

Additional building amenities will include over 2,400 s/f of facilities specially designed for tots, tweens and teenagers, such as a toddler room with a cruising wall, a climbing tree house, a play zone for crafts and a reading area. In addition, a Game Room designed for tweens and teens will include an arcade zone with pin ball machines, karaoke dance machine and basketball arcade games, as well as foosball, air hockey and table tennis. A 1,500 s/f outdoor "Tot Lot" and indoor lounge, kitchenette and party room will also be available.

At least 70% of the units will be 3 and 4 bedroom units, with several 5 bedroom apartments as well. Three penthouses and a common roof deck will top the building's upper floor.

Development trends indicate a renewed interest in building for families who have the desire and financial means to remain in Manhattan even as their families grow. A dearth of true 4 and 5 bedroom homes in Manhattan has spurred a rapid growth of projects designed to serve this audience.

H3 Hardy Collaboration is the lead architect for the building, lobby and common spaces.



World-Wide Group is developing the family-friendly tower.