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## RETAIL REAL ESTATE

Retail real estate is suffering, especially for the local businesses that once dominated the city. "Small boutique shops closed down everywhere across the area," says Dottie Herman, president and CEO of Douglas Elliman. The concept of massive food marketplaces anchored by celebrity chefs is just beginning. Mario Batali's Eataly is set to launch in the Flatiron District, and the Todd English Food Hall is about to open at the Plaza Hotel.

2014 National big-box chain stores begin popping up everywhere. New projects—like the South Street Seaport's redevelopment—are anchored by a large national chain store and a luxury condo/hotel tower. Similar new developments are planned for Hudson Yards—which was an empty space in 2009—and downtown's Brookfield Place.



## The Price of a Luxury Penthouse

2009 Related Companies builds **Superior Ink** on the site of the Superior Ink Factory on West 12th Street. It features 53 appartments facing the Hudson River and seven townhouses on Bethune Street, most bought up by hotshots like **Marc Jacobs**. The building sets a record when Houston Rockets owner **Leslie Alexander** pays a then-record of \$25.4 million for an unfinished penthouse and then flips it for \$31.5 million (another downtown record) in 2010.

2014 In 2012, Alexander pays \$42 million for the penthouse at 18 Gramercy, developed by William and Arthur Zeckendorf. That downtown record could be broken by a penthouse in contract at 56 Leonard, at \$47 million. There's also the \$55 million condo at Walker Tower on West 18th Street, priced just as much as the penthouse duplex for sale at the 44-story tower 50 United Nations Plaza, also developed by the Zeckendorf brothers.

## Trophy Real Estate

Relatively few new luxury buildings are under construction. Hedge-fund types gravitate to the newly built 15 Central Park West, which boasts amenities like a classic motor court and an in-house chef providing catering, and the Time Warner Center luxury condos. The high-status homes are still the dignified prewar buildings on Park and Fifth avenues: 834 Fifth Ave., 778 Park Ave., 1040 Fifth Ave. and 740 Park Ave. And for the more bohemian-chic wealthy, there are statuesque art deco buildings like the San Remo, the Beresford, the El Dorado and the Dakota on Central Park West.

Extell Development starts a building trend in the 50s with ONE57 on West 57th Street, a 1,004-foot-tall skyscraper with 92 condos, several selling for more than \$90 million, including one to hedge-funder Bill Ackman, and two other \$50 million spaces to Michael Kors' business partners Silas Chou and Lawrence Stroll. The 31-story, 61-unit Baccarat Hotel & Residences, opposite MoMA on 53rd Street, is ready for late 2014 move-in dates and comes with Tony Ingrao-designed interiors. And on Park Avenue at 56th Street, plans for 432 Park Avenue will make it the tallest residential tower in New York, dwarfing the Empire State Building. The tower has already done roughly \$1 billion in sales.



Related Companies' Stephen Ross and hedge-funder Bill Ackman