

BROKERS WEEKLY

November 24, 2010

NEW DEVELOPMENT



•PRUDENTIAL DOUGLAS ELLIMAN

Harlem's hot property nears sell-out

South Harlem success story Livmor Condominiums, 301 West 115th Street at Frederick Douglass Blvd., is now 80% sold with just a few penthouses left for sale. Ranging in size from 1,292- to 2,093 s/f, and starting as low as \$819 psf in the amenity-laden building, each one features views of Central Park, Cathedral of St. John the Divine and/or the George Washington Bridge.

Several of the penthouses have spacious private terraces, spanning 723- to 1,130 s/f.

The new building also includes amenities such as a conference and media room, 24/7 concierge service, fitness facility, yoga studio, children's playroom, 3,500 s/f terrace and on-site valet parking.

Dawn Tsien, the executive vice president at Prudential Douglas Elliman spearheading sales and marketing for the development said, "This is a unique opportunity to purchase a penthouse apartment for as low as \$1.1 million in a desirable Manhattan neighborhood. People who value space, views and convenience can find it all here for an extraordinary price." The 12-story modern development, which features 72 apartments has been a big hit in Harlem, reaching nearly 75% sold since coming on the market nine months ago. "Livmor has exceeded everyone's expectations," said developer Craig Livingston. "At this juncture, the building is more than three-quarters sold, a community of neighbors has already evolved here and we have been able to set a new standard for attainable luxury in Manhattan."

