



New looks at COOKFOX's J&R-replacing Financial District skyscraper

The 50-story building will have 110 condos

By Amy Plitt

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It's been four years since Financial District stalwart J&R Music World closed, with a new tall tower, developed by L&M Development and the family that owned the famed electronics store, taking its place. In that time, the building has begun to take shape—YIMBY recently reported that construction had passed the halfway point—and now, the development team is unveiling new details, along with the first official renderings, for the project.



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A new teaser site for the project, which takes its name—25 Park Row—from its address, has also launched, and its apartments will hit the market sometime this fall. Corcoran Sunshine Marketing Group will handle sales for those 110 condos.

COOKFOX is designing the 50-story building, which will act as a middleman between Rogers Stirk Harbour & Partners' glassy One Beekman, and the Beaux Arts landmark at 15 Park Row. Neither totally contemporary nor a vintage throwback, the tower at 25 Park Row will sit upon a blocky base, with a series of setbacks as it rises higher; a crown will top the whole thing off.

Inside, the condos will have large windows—each apartment will have views of City Hall Park, according to the developers—and sleek designs. The units on higher floors will have “sweeping panoramas” of the Brooklyn Bridge, the Hudson River, and beyond. As for amenities, those will include a 65-foot swimming pool, an outdoor lawn, and parking, which will be accessible via tiny Theater Alley.

Prices will be on par with other new developments in the area; a one-bedroom will start around \$1.675 million.



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