

108 LEONARD legendary again

Text: Gao Jiewen 2018 on February 15 at 06:00



Magnificent entrance.



Rooftop garden.

New York is a historic city, many buildings are listed as landmarks, permanent preservations. In the modern metropolis, landmarked buildings have their own unique charm; there is an eternal beauty that does not change over time. In today's fast-paced culture, it is impossible to recreate with the same workmanship and materials, and the cost will be substantial.

However, in the process of urban development, landmarks will face the problem of how to dissolve into the modern society. Renovation of landmarks to commercial or residential buildings suitable for modern use is often challenging and subject to the approval of the Heritage Board, which tends to be lengthy and requires rigorous modification and protection of the original appearance. Many property developers smell bad news. The case of Queensland's well-known Queen's Theater in Flushing is a good example. After several hands-on conversations, only the thunder has been heard and it has not started yet.

However, the 108 LEONARD project described in this article is a classic example of a New York landmark building being transformed into modern residences. 108 LEONARD, located in Tribeca, was built in 1898 as an Italian Renaissance-style building, designed by legendary McKim, Mead & White Architects, whose other architectural pieces include the first Madison Square Garden and Penn Station, and set the standard for an architectural aesthetic.

108 LEONARD, known as the iconic Clock Tower building in Tribeca, in 1987 its exterior and much of its interior space was designated as a landmark in New York City. For building developers, these places cannot be changed. Formerly owned by the City of New York, the building was sold to developers in 2013 and is the single largest building ever built by the New York City government that traverses the entire Broadway to Rafi neighborhood. After many setbacks, the renovation program was eventually approved by all parties and was declared one of 10 Condo apartment applications in Manhattan with the highest value in 2017. The building was designed by Jeffrey Beers International, and his team has carefully restored the Italian Renaissance landmark. In this century-old historic building, the modern and timeless concept is subtly integrated.

Jeffrey Beers, architect and founder of Jeffrey Beers International, said in an interview: "My job is to completely preserve the architectural features of this magnificent building. To this architectural masterpiece, outstanding elements include the size, scale and rich details. To establish a harmonious relationship with modern living, transformed into a suitable modern life. This building is completely different from many new, all-glass- buildings in Manhattan, a European-style and intimate experience which is like a work of art. The majestic appearance of the building and its historical origins, combined with the new modern form and contemporary design, re-located."

Samantha Sax, director of marketing and design at Elad Group, says: "More to the point, it's a unique building that's unlike anything built today."

Beers cleverly unites these different elemental characteristics to suit the new way of life. The building is luxurious, yet very personal, each with a different graphic design.

Frances Katzen, a super-broker in Manhattan, added that the building's windows are very special and beautiful, matching the 9.5-16.2-foot roof that has a profound impact on the living environment. It is a unique building that will be very attractive to buyers.

The building, which is listed with Douglas Elliman Real Estate, includes on the sales team New York real estate agent Raphael De Niro (rightly, son of Hollywood legend Robert De Niro).

Raphael De Niro said in an interview: “For foreign buyers, they value the amenities. 108 LEONARD has 20,000 square feet of amenities including a rooftop garden, a gym, a spa, a 75-foot pool, and underground motor reception. Along with parking, this building has three entrances, which is very convenient. For me, this building is like a bottle of wine, more and more valuable over time. One hundred years later, it will be as gorgeous as it is now. Modern glass buildings, I don’t know what they will become 100 years from now.” Residences here range from one bedrooms up to four, which will be suitable for many different needs of buyers.

108 LEONARD

Units: 152

Floors: 14

Construction: 1868

Showroom: 66 LEONARD ST., NEW YORK, NY 10013. Tel: 212-775-1080. Website: 108leonard.com.





Motor reception.



Italian Renaissance style façade.

<http://bit.ly/2GgvFXx>