



## **Strategic Capital, Cape Advisors and Forum Absolute break ground on Greenwich West; A 170-unit development**

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Manhattan, NY A joint venture led by real estate investment firm Strategic Capital, along with its development partners, Cape Advisors and Forum Absolute have broken ground on their residential development, Greenwich West. Greenwich West is located at 110 Charlton St. on the west side of SoHo close to the West Village, in Hudson Sq. To officially celebrate the commencement of construction at the 30-story condo building, a ceremony was held and attended by Hudson Square Connection president and CEO Ellen Baer, deputy consul general of Chinese Consulate in New York Zhao Yumin, and local officials. Sales of Greenwich West's 170 residences will begin this fall. A project cost was not disclosed.

Greenwich West is designed by Parisian-based design architect Loci Anima and Paris-based interior designer Sebastien Segers Architecte. Both firms worked in close collaboration with architect of record Adamson Associates. Together the firms fused the early 20th century industrial context of the neighborhood with a classic French aesthetic. The results are comfortably chic condominium residences with outstanding views of the Hudson River. The project is being built by Plaza Construction, an affiliate of Strategic Capital.

"Greenwich West signifies Strategic Capital's first luxury condo development in New York City and we are very proud to witness construction fully underway," said Phillip Gesue, Strategic Capital's chief development officer. "We believe this building's outstanding value, classic loft design and quality construction by our affiliate Plaza Construction will resonate with a wide range of buyers both here in New York and internationally."

Greenwich West will be a rare full service downtown building to include concierge, doorman and a full array of amenities. The building will feature gracious residences ranging from studio to three-bedroom homes, and be anchored by an intimate café retail space on the ground floor as well as on-site parking, a particularly exciting amenity for residents. At 290 feet tall, a hallmark of the tower will be its Manhattan skyline and water views, which extend up and down the Hudson River.

"This project presented us with a one-of-a-kind opportunity. It is situated in one of the few prime waterfront neighborhoods in Manhattan at the nexus of some of the city's most beloved areas," said Craig Wood, CEO of Cape Advisors. "We believe Greenwich West will provide a great value in today's market and we look forward to watching the building rise and progress towards completion."

Situated at the cusp of Greenwich Village, the West Village, Soho, and Tribeca, Greenwich West

offers endless discovery of history, culture, and creativity. Residents will benefit from the proximity to Hudson River Park, just steps away, and its incredible greenspace and waterfront access. A confluence of downtown amenities makes Greenwich West the ideal address for anyone exploring all lower Manhattan has to offer.

“Following a year of preconstruction efforts and working with world-class design-world collaborators, Plaza Construction takes the vision from concept to reality and begins construction of Greenwich West in a style reflective of European design to blend with the Soho Hudson Sq. neighborhood,” said Christopher Mills, COO, Plaza Construction. “We are recognized for our expertise in luxury condominium building in New York City and are confident that this project will be a standout in our portfolio of work.”

Greenwich West’s ground breaking coincides with the launch of the development’s innovative marketing campaign featuring the acclaimed work of the New York city-based fine artist Aaron Zulpo, known throughout the art world for his narrative paintings of city life. Zulpo has been commissioned to create a series of works that tell the story of life at Greenwich West in his signature dramatic style. The first painting debuts with the launch of the website, where interested parties can also register for the property’s friends and family opening later this year.

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