



RockFarmer Properties continues development of The Rowan; 46-unit condominium designed by DXA studio

July 16, 2019 - Design / Build

The Rowan, Astoria - Queens, NY

Queens, NY NYC-based RockFarmer Properties has launched a teaser website (TheRowanAstoria.com) for The Rowan, one of Astoria's newest ground up condominiums. The site provides buyers a first look at the development designed as an urban oasis where natural light, organic materials and native plantings intertwine to create an intimate escape.

Designed by DXA Studio, The Rowan will feature a terraced massing of light gray masonry that rests above a 210-ft. long glass retail base. Located one block from the N train at 21-21 31st St. in Astoria, the landscape-focused condominium will boast a wood and glass enclosed lobby that opens onto private sensory garden—a welcoming respite from residents' daily lives.

“With The Rowan, we are creating a product that hasn't existed in Astoria—a modern, thoughtfully designed condominium building that has all the high-end finishes and amenities you see across the city,” said John Petras, managing principal of RockFarmer Properties. “As a Queens-based developer that knows the borough incredibly well, we believe The Rowan will speak to an underserved buyer in the area looking for new construction in one of NYC's best neighborhoods.”

When complete in 2020, the six-story condominium will comprise 46 studio, one, two and three-bedroom residences ranging in size from 425 to 1,857 s/f.

In addition, The Rowan will open a sales gallery nearby at 29-21 21st Ave. this fall where buyers will be able to preview a 3D model of the building, a built-out kitchen, living room and bathrooms and view an interactive sales tool to select their residence and experience what life will feel like living at the building. Construction on The Rowan has commenced; sales are anticipated to launch in the fall of of this year.

Residences at The Rowan will feature custom seven-inch white oak flooring throughout, oversized 4' x 8' windows, a Miele appliance suite including washers and dryers and individually controlled HVAC systems; all homes will be pre-wired for Fios cable and high-speed internet. Approximately 50% of homes will also feature generous outdoor space; penthouses will boast floor-to-ceiling windows and large private terraces with views of New York City.

“It is incredibly exciting for us to have the opportunity to transform this area in Astoria and to make this building into an extraordinary place to live. This project is a rare to combination of sweeping views of the Manhattan skyline, over ten-foot ceiling heights and immersive garden spaces that frame the community,” said Wayne Norbeck and Jordan Rogove, partners at DXA.

The Rowan will feature a number of thoughtfully designed amenities and features including a fitness center; indoor/outdoor resident’s lounge with kitchenette, dining area and library with direct access to the building’s sensory garden; engaging children’s playroom; soundproof music practice room; pet spa; package room, and bicycle and storage spaces. Residents will be able to enjoy an expansive landscaped roof deck offering sweeping views of Manhattan that features an outdoor kitchen with a BBQ station, relaxation and dining areas, and private cabanas. The Rowan will also feature a part-time attended lobby, virtual concierge and dedicated building staff.

The Rowan will feature a fully-automated parking garage by U-tron, one of the only systems in New York and the only one in Queens. The unique parking system will comprise 96 parking spaces in a three-story structure underneath the building. Residents will be able to call for their cars on demand using a phone app; the car is then delivered within minutes. In addition, the system will use AI to learn behaviors of resident’s driving habits to delivery their cars faster.

“While there has been a flurry of new development in nearby Long Island City and Brooklyn, Astoria just hasn’t seen many luxury condominiums developed—certainly not at this caliber,” said George Michelis, managing principal of RockFarmer Properties. “This is a product we think will resonate with buyers. The Rowan offers the highest level of design, amenities and finishes at incredible value compared to Manhattan and other ‘hot’ areas in Brooklyn.”

The Rowan is located in the heart of Astoria’s Ditmars neighborhood on 31st St. between Ditmars Blvd. and 21st Ave. just steps from many of the area’s best restaurants, shops, entertainment and nightlife. The Rowan also enjoys close proximity to Astoria Park and offers convenient transportation options including the N and W subway lines and close access to the BQE, RFK Bridge and LaGuardia Airport.

The Rowan will feature approximately 22,000 s/f of retail space perfect for boutiques, restaurants/cafes and other service-driven retailers. Each unit contains ground floor and below-ground space.

New York Real Estate Journal - 17 Accord Park Drive #207, Norwell MA 02061 - (781) 878-4540