



## **Silverbeck's 109-unit HERO LIC development hits effective status**

October 01, 2019 - Owners Developers & Managers

Amenity space at HERO LIC - Queens, NY

Queens, NY According to real estate owner, developer and investor Silverback Development, the firm's first project in Long Island City, HERO LIC, hit effective status in record time for the neighborhood, after being on the market for one month. Situated at 24-16 Queens Plaza South, HERO LIC is Long Island City's first Art-Moderne skyscraper featuring 109 condominiums with Manhattan views. "Million Dollar Listing New York" television star Ryan Serhant and The Serhant Team of Nest Seekers International are exclusively handling the sales and marketing of the property. The project was designed by architectural firm Woods Bagot.

HERO LIC is a monument of contemporary elegance and urban convenience, inside and out. The unique architectural elements include a seamless, curvy exterior complemented by a bright, white façade that stands out in the Long Island City skyline, as the neighborhood's first Art-Moderne-style building. Each of the 109 residences have been carefully crafted to maximize the layouts and the views. The homes range from studios to two-bedrooms and expansive loft duplexes, many with coveted private outdoor space.

"With the continued growth and the oversupply of rentals in Long Island City, we took the non-conformist strategy to spearhead the conversion of the rental project to condominiums, to meet the shifting needs of the market," said Josh Schuster, managing principal of Silverback Development.

The interiors of HERO LIC were fabricated by Woods Bagot to strike the perfect balance between high-design and ultimate efficiency, outfitted with top-of-the-line finishes and materials that enhance the modern living experience. The residences feature open-concept layouts with European oak flooring, bathrooms with floating vanities and tempered glass showers, sleek kitchens equipped with custom Spanish oak cabinetry, Caesarstone countertops, and a suite of fully-integrated appliances from Bosch, Liebherr and Blomberg.

"The buyers and brokers are beyond excited about HERO LIC and the amount of interest we have is unparalleled, which has resulted in a strong sales velocity," said Ryan Serhant of Nest Seekers International. "The price points are amazing, the finishes are gorgeous, and the amenities are next

to none. This is looking like it will be one of the most successful projects in Long Island City, ever.”

Residents of HERO LIC will enjoy 15,000 s/f of amenities as an extension of the home, including a 24-hour doorman; serene lobby and Zen Garden; social parlor and multi-purpose dining room; a wellness center and separate yoga studio; a Sky Room lounge with pool table; a rooftop deck with BBQ grills; a 3,000 s/f open-air veranda with dramatic 30-foot-high ceilings; a pet spa; and package room along with bicycle storage. The building is surrounded by the top restaurants, cafes, bars, and shops with easy access to transportation and the stunning Long Island City waterfront and green spaces.

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