



Bolla of Prudential Douglas overseeing sales, marketing and design of 110 units

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A brick-and-stone Renaissance revival school building on Manhattan's Lower East Side has hit the market after a decade-long transformation into private luxury wellness condominium residences. Throughout much of the 20th century, 371 Madison St. was better known as Public School 12. Remodeled, the property is newly born as The Madison Jackson.

The 110-unit, six-story building will feature an assortment of amenities with a focus on wellness, all of which will open by September.

Michael Bolla, managing director at Prudential Douglas Elliman and one of the city's foremost experts in historic restoration, is overseeing sales and marketing. The executive director of Elliman Equity Design, Bolla designed all common areas in the building, including the hallways, gym and pool, as well as an upgrade package for the units.

"Our driving force on this project was to make the most of the neighborhood's exceptional peace and quiet, open space and light," said Bolla. "What we've created is an extension of the positive vibe that permeates this community."

"There's nothing like The Madison Jackson anywhere in the neighborhood," said Thomas Sung, the project's developer. Sung - a devoted patron of the Lower East Side community and long-term investor in the neighborhood - sees the creation of The Madison Jackson as an instrumental moment in the community's evolution. "The affordable, organic approach to this project will fit with the local culture and stimulate it in a very positive way."

Apartments in The Madison Jackson are primarily open duplex lofts ranging from 700 to 1,500 s/f, including several double mezzanine lofts with 16-foot ceilings.

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