



## **PKSB Architects-designed 20 Henry Street is 65% sold**

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Since its sales launch, 20 Henry St., has only two penthouses remaining and more than 65% of homes in contract, according to Stribling Marketing Associates. The combination of authentic and contemporary loft residences, through the conversion of the 19th century former Peaks Mason Mints factory building and the addition of the classically modern Poplar Building, is a draw for buyers. Designed by PKSB Architects, 20 Henry includes 38 studio to four-bedroom residences.

"The response has been tremendous with a diverse mix of buyers, from Brooklyn, Manhattan and abroad, showing a strong response to 20 Henry's prime location and true loft residences," said Michael Chapman, executive vice president at Stribling. "Current sales are averaging more than \$1,000 per s/f and four of the six penthouses are in contract. We anticipate continued momentum, especially as we progress with upcoming closings and move-ins."

Construction at 20 Henry is progressing smoothly with closings expected to begin in late summer 2012.

The project's six penthouses feature spectacular views, private roof decks and, in the Poplar Building, professionally landscaped roof top gardens. Prices for available condominiums range from \$450,000 to \$2.895 million.

The exterior of the Middagh Building, which was built in 1885 at the corner of Henry and Middagh Sts., is fully restored to feature the original brick façade, exposed buttresses and rows of arched industrial windows. The façade also includes the original "Peaks Mints" lettering.

Classic lofts within the Middagh Building exude contemporary elegance while evoking a storied industrial past. These spacious corner homes feature ceilings up to 12 feet, oversized windows and exposed original heavy timber structural beams and columns.

The adjacent Poplar Building, located at the corner of Henry and Poplar Streets, presents a classically modern style in contrast to Middagh's industrial aesthetic. Residences are clean and sophisticated with floor-to-ceiling windows and many feature private balconies.

Interiors within both buildings incorporate premium custom finishes and fixtures that seamlessly complement the design. Gourmet kitchens feature stainless steel Bosch appliances, Caesar Stone counters, custom Wenge cabinetry and Grohe faucets. Master bathrooms feature custom teak vanities, 'Calcutta Gold' marble tiles, freestanding soaking tubs, frameless glass showers and Kohler fixtures.

Services and amenities at 20 Henry offer residents a full-service living experience. Residents will be greeted with a serene, private landscaped entry courtyard that connects the two buildings. Additionally, a vertical "green wall" will extend along the Poplar Building façade. 20 Henry will also

offer on-site resident management, an attended lobby, a fully equipped fitness center, bicycle storage, refrigerated storage and separate private storage for purchase.

20 Henry is well-situated in Brooklyn Heights, just steps from Brooklyn Bridge Park, the upcoming Squibb Park pedestrian bridge and the Brooklyn Heights Promenade. The subway is within a few short blocks and offers convenient one-stop access to Manhattan and other Brooklyn neighborhoods.

20 Henry is qualified for both 421-a and J51 tax abatement benefits (the specifics are contained in the opinion of counsel in the offering plan). Both applications for these benefits are filed with Housing Preservation Department, and the application for 421-a has been filed and accepted.

For additional information about 20 Henry, please visit [20Henry.com](http://20Henry.com) or call 718.855.2823.

#### About Stribling Marketing Associates

Stribling Marketing Associates was established in 1999 in response to Stribling & Associates' ever increasing activity in the project marketing arena. Today, it has grown into one of the most respected and successful project marketing groups in New York City. The division specializes in marketing and sales of new developments and conversions. The firm also provides comprehensive advisory services which include: strategic collaboration with architects to ensure optimum unit mix and layouts, the creation of compelling brand and positioning, advice on creation of distinctive and unique marketing materials, and intelligent, honest, and experienced brokerage.

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