



Prudential Douglas Elliman holds grand opening for Madison Jackson; 110-unit, six-story condominium building built in 1908

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After years of restoration and remodeling, The Madison Jackson, a brick-and-stone French Renaissance Revival school building that has been converted into condominiums, debuted to the broker community. Built in 1908 by architect Charles Snyder, the former public school and architectural landmark is located on the Lower East Side.

Michael Bolla, managing director at Prudential Douglas Elliman and one of the city's foremost experts in historic restoration, will oversee sales and marketing.

"The Madison Jackson is unrivalled in the current marketplace in that no other building offers equivalent value and affordable luxury in a neighborhood that is at once family-oriented and culturally-rich," said Bolla. "We expect that buyers will appreciate not only the unique amenities and quality of design, but also the immediate sense of place and 'roots' that is very apparent here."

The 110-unit, six-story loft building will feature an assortment of amenities with a focus on wellness, including a private holistic club. The club will offer services to improve the heart and mind, including a yoga studio and an Olympic-sized, heated saltwater swimming pool—the "Dead Sea pool" that took a feat of innovative mechanical engineering and more than five years to be fully completed.

The Madison Jackson will also offer homeowners an organic laundry and alteration facility, juice bar, and vegan room service with a menu focused on squeezing out toxins and balanced nutrition.

In addition, the 24-hour doorman building will sport a private, two-level parking garage for 30 cars, landscaped gardens, and a particularly unique offering—an exclusive art gallery and event space that will host guest curators from local galleries and special exhibitions by contemporary artists and photographers.

Located on the corner of Madison and Jackson Sts., The Madison Jackson sits in a quiet, family-oriented enclave of the Lower East Side, but is only minutes from the bustling, vibrant nightlife of the surrounding neighborhoods, a mere five blocks from the F train, and a stone's throw from the New York University campus. Green space is plentiful with the nearby Corlears Hook Park, a relaxing green getaway with a dog run, playground and exquisite views overlooking the East River. Nearby, The Henry Street Settlement offers social services, arts and health care programs to the local community.

One and two-bedroom apartments in The Madison Jackson are primarily open duplex lofts ranging from 700 to 1,600 s/f, including several double mezzanine lofts with 16-foot ceilings and prices that start in the lower \$500,000 range. The building also boasts a penthouse with approximately 7,000 interior s/f and more than 12,000 s/f of outdoor space, with the structural capacity to accommodate a swimming pool. Price available upon request.

For more information about the residences at The Madison Jackson, please visit

www.madison-jackson.com or call 212-334-4855.

Prudential Douglas Elliman Real Estate is New York's largest residential brokerage, with over 60 offices in New York City, Long Island, the Hamptons and Westchester/Putnam, more than 3,800 real estate agents and a network of national and international affiliates. Prudential Douglas Elliman ranked in the top four of all real estate companies in the nation in 2007, 2008, 2009, and 2010. The company also controls a portfolio of real estate services, including Manhattan's largest residential property manager, Douglas Elliman Property Management, as well as PDE Title and DE Capital Mortgage. For more information on Prudential Douglas Elliman, as well as expert commentary on emerging trends in the real estate industry, visit the Prudential Douglas Elliman site at www.elliman.com.

With over two decades of sales and development experience, Michael Bolla, managing director at Prudential Douglas Elliman, has been at the forefront of New York City real estate since he was 21 years old. Bolla's commitment to every property he puts his name on has yielded a host of celebrity clients - from well-known entertainers to the managers and agents who represent them. Prior to joining PDE, Bolla was the sales director for Luxury Lofts and Homes, a boutique brokerage firm in New York City. His forte - renovating historic properties and transforming them into luxurious living spaces - has earned him a stellar reputation in the real estate community. Two such notable projects include the famed Chelsea Mansion located at 436 West 20th Street and the Forward Building, a residential development converted from what had previously been The Jewish Daily Forward's headquarters, located at 175 East Broadway.

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