



Bizzi & Partners Development's The Leonard reaches 80% sold

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According to Bizzi & Partners Development, within two months of launching sales at The Leonard, the condominium is already more than 80% in contract. With Douglas Elliman Development Marketing leading sales and interest in the property and TriBeCa's burgeoning northeast corridor still growing, the visionary Italian developer is looking forward to an exceptionally busy fall season.

"We expected sales would move quickly, but reaching such a major milestone in a matter of weeks is unprecedented," said Steven Della Salla, managing principal for Bizzi & Partners Development, which is developing The Leonard in partnership with Boris Aronov. "This is a defining moment for Bizzi & Partners and TriBeCa."

The Leonard is Italy-based Bizzi & Partners' second New York City success story, the first being 400 Fifth Ave., the Gwathmey-Siegel masterpiece that re-branded Midtown South and increased the area's average price per square foot. Located at 101 Leonard St., The Leonard is a circa 1904 neoclassical building thoughtfully restored and re-envisioned for the modern TriBeCa lifestyle with cutting-edge design, amenities and service. Upon completion in the summer of 2014, the 12-story condominium will introduce 66 one to three-bedroom residences ranging from 835 to 1,963 s/f, and a collection of expansive three and four-bedroom penthouses starting at 2,666 s/f, two with private terraces.

Showcasing interiors by the award-winning Mitchell Freedland Design, and generously scaled floor plans by SLCE Architects, The Leonard perfectly blends contemporary elegance with quintessential TriBeCa charm. The residences are lofty, open and airy with exceptional natural light, dramatic ceilings heights, soaring from nearly ten feet to more than 15 feet, and Appalachian solid oak flooring throughout. Spacious living rooms blend seamlessly with meticulously curated kitchens, featuring custom cabinetry in polished wood and lush lacquer finishes, expansive quartzite countertops, deep basin sinks, professional-quality Miele cooktops, multi-purpose islands, Grohe fixtures, and top-of-the-line appliances, including Miele and Liebherr. Master baths, appointed with natural limestone and elegant wood, provide serenity and spa-like comforts with sumptuous soaking tubs, frameless glass showers, all with Grohe fixtures, and custom double vanities with back-lit mirrors and abundant storage.

The Leonard also features an array of sought-after amenities, including a rooftop retreat with views of south and west TriBeCa, barbeque and grilling facilities, an inviting lounge area and a lush vertical garden. The children's playroom is vibrant and imaginative, housing a variety of toys, game tables and fun built-in furnishings, while the adjacent fitness center is fully-equipped and features a water bar. Inspired by contemporary TriBeCa, the distinctive lobby - defined by wood-paneled columns, 15-foot ceilings and two stunning pendant chandeliers - offers an intimate seating area and 24-hour attendance. Private storage compartments, bicycle storage and refrigeration for

groceries is also available.

"Bizzi & Partners developed an incredible product at The Leonard; it's exactly what buyers desire of TriBeCa - the lofty living spaces and quaint, historic charm - but combined with the caliber of amenities and service typically consigned to large-scale developments," said Karen Mansour, executive vice president of Douglas Elliman Development Marketing. "The Leonard is already more than 80% sold and still gaining momentum."

Considered the last bastion of TriBeCa, a neighborhood coveted for its historic architecture and charm, Northeast TriBeCa is transforming into a vibrant residential corridor with new and forthcoming culinary, cultural and retail attractions, and The Leonard is situated at the center of it all. For one, Chef Michael White's newest venture, The Butterfly, a supper club and cocktail bar, opened this month at 225 West Broadway, while a collection of niche health and wellness spas, such as Aqua Cyling Studio and Aire Ancient Baths, have also opened just around the corner. Conveniently located near six subway lines, and just minutes from SoHo, FiDi and the center of thriving Lower Manhattan, The Leonard offers all of the benefits and prestige of a TriBeCa address but with unprecedented accessibility.

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