



## **Rose Associates celebrates 50% leased mark of The Larstrand**

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According to the leasing agents of The Larstrand, a newly constructed full-service residential building on the Upper West Side, the property now more than 50% leased. Since leasing began in late summer, the building has achieved rents of over \$100 per s/f.

"The consistent traffic to our leasing office and the rents we've been able to secure are testament to the quality of this property and to the demand for high-end rentals on Manhattan's Upper West Side," said Chiho Machado of Rose Associates, the exclusive leasing and managing agent of The Larstrand.

A development of Friedland Properties, The Larstrand first welcomed residents this past fall as select floors were completed. Units on all floors now available for immediate occupancy. The 20-story building is comprised of 181 apartments in studio, one, two and three-bedroom configurations.

The Larstrand is situated with access to Central Park, Upper West Side restaurants and retail, and the neighborhood's many cultural institutions, including the Museum of Natural History to the east and Lincoln Center to the south. Designed by SLCE Architects, the property features spacious apartments with views of Central Park, and the Hudson River. The property also offers significant common areas, including an indoor lounge and bar, fitness center, children's playroom, as well as an expansive rooftop amenity space.

The Larstrand's bathrooms feature medicine cabinets with televisions built into mirrors that defog at the flick of a switch. Italian tile lines the bathroom walls and floors, which offer radiant heat. Kohler fixtures and Highbridge Alcove tubs complete the baths.

Bertazzoni stainless steel gas ranges are a highlight of the kitchens, as are the Wi-Fi-enabled Samsung refrigerators with apps. The kitchens also feature Bosch dishwashers and microwaves, Madeli sinks and quartz countertops. Every apartment at The Larstrand includes a frontloading washer and dryer, and safes are tucked into the walls of each master bedroom.

The lobby is staffed 24 hours, and residents can enjoy access to a full-service fitness center featuring a complete slate of cardio and weight training equipment. Adjacent to the gym is a yoga studio, which can be used for classes and individual exercise. Leave it to Max, The Larstrand's full service concierge, has been assisting residents during move-in and presenting them with gift baskets that include treats from Zabar's and other venerable shops in the neighborhood.

A significant and thoughtfully designed amenity space has been created on the roof of The Larstrand. Occupying more than 5,400 s/f, the rooftop is comprised of an outdoor screening area and bar, as well as sitting areas, barbecue pits, and cabanas. The Larstrand also has a children's playroom and an indoor lounge.

Based in New York, Rose Associates is a developer, owner and operator of premium residential

properties. From planning a new development to managing day-to-day property operations, our Rose 360 Platform offers a full range of services designed to maximize the value of real estate. We currently oversee 26,000 units across New York, with \$2 billion under development for ourselves and our clients.

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