



Fortis Property Group and Wonder Works Construction Corp. reveal 540West is 50% sold

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According to Real estate developers Fortis Property Group and Wonder Works Construction Corp., 540West, a new residential condominium project in Manhattan's Hell's Kitchen neighborhood, is now over 50% sold. Located at 540 West 49th Street between 10th and 11th Avenues, 540West is bringing 110 residences to market, with move-ins expected by the end of the year. This milestone was achieved shortly after the recent launch of sales within the North Tower.

540West is comprised of two interconnected seven-story buildings - a North and South Tower - designed by S9, an affiliate of Perkins Eastman Architects PC. Residences range in size from 501 to 1,625 s/f, and include studios, one- and two-bedroom apartments, duplex units and a collection of penthouses with private roof decks and expansive views. The residences are priced between \$725,000 and \$3.575 million.

"There is no doubt that Hell's Kitchen is undergoing an exciting transformation," said Stephen McArdle, senior managing director of Halstead Property Development Marketing, 540West's exclusive sales and marketing team. "Reaching this sales milestone demonstrates that savvy buyers who choose to live and invest in New York City not only see the potential of this particular neighborhood, but also want to be at the forefront of its revitalization. It doesn't hurt that this project hits on all cylinders."

Meshberg Group, LLC designed the 540West interiors, which boast white oak floors, floor-to-ceiling-windows, custom built-in wardrobes and laundry closets. A handful of units will also have private terraces.

The kitchens feature custom-designed cabinets manufactured in Italy; under cabinet lighting; Silverstone quartzite countertops and backsplash; Italian-designed polished chrome faucets with pull out sprays; under mount stainless steel sinks; Integrated 24" Liebherr refrigerators/freezers; Bertazzoni 24" 4-burner gas cooktops in stainless steel and 24" stainless steel wall ovens; Blomberg integrated dishwashers; and stainless steel microwaves.

Both the master and secondary bathrooms feature Italian porcelain wall and floor tile; custom-designed vanities; a shower/soaking tub and oversized rain showerheads.

All penthouse residences boast private roof terraces and premium appliance packages.

The lobby will feature polished concrete, wood, glass and Venetian plaster with a fireplace and lounge seating.

540West's extensive amenities package includes a 24-hour doorman; fitness center; lobby lounge with a fireplace; two landscaped roof decks; bike storage; individual storage units; a pet spa; and a 6,000 square foot central courtyard with a reflecting pool, outdoor lounge and movie viewing areas.

"From the very beginning of this project, the developers had a vision to create a sense of community," said Timothy Rizzo of Halstead Property Development Marketing. "Buyers have

responded well to this effort. Its quality, design and top-of-the-line fixtures sets 540West apart from all new developments in the area."

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