



## **HAP Investments unveils results to community poll for facade colors for HAP 5**

October 20, 2014 - Design / Build

HAP Investments LLC, a New York based international real estate investment and development company, has released the results to its community poll launched to determine preference for the facade colors of its HAP 5 development, located at 329 Pleasant Ave. The community chose the translucent cirrus with graduated magenta balcony trim colors with 37% of the vote.

"We offered to listen to the choice of facade colors the community preferred, and that's exactly what we are doing," said Eran Polack, CEO of HAP Investments. "Going forward with construction we will be using the preferred color scheme in our development."

"Color is an emotional and visual phenomena that can make us feel alive, make us feel positive, imbue a sense of warmth, and evoke a pleasurable human spirit, said designer Karim Rashid. "White glass always looks so elegant, the purity and cleanliness contrasting with the graduating pink hues running up the building, from fuchsia to almost white will give the building an ethereal glow. The facade will have a beautiful warm feeling like a sunset."

The on-line survey opened Tuesday, September 23rd and was open to the public through Friday, October 3rd. In addition, representatives of HAP Investments were at the HAP 5 site on October 2nd from 4-7 p.m. and October 3rd from 8-11 a.m. to record community votes. The survey included five facade options with the winning design favored by the community by 10 percentage points or more.

The development is located at 329 Pleasant Ave., one block east of First Ave. and 117th St. in East Harlem, in one of the most rapidly transitioning neighborhoods in New York City. HAP 5 will be comprised of an eight-story building, containing 20 rental apartments. It was designed by world renowned designer Karim Rashid.

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