

Developer Hello Living acquires 4650 Broadway for \$55 million; GreenbergFarrow retained as the architect of record

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Manhattan, NY Hello Living, a Brooklyn-based development firm, has acquired 4650 Broadway, the firm's first development project in the borough. GreenbergFarrow has been retained as the architect of record for the project. The acquisition price was \$55 million.

Adjacent to Fort Tryon Park in Inwood, 4650 Broadway, which boasts 370,039 buildable s/f, will become a mixed-use development comprising 272 residential units. 30% of those units will be a part of the Affordable New York Housing Program. The development will also include 140,000 s/f of community facilities, and an additional 49,000 s/f of commercial retail space. In tandem with Hello Living's aesthetic and vision, 4650 Broadway will feature superlative design elements, coupled with onsite facilities that enrich, yet blend into the fabric of the neighborhood.

Each apartment, from one-to-four bedrooms, will feature open-plan living, triple-pane doors and windows, and expansive front and back terraces.

"We are thrilled to embark on our first project in the sought-after borough of Manhattan. Hello Living is known for its trailblazing developments throughout Brooklyn, and we could not be more excited to apply the same vision to Hello Broadway in order to serve the future residents and business owners at 4650 Broadway," said Eli Karp, CEO and founder, Hello Living. "We approach each of our developments with passion and, as we enter this new area, we are committed to adding to the landscape of what makes Inwood unique."

Nearby to the Dyckman St. Inwood station, the neighborhood is served by both the A and 1 subway

lines.

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