



The Marketing Directors named sales/leasing team for 3 Westchester projects

January 22, 2019 - Front Section

Rye, NY The Marketing Directors has been appointed the exclusive sales and leasing team for three new residential projects in Westchester County: The St. Regis Residences; The Mason in Mamaroneck, and 14 LeCount Place in New Rochelle.

“Westchester is really heating up, and we are seeing a significant amount of new development, both rental and condo, coming to vibrant communities like Mamaroneck, New Rochelle and Rye,” said Adrienne Albert, CEO and founder of The Marketing Directors. “Large companies headquartered in Westchester are taking steps to attract and retain the younger workforce, many of which are not yet homeowners. These luxury rentals in proximity to Metro-North provide an exciting opportunity to live, work and play while also offering quick transportation into Manhattan.”

Developed by Alfred Weissman Real Estate, The St. Regis Residences, Rye at 120 Old Post d.features 95 luxury residences anticipated to open for sales in Spring 2019. This development will be the first St. Regis Residences – the high-end Marriott brand – property to operate without a hotel, although many signature St. Regis services will be provided. The gated, five-building complex features homes in a mix of one- to four-bedrooms across three or four floors. Perkins Eastman Architects designed the exterior using shingle-style architecture with peaked and gabled rooflines, a porte cochere, one-acre landscaped courtyard, walking paths and a fenced dog run.

The St. Regis Residences, Rye offers residents gracious, open floor plans with wood and stone tile flooring throughout, expansive windows, contemporary Italian kitchen cabinets with quartz countertops, wine refrigerators, and SubZero, Wolf and Bosch appliances. All but one of the homes have private balconies or terraces, and each home has a concierge closet outside the front door. Each home also includes a laundry closet, a gas fireplace and a five-fixture master bathroom with Kohler fixtures. Homeowners enjoy 25,000 s/f of gracious amenities that include heated, underground parking for 213 cars, 50-foot indoor pool, fitness center with studio room, spa treatment rooms, cognac room with a TV and billiards, John Jacob Astor boardroom, 15-seat theatre-style screening room, 50-person event room, two St. Regis-styled guest suites, and more.

The Marketing Directors is also the exclusive leasing team for The Mason at 270 Waverly Ave. in Mamaroneck, which offers 95 market-rate rentals in a mix of studios, and one- and two-bedrooms. The three buildings – two four-story and one three-story – feature an exposed, distressed brick façade combined with zinc panels, loft-like windows, balconies for select corner homes, and landscaped entry and riverside grounds. The building’s amenity interior was designed by Adam

Meshberg. All homes feature kitchens with GE electric ranges, microwaves, dishwashers and washer/dryer and a Kitchen Aid refrigerator. White high-gloss kitchen upper cabinets are paired with high-gloss lower wood cabinets and white quartz countertops, glass subway tile backsplash and gray slate tiled floors. Bathrooms feature wood vanities with white quartz countertops, Kohler fixtures, American Standard tubs, and tiled floors and ceilings.

The Mason places a large importance on sustainability. Its proximity to the train station enables commuters to reduce their carbon footprint by walking or using the building's bike share program. Charging stations for electronic vehicles are also available. Solar panels will be used to power the building's common areas, which include a resident's lounge, fitness center, indoor/outdoor amenity deck, and children's playroom. The Mason will promote a recycling program for containers, textiles, e-waste and more, as well as a composting system.

L+M Development and Wilder Balter Partners' 14 LeCount Place is anticipated for delivery to the New Rochelle market in Summer 2020. Featuring 380 rental units in a mix of studios, one- and two-bedrooms, the building was designed by Beyer Blinder Belle to offer a high level of finishes and an appealing resident amenity suite spread across two floors. Several apartments on the fifth floor will have large private terraces and more than 30 residences will have private balconies. In-unit washer/dryers are offered in each home.

Amenities include a concierge and live-in super, outdoor pool with locker rooms, outdoor barbeque space, an exclusive gym and two fitness rooms, a lounge area with connected indoor bar and entertainment function space, game area with pool tables, indoor child's play area, an indoor dog wash and outdoor play area, as well as a separate mail and package room featuring cold storage. Two large outdoor resident terraces are part of the amenity package, and one surrounds the outdoor pool on the 25th floor, providing sweeping views of Westchester and the Long Island Sound.

The Marketing Directors is a development advisory and master property marketing and sales force that works exclusively on behalf of owners and builders of new homes. Headquartered in New York, with offices and sales teams active around North America, The Marketing Directors is known for its success in selling and leasing homes at prices that help its clients achieve their goals for each development. In its 30+ year history, The Marketing Directors has helped its clients successfully sell-out more than 1,000 new developments across the country – more than any other marketing firm. It is headed by founder Adrienne Albert and Jacqueline Uργο.

New York Real Estate Journal - 17 Accord Park Drive #207, Norwell MA 02061 - (781) 878-4540