



## **RockFarmer Props' The Rowan 35% sold; design by DXA studio**

July 21, 2020 - Front Section

Queens, NY According to RockFarmer Properties, The Rowan, Astoria's new ground-up condominium, is 35% sold in five months. The DXA studio-designed condo, where 50% of units feature outdoor space, also achieved another important milestone—the NYS Attorney General's Office declared The Rowan's offering plan effective—providing reassurance to buyers that the new development will become a viable condominium with strong individual ownership. Closings are expected to begin in the Spring of 2021.

When complete in 2021, the six-story condominium will comprise 46 studio, one-, two- and three-bedroom residences ranging in size from 425 s/f to 1,857 s/f.

"While the market experienced a unique setback due to COVID-19, pre-completion sales and inquiries remained incredibly strong since we launched sales at the end of January," said John Petras, managing principal of RockFarmer Properties. "The fact that we managed to sell more than 10% of the units at The Rowan during the shutdown is a reflection of the pent-up demand for newly built, well-designed luxury condominiums in Astoria."

In addition, RockFarmer Properties has resumed onsite construction and The Rowan's sales gallery has reopened in accordance with NYC's guidelines for "Phase 2." Interested buyers may once again make appointments to preview a 3D model of the building and use The Rowan's interactive sales tool to select and view individual residences. In addition, visitors can view a built-out kitchen, living room and bathrooms; preview finishes; and see the building's dramatic oversized windows first-hand. Buyers and brokers may also continue to book virtual tours of the building if preferred.

"We are absolutely thrilled to reopen our doors to the community once again; it allows interested buyers and brokers the opportunity to physically see the finishes and walk the site—often the last step before finalizing a purchase," said George Michelis, managing principal of RockFarmer Properties. "We have added precautions and procedures that are in line with the CDC's and REBNY's guidelines in order to ensure a safe in-person tour and/or purchasing process. Kudos to our sales team—and our buyers—for remaining flexible during such a difficult time."

"Having a private outdoor space, in-unit laundry, and multiple indoor and outdoor amenities for work and play is what buyers are looking for today," said Stephen Kliegerman, President of Halstead

Development Marketing “The Rowan has seen strong interest despite the recent shutdown as people look for value without sacrificing on location and design. Simply put: The Rowan checks all the boxes.”

Designed by DXA Studio, The Rowan features a terraced massing of light gray brick masonry resting above a 210-ft.-long glass retail base. The landscape-focused condominium will boast a wood and glass enclosed lobby that opens onto a private sensory garden.

The Rowan has been designed as a modern, amenity-rich condominium development where natural light, organic materials and native plantings intertwine.

The Rowan will feature a number of amenities and features including a fitness center; indoor/outdoor resident’s lounge with kitchenette, dining area and library with direct access to the building’s sensory garden; children’s playroom; soundproof music practice room; pet spa; package room, and bicycle and storage spaces. Residents will be able to enjoy a landscaped roof deck offering views of Manhattan that features an outdoor kitchen with a BBQ station, relaxation and dining areas, and private cabanas. The Rowan will also feature a part-time attended lobby, virtual concierge and dedicated building staff.

The Rowan will feature a fully automated parking garage by U-tron, one of the first systems in New York City and the only one in Queens. The unique parking system will comprise 96 parking spaces in a three-story structure underneath the building. Residents will be able to call for their cars on demand using a phone app; the car is then delivered within minutes. The automated system utilizes AI to learn behaviors of resident’s driving habits—such as what time they typically leave each morning—to deliver vehicles faster over time.

The Rowan is 15 minutes from Manhattan in Astoria’s Ditmars neighborhood on 31st St. between Ditmars Blvd. and 21st Ave. near schools, restaurants, shops, entertainment and nightlife. The Rowan is close to Astoria Park and offers transportation options including the N and W subway lines and close access to the East River Ferry, BQE, Grand Central Parkway, RFK Bridge and LaGuardia Airport.

Halstead Development Marketing is the exclusive marketing and sales firm for The Rowan.

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