



Broad Street Dev. begins closings at 40 Bleecker

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Manhattan, NY According to Broad Street Development, a leading privately held, New York-based real estate developer, investor and operator, closings have commenced at its new luxury boutique condominium project in NoHo, 40 Bleecker. Located on the corner of Bleecker and Mulberry Sts. in Downtown, the 12-story condominium building from Rawlings Architects and interior designer Ryan Korban brings elevated architecture and design with a classic twist and a collection of white glove amenities and services. The ground-up development is currently over 50% sold.

A full suite of services and amenities, another rarity for NoHo, is available to residents of 40 Bleecker and includes private parking, an indoor 58-ft. swimming pool, exercise room and stretching studio and landscaped 5,600 s/f sculpture garden designed by landscape architects, Edmund Hollander. White glove concierge service, a live-in superintendent and bicycle storage are also present. Wellness services, including in-residence treatments and consultations, are provided in conjunction with Clean Market the groundbreaking New York-based wellness spa and boutique.

“40 Bleecker is truly a one-of-a-kind, blue-chip development that offers an unmatched lifestyle experience and we’re excited to welcome residents home,” said Raymond Chalmé, CEO and principal of Broad Street Development. “With its prime location, boutique design by an award-winning team and expansive amenities package that boasts access to private outdoor space, an indoor pool, which is the only one in the neighborhood, and unique wellness programming, 40 Bleecker continues to attract buyers and offers all of the features important in today’s market.”

In addition to closings commencing, the building is nearing another exciting milestone, with the expected completion and unveiling of a trio of unique furnished model residences by Colony, the designers’ co-op. The three curated homes, which vary in size but are all located on the building’s 7th floor, are inspired by moments and eras in fashion history, including Paris in the 1920s, London in the 1970s and Tokyo in the 1980s. With a vast array of thoughtfully designed pieces, 40 Bleecker’s newest model residences complement the building’s captivating architecture and interiors, and will be available to view by appointment.

40 Bleecker’s 61 one-to-five-bedroom residences—including the six penthouses that crown the top of the building in a series of prominent architectural setbacks—boast design by Ryan Korban, marking the designer’s first-ever residential development commission.

The homes showcase a level of fine bespoke detail and custom finishes unprecedented for a new development project of this size. Elegantly proportioned residences are graced with high ceilings, enormous banks of windows, and a richly layered palette of materials hand-selected by Korban that pull from various eras and design influences.

To welcome residents and guests, the warm lobby is appointed with honed statuary marble and dove grey terrazzo flooring, offset by suede-paneled and Beauval limestone walls. In the intimate seating area, two Korban-designed sofas clad in statuary marble surround a custom-designed French limestone slab coffee table that takes center stage atop a soft grey silk rug, all centered around a black marble fireplace lined in bronze. The lobby is featured on the cover of Korban's book with esteemed publisher Rizzoli, Ryan Korban: Interiors.

Douglas Elliman Development Marketing – with a team led by “Million Dollar Listing New York” star Fredrik Eklund, John Gomes and Sarah Burke – is exclusively handling sales and marketing efforts on behalf of 40 Bleecker.

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