



Extended reaches 75% leased at 111 Varick in Hudson Sq.

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Manhattan, NY According to the team behind 111 Varick, the 30-story residential rental building located in Hudson Square is officially 75% leased. This milestone was reached at remarkably fast clip, with the building having opened just this past winter.

“The success of the building thus far – despite coming on the market in a historically slow time of year for leasing activity in Manhattan and amid the COVID-19 pandemic – is a direct reflection of the high-quality product 111 Varick offers,” said Jordan Hoch, leasing director and associate broker at Compass. “The sophisticated design, rare views and luxurious amenity spaces are just a few of the many features attracting renters to the building at such an impressive rate.”

Compass is the exclusive marketing and leasing agent on the project.

Developed by Extended, 111 Varick offers spacious studio to two-bedroom layouts and unobstructed skyline and Hudson River views. Condominium-level finishes include solar shades, flooring, in-unit Bosch stacked washer and dryer, Latch smart-lock system and Nest smart thermostats.

111 Varick, which is expected to achieve LEED Silver certification, rises 30 stories and is enveloped by a 3D precast concrete façade designed by S9 Architecture. The firm was inspired by the industrial heritage of the neighborhood and aimed to bring vibrancy to one of downtown’s most visible corners. The elegantly proportioned interiors that boast oversized windows with views were designed by Chris Shao of Chris Shao Studio, who is revered for his fusion of complex themes.

Residents are offered an all-inclusive lifestyle with an amenities and services package, which includes a landscaped rooftop terrace with a barbecue and an open-air screening area, fitness center, meditation room, conference room, media center and children’s playroom. There is also a speak-easy style billiards room, which serves as a sophisticated and private oasis for residents to entertain guests or just relax.

“111 Varick was built to be a peaceful retreat from the fast-paced city life,” said Jason Kimmel of Extended. “Attentive details, like the fine textured matte veneer laminate on a densely fabricated door for the main residential entry door and precision dimensioned sound-attenuated glass compositions for the windows were designed to elevate the project and deliver a distinguished condo-like offering to the rental market.”

Situated between SoHo, Tribeca and the West Village, the Hudson Square neighborhood is set on 18 square blocks and is just minutes away from Hudson River Park.

111 Varick is located near fine dining, boutique shopping, art galleries and lifestyle attractions. The neighborhood is rounded out with recently renovated green spaces and new bike and pedestrian-friendly streetscapes. 111 Varick is just blocks away from the 1, A, C, and E subways making it easy to access public transportation.

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