



MNS RE and SL Development's The Umbrella Factory reaches 70% sold

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Brooklyn, NY MNS Real Estate (MNS) has sold 70% of the residences. Closings and move-ins have commenced at the Umbrella Factory, the luxury condominium building developed by SL Development and designed by Rawlings Architects PC located at 710 Metropolitan Ave. in Williamsburg.

Umbrella Factory consists of 69 studios, one-, two-, and three-bedrooms homes with prices ranging from \$685,000 to \$2.5 million for the remaining units. 91% of the remaining residences feature private outdoor space, and a variety of studio, one-, two- and two-bedroom duplex layouts remain.

"We were always confident that The Umbrella Factory would be a success. Now that we have reached 70% sold with move-ins under way, we can undoubtedly say, the building has been a

tremendous success and will be an icon in the Williamsburg real estate market. The location, high ceilings, the timber beam construction and diversity of layouts were a huge draw for home buyers, in a market that really lacked any character, quality and uniqueness,” said Andrew Barrocas, CEO of MNS. “Through strategic pricing, we managed to implement multiple increases, achieving record-breaking prices and price per square foot for the area. We are thrilled to welcome our valued buyers to their new homes and eagerly anticipate selling out the remaining residences.”

Once home to the Embee Sunshade Company in 1943, which produced and sold custom umbrellas and sunshades for patios all over country, the Umbrella Factory represents a key part of Williamsburg's rich manufacturing history. With design led by Rawlings Architects PC, the original brick facade of the Umbrella Factory has been preserved and the interior rebuilt using heavy timber construction. With large quantities of structural wood sourced from Alabama, there are no other heavy timber buildings in New York City at this scale.

Homes at the Umbrella Factory embody a stylish industrial design with exposed heavy timber beams and ceilings giving the structure a warm and rustic feel, paired with matte black hardware and other luxury finishes. Kitchens feature top-of-the-line appliances from Bertazzoni and Bosch. Custom kitchen cabinetry has been elegantly paired with Marra Blanca countertops and backsplash. Bathrooms are custom designed with Statuario Grigio Matte Porcelain wall tile, Pantelleria porcelain floors and custom vanities.

Residents will have access to amenities including a roof deck equipped with a BBQ station, private and communal dining areas, lounge seating with views of the skyline and a dog run. Other featured amenities include a dedicated doorman, fitness center, bicycle storage, onsite parking and dog washing station.

The Umbrella Factory sits on a quiet block in a primarily residential area of the neighborhood. Located on the same block as the Graham Ave. L train stop, residents can be in Manhattan in less than 10 minutes. Other commuting alternatives include the proximity to the BQE, Ferry, CitiBike docks and the G, J, M and Z lines only minutes away.

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