



CetraRuddy's 30 Morningside and Claremont Hall showcased for design and architecture

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30 Morningside Drive - Manhattan, NY

Manhattan, NY Architect and housing expert renowned globally for large-scale multifamily innovations, CetraRuddy invited architect and principal Eugene Flotteron, AIA, to lead a tour and speak on a panel about the potential for underutilized buildings and sites to receive new life as

housing and mixed uses. The solutions highlighted “simultaneously revitalize historic urban fabric and respond to the ever-growing demand for housing,” according to the Urban Land Institute (ULI), which is hosting the events as part of its annual spring meeting.

The sessions by CetraRuddy included a tour of new housing in the Morningside Heights neighborhood, where attendees witnessed the firm’s reimagining of a landmark hospital at 30 Morningside Dr. Thanks to the use of historic tax credits and CetraRuddy’s expertise in zoning laws and adaptive reuse techniques, this award-winning project converts the former hospital — designed by Ernest Flagg and built 1896-1928 — into a 204-unit apartment community blending renovation and new construction.

Reflecting that work, Flotteron was a major draw on an April 11th panel exploring the latest ideas in office-to-residential conversions. Flotteron offered insights and a roadmap of the key factors impacting the viability of conversion projects.

CetraRuddy’s work as an interior design firm was also showcased in the tour of Morningside Heights during a visit to Claremont Hall, the 41-story, 165-unit condominium tower on the Union Theological Seminary campus. Designed by the architect RAMSA with the amenities and lobby designs by CetraRuddy, the high-rise incorporates part of an existing seminary facility at its base.

bringing needed homes to the neighborhood while creating new development value for the historic institution.

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