



Southern Land Company opens Florent

January 28, 2025 - Front Section



Garden City, NY Southern Land Company (SLC), an award-winning national real estate developer of master-planned, single-family, multifamily, and mixed-use communities, has opened the Florent, its new luxury apartment community at 555 Stewart Ave. Florent represents a transformative addition to the Village, marking its first multifamily apartment home community in more than half a century.

The four-story, 183,000 s/f building includes 150 one-, two-, and three-bedroom rental residences, with 19 distinct floor plans and units ranging from 852 to 1,892 s/f, with monthly rent starting at \$4,500.

Situated on 4.5 acres, Florent offers residents access to the downtown Garden City shopping and restaurant district, access to Manhattan and Montauk via four local Long Island Rail Road stations,

and golf at Eisenhower Park. The family-friendly community has a Gold Medal School District, quality parks and athletic programs, six golf courses, and lifestyle conveniences.

“Florent is a major addition to the Garden City residential market, and for many reasons,” said SLC founder and CEO, Tim Downey. “Garden City is perhaps the most desirable community in Nassau. These new rental residences make the dream of calling this charming Village ‘home’ a reality to those seeking a community outfitted with first-rate amenities and features designed to enhance their daily lifestyle.”

Florent also breaks new ground in Garden City’s residential landscape by including a collection of affordable housing units, the first in the Village since an affordable housing requirement was established in 2014. Administered by the Long Island Housing Partnership, Florent’s affordable housing program offers 15 affordable units for residents earning 30 to 80 percent of the area’s median income. In addition, 37 apartments are designed to meet ADA compliance standards, further emphasizing SLC’s commitment to inclusivity and accessibility.

“The availability of safe, secure and affordable rental housing is critical for Long Island’s future and for the well-being of its diverse population,” said Peter J. Elkowitz, president and CEO of the Long Island Housing Partnership, Inc. “When municipalities and developers come together to achieve this goal, the results are impactful. Florent is a perfect example. Through the cooperative efforts of the Village of Garden City and the developer, Southern Land Company, 15 apartments were made available to households at a variety of income levels and at an affordable rent resulting in a beautiful complex close to transportation and amenities. The Long Island Housing Partnership is very pleased to have played a role in ensuring that income eligible households had the opportunity to apply and to reside in such an impressive complex.”

Every Florent apartment is outfitted with keyless entry, oak hardwood floors, stainless steel appliances, quartz countertops, Wi-Fi, designer finishes, in-residence washers and dryers, ceiling fans with LED lighting, roller shades, and private balconies or outdoor terraces.

Residents will also enjoy amenities, including:

Concierge services

Resident lounge with a coffee bar and dual-sided indoor fireplace

State-of-the-art fitness center

Quiet co-working areas with private meeting rooms

Resident clubroom featuring a bar and lounge area

Resort-style pool and heated spa, outdoor gas grills, firepits, and seating areas

Dog park and pet spa

Outdoor and private gated underground parking

SLC designs each of its communities with unique communal spaces meant to foster connection, and

Florent features several spaces ideal for private events and community programming. Residents can reserve any of the welcoming communal lounges for their personal occasions, while also having opportunities to connect with neighbors through a variety of social and wellness programs organized by Florent's team of property management and hospitality experts. Please note that certain amenities and communal space uses are subject to change.

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