

# BROKERS WEEKLY

## NEW DEVELOPMENT

GREAT JONES REALTY / DESIGN DISTRICT 45

### NoHo newbie turning heads

Great Jones Realty and Design District 45 announced the launch of sales at 45 Great Jones, a new residential project in NoHo.

Located on Great Jones Street between Bowery and Lafayette, 45 Great Jones is an eight-story building offering four full-floor residences ranging in size from 1,579 to 1,615 s/f and in price from \$2,875,000 to \$3,100,000.

The ground floor contains 2,500 s/f of retail space that is currently on the market.

Completion of construction is anticipated for late spring 2015.

Rob Morea, of Great Jones Realty, said, "Since our soft launch, we have received significant interest from potential buyers. We already have one signed contract and are entertaining several offers on the retail space."

Anthony Lauto of Design District 45, whose family has occupied the property since the late 1940s, when it housed the Great Jones Lumber Company, added, "This project respects the building's history, as well as the NYC Landmarks Preservation Commissions designation.

"In turn, we elegantly designed it into modern, loft-like residences that we know will resonate with today's buyer."

The building's design, orchestrated by architectural firm Beyer Blinder Belle, has maintained the historic brick and cast iron façade of the original 19th century three-story building, while incorporating an entirely new eight-story concrete structure.

The full-floor, loft-style interiors have solid Oak, nine-inch wide



plank flooring, 11 ft. 6 ins. ceilings and custom-designed LED lighting in recessed coves designed to display art collections.

Each residence comes with private outdoor space, a Miele washer and dryer, and is pre-wired for home audio visual automation.

45 Great Jones is on track to receive a National Green Building Standard certification.