



# Über-Wealthy Flock to Soon-To-Open East End Avenue Tower

By [JILL GARDINER](#), Staff Reporter of the Sun | August 9, 2007



The neurologists, orthopedic surgeons, and nurses who once milled around this quiet stretch of the Upper East Side, enjoying breathtaking river views from their medical examining rooms, are long gone. And a who's who of real estate, art, fashion, and business will replace them.

Nearly three years after Beth Israel Medical Center shuttered its satellite hospital across the street from Gracie Mansion, a far more lavish building is preparing to open.

The luxury condominium at 170 East End Ave., between 87th and 88th streets could open as soon as October. Its residents will include the president of Vornado Realty Trust, Michael Fascitelli; an heir to the Bronfman family fortune, Adam Bronfman; a prominent Manhattan art dealer, Dominique Levy; the founder of the clothing chain Club Monaco, Joseph Mimram, and a number of other boldfaced names.

Designed by the architect Peter Marino, who created the flagship Giorgio Armani store on Madison Avenue and the Louis Vuitton store on Fifth Avenue, 170 East End Ave. has units priced up to \$16 million.

The building is more than 90% sold, and includes amenities such as a squash court, golf simulator, a library, and a children's game room that is shown with pinball machines and a foosball table in renderings.

"We sold to a very large amount of prominent real estate people," the building's developer and president of Skyline Developers, Orin Wilf, said. "We probably sold 12 or 14 apartments to some of the biggest real estate people in New York."

Real estate experts say the opening of the 90-unit building could be the beginning of a transformation of the upscale but sleepy East End Avenue into a new, edgier destination neighborhood for the über-wealthy.

The apartments are being snatched up quickly. Yesterday, only four apartments, ranging from \$2 million to \$7.5 million, were listed as available on the building's Web site. Less than a week ago, six units were available, including one listed at \$16 million and another at \$8.2 million. Both are now in contract.

The building will have an expansive marble lobby, leading out to a garden and waterfall in the back, where several sheep sculptures designed by the French artists Claude and François-Xavier Lalanne are featured.

Fashion executive Paul Sinclaire, who is president of the women's clothing company Tevrow + Chase, said he was hesitant even to think about moving into new construction after buying at one of Richard Meier's glass-and-steel buildings on Perry Street.

"I looked at a \$3 million apartment there that I wouldn't give you \$1.98 for," Mr. Sinclaire said. But this time around he was impressed, and he and his partner of 22 years, Eric Berthold, quickly decided to buy, he said.

"The quality of the finishes and the kind of attention to detail reminds me of 820 Fifth Ave. or 740 [Park Ave.] or some of the great, great, buildings," he said referring to two prestigious Upper East Side addresses.

The owner of the Madison Avenue furniture and design showroom Troy, Troy Halterman, said the East End Avenue building encompasses the edgier design of a downtown building with the more family-friendly Upper East Side.

"It's the only thing that I've seen in town that is really providing a little bit of both," Mr. Halterman said. "I think it probably going to be the first of many."

Mr. Halterman's 15th-floor apartment is around 4,000 square feet. He also purchased a studio apartment in the building, where his housekeeper and her husband will live.

"You have the river views, and it is attracting a super-luxury crowd. Those are folks for whom public transportation, which is not very accessible there, matters less," an associate professor of law and real estate at Baruch College, Jay Weiser, said. "Certainly Mike Fascitelli is probably not taking the subway to work every day."

Mr. Weiser said that until the most recent construction boom, the majority of Manhattan apartments built since World War II have been studios and one-bedrooms.

At 170 East End Ave., Mr. Wilf included several larger apartments to lure families. Another family-friendly feature of the building is its location, far from the traffic and chaos of the avenues further west.

"I don't understand how people could want to raise kids on 86th and Lexington or 86th and Third," Mr. Wilf, who is moving into the building with his wife and two sons, said. "I need a place that's a little bit quieter."

He and Mr. Halterman both cited the views as key. "My apartment has four different rivers views," Mr. Wilf said. "There's a bend in the river when you're coming down the FDR, which I'll be able to see from my breakfast table."