



Apartments Above New York City's Iconic Woolworth Building Unveiled

The Luxury Condos Pay Homage to the Landmark's History

By **V.L. HENDRICKSON**

Impressions 1,243,072



Alan Tanksley created a classic, old-New York feel in the 3,282-square-foot, three-bedroom 38A. TRAVIS MARK

Glass and steel may be taking over the New York City skyline, but the terracotta-clad Woolworth Building, once the world's tallest skyscraper, is still one of its most iconic silhouettes. And soon, you'll be able to live there.

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Two apartments in the newly renovated Woolworth Tower were revealed this week, offering a sneak peek of the luxury condominiums that are set to be completed this fall. Crafted by New York-based developer Alchemy Properties and designed by French architect Thierry W. Despont, the Woolworth Tower Residences build on the legacy of the landmark building while providing state-of-the-art amenities.

“You get a sense of the pre-war classic, but with a fresh, modern feel,” said Stan Ponte, senior global real estate advisor and associate broker with Sotheby’s International Realty on a tour Monday of the still-under-construction property. When completed there will be 33 apartments, spanning the 29th to 58th floors. A one-bedroom starts at \$4.575 million, while a full-floor apartment with two private terraces starts at \$26.4 million. There’s also a seven-level penthouse, which has yet to be priced, called the Pinnacle in the works.

On the 38th floor, each model home was staged by a different renowned interior designer to show different ways of living in the space. Alan Tanksley created a classic, old-New York feel in the 3,282-square-foot, three-bedroom 38A. On the other side of the floor, 38B is a modern two bedroom designed by Eve Robinson.

Historic, landmarked building

The Woolworth Building is “one of the most beloved buildings in New York,” said Mr. Ponte. Designed by architect Cass Gilbert, it opened in 1913 as the headquarters for the F. W. Woolworth Co., the international chain of five-and-dime stores founded by Frank W. Woolworth. Other tenants included Irving National Exchange Bank and Columbia Records. The neo-gothic style lent itself to the nickname “The Cathedral of Commerce,” and it was the tallest building in the world until 1930.

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The Woolworth Building at 233 Broadway
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It's also a national and New York City landmark, so when it came to creating the residences, there was "a sense of responsibility to do it right," Mr. Ponte said. "And to match the building itself in the quality of the materials...and the thoughtfulness of the design."

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To that end, each apartment has been appointed with the highest quality fixtures and finishes, according to Mr. Ponte. Even the address got an upgrade: The residential tower is at 2 Park Place, while the office below will remain 233 Broadway. The tower has its own entrance, elevators and a 24-hour doorman. The lobby will feature ceiling tiles painstakingly removed from F. W. Woolworth's office, which was still intact on the 41st floor of the tower when construction began.

Many original details can be found upstairs as well, from the building's "W" logo inlaid into the cabinetry to the terracotta surrounds that frame the windows. These have been restored to the tune of \$20 million, Mr. Ponte said.

Since terracotta is such a durable material, many of the tiles survived. Those with minor damage or cracks were sealed to keep the integrity of the building, but tiles that couldn't be salvaged were recreated by Boston Valley Terra Cotta. The company used lasers to measure the tiles and then recreated them at their warehouse outside of Buffalo.

These glazed cobalt-blue, green and yellow tiles frame the building's large windows, making the views even more striking. And there are plenty of windows; the entire building has more than 5,000.

"One of the great things about Woolworth Tower is that it really is a tower," Mr. Ponte said, which allows for 360-degree views. "I like to imagine myself doing the dishes," he joked, imagining taking in the nighttime skyline while rinsing highball glasses.

The custom kitchen isn't a bad place to cook, either, with Calacatta Caldia marble throughout and Miele appliances. The backsplash above the stove is a replica of the grates that used to cover the building's elevators.

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Building's original architecture adds to appeal

The building's high ceilings and many windows help to create an airy, fluid feel in the dining and living areas. The walls in the homes are not load-bearing, so the layouts are flexible.

The sun also streams into the private areas of the home, giving it a "lightness and crispness," said Mr. Ponte. The master suite has a bathroom with nickel fixtures and marble throughout, a vanity and, in one of the models, a huge walk-in closet with stunning custom cabinetry by Clive Christian Interiors. A second bedroom also has an en-suite bathroom.

The Woolworth Tower Residences will also offer the amenities modern buyers have grown to expect, from a salt-water pool and wine storage in the basement to a gaming room (dubbed the Gilbert Lounge for the original building's architect) and fitness center on floors 29 and 30.

"We are offering a once in a lifetime opportunity to own a piece of history atop a celebrated New York City landmark," Kenneth Horn, president of Alchemy Properties, said in a statement.

Also included: major bragging rights. Being able to say, "I live in the Woolworth Building," might be the most New York thing ever.

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