



## Perk up! Frills and thrills bring new life to city rentals

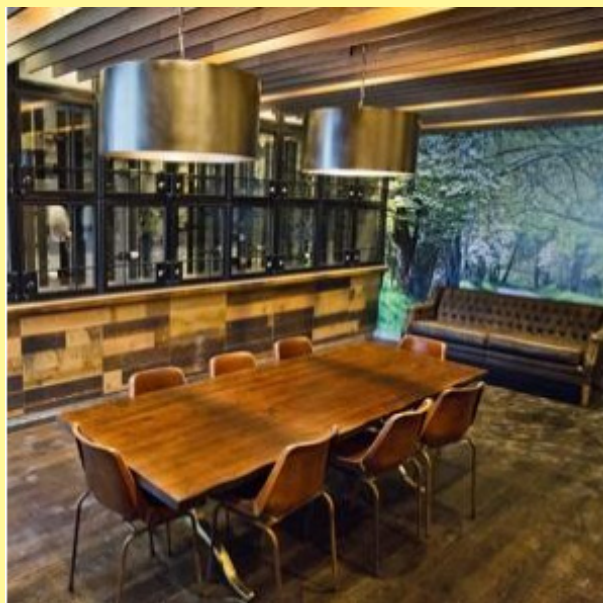
**Welcome to  
the battle  
of the NYC  
rental amenities!**

Of the new apartment developments that are coming to market (or have hit in the last year), there are four in particular we've got our eye on: They feature a stacked set of amenities — everything from oldies-but-goodies like pools, dog spas and golf simulators, to new hip frills like gourmet-food markets and boxing nights. Let's go to the weigh-in!

Strata 550 W. 54th St.

This place packs a punch — and we mean that literally. Among the long list of amenities at the 32-story tower — 162 rental units on the top 11 floors — are boxing nights, where renters can watch bouts curated by none other than Gleason's Gym at the Mercedes Club, the building's amenity space. "I'm going to try to do them more and more," says Bruce Silverglade, the owner of Gleason's, which hosted the first fight last weekend. "For now, we're probably doing one every two months." And if you'd like to get into the ring yourself, the Mercedes Club, on the fifth floor of the Enrique Norten-designed building, offers boxing classes to members four times a week. Residents at Strata get a free membership at Mercedes Club, which boasts indoor and outdoor swimming pools, a juice bar, yoga studio, basketball court and spa rooms with on-staff massage therapists. The apartments that come with these amenities — starting from \$3,700 per month and going up to \$12,600 — were originally designed as condos and range from 613 square feet to 1,698 square feet. "Out of the 162 units, 32 have terraces," adds Nancy Packes of Nancy Packes Signature Marketing Services, which is marketing the building.

### 101 Bedford Williamsburg



It would not be out of line to describe this Williamsburg prospect as edgy. That is, it's a lot like that other big building in the Brooklyn neighborhood, the Edge, which is famous for its extensive collection of amenities. This 351-unit rental, consisting of studios and one- and two-bedrooms, should be ready for move-ins by August. It counts among its amenities an indoor pool (lit by a skylight) and hot tub, golf simulator, 29-seat screening room, party room, library (with electronic fireplace), full roof deck with barbecue station, and 15,000-square-foot courtyard. Oh, and did we mention that 101 Bedford has a pet spa? Studios should be starting at around \$2,400 per month, with the most expensive two-bedroom running approximately \$6,500 per month.

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Gotham West  
W. 44th St. and  
10th Ave. to W.  
45th St. and 11th Ave.

Any challenge to the title requires a well-balanced diet. Gotham West, the 1,238-unit, four-building complex on the far west side of Manhattan, will house a permanent indoor food market starting this fall. "My inspiration for it was originally Brooklyn Flea and Smorgasburg and spending a lot of time in Brooklyn," says David Picket, president of the Gotham Organization. Gotham is bringing in Ivan Orkin of Ivan Ramen to sling noodles; Seamus Mullen of Tertulia will open a casual eatery; AvroKO, the designer and architects behind spots like Saxon + Parole, will design the entire market and open a restaurant there; craft beers and charcuterie will be provided by the folks behind the Cannibal Beer and Butcher; Blue Bottle Coffee will keep you caffeinated; and Brooklyn will be represented by Brooklyn Kitchen and Court Street Grocers. A fancy bike shop is also opening in the market, and a "bike valet" service will be open to residents. "A lot of what we're trying to do is cater to bike culture," says Picket. The second building in the complex will open this month (prices aren't set yet), but the complex should be fully opened by year's end.

The 101 101 W. 15th St.

A lot of buildings will boast a communal kitchen or a party room that rarely has something better than a microwave to heat up cocktail franks. The 101, a recently converted rental structure with 160 apartments (all studios and one-bedrooms) that should open this month, offers something a lot better: James Beard House dinners at the building. "We have a partnership with James Beard for their 'Moveable Feast' dinners," says Jonathan Fishman, director of business development for Stonehenge, the landlord. There will be dinners

and tastings for renters in the entire Stonehenge portfolio, the first of which was held last month in several of the model units and was free to the 150 or so Stonehenge residents (and James Beard invitees) who showed up. "We're going to be doing dinner parties with local chefs," Fishman adds. Of course, the building recognizes not everyone is a food lover, so it's also partnering with the Film Society of Lincoln Center for outdoor movie screenings and talks with directors. And to ease move-ins, the 101 is offering consultations with feng shui experts and home stylist Lilliana Vazquez. Plus, the in-house dog walker will make move-in week easier by taking your dog out for the first week for free. Rents start at \$3,400 for a studio, \$4,400 for a one-bedroom.

### The rundown:

#### \* FOOD

The 101 has James Beard dinners.

Gotham West will have an indoor market inspired by Smorgasburg.

#### \* POOL

Gotham West has 3-inch-deep reflecting pool and Japanese maple tree.

Strata has indoor and outdoor pools.

#### \* PARKING

101 Bedford has on-site parking.

Gotham West has a bike valet.

#### \* SPORTS

Strata has a bocce-ball court.

Gotham West hosts bike excursions.

#### \* BOOZE

101 Bedford will have private wine storage.

Gotham West will have craft beer from the Cannibal.

#### \* ANIMALS

101 Bedford has a pet spa.

The 101 has a dog walker.

#### \* MOVIES

The 101 will host movies from the Film Society of Lincoln Center.

Strata screened "Oz, The Great and Powerful" in its outdoor amphitheater.