

# Ginsburg Development Companies

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## News

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### **KNICKERBOCKER LOFTS BRINGS DRAMATIC RESIDENCES TO LANDMARK BUILDING IN NEW ROCHELLE**

*Beautiful 19th century brick factory converted into unique live-work lofts*

**VALHALLA, N.Y.** (Sept. 7) – The Knickerbocker Press Building, a landmark in New Rochelle, N.Y., for more than a century, is about to start a new life as dramatic SoHo-style live-work lofts.

Knickerbocker Lofts is Westchester's only true loft-style building, with oversized windows, exposed brick, large wooden beams and ceilings up to 14 feet high. The beautiful 19th century factory building (which is on the National Register of Historic Places) has been sensitively renovated to provide modern conveniences – like a cyberdoorman and an on-site fitness center – while retaining the building's handsome weathered brickwork and timbers.

“Knickerbocker Lofts creates a balance of living, playing and working,” said Martin Ginsburg, principal of Ginsburg Development Companies, one of the partners in the project. “You have the flexibility to create your own personal space, including an office or studio if you want. The beautiful, open areas let you indulge your creative side and build a space that is perfectly suited for how you live and work.”

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Eric Anderson, the principal of New York City-based Urban Green Builders, Ginsburg's partner in the venture, said that Knickerbocker Lofts is a residence unlike any other in Westchester. "The Knickerbocker Press Building is a beautiful landmark and we've worked hard to preserve its true loft feeling," said Anderson. "The result is some of the most unique residences anywhere in Westchester County."

Reflecting this uniqueness, a four-story-tall watchtower rising above the main roofline has been turned into a one-of-a-kind, five-level residence highlighted by an upper room with large windows on all four sides, offering 360-degree views. All of the homes in the building at 52 Webster Ave. have modern kitchens with European-style custom cabinets, elegant spa-style baths and specially designed lighting that enhance the open spaces.

In addition to striking private residences ranging from 660 square feet to 2,146 square feet in size, Knickerbocker Lofts has a full array of modern lifestyle amenities. The building features a cyberdoorman with 24-hour virtual concierge service and security, making the Lofts ideal for people with busy schedules. When it's time to relax, Knickerbocker Lofts has a clubroom with a fireplace where people can unwind with their neighbors, as well as a rooftop terrace with shaded and sunny areas offering panoramic views of the surrounding city.

An outdoor parking court to the rear of the building resembles a quiet European-style plaza with trees, shrubs and gardens providing a sanctuary from the bustling city a short distance away. Each residence has reserved parking, and the building is served by a large, well-equipped common laundry room.

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All of this luxury comes at surprisingly affordable prices. Special introductory prices for Knickerbocker Lofts' 45 residences start at \$370,000, according to New York-based The Developers Group, exclusive sales and marketing agents for the development. Some lofts are available for immediate occupancy.

Knickerbocker Lofts is conveniently located in New Rochelle, a central location a half-hour from New York City and suburban employment and retail centers such as White Plains, N.Y.; Greenwich, Conn.; and Stamford, Conn. New Rochelle's reborn downtown is moments away, offering theaters, shops and a fast-growing number of fine restaurants.

The Knickerbocker Press Building has been a landmark ever since it was built in 1889-1890 by G.P. Putnam's Sons, one of the nation's leading publishers at the time. Putnam printed books in the building for more than 30 years before moving out and being replaced by American White Cross, which made bandages there until 1995. Parts of the complex were used as artists' lofts during the 1980s and 1990s, and some nearby buildings continue to house a thriving arts community. Webster Avenue's unique architecture and existing artistic community mean Knickerbocker Lofts is expected to have special appeal to artists and other creative people desiring open, sunlit work-live spaces.

The building was added to the National Register of Historic Places in 2000 because of its unusual colonial revival architectural design and brickwork.

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"This masonry industrial building is an excellent example of an eclectic, late-century structure," states a review prepared by Mary Dierickx, an architectural preservation consultant for New York State quoted in a New Rochelle Public Library history of the building. "With its Flemish gable, arched windows and decorative brickwork, it falls into the rather rare Flemish Renaissance Revival style."

The exterior of the original 1889 building has remained intact, the inventory says, with the exception of a 1951 addition to a section of the Webster Avenue side. The building's "ribbon windows," lined with brick, reflect an early "international style" with a hint of art deco.

The building has an exceptionally visible location just to the east of Interstate 95, and the slate-tile lettering in the roof spelling out "The Knickerbocker Press" is seen by thousands of travelers along the highway every day. How often can you say you live in a bona fide landmark? Knickerbocker Lofts is a rare opportunity to do just that!

For more information or to schedule a tour, visit [www.knicklofts.com](http://www.knicklofts.com) or call (914) 235-8200. Knickerbocker Lofts' sales office will have its Grand Opening on Sept. 9.

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**ABOUT URBAN GREEN BUILDERS:** Urban Green Equities & Urban Green Builders (UG), the successor companies to A & F Equities LLC/A & F Commercial Builders LLC, are, in sum, a full service development and construction company with 15 years experience. UG's experience in construction and development ranges across the industry, from general contracting to financial consulting. UG's focus is public-private, transportation-based, mix-used projects, including both rehabs and new construction. Historic preservation, economic development and environmentally sensitive design are tools that inform each of Urban Green's projects. More information about Urban Green Builders can be found at [www.urbangreenbuilders.com](http://www.urbangreenbuilders.com).

**ABOUT GDC:** Ginsburg Development Companies (GDC), established in 1964 and based in Valhalla, N.Y., is one of the nation's premier full-service real estate design, development and management companies. Martin Ginsburg is the president and chief executive officer. GDC has developed more than 10,000 residential units during its 40-year corporate history. GDC's residential sales Web site is [www.ginsburgdevelopment.com](http://www.ginsburgdevelopment.com). Information about GDC's commercial ventures, corporate activities and charitable foundation is available at [www.gdcllc.com](http://www.gdcllc.com).