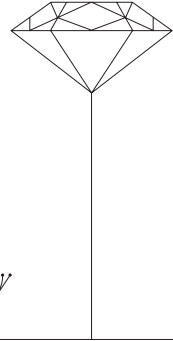


311 WEST BROADWAY



SOHO MEWS

Life cultivated.



BRIEF PROJECT OVERVIEW

Located in the landmark Soho Cast Iron Historic District of downtown New York City, the new block-through enclave of Soho Mews comprises two separate residential buildings -- one facing West Broadway and the other facing Wooster Street -- connected by a lyrical, private landscaped mews. Designed by Gwathmey Siegel & Associates Architects, Soho Mews includes a total of 67 generous lofts, penthouses and townhouses, all contained within meticulously-detailed architecture inspired by the stately geometries and modulated facade fenestrations of traditional 19th century Soho cast-iron industrial buildings. The project has undergone rigorous scrutiny by and approval from New York City's Landmarks Preservation Commission, which commends Soho Mews as "an elegant interpretation of the Soho aesthetic...a beautiful and supremely appropriate addition to the district."

The Soho Mews garden, designed by renowned landscape architect Peter Walker, provides residents a leafy respite and repose amidst the bustle of one of the nation's most exciting and desirable locales.

ARCHITECTURE

Gwathmey Siegel & Associates Architects, New York, NY

Principals: Charles Gwathmey, Robert Siegel

Project Architect: Lilla Smith

LANDSCAPE ARCHITECTURE, COURTYARD DESIGN

Peter Walker and Partners, Berkeley, CA

Principal: Peter Walker

DEVELOPER

United American Land, Soho, New York, NY

Principals: The Laboz Family

www.unitedaland.com

PROJECT PARTNERS

Art Production Fund, New York, NY

www.artproductionfund.org

Drive 495

www.driveclubs.com

Luxury Attaché

www.luxuryattache.com

Art et Maison

www.artetmaison.com

Property Furniture

www.propertyfurniture.com

Cheryl Hazan Gallery

www.cherylhazan.com

Corcoran Sunshine Marketing Group

www.corcoransunshine.com

THE BUILDING

Architectural Overview

Gwathmey Siegel & Associates Architects designed Soho Mews as a 21st century tribute to the distinctive cast iron architecture of Soho and downtown Manhattan. The project includes two buildings -- a nine-storey building including the setback penthouse level on West Broadway, and an eight-storey building including two penthouses on Wooster Street with a shared mews between them. The 175,000-square foot development offers 67 luxury dwelling units; 5,000 square feet of ground floor commercial space on West Broadway; and underground parking that spans the entire site and links the two buildings of Soho Mews.

The architecture features a stone base and curtain wall of metal panels and recessed glass with horizontal and vertical channels expressing floor slabs and columns. The metal and glass facade recalls the evolution of these materials in the Soho Cast Iron Historic District. Three different types of glass are used -- clear, frosted and fritted -- to give a sense of layering and depth to the building's streetfronts. The shifting of the vertical mullions from bay to bay, and floor to floor, gives an additional articulation of movement and rhythm to the façade, casting plays of light and shadow. Soho Mews's massing relates to the specific scale of West Broadway and Wooster Street and maintains the continuity of the street wall.

The ground floor of the West Broadway building houses the main residential lobby, retail stores and entry to the underground parking garage. The Wooster Street building has five individual townhouses at its base, consistent with the streetscape and low-lying architectural scale of Wooster Street. The three- to five-bedroom townhouses feature living/dining spaces, kitchen, and library/den on the parlor floor, and bedrooms elevated to the second floor. Each townhouse has its own private backyard "garden-courtyard" set within the landscaped Mews.

In both Soho Mews buildings, the floors above offer two- and three-bedroom loft units overlooking the street and the landscaped Mews from expansive floor-to-ceiling windows. On the top setback floor of West Broadway and Wooster Street, are four all glass penthouse units with wrap around terraces.

Lobby Features

Soho Mews's principal entrance is located on West Broadway, where acclaimed works by Aaron Young, carefully selected by Art Production Fund, greet residents and visitors.

- Gwathmey Siegel designed sculptural, figured French walnut concierge desk topped by Jet Mist Granite, and figured French walnut seating
- Jet Mist Granite thermal finished floors
- Quarter sawn figured French walnut and black glass paneled walls
- A curved, perforated metal ceiling with recessed halogen downlighting from 10- foot ceilings
- Electronic card access for residents to Wooster Street lobby

Garden Features

- 4,000 square foot courtyard garden with landscape design by PWP Landscape Architecture
- 2' x 2' Jet Mist Granite, flamed and decomposed granite checkerboard pavers beautify the ground and enlighten the senses
- Clematis, Climbing Hydrangea and Wisteria line the metal and glass trellis connecting both buildings and providing for protection from the elements
- Contoured red Ipe bench surrounds vibrant Viburnum affording residents the opportunity to fully experience the vivacious courtyard
- Japanese Maple and Kousa Dogwood trees, Pieris and Pachysandra enhance the organic and natural atmosphere
- Furnishings by Richard Schultz

Public Spaces and Corridor Features

- Ottawa lever-style door handles based on original Bauhaus design by E-Ropa

Residence Features

- Mafi Vulcano oak wide plank flooring, evoking the wide-plank floors of historic lofts
- 10' 2" ceiling heights
- Floor to ceiling windows with manually operated corded track and custom window drapery with electric power provision for motorized shades
- Painted solid wood doors
- Ottawa lever-style door handles based on original Bauhaus design by E-Ropa
- Bosch Axxis front loading, stacked washer and self-venting dryer
- Stainless steel gas-burning fireplace with electronic ignition, stone surround, clear tempered glass doors and simulated ceramic log set (Penthouses only)

Kitchen Features

- Gwathmey Seigel custom-designed Valcucine kitchen cabinets of striated elm and smoked matte glass
- Jet Mist Granite slab countertop and backsplash in honed finish
- Elkay under mounted sink with Lefroy Brooks polished chrome single lever kitchen mixer, with pull out hose and Insinkerator food disposal
- Gaggenau stainless steel gas cooktop and fully-vented hood
- Miele Master Chef convection oven/microwave in stainless steel finish
- Miele Master Chef wall oven in stainless steel finish
- Miele Incognito dishwasher with integrated striated elm front panel to match cabinetry
- Sub-Zero 700 Series integrated refrigerator and freezer with integrated striated elm panel to match cabinetry

Master Bathroom Features

- Gwathmey Siegel custom-designed Valcucine cantilevered French walnut vanity with Jet Mist Granite top in honed finish
- Glacier Glass tile accent wall at vanity and double Kohler Kathryn under mounted sink
- Glass mirror at vanity with up and down cove lighting and separate medicine cabinets with non-directional stainless steel doors

- Kohler Tea-for-Two 6-foot cast iron tub with Statuary White stone tile surround, deck and apron in honed finish
- Frameless glass enclosed shower
- Lefroy Brooks polished chrome custom fittings and fixtures at vanity, tub, and shower, and separate handheld shower option in tub and shower
- Toto Carolina water closet
- Lefroy Brooks polished chrome towel bar and paper holder
- Statuary White 16" x 16" stone floor tiles and walls in honed finish
- Radiant heat flooring
- Kaldawei VAIO DUO oval freestanding tub with Lefroy Brooks polished chrome fittings and fixtures, including bath spout with standpipe and separate handheld shower (Penthouses only)

Secondary Bathroom Features

- Gwathmey Siegel custom-designed Valcucine cantilevered French Walnut vanity with Hastings Zero cantilevered sink and Lefroy Brooks polished chrome custom fittings and fixtures
- Glass mirror medicine cabinet with up and down cove lighting and Satin Acid etched mirror surround
- Kohler Villager cast iron tub with 3" x 14" ceramic tiles surround and Lefroy Brooks polished chrome fittings and fixtures; including hand held shower (Select residences)
- Frameless glass enclosed shower with Lefroy Brooks polished chrome fittings and fixtures; including handheld shower (Select residences)
- Toto Carolina water closet
- Lefroy Brooks polished chrome towel bar and paper holder
- Jet Mist 16" x 16" stone tile floors, wainscoting and shelf in honed finish at vanity accent wall

Powder Room Features

- Hastings Zero cantilevered sink with Lefroy Brooks polished chrome fittings and fixtures
- Glass mirror with up and down cove lighting and Satin Acid etched mirror surround
- Lefroy Brooks polished chrome towel bar and paper holder
- Toto Carolina water closet
- Mafi Vulcano oak wide plank flooring with white ceramic tile wainscoting and shelf in honed finish at vanity accent wall

Townhouse Features

- Three- and five-bedroom duplex residences with private entries on Wooster Street
- Private entry from garden into private courtyard
- Tri-panel nesting glass wall system opening great room onto private garden terrace
- Jet Mist Granite stone terrace with Ipe wood partition walls
- Non-freeze hose bibs
- Waterproof electric power outlets
- Private entry on Wooster Street

Private Wrap Terraces (Penthouses Only)

- Hanover Charcoal 2-foot square Tudor finish pavers
- Non-freeze hose bibs
- Waterproof electric power outlets
- Nordic Crown XL hot tubs with titanium heater; red cedar cladding and six-person capacity (Select Penthouses)

SERVICES & AMENITIES

- 24-hour doorman
- Porter service
- Attended parking garage*
- State-of-the-art fitness center managed by Drive 495
- Comprehensive concierge service provided by Jenene Danenberg's acclaimed Luxury Attaché

PRICING

- See availability list for complete details
- Approved 421-a tax abatement

SALES AND DESIGN CENTER

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