



311 WEST BROADWAY

SOHO MEWS

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Soho Mews breaks new ground

Amidst cast iron and cobblestones, Impressive design triumphs as a modern residential classic rises in a landmarked district

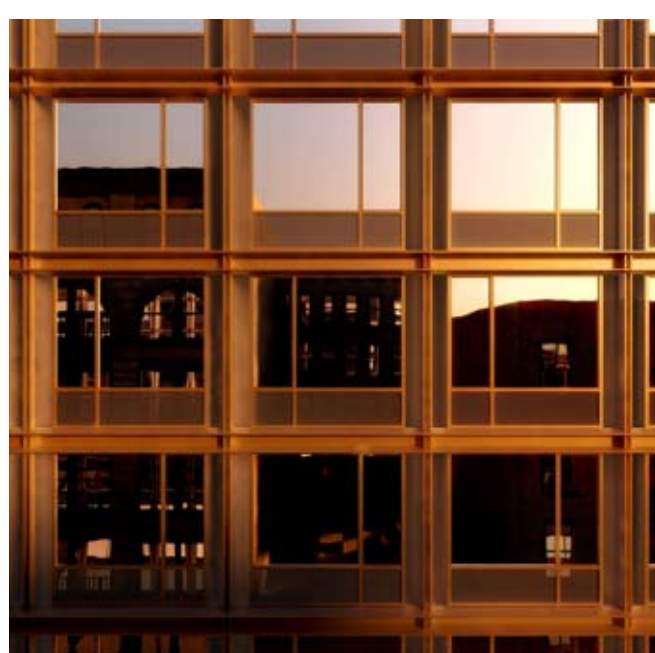
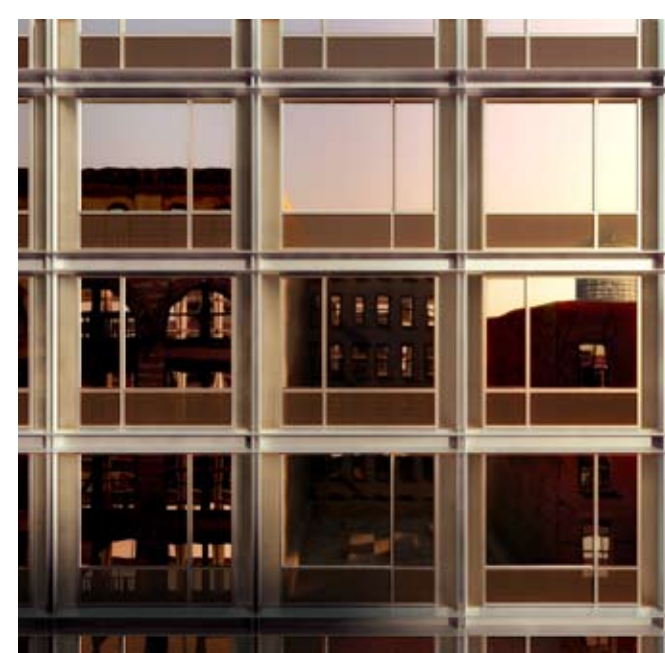
After having received unprecedented unanimous approvals at eight public hearings at multiple levels of city government, Soho Mews – the spectacular new residential condominium at 311 West Broadway – is rising on the largest open buildable site in the SoHo Cast Iron Historic District, one of Manhattan’s most sought-after neighborhoods.

Developer United American Land, a family owned firm with deep roots in the SoHo community, and celebrated architects Gwathmey Siegel & Associates Architects, have created a historically compatible yet contemporary

(COMPLETE STORY BELOW)

HISTORIC SOHO’S LARGEST OPEN SITE TO BECOME LYRICAL ENCLAVE

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Gwathmey Siegel’s meticulously detailed façade and floor to ceiling windows pay tribute to Soho’s historic cast iron architecture, capturing and reflecting light and shadow as the day progresses.

development offering an unparalleled suite of amenities that draws on the wealth of creative and cultural aspects of the neighborhood and includes unique luxuries like onsite attended parking. Soho Mews, which features two handsome buildings connected by SoHo’s only lush private park – the size of a Manhattan vest pocket park – has been described by the Landmarks Preservation Commission as “an elegant interpretation of the SoHo aesthetic.”

“We met early and often with community representatives, listened to their concerns and created a design that responds to their needs,” said Albert Laboz, principal of United American Land. “The design is elegant and provides light and air to its neighbors,” he said.

“Soho Mews presents an exceptional opportunity to live in one of New York City’s most storied cultural neighborhoods, in a modern incarnation of a classic cast iron building,” said James Lansill, Senior Managing Director of the Corcoran Sunshine Marketing Group. “Charles Gwathmey and Robert Siegel created the ideal balance of graceful proportions and elegant finishes – their design elevates loft living to a new level of sophistication.”

Known around the world for its exquisite architecture, eclectic restaurants and fabulous shopping, SoHo is an international destination with a reputation as a downtown outpost for the chic – including leading global luxury brands Prada, Chanel and Louis Vuitton.

The two buildings at Soho Mews offer 68 exceptional dwellings, an appealing mix of 59 two-and-three bedroom loft apartments with floor-to-ceiling

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windows, five townhouses with private street-level entrances as well as access to the lobby and services, and four penthouses, with wraparound terraces three of which feature spa hot tubs. The courtyard, designed by Peter Walker of the renowned firm PWP Landscape Architecture, links the nine-story building on West Broadway and its eight-story companion on Wooster Street. The West Broadway building features the main residential lobby, retail stores and entry to the underground parking facility, while the Wooster Street building houses the five spectacular townhouses that feature individual private gardens.

Each building façade is a layered composition of stone, metal, and clear, frosted and fritted glass, recalling the strength and simplicity of classic cast iron architecture. The profusion of glass provides the buildings with abundant natural light; at the same time, the ingenious interplay of construction materials assures privacy. Gracious floor plans maximize the openness of the design. Rich woods, including Mafi “vulcano oak” wide-plank floors throughout, add warmth to the spacious layouts. Other features include 10’ ceiling heights, Gwathmey Siegel-designed Valcucine kitchens in striated elm wood, smoked matte glass and Jet Mist granite, and sleek master baths finished in Statuary White marble with deep soaking tubs, separate showers and radiant heated floors.

Amenities abound at Soho Mews, with 24-hour professional concierge service by Luxury Attaché, a state-of-the-art fitness center and an onsite attended parking garage – the rarest of commodities. Befitting its place in the heart of NYC’s cultural and artistic community, Soho Mews offers its residents special partnerships with Soho icons. Privileges include membership in the New Museum of Contemporary Art, shopping benefits at design emporium Moss and with the carpet artists of Fort Street Studio, vintner service from cantina CentoVini and private exhibition previews at the Deitch Projects gallery.

Soho Mews also pays direct tribute to SoHo’s Standing as a center for the arts. The Art Production Fund, a non-profit organization co-founded by



Soho Mews, view on West Broadway, daytime.

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Townhouse viewed from Garden

Yvonne Force Villareal and Doreen Remen, will curate a collection of original artwork for the communal spaces of each building and the courtyard, and will host a small art-resource gallery open to the public - a gift to the community from Soho Mews.

In addition to its residences, Soho Mews will include 5,000 square feet of retail space on West Broadway. United American Land LLC is developing the 175,000-square-foot site. Brothers Albert, Jason and Jody Laboz are carrying on the traditions of a family business, which has been in SoHo for more than two decades. The general contractor

is Plaza Construction Corporation. The Exclusive Marketing and Sales Agent is Corcoran Sunshine Marketing Group.

Homes at Soho Mews range in size from 1,225-square feet to 3,900-square feet and range in price from \$2.4 million to \$11 million. All residences are eligible for a 421-a tax abatement. Occupancy is anticipated for late 2008.

The Soho Mews Sales and Design Center is located at 72 Wooster Street between Broome and Spring Streets.

FOR MORE INFORMATION: CALL 212-226-0020
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Life cultivated.