

# Architecture Update

## Long Island City Development, L haus, Unveils Striking New Façade

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FOR: L HAUS



Cetra/Ruddy-Designed Façade References Neighborhood's Industrial Past

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[L haus](#)

NEW YORK, NY--(Marketwire - August 6, 2009) - [L haus](#), a Cetra/Ruddy-designed condominium located in Long Island City, is pleased to announce the completion of its striking, green-hued façade. Making references to the neighborhood's past and present, the unique façade stands out in a neighborhood that breathes creativity.

"There is a melody about L haus," said Nancy Ruddy, principal of [Cetra/Ruddy](#). "Every material used in this building -- when put together and in the context of the neighborhood -- is meant to create a whole that is greater than the parts. It starts on the outside and moves in."

The lower part of the building's façade reflects the neighborhood's industrial roots. Draped in native New York state granite in an ashlar pattern, the ground floor references the traditional bridge abutments and overpasses throughout New York City. The higher floors of L haus are skinned with profiled aluminum paneling. This design is a refined reinterpretation of the corrugated metal architecture throughout Long Island City.

"The two-toned green-hued façade relates to the building's own 10,000 square feet of outdoor space and L haus' clean design and natural finishes," said Brian McFarland, L haus project manager.

On schedule for completion in summer 2009, the 11-story building will offer residents a welcoming place to call home just minutes from Manhattan. Comprised of [122 one-, two- and three-bedroom residences](#), homes range in size from 675 to 1,800 square feet, including two-bedroom convertibles and two- and three-bedroom duplexes. The L-shaped design of the condominium maximizes garden and city views in all units while ensuring each home is surrounded by unobstructed views flooded with natural light.

As an extension of each home, L haus will offer residents an extraordinary 17,000 square feet of quality [amenity space](#). The 10,000-square-foot Yard will include a rolling lawn with a stone path and water feature, as well as lounges, tables and a grill, ideal for entertaining. The Roof Terrace includes both public spaces and private cabanas with breathtaking views of the Manhattan skyline.

The Club Room, which will look out on to The Yard through a glass wall, will provide residents with a shared space to relax or set up an office away from home. Residents will also benefit from a 1,700-square-foot fitness center with aerobic and weight-training equipment with recycled rubber flooring, a 575-square-foot Yoga room with bamboo flooring and acoustical ceiling tile, and an 880-square-foot media room featuring a large screen TV and seating for 16.

The [Buyer Assurance Program](#) at L haus offers customers three flexible purchasing options including: 90% Financing, Price Protection, and Rent-To-Own. L haus is the only building in New York state offering this unique combination of flexible purchasing options to buyers. Prices range from \$385,000 to \$1.5 million and residents will benefit from a 15-year, 421-A tax abatement.

An influx of development in recent years has turned [Long Island City](#) into a booming residential community. Just steps from L haus, a large-scale, high-end grocer, a 24-hour Duane Reade and numerous options for upscale dining including SHI, Café Henri and Tournesol, have emerged. Conveniently located three minutes from Manhattan, L haus is one stop from Grand Central Station on the 7 train.

Prudential Douglas Elliman is the exclusive marketing and sales agent for L haus. For more information or to make an appointment to visit the on-site sales center and model residences, please call 718-94-Lhaus (54287) or visit [www.lhauslic.com](#). The Buyer Assurance Program shall be offered pursuant to accepting an amendment to the Offering Plan, NO. CD 080191 filed with the Attorney General of the State of New York.

#### About The Stahl Organization:

The Stahl Organization and Stahl Real Estate Co. were founded by the late Stanley Stahl in 1949. During his fifty-year real estate career, Stahl acquired, and his affiliates and estate continue to own, in excess of four million square feet of commercial space and three thousand residential units in Manhattan. Flagship commercial properties owned include the 50-story building at 277 Park Avenue, the 54-story landmark Chanin Building on 42nd Street, and the 24-story landmarked Western Union Building in TriBeCa. Stahl presently owns six properties with landmark designations, and specializes in the restoration of these properties. Stahl also recently developed The Apple Bank Condominium located on Manhattan's Upper West Side.

#### About CetraRuddy

Recent high-profile CetraRuddy commissions include residential ground-up construction projects, such as the highly-acclaimed, 50-story One Madison Park. Developer Slazer Enterprises LLC recently selected CetraRuddy as executive architect of a second 22-story tower on the site, to be designed by Rem Koolhaas. Restoration, renovation and conversion projects include: 141 Fifth Avenue, 40 East 66th Street, Sheffield57, the largest residential conversion in New York City history, and the O'Neill Building, a historic restoration and conversion.

Founding Principals John Cetra and Nancy Ruddy lead a team of highly accomplished professionals. CetraRuddy has a strong commitment to excellence and responsiveness that enables the firm to meet the needs of today's most sophisticated clients and has earned them an award-winning reputation over the past 22 years.