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L stands for looker at LIC's new L haus.

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A distinctive new development in Queens is nearing the finish line.

L haus, the Cetra/Ruddy-designed condominium in Long Island City, recently completed its eye-catching facade while next month a temporary certificate of occupancy is expected to be issued. About 10 percent of the building's 122 one-, two- and three-bedroom homes are under contract, though the bottom floor units are the only ones really being pushed at this point, according to Prudential Douglas Elliman, the exclusive marketing and sales firm for L haus. Buyer interest is reportedly heavy.

[ILLUSTRATION OMITTED]

"We've had more than 38 groups come in this weekend," said PDE's Melina Starr. "We're averaging around 30 per weekend."

Karen Mansour, also of PDE, said the firm is optimistic about the upcoming fall.

"It's a value-driven product," Mansour said of L haus. "It's gotten some very serious interest."

Given today's skittish buyers, L haus is trying to make potential purchasers as comfortable as possible by offering the Buyer Assurance Program: a trio of options that includes 90% financing, price protection and rent-to-own. Under the price protection option, buyers can receive a rebate should any similar home be sold at a discount to their purchase in the future. 90% financing, which can be used in addition to price protection, is available to qualified buyers from Home Mortgage Express. Thirdly, the rent-to-own option allows the public to apply 6 months of rent at the L haus toward a purchase, though it may not be used in conjunction with price protection.

The Buyer Assurance Program is unlike any other in New York State, L haus officials maintain. And earlier this year the Web site [curbed.com](#) remarked: "In the past few months we've seen developers dangle a number of aggressive incentives in front of hesitant buyers to coax them into taking the plunge with confidence. Those deals are usually offered a la carte, but now one new condo development--Long Island City's nearly ready L Haus--is offering the whole freakin' combo meal.... The Pulaski Bridge doesn't know what just hit it."

The 11-story, L-shaped building's exterior is two-toned and greenish. It features granite toward the bottom and aluminum paneling toward the top. Through its design, Centra/Ruddy merges modernity with the neighborhood's historic industrial leanings.

"There is a melody about L haus," Nancy Ruddy, principal of Cetra/Ruddy, said in the building's marketing materials. "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."

Inside, the units range from 675-1,800 s/f. There are two-bedroom convertibles and two- and three-bedroom duplexes. Prices range from \$385,000 to \$1.5 million, and the building carries a 15-year tax abatement.

Units feature 9-foot ceilings, white oak flooring, a wash and dryer and, in some units, natural gas fireplaces and private terraces. Kitchens come with Bosch and Liebherr appliances, while in the bathrooms one will find custom cabinets and vanities and Casalgrande and IMPRONTA tiles. "Great space, beautiful finishes, great views," said Starr. "Great value."

Among the amenities are a 10,000 s/f yard, including a stone path, lounging area and grill; a roof area with both public and private space; a club room; a 1,700 s/f fitness center; a yoga room; a media room with large-screen TV; and about four-dozen parking spaces for automobiles, available for a separate fee.

The location is ideal, PDE officials say. L haus is only one subway stop from Grand Central Station on the 7 train and nearby are numerous eateries, a major grocer and Duane Reade.

The project is the work of The Stahl Organization and Stahl Real Estate Co. Stahl owns 277 Park Avenue, the landmarked Western Union building in TriBeCa, the landmarked Chanin building on 42nd street and has recently developed the Apple Bank Condominium uptown.

Mansour said it is important for buyers to understand how stable L haus is.

"That's good for their confidence level, that these guys are credible," she said of Stahl. "It gives people confidence that they are buying into something secure."