

The New York Times

Real Estate

Sunday, August 8, 2004

POSTINGS

Where High-Tech And Luxury Meet

With condominium prices soaring, Mario Procida, a seasoned developer from the Bronx, decided that the building he was putting up at 53 Boerum Place in the first of a swath of residential buildings going up on the edge of downtown Brooklyn could make it as a condominium, rather than a rental.

So he put in the usual condo upgrades: a 24-hour concierge, a workout room, granite counters and stainless steel appliances. Then, he added one more high-technology feature to lure young Wall Street executives from just across the river. It is an integrated home network, with support for stereo speakers, computer networking, cable and telephone in every room.

These in-the-wall home networks, common in expensive suburban homes and featured in such high-end condominiums as One Central Park, in the Time Warner Center, are becoming a standard for many new condominiums under development.

"You would be at a disadvantage today, not doing high-tech wiring in a



Nancy Siesel for The New York Times

WIRED UP

Boulevard East homeowners will find a tech-friendly atmosphere.

building," said Andrew Geringer, managing director of the development marketing group at Douglas Elliman.

At the new building, to be known as Boulevard East because it faces a wide boulevard leading to the Brooklyn Bridge, there will be two jacks in each room, with combination outlets leading to a central box. The box will include a computer networking router, with switches to easily configure telephones room by room and send cable inputs to specific outlets.

Stephen Allen, president of Integrated Technology Systems, which

installed the hardware, said the system at Boulevard East would be unusually advanced. It will, he said, allow homeowners to easily hook up a network-capable plasma television set and show movies downloaded on their home computers.

To add to the tech-friendly atmosphere, there will be a laundry room, and residents will be able to reserve machines from their computers.

There are several hundred apartments under construction in downtown Brooklyn, and a city master plan for development of the area calls for about 1,000 apartments to be constructed. Most of the development sites are at the edge of long-gentrified neighborhoods like Boerum Hill and Cobble Hill.

Boulevard East, one block from the southern edge of downtown Brooklyn, is next to the Brooklyn Criminal Court Building, and across the street from the Brooklyn House of Detention, now closed. The 11-story building will have 99 apartments, including 49 two-bedrooms, 40 one-bedrooms and 10 studios. It was designed by Stephen B. Jacobs and developed by a joint venture known as the SDS/Procida Venture.

Cheryl Nielsen-Saaf, a broker with the Corcoran Group who is marketing the apartments, said prices would range from \$250,000 for large studios to \$700,000 for the most expensive two-bedroom. It is scheduled to open this fall.

She said the price works out to an average of \$650 a square foot, below current prices in such neighborhoods as Brooklyn Heights and Dumbo.

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