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Ritzy NYC buildings lure buyers with healthy perks for their kids

You could say the ball's in their court.

Kids and teens are key players in their families' decisions to buy property. And local builders are rolling out the Astroturf to lure these pint-sized athletes — and their wellness-obsessed athletes — to new developments like Quay Tower at Pier 6 in Brooklyn Bridge Park, 30 Warren St. in Tribeca and Waterline Square on the Upper West Side.



What is considered the first-ever skate park in a residential development is under construction at Waterline Square on the Upper West Side.

Noë and Associates with The Boundary and @shawnaax

While playrooms have long been a standard inclusion in building amenities packages, real estate developers are upgrading their offerings by adding rock climbing walls, skate parks, kid-size swimming pools and other gratis extras that cater specifically to the city's youngest residents.

“The playroom is great, but usually kids outgrow it by the time they're 4 or 5,” says Molly Townsend, a Douglas Elliman broker leading sales at Quay Tower (with 126 condos from \$1.9 million to \$5 million).

To bypass that issue — and to maximize building space — Quay Tower has partnered with high-end health-focused brands in the neighborhood. For example, at Everyday Athlete — where a 15-class semester costs \$850 and certain kids' classes have months-long waiting lists — Quay Tower residents will get priority in booking classes, and a designated counselor will be contracted to walk kids from the building to its facility around the corner.

The building has also partnered with Gleason’s Boxing Gym to provide on-site classes for kids and parents for an additional cost. The building is gearing up for late-summer occupancy, and the fitness programs will likely start enrollment this fall, says Townsend.

Wellness-related amenities have become a draw for buyers, she adds. “People want their kids to be active,” she says. “It’s really appealing for parents to have easy ways to prioritize fitness for the whole family.”



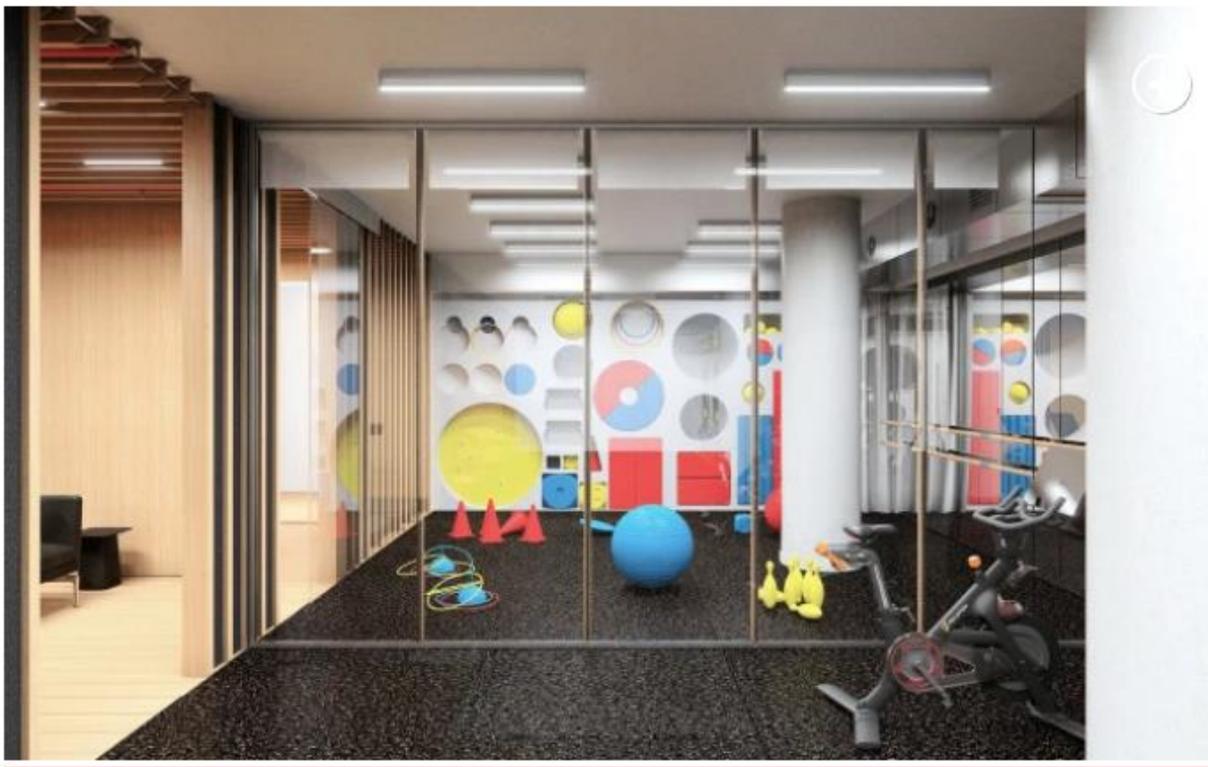
A new condo in Brooklyn Bridge Park, Quay Tower, will offer residents priority access to Everyday Athlete, an in-demand facility with rock-climbing.

Everyday Athlete; MOSO Studio

And upon move-in, building residents have found these perks to be a useful boon. “Having kid-appropriate spaces has been a huge plus,” says Raine Heidenberg, an interior designer who has lived in a three-bedroom condo at 100 Barclay St. for the past three years. Initially renters, the family decided to buy in the building last year, in part because her three kids — son Dylan, 6 and twin daughters, Aria and Indigo, 3 — were big fans of the 330-foot wading pool, which is set apart from the 82-foot indoor lap pool.

“Not having to go outside in the winter with kids for swim lessons has been amazing,” says Heidenberg, who has scheduled private sessions with instructors at the pool. “We use the playroom, we use the lounge area for birthday parties, and there’s even a stroller room so we don’t need to keep our scooters and strollers in our home,” she says. “It’s those things that make us feel like the building values families.”

The trend of boutique fitness amenities for the T-ball set is championed by developers who are also parents. “We wanted to create a space where kids were inspired to move,” says David Kronman, president and partner of Cape Advisors, who oversaw the development of the 23-unit 30 Warren condo. “We didn’t want a basic playroom, where kids might sit on their screens all day.” 30 Warren’s “movement space” is connected to the building’s fitness center, affording kids a place to play while Mom and Dad grab a quick workout. (Parents can simultaneously keep an eye on their offspring.) The space will also host yoga classes for kids. Completion and move-ins are projected for the end of 2019, and 30 Warren’s apartments are on the market starting at \$2.6 million.



At 30 Warren St., in Tribeca, a “movement space” is adjacent to the adults’ gym.

Post-Office Architects

And while parents may be wowed by Art Deco details and good school districts, more developers and building staff are realizing that it takes a bit more to connect with the little ones. That’s why the 246-unit

condominium building One West End created the position of “kids’ concierge.” The hire will set up playdates, introduce families and make sure that younger residents feel at home in the building.

“What we wanted to do was come up with a way to really get the entire family invested and excited in their new home,” says Rachel Lerch, One West End’s lifestyle director. One West End runs a variety of monthly programs, including one called Fit Kids, which combines children’s books with a fitness activity. These complimentary events are run in the building playroom, as well as outdoors on the building’s 12,000-square-foot rooftop terrace. Lerch made the decision to focus on kids when she met one of the first families who bought into the building in 2017.



New kids on the block, indeed, at One West End.

Evan Joseph Images

“The parents were thrilled, but I could see that their 6-year-old daughter was holding back as we did a final tour before their move-in date,” she says. “I realized that for kids, there’s a lot of anxiety around moving, and one way to alleviate the anxiety — and make the move a positive experience for everyone — is to really focus on helping these kids make friends and feel at home.”

But in developing programming, the challenge is to make sure that offerings are sophisticated enough for savvy Manhattan tots, says Todd Allen, the director of fitness programming at custom concierge services company LIVUnLtd. “Ballet, soccer — we’re not going to necessarily offer those classes since chances are kids are already doing this,” explains Allen, whose LivUnLtd clients include the condos at 56 Leonard St. and 525 W. 52nd St. as well as the Upper East Side’s new Alyn rental.

Instead, Allen offers classes like Zumba, Crossfit for kids and ballroom dancing at his client buildings. “We want kids to learn sportsmanship, burn energy and have fun doing it.”

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