

DOWNTOWN

287 EAST HOUSTON TOP OFF ON LOWER EAST SIDE

Almara Abgarian

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Keep your eyes to the sky this afternoon and you may catch a glimpse of a shining beam moving high atop the property structure for 287 East Houston Street on the Lower East Side.

This builders' rite, known as a top off, is the celebration of the final beam being placed during construction and includes a ceremony to celebrate the key moment. The residential luxury property is located on East Houston Street between Clinton and Suffolk, and once completed will be a new gem in the city's skyline treasure chest.



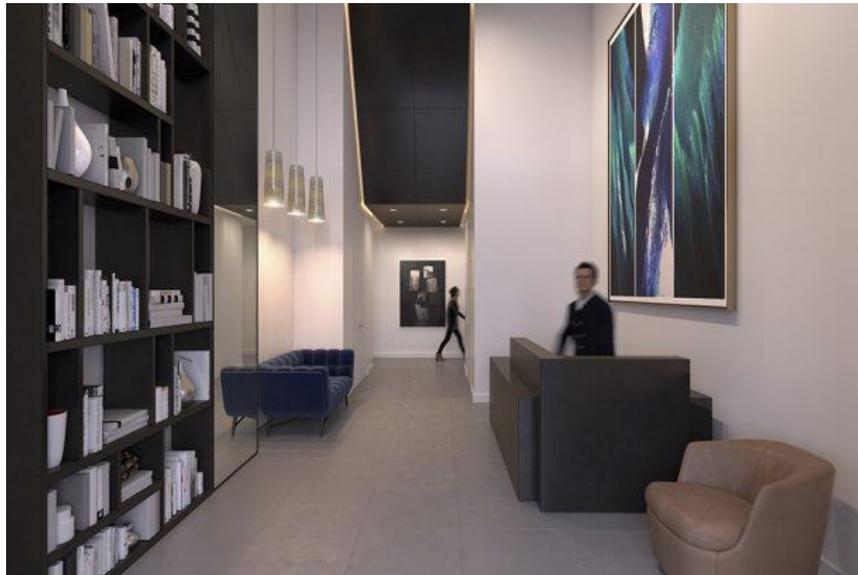
“We are proud to be developing this boutique property at the nexus of the Lower East Side and the East Village,” said Andres Hogg of Hogg Holdings.

“This neighborhood has a palpable cosmopolitan energy, and our residents have a dizzying array of nightlife, an eclectic mix of bars and restaurants, and now, major residential services like Whole Foods and Union Market at their doorstep,” he added.



Described as a modern interpretation of classic cast iron buildings on the Lower East Side, 287 East Houston Street has an angled roof and a facade of blackened steel and black textured brick. Once finished, the apartments will feature floor to ceiling windows, heated bathroom floors and white oak flooring with plain sawn cuts.

Residents will also be able to enjoy the many amenities offered, including a part-time doorman and virtual doorman, landscaped roof terrace with outdoor kitchen, fitness center and laundry room.



“Aside from the neighborhood, what really makes 287 East Houston unique is that about half of our residences feature panoramic views both north and south, from the Midtown Skyline and Empire State Building to all the way Downtown and One World Trade – a truly unexpected luxury in this part of the city,” explained Jose Grabowsky from Vinci Partners.



“Now that construction has topped off, we’re thrilled to be able to share this reality with buyers,” Grabowsky ended.