

FABULOUS FINDS

AN OASIS IN NEW YORK CITY



Between the complex's two buildings, The 505's outdoor garden offers a little greenery in the midst of the concrete jungle. Residents also can enjoy this view from the all-glass fitness center just a few steps away.

Once upon a time, Hell's Kitchen in New York City was exactly what its moniker implied: a little hellish.

So the timing couldn't have been better for the development of 505 West 47th Street, or **The 505**. It's a rare find for the neighborhood: a hip new building with a plethora of amenities, stellar views and generous amounts of outdoor space. Suddenly, Hell seems almost heavenly.

"It's unbelievable how [buyers] want to be here," says Vince Rocco, the exclusive broker of The 505, which has sold more than 95 percent of its 108 units. "This is a neighborhood of old housing stock; you don't find doormen, an elevator, amenities. And because it's affordable, they're able to do it."

With affordability in mind, it became developer Ian Reisner's goal to create "the lowest-priced condos that felt

both efficient and luxurious." Prices range from \$425,000 to \$2.695 million.

The 505 offers a different approach to space that isn't often seen in urban environments, Reisner says. "It's criminal [how] most developers don't get involved in design. There's a beam here, a beam there and everything comes across as OK-ish. If you're building from scratch, why have a hallway to the living room? Why separate?" Instead, each unit has a constant flow to each room, creating what Reisner describes as "clean, walk-right-in, loft-like living."

If the indoors aren't enough, there's the stunning courtyard — a 6,000-square-foot "urban oasis," that "makes you feel like you're in the middle of a garden in Europe," Rocco adds. "It's quiet and no one knows it's there. When I sell this place, it's not hard to do. I just look out my window."

—Jessica Decina

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Rocco says **The 505's** garden has created a sense of community, a place where people can unwind and get to know the neighbors.

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