

Daily News, December 28, 2004

**Fertile ground on W. Side**  
**Housing boom in the works**

Some of the signs are subtle - like the note in the window of the dry cleaner at Broadway and W. 93rd Street that announced its closing "due to the construction of a new building." Other signs are obvious - like the huge hole in the ground at West End Avenue and W. 59th Street.

They signal the start of a new series of apartment construction on the upper west side.

Eager to capitalize on strong demand for housing there - especially from families seeking good schools - builders are managing to find sites, though it's one of the city's most highly developed residential naves.

"The Upper West Side's on fire," said Paul Steenson of Kreisler Borg Florman, construction manager for the rental-apartment high-rise that's replacing the dry cleaner at 250 W. 93rd St.

Architect Costas Kondylis needs to amend the design, which the city rejected, so it's unclear how closely the final plan will resemble the original.

Whatever form it takes, it'll be a first-ever residential project for the Friedland family, which owns lots of retail properties. Some of the neighborhood's most glamorous projects are shaping up around West End Avenue and W. 59th Street, an industrial enclave that's about to get a makeover.

On that corner, work is starting on a 31-story condo tower.

Directly east, a 35-story glass tower is planned on an acre of land, with indoor and outdoor swimming pools and basketball and tennis courts.

Moshe Dan Azogui's Brack Capital is developing this site with Continental Equities - whose co-founder Jane Gol is a city planning commissioner.

North of these locations, two projects are gearing up between W. 60th and W. 61st streets, just east of West End Avenue.

At 245 W. 60th St., Larry Ginzberg is planning a complex with 380,000 square feet of apartments. The proposed design has a 29-story tower and shorter companion buildings

East of that, behind a blue construction fence, developer Stan Listokin is starting an 18-story apartment tower with a twist. The base of the building will serve as a new campus for Lander College for Women, which is part of Touro College.

Further north, West End Avenue is a solid double row of apartment houses - or almost solid. On one of the only spots with a single-story retail building - the corner of W. 70th Street - a 26-story residential tower is planned.

The developer is American Continental Properties.

A few blocks away, Donald Trump is finishing work on the seventh tower at Trump Place. This rental-apartment building's address is 120 Riverside Blvd., at W. 66th Street.

Neighborhood enthusiasm for the upcoming projects is tempered.

"We could be in danger of losing the mix of housing we have," said Community Board 7 chairwoman Hope Cohen.

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