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NYC Properties Lure Residents By Pouring On Coffee, Cocktail Culture

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Impression: 105,400,000



The lure of an in-building coffee house, along with an in-building cocktail bar, is believed to ... [+]GETTY

Famously known as “the city that never sleeps,” New York City brims with folks who burn the candle at both ends. For many, morning time coffees and evening tide cocktails are the fuels that keep them going. That could be why luxury buildings with the best coffee shops and cocktail bars tend to grab an edge in luring residents.

New York City comes in fourth in Bankrate’s roster of burgs with the finest coffee culture, a standing reflected in the \$1,290 denizens on average spend each year on coffee. Many of those people also choose to end their evenings within cocktail bars.

Among real estate firms finding high-end coffee shops and cocktail bars are among the most coveted amenities is property owner and developer RXR. Its cup runneth over when its 12-story Brooklyn luxury rental property 475 Clermont in Fort Greene opened

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a retail space housing one of the 10 Brooklyn and Manhattan Hungry Ghost coffees in the a.m., which gives way to the cocktail lounge Bar Francis as evening shadows fall.

“As a Brooklyn resident for over 20 years, I have seen firsthand how important local coffee shops are to the fabric of their local communities,” said Murat Uyaroglu, founder and owner of Hungry Ghost Coffee and Bar Francis.

Coining a name

It's not alone in offering morning brew and evening bevies in the same setting. The Woolworth Tower Residences, from developer Alchemy Properties and architect Thierry Despont, includes an ingeniously-named establishment offering both.

The setting is the Woolworth Building, a National Historic Landmark structure at 2 Park Place in Manhattan, where top floors of the 1913 building were morphed into sumptuous pre-war-inspired residences, and where the only current unsold residence is the \$59 million Pinnacle Penthouse. It was the F.W. Woolworth Company that was synonymous with the early 20th Century's five-and-dime store. It's only fitting, then, that the coffee-and-cocktail venue was bestowed with the name Five & Dime.

On the Lower East Side, One Essex Crossing is overflowing with opportunity for residents to grab a java in the morning and some juice a dozen hours later, without ever leaving the building.

The CetraRuddy-designed 14-story condominium property, located at 202 Broome Street, spans a city block and serves up skyline perspectives, abundant outdoor space and plentiful amenities, as well as coffee and cocktail establishments.

The building soars above the venerable Essex Market and the new Market Line retail. The former houses Porto Rico Importing Co., pouring coffees ranging from fragrant and mellow light roast brews to robust espresso beverages. The hot drinks are brewed from coffee beans and tea leaves imported from 28 nations in more than 130 varieties. Over in The Market Line, The Grand Delancey beer hall presents One Essex Crossing residents more than four dozen tap beers in a setting ideal for quaffing a brewski.

Out the door

In search of a coffee or cocktail, residents of the 320 apartment homes at Magnolia DUMBO in Brooklyn needn't walk so far as the building's lovely tree-lined colonnade entrance on Front and York Streets. The morning and evening drinks they savor will soon be offered without leaving the Morris Adjmi Architects-designed building.

Fully operational is the fourth New York City location of Devocion coffee, a new retail tenant where the waiting line is frequently out the door, said Chris Wendel, who directs leasing on behalf of Douglas Elliman Development Marketing. Soon to open within

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Magnolia DUMBO is a second location of Nobody Told Me, an Upper West Side restaurant and cocktail haunt that occupies a Bridge and Front Street storefront.

Bottom line? When it comes to the desire to savor both morning and evening beverages close to home, no one could blame New York City residents for choosing one of the four above residential settings to drink it all in.

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