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New Boerum Hill Condo: Less Glass, More Brick

By C. J. HUGHES SEPT. 25, 2015



The facade of a new condo at 465 Pacific Street, close to the historic district of Boerum Hill, Brooklyn, will be brick. Credit: Avery Hall Investments

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For apartment hunters who think that [Brooklyn](#) has become too glassy in recent years, with some buildings that look like as if they had floated up from [South Florida](#), a new condominium in Boerum Hill may come as a relief, particularly its lower floors.

Most of the facade of [465 Pacific Street](#), a low-slung 30-unit condo now under construction, will be made largely of brick, a finish that recalls the 19th-century Greek Revival townhouses on surrounding blocks, which are among the most coveted in the borough. Windows aren't the trendy curtain-wall variety, but are sized more modestly, in keeping with the traditional spirit of the neighborhood.

There will be some unusual touches at the building, which is being developed by [Avery Hall Investments](#) and the [Aria Development Group](#). The upper stories are to be faced in dark metal and set back from the street.

"It's appropriate, it's contextual, and it doesn't offend the neighborhood," Avi Fisher, a founding principal of Avery Hall, said of the overall design, as he led a tour of the L-shaped block-through site, which also is bordered by Atlantic Avenue and Nevins Street.

For Avery Hall, which is named for the academic building on Columbia University's campus where Mr. Fisher and the firm's other founding principal, Brian Ezra, met in graduate school, distilling the look of classic Brooklyn was critical. The developers have also tried to employ vendors from the borough: Rich Brilliant Willing will provide light fixtures for common areas, Mr. Fisher said, while Bec Brittain will contribute a minimalistic chandelier.

The building's apartments range from one- to five-bedrooms, though the bulk of the units are three-bedrooms, with about 1,400 square feet. Fourteen units will have outdoor space, and there will also be four rooftop cabanas, measuring about 300 square feet each and equipped with water and electric hookups for outdoor kitchens. The cabanas will be sold separately at a price yet to be determined.

Apartment prices, which were made official by the state attorney general's office on Thursday, average \$1,400 a square foot. Stribling Marketing Associates is handling sales at the building, which is scheduled to open in the winter of 2017.

Because 465 Pacific is close to Boerum Hill's historic district, but not quite in it, the developer was not required to seek city approval for its design. Still, the architect Morris Adjmi, who was responsible for both the exteriors and interiors, right down to choosing the wood pulls on the drawers, said he wanted the design to reflect the neighborhood aesthetic.

"The historic look gave us a starting point," Mr. Adjmi said, adding, "It would be hard for me to work in a void or a vacuum."

Mr. Adjmi is used to employing a mash-up of materials. He previously designed Williamsburg's Wythe Hotel, whose brick main section is topped by a glass crown. The architect, who works and lives in [Manhattan](#), has also designed townhouses and an apartment house in Brooklyn, though 465 Pacific is his first borough condominium project.

Prices at 465 Pacific are considered steep for the overall neighborhood, said Candice Vilaire, an agent with Brooklyn Heights Real Estate who lives, invests and works in

Boerum Hill. She said the average sales price is about \$1,000 a square foot for existing apartments.

But new luxury condominiums such as [the Boerum](#), at 265 State Street, which is nearly sold out, are fetching prices in the ballpark of 465 Pacific, Ms. Vilaire said.

“It’s really an insane price for this area,” said Ms. Vilaire, a 15-year resident. But, she added, Boerum Hill is now considered one of Brooklyn’s premier residential areas, “and if you want to be in a good neighborhood, you’re going to have pay for it.”

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