# THE VIEW: TAKING IT ALL IN

View is certainly a prime luxury property affording a stunning outlook over the famed Manhattan skyline. Located in Long Island City, the 18-story, 184-unit condo, is the only waterfront condo in the area, says sales manager Jennifer Cattano.

"It's like going on holiday," she said. "It has all the conveniences without the fuss, the craziness [of Manhattan]."

There is certainly a breathability about the area. A lush riverside park ensures space for relaxation; Walking?—it has a boardwalk; Children?—a children's playground is being built.

The iconic Pepsi sign lights up the sky at night, and developers TF Cornerstone have shifted the sign twice—at $1 million a pop—to make sure it is in just the right place.

The View has 68 one-bed, 72 two-bed, and 42 three-bed condos. The top two floors are penthouse duplexes. With 40 different floor plans, there was no compromise on maximizing the view for all units—most also boasting a terrace, balcony, or garden.

Glass walls at the rear of the building give the elevator lobby space and light—and a look over a small athletic park.

K. Thomas Elghanayan, chairman of TF Cornerstone. IMAGE COURTESY OF TF CORNERSTONE

### THE CONDOS

The views are definitely the big attraction here—with all units gifting inhabitants a million-dollar outlook. Aside from the views, the units have floor to ceiling glass, white oak floors and high ceilings. Washer/driers are included, and there is a doorman and 24-hour concierge.

A 2 bed, 2 bath condo on the 10th floor, with stunning views over the river and Manhattan, is selling for $1.1 million, with $1100 in common charges. It has 1153 sq. ft., closet space, something Manhattanites don't often see, and a sensational open plan feel.

Another is 1416 sq. ft. and includes a 357 sq. ft terrace and a master bedroom that boasts two walk-in closets. This 2 bed, 2 bath unit is going for $1.5 million.

The penthouse duplexes are 1840 sq. ft. with balconies off the front and back. They are 2 bed, 3 bath and you can't beat the view from there.

The architects are Handel Architects, and TF Cornerstone chairman, K. Thomas Elghanayan, rates them close to "starchitects."

"Our buildings, they're beautiful buildings—we like nice architecture," Elghanayan said. "Because that's also part of who we are. ... we own our buildings long term, we have great affection for them. So when I go out there, I want to be proud of what I did. I want my kids to be proud of it."

### THE NEIGHBORHOOD

The neighborhood is residentially new and holds potential as a unique area with some quaint shops mixed with great restaurants and cafes.

If Long Island City sounds like a long way from Manhattan to you, jump on the 7-train—you'll be at the Vernon Boulevard-Jackson Ave station in one stop. For drivers, The View sits between the 59 St Bridge and the Mid-town tunnel.

"Once people get out here, they stay out here," sales manager Cattano said. "And parking is easy. You can have the accessibility without the headache."

Elghanayan is from Queens and said he used to look over at the Pepsi sign and "all that industrial stuff" and wonder why there was so much underutilized wasteland. With TF Cornerstone, he has a long-term vision for the area. The company owns 27 acres of land and are building four more buildings—one condo and three rentals—in the next several years.

The buildings will include commercial space and the largest and final building will include a school for K through 8.

"What happens when these new public schools go in is that, these are terrific schools," Elghanayan said. "Everyone wants to attend those schools. If you have children and you live in Manhattan, this will be a great place to move to."

### THE DEVELOPERS

TF Cornerstone is a new company founded by two of the three Elghanayan brothers from the Rockrose Company. If history is anything to go by, these brothers can pick a hip, new neighborhood. The family has already changed the face of Manhattan, most notably in the meat packing district, West Village, and now Long Island City and Hudson Yards.

"Our main business philosophy, over the 40 years we've been in business, is to get in the front, get in front of development," said Elghanayan. "Our expertise was to pick neighborhoods that we thought would develop, get there first, and as we have a very long time horizon, we could acquire property, and almost on a city planning commission basis, almost like long-term planners, figure out how to maximize the use and improve the whole area together."

TF Cornerstone oversees six million square feet of property throughout Manhattan, Queens, and Washington, D.C. Their portfolio includes 5,000 high-end apartments within 12 complete buildings, and six office buildings in the capital.

They own The View outright—giving buyers peace of mind that they are definitely here to stay.

## THE CONDOS

LIVING THE VIEW: Sitting in this living room on the 3rd floor of The View makes one feel as if they are one with the park, river, and view outside. It is very light and spacious, great for entertaining, as well as a wonderful spot for working from home. IMAGE COURTESY OF TF CORNERSTONE

## THE OPEN SPACES

BREATHE DEEPLY: The front of The View is all about relaxation and finding a tranquil spot to read, play, or simply enjoy the view. IMAGE COURTESY OF TF CORNERSTONE

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