



UPPER EAST SIDE FOR SALE IN NYC

Simon Baron's Upper East Side condos try again priced from \$1.49M

The 13-story building has 29 apartments that range from one-to-five-bedroom units

BY TANAY WAREKAR · OCT 13, 2016, 3:34P



All photos courtesy Simon Baron Development

Early in 2014, development firm Simon Baron Development purchased a 65-unit rental building on the Upper East Side and decided to convert it into condos. Sales are now underway on that redeveloped building at 12 East 88th Street where prices start at \$1.49 million and go up to \$15.5 million.

The condos are in a stately building that was originally designed by Rosario Candela, a noted architect known for designing several apartment buildings on the Upper East Side. As a condo, the number of units have been downsized significantly. The Carnegie Hill development now features a total of 29 apartments that range in size from one-to-five bedrooms.

Sales first launched on this condo [back in December](#), but there was a different design and marketing team involved at that time, namely Vincelt Wolf and Kinlin Rutherford Architects (on design) and the Marketing Directors for sales and marketing. However Simon Baron decided they "would respond to the market by configuring larger apartments."

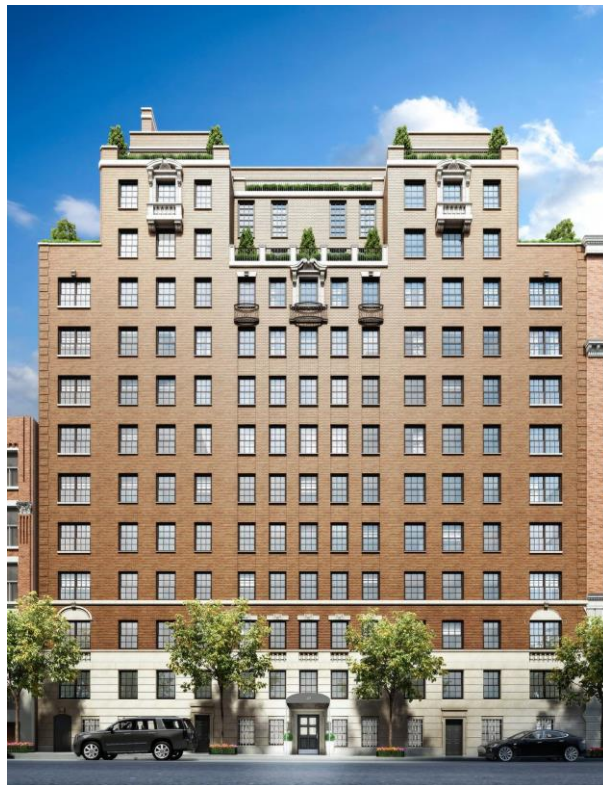
So they scrapped the earlier plans and brought on Champalimaud Design to do the interiors, and Douglas Elliman to take care of sales and marketing. The earlier iteration had 24 apartments with prices starting at \$3 million, but as more leases expired on the previous rental units, more space opened up, and Simon Baron were able to create larger apartments.

Some of the standout features in the units now include marble countertops in the kitchen, LED lights under the counters (that's neat!) that can be dimmed, and appliances courtesy Wolf and Subzero; six-inch wide plank oak hard wood flooring throughout; and white glass vanities with a polished metal trim in the bathroom.

Amenities available to condo residents include a private courtyard garden, a fitness center, a bike room, a children's playroom, and a lounge.

"This is a rare opportunity to own a Candela residence in a condominium building on The Upper East Side," Jonathan Simon of Simon Baron said in a statement. "People who buy in Candela buildings have an appreciation for New York history and understated elegance."





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