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Changes on Fourth Avenue

A condo rises on the corner of Fourth Avenue and Baltic Street in Park Slope, Brooklyn.

By KAYA LATERMAN

Carlo A. Scissura, the president of the Brooklyn Chamber of Commerce, has a grand vision for the borough's Fourth Avenue, which for decades was a dreary boulevard where you were more likely to get your tires replaced or buy a cheap mattress than eat a fine meal or find a luxury apartment.

"Fourth Avenue could be the Park Avenue of Brooklyn," said Mr. Scissura, who started a task force in 2011 that pushed for the revitalization of the corridor while he was chief of staff to Marty Markowitz, then the Brooklyn Borough President.

Changes have indeed come to the avenue, which stretches some six miles from Atlantic Avenue to near the Verrazano-Narrows Bridge. Various traffic calming and safety measures by the Department of Transportation have been implemented. Zoning changes have prompted a batch of large rental and condominium buildings to sprout on the corridor in the last several years, giving many parts of the avenue a cleaner, more inviting look.

"We still need more trees, better lighting and more retail," Mr. Scissura said.

Developers that one might expect to see building on Park Avenue rather than on Fourth Avenue are starting to sign on to Mr. Scissura's vision. The JDS Development Group, a Manhattan-based developer of high-end condominiums and rentals, will start sales for its 11-story, 44-unit condo on the corner of Baltic Street and Fourth Avenue in early March, said Jodi Stasse, a senior managing director of the Corcoran Sunshine Marketing Group, which is handling sales for the building.

JDS, which developed the Art Deco Walker Tower in Chelsea, where a \$50.9 million penthouse set a downtown price record in a 2014 closing, is betting that luxury condos along Fourth Avenue can attract affluent families. The Baltic, at 613 Baltic Street, will offer mostly two- and three-bedroom units, and only two one-bedrooms, Ms. Stasse said.

"You have great transportation options, and all that Gowanus and Park Slope has to offer," she said, noting that nine subway lines run nearby.

Prices range from \$900,000 to \$3.6 million. If the highest-priced unit is sold for the asking price or more, it would help create a new price category for luxury condos built away from the Brooklyn waterfront. Although condominiums in Dumbo have sold for more than \$5 million, many of the new two- and three-bedroom luxury condos deeper in the borough have been priced in the \$1.5 million to \$2.5 million range, according to a search on StreetEasy.com. The units at the Baltic are priced slightly above the average for Park Slope condominiums, which runs about \$1,100 to \$1,200 per square foot, Ms. Stasse said.

The building will have on-site parking and a 24-hour doorman, as well as a roof terrace with an outdoor cinema, grills and a large dining area, said Marci M. Clark, the director of marketing and communications at JDS. A fitness center will occupy



Sales are about to begin at the 11-story Baltic, at 613 Baltic Street.

the second floor, which will also include a residents' lounge that will be connected to a covered garden terrace. The terrace will also be linked to a courtyard garden on the ground floor, just beyond the lobby.

The exterior will be brick of a neutral hue, with the entrance on Baltic Street. Residences will have dark oak floors, and some ceilings will be as high as 10 feet, she said.

Kitchens come with walnut cabinetry, Miele refrigerators and dishwashers, and Cristallo gold quartz countertops. All master bathrooms will have radiant floor heating, walnut suspended vanities and black marble counters.

Interior and exterior designs were done by VOA Associates, while Harrison Green will handle the landscape design.

The location, once seen as a dead zone on the edge of Park Slope, is more active, thanks to more commercial activity in nearby Gowanus and Boerum Hill, and the Barclays Center, which is a few minutes away. "We were surprised by the foot traffic," Ms. Clark said.

The building, to be finished in the second quarter of 2017, will have a 3,300-square-foot retail space on the ground floor and a 2,100-square-foot space reserved for a community organization.