

Rising on the Upper East Side: New York's Most Exclusive Private Club

For decades, the neighborhood spanning Central Park and the East River, from East 59th to 96th Streets, has captivated Manhattan's most affluent people. And it's easy to see why: like London's Mayfair, or Paris' St Germaine, the culture, landmarks, prominent private clubs, museums, galleries, schools, shopping and restaurants are the best the city has to offer.

Since the turn of the century, the magnificent limestone mansions, handsome brownstone townhouses and luxury apartment buildings of the Upper East Side have made it the most desirable residential location in New York. The coveted area, which has often been referred to as the "Silk Stocking District", "Millionaire's Row" and "Museum Mile," is thriving now more than ever. In fact, 10065 has recently been ranked #1 on *Forbes'* list of priciest zip codes.

One building in particular, soon to rise above this splendid enclave, will be 520 Park Avenue, a sophisticated tower clad in Indiana limestone that connects to the iconic fabric of the Upper East Side,



520 Park Avenue, the only new development on the Upper East Side west of Park Avenue, is poised to become the most exclusive building in the neighborhood.



The splendor of Park Avenue in Bloom.

including the grand towers of the 1920s and '30s such as the Pierre, Sherry-Netherland, and the Carlyle. The fully residential tower—currently being built and slated for completion in 2018—will create a momentous silhouette that pays homage to the landmark architecture of decades past, but with modern amenities and thoughtful layouts for today's Upper East Side lifestyle.

Developed by Zeckendorf Development, with partners Park Sixty LLC and Global Holdings, and designed by Robert A.M. Stern Architects, the 54-story, 800-foot tower with just 33 residences is destined to become

one of the city's most important residential addresses—a building so distinctive that it will only be attainable by a fortunate few. Sitting at the foot of the Upper East Side Historic District, residences are blessed with spectacular views of Central Park, the city skyline and the neighborhood's classically charming architecture.

The continuing collaboration at 520 Park Avenue between Zeckendorf Development and Robert A.M. Stern Architects now brings the resounding success of 15 Central Park West to the Upper East Side. "This is something that my brother Will and I have been working on for a dozen years," said Arthur Zeckendorf, co-chairman of Zeckendorf Development. "520 Park Avenue will provide residents with truly unrivalled luxury in the best neighborhood in New York."

Destined to become a new classic, the soaring tower cuts a striking profile on the Upper East Side. Its full floor simplex residences start 150 feet above street level—roughly the typical height of a Park Avenue penthouse. The luxurious duplex penthouses with Central Park facing balconies are mansions in the sky. And the stunning triplex penthouse is unlike anything else on the market and certainly worthy of its \$130 million price.

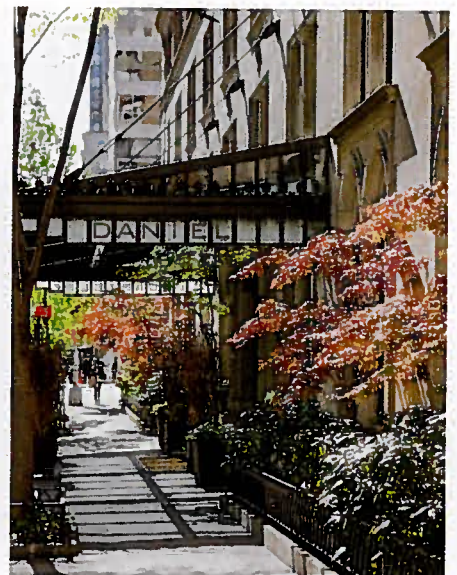
Located on 60th street between Park Avenue and Madison Avenue, 520 Park Avenue sits at the nexus of the Upper East Side's cultural heartbeat, surrounded by Michelin starred restaurants, the luxury boutiques and art galleries of Madison Avenue, and the city's historic exclusive private clubs. For the city's most fashionable denizens, living here is not a coincidence; this neighborhood speaks to the essence of who they are and how they live. Indeed, the Upper East Side is not an address, but way of life, a neighborhood that evokes privacy, prestige and success like any other.

520 Park Avenue is designed with a private club atmosphere in mind and will be complete with a lavish suite of amenities. The building uniquely has a private club of its own, inspired by the elegant Annabel's in London. Step through the mansion-inspired entrance into the lobby and you'll be transported to a restful haven in the midst of the city. With spectacular residences, 15,000 square feet of amenities and just 33 apartments, 520 Park Avenue is arguably the most exclusive building, in the undisputed best neighborhood in New York. ♦



A New Classic: The limestone tower echoes the great historic architecture in a truly modern way.

With more than 15,000 square feet of amenities and only 33 residences, 520 Park Avenue is arguably the most exclusive building in the world.



Surrounded by Michelin starred restaurants, luxury boutiques and art galleries of Madison Avenue, as well as Manhattan's most exclusive private clubs—there is no better place to reside.

PHOTOS BY SCOTT FRANCES