



May 2007

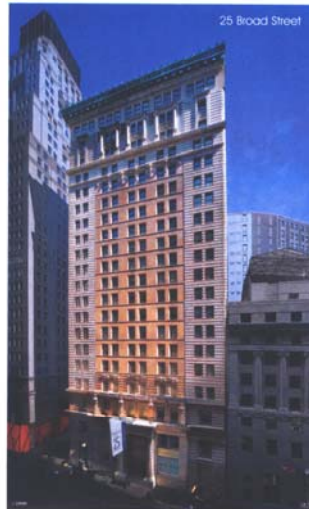
AVENUE **property**

# Historic Renovations

The residential developments 25 Broad Street and Sheffield57 bring a new level of luxury to the Financial District and Columbus Circle



**Historic Conversions**  
Built by architects Clinton & Russell in 1902, 25 Broad Street (pictured above) was once the largest and most valuable office space in America. This month, Swig Equities is launching condominium sales at the newly renovated building.



25 Broad Street

Swig Equities long ago saw the draw and potential of living in these areas, and the company's new residential developments, The Exchange at 25 Broad Street and Sheffield57, take advantage of all the neighborhoods have to offer.

"One of the unique things about our company is that there truly is a real commitment to the design and redevelopment of properties," says Swig Equities President Kent Swig. "We have a project development staff with six full-time, in-house architects. When we assign one of them to a project, we know that they have a real dedication to high-level design and the architectural knowledge to make every decision properly."

This month, the company launches condominium sales for 25 Broad Street. Located just one block from the New York Stock Exchange, the 21-story, 565,000-square-foot Italian Renaissance Revival building was originally designed by architects Clinton & Russell and completed in 1902. Then known as The Broad Exchange Building, it was the largest and most valuable office space in America. The historic structure was converted for residential use in 1997. Now, thanks to Swig Equities, 25 Broad is embarking on a new chapter in its century-old history.

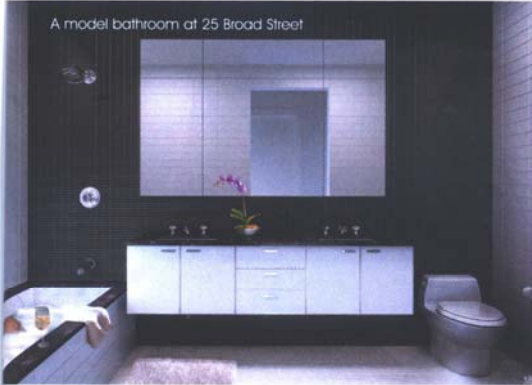
"Kent chose to really maintain the integrity of the original building, and I thought it would be interesting to use colors and new finishes to highlight its history," says Liz Swig, who served as the director of design on 25 Broad and Sheffield57. "The primary colors that we chose are oranges, deep greens and purples, because they fit well with the beautiful plaster and marble work in the existing building."

The majestic architecture of 25 Broad reflects the stature of the elite firms it was originally intended to serve, and a base of rusticated granite features a classic design of buff-colored brick with terra cotta trim. Inside, the marble lobby preserves the grandeur of downtown Manhattan's Golden Age, with ornate 18-foot coffered ceilings, terrazzo floors, pilastered walls and sweeping staircases.

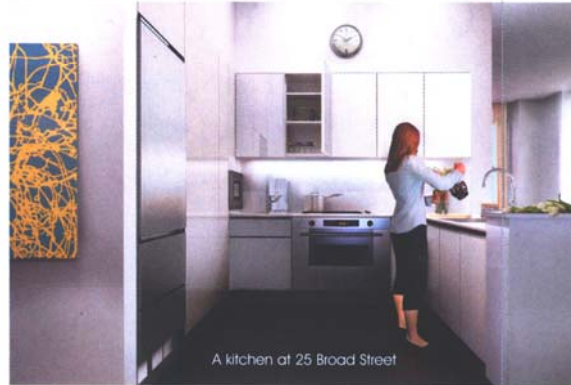
It seems that every day a new Manhattan neighborhood is being hailed as the next big thing. While New Yorkers' love for all the grand traditionalism of the Upper East Side remains constant, many are being drawn downtown and to the West Side by the vibrant nightlife and cultural institutions in the areas. Lincoln Center's offerings are more engaging than ever, and The Time Warner Center has revitalized the West Side, drawing countless visitors and denizens with its high-end retail. In the Financial District, the introduction of haute retailers Tiffany & Co., Hermès, Thomas Pink and Canal signals a new era for the neighborhood. The area south of Fulton Street and east of Broadway is the fastest-growing residential community in the city, and some are referring to it as the "New Madison Avenue."

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A model bathroom at 25 Broad Street



A kitchen at 25 Broad Street

## This month, Swig Equities launches condominium sales for 25 Broad Street, a historic 1902 building located one block from the New York Stock Exchange.

Architects Cetra/Ruddy crafted rich interiors and updated the building with modern design and technology. Each apartment boasts ceiling heights of 10 to 14 feet, as well as custom Italian interior doors from the award-winning company Tres Plu.

In addition, 25 Broad Street offers a supreme package of amenities designed for the savvy professionals and families of lower Manhattan. Salon 25, located on the ground floor, offers a full gamut of spa and relaxation services, including massage, manicures, pedicures and facials. Each floor features a laundry room and spacious private storage cages. The building is also now outfitted with a rooftop observation deck and a luxury gym facility with an indoor swimming pool, steam room and state-of-the-art exercise equipment.

Just as 25 Broad Street is helping to revitalize the Financial District, Swig Equities' Sheffield57 adds to the transformation of another area, Columbus Circle. Located just east of the acclaimed Hearst Tower and north of the Time Warner Center, the 58-story residential tower's every detail has been redeveloped and modernized. The newly expanded modernist lobby includes Italian granite and Travertine flooring, as well as a coffered sycamore wood ceiling. A stunning new garden also graces the exterior of the building.

To complement the building's dramatic entrance, Sheffield57 incorporates a drive-through connecting 57th Street to 56th Street, allowing residents and guests the convenience of being picked up and dropped off at their doorstep, without the risk and hassle of oncoming traffic. Residents can also enjoy fully updated, modern facilities such as a two-floor residents' club that includes a private restaurant, screening room, children's play area, and a residents' lounge offering morning breakfast and evening cocktails.

"We have also designed an area for an infinity pool with windows that look out over New York," adds Liz Swig. "The whole thing will draw you right into the cityscape."

Sheffield57 also features newly designed floor plans, ranging from 600-square-foot studios to 1,700-square-foot three-bedroom, three-bathroom residences. As an added bonus, residents are offered complimentary interior design services to accommodate their own personal style.

"With Sheffield57, which is half a block from Columbus Circle, I saw a great deal of potential to take a building and completely redevelop and revamp it," adds Kent Swig. "Columbus Circle is no longer considered the far West Side; it has really become the center of the city." ♦

### Contemporary Sensibilities

Architects Cetra/Ruddy crafted rich interiors for 25 Broad and updated the building with modern design and technology.