

Here's an exclusive sneak peek inside The Woolworth Tower's Residences: VIDEO

NOVEMBER 17, 2016 02:00PM

by **LIZ LUCKING**



The Woolworth Tower Residences (image credit: BRAND by Williams New York)

We'll take whatever glance we can get of the Woolworth Building's new Tower Residences, which have been under construction since 2012, and basically kept hidden the entire time (the developers gave a [construction site](#) tour back in July 2015, and then released a few renderings [later that year](#)).

A new, animated video of the one of the units, which the sales team released today, is certainly a brief look, but we're grateful for the peek nonetheless.

Commissioned by retail magnate F. W. Woolworth, and designed by Cass Gilbert, the Woolworth building was officially inaugurated on April 24, 1913, when President Woodrow Wilson flipped a switch in the White House to illuminate what was then the world's tallest building. Almost a century later, Alchemy Properties bought the top 30 floors of the tower and started converting them into 33 loft-like homes, which are designed by Thierry W. Despont

According to [The Real Deal](#), several units in the building recently got updated floor plans in an effort to appeal to a greater range of buyers.

Stan Ponte, a broker with Sotheby's International Realty and the co-director of sales for the project, wouldn't dish on sales or contracts — units are currently being marketed to select buyers — but “for a quiet marketing phase [interest] has not been quiet,” he said.

Likewise, pricing for the apartments is still under wraps, but Ponte did tell *LLNYC* that the building's three-bedroom units will start at just a touch under \$9.6 million, with sizes starting at 3,272 square feet. Two-bedroom units, meanwhile, will start at \$7.25 million, and will be 2,544 square feet.

The project is estimated to be completed towards the end of 2017, but they are “very close to having people be able to walk through,” said Ponte.

The building is also reportedly set to hold a nine-floor “Pinnacle” penthouse unit, rumored to be priced at \$110 million.

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