

LIVING SPACE

A new Star is born in Long Island City

Developer compares glass tower to NYC's finest

By MAGGIE HAWRYLUK

With a name like The Star Tower, Long Island City's latest residential project is set to stand out from the crowd.

And Robert Roe, vice president at Roe Development Corporation, developer and marketing agent of the 180-unit tower, is making sure the building makes a memorable impression on potential buyers.

"We wanted to show buyers that The Star Tower is in the middle of what's going on," Roe said of the building's campaign with the theme of: "3 minutes from Midtown Manhattan, 3 minutes to change your point of view."

The Star Tower's sales office, located across the street from the building's future site at 28-02 42nd Rd., is the biggest in Queens and not only boasts model units, explanations of the various services and amenities and samples of the finishes, but also includes an interactive screen that will familiarize buyers with the neighborhood and a small movie theater that screens a short video about the building.

"We really built this sales office with so much detail and pride," said Roe, whose development company just finished off the neighboring Fusion. "It really is almost an extension of what you'd see in Manhattan."

And buyers are not only remembering The Star Tower — Roe said much of the traffic coming through the office is through word of mouth recommendations — they're signing contracts.

Just six weeks after launching marketing, 45% of the building was sold to primarily singles and first-time buyers and, Roe said, he's still seeing interested buyers during a time when traffic typically drops off.

With a location that is steps away from the soon-to-be revitalized Queensboro Plaza and Jackson Avenue, and across the street from Tishman Speyer's 3.5 million square foot Gotham Center commercial project, Roe said deciding on The Star Tower's site was a no-brainer. "We wanted to be right across from the



action," he said. "This is going to be the main, marquee corner."

And if location wasn't enough, Roe said the views are another major selling point. At 25 stories, The Star Tower will be one of the tallest developments in the burgeoning Long Island City neighborhood and Roe Development and architectural team DeArch LLC, made sure to capitalize on these views. All of the one- and two-bedroom apartments, which range in size from 617 to 1,213 s/f, will have southern exposures and most will boast Manhattan views.

With eight units per floor arranged in an "L" formation, Roe Development really made it a point to focus on the quality of the units that will wow buyers.

"We really went all out. We're able to do it because we do all the construction in-house so it's more efficient and that transfers to the buyer," Roe said. "We gave people the best of everything."

From all of the top appliances and custom-built walk-in closets to elegant Italian lava stone-adorned kitchens and dense Brazilian walnut floors, Roe takes great pride in the tiny details that make all the difference. "The finishes are on par with The Laurel or The Lucida," said Roe.

In addition to top of the line finishes, The Star Tower will offer residents a Sky Deck equipped with a pool, wet bar and cabanas, spa, fitness center and 24-hour concierge service. And with the price per square foot starting at \$725, buyers aren't feeling the pinch of these high quality extras.

"We really were thoughtful and want to sell the entire building, not just 60%," said Roe.



Developer Robert Roe puts Star Tower on a par with The Laurel and The Lucida, two prize NYC developments.