

EV GRIEVE

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[HTTP://EVGRIEVE.COM/2015/03/THE-EAST-LUXE-IS-70-RENTED-PETCO.HTML](http://evgrieve.com/2015/03/the-east-luxe-is-70-rented-petco.html)

The East Luxe is 70% rented; Petco confirmed for retail space



People apparently want to live in The East Luxe, Ben Shaoul's new 20-unit rental

building at 31-33 Second Ave.

According to a release via reps from brokerage firm Platinum Properties, 70 percent of The East Luxe between East First Street and East Second Street has been rented "in just 8 weeks on the market."

Here is more info from the release:

Two of three four-bedroom rental units were just released starting at \$6988 (this is net effective pricing after one free month) and the building will be offering a third four-bedroom unit onto the market in mid-March for April occupancy. Renters will have the opportunity to select from 3 different 4-bedroom layouts; 2 out of 3 of the units have 14-ft. ceilings.

And!

Completely renovated and redesigned by developer Ben Shaoul, the elevator building has landscaped roof deck with views of the Empire State Building, Chrysler Building, and the Manhattan Bridge. Each unit is appointed with condo finishes offering washer and dryer units in each apartment, stainless steel appliances, granite countertops, and marble bathrooms.

And here are a few interior shots via Platinum...





In addition, Platinum announced the [previously reported news](#) that Petco has signed on to be the retail tenant in the building's 3,500-square-foot storefront.