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Second edition: Publishing Building Gets New Life

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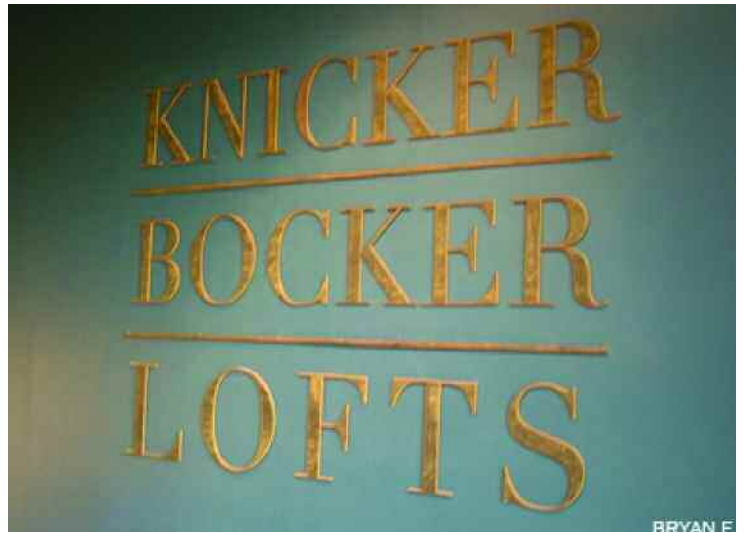


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Eric Anderson and Susan Newman, partners in the Knickerbocker Lofts venture, discuss some of the lofts amenities.

The historic building that used to house the Knickerbocker Press is set to begin new life featuring live-and-work artist lofts. The Knickerbocker Lofts, housed in the former Knickerbocker Press Building at 52 Webster Ave. in New Rochelle, opened its sales office Sept. 6. The building is on the National Register of Historic Places. The building has previously housed condominium units, which were converted into loft-style apartments. The renovations project is a joint venture between Knickerbocker New Rochelle L.L.C., which owns the building, Valhalla-based developer Martin Ginsburg, and Urban Green Builders out of New York City.

Susan Newman, a partner with Knickerbocker New Rochelle, believes the historic nature of the building will be a draw to artists and other creative types. "This building has a personality," she said. "It's almost as if the building squealed with delight when we did something good (during the renovation)." The building was constructed in 1890 by famed publisher G.P. Putnam, who published books



by luminaries such as Edgar Allen Poe there. Newman said the adaptive reuse of the building will add to the historic nature of downtown New Rochelle.

“If you can do it, these kinds of buildings deserve a new life,” she said. New Rochelle Mayor Noam Bramsom said buildings like the former Knickerbocker Press are essential to developing a “distinct character” for a city’s downtown.

“This building is a stellar example of how a structure conceived with one purpose can have new life in the 21st century with a new purpose,” he said. Ginsburg, whose company Ginsburg Development Co., has done similar redevelopment projects along the Hudson River, said this is becoming more of a trend. “I think this is something communities are trying to do now,” he said. “(The building) went into disuse and now it’s being brought back to life.”

The residential units in the building range from 660 square feet to 2,146 square feet, with units starting at \$300,000.

In the building’s long history, it has seen many uses. After 30 years as a publishing house, the American White Cross moved in and manufactured bandages there until 1995. Parts of the complex were used as artist lofts during the 1980s and 1990s, and other nearby buildings also house artist lofts.

Newman believes this will be an attraction to artists to move into the building and be a part of a thriving arts scene in New Rochelle.

“I think it has a great appeal,” she said.