

# REAL ESTATE WEEKLY

Deals &amp; Dealmakers

Debt &amp; Equity

Residential

Retail

Technology

Views

Lawsuits

Gallery

Advertise

Editorial Calendar

Subscribe

Contact Us



Deals &amp; Dealmakers

## Quadrum Global and SERHANT. New Development Announce The Huron, A New Waterfront Condominium in Greenpoint, Brooklyn

by REW • February 25, 2022 • 0 comments • 849 views

SHARE

0



Continuing Success Through the Pandemic:

**\$1,004,952,780****6,682 Units**

Recent Transactions

Michigan • Virginia • Ohio • North Carolina • Kentucky  
South Carolina • New Jersey • New York • Pennsylvania

Multifamily Investment

**Quadrum Global**, a UK-based global real estate development and investment firm, and **SERHANT. New Development**, the dedicated division for the sales and

[Privacy](#) - [Terms](#)

marketing of new development projects at SERHANT. today announced **The Huron**, a two-tower condominium development on the waterfront in Greenpoint, Brooklyn. Located at 29 Huron Street, the residences are designed by **Morris Adjmi Architects**.

Built on one of the few remaining waterfront parcels in Brooklyn, The Huron's two towers are strategically designed to maximize outdoor space for residences as well as views of the Manhattan skyline.

"Greenpoint is steeped in history and culture and is ever evolving," said Amir Setayesh, managing director at Quadrum Global. "The Huron is the next step in Greenpoint's evolution, bringing elevated waterfront living to the community. With an elegant design that pays homage to Greenpoint's industrial past, and enduring views of the Manhattan skyline, we are proud of this project and are excited to share it with the world."

The Huron features 171 residences, ranging from studios to four-bedrooms. Conceived with today's needs in mind, the building uniquely offers a total of more than 20,000 square-feet of private outdoor space across select units. The interiors are designed by Morris Adjmi Architects to be elegant and inviting.

"For the design of The Huron, we wanted to respect Greenpoint's past and present contexts," said Morris Adjmi, founder and principal of Morris Adjmi Architects. "At the ground plane, the rough brick podium is inspired by the materials and scale of surrounding warehouses—vestiges of the neighborhood's industrial past. For the towers above, we drew inspiration from post-industrial architecture, the cinematic hues of Edward Hopper's urban scenes, and the everyday luminosity and artistry of the local community."

The Huron offers 30,000 square-feet of amenities including a stunning indoor saltwater pool and fitness center overlooking the Manhattan skyline, fully-equipped residents' lounge, coworking spaces; screening room; kid's room; outdoor playground; hangout lounge; bike storage; and lush rooftop with BBQs. For residents with vehicles, licensed parking will be available.



"Greenpoint has a vibrant culture that is complementary to the increasing demand for larger homes outside of Manhattan," said Jennifer Alese, head of SERHANT. New Development. "The Huron offers substantial residences with thoughtful layouts, highly-desired outdoor space, and the cachet of waterfront living. SERHANT. New Development is proud to be partnering with Quadrum Global to bring The Huron to market, we know buyers are going to love it."

According to data from SERHANT., buyer demand in Greenpoint remains strong; last year, the number of days on the market in Greenpoint reached its lowest level since 2016. In addition, the neighborhood has continued to see a surge in sales activity, with the number of transactions in 2021 surpassing the previous market cycle peak in 2017.

The Huron marks the latest luxury condominium project in New York City by Quadrum Global, the firm behind Arlo Hotels, with its long track record of world-class development. Setayesh added, "With the Huron, we channeled our expertise in hospitality to create inviting, functional, and exceptional residences."

Marketing for The Huron will be led by SERHANT. New Development. Expected to launch Summer 2022. For more information, visit: <https://thehuron.com/>

AVISON  
YOUNG

For Sale

7 Bushwick Place

Brooklyn, NY

Price: \$30,000,000

aytristateinvestmentsales.com

MORRIS ADJMI ARCHITECTS

QUADRUM GLOBAL

SERHANT NEW DEVELOPMENT

THE HURON

SHARE

0

f

t

G+

p

in

t

< PREVIOUS POST

Daniel J. Houlihan, Jr.  
announces closing of  
two private (hard  
money) loans

NEXT POST >

Marcus & Millichap  
Arranges the Sale  
of a 60-Room  
Hospitality  
Property

REW

RELATED POSTS

Asia Capital  
Real Estate  
(ACRE) Hires

Veteran Real  
Estate Broker  
to Open

Almono an  
Carnegie  
Mellon