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Ground broken on city's newest 'jewel'

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An 11-story residential condominium development on the northwest corner of 96th Street and Madison Avenue broke ground last week.

The 41,000 square foot building with full-floor residences, a duplex penthouse and a retail component on the ground floor is being built by Marson Contracting Co., Inc. for the Manhattan based developers Stuart Boesky and Jamison Weiner of Madison 96 Associates LLC. The construction schedule slates the building for a late 2005 completion. Jointly designed by the office of H. Thomas O'Hara Architects and Barry Rice Architects, the development is being offered by Corcoran Group Marketing.

The development is notable for being the first new construction project built on the Upper East Side's gold coast between Madison and Fifth Avenues in over a decade. Consistent with the historic neighborhood, the design exhibits attention to old-world traditional quality interpreted in a modern format.

"It's has a "jewel-like" quality about it," says Leon D. Marrano 111, President of Marson. "We are here to make sure construction quality meets this high-end design quality. It will take the artisan-type skills and attention-to-detail that are part of Marson's heritage. "
