

HOMES

Ohm sweet ohm: New NYC building toasts the young and nightlife

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SAVULICH/NEWS

Jeff Levine, chairman of Douglaston Development, in two-bedroom unit overlooking Hudson River and West Side.

"When in Rome, build for Romans," says [Jeff Levine](#), the chairman of [Douglaston Development](#), the company that owns Ohm, a 288-unit rental building on 30th St. and 11th Ave. that the developer calls the edge of West Chelsea. "From the beginning, this was and is a young neighborhood. We had to make it exciting."

So how do you build a building for young people? According to Levine and architect [Stephen B. Jacobs](#), you start with what Levine calls a "cathedral-like" ceiling in the lobby, and you paint it light purple. Then you partner with the Knitting Factory to curate a special bi-weekly music series starring world-class performers. Then you hope young people enjoy the extra-block walk to this growing area.

In addition to the lobby, Levine put a safe in every closet, washer-dryers in almost every unit, and lockable sections of bath cabinets so people can't find your pharmaceuticals.

Thirty percent of the 34-story building has been leased since January. Ohm has a roof deck, outdoor space on the second floor, a huge lounge with video games and pool tables, a fitness center, and lobby lights that rotate color and brightness. Two giant lobby screens show videos 24-hours a day.

Net effective rents (what you actually pay) start at \$2,010 for an alcove studio on the building's 10th floor. Levine says they recently rented a three-bedroom with a huge terrace to a creative type for \$10,000 per month.

Older people shouldn't worry. We met someone over 50 during a recent tour. For the most part though, it's kids in sweatpants, jeans and T-shirts mixed in with a few suits. Hoping to draw renters who want to be close to the club action, we're guessing not many 311 noise complaints will come from here.

[Nancy Packes Inc.](#) is handling the leasing. Call (212) 564-2288 for more information.