

Office Building Converting

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for about \$325 a month, or \$11.14 a square foot annually; the Chelsea Lane Apartments, 10 West 16th Street, where studios rent for \$303, or \$10.07 a square foot, and 69 Fifth Avenue, between 14th and 15th Streets, where studios command \$285 a month, or \$12.25 a square foot annually.

The total cost of the conversion, including the \$425,000 purchase price, will be about \$4-million, according to Mr. Teitelbaum. He said that he expected to obtain a \$2.8-million mortgage, with the rest of the cash to be supplied by his company.

The 36-year-old Mr. Teitelbaum, a former director of real estate acquisitions for W. R. Grace & Co., the diversified industrial corporation, said that a major purpose of his 14-month-old concern was to acquire and renovate older residential buildings.

The Union Square building represents the third acquisi-

tion for Teitelbaum Holdings. In March, the company bought a seven-story structure at 121 East 31st Street, between Lexington and Park Avenues, for about \$1-million. It plans to automate the elevators in the 96-unit apartment house, but not to make other major changes.

The company's first venture was the purchase of 43 Fifth Avenue, an 11-story building on the northeast corner of 11th Street, and an adjacent two-story structure at 11 East 11th Street that houses the Conservative Synagogue of Fifth Avenue.

A moderate renovation of the rent-controlled and stabilized apartment building is almost complete, Mr. Teitelbaum said, and he hopes to convert it into a cooperative. He said that the conversion plan has been endorsed by many tenants.

The adjacent property has been leased back to the synagogue for five years.

Mr. Teitelbaum's most ambitious project, the Union

Square building, was designed by Bruce Price, the father of the late Emily Post, for the now-defunct Bank of the Metropolis. The bank's name will remain chisled in the stone over the entrance to the apartment building.

A major commercial tenant in the building is Brownies, a restaurant and health food store that has been a local institution for decades. It occupies the western end of the street level and space in an adjacent four-story structure, also purchased by the Teitelbaum concern. "They have a long lease, and we expect and hope they will stay forever," said Mr. Teitelbaum.

The rest of the Metropolis Building's occupants are in the process of moving out. "Unlike residential tenants, there's not much trouble in relocating office tenants as long as they can get as good or better space for the same price," Mr. Teitelbaum remarked. "And there's plenty of that space around."



31 Union Square, left, shortly after its completion in 1902