FiDi office-to-residential conversion with nearly 800 units launches leasing

A massive office-to-residential conversion in the Financial District has launched leasing for nearly 800 luxury rental apartments. Located at 222 Broadway, the 32-story tower, formerly home to tenants including Bank of America, Santander, and American Express, has been transformed by GFP Development and architect CetraRuddy into "Wrey," a residential tower with 788 units and a five-floor amenities club. Prices range from $4,588/month for studios with home offices to $12,088/month for three-bedroom units. For Wrey, CetraRuddy transformed the building's former open floor plates and corner offices into spacious, light-filled residences designed to maximize sweeping views of City Hall Park, the Woolworth Building, the Hudson River, St. Paul's Chapel, One World Trade Center, and the Oculus. Designed for today's "hybrid lifestyle," the apartments feature ceiling heights of up to 9 feet 8 inches and refined interior finishes, including Calacatta quartz countertops and backsplashes, a full suite of Bertazzoni appliances, and bathrooms clad in Atlas Concorde tile. Select homes also feature custom buildouts by Modular Closets, and each comes with an in-unit Bosch washer and dryer, blackout window shades, and keyless entry. "We have created artfully crafted interiors rich in curated detail, layering warm, natural materials with the vibrancy and attitude inspired by Tribeca's artistic legacy," Ximena Rodriguez, principal and director of interior design at CetraRuddy, said. Pricing starts at $4,588/month for studios with home offices, $7,638/month for one-bedrooms with home offices, $11,723/month for two-bedrooms, and $12,088/month for three-bedroom units.

Two Two Two, Wrey's five-floor amenities suite, is designed to rival the city's most exclusive private members' clubs. At the building's crown, The Penthouse and The Sundeck offer panoramic river and skyline views. The Sundeck features a rooftop pool and shower, daybeds, chaise lounges, dining areas, bars, and an outdoor kitchen, complemented by The Penthouse's interior lounge spaces. On the 19th floor, The Park Lounge opens onto a fireside retreat with a co-working library and virtual meeting rooms, and a private dining room offers a catering kitchen. This space flows onto the Park Terrace, a well-appointed outdoor space with a social lounge, bar, and grill stations. Wrey's wellness and entertainment offerings are anchored on the lower levels, featuring a state-of-the-art fitness club, two private training studios, and a dedicated yoga studio. Connected to these is The Wellness, a spa with a cold plunge, sauna, steam room, treatment room, waterfall lounge, and relaxation room. All of these amenities are centered around a 75-foot lap pool with an adjacent hot spa. The Social features a sports simulator studio, game lounge, screening room, and karaoke room. Younger residents can enjoy a dedicated children's playroom inspired by the site's former life as P.T. Barnum's American Museum. A music room completes the amenities suite. Compass Development Marketing Group (CDMG) is serving as Wrey's exclusive marketing and leasing partner. "There is nowhere else in Manhattan where you can live at the nexus of two neighborhoods as compelling as Tribeca and the Financial District, with the connectivity Wrey offers," Sarah Patton, co-head of CDMG, said. "This building embodies the very best of what downtown living has become," she added. GFP is a major player in New York City's wave of office-to-residential conversions. The developer is behind 25 Water Street, the nation's largest conversion project, which transformed the former 1960s office tower, once home to JPMorgan Chase and the New York Daily News, into 1,320 homes and 100,000 square feet of amenities. The project was also designed by CetraRuddy, reflecting a growing partnership between the two firms on conversion work. "With Wrey, we sought to create a residential experience that sets a new standard for luxury rental living in New York City," Brian Steinwurtzel, co-CEO of GFP Development, said. "From the moment we identified 222 Broadway, the opportunity was clear: a singular site at the intersection of Tribeca and Lower Manhattan, with views that cannot be replicated and a location that connects residents to the best the city has to offer," he added. GFP is also behind the planned conversion of the former New York Stock Exchange headquarters at 40 Exchange Place into 382 apartments and retail space. Permit applications for the 20-story building were filed in July. The firm secured a $288 million construction loan for 222 Broadway in January 2025, as 6sqft previously reported.