

OFF THE MRKT

Wrey Launches Leasing at 222 Broadway, Bringing Office-to-Residential Luxury to Lower Manhattan



Lower Manhattan's office-to-residential glow-up continues, and Wrey is arriving with serious skyline energy. GFP Development has launched leasing at Wrey, a new luxury rental tower at 222 Broadway, transforming the former office building into 788 residences where Tribeca meets the Financial District. Designed by CetraRuddy, the adaptive reuse project brings condominium-caliber finishes, sweeping city views, and a private residents' club called Two Two Two to one of Downtown Manhattan's most connected pockets, just moments from City Hall Park.

The residences range from studios to three bedrooms, including penthouses on the 31st floor, with many homes offering dedicated home offices for the hybrid-work crowd that still wants the apartment to look chic on Zoom. Interiors include Calacatta Quartz countertops and backsplashes, Bertazzoni appliances, Atlas Concorde tile bathrooms, Bosch washers and dryers, blackout window shades, keyless entry, and ceiling heights up to 9 feet 8 inches. The views do a lot of the heavy lifting too, framing City Hall Park, The Woolworth Building, the Hudson River, St. Paul's Chapel, One World Trade Center, and the Oculus.

Wrey's amenity program is where the building really leans into the new Downtown luxury rental playbook. Two Two Two spans five floors and includes a rooftop pool, sundeck, lounges, coworking library, private dining room, Park Terrace, fitness club, yoga studio, spa with cold plunge, sauna, steam room, treatment room, and a 75-foot lap pool with hot spa. There is also a sports simulator, game lounge, screening room, karaoke room, children's playroom, workshop, and music room, because apparently leaving the building is now optional. Leasing begins at \$4,500 per month for studios, with Compass Development Marketing Group serving as the exclusive marketing and leasing partner.

WREY

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