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Watchcase Factory townhouses in Sag Harbor hit the market

Penthouse at Cape Advisors' 64-residence development also lists, for \$10M

By Mark Maurer



Renderings of courtyard and townhouse at Bulova Watchcase Factory redevelopment in Sag Harbor

The first batch of townhouses at the Cape Advisors' Bulova Watchcase Factory mega-development in Sag Harbor hit the market, the developer told *The Real Deal*. When complete, the development will hold a total of [64 residences](#), including nine townhouses, 47 condominiums and eight one-bedroom bungalows. While the condos are being converted from the factory structure, the townhouses are ground-up construction on the perimeter of the site.

Of the 43 condominium units that [hit the market in June 2013](#), 35 are in contract, said David Kronman, project manager at Cape Advisors.

Earlier this week, sales launched for a three-bedroom penthouse asking \$10.2 million; a five-bedroom townhouse at 14 Sage Street asking \$4.8 million; a six-bedroom townhouse at 25 Church Street asking \$4.4 million; and a four-bedroom townhouse at 2 Sage Street asking \$3.7 million. All residences are slated to be complete by the fall.

"We wanted to put a good variety of townhouse product on the market at first, at different price points," Kronman said.

Townhouse prices range from \$3.5 million to \$6.5 million. Prices for the [remaining penthouse condos](#) range from \$4.3 million to \$10.2 million.

Brokers Cee Scott Brown and Jack Pearson of Corcoran Sunshine Marketing Group are handling sales.

Each townhouse has a wraparound terrace and 10-foot ceilings. Penthouse 400 spans about 2,850 square feet and features a staircase, library and double-sided fireplace.

Amenities will include parking in a 130-car underground garage, shared swimming pool, private gardens and a fitness center.

The former Bulova Watchcase Factory sat vacant years, having initially served as a cotton mill in the 1800s and later as a factory for manufacturing watchcases.