

Memorandum of Sale 100 Orchard Street

# The Historic Blue Moon Hotel

A Stately Hotel With Apartment-Style Suites



## The Historic Blue Moon Hotel

- Selected By National Geographic Traveler As One Of 150 Hotels In the Western Hemisphere To Check Into
- Winner Of The 2012 Trip Advisor's Certificate Of Excellence
- 4th Edition Allen Sperry, Rizzoli's Best 100 Little Hotels
- New York Magazine's Critic's Pick
- City Search's Best Boutique Hotel
- Over 40 Major Articles Written Including NYT, LA Times, Toronto Star, International Herald Tribune, Bloomberg, New York Magazine, Newsday, WSJ, etc.



- Internationally acclaimed restoration
- 10-15 ft ceiling heights, interiors filled with natural light
- Upper floors with expansive terraces and iconic Manhattan views
- Stunning restaurant and gallery spaces for exhibitions, dining, and cultural events
- Light-filled classrooms or museum halls adaptable for cultural programming
- Steel framing & modern elevator infrastructure (2006,
- Two full commercial kitchens
- Public restrooms and support spaces for large groups and events
- Comprehensive re-restoration (2021)

## PRESTIGIOUS ACCOLADES & ARTICLES

- Recognized by National Geographic as one of the most unique landmark restorations in the Western
- Featured in international design and culture publications
- Honored for preservation and adaptive reuse of historic architecture





# Executive Summary

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<b>Address</b>	Blue Moon Hotel - 100 Orchard Street, New York, New York 10002	
<b>Location</b>	East side of Orchard Street between Delancey Street and Broome Street.	
<b>Block &amp; Lots</b>	409/1101 & 1102	
<b>Lot Size</b>	26' x 88'	<b>Built:</b> 26' x 83'
<b>Total Square Feet</b>	<b>Lot:</b> ±2,307 Square Feet	<b>Building:</b> ±15,613 Gross Square Feet (per ICIP)

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## Description

The property at 100 Orchard Street, known as the Blue Moon Hotel, is currently comprised of 22 guest rooms and suites ranging in size from 320 to 800 square feet with soaring ceilings and comfortable living spaces. This 8-story elevated hotel features many rooms with private balconies and spectacular views of the city. All of the guest quarters are considered to be oversized relative to other hotels throughout Manhattan and some are large enough to accommodate four people or more.

The ground floor serves as a spacious hotel lobby for guests and their visitors and is more than ample in size to accommodate a number of potential future uses, such as a bar and restaurant that would cater to hotel guests as well as the tremendous volume of pedestrian traffic throughout the Lower East Side and on Orchard Street in particular.

The ownership of the Blue Moon Hotel will continue to benefit from the strong in-place cash flow generated by the current well-established hotel operations as well as significant future upside through a reconfiguration of all or part of the building into a number of different uses.

## Rooms

22 oversized guest rooms including luxurious penthouse suites with exciting views of Manhattan. Ground floor is an open lobby with a lounge area, dining room, two commercial kitchens and public restrooms.

**Zoning/FAR C6-2A FAR: 6.02 As-Built: 6.24**

# Assessed Valuation 2025

- Block 409 Lot 1101: \$1,453,057 | Block 409 Lot 1102: \$24,389 | Total: \$1,477,446

## Real Estate Taxes

- Block 409 Lot 1101: \$156,378 | Block 409 Lot 1102: \$26,247.88 | Total: \$182,625.88



BLUE MOON HOTEL - 100 ORCHARD STREET



## Renovation & Expansion Memorandum of Build Out

The Historic Blue Moon was built with the scope and detail of a Public Works Project. It involved structural transformation at every level: removal of airshafts, new structural steel, multi-story reinforcement, and a three-floor vertical expansion. To recreate such workmanship today, with historic restoration, artistic mosaics, vaulted ceilings, and eight-story vertical circulation, would require an investment of approximately \$30 million in current dollars.

The Blue Moon's restoration and expansion integrate fine-art preservation, landmark rehabilitation, and contemporary luxury hospitality. Costs reflect New York City 2025 union labor rates, historic-building constraints, and high-end finishes consistent with boutique hotel standards in SoHo and the Lower East Side.

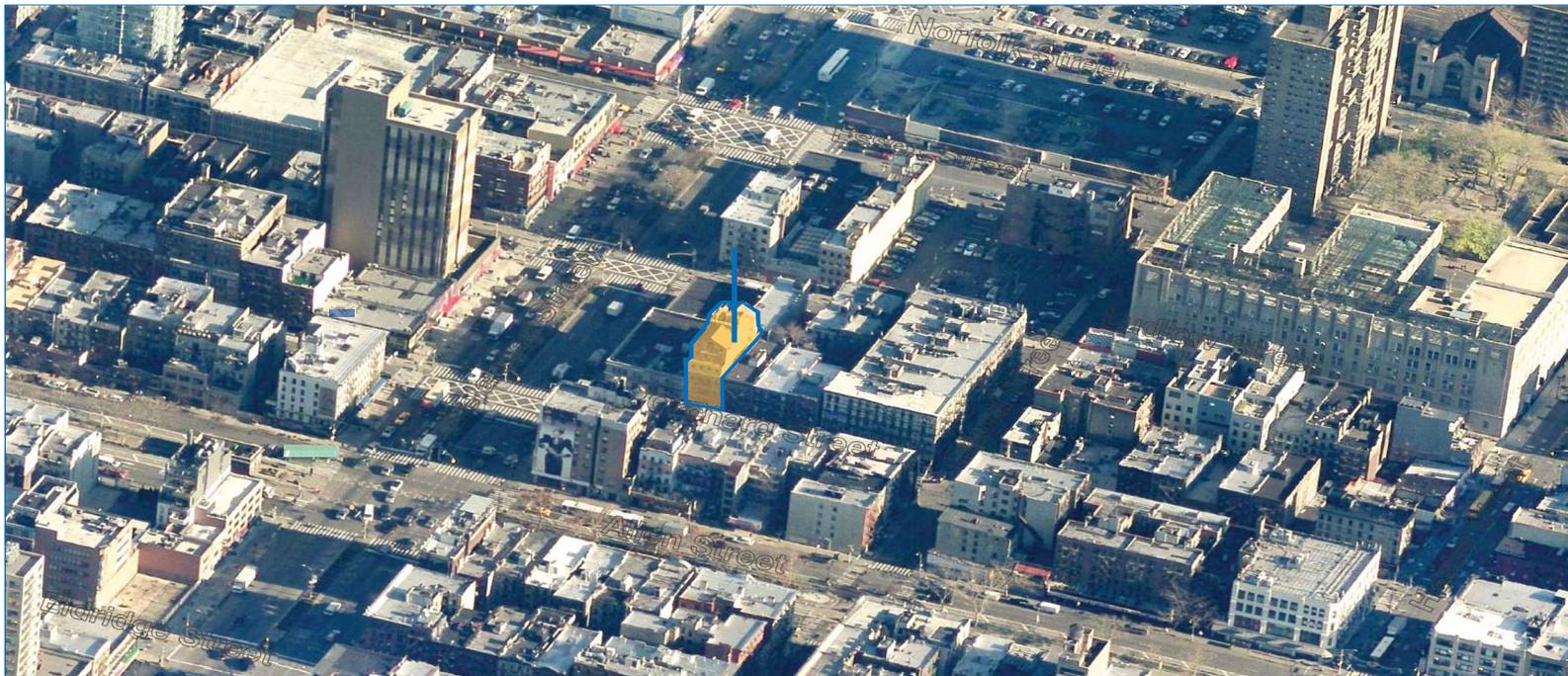
Category	Description	Estimated Cost
1. Structural Reinforcement & Vertical Expansion	Airshaft removal, structural steel reinforcement, 3-floor addition, cantilevered balconies, concrete floors, sidewalk.	\$9,400,000
2. Vertical Circulation	Hydraulic elevator (8 stories) and 9-level stair core	\$1,700,000
3. Roof & Vaulted Ceilings	Gabled roof, vaulted interiors, skylights, insulation, steel framing	\$2,500,000
4. Historical Restoration	Facade, cornices, ironwork, woodwork, murals	\$2,650,000
5. Artistic & Mosaic Restoration	Custom hand-laid mosaics and restoration of existing tiles	\$2,800,000
6. Fire & Life Safety Systems	Sprinklers, fire pump, alarms, smoke-purge, pressurization systems	\$2,850,000
7. Code Compliance / MEP Upgrades	HVAC, ADA, seismic, plumbing, pressure systems, Technology & IT Systems	\$2,500,000
8. Kitchens, Laundry & Restaurant Build-Out	Dual commercial kitchens, laundry, and dining room FF&E	\$1,900,000
9. Soft Costs & Contingency	Architecture, engineering, permits, union premiums, contingency	\$4,800,000

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**Total Estimated Project Cost (2025 Basis): \$30,000,000**

**Summary:**

This cost framework represents a full contemporary rebalance of the original Blue Moon redevelopment, reflecting modern pricing, realistic trade escalation, and a refined alignment with preservation-class construction. It demonstrates both accuracy and scalability bridging art, history, and viable long-term value.



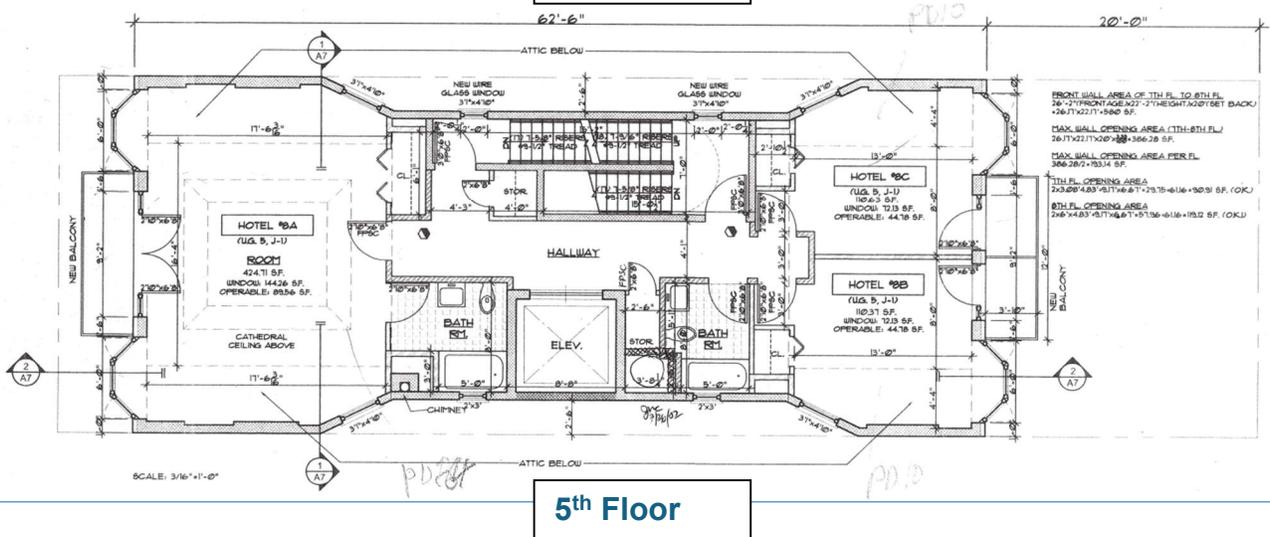
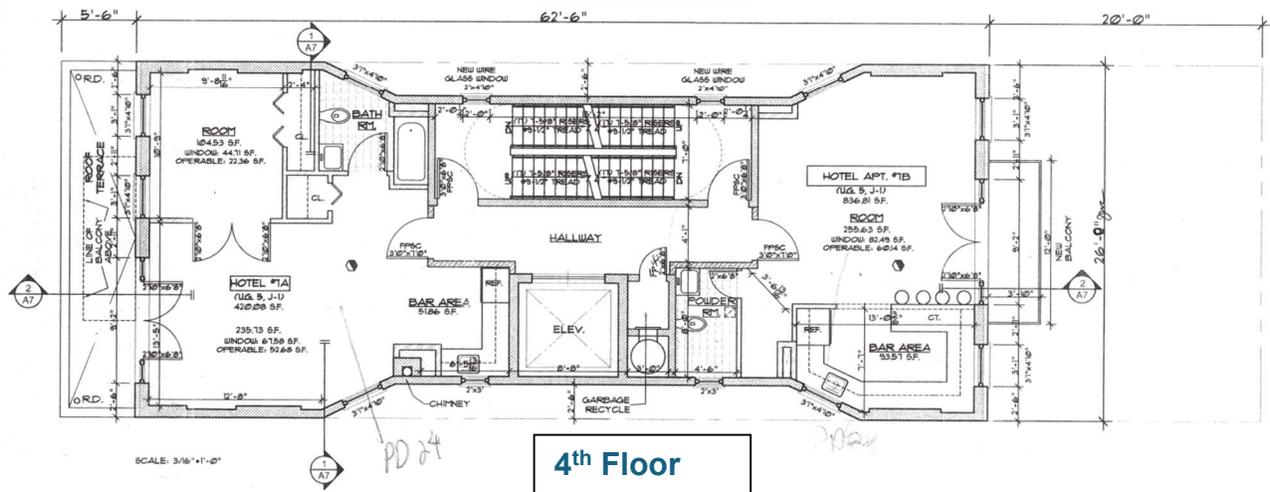
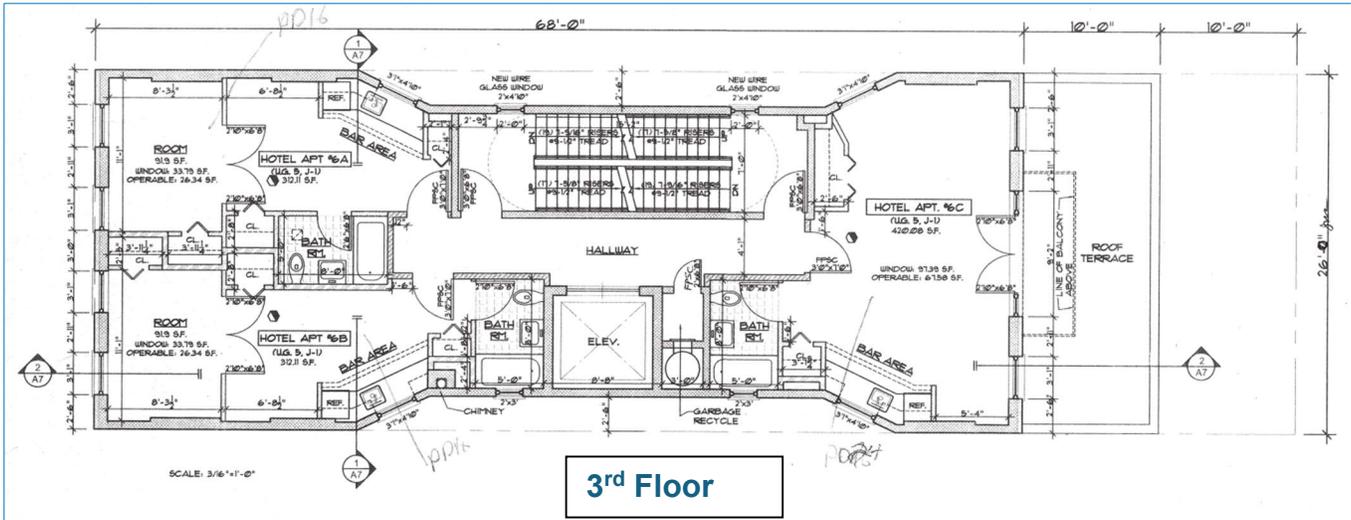


# Floor Plans



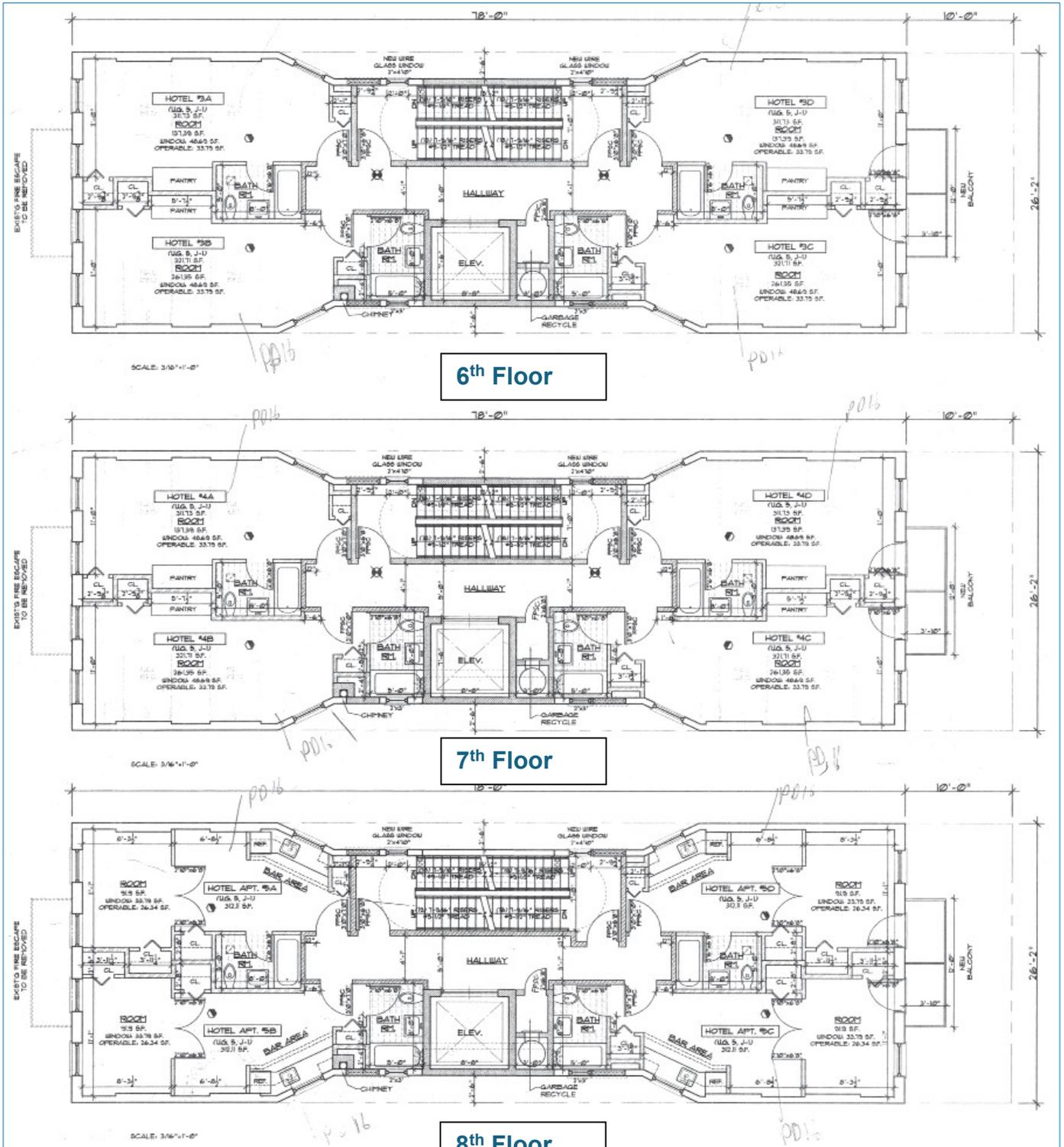


# Floor Plans





# Floor Plans



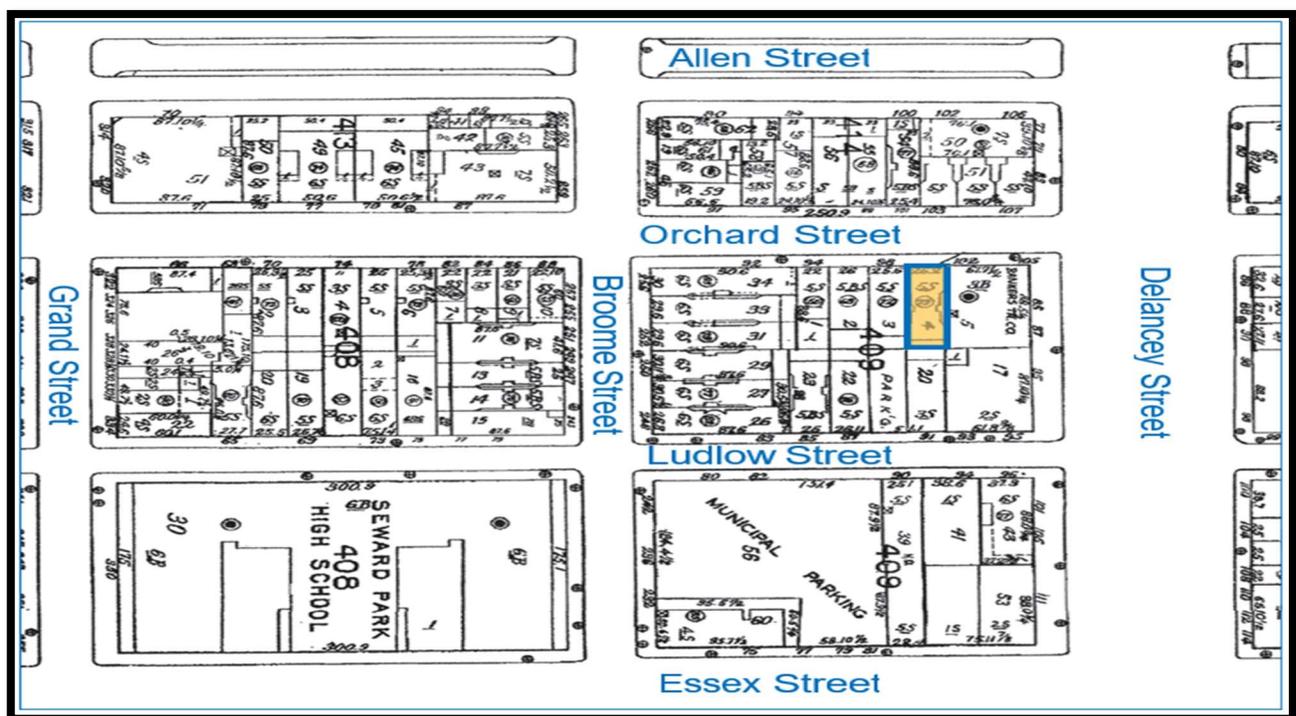
# Location at the Heart of the Lower East Side

## Dynamic, Historic, and Connected

The Lower East Side (LES) is one of New York City's most dynamic districts — a vibrant blend of history, culture, and trendsetting energy is a hub of galleries, nightlife, and world-class dining, boutiques, and cultural landmarks. The LES art scene continues to thrive, drawing both established and emerging talent.

At the center of it all, the Blue Moon Hotel stands as the authentic cultural centerpiece of the LES — a boutique property that embodies the neighborhood's past while anchoring its future as a luxury, art-driven destination.

100 Orchard street's accessibility and centrality are unmatched: just minutes from SoHo, Tribeca, NoHo, Little Italy, Chinatown, the Seaport, the Financial District, and New York's **Civic Center**.



World Trade Center site and the Fulton Street Transportation Hub. Together, these projects have redefined Downtown Manhattan as a global destination and are not far from the hotel. The Fulton Center links eight subway lines (A, C, J, Z, 2, 3, 4, 5), while the WTC Hub accommodates more than 250,000 pedestrians daily. The City's renewed focus on reconnecting Lower Manhattan to its East River waterfront further enhances the district, blending history, commerce, and world-class public space.

## Luxury Anchor

Positioned among premier hospitality The Bowery Hotel, Hotel on Rivington, Nine Orchard, upscale boutiques, and galleries and just steps from the New Museum and directly across from the Tenement Museum.

### Cultural Centerpiece

The only boutique hotel embodying the Lower East Side's immigrant history and artistic legacy. The Historic Blue Moon Hotel is unlike other boutique hotels born of glass and steel. It is a work of art, resurrected from a five-story tenement into a stately eight-story hotel by artist-developer Randy Settenbrino. Every preserved architectural detail and artifact is integrated into the design, making the Blue Moon a living museum at the heart of Manhattan's storied immigrant neighborhood.

# Our Apartment Sized Guest Rooms

Classic King (311 sq. ft.) and available with shared balconies. All rooms feature tables, chairs, seating areas, and kitchenettes, induction stovetops, cookware, cutlery, and chinaware.  
Double Queen and (375 Sq. ft.)  
Junior Suite (350 -350 sq. ft.)



Classic King



Double Queen





**Luxury King with Balcony** (420 sq. ft.) All rooms are equipped with large bathrooms, tubs, and kitchenettes.



www.majdailyev.com

# Certificate of Occupancy



## BUILDINGS Certificate of Occupancy

CO Number: 103050083F

This certifies that the premises described herein conforms substantially to the approved plans and specifications and to the requirements of all applicable laws, rules and regulations for the use and occupancies specified. No change of use or occupancy shall be made unless a new Certificate of Occupancy is issued. This document or a copy shall be available for inspection at the building at all reasonable times.

A.	Borough: Manhattan Address: 100 ORCHARD STREET Building Identification Number (BIN): 1005287 <u>Special District</u> : None	Block Number: 00409 Lot Number(s): 4 Building Type: Altered	Certificate Type: Final Effective Date: 03/29/2006
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This Certificate supersedes CO Number(s): 1030500831003

For zoning lot metes & bounds, please see B/S Web.

B.	<u>Construction classification</u> : OLD CODE: 3 Building Occupancy Group classification: COM Multiple Dwelling Law Classification: HAEB	Number of stories: 8 Height in feet: 70 Number of dwelling units: 0
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C. Fire Protection Equipment:  
Sprinkler system

D. Type and number of open spaces:  
None associated with this filing.

E. This Certificate is issued with the following legal limitations:  
None

Borough Comments: None

*Lama V. Davis*

Borough Commissioner

*[Signature]*

Commissioner

## BUILDINGS Certificate of Occupancy

CO Number: 103050083F

Permissible Use and Occupancy							
Floor From To	Maximum persons permitted	Live load lbs per sq. ft.	Building Code habitable rooms	Building Code occupancy group	Zoning dwelling or rooming units	Zoning use group	Description of use
CEL	15	OG		COM		5	ACCESSORY USE FOR HOTEL, LAUNDRY, ACCUSES.
001	30	50		COM		5	ACCESSORY USE FOR HOTEL HOTEL LOBBY.
002	12	50		COM		5	THREE (3) HOTEL ROOMS
003	16	50		COM		5	FOUR (4) HOTEL ROOMS
004	16	50		COM		5	FOUR (4) HOTELS ROOMS
005	16	50		COM		5	FOUR (4) HOTEL ROOMS
006	16	50		COM		5	THREE (3) HOTEL ROOMS
007	12	50		COM		5	TWO (2) HOTELS ROOMS
008	12	50		COM		5	TWO (2) HOTEL ROOMS

NOTE: NEW C OF O IS BEING OBTAIN FOR CONVERSION OF FLOORS (2-5) RES. TO COMMERCIAL AND ENLARGEMENT UNDER ALT 103050083. ENLARGEMENT & CONVERSION TO USE GROUP 5 CANNOT BE CONVERTED TO USE GROUP 2 RES. BLDG UNDER SECTION 15:00 2R (ENLARGEMENT AFTER 1961)

END OF SECTION

*Lama V. Davis*

Borough Commissioner

*[Signature]*

Commissioner

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# Accommodations and Services



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## Blue Moon Hotel Features

- ✘ Twenty-two boutique guestrooms and suites with many rooms large enough to accommodate up to four guests, with kitchenettes, refrigerators, large luxury bathrooms, 10-15 ft high ceilings
- ✘ Some guestrooms and suites also large enough to serve as meeting rooms
- ✘ Guest accommodations chock-full of historic details: some with original walnut window shutters, built-in window settees, all with original wood moldings
- ✘ Spectacular city views from the 5th Floor up
- ✘ Historic artifacts and memorabilia, beautifully preserved and displayed in the rooms and throughout the hotel
- ✘ Spacious and comfortable modern lodging furnished with period appropriate touches
- ✘ The accommodations are colorfully named after celebrities of the 1930's and 40's
- ✘ Luxury & Quintessential rooms feature hydromassage baths
- ✘ Two-Thirds of rooms feature balconies
- ✘ 24-hour front desk check-in/out, security systems, electronic entry locks, etc
- ✘ Parking and transportation nearby; near the B, D, F, J, M, Z trains
- ✘ Restaurants, bars, and lounges abound in the area

## All Suites And Lodging Accommodations Feature

- ✘ State-of-the-art heat and A/C with individual temperature control and backup heating systems
- ✘ Lavish, period-appropriate bathrooms with deep tubs, hair dryers, all bathroom amenities
- ✘ 4.5 cubic foot refrigerator with mini bar, bar sink, table & chairs
- ✘ Coffee Machine, iron & ironing board, Period Appropriate Black-and-Whites by Rebecca Lepkoff
- ✘ Flat screen TVs, WiFi

## Guest Rooms & Suites

The guest rooms at the Historic Blue Moon Hotel have been reconceived as oversized accommodations, far larger than most hotel rooms in New York City. Rooms and suites range from 311 sq. ft. (about twice the size of a typical Manhattan room) to more than 800 sq. ft. This significant size advantage enables the Blue Moon to effectively compete with—and often outclass—other boutique hotels by appealing to:

- Families and larger groups seeking comfort and space
- Business travelers who appreciate the flexibility of suites that can double as private meeting rooms
- Guests desiring luxury through additional square footage, terraces, and premium amenities

Every suite includes kitchenettes and spacious bathrooms, some featuring hydromassage tubs. Approximately two-thirds of rooms boast private terraces, some as large as 300 sq. ft., many with commanding city views. These features elevate the guest experience and create an unparalleled offering in the boutique hotel segment.

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## Built-In Upside Potential

The Lower East Side has firmly established itself as one of Manhattan's most desirable destinations for both locals and international visitors. The Blue Moon Hotel, an independently owned hospitality brand with stable and growing cash flow, is uniquely positioned to capitalize on this demand.

### Key Strengths

- Apartment-Style Suites — Reconfigured with kitchenettes, many guest rooms function as short-term corporate apartments, filling a highly valuable niche in a city where space is scarce and corporate demand remains strong.
- Expansion Potential — While the property is already built to its maximum allowable floor area, the Blue Moon brand can be scaled into additional locations, extending its market presence.
- Redevelopment Flexibility — With zoning and structural design that support multiple future strategies, the property is well-positioned for resilience across real estate cycles.

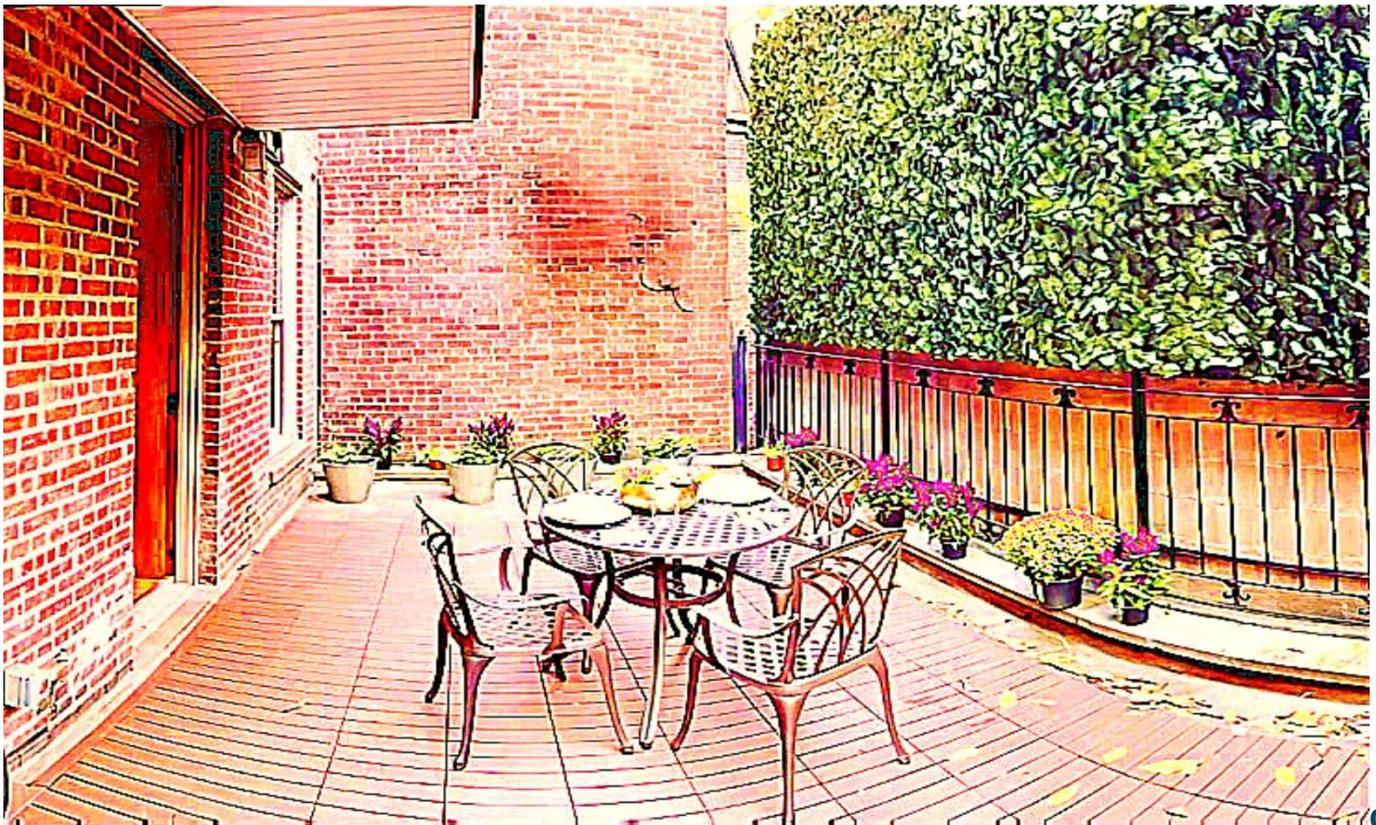
**Exclusive Penthouse Loft with Balcony and Commanding View**



## Luxury Family Suite



## Family Suite Garden Terra



Take a step into the stunning Blue Moon Hotel and you are immediately transported into a place in history where quality and refinement meet comfort and warmth. As the recipient of several prestigious awards and honors, the Blue Moon Hotel strives to provide guests with an experience unlike any other. Historically preserved and expertly designed, the Blue Moon Hotel in Manhattan provides a warm and inviting atmosphere among the aesthetic elegance of its era, enhanced to exceed guest expectations.

#### Blue Moon Hotel — Key Features & Services

- 22 boutique guestrooms & suites, many large enough for families or meetings
- Historic details preserved: walnut shutters, wood moldings, settees, artifacts, memorabilia
- Spacious rooms (some with balconies, terraces, or hydromassage baths) and spectacular city views (from 5th floor up)
- Period-appropriate décor, themed after 1930s–40s celebrities
- Modern comforts: individual climate control, luxury bedding, pillowtop mattresses, lavish bathrooms
- In-room amenities: kitchenettes with fridge, minibar, sink, dining set; flat-screen TVs; WiFi; safes; irons
- Guest services: 24-hour front desk, wake-up service, nearby parking & transit (B, D, F, J, M, Z trains)
- On-site offerings: bakery, Catering, Personal chef services by appointment
- Neighborhood: surrounded by restaurants, bars, and lounges in a prime Lower East Side location
- Located in Manhattan's trendy Lower East Side neighborhood, bordered by Greenwich Village, East Village, SoHo, Chinatown, and the Financial District, the Blue Moon Hotel is in a perfect spot for those traveling for business or visiting the popular tourist attractions in New York City.

The Historic Blue Moon Hotel seamlessly blends opulence with historic allure. Our spacious apartment-style rooms, ranging from 311 to 800 square feet, feature kitchenettes, seating areas, and many even have balconies, some expansive with breathtaking NYC views. Imagine sipping morning coffee on a balcony as large as 300 square feet. Whether for romance, business, or family adventures, our accommodations promise elegance and comfort, turning your New York stay into an unforgettable memory.

As a boutique hotel, 100 Orchard Street is designed to cater to a broad and diverse clientele, including visitors from virtually every country around the world. Current ownership and management have created a personalized atmosphere and level of service that foster guest loyalty, with returning customers making the Blue Moon their hotel of choice. This consistency has effectively established the Blue Moon as a unique brand within the hospitality industry

### **Brand Identity & Global Potential**

**100 Orchard Street, NYC | Artist–Developer: Randy Settenbrino**

**Recognition:** *National Geographic* — “150 Most Unique Hotels in the Western Hemisphere”

**“The Blue Moon is totally unique in the hotel industry. There is no chain with this type of historical theme. We could take this concept to 50 hotels globally.”**

— Kate Wells, Consultant

### **Strategic Opportunities**

- **Brand Licensing** — turnkey hotel, food & beverage, and art-integrated concepts
- **10-Year Operations & Financial Plan** — scalable strategy for sustainable growth
- **Acquisition Potential** — positioned as a package for REITs or major hospitality groups (e.g., Starwood)
- **Preservation-Based Incentives** — leverage cultural and historic redevelopment credits
- **Merchandising & Branded Concepts** — licensing for retail products and curated experiences

**From: Kathleen Wells**

**To: Randy Settenbrino**

**Subject: Blue Moon Hotel — Global Expansion Vision**

Dear Randy,

I have given the Blue Moon a great deal of thought since I last wrote to you. Briefly, I believe what is needed to take 50 Blue Moon Hotels public—either on the NYSE or the Toronto Stock Exchange—is as follows:

If the new owner would like to duplicate or brand the Blue Moon, we can open 50 worldwide, each with a distinct country theme. I am confident I could package, sell, and close this branding concept to a substantial REIT, or take it directly to Starwood. I have strong connections in the hotel industry.

I can provide a comprehensive, well-researched business plan with at least 10-year projections. This global master plan would include:

- **Strategies, costs, profits, and demographics**

- **Licensing rights and daily operational objectives for each hotel in each country**
- **Potential for both existing acquisitions and new builds**
- **Alignment with investor communication styles to maximize capital-raising potential**

It may be advantageous to bring in a major industry player before going public, to leverage their expertise and streamline the process.

The Blue Moon is totally unique in the hotel industry. To my knowledge, there is no chain with this type of historical theme concept that could be replicated



## Executive Summary

The Manhattan real estate market demonstrates perennial resilience, with demand for well-designed spaces in prime locations consistently outpacing supply. Space within the city's buildings is at a premium and reliably appreciates over time, making commercial frontage an especially valuable asset.

The ground floor and lower level of 100 Orchard Street represent such an opportunity. Plans are underway to transform the lobby into an active commercial venue, aligned with the high-traffic character of Orchard Street. By Winter 2025, the property will debut:

- A bakery and trattoria
- On-site catering services
- Memorabilia and retail sales

Together, these offerings will diversify revenue streams and maximize the property's income potential.

The street-level space boasts prime Orchard Street frontage, directly across from the Tenement Museum and just south of Delancey Street. Extending the full depth of the lot, the space includes fully vented commercial kitchens at the rear. The lower level, with full ceiling heights, offers additional floor area ideal for a restaurant and wine bar serving both hotel guests and the broader neighborhood.

With this repositioning, the commercial component is set to become a major driver of revenue, complementing lodging operations and enhancing the overall value of 100 Orchard Street.

Situated in the Lower East Side, bordered by Greenwich Village, the East Village, SoHo, Chinatown, and the Financial District, the Blue Moon Hotel offers unmatched access for business travelers and tourists alike — a destination in its own right within one of New York City’s most sought-after neighborhoods.

### **From Café & Trattoria to Catering & Culinary Destination**

At the Historic Blue Moon Hotel, food is more than service — it is storytelling. The Sweet Dreams Café delights guests with desserts that are works of art, while the Trattoria Settembrini embraces family tradition with recipes like La Familiar Red Sauce, Risotto al Salmone, and Tonno al Pesto. These flavors, rooted in Nonna Carolina’s legacy, create an authentic Italian-American experience that resonates with both guests and the neighborhood.

The natural evolution of this culinary journey is growth beyond the walls of the café and trattoria. With a fully vented commercial kitchen, Orchard Street frontage, and a Lower East Side location surrounded by event demand, the Blue Moon is positioned to expand into:

- Catering Services — corporate events, private celebrations, and community gatherings, extending Blue Moon hospitality beyond the hotel.
- Full-Service Restaurant Concept — building on the trattoria, a serious dining destination showcasing authentic Italian heritage alongside New York culinary flair.
- Branded Culinary Identity — “*La Familiar Red Sauce*” and other signature dishes can become anchors for catering menus, chef’s tables, and branded product extensions.

What began as a family table inside the Blue Moon now has the capacity to grow into a culinary enterprise — one that combines authenticity, storytelling, and hospitality with scalable revenue potential.

#### **La Familiar Red Sauce**

#### ***A Culinary Embrace of Tradition***

At Sweet Dreams Café, dessert is an art form — from our signature Lemon Tiramisu to the decadent *Barozzi* flourless chocolate cake and creamy *Casetta* Italian cheesecake.

In the adjoining Trattoria Settembrini, we honor Nonna Carolina’s legacy with soul-satisfying dishes like *La Familiar Red Sauce*, *Risotto al Salmone*, and *Tonno al Pesto*.

This family-run culinary journey transports you straight into the heart of Italian-American comfort food — where every recipe is a love letter to home, heritage, and memory.

### Crafting La Familiar Red Sauce

<https://www.youtube.com/watch?v=WquGPcTMepc>

[https://www.youtube.com/watch?v=Uj\\_1ex-isjQ](https://www.youtube.com/watch?v=Uj_1ex-isjQ)

Tipping Kosher [A KOSHER Hotel in New York with Authentic ITALIAN food](#)

Flavors of NY [https://www.youtube.com/watch?v=Uj\\_1ex-isjQ](https://www.youtube.com/watch?v=Uj_1ex-isjQ) Chef Lala Ziemski [The Historic Blue Moon Hotel and Sweet Dreams Cafe, Lower East Side](#)

### Preserving the Past

#### *Once a Tenement, Now a Masterpiece*

The Historic Blue Moon Hotel preserves and elevates the history of the Lower East Side. Once a humble 19th-century tenement, it has been transformed into a living work of art — a place where heritage meets refined hospitality.

As featured by Untapped New York, the Blue Moon stands as a testament to preservation, reinvention, and the enduring beauty of a story well told.

Read more: [Untapped New York Article](#)

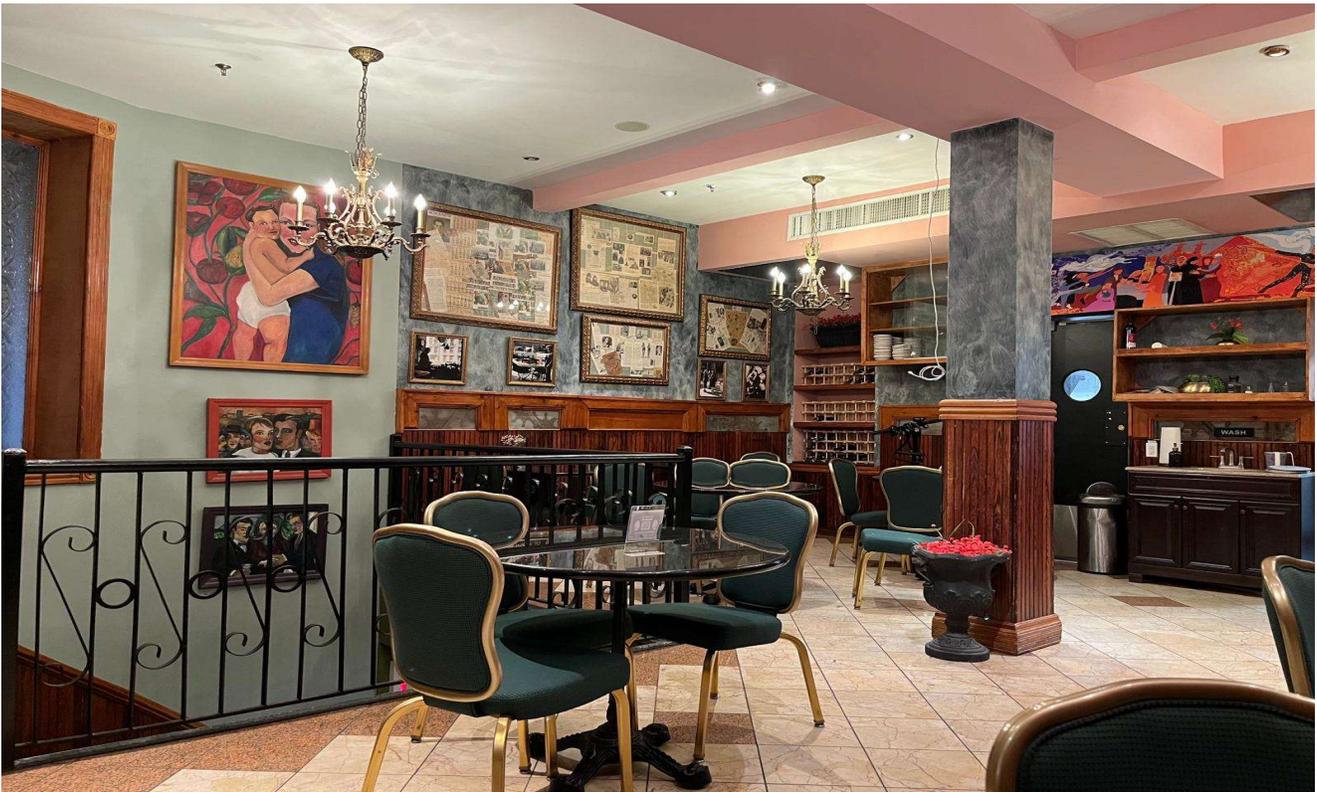
## Beyond the Hotel: Experiences

The Historic Blue Moon offers more than a place to stay — it curates moments you’ll treasure:

- **Gallery Event Space** – Host corporate gatherings, private celebrations, team-building sessions, or inspiring lectures in a venue that blends art, history, and atmosphere.
- **Personal Chef Services** – Savor bespoke meals prepared on request, infused with heritage flavors and crafted with care.
- **Private Group Tours & Tastings** – Immerse yourself in the stories, culture, and cuisine of the Lower East Side through personalized hospitality.
- **House Catering by Appointment** – Celebrate with dishes inspired by tradition, cooked and served with love.



**Sweet Dreams Café & Trattoria Settembrini**



## In-house Catered Event



# Financing The Historic Blue Moon Hotel

The Historic Blue Moon Hotel, at 100 Orchard Street, NYC, is a landmark boutique property recognized by *National Geographic* as one of the “150 Most Unique Hotels in the Western Hemisphere” and featured in over 40 unsolicited media outlets worldwide. With a strategic capital restructuring, ADR could increase from around \$350 to even \$500–\$650 per night, occupancy could increase to 75%+, and revenue to \$4–5M annually, approximately double current levels.

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## Competitive Advantage

Feature	Nine Orchard (Comp)	Bowery Hotel	Blue Moon Hotel
Entry Rate	\$800/night	\$700/night	Below \$800 now, target \$800+
Room Size	Starting at 230 sq. ft.	Starting at 250 sq. ft.	Starting at 311 sq. ft.
Private Outdoor Space	Premium rooms only	Premium rooms only	2/3 rooms have balconies; some terraces 300 sq. ft.
Penthouse or Equivalent Suites	600 sq. ft.	500-600 sq. ft.	550-800 sq. ft., 10–15 ft. ceilings, panoramic NYC views

**Conclusion:** Blue Moon offers more space for the price and contains unique historic character, which is a “white elephant” advantage in NYC.

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## Food & Beverage Upside

- **Current:** Private chef for guests only, with limited hours.
- **Proposed:** Full-service boutique restaurant for guests & public.
- **Owner’s Culinary Pedigree:** Vesuvio and Polio family restaurants.
- **Revenue Potential:** \$500k+ annual incremental from 40–50 covers, \$60–\$80 avg. check, 2–3 turns/day, 5 days/week.

In 2018, the property was appraised at \$20–21 million, with a comparable valuation for a potential condominium conversion. That appraisal, however, did not take into account the extensive media recognition of the Blue Moon Hotel, its extraordinary historic and architectural significance to art preservation and design.

The neighborhood surges with high-end residential and commercial development, including landmark projects such as Essex Crossing, One Manhattan Square, 247 Cherry, 183 Chrystie Street, and 242 Broome Street — all of which have elevated property values and reinforced the LES as a premier luxury destination.

In 2021, following an 18-month renovation, the Historic Blue Moon Hotel was restored to pristine condition, with approximately \$2 million reinvested in upgrades, new buildouts, expanded accommodations, furniture and fixtures, technical infrastructure and unique brand identity, historic pedigree, and cultural

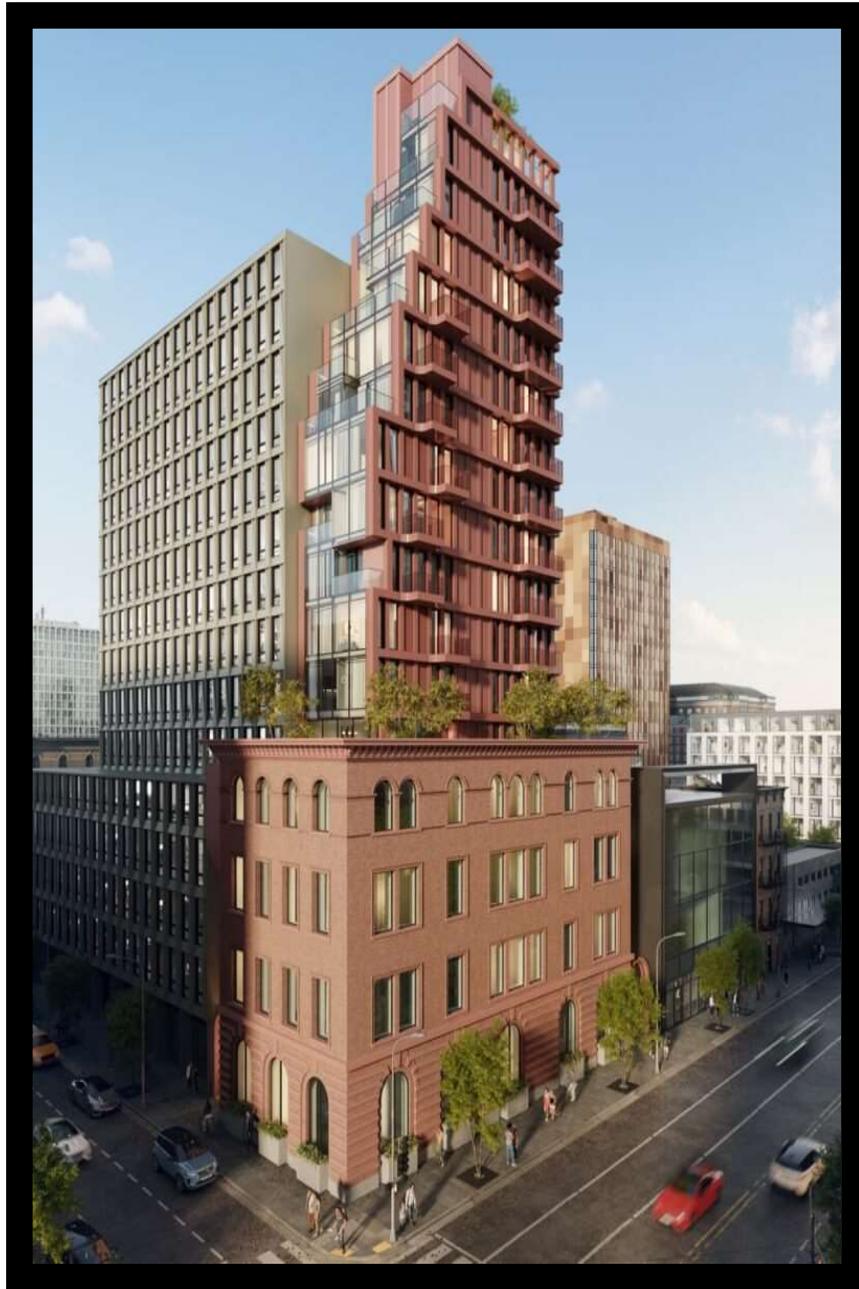
2018 Colliers Appraisal and 2017 Codo Conversion Appraisal

[https://drive.google.com/drive/folders/11oN6SRF3F0XUqDTbcKcf9PkIDw7\\_TaCY?usp=sharing](https://drive.google.com/drive/folders/11oN6SRF3F0XUqDTbcKcf9PkIDw7_TaCY?usp=sharing)

In 2021, after an 18-month renovation, the Historic Blue Moon Hotel was restored to pristine condition, with approximately \$2 million reinvested into upgrades, new buildouts, additional accommodations, furniture and fixtures, and technical infrastructure. This reinvestment solidifies the hotel's position within one of Manhattan's fastest-growing luxury markets.



**Essex Crossing  
& 75 Essex**



## Bank's Opportunity

- **2× Revenue Growth** — Financing unlocks expansion across ADR, occupancy, and food & beverage.
- **Reduced Lender Risk** — Improved DSCR and stabilized cash flow strengthen collateral.
- **Enhanced Asset Value** — Premium rates, high occupancy, and brand strength drive long-term appreciation.
- **Scalable Concept** — A globally marketable brand with proven prestige and expansion potential.

Blue Moon Hotel The Historic stands at the intersection of heritage and profitability — a once-in-a-generation opportunity to pair a globally recognized boutique brand with untapped revenue potential. With premium ADR growth, expanded occupancy, and activation of food & beverage operations, the Blue Moon is positioned to deliver 2× current revenue while simultaneously enhancing collateral value and reducing risk exposure.

This is more than a hotel. It is a scalable concept, ready to become the flagship of a broader collection. The foundation is already in place: media recognition, distinctive design, loyal guests, and operational expertise.

## **NYC Post & Time Out Global Ranking**

### **Orchard Street the Coolest Street in the USA**

Time Out, and the international travel and culture publication, released its annual list of the ten coolest streets in the world for 2025. Orchard Street in New York City's Lower East Side was ranked number one and number nine in the world. This recognition places Orchard Street among a small group of streets worldwide selected for their cultural vitality, architectural character, and contemporary relevance.

According to Time Out, Orchard Street was chosen because of its distinctive combination of historic identity and modern creative energy. The street retains its original brick buildings and the visual texture of the old Lower East Side, while also showcasing new bookstores, art spaces, and independent boutiques. Time Out highlighted the street's ability to preserve its immigrant and Jewish commercial roots while evolving into an active, modern destination with galleries, restaurants, and cultural venues.

Coverage of the Time Out list in national and international media described Orchard Street as one of the coolest streets in America and one of the most interesting pedestrian areas in New York. The selection emphasized that Orchard Street represents both heritage and growth, authenticity and reinvention, and that this is what earned it a position in the top ten globally.

In summary, Orchard Street was ranked number nine on Time Out's list of the ten coolest streets in the world for 2025. The ranking was based on its historical character, its new creative businesses, its architectural preservation, and its balance of old and new. This recognition is widely cited in articles across major news sources and supports Orchard Street's reputation as one of the most culturally significant and attractive streets in the United States.



