



# The Gramercy Brings Local Flavor to Western Las Vegas

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LAS VEGAS - Las Vegas will soon have a new place to shop, eat, live and socialize. The Gramercy brings an innovative and personalized retail, dining and residential scene to the southwest part of the valley. Boasting prime Strip views with the serenity and authenticity of urban neighborhood appeal and convenience, the 500,000 square-foot lifestyle village will re-imagine the concept of live, work, play with an unduplicated model capturing the spirit and energy of modern urban living blended with the ease and accessibility Las Vegans love.

The Gramercy, named after the iconic New York City park, is scheduled to open in phases beginning Fall 2014. The lifestyle village will capture the ambience of energetic city life with a nine-story high-rise featuring 85 residences and a private rooftop pool and party deck, a four-story mid-rise with 160 residences overlooking a second pool and well-appointed gathering area with bountiful amenities perfect for socializing and entertaining including fire pits, cabanas, barbecues and more. The setting is resplendent with flourishing landscapes, ample patios, and a promenade where guests and residents can host private and community events, as well as many distinctive dining and retail offerings.

“We are excited to bring this hip, urban mixed-use concept to Las Vegas,” said Jay Krigsman, executive vice president of The Krausz Companies. “The Gramercy will offer luxury and a vibrant lifestyle with unparalleled dining, retail and residences just minutes from the Strip located in the bustling heart and under-served area of the growing southwest valley.”

“The Gramercy exemplifies what the southwest side of Las Vegas needs,” said Benji Garfinkle, a principal of WGH Partners. “It will be unlike anything currently in the market and provide a lifestyle that resonates with many of the young professionals who call this home.”

The Krausz Companies and WGH Partners designed The Gramercy to appeal to the city’s growing young professional clientele, ages 25 to 45, who seek unique culinary and social options in a convenient and aesthetically-pleasing location. The Gramercy strives to offer an eclectic mix of local favorites as well as new concepts created by reputable names.

The newest anchor-space tenants include, Alex Stratta, former Wynn chef, offering a new culinary approach on Italian steakhouse meets traditional American cuisine. Diners will enjoy the intimate 5,300 square-foot restaurant nestled in the prominent corner space complemented by floor-to-ceiling windows and a versatile glass-enclosed patio with a premium Strip view. Fresh pasta and flatbreads prepared in a wood-burning oven, steaks, and a shellfish and raw bar, all offered at an approachable price, will entice guests to dine while live entertainment and happy hour will provide the perfect elixir to unwind and feel at home.

Popular brunch, lunch and dinner hot spot, DW Bistro, will debut its second location and new market concept, DW Market, at The Gramercy. Spanning a spacious 8,000 square feet met by an airy courtyard patio, the Jamaican and New Mexican restaurant will offer a concept similar to Dean & DeLuca but with their own signature expression and well-known orange palette design that has garnered a significant local following. Customers will experience an array of culinary and artisanal finds ranging from grab-and-go meals, a walk-up counter offering hot dishes prepared in an open kitchen, a fresh bakery area featuring decadent scones and pastries, and a floral boutique adding serene scents and color to the market area. DW admirers will also be able to purchase signature products such as syrups, sauces and their highly sought after Sunday brunch essential, Bloody Mary mix.

In addition, former Strip aerialist, Holley Steeley, will serve up her second coffeehouse location, The Cuppa, located directly next to DW Market. Steeley’s particular technique of grinding the beans during beverage order and using a pour over method has provided the freshest coffee creations and formed a vast following of devotees.