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## New Luxury Condos Use Tennis To Lure Clients



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*I cover stadiums, sneakers and tennis*



Rooftop tennis court at Arte by Antonio Citterio, a major attraction to the oceanside residential property.

ARTE BY ANTONIO CITTERIO

Novak Djokovic owns a home in Miami's Surfside neighborhood near South Beach. One of the newest oceanfront, ultra-luxury buildings in the neighborhood — the 16-resident Arte by Antonio Citterio opening later this year — plays off the area's love of tennis to attract clients to the \$10 million units by placing a rooftop tennis court overlooking the community's beach chic Art Deco ambiance and palm tree-lined streets.

Then, in New York, Waterline Square, also opening later this year, offers up the first and only indoor regulation-size tennis court in a residential development in the city, complete with bleachers. The Grand in Westwood in Los Angeles features a private rooftop sport court with its penthouse, the Four Leaf Towers in Houston, designed by Cesar Pelli, boasts a handful of tennis courts and other Miami-area condo buildings now include tennis courts in a wave of creating a newfound tennis experience to lure upscale clients.

"There is a level of prestige that comes along with having a private tennis court, especially one that overlooks the ocean," says Alex Sapir, developer of Arte in Miami. "In designing Arte, we wanted owners to feel like they have exclusive access to their very own private club, and we knew that an essential part of this experience would be the building's rooftop. We chose a tennis court for this space to evoke a resort-like feel and to emulate the offerings of a country club."



An underground tennis court planned for Waterline Square will become the first indoor tennis court at a residential complex in New York City.  
WATERLINE SQUARE

Sapir says Arte will likely represent a third or fourth home for buyers, so creating an environment that they won't want to leave — and by embracing a current real estate trend of accentuating healthy lifestyles — includes tennis for Miami.

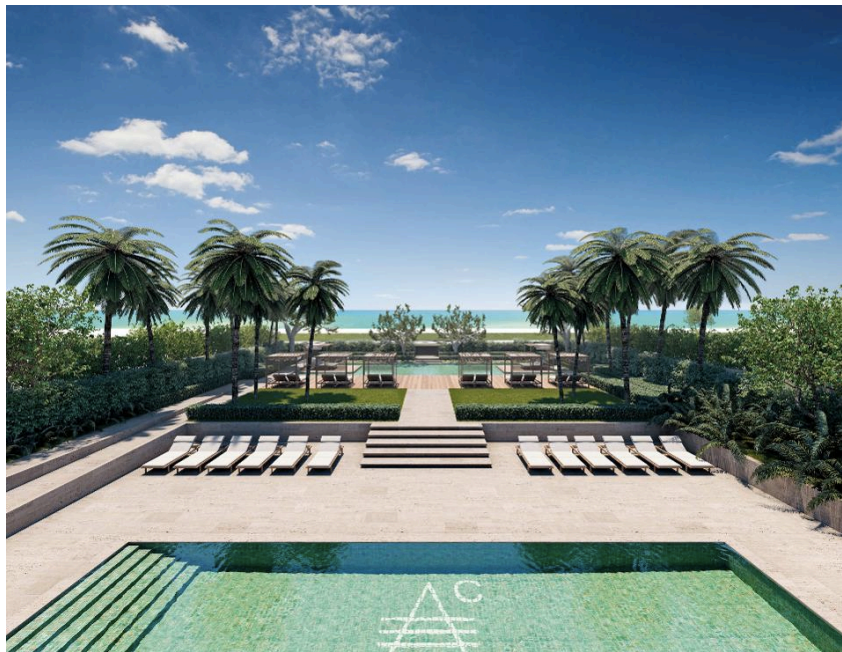
James Linsley, president of GID Development Group, the firm developing Waterline Square in New York, says the sports selection at Waterline comes unrivaled with basketball courts — now standard issue — and fitness space, but having a tennis court for the first time turns heads. Located inside the club that serves three buildings, Linsley says residents can enter the club directly from their building, getting into the court without ever setting foot outside when the weather turns too cold or hot. “You can really create an entirely customized experience each time you go down to play tennis and switch your routine up daily,” he says about the mix of amenities.



Waterline Square in New York City moves tennis indoors.  
WATERLINE SQUARE

But adding tennis doesn't come without a cost. Arte, for example, is situated on a coveted piece of oceanfront real estate, so Sapir says paying close attention to square footage usage was paramount. “Since this is a boutique project reserved for only 16 families, it was challenging to not only decide which amenities would resonate best with our buyers but to also determine how we were going to orient the spaces,” he says. “We ultimately decided to design a separate structure for Arte's amenities, including the rooftop tennis court, which just goes to show how dedicated we are to creating an enviable luxury lifestyle.”

South Florida, prime for an outdoor court, welcomes a Laykold surface, the same as the nearby Miami Open, with a 5mm cushion underneath and finished in US Open “tournament blue” for the main color and a “tournament green” for the border.



Tennis courts are just one part of these high-end luxury developments.  
ARTE BY ANTONIO CITTERIO

Linsley agrees that space and use creates the greatest challenge in adding a tennis court. “You want to include an amenity that you predict residents will want to use,” he says. “We had no shortage of space for the Waterline Club and we knew the first tennis court inside a residential development in New York City would be a draw, so it was a given for us to include (tennis) in our five-acre masterplan.”

The New York project, which includes three residential towers, a new park, 100,000 square feet of amenities and a food hall with retail, moved the court underground to create “soaring ceilings.” By going underground with the court, Waterline added in seating on the sidelines and covered with DecoTurf, the same product used at the nearby US Open facility.

Linsley says the space at Waterline even allows the potential for a small tournament or a league to form among the residents, complete with fan accessibility.

“The amenities race is on,” Linsley says about new developments. “Because there are so many great luxury products and so much competition in the market, amenities are a way for developers to distinguish themselves and set their developments apart. Everyone wants to have the newest, most unique spaces.”

Waterline did that in New York City and Arte embraced it in Miami. All through tennis.