

## What Do Geffen and Bronfman Jr. Have in Common? East 64th Street

By Lauren Ramsby

Interest in Time Warner isn't the only thing record mogul David Geffen and Seagram heir Edgar Bronfman Jr. have in common. Not three months after Mr. Geffen bought a pair of side-

**Real Property**  
East 64th Street, Mr. Bronfman has signed a contract to buy a house, circa 1916, two doors away for \$4.5 million.

With a new wife, Venezuelan oil heiress Clarissa Alcock, whom he married in February, and a new title—the junior Bronfman was named chief executive officer of Joseph E. Seagram & Sons in June—Mr. Bronfman now has acquired a new residence in one of the most desirable areas of the city. The block already has a degree of star power. Ivana Trump bought and renovated one of the most coveted historic homes on the street, Nos. 10, and the Wildenstein family owns Nos. 11, 19, 23, 25 and 27.

In fact, all of East 64th Street seems to have become a Who's Who of wealthy and famous New Yorkers: One recent newspaper report said Soon-Yi Previn, Mia Farrow's daughter and Woody Allen's girl about town, rents an apartment on East 64th. Mike Wallace, Kitty Carlisle Hart and Carolina Herrera live on the street, between Park and Madison avenues; Arthur Schlesinger Jr., Albert Broccoli and Jayne Wrightsman own town houses farther east.

The building Mr. Bronfman is buying, No. 15, is a neo-French Classical five-story house between Fifth and Madison avenues. Built by John C. Greenleaf between 1916 and 1918—it replaced a rowhouse put up in the 1870's—it has a basement with a wine cellar, an elevator and a rear garden. The limestone facade, the roof cornice with paneled fascia and the copper mansard fifth floor "pierced by three dormers with segmental arch pediments" are noteworthy fea-

tures, says the city's Landmarks Preservation Commission. According to the commission, Helen C. Thorpe, for whom the building was constructed, sold it to Adolph Levitt in 1949 after interior alterations had already been done.

The building was split into nine units by the last owner and taken over by Republic National Bank in lieu of foreclosure. A year ago, it was listed on the

market with Massey Knakal Realty Services Inc. at \$5.9 million, less than the asking price when it was placed on the market. At sale, the asking price was down to \$4.9 million. Mr. Bronfman left the country after the closing on June 9 and could not be reached for comment.

According to several sources in the real estate business familiar with the deal, Mr. Bronfman will do a "total gut job"—completely renovating the interior, moving walls and changing the layout—which is expected to take a couple of years.

One broker who showed a property to Mr. Bronfman said

that "he wanted something grand"; the renovation, coupled with the building's 30-foot width, will accomplish that, the broker said. He noted that though Mr. Bronfman had firmly stated that he would not live in the 60's, the building appealed because it is "one of a half a dozen that can boast that amount of space," including the former Wexler mansion, which recently sold to the German Government for \$12 million.

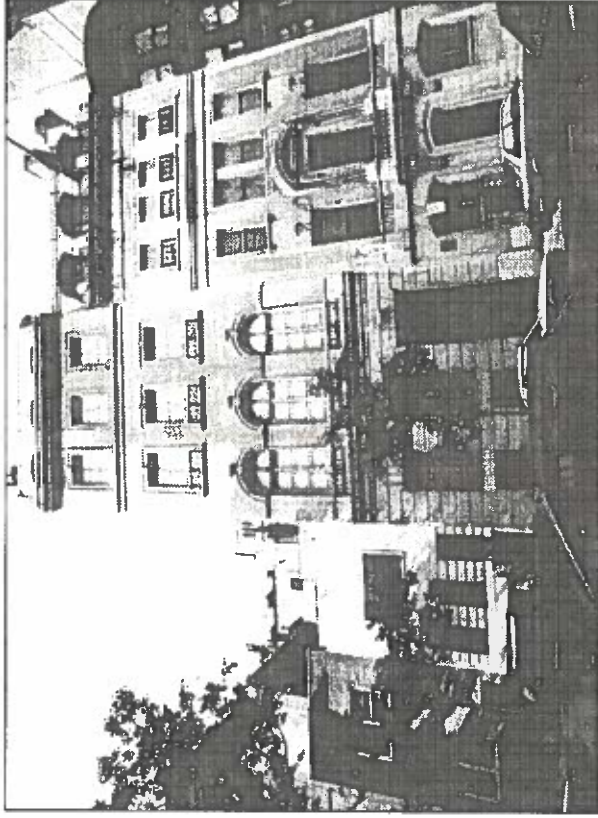
Mr. Bronfman now lives in a five-story house at 122 East 73rd Street between Park and Lexington avenues, which he bought for \$2.8 million in 1990. (His ex-wife Sherry lives in a five-story house at 337 Riverside Drive, a 30-foot-wide building near 106th Street that was purchased in 1991 for \$1.785 million.) His new neighbor, Mr. Geffen, is moving from an apartment at 828

"He wants to do it the right way and have a strong proposal," said Mr. Calderaro. "So he called to find out what applications need to be filed and what the guidelines are." The street is part of the Upper East Side Historic District, and alterations to the property require the landmarks panel's approval.

Despite reports at the time of the sale that Mr. Geffen would employ Charles Gwathmey of Gwathmey Siegel & Associates to design his new home, sources say the record producer is working with Richard Meyer. Mr. Bronfman owns a Gwathmey home, the former François de Menil house, on East Hampton's Further Lane.

Both Mr. Geffen and Mr. Bronfman apparently skipped the former Cartier Mansion, at 15 East 96th Street between Fifth and Madison avenues, which is being sold for \$8.75 million by furniture company owner Paul Singer, who did a complete renovation in 1986 after paying \$5.7 million for the property (Nuns from the St. Frances de Sales Convent had lived there before Mr. Singer.) The property is also for rent for \$35,000 per month.

The 20,000-square-foot mansion has 23 rooms, an elevator and a carriage house garage reached by a brick drive beside the building, with a stable below ground level. The mansion was built for Lucy Drexel Dahlgren in 1915 and bought by jeweler Pierre Cartier, who installed the family monogram throughout the place, as well as many secret vaults and mirrored display cases for special customers.



James Hamilton

Numbers 7 1/2, 9, 11 and 15 East 64th Street. David Geffen has bought the two buildings on the left, Edgar Bronfman Jr., the one on the far right.

Fifth Avenue (a.k.a. 2 East 64th Street), just down the block, and plans to demolish the two three-story buildings on 64th Street—Nos. 9 and 7 1/2—that he purchased for \$3.95 million in March.

George Calderaro, a spokesman for the Landmarks Preservation Commission, said that Mr. Geffen was "in touch with Landmarks and the community agencies" about building a new residence on East 64th Street.