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"On the amenities side, Gotham City has been this place where people have elected to raise families and children and to work from home," said Shaoul. "The biggest amenity is to have a great apartment with a great layout and proper allocation of space. The swimming pool is tremendous as an amenity. In some of our products, we have two swimming pools." Many families are also on the hunt for buildings with recreation rooms and "quiet rooms," where children can have a tutoring session, or a music room where they can take lessons.

Shaoul is not alone in noticing that family-friendly features are in great demand. With the ultra-luxury residential market settling down somewhat, many developers are adding extras that appeal to people who want to live in almost suburban-style comfort in the city with their families.

"The amenities change depending on the cycle of the market," said Pierre E. Debbas, a partner in the law firm of Romer Debbas, whose firm represents many owners and developers in New York City. "In the last couple of years, the construction boom was for the ultra-high-end market. You would see a lot of glamorous amenities like yoga studios, movie theaters, things of that nature that are impressive at the end of the day."

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But now that the ultra-luxury market has slowed, what buyers want is often less glitzy, he has found. “I think moving forward you are going to see a scaleback as far as exorbitant luxury,” said Debbas.

Fitness-oriented amenities are a powerful lure right now. “The basic amenities many developers are building these days are gyms – some retail, some mixed use,” said Nick Ralph, founder of Nest Quest, a brokerage licensed in New York. According to Ralph, people are looking for are larger gyms, and many building owners want their gyms customized to the building’s tenants. “You can go as detailed as moving from a gym to a spa and offering robes and hot towels,” said Ralph.

The gyms people want often come with a team. One sought after draw is “the health club that is really a health club—where you have a properly trained staff available if they need them,” said Shaoul. Shaoul relies on Jay Wright, the chief executive of The Wright Fit, to put together the high-end fitness centers in his buildings. At his 10-story development at 196 Orchard Street, Shaoul has attracted an Equinox gym. “Having an Equinox in your building is like what having a Starbucks used to be,” he said.

With many people working from home, developers are also adding technology to make that situation easier. Shaoul, for example, offers Verizon’s uber-speedy 1 gigabit internet service to 100 Barclay Street in Tribeca. It’s not just work-from-home professionals who love it. Families, do, too. “You’ve got kids who are impatient and want to download apps and movies in five seconds instead of five minutes,” he said.