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New Building Emerges from Upper East Side Restaurant War



On the Upper East Side, 27 East 61st Street became a piece of territory in the life-size Monopoly game being played by Italian joints Nello and Serafina. Serafina purchased the building to keep Nello from building atop the two properties it owned on either side. Fast forward two years...and something completely different is going on! 27 East 61st Street is on the market now for \$18.5 million, and since we last checked in, the lot has seen quite a transformation. A new six-story building is in progress—rendered above—and when finished, it will include two floors of residential units, two floors zoned for commercial use, and a restaurant. The restaurant will be a sushi joint, Geisha, which will at least mean no more Italian food wars.