



CAMP KIDS

FAMILY-friendly NYC developments have discovered a new sales strategy: Wow the wee ones. Designers and architects are incorporating knock-their-socks-off kids amenities to lure in buyers. The Kent, on the Upper East Side, will debut Camp Kent, a two-story play complex designed to evoke an African safari, complete with an enormous treehouse. Inspired by the cobbled streets of Tribeca, 70 Vestry's the Block, meanwhile, offers Manhattan in microcosm, complete with a child-size farmers market. In South Harlem, Circa Central Park's rec room is crammed with Macs and game consoles expressly aimed at tweens, while the stroller valet at Park Slope's 251 First Street provides a permanent (or short-term) garage for up to 45 prams.

The coolest kid heaven, though, may be at Yorkville's Colorado. A large playroom (equipped with low toilets to help with potty training) will be accompanied by an organic garden with a "no unaccompanied adults" rule. There, junior residents can learn about growing plants and flowers or cool off on one of the playful concrete stools equipped with water spray jets.

What will they dream up tomorrow?

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