

## Blue Moon Hotel

February 4, 2007 at 10:50PM

Trush in NYC, Innovation



When you hear the term "Boutique Hotel" nowadays, you often think of a modern interior, trip-hop soundtracks, and a black-clad staff. While the Lower East Side has fallen to some hotels of this type, there is a boutique hotel over on Orchard Street where old is new again.

The Blue Moon Hotel, located on Orchard Street goes back to the roots of the neighborhood, bringing history and classic style to a city seemingly obsessed with tall glass buildings. It features 22 unique rooms named after famous New Yorkers. Check out the description from their site:

This former tenement house has been magnificently restored into a fashionable and charming boutique hotel. From the crowded streets of Orchard, Delancey, Essex, Suffolk, and Houston, where our grandparents once played as children, the area has been revitalized through a massive effort by New York City and members of the Lower East Side community.

Our cozy hotel has been recently restored to provide a luxurious yet "throw back" atmosphere of what old New York once was in the heydays of Benny Goodman, Groucho Marx, and Frank Sinatra. The façade, woodwork and historical memorabilia, along with our "famous" guest rooms and suites will bring you back to times always cherished and never to be forgotten

The revitalization was made possible by its developer, Randy Settenbrino. His great-grandfather built the once popular Half Moon Hotel on Coney Island. Mr. Settenbrino has painstakingly restored a once thriving building that served as home to many newcomers to America from the late 1800s and early 1900s. Read more about the restoration of the building [here](#).

He has reclaimed the life of the building, yet captured in turn-of-the-century styles the edifice itself. The facade, brick, lintels, fire escapes, the upper and lower cornices, have all been painstakingly restored. The three story additions above the five-floor tenement are recessed. The fifth story sprouts a faux cobble foundation from which a mottled brick and stone building simultaneously fades and rises to a gabled roof.

The high ceilings and decorated moldings, hanging chandeliers and turn of the century banister and wood carvings all accentuate historic charm of the Blue Moon Hotel.