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The Best Hotel to Happen to Nyack, NY?

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Nyack and NYC may share a few letters, but they can seem like worlds apart. More than an hour outside in Rockland County, I found myself at the opening party for [The Time Nyack](#).



In the elevator of this former factory turned loft-style boutique property, a group of local women showed some surprise in finding I had come in from Manhattan, one of them verbalizing “I’m just here to support the cause” as she stepped onto the third floor.

They were happy to get dressed up and drink, alongside Ray Lewis rolling cigars and Rohan Marley celebrating his birthday, too (his sustainable Marley Coffee is brewed at the Time Hotels).

But this 40 million dollar project is a little bit of a play on contrasts. At the opening itself, bagpipes stood outside and DJs spun inside. I'm told the hotel aims for the heart of the market with leisure and business travelers, not necessarily millennials and the guests included everyone from 25 to 55 year olds.



In visiting this area of Rockland County for the first time, I learned Nyack is a creative hub, yet you still question whether the hotel belongs here, and how it makes its mark and sparks traffic uptick, much in the same way an art piece may tap into your conscious surroundings.

The Time Nyack is the first of its kind in the Hudson Valley, and I think it's kind of nice not to have to search for or stay at a standard chain, lower than three-star kind of property in suburbia. The Dream Hotel Group seems to be relying on a "if we build it, they will come" kind of excited hope. I also wonder if the late-night bumping music from the promised Live Nation performances to the rooftop plus pool will bother the families in the neighborhood.

As for the rooms themselves, the distinctions play out further — with the old but still functioning LG air conditioner next to an LG flat screen. The shower drain apparently trickles down where you stand in front of the sink while fancy Frette towels can wipe your feet and face. The hotel reminds me of an old hospital in Bushwick, Brooklyn which morphed into an apartment building where my used to live and also INK48 back on Manhattan.



The high ceilings, exposed ducts and brick walls (something this New Yorker loves) sit alongside fun furnishings like a jagged carpet with skulls, and pieces of shimmery artwork in the lobby. The feel's not dissimilar to the sixteen year old older sister property sandwiched between Broadway theater shows off Times Square, carrying a not-so-touristy lounge flavor to the area. Across the river, the wooden red doors now open just in time for a cool summer to a speakeasy, bike program and Tesla charging station — whether Nyack's ready for this vibe or needs it.