



JVL Property Group, Okada Acquisitions and Zion Enterprises launch sales at 432 W 52

October 20, 2014 - Design / Build

JVL Property Group, Okada Acquisitions and West Coast developer Zion Enterprises have launched sales at 432 West 52nd St. (432 W 52), a 55-unit, seven-story, residential conversion, in the Hell's Kitchen neighborhood. Unique to the market, and unlike what buyers are currently seeing, 432 W 52 offers residents the ability to immediately move in to their home.

"We're confident that we're providing buyers with a tangible product that offers sophisticated and instantaneous living in the heart of New York City and 432 W 52 offers just that," said Victor Lee of JVL Property Group. "We believe potential buyers will recognize the value of ownership here, as they will be enveloped in the most modern designs and amenity spaces while also being an integral part of a culturally diverse area with great entertainment, cultural institutions, shopping, restaurants and NYC's most iconic destinations including Columbus Circle and Central Park."

432 W 52 offers studios, one and two-bedroom homes, as well as unique duplex garden residences ranging in size from 432 s/f to 1,488 s/f. The elite garden collection - a collection of only four multi-level living homes - affords buyers with the opportunity to own a spacious and efficient home with expansive outdoor space. All homes provide residents with an environment abundant with natural light, increased air flow, oversized energy-efficient windows, stained white oak flooring and ample closet space as well as GE/LG washer and dryers.

Exclusively represented by Stribling Marketing Associates, pricing at 432 W 52 ranges from \$600,000 for a studio and goes up to \$2.395 million for a duplex garden home.

"We anticipate that sales will move swiftly as there are no other comparables in Hell's Kitchen offering immediate occupancy with superb amenities and at an unprecedented value," said Jaclyn Boulan of Stribling Marketing Associates. "With high quality finishes and thoughtful design reflective of the lively neighborhood, and easy access to New York City's unsurpassed attributes, buyers will be attracted to the unique offerings at 432 W 52."

Gourmet kitchens present an elegant mix of finishes including custom lacquer cabinets, Ceasarstone countertops, glass tile backsplashes and built-in stainless steel refrigerators. Modern bathrooms feature floor-to-ceiling ceramic tile, radiant heated floors, walk-in showers and custom vanities as well as premium Grohe and Kohler stainless steel fixtures.

The lifestyle at 432 W 52 is only further enhanced by concierge services as well as amenities that include a welcoming and modern lobby, exclusive resident lounge with modern furnishings and fitness center. In addition to the fitness center and lounge, homeowners will have access to an exclusive 4,200 s/f rooftop terrace with striking 360-degree views of the New York City skyline and waterways. With custom built cedar planters, residents are able to divide spaces into discreet areas for intimate gatherings or host a dinner party under the modern pergola near the grilling station. Located adjacent to the grilling station, is the building's catering kitchen making this rooftop an ideal

sanctuary for hosting close family and friends.

What's more, buyers have the luxury of envisioning what their home could possibly look like with seven diverse, strategically designed modeled homes staged by Sold With Style, home staging experts that were featured in HGTV's "Selling New York."

Located in Hell's Kitchen, 432 W 52 is nestled in an area that boasts an active and entertaining lifestyle. Home to restaurant row, 432 W 52 is in close proximity to a range of culinary options including Gotham West Market, Print, The Eatery and Per Se at Time Warner Center. Just a few minutes from New York's iconic Times Square, residents will be close to Broadway Theaters and Lincoln Center for ballet, opera and musical performances. The neighborhood also offers some of the city's best outdoor spaces including Hudson River parks, West Side esplanade as well as Central Park. Furthermore, the centrally-located area is equipped for eased transportation with access to all major subway lines including 1,2,3,A,C,E,N,Q and R.

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