



JVP Management launches sales at 96+Broadway

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Lobby, 96+Broadway - Manhattan, NY

Manhattan, NY Sales have launched at 96+Broadway, the Upper West Side luxury condominium building situated at 250 West 96th St., between Riverside Park and Central Park. Developed by JVP Management, a private real estate development and investment firm, and designed by NYC-based Danish designer Thomas Juul-Hansen, 96+Broadway delivers timeless design with a suite of amenities designed for modern living. The 23-story building features a mix of 131 residences ranging from one- to five-bedroom layouts.

“As a long-time Upper Westsider myself, this project was very personal. In fact, my family will live in

the building when it is completed,” said Van Nguyen of JVP Management. “In taking on this project, we saw a truly unique opportunity to help define a prominent corner of the Upper West Side. Guided by the experience of living in New York, we wanted to develop a building which meets future residents’ needs while adding to and improving on the rich history and environment of the neighborhood.”

Achieving a balanced aesthetic that celebrates the neighborhood, Juul-Hansen’s design for 96+Broadway incorporates Jura gray limestone imported from sustainable German stone producer Franken-Schotter—a nod to the Upper West Side’s penchant for limestone Beaux Arts structures. Loft-like windows and staggered terraces create a grid pattern paired with the limestone, accentuated by burnished bronze-finished framing. Inside, the building’s lobby features 20-ft. ceilings, oversized windows, and a ground-level courtyard where residents can lounge outdoors. A centerpiece of the lobby is a welcome desk that was carved out of a monolithic block of silver travertine.

“This is a building that is meant to last,” said Juul-Hansen. “96+Broadway was created with practicality and design excellence at heart, maximizing the quality of living for all residents who choose to call it home through generous floor plans, top-tier materials, and master craftsmanship.”

Organic materials become a focal point in each home with open-plan living rooms that display extra-wide, 7.5-inch European white oak flooring and lead out into Juliet balconies or terraces with arched, custom-designed, bronze-finished balusters in select residences. Kitchens are defined by Italian-crafted solid oak cabinets and drawers with exposed dovetail joinery and earthy desert quartzite slab kitchen countertops and islands, as well as equipped with Sub-Zero Wolf appliances. Primary bathrooms are finished in heated herringbone-patterned Truffle White marble flooring and feature a Waterworks soaking tub (and fittings) enveloped by Bianco Dolomiti marble, which also extends its cladding to the walls and floor.

96+Broadway will offer an indoor and outdoor amenities package with wellness features. At basement level, a grand 75-ft. saltwater pool features wall-to-ceiling geometric Hemlock wood paneling and travertine floors for a sauna-inspired experience; while an invigorating spa suite creates moments for indulgence and self-care without having to step outside of the building. 96+Broadway will offer a fully-equipped fitness center and Pilates room as well as a regulation squash court with basketball hoop. Both the indoor pool and fully-equipped fitness center open to a sunken terrace, which allows natural light into the space. To complete the indoor amenities offerings, a children’s playroom and separate entertainment lounge provide spaces for residents of all ages to kick back and relax, while a music room furnished with guitars, a grand piano, keyboard, and electronic drumset facilitates any burgeoning musician—protecting the sanctity of peace and quiet for the rest of the family. Outdoors, an elegantly landscaped rooftop terrace boasts stunning views of the New York skyline and the Hudson River. Atop the expansive terrace, residents can enjoy a truly unique offering: an exclusive outdoor cinema that presents ample opportunities for entertaining along with cozy lounge seating and an outdoor kitchen with multiple adjacent dining areas.

Situated at an iconic intersection of a beloved neighborhood, 96+Broadway is minutes away from the Upper West Side's best dining and cultural attractions, including the American Museum of Natural History and Hayden Planetarium, Symphony Space, Children's Museum, Beacon Theater, Jacob's Pickles, Barney Greengrass, the 91st Street Garden at Riverside Park, and the Central Park Tennis Courts. The development is conveniently located across the street from the 96th Street 1/2/3 train subway stop that runs the length of Manhattan into Brooklyn.

Compass Development Marketing Group is the exclusive sales and marketing agent for 96+Broadway.

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