



Glacier Equities and InterVest launch sales at 720 West End Ave.

August 13, 2024 - Owners Developers & Managers



Manhattan, NY Glacier Equities and alternative asset manager InterVest Capital Partners launched sales at 720 West End Ave., a new luxury condominium that transforms a 1927 Emery Roth-designed pre-war building into a residential address in a landmarked area of the Upper West Side. Undergoing a complete interior redesign by New York-based designer Thomas Juul-Hansen and exterior restoration and renovations by BP Architects, 720 West End Ave. will introduce 131 contemporary residences, many with Hudson River views, priced from approximately \$1 million to over \$12 million and a collection of amenities.

New York-based designer Thomas Juul-Hansen leads the redesign of 720 West End Ave., lending his contemporary design style to the building's residential interiors and shared spaces. Known for his work on luxury residential and hospitality projects around the world, Juul-Hansen is the

award-winning designer behind residential properties, and several flagship restaurants.

720 West End Ave.'s 131 residences offer a mix of one-to-five-bedroom homes, including a collection of townhouse duplexes, and simplex and duplex penthouses with private terraces, all with spacious layouts ranging from approximately 500 s/f to over 3,700 s/f. Homes at 720 West End Ave. highlight character and minimalist style accented with conveniences and technologies throughout, while also offering all the attributes of city living with river and skyline views, natural light and open layouts.

Corcoran Sunshine Marketing Group is the exclusive sales and marketing agent for the building.

720 West End Ave. was originally built in 1927 as the grand Hotel Marcy and designed by New York architect Emery Roth, whose portfolio of Beaux-Arts and Art Deco-influenced hotels and residential projects in the 1920s and 1930s – including such famous architectural gems as the El Dorado, the Beresford and the San Remo – established him as one of the city's great architects. Primely located within the landmarked West End Historic District, 720 West End Ave. is one of Roth's many contributions to the architectural prestige of the Upper West Side.

The property stands 17 stories tall on a corner of West End Ave., which has the longest stretch of pre-war architecture in Manhattan. The Renaissance Revival-style façade of the building is being renovated and restored by BP Architects, the project's architect of record, to preserve its more intricate architectural features, including the marquee, main entry and stone base. While retaining the distinctive architectural style, 720 West End Ave. is being further reimagined for the modern buyer with the addition of two new floors to the top of the building for penthouse duplexes with outdoor space.

"720 West End Ave. presents a unique opportunity for buyers to call this one-of-a-kind property and piece of New York City's architectural history home in one of Manhattan's most beloved neighborhoods," said Myles Horn, managing partner of Glacier Equities. "We set out to create a new chapter for this iconic development that has been modernized for city living today while retaining the original charm and historical significance of its past as a cornerstone property on West End Ave. We are proud to offer a thoroughly extraordinary new residential offering to the neighborhood."

"The transformation of 720 West End Ave. caters to buyers who don't want to compromise; from the storied address to the pre-war architecture by the acclaimed Emery Roth and the impeccable homes by Thomas Juul-Hansen," said Tricia Hayes Cole, executive managing director of Corcoran Sunshine Marketing Group. "Discerning buyers in today's market are looking for the pinnacle of city living combining authentic character with modern conveniences, and we expect 720 West End Ave. to exceed all expectations."

Juul-Hansen's interiors at 720 West End Ave. have a balance between pre-war and contemporary design, with integrated lighting, bespoke architectural details and coveted views of the nearby

Hudson River and city skyline. Continuous white oak flooring grounds the residences and provides a sense of warmth that complements the custom kitchens by Boffi, which bring a refined elegance with white oak cabinetry. Additional kitchen features include fluted glass and reflective bronze upper cabinet doors, honed Namibia Rose marble countertops and backsplashes and fixtures by Waterworks in polished chrome. Kitchens offer a professional-grade appliance package including Sub-Zero refrigerators, Wolf cooktops, ranges, steam and speed ovens, integrated dishwashers and wine fridges and Insinkerator garbage disposals. The spa-like primary baths offer a timeless aesthetic with honed Volakas marble counters, flooring and walls. Secondary baths are elegantly appointed in linear Thassos marble, counters and flooring, while powder rooms are graced with a Juul-Hansen-designed white Estremoz monolithic stone vanity, wainscot and flooring. Premium residences will also offer Bosch, LG or Whirlpool washer and dryers.

Creating a lifestyle for residents, 720 West End Ave. features a suite of amenities situated in stylish Juul-Hansen-designed spaces. Residents will have access to 30,000 s/f of indoor and outdoor amenities, including private on-site parking, a fitness center with yoga and pilates studios, a children's playroom, basketball, squash, a private bar, a dining room with a catering kitchen, a gaming lounge and sports simulator/VR room, a library and co-working spaces, outdoor landscaped terraces and courtyards with lounge seating and dining, a maker's studio, a music room, a pet wash, bike storage and more.

720 West End Ave. is located in one of the most convenient neighborhoods. For those seeking either a respite from the city streets or an active day outdoors, the building is near Riverside Park's biking and jogging paths, New York's Central Park, and the dozens of museums, cultural institutions and universities in the area. Residents will also benefit from 720 West End Ave.'s proximity to the Henry Hudson Parkway and the area's array of transportation options, including nearby crosstown buses and the 1/2/3 subway lines located only a block away.

Photo credit: VMI Studio

New York Real Estate Journal - 17 Accord Park Drive #207, Norwell MA 02061 - (781) 878-4540