

Hell's Kitchen's Fifty-Third and Eighth Condo Opens for Business

BY KEITH FLAMER | JANUARY 23, 2015

Every time a modern condo opens its doors in the vibrant neighborhood of Hell's Kitchen, a window to its rough and tumble past slams shut. Hell's Kitchen is on fire—consistently diversifying demographically while modernizing via new restaurants, edgy entertainment and, of course, luxury living spaces.

The latest Hell's Kitchen condo to open is Fifty-Third and Eighth (a former 264-unit rental building at 301 West 53rd Street) which HFZ Capital converted to a full-service, 252-unit contemporary condominium. First sales launched last week via Douglas Elliman Development Marketing.



The 25-story condominium offers one- to three-bedroom units ranging from \$1.1 million to \$3.25 million

Although many of the units are smallish, the condos are considered “affordable luxury” for this thriving area (perhaps the best value going). Dubbed “true New York in the heart of Manhattan,” the 25-story brick building offers convenient access to excellent restaurants, Broadway’s Theater District, MoMA, Times Square, Central Park, Lincoln Center, Port Authority bus terminal and even *Late Show David Letterman* (at least, until the comedian’s last show on May 20th).

The 53rd and Eighth condominium showcases one, two and three bedroom units—ranging from \$1.1 million to \$3.25 million—with luxury finishes, convenient services and modern amenities. Each residence is flooded with natural light, enhanced by oakwood flooring and unobstructed views of the Hudson River to the west and the city skyline to the east. Select units offer private terraces. The homes are crafted to reflect the neighborhood’s bold character and distinct charm.



Three-bedroom units boast more spacious living rooms and two full bathrooms.

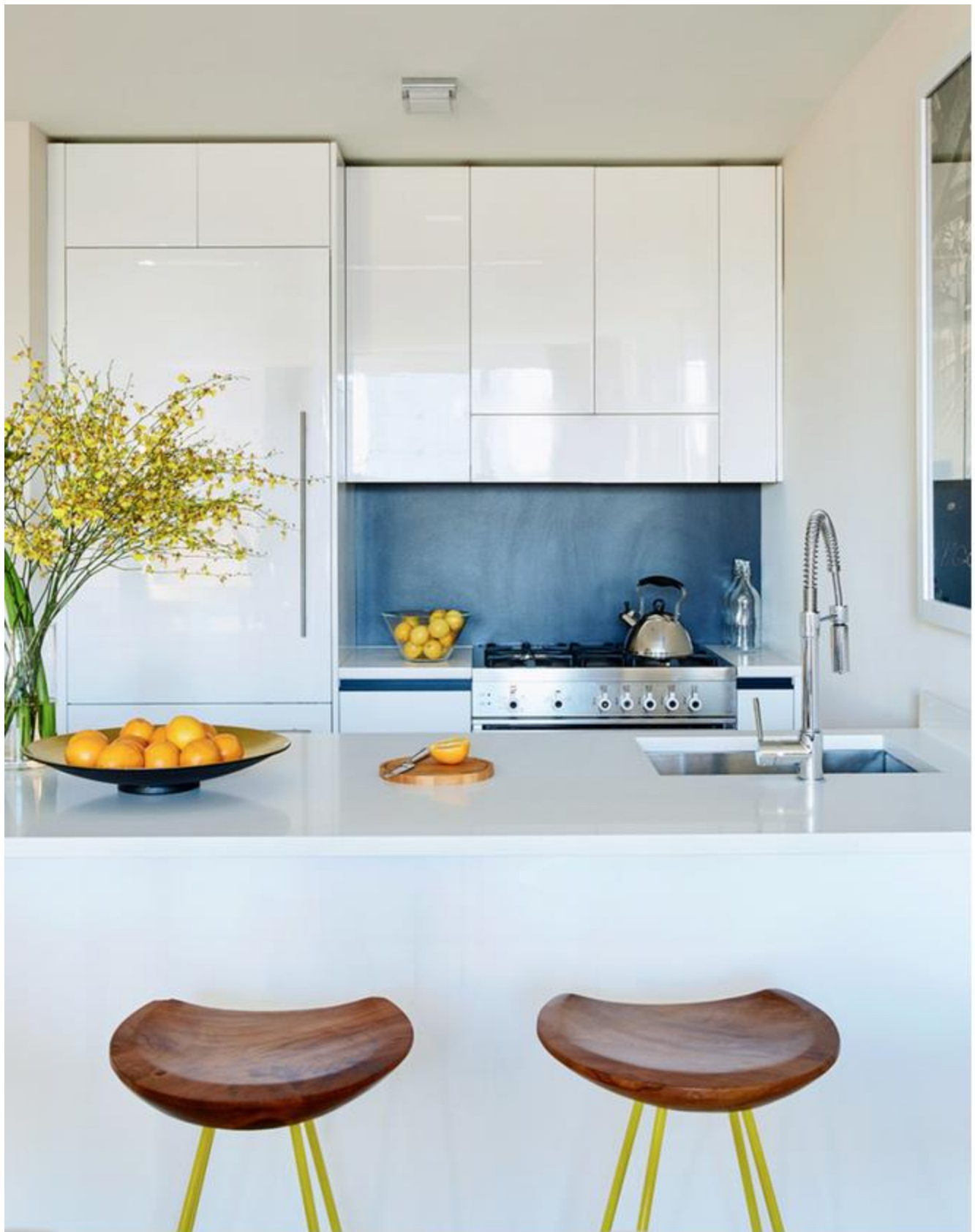


The condos (like this two-bedroom unit) showcase contemporary interiors by BP Architects and furnishings by ASH NYC.



Two-bedroom unit

The condos feature sleek, centralized kitchens with white lacquer and polished chrome cabinetry, white quartz countertops, Bertazzoni gas ranges, and Bosch microwaves and dishwashers. Bathrooms boast custom vanities, medicine cabinets fitted with Kohler fixtures, Toto toilets, Glassos white marble floors, mosaic tile accent walls, and Quirky Aros air conditioners with mobile control. Two- and three-bedroom residences are outfitted with Bosch washers and dryers. Three bedroom condos feature two full bathrooms as well.



Fifty-Third and Eighth boasts sleek kitchens with white quartz countertops.



The one-bedroom condo

With interiors by BP Architects, each aspect of the property was meticulously transformed with modern, busy lifestyles in mind, according to the condo website. Amenities include an expansive lobby, 24-hour doorman and concierge, wellness and fitness facilities, a spa terrace, valet dry cleaning service, cold storage, rooftop terrace and lounge, and on-site parking.

“We foresee unprecedented interest as Fifty Third and Eighth offers buyers a rare and highly desirable combination in today’s market—modern, luxurious residences for immediate occupancy, at an accessible price point,” said **Susan de Franca**, President and CEO of Douglas Elliman Development Marketing. “Buyers will value the opportunity for a turn-key home offering this caliber of finishes and overall attention to detail. Residents will also benefit from the proximity to the area’s countless cultural offerings and ongoing exciting additions to Manhattan’s flourishing West Side, from 57th Street to exciting developments on the far West Side.”



All units at Fifty-Third and Eighth are flooded in natural light with Hudson River or city skyline views.



Bathrooms have custom vanities, medicine cabinets fitted with Kohler fixtures, and mosaic tile accent walls.

The new Hell's Kitchen is a red hot neighborhood—one of the few areas dominated by middle and upper class New Yorkers (not transplanted billionaires, Wall Streeters or celebrities). The most conspicuous sign of the neighborhood's overhaul is its condo boom—and buildings like 53rd and Eighth. If Hell's Kitchen is the heart of the city, it's beating stronger each year.