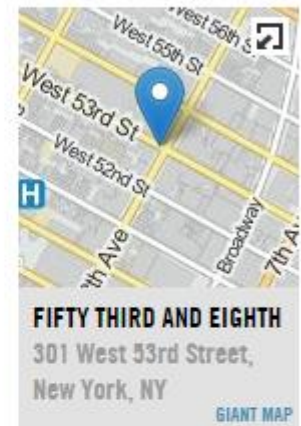


DEVELOPMENT DU JOUR

HFZ's Affordable-for-Midtown Condos Start at \$1.1 Million

Friday, February 13, 2015, by Jeremiah Budin



Name: Fifty Third and Eighth

Address: 301 West 53rd Street

Developer: HFZ Capital

Design: BP Architects

Size: 25 stories, 252 units

Prices: \$1.1 million to \$3.25 million

Sales & Marketing: Douglas Elliman Development Marketing

Though it may seem a bit contradictory to call a building "affordable" when it contains 252 apartments and none of them are priced lower than one million dollars, HFZ Capital's rental-to-condo conversion on West 53rd Street is pretty much the cheapest new construction in the area. Sales just launched, with eight of the BP Architects-designed units listed for between \$1.135 million and \$1.87 million. According to a press release, the most expensive units will be priced at \$3.25 million. The building has also been given its customary silly name that no one will ever use: Fifty Third and Eighth.









Residence K

THREE BEDROOMS TWO BATHS FLOORS 3-25 SOUTH AND EAST VIEWS
WASHER / DRYER 1,040 SQ. FT. / 96.61 SQ. METERS

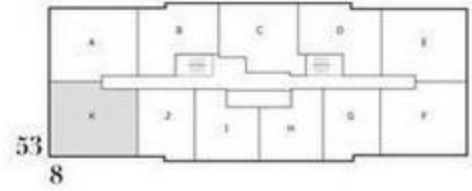
5' WHITE OAK FLOORING THROUGHOUT
24" BOSCH WASHER/DRYER

KITCHEN

WHITE LACQUER CABINETS WITH WHITE QUARTZ COUNTERTOPS, BOSCH APPLIANCES THROUGHOUT, INCLUDING INTEGRATED REFRIGERATOR, OVEN WITH GAS COOKTOP AND DISHWASHER PLUS STAINLESS STEEL MICROWAVE, GARBAGE DISPOSAL

BATHROOM

CUSTOM VANITY AND CABINET, GLASSO'S FLOORING AND WALLS WITH BARDIGLIO FEATURE WALL IN MASTER BATH AND PRIMA GREY FEATURE WALL IN SECONDARY BATH, TOTO TOILET, KOHLER FIXTURES THROUGHOUT



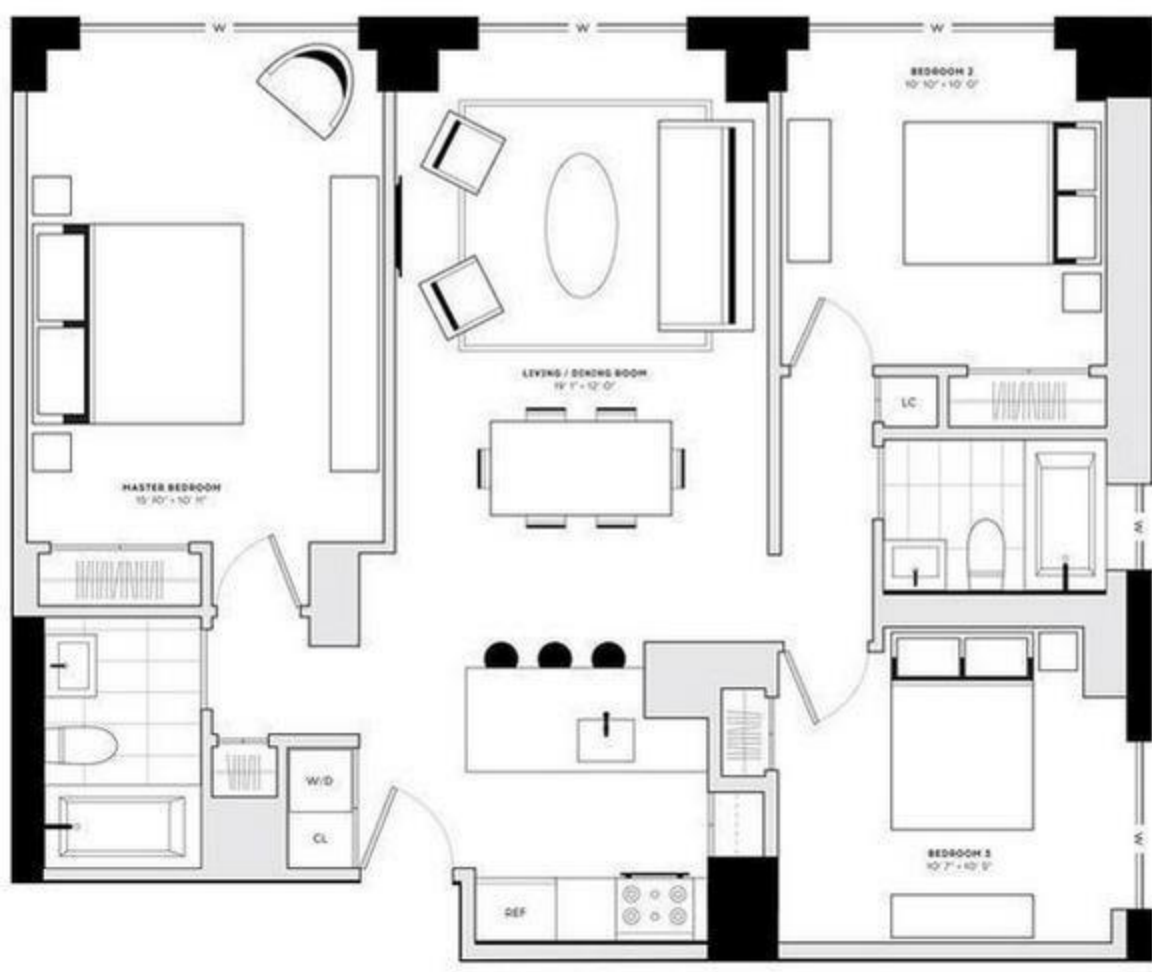
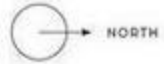
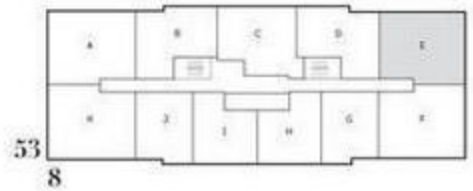
Residence E

THREE BEDROOMS TWO BATHS FLOORS 3-25 SOUTH AND EAST VIEWS
WASHER / DRYER 1,039 SQ. FT. / 96.52 SQ. METERS

5' WHITE OAK FLOORING THROUGHOUT
24" BOSCH WASHER/DRYER

KITCHEN
WHITE LACQUER CABINETS WITH WHITE QUARTZ COUNTERTOPS, BOSCH APPLIANCES THROUGHOUT, INCLUDING INTEGRATED REFRIGERATOR, OVEN WITH GAS COOKTOP AND DISHWASHER PLUS STAINLESS STEEL MICROWAVE, GARBAGE DISPOSAL.

BATHROOM
CUSTOM VANITY AND CABINET, GLASSOS FLOORING AND WALLS WITH BARDIGLIO FEATURE WALL IN MASTER BATH AND PRIMA GREY FEATURE WALL IN SECONDARY BATH. TOTO TOILET, KOHLER FIXTURES THROUGHOUT



Residence D

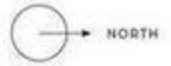
TWO BEDROOMS ONE BATH FLOORS 3-25 WEST VIEWS
WASHER / DRYER 769 SQ. FT. / 75.30 SQ METERS

5" WHITE OAK FLOORING THROUGHOUT
24" BOSCH WASHER/DRYER

KITCHEN
WHITE LACQUER CABINETS WITH WHITE QUARTZ COUNTERTOPS; BOSCH APPLIANCES THROUGHOUT, INCLUDING INTEGRATED REFRIGERATOR, OVEN WITH GAS COOKTOP AND DISHWASHER PLUS STAINLESS STEEL MICROWAVE, GARBAGE DISPOSAL

BATHROOM
CUSTOM VANITY AND CABINET, GLASSOS FLOORING AND WALLS WITH BARDIGLIO FEATURE WALL IN MASTER BATH* AND PRIMA GREY FEATURE WALL IN SECONDARY BATH. TOTO TOILET, KOHLER FIXTURES THROUGHOUT

*TWO BATH RESIDENCES ONLY, RESIDENCES WITH ONE BATH WILL FEATURE PRIMA GREY



FIFTY
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EIGHTH

301 W 53RD ST Ste 11F NEW YORK 10019

T. 212.757.0053 53RDAND8TH.COM

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Residence B

TWO BEDROOMS ONE BATH FLOORS 3-25 WEST VIEWS
WASHER / DRYER 796 SQ. FT. / 73.95 SQ. METERS

5' WHITE OAK FLOORING THROUGHOUT
24" BOSCH WASHER/DRYER

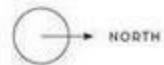
KITCHEN

WHITE LACQUER CABINETS WITH WHITE QUARTZ COUNTERTOPS; BOSCH APPLIANCES THROUGHOUT, INCLUDING INTEGRATED REFRIGERATOR, OVEN WITH GAS COOKTOP AND DISHWASHER PLUS STAINLESS STEEL MICROWAVE; GARBAGE DISPOSAL

BATHROOM

CUSTOM VANITY AND CABINET, GLASSOS FLOORING AND WALLS WITH BARDIGLIO FEATURE WALL IN MASTER BATH* AND PRIMA GREY FEATURE WALL IN SECONDARY BATH. TOTO TOILET, KOHLER FIXTURES THROUGHOUT

*TWO BATH RESIDENCES ONLY; RESIDENCES WITH ONE BATH WILL FEATURE PRIMA GREY



Residence I

ONE BEDROOM ONE BATH FLOORS 3-25
EAST VIEWS 667 SQ. FT. / 61.96 SQ. METERS

5' WHITE OAK FLOORING THROUGHOUT

KITCHEN
WHITE LACQUER CABINETRY WITH WHITE QUARTZ COUNTERTOPS, BOSCH INTEGRATED REFRIGERATOR AND DISHWASHER, AEG INTEGRATED OVEN WITH GAS COOKTOP, BOSCH STAINLESS STEEL MICROWAVE, GARBAGE DISPOSAL

BATHROOM
CUSTOM VANITY AND CABINET, GLASSOS FLOORING AND WALLS WITH PRIMA GREY STONE FEATURE WALL, TOTO TOILET, KOHLER FIXTURES THROUGHOUT



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