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Many of Manhattan's Newest Condos Are Priced Like Yesterday's Penthouses

Developers are betting on wealthy buyers' increasingly deep pockets to fuel the ultra-luxury housing segment

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More than amenities, aesthetics or address, what stands out about New York City's latest luxury condominiums are the numbers: More luxury developments are launching sales this fall in Manhattan than in recent years, and some of the entry prices have climbed to what used to be the very top of the market.

At 44 West 8th Street, a five-residence, ground-up building in Greenwich Village, residences start at $9.75 million. At 262 Fifth Avenue in NoMad, a 52-story tower its developer bills as the tallest

all-residential building on Fifth Avenue, units start at $7.5 million. The least expensive units at the Greenwich Spire and 101 Franklin in Tribeca start at $4.5 million and $4 million, respectively. Those are the floors, not the ceilings. And while amenities are generally not as over the top as in recent years, private entries and exits are becoming the norm.

At these five buildings, with sales launching this fall, the least expensive home starts where penthouses used to in recent memory.



Credit: The Boundary

44 West 8th Street, Greenwich Village

With five residences, this is the smallest building on our list, though it is 50 feet wide. It's also the first condominium from Idan Naor, the Brooklyn-based architect and designer whose studio, Inworkshop, has

built its practice on luxury homes. His approach prioritizes the pedestrian perspective, evident in the decorative brickwork of the facade, where handmade Petersen brick from Denmark and windows are set back deep enough to cast shadows across the facade. Naor added modern touches, too, among them folding glass doors that open onto private outdoor space in two of the five residences.

Wide-plank oak floors in the units have a chevron-pattern inlay. Kitchens have custom oak cabinetry, Calacatta turquoise marble and fully integrated Wolf and Sub-Zero appliances. The primary baths feature Calacatta Viola marble while the powder rooms showcase single slabs of jade quartzite.

44 West 8th Street is one block to Washington Square Park. Sales will launch this month, with move-ins slated for spring 2027.

Number of Units: 5

Pricing: Starting at $9.75 million

Developer/Architect: T30/Inworkshop

Residences Sizes: One upper-level two-bedroom unit, three full-floor homes with four bedrooms and a duplex penthouse

Amenities: A fitness center, sauna, storage rooms and an attended lobby with 24/7 doorman

Website





Credit: The Boundary



Credit: Hayes Davidson

262 Fifth Avenue, Nomad

This 52-story tower is built to “passive” house standards. Heat and cooling come through panels in the floors and ceilings rather than vents, and the windows are up to 20 feet tall, triple-glazed and double UV coated. The facade is made of more than 220,000 sculptural aluminum bricks and integrated with photovoltaic panels. In other words, it’s quite a large solar panel installation.

The elevators and mechanical shafts run along the edges of the building rather than through the center, carried by a concrete exoskeleton, which leaves each full-floor unit free of columns. The architectural firm Meganom, founded in Moscow by Yury Grigoryan, designed the building, its first in the U.S.

Norm Architects handled the interiors, a New York debut for the Copenhagen studio behind the design philosophy it calls “soft minimalism.” They paired Grigio Alpi—gray limestone from Italy—and natural oak to span the interiors.

262 Fifth Avenue is north of Madison Square Park. Sales launch this fall, with completion expected in early 2027.

Number of Units: 26 full-floor and duplex residences

Pricing: $7.5 million to $18 million

Developer/Architect: Five Points Development/Meganom

Residences Sizes: One- to four-bedroom units

Amenities: A discreet entrance to a private garage; an open-air loggia on the 41st floor with 360-degree views; a fitness and wellness level with private treatment rooms; and robotic vaulted storage that securely delivers valuables to residents in a private viewing room.

Website



Credit: Hayes Davidson



Credit: Binyan Studios

The Greenwich Spire, 11 West 13th St., Greenwich Village

Most towers get designed from the outside in, but at the Greenwich Spire, the team started with the unit layouts. The intention is said to maximize light, privacy and a view from each of the residences. Leroy Street Studio, the architecture firm behind the Origami House in Connecticut and some of Manhattan's priciest ultra-luxury units, created the interiors.

The approximately 500-foot building has large casement windows, private loggias and terraces that capture the Hudson River and the Manhattan skyline. Kohn Pedersen Fox Associates, or KPF, kept the exterior restrained, a fit for the low-rise blocks of Greenwich Village. That's a departure for a firm known for unique designs from Manhattan's Hudson Yards to eye-catching structures in Dubai. Still, an arched limestone porte-cochère opens off the sidewalk under a canopy of trees, with a planted terrace above it.

The Greenwich Spire is a block and a half from Union Square. Sales are planned to launch this fall, with occupancy expected mid-2028.

Number of Units: 34

Pricing: Starting at $4.5 million

Developer/Architect: Legion Investment Group and EJS Group/KPF (Architect)

Residences Sizes: Two-bedrooms to five-plus bedroom units

Amenities: A porte-cochère, residents' lounge, library, fitness center, swimming pool, spa, golf simulator and wellness amenities to be announced

Website




Credit: Binyan Studios



101 Franklin, 101 Franklin St., Tribeca

The architect Steven Harris and Lucien Rees Roberts have worked together for decades, and they have lived in Tribeca nearly as long. Harris founded Steven Harris Architects in 1985 and runs it from an office on Warren Street. Rees Roberts started the interiors department there and spun it out in 2007 as Rees Roberts + Partners, or RRP, a firm known mostly for private residences. Both were inducted into the Interior Design Hall of Fame in 2008.

The approximately 300-foot tower at 101 Franklin St. rises in setbacks of golden Roman brick with tall industrial-style windows and terraces. The artist Mig Perkins designed the reliefs set in dark metal forms between the windows, giving the building some adornment.

For the residences, RRP included wide-plank oak floors and casement windows with drapery hung from a recess in the ceiling with no hardware in sight.

101 Franklin is four blocks from the Hudson River waterfront. Sales will launch in the fall, with completion estimated for 2028.

Number of Units: 72

Pricing: $4 million to $20 million, with full-floor penthouse pricing upon request

Developer/Architect: Skylight Real Estate Partners, Cannon Hill Capital Partners and TPG/Steven Harris Architects (project architect) and Hill West Architects (executive architect)

Residences Sizes: Two- to five-plus bedroom units

Amenities: Entertainment lounge; poker lounge; game room; golf simulator; podcast studio; music studio; arts and crafts studio; and a children's playroom on the amenity level. The wellness levels feature a swimming pool; cold plunge; hot tub; sauna; steam room and treatment room; fitness center; and Pilates studio by the Wright Fit

Website



Credit: Visualisation One



Credit: Cetra Ruddy

175 East 82nd Street, Upper East Side

Among the more unique amenities in this roundup is this building's parking, which lets residents drive directly into the building and arrive at the grand lobby. A 360-degree rotating turntable positions vehicles for departure or for access to the car elevator.

The exterior of the 39-story tower features a facade crafted from Endicott Desert Ironspot bricks. CetraRuddy—the firm behind celebrity darling 443 Greenwich Street, Walker Tower and plenty of other high-profile projects—developed the custom blend to give the building an artisanal character. CetraRuddy designed each interior, as well, to have storage, a full laundry room, a foyer and gallery-style hallways.

The swimming pool, clad in Turkish stone, has a wall of blue and gold veining at one end.

The building is close to Central Park. Sales will launch on Sept. 22, with a sales gallery inside Colette, the ultra-luxury private members' club on the 37th floor of the GM Building. Move-ins are anticipated to begin in fall 2027.

Number of Units: 73

Pricing: Approximately $3 million to $40 million

Developer/Architect: Douglaston Development/CetraRuddy

Residences Sizes: One- to six-bedroom units and three duplexes

Amenities: Swimming pool, fitness center, yoga studio, sauna, lounge, outdoor terrace, flexible screening room and children's playroom

Website







