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Sales launch at VU: Manhattan condos with panoramic views from an attainable \$829K

By CityRealty Staff
Impressions: 596,200



VU looking north to the Midtown skyline

Sited at the intersection of NoMad, Kips Bay, and Gramercy is VU New York, a 36-story condominium designed by SLCE Architects and spearheaded by Minrav Development. The high-rise rises mid-block at 368 Third Avenue, between East 26th and 27th Street not far from Madison Square Park, NYU Langone's Tisch Hospital, and all of the offices and amenities of Midtown South.

Accommodating 100 studio to three-bedroom apartments, the building targets Manhattan's mid-level market with prices starting at an attainable \$829K for a studio, \$999K for a one-bedroom, \$1.855M for a two-bedroom, and \$3.9M for a three-bedroom. Sticker prices for VU's 18 availabilities blend to a median of \$1.7M or \$2,026 per square foot, making it an attractive investment. According to CityRealty listings, there are 1,247 condos available in Manhattan's downtown neighborhoods coming in at a median asking price of \$2.995M (\$1,941/ft²). New development downtown condos (buildings delivered post- 2014) have a median listing price of \$3.84M (\$2,327ft²).

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Rendering showing corner living room facing the East River and downtown



Open kitchen with corner seating area



Primary baths with white marble walls and marble floors in three shades

Aside from the reasonable price point, residents will enjoy top-shelf amenities, finishes, and panoramic views. The 421-foot tall tower has no more than four units per floor and its relative isolation provides astounding views for most mid- and high-floor homes in every direction. Full-height windows and gracious ceiling heights further enhance the floating above the city experience. Apartments are made calmer and more comfortable through a neutral-toned palette selected by interior designer Paris Forino. Kitchens are fitted with marble, bleached oak, and white lacquer, and integrated Miele appliances. Primary baths are clad in various shades of marble and feature Fornino's custom line of faucets and fixtures made exclusively for the building.

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Entryway with bold bronze embellishments



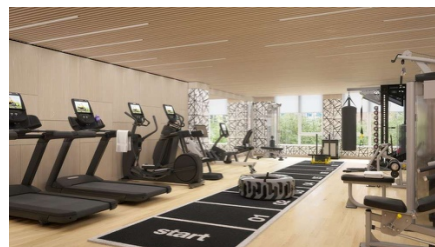
Attended lobby



Lounge



Screening room



Fitness center

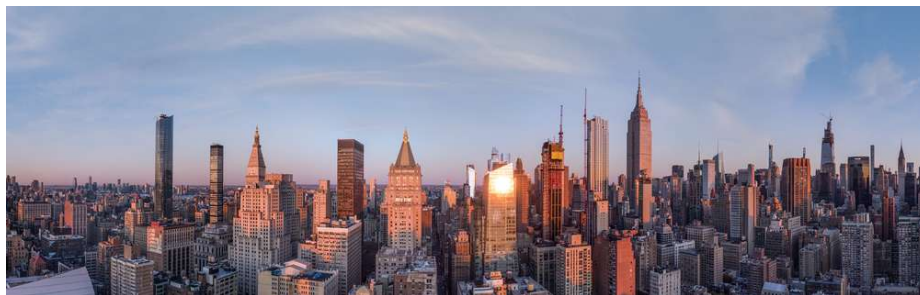
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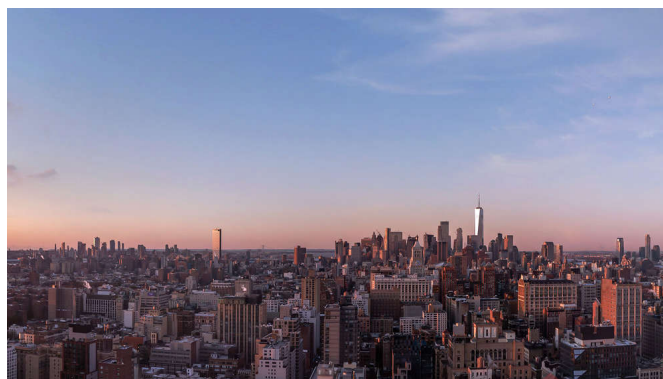
Common rooftop terrace



All renderings and images of VU credit of Minrav Group and SLCE via Halstead-Brown Harris Stevens



View west towards NoMad and Madison Square Park from a high-floor at VU



View south to downtown

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The building's second floor is completely devoted to resident amenities. They include a fitness center with a yoga studio, a media/screening room, and a lounge. Also on hand are an attended lobby, live-in super, bike parking, residential storage, and ground-floor retail which hopefully will be meaningful to residents while adding to the vibrancy of the very-walkable area. Topping it all off (literally), is a landscaped rooftop terrace for all residents and their guests to enjoy beautiful views of the city.

Now nearly finished, VU's facade is said to pay homage to its historic surroundings. Described as New Age Modernism, the exterior is defined by clean lines, bronze embellishments, and sculpted chevron details. VU stands at the crossroads of several downtown neighborhoods, leading some developers to revive the area's historic name of Rose Hill. A number of competing residential developments are underway in its proximity. They include Rockefeller Group's Rose Hill condo, Hillrose28, 128 East 28th Street, and 165 Lexington Avenue. Find a round-up of new buildings going up in the area here.



VU wrapping up construction in January 2021

<https://www.cityrealty.com/nyc/market-insight/features/future-nyc/sales-launch-vu-manhattan-condos-panoramic-views-attainable-829k/48547>