

THE REAL DEAL

NEW YORK REAL ESTATE NEWS

Friday, October 9, 2015

WORLD WIDE, ROSE TOP OUT 252 EAST 57TH STREET

Building hits height of more than 700 ft, aims for sellout north of \$780M

by Rich Bockmann



252 East 57th Street (credit: Bernstein Associates)

Development partners World Wide Group and Rose Associates celebrated the topping out of their 57th Street condo tower at more than 700 feet tall Friday. Executives gathered at the top of the Skidmore, Owings & Merrill-designed 252 East 57th Street to celebrate the milestone. The building,

which launched sales a year ago, has 93 units and a total projected sellout of \$782.9 million. “Striking a harmonious balance between its elegant façade and tailored interiors, 252 East 57th Street will be a sculpture in the sky,” World Wide president Jim Stanton said in a statement.



The view from the top of 252 East 57th Street (credit: Bernstein Associates)

The final design featuring a concave curve on the building’s façade was the result of a design change from a more angular structure. It is slated for occupancy in late 2016. The project got its start back in 2006 when the city requested proposals to develop the site of a public school at Second

Avenue. Pamela D’Arc at Stribling Marketing Associates spearheading the sales effort. Slightly more than half of the 31 units listed on StreetEasy are shown as in-contract. The most expensive apartment on the market is a 5,000-square-foot five-bedroom asking \$19 million.