

## Emery Roth's pre-war UWS tower is reimaged as 131 luxury condos, priced from \$1M

By [Devin Gannon](#) July 18, 2024



A 100-year-old Upper West Side building that once served as a hotel and a senior center is now a luxury condominium. The Emery Roth-designed tower at [720 West End Avenue](#) has been reimaged by Thomas Juul-Hansen and renovated by BP Architects as 131 modern residences. Sales officially launched this week at the building, with homes starting at roughly \$1 million to over \$12 million.



720 West End Avenue. Irma and Paul Milstein Division of United States History, Local History and Genealogy, The New York Public Library. (1935 – 1975). Via [NYPL Digital Collections](#).

Designed in the Renaissance Revival style by Roth, known for [other neighborhood landmarks](#) like The San Remo and The Eldorado, the 17-story building opened as the Hotel Marcy in 1927 and later became a senior housing facility run by the Salvation Army. The organization sold the building in 2016 and [moved 352 residents](#) to a new building in East Harlem.



Due to its location within the [Riverside-West End Historic District](#), the design required approval from the Landmarks Preservation Commission. As part of the conversion, now led by development firm Glacier Equities, the facade has been renovated and restored and architectural features, like the marquee, main entry, and stone base, have been preserved. A two-floor addition was added to the top of the building for penthouse duplexes and outdoor space.





The building offers a mix of one- to five-bedroom homes, including townhouse duplexes and penthouses with private terraces. Reimagined by Juul-Hansen, the interiors “strike a timeless balance between pre-war and contemporary design,” with white oak flooring, chef’s kitchens with bronze cabinets and marble countertops, and spa-like primary baths.

“720 West End Avenue presents a unique opportunity for buyers to call this one-of-a-kind property and piece of New York City’s architectural history home in one of Manhattan’s most beloved neighborhoods,” Myles Horn, managing partner of Glacier Equities, said.

“We set out to create a new chapter for this iconic development that has been modernized for city living today while retaining the original charm and historical significance of its past as a cornerstone property on West End Avenue. We are proud to offer a thoroughly extraordinary new residential offering to the neighborhood.”



Also designed by Juul-Hansen, the amenity spaces include a fitness center with a yoga and pilates studio, a children’s playroom, a private bar, a dining room with a catering kitchen, a gaming lounge, a library with co-working spaces, outdoor landscaped terraces and courtyards, and more.

Located between West 95th and 96th Streets, 720 West End Avenue is one block from 1, 2, and 3 trains at 96th Street station. Plus, Riverside Park is nearby.

<https://www.6sqft.com/emery-roth-conversion-at-720-west-end-avenue-launches-sales/>