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737 Park Avenue by Macklowe Properties officially launches sales



Macklowe Properties condo project 737 Park Avenue is officially launching sales today, with two model units open for touring.

The 20-story pre-war conversion, located on the northeast corner of 71st Street, offers about 60 three- to six-bedroom homes ranging from 3,000 square feet to over 6,000 square feet. Pricing begins at \$3.825 million and zooms to over \$30 million — not a deterrent to buyers, since over 30 percent of the units are already in contract.

“The large homes that have been created here are not readily available, especially on sought-after Park Avenue where they are in strong demand and we’re very happy with the eager response from buyers,” Richard Wallgren, Executive Vice President of Sales and Marketing for Macklowe Properties, said in a statement. “Sales activity continues to grow and is focused on large apartments from 4,000 to over 6,000 square feet.”

Jed Johnson Associates and Poliform designed each of the two model units. The homes have “generous proportions,” large living and dining rooms, eat-in kitchens, master bathrooms, solid oak floors and brand new out-swing casement windows.

Every apartment has a central air conditioning system featuring individual thermostat controls for all rooms. Many of the digs have private elevator landings and service entrances.

The glossy, marble-wrapped kitchens have glass cabinetry with under-cabinet LED lighting (glamorous!) and Miele stainless steel appliances, plus wine coolers. The master bathrooms are similarly swathed in marble, with heated floors, glass shower sets and mosaic tile accent walls.

Palatial pads aside, the drama starts when you walk right in: Handel Architects restored the 1940 building, while Moed de Armas & Shannon Architects revamped the lobby and amenities. The deco-style lobby has restored terrazzo floors, burl wood panels, custom nickel and glass light fixtures and custom furniture. Amenities at the full-service building include doormen, elevator operators, a resident manager, fitness center with glass roof skylight, children’s playroom and a multi-purpose room with catering prep kitchen and private garden for soirées. There’s also access to private storage, bike and stroller storage and a separate laundry room.

You can ooh-plus-ahh over the floorplans here. Now onto the glossies:







