

# THE REAL DEAL

NEW YORK REAL ESTATE NEWS

July 30, 2014

## Douglas Elliman launches sales at Chetrit's Midtown tower

*Units at the 47-story building at 135 West 52nd Street start at \$1.5M*  
By [Claire Moses](#)



135 West 52nd Street (Credit: Williams New York)

Douglas Elliman has officially launched sales for a new Chetrit Group and Clipper Equities building at 135 West 52nd Street.

The prices on the 109 units in the building – a Cetra/Ruddy designed, 47-story glass tower – range from \$1.5M for one-bedrooms to \$15 million and up for penthouses. The building will have five penthouse apartments. The property, which is located on the corner of the 6 ½ Avenue Pedestrian Arcade, is expected to be completed in

late spring or early summer of 2015, said Elliman's Janice Chang.

Asking price is about \$2,000 per square foot, Chang said. Two-bedroom corner apartments are priced around \$3 million she said. A 3,725-square foot, three-bedroom with a library will cost \$8.5 million. The penthouses aren't yet available for sale, Chang said.

Cetra/Ruddy is in charge of the conversion. The design will transform the building from a Rafael Vinoly-designed hotel to a condo tower that also includes 12,000 square feet of amenities throughout the building.