

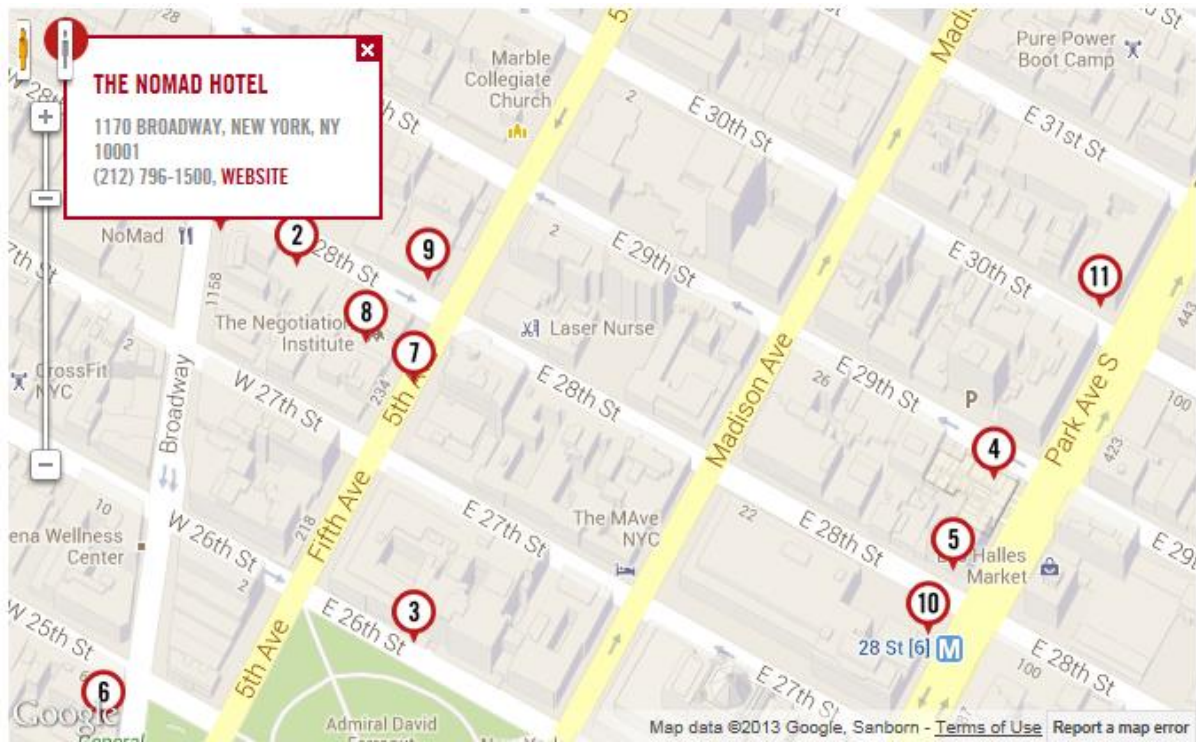


June 20, 2013

## Mapping the Condos and Hotels That Are Transforming NoMad



It took awhile, but NoMad—the neighborhood and the neighborhood name—is here. The transformation from a nameless, WTF-is-there "brown zone" on the map to a trendy, desirable neighborhood slowly began in the mid-aughts after the revitalization of Madison Square Park, and over the last few years, development in NoMad has charged full speed ahead. The Ace Hotel and early condo conversions like the Grand Madison paved the way, and now the small area, roughly between 25th and 30th Streets and Lexington and Sixth Avenues, is welcoming new boutique hotels and residential buildings all the time. For our latest Microhood Map, we tracked buildings and hotels that opened within the last three years and those currently in the works. See one that we missed? Leave a comment or hit up the tipline and we'll gladly add it.

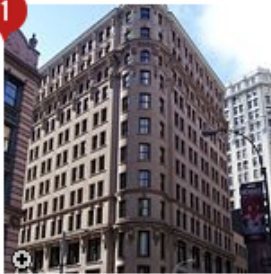


## NoMad Microhood Map

SEE ONE

ALL

1



### THE NOMAD HOTEL

While the [Ace Hotel](#) is often credited with kicking the neighborhood transformation into high gear, the trendy NoMad Hotel, developed by the same people, can be credited with getting the NoMad moniker to stick. Plans for the renovation of the 1902 Broadway building were unveiled in 2008, and

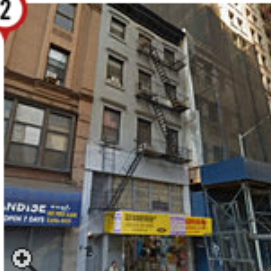
1170 BROADWAY, NEW YORK, NY 10001

(212) 796-1500

[WEBSITE](#)



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### 10 WEST 28TH STREET

The [Real Deal](#) reported today that the NoMad owners bought the neighboring building for \$6 million with plans to expand the boutique hotel.

10 WEST 28TH STREET, NEW YORK, NY 10001

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### THE WHITMAN

The Whitman, a condo conversion of the old Plumbers Local 1 building, introduced itself to the neighborhood in [February](#), dropping its three full-floor residences on the market. One has allegedly been claimed by former first daughter [Chelsea Clinton](#) and her husband.

21 E 26TH ST, NEW YORK, NY 10010

[WEBSITE](#)



4



### GANSEVOORT PARK

This 249-room hotel opened in 2010, and it's brought with it celebrities and neighbor-angering parties.

420 PARK AVE S, NEW YORK, NY 10018

(212) 317-2901

[WEBSITE](#)



5



### 404 PARK AVE SO.

The plans for this condo conversion were revealed back in 2011, and sales started earlier this year. Dutch designer Piet Boon is the creative mind behind this development, named Huys, and it's seen strong interest from buyers—[StreetEasy](#) shows 36 of the 58 units are already in contract.

404 PARK AVE S, NEW YORK, NY 10018

[WEBSITE](#)



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### 10 MADISON SQUARE WEST

The former International Toy Center is one of the more recent condo conversions in the neighborhood. The Witkoff Group is behind the under-construction project, which will have 125 homes. Sales have yet to begin, but a few pricing details were [released](#): 1BRs will start around \$1

10 MADISON SQUARE NORTH, NEW YORK, NY 10010

[WEBSITE](#)





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## 241 FIFTH

One of the few new constructions in the neighborhood, 241 Fifth began sales earlier this month. Developed by Victor Homes and designed by ODA Architecture, the condos have been well-received; 30 of the 46 units have [entered contract](#).

241 5TH AVENUE, NEW YORK, NY 10018

[WEBSITE](#)

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## 242 FIFTH AVENUE

A landmarked building at 242 Fifth is being converted into rental apartments by Pan-Brothers Associates, who are also adding a rooftop addition. [In April](#), the plans won approval from the local community board.

242 5TH AVENUE, NEW YORK, NY 10001

[WEBSITE](#)

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## 250 FIFTH AVENUE HOTEL

Despite opposition from local community members, the community board approved plans for a 23-story hotel at 250 Fifth Avenue [last October](#). However, it doesn't seem like construction has started yet, as permits with the DOB are still pending.

250 5TH AVENUE, NEW YORK, NY 10037

[WEBSITE](#)

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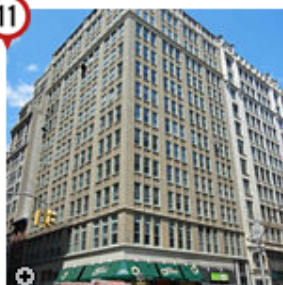
## 400 PARK AVENUE SOUTH

After a few years of starts and stops, Christian de Portzamparc's crystalline 400 Park Avenue South (aka the Fortress of Glassitude) finally got headed in the right direction—skyward—[earlier this year](#). The building's shard-like look will add some serious pizzazz to the neighborhood, and it have 22 rentals

400 PARK AVENUE SOUTH, NEW YORK, NY 10018

[WEBSITE](#)

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## 444 PARK AVE. SOUTH

Last summer, [we learned](#) that L.A. hotelier Sam Nazarian and Moin Development Corp. picked up 444 Park Avenue South with plans to convert the building into a hotel with three bars and restaurants. Since then, we haven't heard anything. If you have intel, please do hit up the [tipline](#).

NEW YORK, NY 10018

