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Morris Adjmi's 30 E 31 Rises Above NoMad, First Condos Hit the Market from \$1.75M

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All renderings of 30 E 31 by The Neighborhood

Morris Adjmi's most heavenly addition to the New York skyline is just beginning to crest above the loosely-defined neighborhood of [NoMad](#). Set to open in spring 2019, [30 E 31](#) will be a 470-foot tall tower with 41 units assembled across its 40 floors. The project is being developed by [Ekstein Development Group](#) and [Pinnacle Group](#) who launched sales this week on its limited collection of mostly floor-through condos.

The first listings show one-bedrooms are priced from [\\$1.75M](#), two-beds from [\\$3.85M](#) and a three-bedroom [duplex penthouse](#) has a sticker price of \$12 million. The average PPSF of the 30E31's units is just north of \$2,400, which according to our [October Monthly Report](#), is just above the average PPSF of new development condos recently closed in Manhattan.



30 East 31st rising in the lower left-hand corner as of mid October (CityRealty)

NoMad, the nebulous neighborhood that is not quite Midtown or downtown, has a crop of tall residential towers moving through the pipeline. They include a 1,000-foot supertall at [262 Fifth Avenue](#), a 55-floor condo at [277 Fifth Avenue](#) and a 47-floor condo at [15 East 30th Street](#). Once home to the city's millionaire's row before they moved further uptown, the area remains predominantly commercial, but with the addition of new apartments, hotels, restaurants, and bars, its blocks now carry a 24-hour buzz. Additionally, its central location, loose zoning regulations, and successful precedent projects such as [Sky House](#) and [400 Park Avenue South](#) have helped make this once overlooked area a hot residential address.



Great Room



Typical kitchen



Bath

Newly unveiled renderings show open apartments with wide-plank oak floors, arrays of floor-to-ceiling windows and kitchens with walnut cabinets. To mitigate the building's slenderness which necessitates a robust structural system, columns are pushed towards the perimeter leaving interiors open and column free. At its crown, will be a **3,354-SF duplex penthouse** with remarkable open views to both Midtown and Downtown. Living spaces are positioned on opposite sides to enjoy both exposures and the upper level has three bedrooms with en-suite baths with the master having glorious southern views across lower Manhattan.



Penthouse living room

As the building rises, the perimeter vertical members cross into a Gothic-like pattern that is most likely a reference to Madison Avenue Baptist Church's ornate parish house that was razed for the project. Erik Ekstein, the president and chief executive of Ekstein Development [told the Times](#), "I didn't want to build a glass tower that could be anywhere." No renderings show the treatment of the window-less lot line walls which we hope will not be completely monolithic.



Google Earth aerial showing 30 E 31 (CityRealty)

<http://bit.ly/2zS7XO9>