



[96+Broadway](#), a new luxury condominium building located on the prominent Upper West Side intersection, has launched sales this week. Developed by JVP Management, a private real estate development and investment firm, and designed by NYC-based Danish designer Thomas Juul-Hansen, the 23-story building features a diverse mix of 131 skillfully-crafted residences ranging from one- to five-bedroom layouts with pricing starting at \$1.395 million for a one bedroom.





This sophisticated addition to the UWS residential market, 96+Broadway incorporates Jura gray limestone imported from sustainable German stone producer Franken-Schotter. The building's loft-like windows and staggered terraces create a sophisticated grid pattern paired with the limestone.



Inside, the lobby features soaring 20-foot ceilings, oversized windows, and a ground-level courtyard where residents can lounge outdoors. There is a striking welcome desk that was carved out of a monolithic block of Silver Travertine.



Each home boasts open-plan living rooms that display extra-wide, 7.5-inch European white oak flooring and lead out into Juliet balconies or terraces.



Kitchens are outfitted with Italian-crafted solid oak cabinets and drawers with exposed dovetail joinery and earthy desert quartzite slab kitchen countertops and islands, as well as equipped with Sub-Zero Wolf appliances. Primary bathrooms are finished in heated herringbone-patterned Truffle White marble flooring and feature a Waterworks soaking tub (and fittings) enveloped by Bianco Dolomiti marble, which also extends its cladding to the walls and floor.



96+Broadway will offer its residents an impressive indoor and outdoor amenities package. At basement level, a grand 75-foot saltwater pool features wall-to-ceiling geometric Hemlock wood paneling and travertine floors for a sauna-inspired experience. There is a fully-equipped fitness center and Pilates room as well as a regulation squash court with a basketball hoop. Both the indoor pool and fully-equipped fitness center open to a sunken terrace. A children's playroom and separate entertainment lounge provide spaces for kids, while a music room furnished with guitars, a grand piano, keyboard, and electronic drumset encourages any musician. There is an elegantly landscaped rooftop terrace that boasts stunning views of the New York skyline and the Hudson River. Atop the expansive terrace, there is an exclusive outdoor cinema with cozy lounge seating and an outdoor kitchen.





Compass Development Marketing Group is the exclusive sales and marketing agent for 96+Broadway.

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