

New Renderings Revealed For 96+Broadway, At 250 West 96th Street On Manhattan's Upper West Side



96+Broadway. Designed by Thomas Juul Hansen.

BY: MICHAEL YOUNG 8:00 AM ON JUNE 6, 2022

New renderings have been revealed for 96+Broadway, a 23-story residential building at [2551-2555 Broadway](#) on Manhattan's [Upper West Side](#). Designed by [Thomas Juul-Hansen](#) with [Stephen B. Jacobs Group](#) as the architect of record and developed by New York-

based private real estate investment and development firm JVP Management, the 276,578-square-foot structure will yield 131 units in one- to five-bedroom layouts and 9,080 square feet of ground-floor retail space. Leeding Builders Group is the general contractor for the property, which is located at the corner of Broadway and West 96th Street.

The main rendering of 96+Broadway is oriented looking west at golden hour with the sun warmly illuminating the light-colored precast panels, floor-to-ceiling industrial-style windows, and dark metal railings. The setbacks around the upper half of the structure are populated with landscaping and shrubbery for a select number of homes. At the very top is a larger outdoor space serving as the rooftop deck with a glass railing that goes around the roof parapet. The mechanical bulkhead sits within the middle but is set back from the edge of the building so as to not be visible from street level. The ground-floor retail space is lined with large rectangular windows between each perimeter column, and it appears that the main entrance for residents is tucked along the northern corner of the first floor.



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Here we see a rendering of the main entrance, which will be located on the northern side of the building and be defined by a dark frame with soaring ceiling heights behind a wall of glass. It also appears that there will be a private courtyard situated past the main lobby and be surrounded with living green walls. The 96+ Broadway property name is placed next to the front doors along the light-colored envelope.



96+Broadway is anticipated to be completed later this year.

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