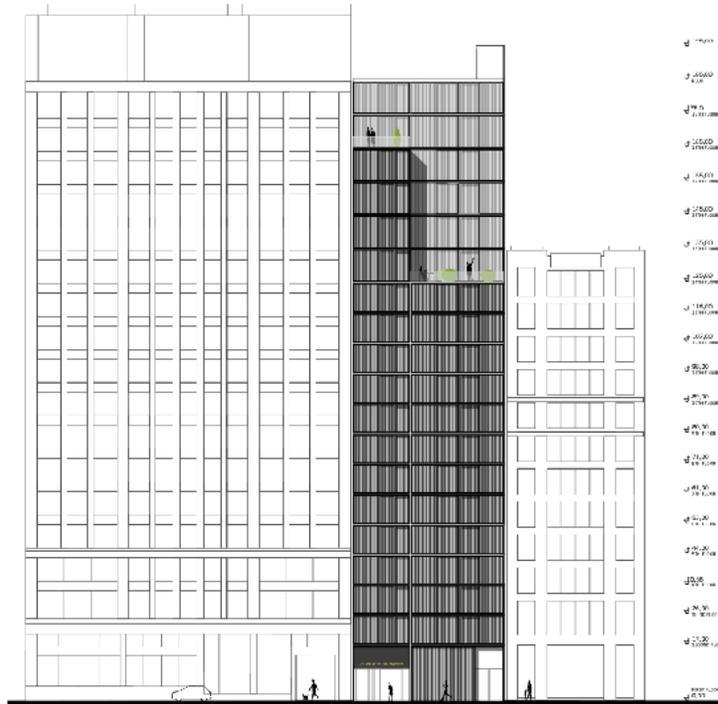




**103 EAST 29TH STREET  
FULLY PREPARED VACANT DEVELOPMENT SITE  
FOR SALE**

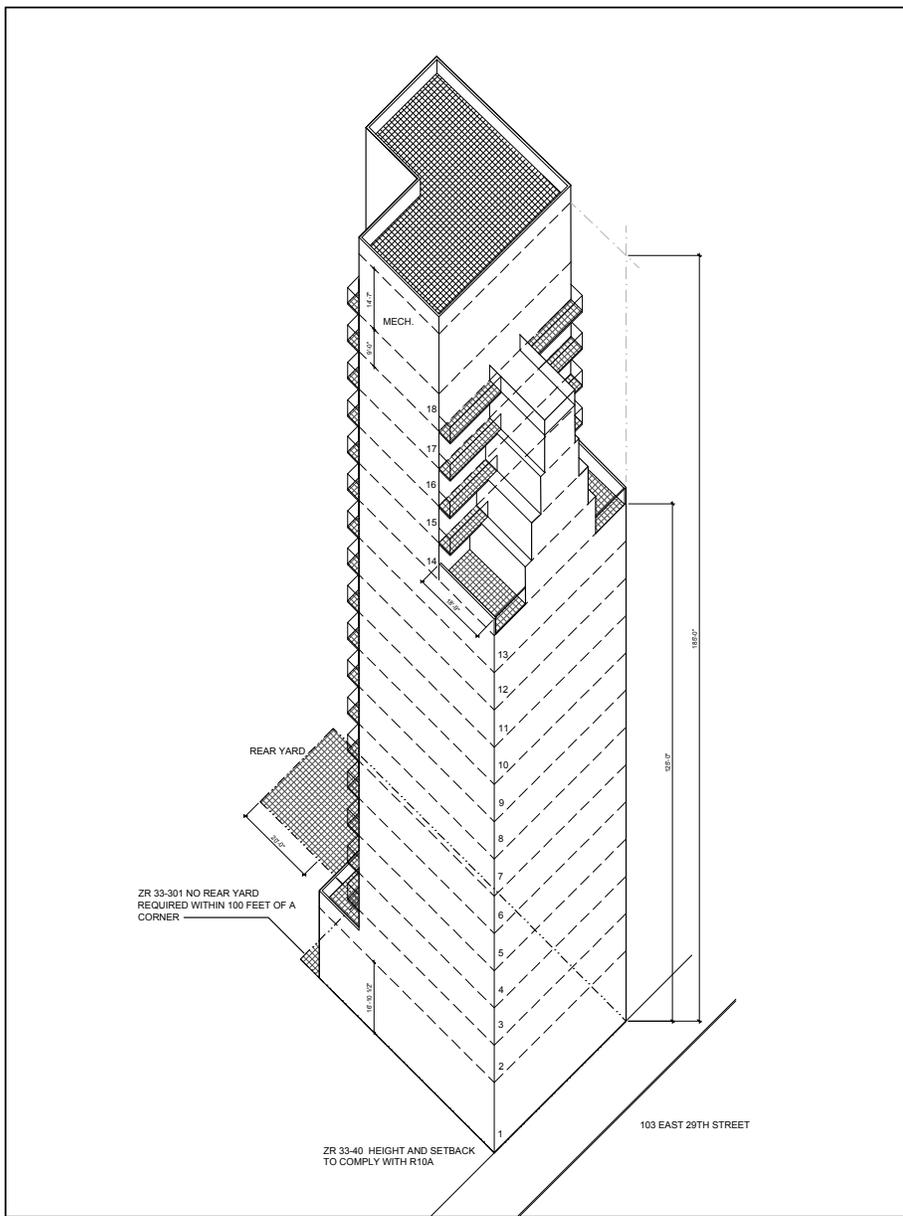


NYR.com is pleased to present 103 East 29th Street - a rare development opportunity in the rapidly appreciating Nomad submarket. The 45-foot wide property is located just east of Park Avenue South along the north side of East 29th Street and can be developed as a boutique residential condominium building measuring up to 45,778 buildable square feet or as a commercial building with up to 43,125 buildable square feet. For investors and developers wishing to participate in the appreciation story of one of Manhattan's most rapidly evolving neighborhoods, 103 East 29th Street provides the ideal investment vehicle. Its flexible zoning of C6 makes the site ideal for a wide range of uses with a relatively modest outlay of capital and without the often lengthy approval process to demolish an existing structure: This site is being offered shovel ready at closing.

**OFFERED AT \$26,500,000**

**Thomas Guss**  
President

TG@NYR.com, Tel. 212.360.7000 ext. 103  
New York Residence inc. 1501 Broadway, 26th Floor, New York, NY 10036



COMMERCIAL ZONING STUDY

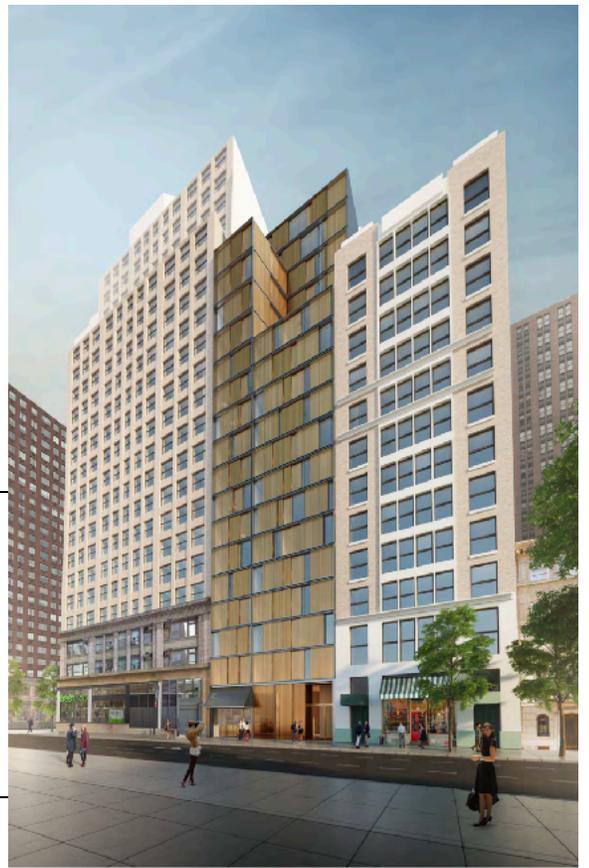
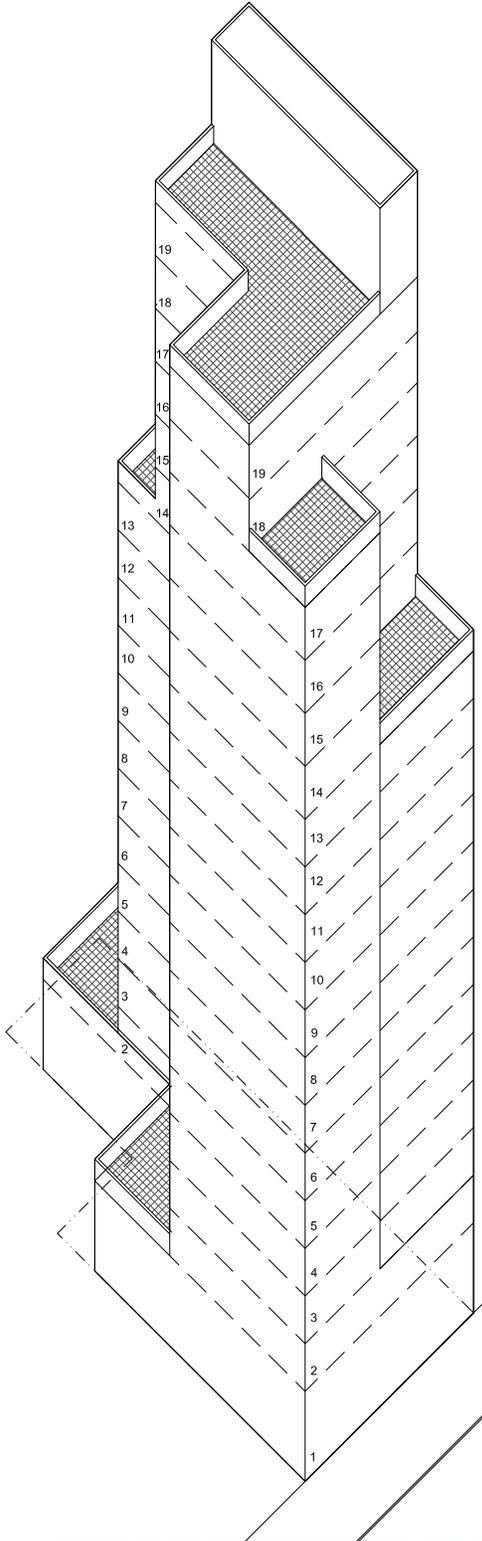
103 EAST 29TH STREET - THE DEAUVILLE - NEW YORK CITY  
 Hotel - 1 building - New Construction - 5.0

5/10/2021

Floor	Gross sf	Deduct	CHASES	1	2	3
C	2,866	0				
1	2,866	0		66.60	39.90	31.20
2	0	0				
3	2,516	0		66.60	39.90	31.20
4	2,516	0		66.60	39.90	31.20
5	2,516	0		66.60	39.90	31.20
6	2,516	0		66.60	39.90	31.20
7	2,516	0		66.60	39.90	31.20
8	2,516	0		66.60	39.90	31.20
9	2,516	0		66.60	39.90	31.20
10	2,516	0		66.60	39.90	31.20
11	2,516	0		66.60	39.90	31.20
12	2,516	0		66.60	39.90	31.20
13	2,516	0		66.60	39.90	31.20
14	2,123	0		66.60	39.90	31.20
15	2,034	0		66.60	39.90	31.20
16	1,752	0		66.60	39.90	31.20
17	1,909	0		66.60	39.90	31.20
18	1,904	0		66.60	39.90	31.20
19	0	0				
Total Proposed SF	43,125	0		1,132.20	678.30	530.40
Total ZSF	40,259				2,340.90	0
Max. ZSF	37,922					
Available SF	-2,337					
Mechanical Credits	2,341					
Existing SF	0					
Available SF	4					



# RESIDENTIAL ZONING STUDY



Resid QH - 1 building - New Construction - 1.2

Build	Gross	Deduct
C	3,802	0
1	2,852	600
2	2,379	300
3	2,379	7
4	2,379	7
5	2,379	7
6	2,379	7
7	2,379	7
8	2,379	7
9	2,379	7
10	2,379	7
11	2,379	7
12	2,379	7
13	2,379	5
14	1,896	4
15	1,896	4
16	1,896	3
17	1,896	3
18	1,596	3
19	1,596	3
total proposed	45,778	95
zoning sf	42,176	
max	37,922	
available / (overbit)	-4,255	
Quality Housing	4,255	SEE BELOW
existing	0	
available	0	
Recreation Space	36,617	

Zoning	A	B	C	D
Lot W	20.00	25.00	31.33	0.00
Lot D	66.17	98.75	100.00	0.00
lot	1,323	2,469	3,133	0
FAR	10.00	10.00	0.00	0.00
sub total	13,234	24,688	0	0
Total Zsf	37,922			
existing	0			
buildable	37,922	sf		

Existing	W	L	H	
C	0	20.00	60.00	0
B-4	0	20.00	60.00	0
B-4	0	10.00	10.00	0
3-4	0	0.00	0.00	0
Total	0			
Existing Zoning SF	0			

## FLOOR AREA CREDITS

(QUALITY HOUSING CREDITS AND N)	TOTAL	W	L	UNITS	ZR #	
FLOORS 1 TO 19 - CHASE A	76 SF	2.0	2.0	19	12-10	4
FLOORS 1 TO 10 - CHASE B	228 SF	3.0	4.0	19	12-10	12
FLOORS 1 TO 11 - CHASE C	228 SF	6.0	2.0	19	12-10	12
FLOORS 1 TO 10 - CHASE D	247 SF	6.5	2.0	19	12-10	13
FLOORS 1 TO 10 - CHASE E	52 SF	2.0	2.0	13	12-10	
FLOORS 1 TO 10 - CHASE F	48 SF	4.0	2.0	6	12-10	
COMMERCIAL MECHANICAL	132					
WINDOWS IN CORRIDORS - LOBBY	199 SF	398.0	0.5	1	28-21	199
WINDOWS IN CORRIDORS - 14-17	280 SF	140.0	0.5	4	28-21	70
LAUNDRY ROOM C	24 SF	24.0	1.0	1	28-13	24
REFUSE ROOMS 2-13	228 SF	3.0	4.0	19	28-12	12
LESS THAN 8 UNITS PER FLOOR	1,128 SF	141.0	0.5	16	28-31	71
RECREATION SPACE	1,133					
STAIRS OVER 125' 11-13	252 SF	0.7	20.0	18	12-10	14
<b>TOTAL FLOOR AREA CREDITS</b>	<b>4,255 SF</b>					

## RECREATION SPACE CALCULATIONS

	AREA	FLOORS	
FLOORS 2-13	29,688 SF	2,474	12
FLOOR 14-17	7,584	1,896	4
FLOOR 18+19	3,192	1,596	2
FLOOR	0	0	1
TOTAL	40,464		12
RECREATION SPACE PERCENTAGE	2.8%		
RECREATION SPACE REQUIRED	1,133 SF	< 1275 SF PROVIDED	



As a residential building, the project will create exclusive residences with one to three units per floor, delivering the privacy, intimacy and understated luxury favored by today's young and affluent Nomad buyers.

As a commercial building, the easily accessible location lends itself perfectly to a wide range of uses:

- Hospitality/Hotel/Club
- Office/Executive Suites
- Medical/Hospital
- Educational/School
- Mixed Use/Retail

*The Property is situated in a C6-4A (R10a equivalent) commercial zoning district and designated as Block 885 Lot 6 by the official tax maps for the City of New York. At no time any prior use with adverse environmental impact was identified.*

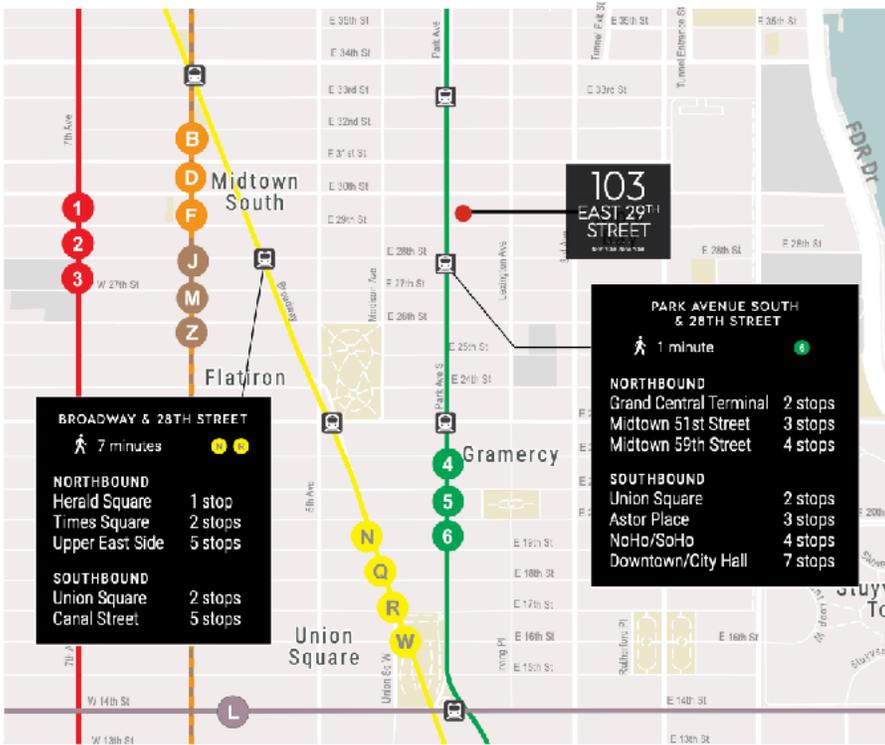
103 East 29th Street is a highly desirable Nomad location just three blocks North of Madison Square Park. The site benefits from outstanding light and air. The subject site is located in Zone X, outside the 500-year flood plan as per the Flood Insurance Rate Map. The property elevation is 40ft above sea level.



Recent residential condominium sales in surrounding developments demonstrate achievable sell-out pricing close to \$3,000 per square foot.







- MAXIMUM BUILDING HEIGHT**  
185 feet for the portion of the lot beyond 100 feet of Park Avenue South.  
210 feet for the portion of the lot within 100 feet of Park Avenue South.
- STREET WALL HEIGHT**  
Minimum— 60 feet mid-block; 125 feet within 100 feet of Park Avenue South  
Maximum—125 feet mid-block; 150 feet within 100 feet of Park Avenue South
- SETBACKS**  
Residential— 15 feet at the front and 10 feet at the rear at a height of 125 feet.  
Commercial— 15 feet at the front.
- MAXIMUM LOT COVERAGE**  
Residential—70%
- REAR YARD**  
Residential— 30 feet. A one story non-residential building is a permitted obstruction in the rear yard.  
Commercial— None within 100 feet of Park Avenue South; 20 feet minimum beyond 100 feet of Park Avenue South.

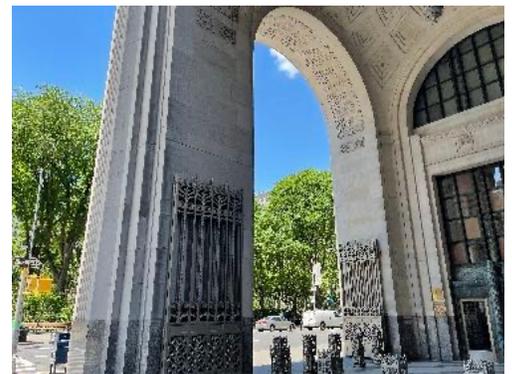


Outstanding access to public transportation: The Property enjoys an unusually convenient location just one block from a subway station at Park Avenue South and 28th Street. The station is serviced by the popular 6 train line, with direct access to Grand Central Terminal, Midtown, Union Square,

Astor Place, NoHo/SoHo, and Downtown Manhattan. An additional station is located within a five minute walk at 28th Street and Broadway, where the N and R Trains provide direct service to Times Square and Downtown Brooklyn.

Grand Central Terminal is located within walking distance or can be reached by subway (direct connection with just 2 stops). In addition to this convenient service, the Property is within a ten minute walk of the transportation hub at Union Square. Union Square is now the fourth busiest subway station in New York City on weekdays and the second busiest on weekends. The hub provides access to seven subway lines, including the L, N, Q, R, 4, 5, and 6 Trains. The L Train also provides direct service into the popular Williamsburg neighborhood in Brooklyn.

51% of the residents living within a quarter mile of the Property utilize public transportation to get to work, so this convenient subway access delivers a key quality-of-life advantage.



## NOMAD

One of New York's most vibrant neighborhoods, Nomad - short for "North of Madison Square Park" - has a lot to go for: Beautiful historic buildings, Madison Square Park, and outstanding restaurants including Eleven Madison Park (voted as the World's Best Restaurant) are all located in this sought-after district of Manhattan. No wonder Jeff Bezos has selected Nomad as the place for his residence in New York. New residential buildings by world-class architects such as Morris Adjmi and Rafael Viñoly, new hotels such as the Ritz Carlton Nomad, the Le Meridien and the Virgin hotel, the renovation of historic towers on Fifth Avenue and new office buildings such as 1245 Broadway and Bjarke Ingels' Strata Tower have rapidly transformed Nomad to one of the most desirable submarkets of the city.



*Average household income has increased 69% as new residents have moved in, reaching \$161,730 per year within 1/2 mile of the property. A youthful population with purchasing power supports NoMad's vibrant array of restaurants and nightlife, in turn adding to the demand for residential units in the area.*

steps from the subject property. The neighborhood's rapidly expanding media and technology presence supplements an established business base in the financial, insurance, fashion, legal, medical, and educational sectors. The New York State Appellate Court is also in NoMad, located along the east side of Madison Square Park in close proximity to the Property. The headquarters of both Google and Facebook can be reached in just 10 minutes from 103 East 29th Street.

Credit Suisse occupies over 1,1 million square feet right across from the subject property's location, New York Life Insurance has more than 1 million square feet, the NYU Langone Child Study Center 527,000 square feet and supply chain management company Li & Fung 459,000 square feet. Tiffany, Coty, Nike and the FDIC are all located too in this exciting neighborhood.



This information has been secured from sources we believe to be reliable, but we make no representations or warranties, expressed or implied, as to the accuracy of the information. References to square footage or age are approximate. Buyer must verify the information and bears all risk for any inaccuracies. Any projections, opinions, assumptions or estimates used herein are for example purposes only and do not represent the current or future performance of the property.