

CITYREALTY

Alchemy Properties' The NOMA Begins its Ascent

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By **CITYREALTY STAFF**



The Noma under construction

NoMad's first ground-up condominium building west of Fifth Avenue is beginning to affirm its place in the cityscape. Called The NOMA's, the forthcoming 24-story building is the latest in a sweeping transformation of the once dowdy Flower and Wholesale District into a gastro and retail hub dotted by new apartment towers and hotels. The NOMA's neighbors will include New York's first Virgin Hotel, and the recently finished rentals the Beatrice and EOS across Sixth Avenue.



Slab pour for the fourth floor as of late November



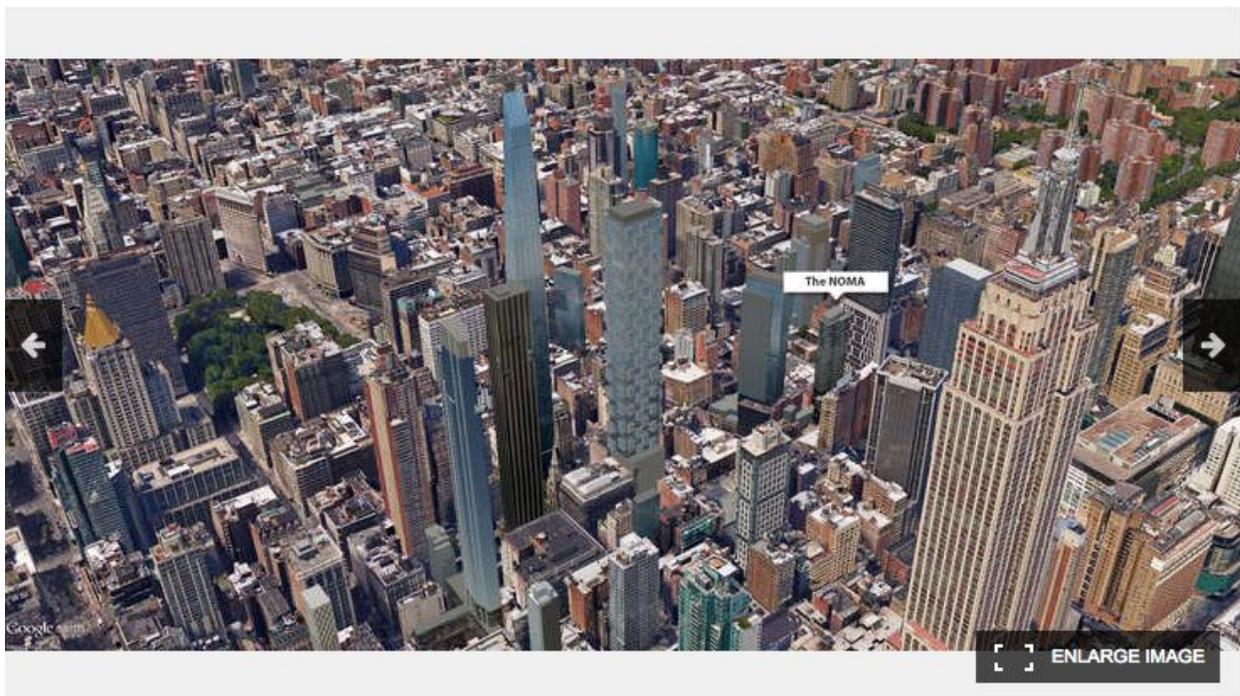
Up she goes. The Eventi Hotel / Beatrice looming in the background

Rising from an angled lot at the corner of West 30th Street and Sixth Avenue, the 24-story tower building will offer residents on upper floors far-reaching views over the mid-rise district and of the Empire State Building. Alchemy Properties is the developer of the \$100 million development. Since foundations were completed earlier this fall, the concrete superstructure has risen several floors above street level. FXFOWLE Architects are handling the design, and previously partnered with Alchemy for their striking and highly-successful condo, 35XV. The NOMA's timeless, "neo-Bauhaus" façade is sheathed in a conservative gray-brick and striped with oversized box-style bay windows outlined in metal frames.



Nearly half of The NOMA's residences are in contract and presently there are just five active units: a 700-square-foot one-bedroom priced at \$1.55 million and several two-bedroom units starting at \$2.425 million. Its sun-filled interiors are embraced with a natural and warm material palette. Each home boasts Bosch washer and dryer, Miele refrigerators, Marvel wine coolers and Pebble gray quartz countertops with marble backsplashes. Bathrooms have heated floors and Toto toilets.

The building will be pet friendly and common amenities will include a 1,700-square-foot landscaped terrace, a wood-floored library, fitness center, and an attended lobby. The lobby will feature 15-foot-high ceiling of reclaimed wood, leather-upholstered walls and a gun-metal chandelier.



As seen in this CityRealty illustration of the city's future skyline, Nomad is enduring a wave of investment that will procure several new high-rises. The tallest planned is envisioned for the southwest corner of 29th Street and Fifth Avenue and if built, its

1,050-foot height will rival the Empire State Building minus its mast. Other large towers planned include HFZ Capital's residential tower at the site of the old Bancroft Building at 3 West 29th Street and two Rafael Vinoly-designed skyscrapers at 281 Fifth Avenue and at 29 West 28th Street (1185 Broadway).

<http://bit.ly/2hh6NGD>