

For **sale**

230 West 29th Street, New York, NY

An exclusive development opportunity



Zoning & Development

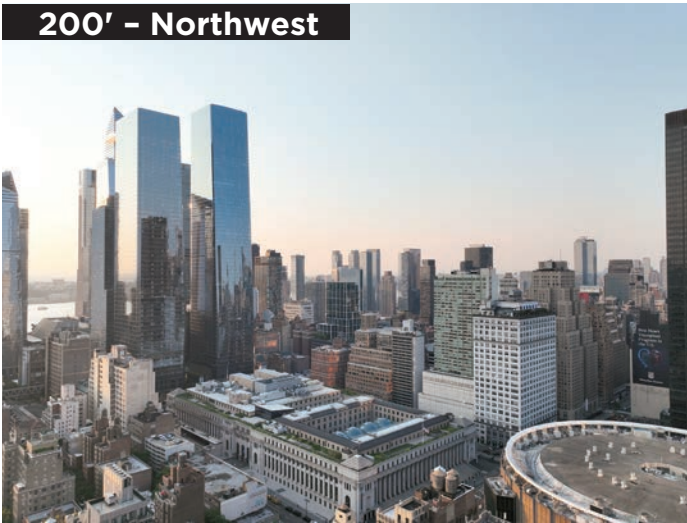
Transformative Value Capture

The property's zoning flexibility provides investors with a rare opportunity to calibrate scale, timing, and capital deployment to market conditions. Whether executed as a boutique luxury condominium tower, a mixed-income rental project, or a marquee high-rise with integrated retail and cultural programming, 230 West 29th Street is designed to capture both near-term upside and long-term value appreciation.

Strategic Benefits

- **Maximized Density:** FAR 18 zoning enables 108,200 buildable square feet.
- **Market Momentum:** Chelsea's evolution anchored by Hudson Yards, Penn District redevelopment, and cultural institutions guarantees durable demand.
- **Program Flexibility:** Multiple paths to execution: condos, rentals, hybrid live/work concepts, or flagship mixed-use towers.
- **Neighborhood Prestige:** Surrounded by world-class destinations, the site offers the lifestyle appeal and cultural resonance that ensure premium pricing power.

200' – Northwest



300' – Northwest

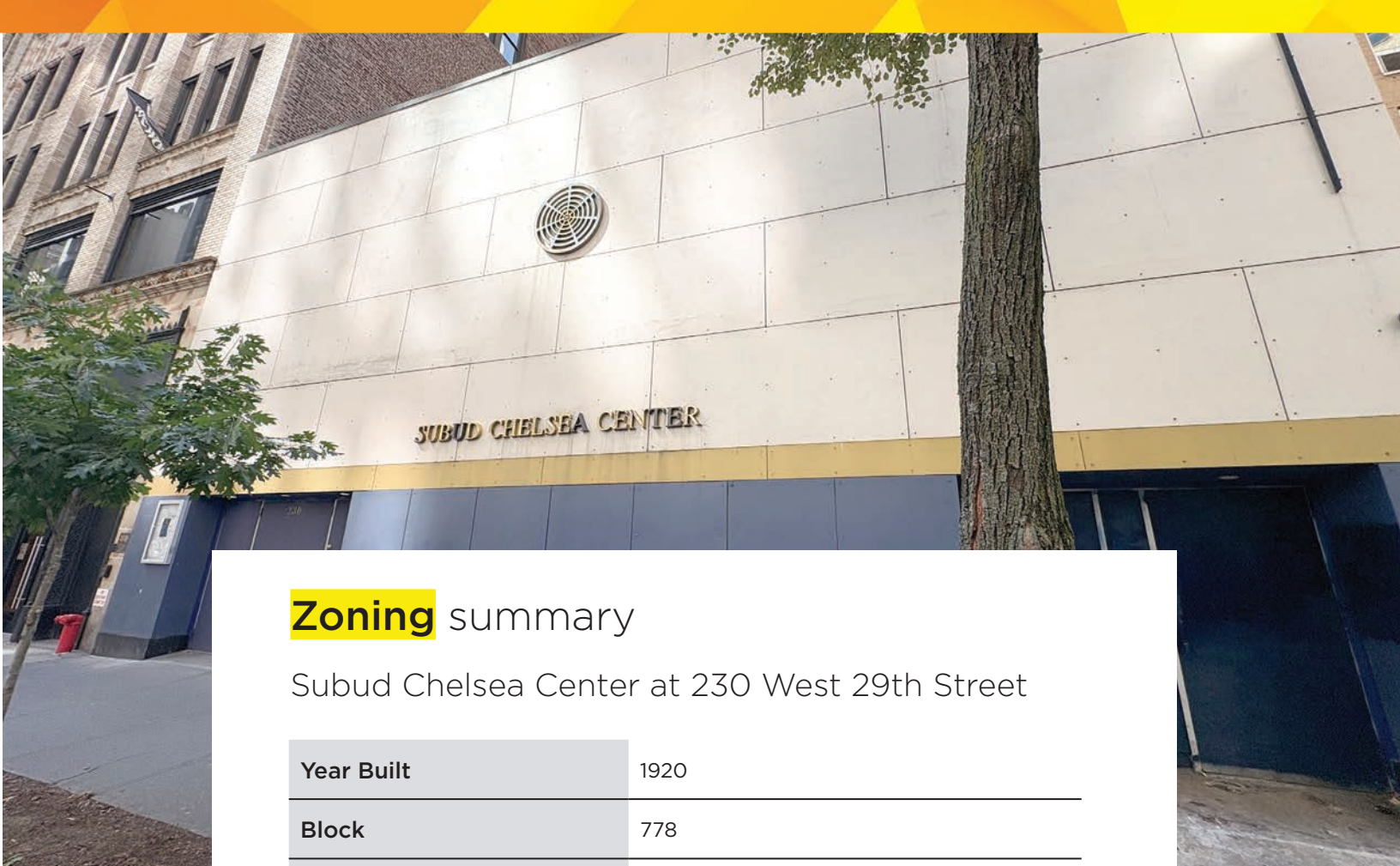


400' – Northeast



400' – Southeast





Zoning summary

Subud Chelsea Center at 230 West 29th Street

Year Built	1920
Block	778
Lot	55
Stories	1
BBL	1007780055
Landmarked	No
Community District	5
Zoning District	M1-8A / R12
Special Zoning District	MSX / MIH
Lot Area	5,368 SF
Maximum buildable area	86,624 ZSF (Lot area x FAR - 10,000 ZSF prior transferred aired rights)
Maximum building height	395'
Maximum base height	155'
Street Frontage	49.77'
Maximum number of dwelling units	No dwelling unit factor applies in Manhattan District 5



Location & Market Advantage

Positioned in Chelsea, the nexus of creativity, culture, and commerce 230 West 29th Street offers unmatched access to Midtown's transportation core, cultural icons, and the flourishing West Side. The property is just steps from Penn Station, Moynihan Train Hall, and multiple subway lines, providing unrivaled connectivity across the region. Chelsea itself is a vibrant hub that blends historic loft character with cutting-edge development, anchored by attractions such as The High Line, Hudson Yards, Madison Square Garden, and the Fashion Institute of Technology. This rare convergence of live-work-play energy creates enduring demand from both residents and investors.

Rezoning Upside & Strategic Appeal

With the Midtown South Mixed-Use (MSMX) rezoning passed in August 2025, the site has transitioned into the M1-8A/R12 zoning district with a maximum allowable FAR of 18. This dramatically increases development capacity and aligns the site with New York City's next major growth corridor. The MSMX plan paves the way for over 9,500 new housing units across the district, of which more than 2,800 will be permanently affordable, ensuring a steady influx of residential and mixed-use demand.