The new residential buildings along the High Line commonly tout their far-flung, brand name designers who bring bits of the avant-garde to our increasingly conservative-looking city. But at The Fitzroy at 514 West 24th Street, JDS Development and Largo Investments have tapped the New York-attuned firm of Roman and Williams Buildings and Interiors to fashion a tower that captures the uniqueness of New York while being bold and refreshing at the same time. Named the Fitzroy, the sumptuously-clad terra-cotta building will make its austere glass and concrete neighbors green with envy. Symmetry, classic motifs and timeless material are flaunted, telling us its design is meant to endure for the ages, and no layer of rust or soot will defile its grandeur.

Even the Fitzroy’s name is rooted in the city’s history. Per the website, the name stems from a highway that traversed the area before the Manhattan grid. It was named after Charles Fitzroy, a British Lieutenant General who resided in the Greenwich Village area in the eighteenth century.
After months of onerous excavation and foundation work, the Fitzroy has risen to street level. The building will rise 10-floors and contain 14 family-sized homes. Residents will have glimpses of both the High Line and the Hudson River and some buyers will have terraces and angled loggias. The project sits on an almost entirely red-developed block and sits next to Cary Tamarkin’s sold-out condo, 508 West 24th Street and across from Michael Shvo’s under construction condo named the Getty.

With Walker Tower, Stella, and the American Copper Buildings under his belt, Michael Stern, founder and principal of JDS Development Group has a knack for developing exciting architecture that is both innovative and steeped in New York tradition. The opulence of the building’s deep green and copper façade seep into the interiors composed of two- to five-bedroom residences. Finishes and fixtures, that can only be described as Art Deco-Revival include herringbone oak floors, brass accented everything and brooding hues add a deep richness to the spaces. Homes also feature 11-foot ceilings, freestanding tubs and fireplaces in select units.

Presently, there are no units being publically marketed and at least four have already been signed into contract. Amenities will include a 24-hour concierge service, a wine cellar, and a fitness center. The ground floor will be home to a new gallery. Delivery is expected in 2018.