



THE74's Terracotta Façade Progresses at 201 East 74th Street on Manhattan's Upper East Side

At number 30 on our construction countdown is THE 74, a 32-story residential tower at 201 East 74th Street on Manhattan's [Upper East Side](#). Designed by Pelli Clarke & Partners with SLCE Architects as the architect of record and developed by Elad Group, which purchased the property for \$61 million in April 2022, the 420-foot-tall structure will yield 42 condominium units and a collection of amenities. Apartments will include half-floor two- and three-bedroom units, full-floor four- and five-bedroom homes, a single free-standing townhome, and a duplex penthouse. The property is alternately addressed as 1299 Third Avenue and located on an interior lot facing Third Avenue with two small panhandle extensions to East 74th and East 75th Streets.

Most of the wavy terracotta façade panels have been installed across the southern and western elevations since [our last update](#) in August, when the reinforced concrete superstructure was prepped with a metal framework to support the envelope. The podium, crown, and northern face of the building have yet to receive their cladding, and the latter stands shrouded in scaffolding and construction netting.



Photo by Michael Young

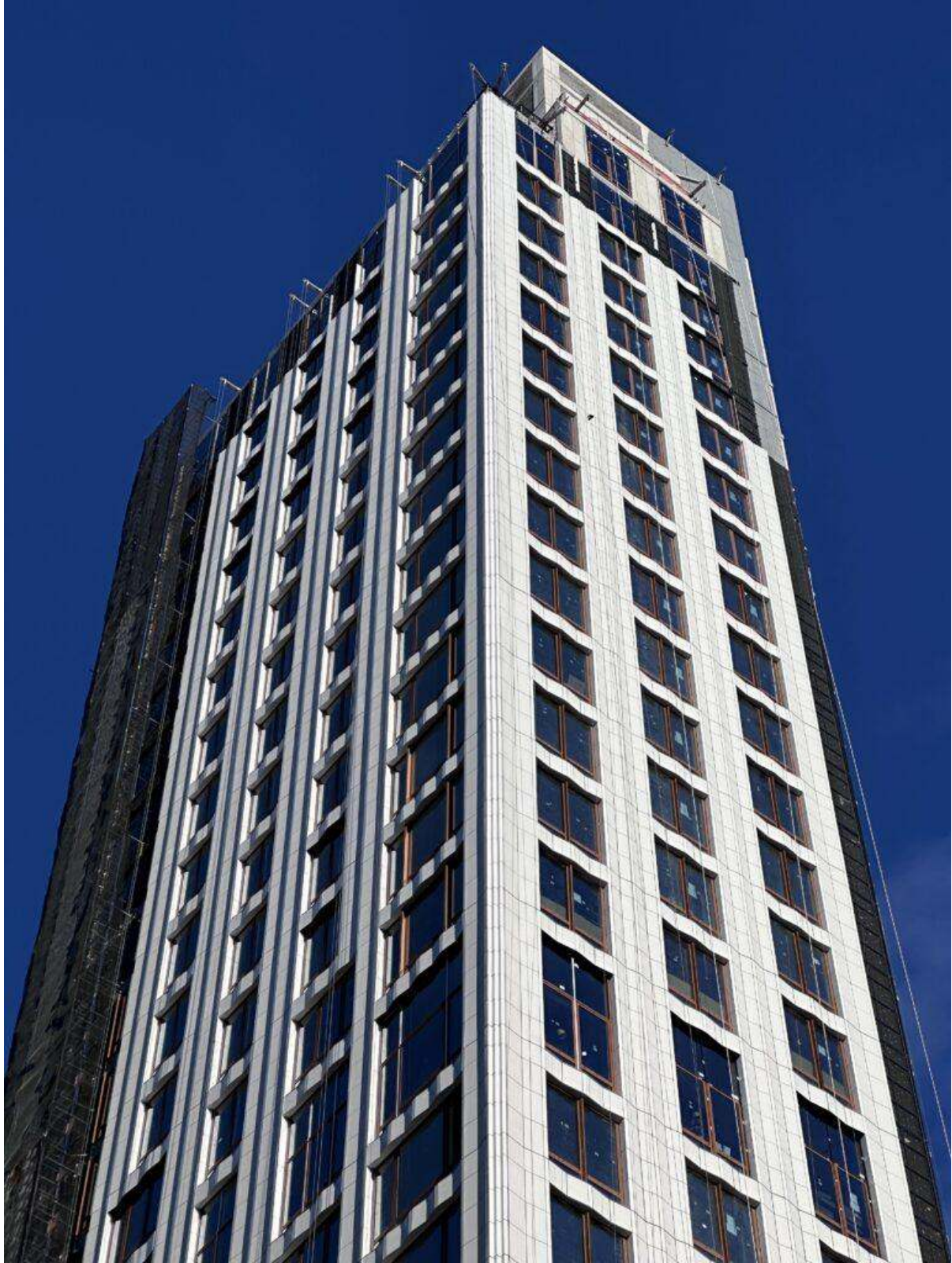


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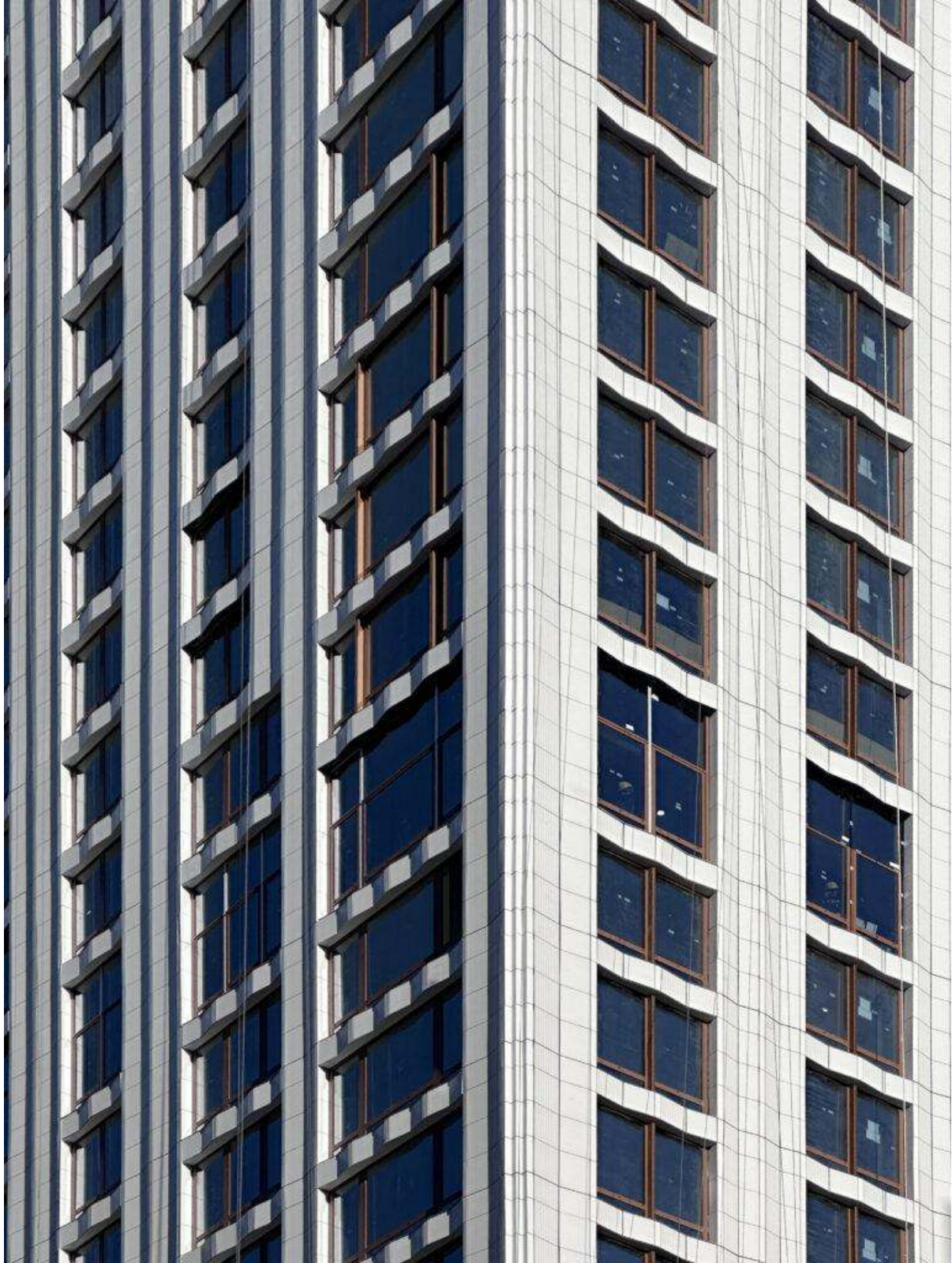


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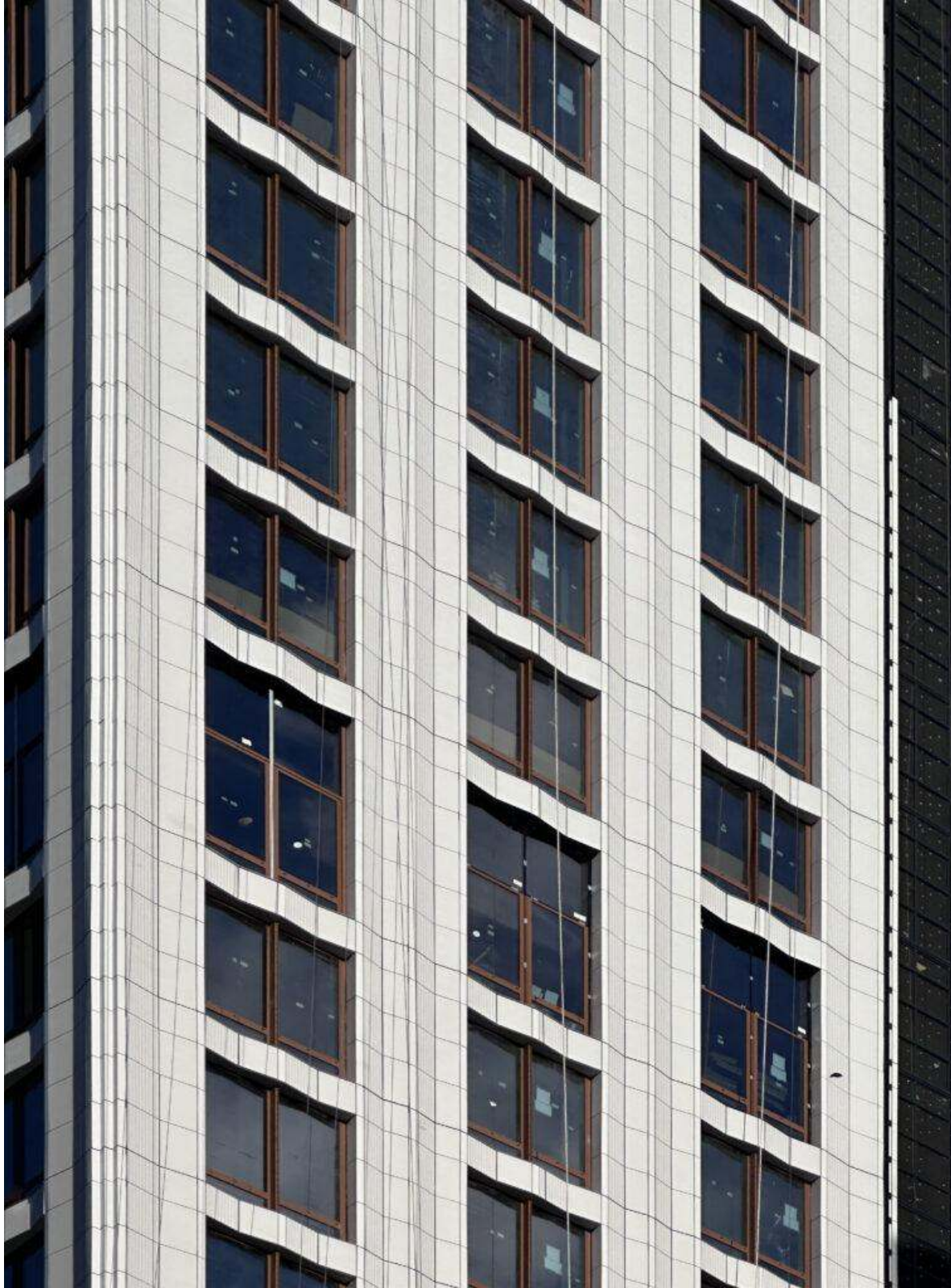


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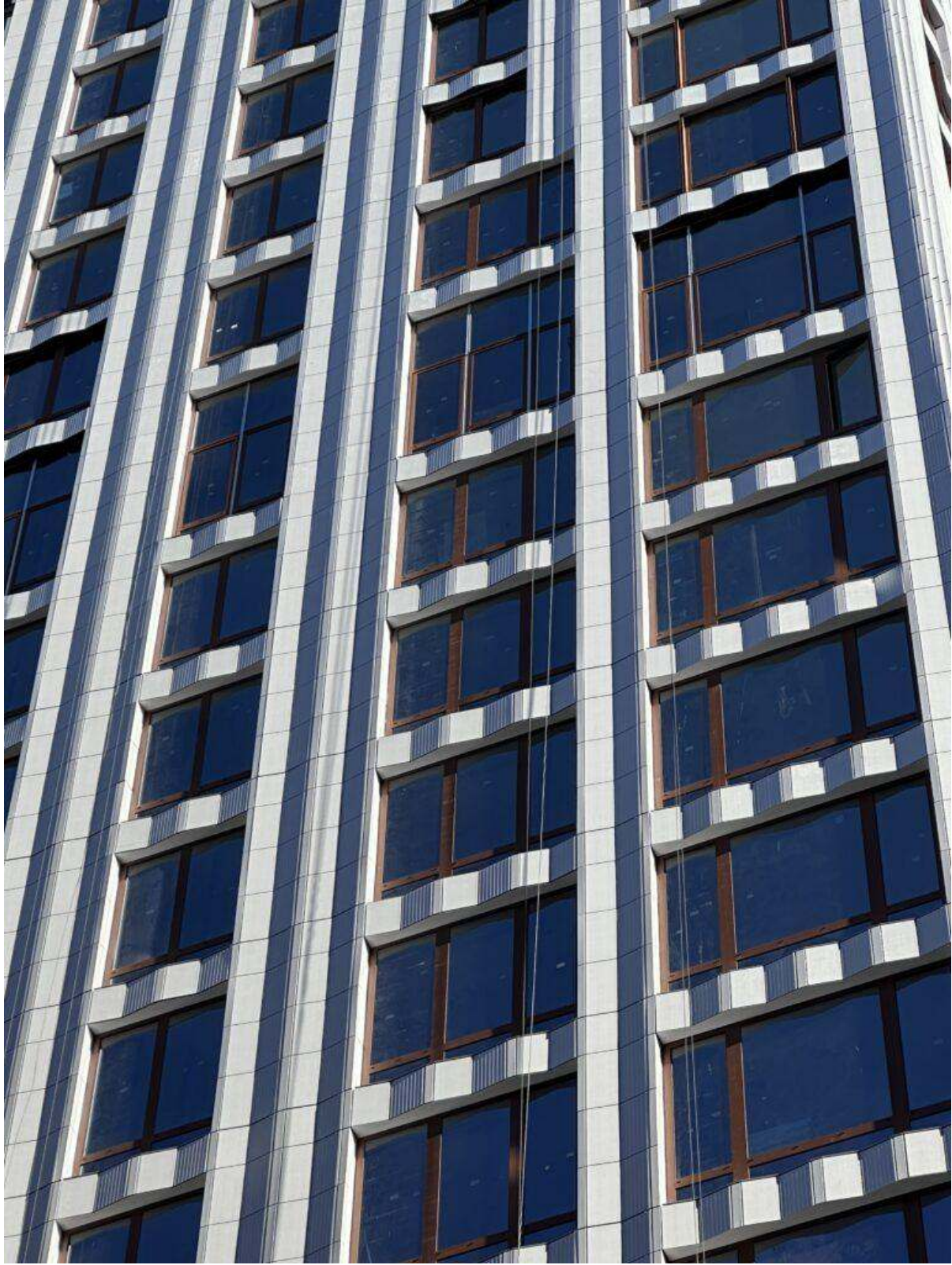


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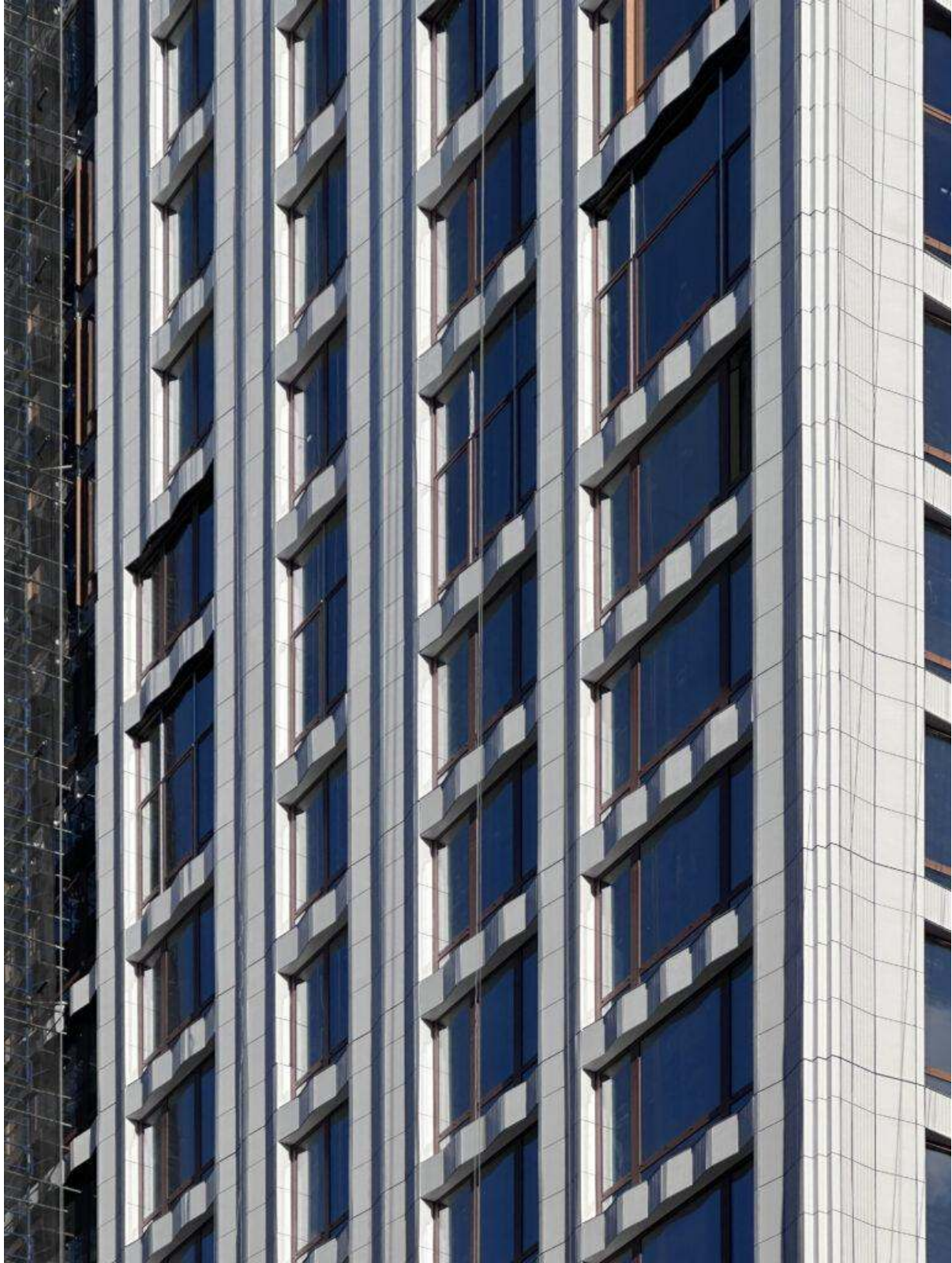


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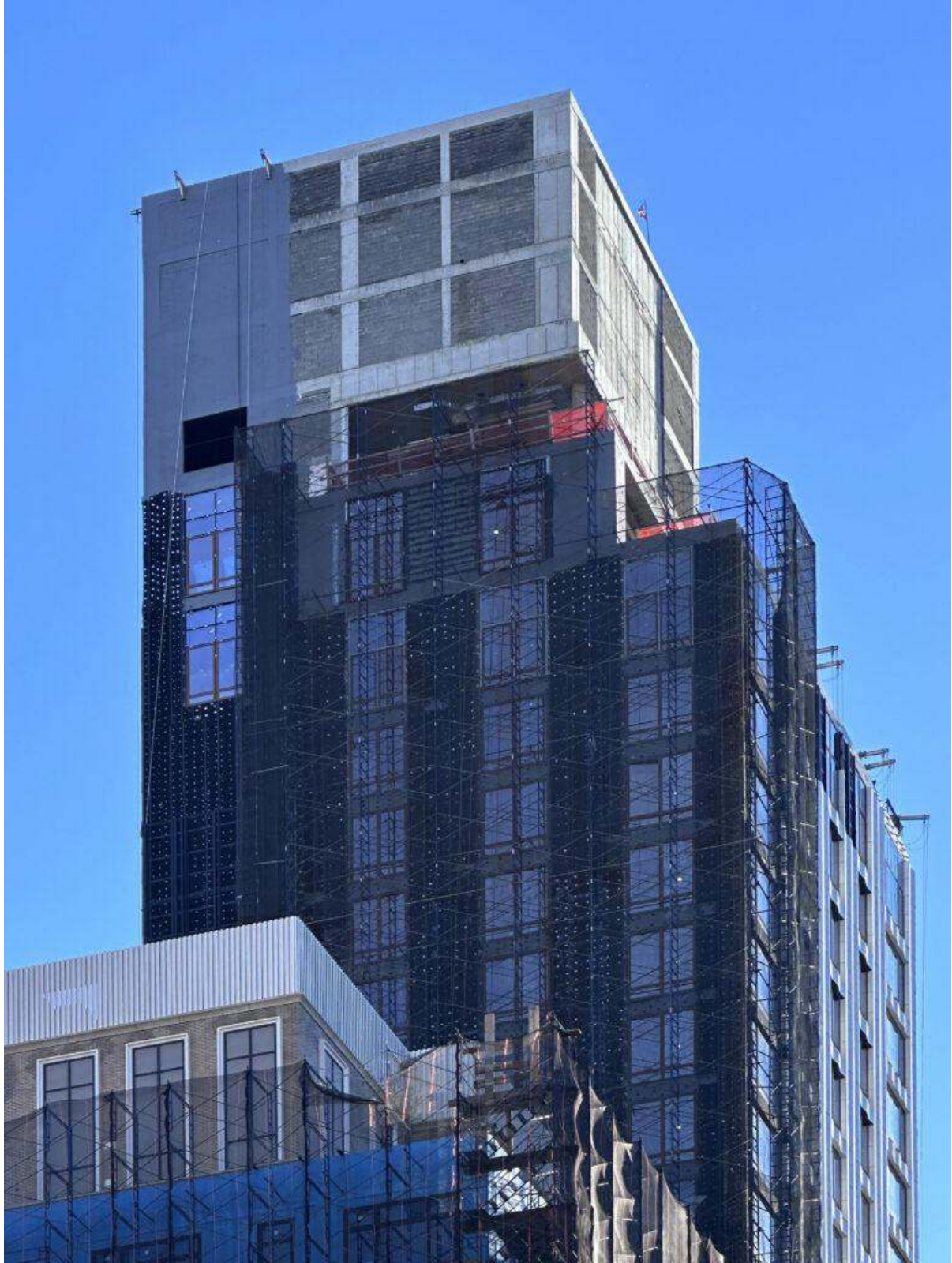


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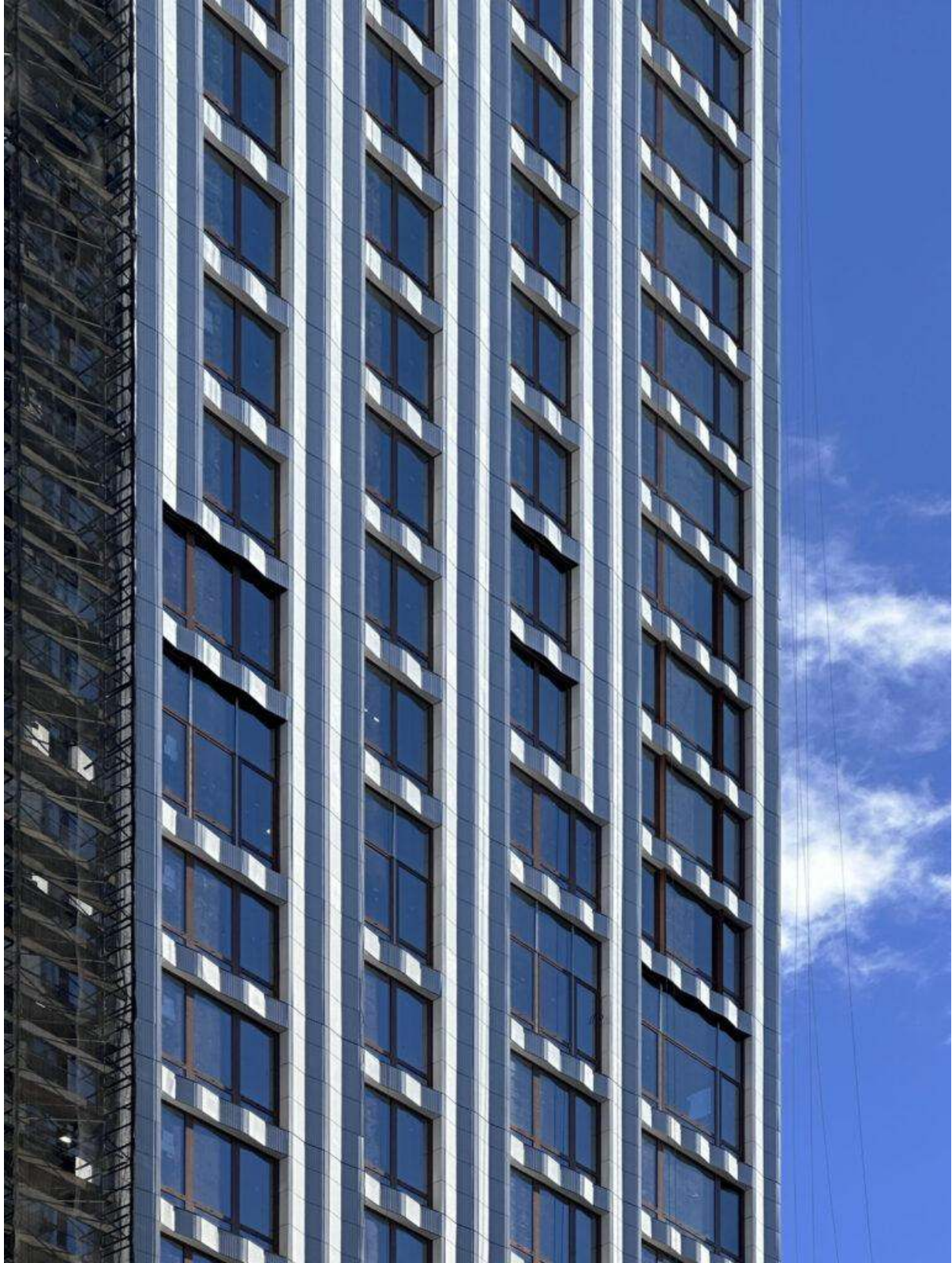


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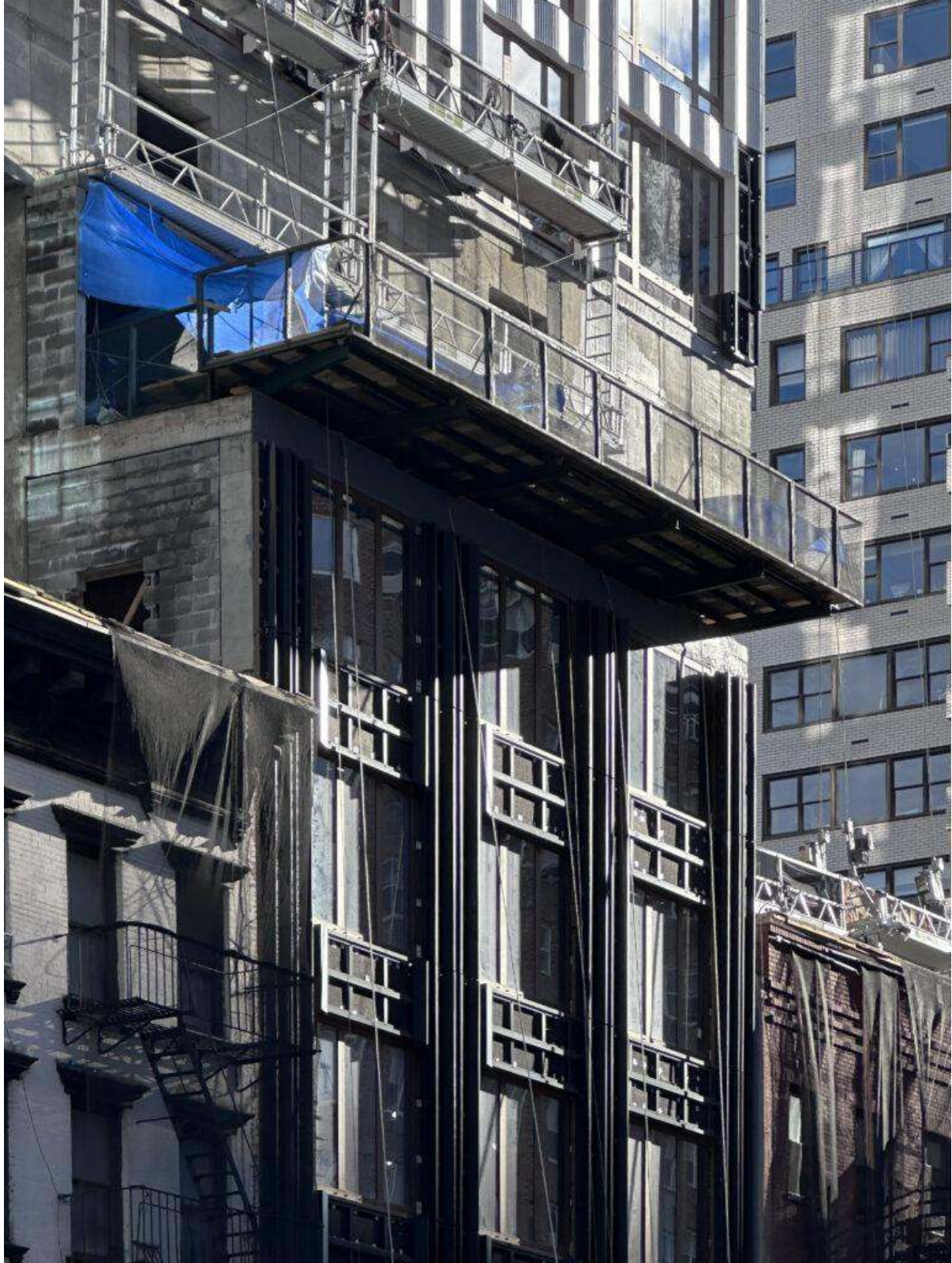


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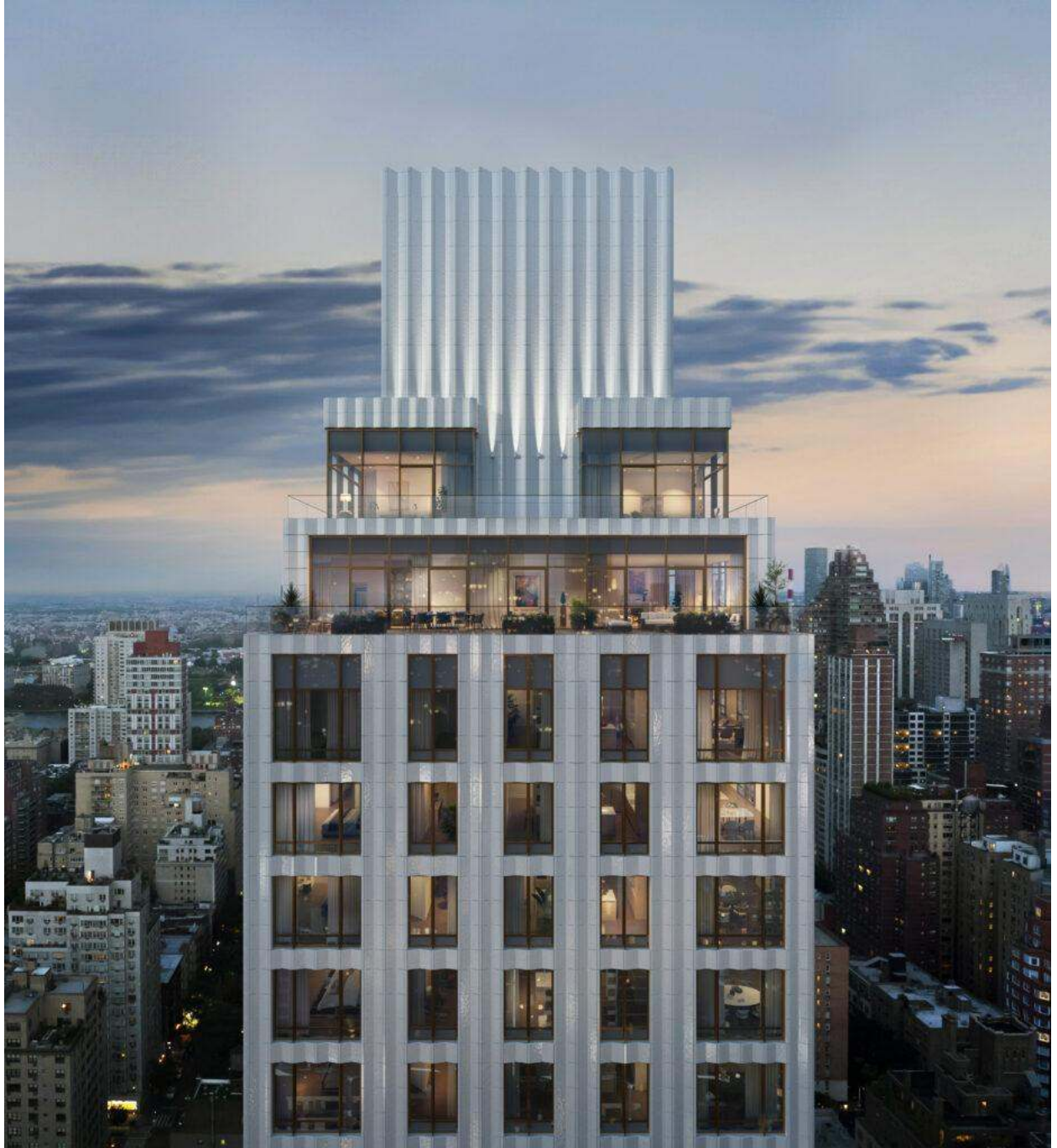


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Sales launched this past winter with pricing starting at \$2.975 million for two-bedrooms, \$4.8 million for three-bedrooms, and \$12.5 million for full-floor residences. Homes will come with white oak parquet flooring, custom millwork, and full-height windows. Kitchens are fitted with Miele appliances, custom Ash wood cabinetry with fluted glass doors, and Bianco Ice marble islands and countertops. The primary bathrooms feature Calacatta Vagli marble in a honed finish for the radiantly heated floors, soaking tubs and fully enclosed marble showers with Dornbracht fixtures, while secondary bathrooms get European porcelain and pink Nambia marble.



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Full-floor residences occupy floors 23 to 30 and offer ceiling heights of up to 13 feet. The duplex residences sit on the uppermost levels.

Residential amenities for THE 74 will include an entertainment suite with a catering kitchen and videoconferencing room, a children's playroom, a fitness center with a Pilates studio, and a lobby lounge overlooking a private garden.

The nearest subways from the development are the Q train at the 72nd Street station at the corner of East 72nd Street and Second Avenue, and the 6 train at the 77th Street station at the corner of East 77th Street and Lexington Avenue.

THE 74's completion date is slated for the summer of 2025, as noted on site.

<https://newyorkyimby.com/2024/12/the74s-terracotta-facade-progresses-at-201-east-74th-street-on-manhattans-upper-east-side.html>