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In Hell's Kitchen, 'high-design' rentals at Henry Hall up for grabs from \$3,200/month

The tower features 225 studios through two-bedrooms along with fancy building amenities including a "jam room"

BY [AMEENA WALKER](#) MAY 20, 2017, 1:00PM EDT



Images via StreetEasy.

Apartments are now up for grabs within the Imperial Companies-developed rental tower at 515 West 38th Street, or [Henry Hall](#) as it's been dubbed, in the rapidly transforming Hudson Yards special district. The 33-story building, designed by Ismael Leyva and BKSK Architects, currently has a handful of rentals available with more to come within the near future.

The building has 225 studios, one-, and two-bedroom apartments that range from \$3,200/month to as much as \$6,400/month. Of those, 46 have been set aside as affordable housing with studios renting for \$913 for individuals earning between \$32,640 and \$38,100; one-bedrooms going for \$980 for qualifying annual earning incomes; and affordable two-bedrooms renting for \$1,183.

As for the market-rate units, there are two studios, four one-bedrooms, and two two-bedrooms [listed](#) that all have concessions in place, bringing the net effective rent down to as low as \$2,742/month. The apartments been finished with oak floors and cabinetry, marble countertops, oversized steel-encased windows, and custom subway-tiled bathrooms.

Up until recently, details for the project have been kept largely under wraps. But in an interview with the [New York Times](#), Eric Birnbaum, a partner at Imperial Companies, explained his vision for the project's common spaces to stand out from those of the typical new residential development.

“In the residential space, there's been a real lack of creativity and ingenuity. It's very staid and institutional, very cookie cutter,” said Birnbaum. “We said, ‘Let's create a liveliness and a place that you really want to be in our common areas.’ The key to that is good food and beverage, good music and high design.”





The result is a lobby that looks more like that of a trendy new hotel than a rental tower. Tapping interior designer Ken Fulk, the lobby welcomes both residents and the public in what the *Times* calls “essentially a full-service lounge ... rather than a glorified hallway for building residents only.” Other building amenities include a dining room and chef’s kitchen, a wine vault, fitness center, resident’s lounge, a roof deck, and a “jam room” that pays homage to the site’s former life as the Legacy Recording Studio.



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