

Buyer Wellness Expectations Raise the Bar for NYC Condos

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One Williamsburg Wharf fitness studio. | Naftali Group



By [Eileen Falkenberg-Hull](#)
Senior Editor, Autos

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Realtors and brokers are reporting an uptick in luxury condominium buyer [wellness](#) expectations. So much so, property developers are creating purpose-built wellness spaces far grander than ever before to attract buyers in one of the world's most competitive housing markets, [New York City](#).

The metropolitan area typically has 6,000-8,000 single family housing units on the market at any given time according to multiple analysts. In addition, the city has reported having over 50,000 so-called ghost apartments, those whose operational or renovation costs exceed market considerations, that are not counted toward that number.

“Today, high-end residential buildings need to compete directly with top [fitness](#) clubs like Life Time,” John Barbato, Licensed Associate [Real Estate](#) Broker at Compass, told *Newsweek*. “Residents want technology that allows them to work out on their own schedules, without being tied to class times.”

Four of the city's most exclusive properties have been designed to specifically cater to those clients: 18W55 (Midtown), 547 West 47th Street (Hell's Kitchen), 720 West End Avenue (Upper West Side) and One Williamsburg Wharf (Williamsburg).



Exterior of the 18W55 building. | Streetsense

18W55 features a light-filled, two-story fitness center that delivers a club-level wellness experience for residents. “Residents today expect wellness and fitness on par with the best studios, so we invested in next-generation technology and worked with Morris Adjmi Architects to curate a state-of-the-art fitness suite that is both expansive and private. Every aspect of the building—from the residences to the amenities and concierge services—was designed to deliver a complete, elevated lifestyle that truly sets 18W55 apart,” Orin Wilf, Principal at Skyline Developers, told *Newsweek*.

The property has a LIVunLtd-managed amenity collection. “We’re seeing interest from people relocating from established [NYC](#) neighborhoods, international clients, and renters looking for a sophisticated pied-à-terre. They want a building that maximizes on every single level, from the residences to the amenities, to having a luxury concierge like LIVunLtd that supports a busy, high-end lifestyle,” Barbato, who holds listings at the property, said.

At 547 West 47th Street, a 30,000-square foot space known as “The West Residence Club” features a fitness center curated by The Wright Fit, dedicated yoga and Pilates studios, and an infrared sauna among other wellness-focused amenities.

“Wellness in residential buildings has evolved far beyond a single gym room into a holistic, lifestyle-driven experience. Today’s residents expect amenities that meaningfully support physical health and overall balance, all within thoughtfully designed spaces. At 547 West 47th Street, wellness is woven throughout the building – from the serious indoor/outdoor fitness center designed for fitness enthusiasts to the rooftop pool where several residents routinely enjoy water aerobics, as well as quieter areas that encourage mindfulness, like the Glasshouse Library. The focus is on creating an environment where residents can prioritize themselves without leaving home, whether through movement, relaxation, or simply making their day more convenient,” Kristin Black, sales director at Corcoran Sunshine Marketing Group, told *Newsweek*.

On the Upper West Side, a Emery Roth-designed prewar building has been transformed into a luxury living space complete with state-of-the-art wellness amenities. With technology in focus, the property’s fitness center includes Peloton equipment and Echelon Reflect smart mirrors as well as professional-

grade cardio, strength, and performance training equipment. Yoga and Pilates studios and a squash and basketball court also call 720 West End Avenue home.

“What drew us to 720 West End Avenue was the opportunity to restore a truly timeless Emery Roth building while reimagining it for how people live today. The goal was to thoughtfully layer in modern design and technology where it genuinely enhances daily life for residents. That’s especially evident in the fitness offering, where a state-of-the-art, tech-enabled environment sits comfortably within a historic structure. It’s rare to live in a landmark building that also delivers the level of performance, flexibility, and modern convenience residents now expect, and we see this project as a blueprint for how historic architecture can evolve for the future,” Myles Horn, managing partner of Glacier Equities, told *Newsweek*.

Despite its prewar bones, the fitness space is thoroughly modern and was an early requirement of the revamp project. “At 720 West End Avenue, the fitness center was considered early in the design process as a key part of the lifestyle offering, crafted by designer Thomas Juul-Hansen to emulate an elite private club environment,” Horn said.

Billed as a resort-style residential destination, One Williamsburg Wharf offers residents a different type of approach to wellness that is designed to enhance the daily living experience.



One Williamsburg Wharf pool. | Naftali Group

“Wellness used to mean a basic gym in the basement. Now it’s a full lifestyle category: fitness, recovery, calm, and spaces that help residents reset. At One Williamsburg Wharf, we have an outdoor pool that converts into an ice skating rink in the winter. Wellness is designed as part of the everyday experience, not as a checkbox amenity,” Ryan Serhant, Founder, CEO, and Broker at SERHANT, told *Newsweek*.

He continued: “Wellness is emotional, so design matters. If the space feels like an afterthought, residents feel it immediately. The best buildings integrate wellness into the identity of the property, and One Williamsburg Wharf is a great example of that, where the design matches the waterfront lifestyle and the tone of the residences. We spent a lot of time during design focusing on the emotional impact the facilities would have on the residents, and it’s exciting to see it all pay off now.”

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