

This \$16M penthouse in Logan Square just hit the market. The developer claims it's 'too cheap.'



The penthouse at 2100 Hamilton will have more than 3,700 square feet of outdoor space.

BOCK DEVELOPMENT GROUP

A \$16 million penthouse at 2100 Hamilton is on the market, and developer [Tom Bock](#) of Bock Development Group believes the gem of his \$60 million building is “too cheap.”

The condo project has 27 units, placing it among the more exclusive luxury condo projects in the city. Bock has already sold 55% of the units ahead of the building's November opening. The cost of a unit at 2100 Hamilton starts at \$2.1 million. The development touts a nearly half-acre private garden close to the Rodin Museum, located just behind the building, along with facial recognition security, an infinity pool and elevators that open directly into residences.

The 10th-floor penthouse's interior comes in at 5,256 square feet, and the exterior has 3,776 square feet including a terrace, inner courtyard and a balcony. It is being sold as raw space so buyers have the opportunity to customize the condo.

The quaintness of the area, the nearby Fairmount neighborhood, and 2100 Hamilton's amenities and garden drive its pricing, Bock said. The building is also across the street from a Whole Foods Market, CVS and Santander Bank.

The biggest selling point of the penthouse is the view from the top floor: 2100 Hamilton overlooks the Schuylkill River, Center City and the Philadelphia Museum of Art. The views coupled with the lower altitude of the building's penthouse — compared to a 45-story building — make it desirable, Bock said. Once potential buyers see "the dream," he said, they'll see what makes the penthouse unique.

"To tell you the truth, I think it's too cheap," Bock said. "It sounds crazy, but it's a bargain."

2100 Hamilton faces less competition in the luxury housing market in Logan Square than it would in Rittenhouse Square or Center City, but the area doesn't command quite the same price tag as its neighbors.



A rendering of a bathroom in 2100 Hamilton's penthouse.

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Logan Square's housing market has seen listing prices increase in the last year, and sales prices have ballooned. The median listing price in April was \$485,000, up 4% year over year, according to Realtor.com. The median sale price in the neighborhood was

\$640,000, up 42% year over year. For comparison, Rittenhouse had a median listing price of \$705,000 and a median sale price of \$825,000.

Logan Square doesn't have the same bustling restaurant and bar scene as Rittenhouse or some other areas in Center City, Bock said, but the neighborhood's sports fields and gardens, along with 2100 Hamilton's proximity to the Rodin Museum, add to the building's panoramic views.

Bock Development Group began marketing the penthouse earlier this month. It had already garnered some interest before it launched, Bock said, but his company was more focused on selling the other units. Interest has cropped up all along the East Coast, from New York City and the Philadelphia suburbs to the Jersey Shore to folks who want to return to the area after spending time in Florida.

The penthouse is still having work done, so Bock hasn't been able to do many walkthroughs, he said.

"It's not like I wouldn't want to sell it right now, but I think the focus should be on the other units, which we have," Bock said.