

LUXURY ABODE

Paragon Long Island City Launches Sales from \$765,000 as Waterfront Tower Nears Completion

By **Namrata Parab**
28,929 Unique Monthly Visitors



The 182-residence condominium at 45-40 Vernon Boulevard combines Manhattan views, industrial references and a new public waterfront connection.

Sales have officially launched at **Paragon Long Island City**, a new 182-residence condominium development at **45-40 Vernon Boulevard**, with prices beginning at **\$765,000**.

Developed by **ZD Jasper**, with interiors by **MAWD | March and White Design**, the tower is approaching completion and expects to welcome its first residents from **November 2026**. SERHANT. New Development is handling sales and marketing.

Studios through four-bedroom residences are being offered. The development follows a quieter pre-launch campaign that, according to ZD Jasper, generated early interest from existing Long

Island City residents looking to move into larger or newer homes within the neighbourhood, a trend consistent with the wider demand shift [property developers across Manhattan and New York City are riding](#).

A Rare For-Sale Launch on the LIC Waterfront

Paragon is being positioned as the first new for-sale residential development on the Long Island City waterfront in more than a decade.

That claim gives the project significance beyond its 182 homes. Much of Long Island City's recent residential growth has centred on rental development. New condominium inventory directly facing the East River has remained comparatively limited, particularly within projects approaching near-term occupancy, a scarcity that stands out against the wider [luxury real estate landscape across New York's five boroughs](#).

The site also connects the development to the area's industrial history. Paragon takes its name from the former **Paragon Paint Factory**, part of whose structure has been incorporated into the base of the new building.

Rather than concealing that legacy, the architecture and interiors reference Long Island City's manufacturing past through material choices, proportions and restrained detailing.

Inside the Residences



The homes feature floor-to-ceiling, triple-paned windows designed to frame views across the East River and towards Manhattan while moderating exterior noise.

Standard kitchens include:

- Natural marble surfaces
- Full-height Estremoz Calacatta backsplashes
- Bosch appliances

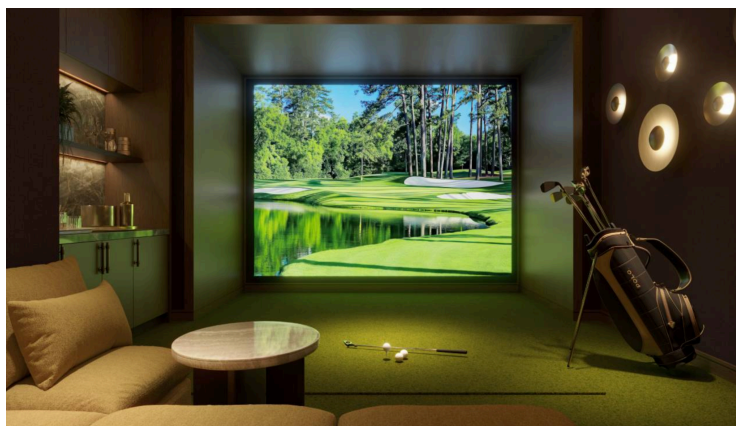
Penthouse kitchens are upgraded with **Breccia Capraia stone backsplashes** and **Gaggenau appliance packages**, a level of finish that would not look out of place among some of the **most expensive luxury homes in New York City**.

Select residences include double-height balconies, an unusual feature in a New York condominium market where outdoor space is normally restricted to conventional terraces or compact balconies.

"Interiors are designed around the way people actually want to live," said **Elliot March**, co-founder of MAWD. He explained that the design team studied the building's architecture, natural light and waterfront setting to create homes that feel contemporary without becoming overly formal.

Residences also incorporate **LATCH keyless-entry systems** and **Nest learning thermostats**.

Amenities Extend Beyond the Standard Luxury Formula



Paragon's amenity programme has been designed for both everyday use and recreation. It includes:

- Outdoor pickleball court
- Fitness centre
- Golf simulator
- Children's playroom
- Karaoke room
- Landscaped roof terrace with barbecue grills
- Sky Lounge with indoor and outdoor seating
- Functional solar canopy
- Bicycle storage
- Package room and Amazon Hub
- Ground-floor retail
- Attended lobby operating around the clock

The mix is notable because it moves beyond the familiar gym-and-lounge formula, echoing the approach behind the [spectacular amenities unveiled at The Huron in Greenpoint, Brooklyn](#).

Pickleball, karaoke and family spaces suggest that Paragon is competing for permanent residents rather than relying solely on investor demand or pied-a-terre buyers.

Private Homes, Public Waterfront

One of the development's more consequential elements sits outside the residences.

Paragon incorporates a publicly accessible waterfront park and walkway connecting the neighbourhood to the East River. Green space around the tower extends the project's relationship with the waterfront beyond private views and resident amenities.

For buyers, this public component may improve the immediate setting and pedestrian experience. It also means that the building's most valuable natural asset is not treated exclusively as private territory.

What Paragon Reveals About Long Island City

The project enters the market as Long Island City evolves from a district associated with rapid rental development into a more mature residential neighbourhood, a shift that mirrors the wider [reality of New York's luxury property market](#).

The reported strength of local trade-up demand is particularly relevant. Buyers already living in the area require less persuasion about the commute, waterfront or neighbourhood infrastructure. Their decision is more likely to turn on build quality, apartment size, outdoor space and whether a new condominium offers enough improvement to justify ownership.

"Early sales activity has been defined by locals eager to trade up," said **Jasper Wu**, vice president of ZD Jasper. The developer expects the earliest move-ins to begin in November.

The entry price of \$765,000 makes Paragon accessible below the typical multi-million-dollar Manhattan luxury threshold, but larger residences, penthouses and homes with double-height outdoor space will occupy a different pricing category, closer to the tier explored in coverage of [New York City's growing base of ultra-rich homeowners](#).

Its strongest proposition is therefore not that it replicates Manhattan across the river. It is that it offers new-build ownership, water views and unusually extensive amenities in a neighbourhood whose condominium supply has not kept pace with its rental growth, a proposition that will also interest overseas buyers weighing it against other [luxury second home destinations across India and the world](#).

Paragon Long Island City: Essential Details

Detail	Information
Address	45-40 Vernon Boulevard, Long Island City, New York
Developer	ZD Jasper
Interior design	MAWD March and White Design
Sales and marketing	SERHANT. New Development
Number of residences	182
Configurations	Studios to four-bedroom homes
Starting price	\$765,000
Expected occupancy	From November 2026
Website	ParagonLIC.com

<https://www.luxuryabode.com/blog/paragon-long-island-city-launches-sales-from-765000-as-waterfront-tower-nears-completion/artid4513>