



Real Estate

Condo at Astoria's Rowan II enters contract for neighborhood record \$1,766 per square foot

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Comments



Rowan II at 21-11 31st St. in Astoria.

Rendering courtesy of INOA Architecture

A new pricing benchmark was reached in **Astoria** for a penthouse unit in **Rowan II**, a 90-unit condominium being constructed at 21-11 31st St. in the **Ditmars–Steinway** section of Astoria.

A two-bedroom penthouse recently entered into contract for \$1.785 million, equating to \$1,766 per square foot. The price per square foot represents the highest for a condo in Astoria, according to the sales team for Rowan II, the **Bethoney Shen team** of **Nestseekers**.

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“Breaking \$1,750 per square foot represents the highest price per square foot ever secured for an Astoria condominium and signals that the neighborhood has officially arrived,” Michael Bethoney of the Bethoney Shen team said. “This record validates the pricing strategy for the remaining residences at Rowan II, but its significance extends beyond this development. It demonstrates that buyers will support a higher level of pricing when the quality of the product warrants it, which could encourage more developers to invest in thoughtfully designed, high-end residential projects in Astoria.”



Rowan II.

Rendering courtesy of Nest Seekers

Another notable deal made at Rowan II was for a three-bedroom penthouse, which entered contract for \$2.5 million. This is one of the highest-priced transactions for a condo in Astoria’s history.

Both of these transactions were made before the building opened, as construction has been ongoing for Rowan II [since June 2025](#).

“This is the clearest signal yet that Astoria is a legitimate luxury market. At over \$1,750 per square foot, it sets a new ceiling for the neighborhood, and a new benchmark and baseline for the tremendous success that we expect for the remaining Rowan II units to achieve,” Nayi Shen of the Bethoney Shen team said.

Rowan II will be 70 feet tall and feature several amenities for residents, including an indoor pool and sauna, a rooftop terrace, a fitness center, a yoga studio, a golf simulator, a business center and a children’s lounge with direct access to an outdoor playground. The ground floor will have an expansive amenity suite and retail space.



Rendering courtesy of INOA Architecture

The property is within close proximity to the Astoria-Ditmars Boulevard subway station, which provides service for the N and W trains, and bus stops for the Q69, Q100 and Q101 lines. Other notable nearby features include the [Steinway Playground](#), [I.S. 141 The Steinway](#) and [St. John’s Preparatory School](#).

Rowan I, the first phase of the project, was completed in 2022. This 6-story building features 46 luxury condos. A glass lobby with a green roof will connect Rowan I and Rowan II.