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LIVING SPACE

Gramercy condo building mixes the past and present

By DAN ORLANDO

Right now, 234 East 23rd is still just a roped off construction site, standing just south of Midtown and just east of the heart of the bustling Flatiron District.

But soon, it will be 20 stories of exposed brick that contrasts the tag line of “everyday indulgence” with a trendy industrial feel.

“234 East 23rd Street speaks to the character of the neighborhood, which buyers have loved,” said Miki Naftali, Chairman and CEO of the Naftali Group. “It’s beautifully designed and executed interior finishes, spectacular views of the Manhattan skyline and hotel-inspired amenities and lounge spaces have been extremely popular and we are very proud of the project’s success.”

Upon touring the building’s sales gallery, it quickly becomes clear that the interiors of the finished residences will skew towards luxurious urban but with less of the industrial feel than what the building’s outer shell suggests.



MIKI NAFTALI

When residents step into 234 East 23rd Street, they walk into a lobby styled after a boutique hotel. Amenities include a roof terrace with a barbecue and outdoor kitchen and a garden terrace catering to residents seeking a moment of solitude or a quiet spot to read a great book. There is also a state-of-the-art fitness center, lounge area with a pool table, individual private storage units and bicycle storage.

Thanks in part to what Naftali is billing as a “dream duplex home,” the building is currently over 90 percent sold with two three bedrooms still available along with a penthouse residence.

“The expanded residence was created by combining three separate apartments comprising the entire 16th floor. It is

currently in contract for over \$8.5 million. Naftali said the purchase was spurred on by “spectacular views of the Manhattan skyline,” and the building’s “hotel-inspired amenities and lounge spaces.”

“The buyer of the recently signed duplex lives in the Gramercy neighborhood and was determined to stay, but wanted to be in a full service building with great views for his growing family,” said Alexa Lambert, executive vice president of Stribling Marketing Associates, which is marketing the development.

“Luckily we had three apartments adjacent to each other that he was able to combine. The final configuration is absolutely fantastic,” she said.

The three still unoccupied bedrooms also include two and a half baths and provide residents with nearly 1,600 s/f. Both of these units are currently available for approximately \$3 million.

The Penthouse offers four bedrooms with 3 and a half bathrooms and 2,302 s/f of living space. In addition, it offers a private terrace that encompasses more than 1,300 s/f. Current asking price is under \$6.5 million.

Lambert describes it as offering “a beautiful layout and a beautiful outdoor loggia leading up to a huge private roof deck with expansive views of the city in every direction.”

The interiors were designed by Rottet Studio, a firm well-known for their hotel designs. The most economical unit available, which has already sold, was a studio that went for about \$815,000.

The residences offer an open and airy living space with floor-to-ceiling casement windows that allow sunlight to spill onto the hardwood floors. The homes feature chef-caliber kitchens with open shelving and include state-of-the-art Sub-Zero and Bertazzoni appliances. The luxurious bathrooms have a hip factor with the qualities of an urban spa.

The kitchens wield a cool feature that allows residents to seamlessly shift from food preparation to entertaining. The counter pulls off of the cabinets that it stands over and can be moved to kitchen’s sitting area and become a table.

This twist, mixed with the clean lines of the kitchen, allow the room to radiate efficiency but doesn’t ask the unit to



A rendering of the exterior of 234 E. 23rd Street (top) and inside the penthouse (bottom)



Rendering of an outdoor terrace at 234 E. 23rd Street

sacrifice style in order to do so.

Similar sentiments can be found in the master baths of some of the building’s units. The showers echo the industrial-sheik vibe of 234’s exterior by utilizing the same design of window s for room’s shower door.

While the building is welcome to any and all New Yorkers- or soon to be New Yorkers- it’s clear that millennial and older adults will find the building to be very much to their liking.

Both the communal outdoor areas, as well as the shared indoor lounge space give off a tranquil and stylish vibe by choosing fashionable but subtle décor and offering what Naftali refers to as “refined” ambiance.

Those interested in viewing the building’s sales gallery can find it at 346 Park Avenue South.