



Sales Commence At 200 East 21st Street

New Sustainable Luxury Condominium Located Moments from New York City's Gramercy Park is the Latest in Alfa Development's "Green Collection of Sustainable Properties"

By City Biz List

Impressions: 94,000



Alfa Development, the Manhattan-based real estate company whose mission is to create more sustainable living experiences with a sense of place, today announced that sales are underway at [200 East 21st Street](#), a 67-residence condominium building located at the corner of 21st Street and Third Avenue in Manhattan's coveted Gramercy neighborhood. [200 East 21st Street](#) is the fifth building in Alfa's Green Collection of sustainable residential developments.

"[200 East 21st Street](#)'s design is inspired by the elegance and vibrancy of the Gramercy neighborhood and carefully crafted to revere the classic distinction of this historic district," said

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Michael Namer, Founder and CEO of Alfa Development. “The building’s design and location are complimented by a truly sustainable lifestyle offering, and in keeping with Alfa Development’s commitment to green development we are targeting LEED Gold certification.”

Rising 21 stories, [200 East 21st Street](#) was designed by New York-based architect BKSK, with interiors by Champalimaud, as an ode to Gramercy. The exterior is defined by interwoven glass and traditional stonework, a contemporary reinterpretation of the brick and limestone facades that famously line the neighborhood. The grand entrance opens to a sky-lit lobby with 20-foot high ceilings and a vertical green wall to improve indoor air quality. A custom-designed Macedonian Sivec white marble floating staircase culminates at a light-filled amenity space.

The 67 residences at [200 East 21st Street](#) range from one- to four-bedrooms, including a penthouse, all overlooking the tree-lined streets of Gramercy and with access to outdoor space via private terraces, balconies and a landscaped communal roof terrace featuring lush and native greenery. Sophisticated interiors are finished with elegant and timeless materials throughout, such as grand oak entry doors, wide plank oak flooring in a custom smoked oil stain and solid wood interior and pocket doors with Valli & Valli brushed nickel door hardware.

“With [200 East 21st Street](#), we wanted to create a timeless building that added to the storyline of the architectural legacy of Gramercy, with an understanding of the history of where we were building,” said Matthew Namer, Executive Vice President and Principal of Alfa Development. “At the same time, we have worked hard to find what is giving us the most impact from an efficiency standpoint without sacrificing design.”

The kitchens by Poliform are finished in an oak veneer with a custom smoked oil stain and elegant islands and peninsulas finished in a white matte lacquer. Countertops feature white sand Quartzite and backsplashes feature a honed suede texture finish. Every residence includes a suite of fully-integrated Miele appliances and select residences include built-in coffee machines by Miele, wine refrigerators and Combi-steam and/or electric speed ovens. Master bathrooms are outfitted in polished white Macedonian Sivec marble floors with radiant heat, Turkish lilac stone walls, double vanities with white Macedonian Sivec marble tops and glass-enclosed showers. All residences feature Miele Prestige Washer and Miele Tumble Dryer with heat exchange technology, behind oak-veneered louvered doors.

[200 East 21st Street](#) offers residents an elevated lifestyle experience through its amenities including a 24-hour attended lobby and concierge; an extensive wellness center with a gym, sauna, and treatment room; a residents’ lounge with adjacent dining space and seating with entertainment center and fireplace; a billiards area and a landscaped rooftop lounge designed by Halsted Welles Associates with lush greenery and meandering stone pathways. Bicycle storage along with private storage is available for purchase.

Alfa Development is renowned for their commitment to sustainable building and as the newest addition to their Green Collection, [200 East 21st Street](#) is pursuing LEED Gold certification. Sustainable features include:

- A vertical green wall in the lobby to improve indoor air quality, featuring curated greenery created by EcoWalls
- A landscaped communal green roof designed by Halsted Welles Associates provides natural insulation and reduces “heat island effect”
- Rainwater collection system on the roof to aid in reducing storm water run-off and for irrigation of the plantings
- Solar-powered domestic water production system provides 60% of the building’s hot water

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- LED lighting and movement sensors utilized throughout the building eliminates wasteful use of energy
- Environmental Tobacco Smoke Control (ETSC) minimizes exposure of airborne pollutants and improves insulation between residences
- Filtered in-line drinking water in each residence
- Highly efficient building envelope with advanced-performance, double-paned European windows with thermal exchange-limiting interior gaskets. The oversized design provides natural light, with reduced noise pollution and minimal heat gain
- State-of-the-art Daikin HVAC system for zoned central air conditioning and control of the heating and cooling system year-round >
- Wind energy vendors provide the building's electricity as wind-generated electricity can avoid the release of 5,723 pounds of carbon dioxide per year per household
- Eco-friendly materials including FSC-certified wood are used in all residences and where possible
- Floor-to-ceiling windows throughout allow natural light into the building, reducing energy consumption
- Advanced water conserving fixtures, faucets, and appliances > >
- Bicycle storage is provided to encourage the use of bicycles instead of Greenhouse gas producing vehicles
- Nonsmoking building

"200 East 21st continues Alfa's reputation of building exceptional residential opportunities and follows the guiding tenets of our development platform; history, architecture, and sustainability on a human scale. What makes this building stand out is the caliber of architecture and design teams brought on board to deepen the narrative of those components. BKSK brings a sophisticated depth and artistry to a historically contextual masonry façade while Champalimaud balances the characteristic uptown and downtown flavor of Gramercy within the interiors. The opportunity for "green" goes beyond the sustainability component and emphasized through the expert leadership of Halsted Welles Landscape Architects. As always, Alfa continues our proud 10-year commitment to targeting LEED Gold Certification with every Green Collection development," explained ML Perlman, Vice President of Development and Marketing of Alfa Development.

Gramercy is a neighborhood regarded for its serenity and history; rich with pre-war architecture tucked away amongst lush greenery. The architectural fabric of the surrounding area is a visible connection to the past providing a quiet escape from the hustle and bustle of city life. Gramercy has continued to evolve into a vibrant neighborhood and its central location allows easy access from Lower Manhattan to Midtown. In addition to Gramercy Park, green spaces like Union Square Park, Stuyvesant Square and Madison Square Park are a short walk away. The location also offers the best in dining, shopping, entertainment and more, from five-star restaurants, to a variety of cultural institutions, theaters, galleries and iconic locales. [200 East 21st Street](#) is a quiet but commanding presence moments from Gramercy Park and forever a compelling addition to the history it evokes.

Pricing at [200 East 21st Street](#) ranges from \$1.5 million to \$12.5 million with occupancy expected in late 2018. Douglas Elliman Development Marketing is the exclusive marketing and sales agent for [200 East 21st Street](#). For more information, please visit the building's sales gallery at [251 Park Avenue South](#), www.200e21.com or call (212) 979-2121.

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