



BlueJay Management completes 63-unit 341EPW; 65% leased

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Crown Heights' newest rental development, 341EPW, is 65% leased after launching in mid-July through exclusive leasing and marketing agent, aptsandlofts.com. Offering a nod to the classic architecture of the neighborhood, the 8-story building developed by BlueJay Management, has attracted residents who value timeless design without compromising a full-service lifestyle.

Located at 341 Eastern Parkway at the corner of two Brooklyn thoroughfares, Eastern Pkwy. and Franklin Ave., 341EPW blends classic and contemporary design elements. The white brick façade, designed by the Meshberg Group, is accented by stone arches and decorative cornices. While the modern interiors feature clean lines, high ceilings, large windows and upscale finishes.

"The reaction from renters at 341EPW features exceeded our expectations, and reinforces the fact that there is a pent-up demand for fresh housing options in Crown Heights," said Marc Jacobowitz of Bluejay Management. "We're pleased that our goal of creating a thoughtfully designed property that enhances this iconic thoroughfare has become a reality."

341EPW includes 63 homes ranging from studio, one- and two-bedrooms; select apartments include a private terrace.

"Originally planned as a condominium, 341EPW has an elevated finishes package that customers have really gravitated toward, creating continued strong demand," said David Maundrell, founder and president of aptsandlofts.com. "Aside from the caliber of this property, renters have also been particularly drawn to the location as Crown Heights offers such unique, classic Brooklyn character and convenient access throughout New York City."

Kitchens at 341EPW offer a crisp design with jet black polished Caesarstone countertops, gray glazed backsplashes, grey and white custom cabinets and premium stainless steel appliances. Bathrooms are with dark grey porcelain floors, Caesarstone counters, white Kohler sinks with Grohe fixtures and soaking tubs.

341EPW is a unique property in the neighborhood for offering a full-service lifestyle with an array of amenities. The building features a lobby lounge, fitness center and landscaped roof deck with BBQ and seating areas. Along with the building's retail component, 341 Eastern Parkway includes a pedestrian sidewalk plaza with seating. Additional services include a part-time doorman, on-site super and parking.

The building's retail space will be occupied by Capital One and Starbucks.

Home to a number of landmarks such as the Brooklyn Botanic Garden, Brooklyn Museum and Brooklyn Children's Museum. Meanwhile, Franklin Ave., the neighborhood's focal point for shopping and entertainment, offers a number of restaurants, cafés, bars and boutiques. Located on the southeast corner of Franklin Ave., 341EPW is near the 2, 3, 4 and 5 subway lines and a walk to Prospect Park.