



FXCollaborative designs 34-story, mixed-use tower for SL Green; Douglas Elliman handling leasing of at 7 Dey St.

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Manhattan, NY SL Green Realty Corp. and Douglas Elliman launched leasing at 7 Dey St. The 34-story, mixed-use building, designed by FXCollaborative, will be one of the neighborhood's first developments built under the Affordable New York Housing Program.

Located across from the Fulton Transit Center, the 260,000 s/f building will consist of 17,000 s/f of flagship retail space at the base across the basement, ground and 2nd floors; 26,000 s/f of commercial space across floors 3-5 and 217,000 s/f of residential space. The column-free ground floor retail sits directly on Broadway and features 22-ft. high ceilings. The Dey St. building frontage contains two separate entrance lobbies for the residential and commercial spaces.

FXCollaborative designed the 209-unit rental property, with a mixture of studio, one-bedroom, two-bedroom and three-bedroom units. Standing side by side with downtown classics, the residence is a new addition for a neighborhood on the move that advances the area's architectural history.

The building's interiors were designed by INC Architecture & Design, including three floors of amenities. Units boast oversized living rooms, wall-to-wall windows, views and more. 7 Dey's amenities include a co-working space, fitness center designed by fitness visionary Jay Wright of The Wright Fit, club lounge, boardroom and outdoor spaces via multi-level terraces and loggia space.

As part of the Bilt Rewards Alliance, 7 Dey St. will also offer residents access to Bilt Rewards and the Bilt Mastercard - the new loyalty program and co-brand credit card that enables residents to pay rent and earn points on their largest monthly expense with no fees. By partnering with Bilt, 7 Dey

residents can redeem Bilt Rewards points towards travel with over 100 airlines and hotel partners, fitness classes at the country's top boutique studios, a curated collection of art and home decor items through the Bilt Collection and more. Bilt Rewards also offers the ability for members to use points towards rent credits, or even towards a down payment on a future home.

The development was made possible in part through the use of unutilized air rights purchased by SL Green from the Metropolitan Transportation Authority (MTA), providing discretionary funding to the MTA.

"We were proud to keep this building on schedule through the pandemic and are excited to bring 7 Dey to market as demand for prime Manhattan residential properties is surging," said Brett Herschenfeld, managing director at SL Green. "Centrally located in one of New York's leading transportation and economic hubs, 7 Dey brings world-class architecture and much-needed housing to Lower Manhattan."

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