



Naftali Group launches sales at One Williamsburg Wharf

October 15, 2024 - Owners Developers & Managers



Brooklyn, NY Naftali Group, partnering with Access Industries launched sales at One Williamsburg Wharf; a new luxury condominium tower and the first residential tower offering at Williamsburg Wharf. The 3.75-acre master-planned development and resort-style destination is on the East River shoreline, and the last developable parcel on the Williamsburg waterfront. When complete, One Williamsburg Wharf will bring 89 design-forward residences and a collection of indoor and outdoor lifestyle amenities.

Construction at One Williamsburg Wharf is well underway, and completion is slated for Q3 2025.

Located at 482 Kent Ave. on the corner of Kent Ave. between Division St. and South 10th St., One Williamsburg Wharf offers a waterfront living experience with architecture and residential interiors designed by Brandon Haw Architecture, led by president and CEO Brandon Haw who founded his eponymous firm in 2014, after working in the office of Lord Norman Foster for 26 years. Rising 280 ft. along Williamsburg's East River shoreline, the 22-story ground-up building has an innovative glass and metal façade. Crafted with layered and distinctive picture frame windows, One Williamsburg Wharf's detailed exterior reflects the sunlight in ways throughout the day and the seasons. Inspired by the residential architecture of Brooklyn's early Dutch settlers and the historic fabric of the surrounding Williamsburg neighborhood, One Williamsburg Wharf offers a contemporary lifestyle on the waterfront, with views of the East River and city skyline.

"One Williamsburg Wharf sets an extraordinary new standard for luxury waterfront living in New York City, representing Naftali Group's first waterfront development in Brooklyn," said Miki Naftali, chairman and CEO of Naftali Group. "We're excited to unveil the first residential tower at Williamsburg Wharf and further expand on our vision to bring an unparalleled resort-style living experience to the heart of one of New York City's most exciting neighborhoods. One Williamsburg Wharf is a collaboration of incredibly talented architects and designers and epitomizes the very best that our firm has to offer. We haven't wavered on our commitment to New York City since the last residential cycle and are proud to reinforce that today with the launch of sales at One Williamsburg Wharf and our continued promise to always deliver the highest quality product to the market."

Brandon Haw Architecture approached the residential interiors at One Williamsburg Wharf with the experience of everyday life in mind, considering every detail to create a collection of contemporary light-filled homes boasting floor-to-ceiling windows, impeccable finishes and spacious floorplans. Throughout the interiors, Brandon Haw Architecture balanced contemporary design with sophisticated details such as oversized windows with bespoke bronze aluminum frames and custom kitchens. With a combination of rich materiality, hand-crafted metal and custom textiles, the boutique residential lobby at One Williamsburg Wharf evokes a warm welcome for residents and their guests. The lobby also features views of the East River, inviting natural light into the gathering space.

Ranging from studio to three-bedrooms, as well as penthouse residences, One Williamsburg Wharf offers crafted interiors with layouts designed for waterfront living. The residences has living and dining areas a perfect balance between everyday comfort and luxurious entertaining. Each residence features white oak flooring, floor-to-ceiling windows and abundant light throughout. In addition, Brandon Haw Architecture designed custom kitchens to include Calacatta Quartz slab countertops and backsplashes, complemented by a suite of Miele appliances. With a fresh, bright palette and warm wood cabinetry, primary baths offer a timeless simplicity with rich finishes and Waterworks appliances throughout. Select residences at One Williamsburg Wharf feature private outdoor space offering seamless indoor-outdoor living including the seven penthouses, which boast living areas that open to private setback terraces framed with custom glass handrails.

One Williamsburg Wharf features a collection of private amenities, styled by Ward + Gray, a New York City-based interior design firm. Specializing in boutique hospitality and residential projects across the U.S. and Europe, including Wildflower Farms, a boutique luxury hotel in the Hudson

Valley, high-design restaurants like Mozza London and the West Village's Le Jardim and private residential projects. Inspired by contemporary private members' clubs, the indoor amenities exclusive to residents of One Williamsburg Wharf include a library; cinema; private dining room and catering kitchen perfect for entertaining; co-working lounges and a children's playroom; an oversized elevated terrace offering firepits, pergolas and private barbecue grills; bike storage; parking, including electric charging in select spaces, available for purchase; and a 24-hour attended lobby. In addition, One Williamsburg Wharf offers residents individual storage available for purchase. Residents of One Williamsburg Wharf will also enjoy Café Kent, a residents-only space offering the perfect setting for morning coffee and connecting with neighbors.

Residents of One Williamsburg Wharf will also enjoy an extensive collection of shared amenities, including indoor and outdoor spaces for wellness, relaxation and socializing. Named the Williamsburg Wharf Resort & Recreation Club, the amenities are also styled by Ward + Gray and a resort-style atmosphere, emphasizing the building's waterfront location and inspired by the Dutch Masters, paying homage to the Dutch influence on Brooklyn architecture. The suite of shared amenities offered includes a rooftop pool deck overlooking the East River that transforms into an ice-skating rink in the winter; an indoor-outdoor fitness center with a terrace and a yoga and meditation room; a state-of-the-art basketball court; game room; pet spa; laundry room and lushly landscaped waterfront green spaces, including nearly 525 ft. of frontage across the East River. Residents of One Williamsburg Wharf also have access to a porte-cochere with an open-air inner court and East River views for discreet drop-off and unloading.

"We're thrilled to represent One Williamsburg Wharf, and work with an incredible developer like Naftali Group. Since Naftali Group unveiled their impressive vision for Williamsburg Wharf earlier this year, we have received unprecedented interest in One Williamsburg Wharf from buyers and agents," said Ryan Serhant, founder, CEO and broker, SERHANT., the building's exclusive sales and marketing agent. "With today's official launch of sales and the project's progress to date, Miki Naftali has demonstrated once again that he is incredibly bullish on New York City, and we couldn't be prouder to be leading sales and marketing for this impressive condo tower, with its jaw-dropping views, creative amenities and stunning design. I'm excited for One Williamsburg Wharf – and Naftali Group – to leave its indelible mark on the Brooklyn waterfront."

Once completed, Williamsburg Wharf will feature 850 residences across the five luxury residential towers as well as retail and cultural space. With a master plan designed by Brandon Haw Architecture, Williamsburg Wharf will offer a resort-style residential destination along with beautifully designed outdoor gathering spaces and lifestyle offerings for residents and visitors of the new neighborhood alike. Shared outdoor gathering spaces include an open lawn and public waterfront park, dog run and the continuation of the coveted Williamsburg waterfront pedestrian and cyclist route, as well as interconnected landscaping throughout to ensure a natural flow between the private residential amenities and public spaces. A pedestrian boulevard featuring a sculptural public art piece will also connect Kent Ave. to the East River waterfront, providing access for residents and commuters alike.

Located at 470 Kent Ave., Williamsburg Wharf is in the heart of Williamsburg, the neighborhood

known for its tree-lined streets, vibrant restaurants and other cultural offerings including iconic waterfront views, trendy boutiques and buzzy nightlife. Adjacent to the Brooklyn Navy Yard, where DUMBO meets Williamsburg, the master-planned development is situated along the East River, which offers commuter services to and from Manhattan in less than 15 minutes from the South Williamsburg Ferry Terminal, as well as a host of subway lines including the J, M and Z trains. The Williamsburg Bridge, with easy access to Manhattan, is also nearby.

Photo credit: Hayes Davidson

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