



311 E 11: Village Green defines environmentally responsible 21st Century living

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311 E 11: Village Green serves as a template for the way to develop sustainable and healthy properties in the future. Michael and Izak Namer of Alfa Development created 311 E 11: Village Green with one goal in mind: to define environmentally responsible 21st century living. Conscious of a change in the way we think about the environment and a shift towards more responsible living, the Namers have designed the building with a combination of sustainable and renewable materials and an innovative philosophy. Targeted to be the first LEED-Gold certified building in the East Village, 311 E 11: Village Green raises the bar for solutions to serious environmental issues.

"In these times, we are making sure that environmental issues don't have to take a backseat to financial concerns," said developer Michael Namer. "We expect to open at prices 30% lower than the average apartment price in the East Village last year. At 311 East 11th Street a little green can go a long way."

311 E 11: Village Green has been designed with sustainable approaches to energy efficiency at every turn. The Namers are supporting wind power to generate sustainable and renewable electricity and are installing water-conserving fixtures throughout. A green roof will be installed to provide natural insulation and to reduce the "heat island effect," and special drains will recover rainwater to reduce potable water required to irrigate gardens in the building.

The architect for this project is Stephen B. Jacobs Group P.C. with interior design by Andi Pepper Interior Design. Corcoran Group Marketing is the sales and marketing agent.

Additional responsible and eco-friendly features include extremely energy efficient Energy Star appliances (some made of 100% recyclable materials), and low emission paints, sealants, coolants, and coatings with be used throughout the building. Innovative features include built-in recycling centers in the kitchen to make recycling easy, lighting controls to reduce energy consumption in common areas during off-peak hours, and biothermal A/C and heating for the lobby and wellness center. Other features include energy efficient insulation and sealants, bicycle storage, and discount parking for hybrid vehicles at a nearby parking garage.

True to its holistic philosophy, the building will have a Wellness Center to provide a healthy way to live by allowing residents to exercise in a fully-equipped gym, relax in the spa that features a sauna and a private massage room or simply meet friends, play pool, or use the Wi-Fi to surf the web in the beautifully appointed lounge.

Featuring natural stone floors and embroidered accent walls, the 24-hour attended lobby is heated and cooled using geothermal energy, representing the perfect fusion of modern elegance and 21st century technology. The spacious one-bedroom, two-bedroom, and penthouse homes, ranging from approximately 730 s/f to 2,000 s/f, have been designed to appeal to educated consumers of an

environmentally-conscious mind and sophisticated aesthetic.

Floor-to-ceiling, double insulated windows create an open, light-filled space and FSC-certified, sustainable 4"-wide white oak wood floors and custom Italian doors heighten the airy effect. Quartzite counters, energy efficient appliances from Bosch and Liebherr, and custom made zero-VOC cabinets from Euromobil Italia are details of the spacious, gourmet kitchens. Eco-friendly touches are matched with the finest finishes. Master baths are the ultimate sanctuary with their deep soaking tubs, Persian green marble countertops, pure white crystallized glass walls, and a custom Euromobil Italia vanity. Contemporary Toto Ethos faucets for sink, shower, and bath help conserve water.

The Namers designed this collection of homes with a wealth of fresh air options. Each of the four garden duplexes features an expansive backyard, and the triplex penthouse is highlighted by a stunning 2,000 s/f finished terrace with expansive views.

Nestled between Veselka and Veniero's, 311 E 11: Village Green is located in the heart of the East Village. Shaded by trees, and surrounded by parks, organic stores, eateries, and farmers markets, the neighborhood provides a perfect location for eco-responsible living.

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