



THE RETAIL AT 301 THIRD AVENUE

AKA 201 EAST 23RD STREET
NORTHEAST CORNER OF 23RD STREET

THE
WILLOW
GRAMERCY

NAFTALIGROUP

EXCLUSIVE LEASING AGENT:
 CUSHMAN & WAKEFIELD

THE WILLOW GRAMERCY

The Willow, Naftali Group's newest boutique residential project in Gramercy, blends historic charm with modern sophistication. Surrounded by townhouses, tree-lined streets, and some of the city's most celebrated restaurants and cultural institutions, The Willow offers a refined living experience in one of Manhattan's most dynamic neighborhoods.

Residential Amenities include: Library, Courtyard Garden, Rooftop & Terrace Dining and Lounge areas, Fitness Center, Sauna, Private Cinema, Music Room and Recording Studio, Children's Playroom, and Spirits Room.



NAFTALI GROUP

Founded and led by Miki Naftali, Naftali Group has established a reputation for excellence across the real estate development world. Over the past three decades, the firm has created one-of-a-kind developments through collaboration with the most forward-thinking names in architecture and design.

For The Willow, Naftali Group selected a team whose deep roots in New York City are complemented by global acclaim for their work on prestigious residential and hospitality properties in premier global markets. COOKFOX Architects designed The Willow's exceptional exterior and interior architecture. Rockwell Group crafted the exquisite collection of amenity spaces.



THE RETAIL AT 301 THIRD AVENUE

THE
WILLOW
GRAMERCY

THE RETAIL AT 301 THIRD AVENUE

SINGLE TENANT SCENARIO

GROUND FLOOR 3,096 SF **DIVISIBLE*

FRONTAGE 135' WRAPAROUND

CEILING HEIGHT 13'

POSSESSION Q2 2026

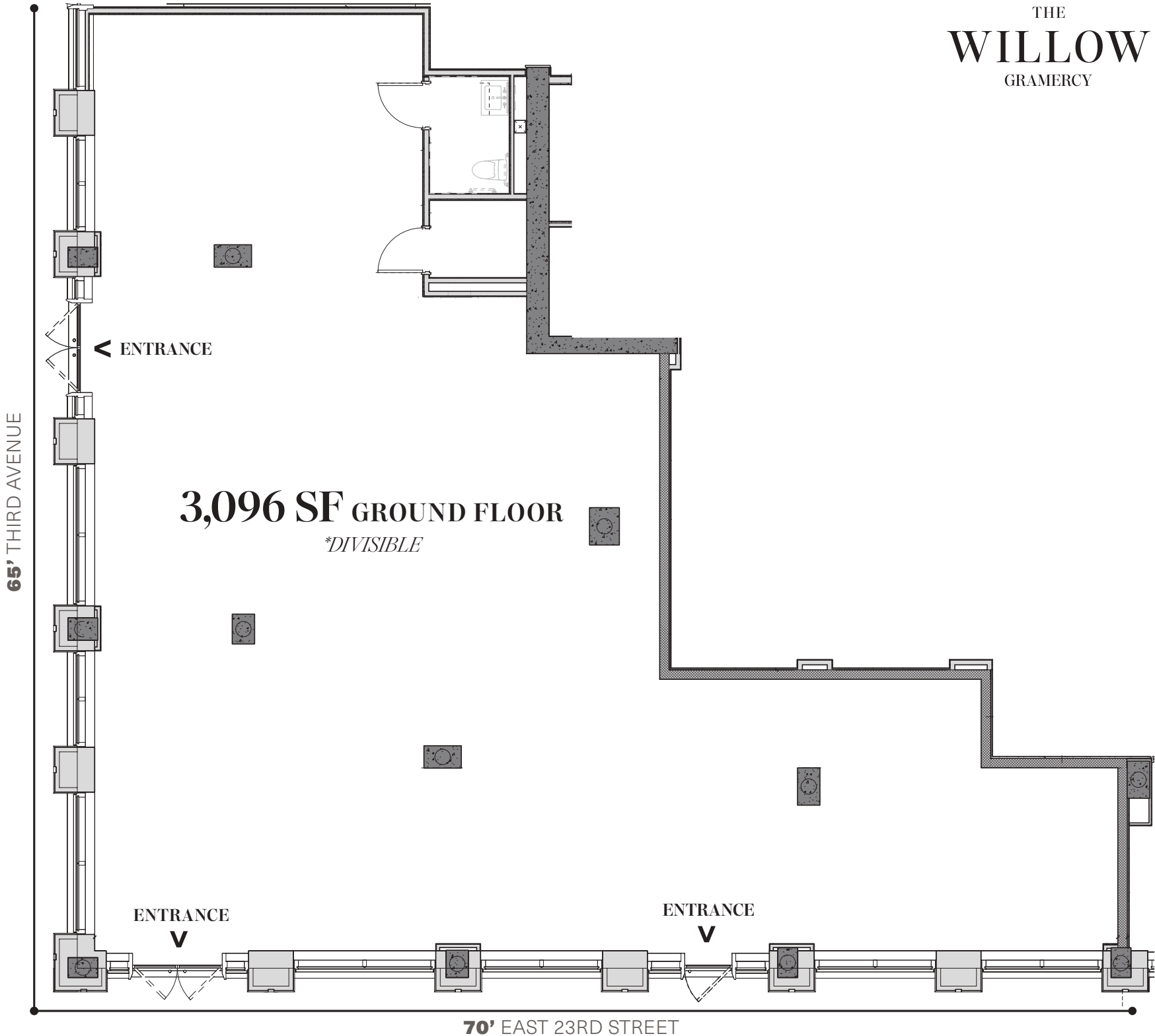
TERM LONG TERM

ASKING RENT PLEASE INQUIRE

HIGHLIGHTS

- 135' of wraparound frontage on East 23rd Street and Third Avenue
- Ideal for coffee, non-vented cafes, personal services, fitness, financial services, and more
- Most quality uses considered

THE
WILLOW
GRAMERCY



THE RETAIL AT 301 THIRD AVENUE

MULTIPLE TENANT SCENARIO

GROUND FLOOR

CORNER 1,567 SF
INLINE A 860 SF
INLINE B 669 SF

FRONTAGE

CORNER 36' THIRD AVENUE
37' EAST 23RD STREET
INLINE A 29' THIRD AVENUE
INLINE B 33' EAST 23RD STREET

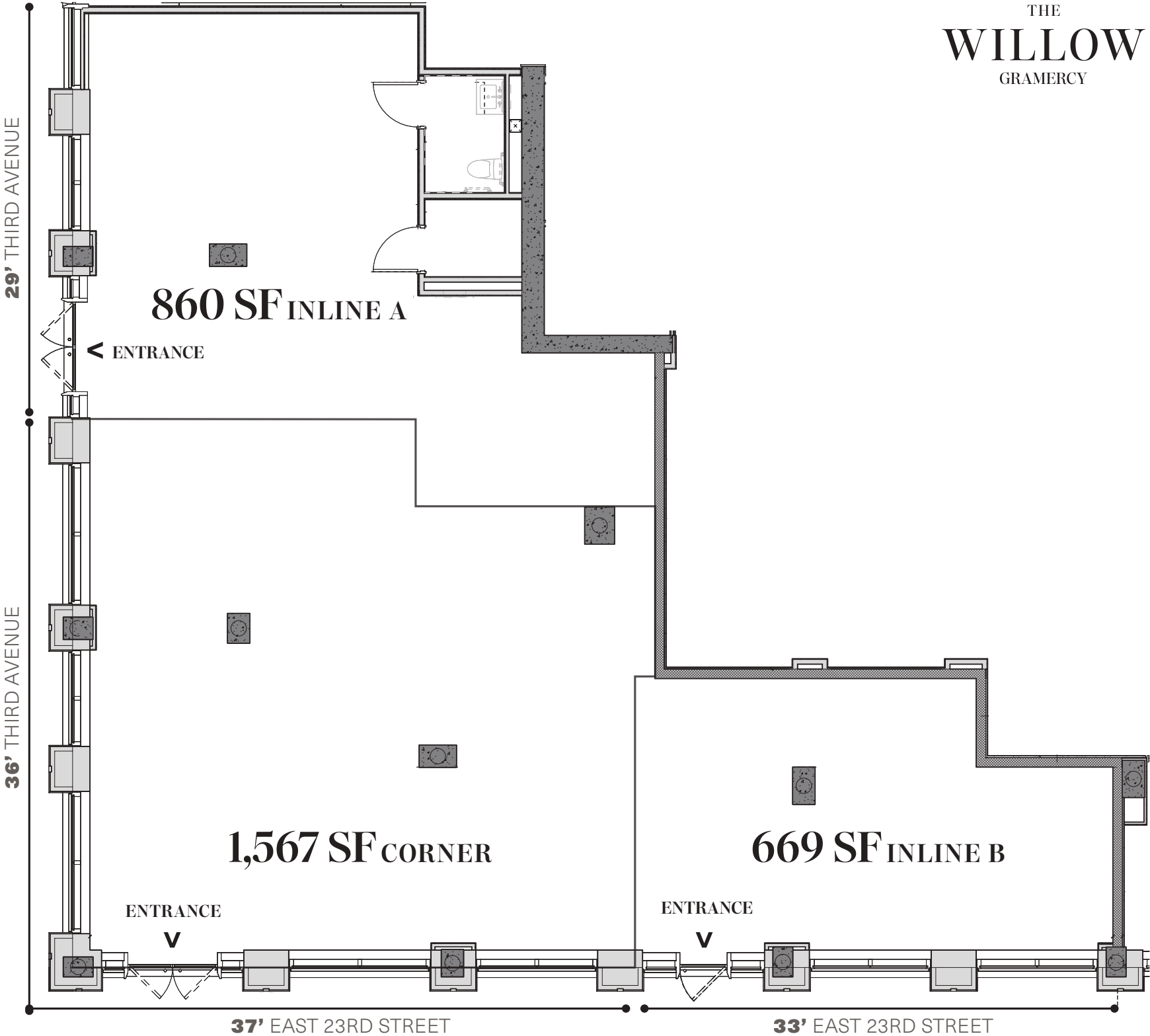
CEILING HEIGHT 13'

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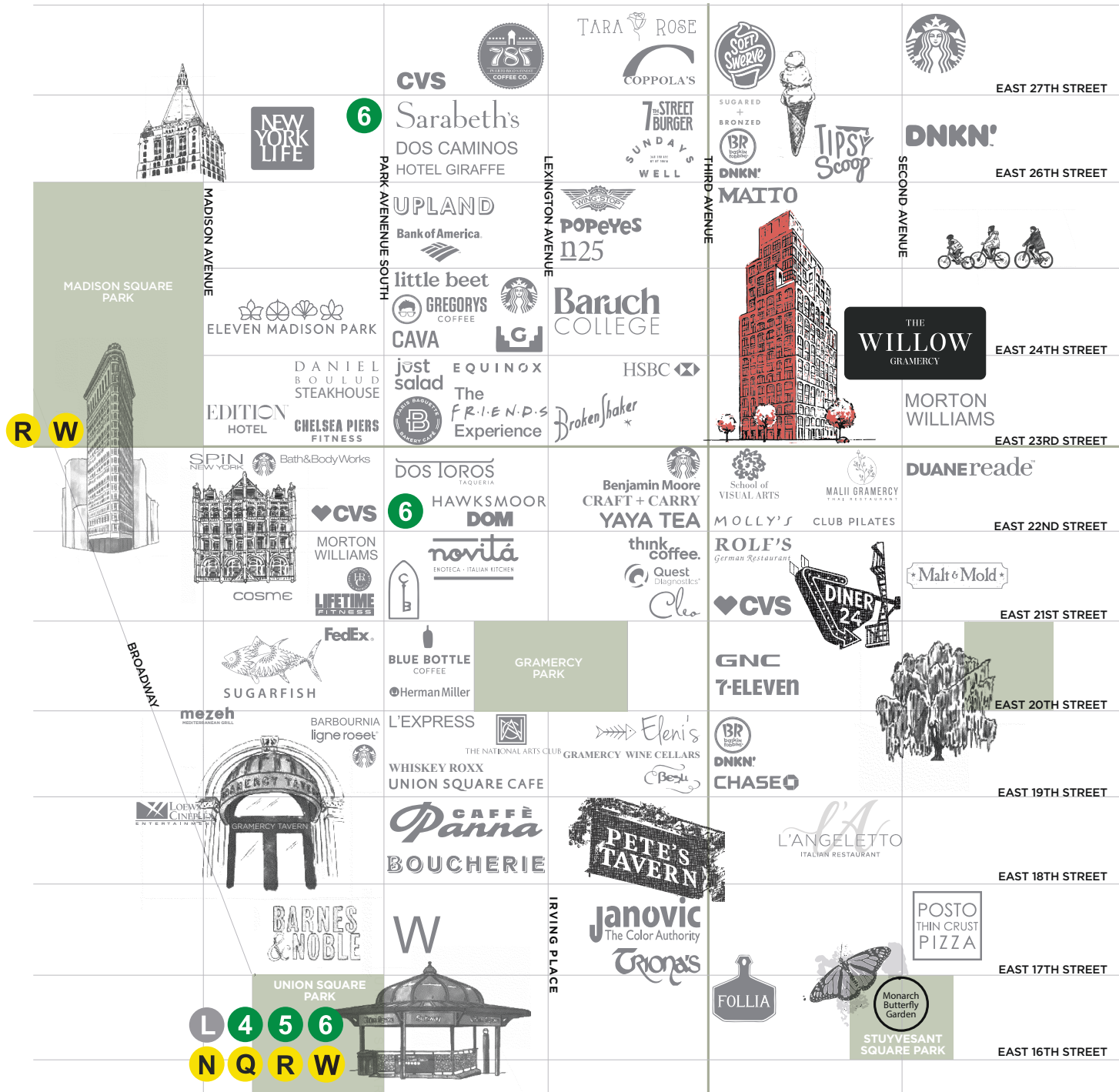
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THE
WILLOW
GRAMERCY



THE NEIGHBORHOOD AT 301 THIRD AVENUE



WITHIN .5 MILE RADIUS

42,688
HOUSING UNITS

168,456

DAYTIME POPULATION

\$224,825

AVERAGE HOUSEHOLD INCOME

34

MEDIAN AGE

WALK TIME

4 MINUTES

GRAMERCY PARK

5 MINUTES

23RD STREET 6 TRAIN

8 MINUTES

MADISON SQUARE PARK

11 MINUTES

UNION SQUARE PARK

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