

²/₈ HERBERT



Live with purpose.



Welcome to 28 Herbert,
Williamsburg's first carbon-neutral,
Passive House-certified residence.

This innovative development puts you ahead of the curve in urban living, where sustainability and thoughtful design blend seamlessly with refined luxury. 28 Herbert is not just a building — it's a commitment to a greener future, setting a new benchmark for eco-conscious homes.

Here, cutting-edge technology meets timeless style, offering residents the opportunity to live with purpose while enjoying the best of modern comfort.

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The Passive House Advantage

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Key features include:



THICK, CONTINUOUS EXTERIOR INSULATION

Keeps your home warm in winter and cool in summer, reducing the need for heating and cooling, which lowers energy bills.



AIRTIGHT SEAL AROUND THE BUILDING

Prevents air leakage and reduces energy loss, ensuring a stable indoor environment and minimizing overall energy consumption.



HIGH-PERFORMANCE TRIPLE-PANE WINDOWS

Improves temperature control and sound insulation, delivering a quieter, more comfortable home while contributing to energy savings.



THERMAL BRIDGE-FREE CONSTRUCTION

Eliminates heat loss or gain through exterior walls, boosting energy efficiency and lowering your carbon footprint.



ADVANCED AIR FILTRATION SYSTEMS

Provides cleaner, healthier indoor air by filtering out pollutants and allergens, creating a fresher living space for better overall well-being.



At 28 Herbert, sustainability and comfort blend seamlessly through Passive House certification—the gold standard in energy-efficient design. By utilizing cutting-edge technologies that surpass conventional methods, this new development maximizes energy efficiency while elevating your living experience.

These features offer long-lasting benefits:



A SMARTER LONG-TERM INVESTMENT

Passive houses provide exceptional energy efficiency, lowering utility costs and increasing property value. With New York City's Climate Mobilization Act requiring buildings over 25,000 square feet to achieve at least a B energy efficiency rating by 2030, Passive House certification guarantees compliance and avoids costly future upgrades.



LOWER UTILITY BILLS

Certified passive houses can reduce utility bills by up to 90% compared to conventional homes, thanks to their superior insulation, airtight design, and energy-efficient systems. This translates to lower monthly common charges and electric bills, leading to long-term savings.



BETTER QUALITY OF LIFE

Beyond energy savings, Passive House technology significantly improves your quality of life by maintaining consistent indoor temperatures year-round and ensuring excellent air quality by filtering out pollutants and allergens. The design also incorporates superior sound insulation, minimizing outside noise for a peaceful living environment.



Reduce Your Carbon Footprint

Experience a home where purpose, luxury, and comfort coexist. 28 Herbert is on track to receive certification under the ISO 14067 standard, which outlines principles and guidelines for quantifying and reporting carbon emissions based on the life cycle assessment (LCA) standards.



Heres how it works:

MEASURING EMISSIONS

A partnership with a United Nations-affiliated third party will measure carbon emissions during construction. It is estimated that 1,050 tons of CO₂ will be emitted throughout the building process.

INVESTING IN SOLUTIONS

A commitment to investing in strategies that reduce or offset carbon emissions.

CARBON OFFSETTING

Carbon credits valued at \$100,000 will be purchased to fully offset the 1,050 tons of CO₂ emitted.

Each resident owner will receive a certificate from a third-party partner confirming that the construction emissions have been offset.

This certification means 28 Herbert will be recognized as a REAL GREENHOUSE, contributing to a more sustainable future without compromising on modern comfort or convenience.





Where Luxury Meets Sustainability

28 Herbert redefines what it means to live sustainably without compromising on elegance. The high-end Italian interiors are crafted with meticulous attention to detail, offering a seamless combination of style and substance. Premium, durable materials are used throughout, ensuring not only sophisticated finishes but also a life cycle that far exceeds standard buildings.

This commitment to longevity means reduced waste and less maintenance over time, all while surrounding you with unparalleled comfort and luxury.



BUILDING FEATURES

- Sophisticated 70-foot-tall, six-story building with 10' floor-to-ceiling windows and a curved glass facade
- Collection of 16 thoughtfully crafted residences from a studio to 3 bedrooms, including 2 penthouses
- Oversized layouts
- Private outdoor spaces
- Sweeping, unobstructed views of Brooklyn and Manhattan skyline
- Residences are carbon neutral and Passive House certified
- Lifestyle offerings include virtual doorman, fitness center, playground, roof deck and 8 licensed parking spaces
- Commissioned artwork by sustainable Italian artists Paolo Albertelli & Mariagrazia Abbardo

RESIDENCE FEATURES

- Skema 7.5" engineered wood oak floors
- Dorigo honeycomb core doors with concealed hinges and magnet locks
- Triple pane BCG windows
- Woodlite 3.5' recessed lighting
- Custom Italian kitchen designed by LAGO
- Mario Arreido veined cream quartz countertop
- Miele custom panel dishwasher
- Elica Nikola Tesla switch induction with center exhaust
- Miele induction cooktop with Faber self-circulating range hood (2B only)
- Wolf oven and Speed oven
- Bosch built-in smart fridge and freezer
- SubZero wine fridge (select units)
- Marazzi porcelain floor and wall tiles
- LAGO custom fluted bathroom vanities
- Gessi kitchen and bathroom fixtures
- Duravit wall-mounted toilets and soaking tubs
- Randolph Morris freestanding fluted tub (select units)
- In-unit Miele washer and condensation dryer



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