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## ABS Partners Showcases Flatiron District Flagship

By Tobias Salinger

**ABS Partners Real Estate** showed off an 11,800-square-foot Flatiron District retail space at 915 Broadway between East 20th Street and East 21st Street in a party for brokers last night.

The available site in the property owned by ABS Partners and a group of investors offers 8,000 square feet of ground-floor space with 19-foot ceilings and 3,800 square feet in a mezzanine space.

“This area has become the center of New York City,” said **ABS broker John Brod**, who noted the company’s asking rents range between \$200 and \$250 per square foot. “Pricing is half what is available on Fifth Avenue, but 25 percent higher foot traffic.”



The ABS Partners team poses in front of a rendering of the retail space

Mr. Brod and a team from ABS conducted a pedestrian study comparing the amount of foot traffic at Broadway and East 21st Street with Fifth Avenue and 21st Street, and, in addition to the weekend disparity Mr. Brod noted, the Broadway intersection where the retail space boasts a collective 150 feet of frontage also commands 12 percent higher pedestrian counts on weekdays, the company found. ABS has invested \$10 million in upgrades at the site that sits between Madison Square Park and Union Square, **ABS President Gregg Schenker** told attendees.



915 Broadway

“We’re delighted to be celebrating tonight and to have everyone here celebrating this wonderful property,” Mr. Schenker said in a speech.

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