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General Assembly Expands its Footprint at ABS Partners Real Estate's 915 Broadway

Tech, Business and Design Educator Not Occupies 40,158 Square Feet



New York-based full-service commercial real estate firm **ABS Partners Real Estate, LLC** announced today that tech, business and design educator **General Assembly** has expanded its presence at 915 Broadway. Located on the corner of 21st Street and Broadway, the 20-story, 225,000-square-foot office and adult educational facility headquarters serves both entrepreneurs and corporate clients. General Assembly now boasts full-floor office space on floors four, three and most recently two, as well as a newly redesigned 21st Street lobby midway between Fifth Avenue and Broadway. Each floor consists of approximately 13,386 rentable square feet.

Established in early 2011 as an innovative community in New York City for entrepreneurs and startup companies, General Assembly is an educational institution that transforms thinkers into creators through education in technology, business and design at nine campuses across four continents.“

We are thrilled to continue and grow our relationship with General Assembly at 915 Broadway,” said Alex Kaskel, director at ABS Partners Real Estate. “The firm is an exceptional example of the overall tenor of the neighborhood, which has become synonymous with tech and TAMI (technology, advertising, media and information) tenants, including MasterCard, Tumblr, Twitter, Facebook, BuzzFeed, Yelp, Union Square Ventures and Sony.”

In fact, 915 Broadway is currently home to a range of premier tech firms such as Union Square Ventures, an early investor in Kickstarter, Twitter, Etsy and Meetup; Flurry, a market leader in mobile analytics that was recently purchased by Yahoo; Cloud Sherpas, which provides cloud advisory and technology services for the world's leading brands; Valar Ventures, a venture capital fund started by Paypal founder Peter Thiel; growth-focused hybrid strategy firm Jump Associates; and Path Interactive, a dynamic search marketing company, to name just a few.“

Many of these firms were attracted to the building's state-of-the art technology, including a redundant fiber loop with two different entry points, maximizing internet security and diversity,” said Mr. Kaskel. Additionally, he noted that “our internet connectivity was audited and resulted in Platinum certification by the EDC and WiredScore, the highest level possible.” Currently, the building hosts five internet service providers (ISPs) that offer high-speed broadband connectivity, as well as copper and wireless satellite service.

In the case of General Assembly, it initially took space on the fourth floor of 915 Broadway in early 2012, and as its business expanded, the tech firm chose to increase its footprint at the property by taking the third floor in March of 2013. The most recent addition of the second floor space was the result of the recent Series-C funding of \$35 million. Since its inception, General Assembly's total funding is \$50 million and the company now resides in eight cities nationally as well as four countries. "ABS is proud to see General Assembly's growth at 915 Broadway," added Mr. Kaskel.

ABS Partners Real Estate is currently marketing the final piece of the building: 8,000 square feet of ground-floor flagship retailspace as well as a 3,800-square-foot mezzanine space at its 20-story office/retail property, 915 Broadway. The space features soaring 19-foot ceiling heights and a double-height glass storefront.

915 Broadway is located within walking distance of a plethora of premier restaurants, hotels and retail options, including Eataly; Zara; Sephora; Coach; Paragon Sports; Blue Mercury; Jacadi; Beecher's Cheese; MAC Cosmetics; Tory Burch; DKNY; Craftbar; Restoration Hardware, which recently expanded to over 30,000 square feet; ABC Carpet & Home; True Religion; Fresh & Co.; Scotch & Soda; Brooks Brothers; Maison Kayser; ACE Hotel; and Ian Schrager's lifestyle concept EDITION for Marriott.

James Caseley, Carol Sacks and Alex Kaskel at ABS Partners Real Estate acted on behalf of the ownership, while Bert Rosenblatt and Andrew Stein from Vicus Partners represented the tenant.

About ABS Partners Real Estate

ABS Partners Real Estate, LLC is a premier New York-based real estate services firm. Founded by industry leaders with more than a century of collective experience, ABS has assembled a dynamic team of professionals with expertise in all facets of real estate services, including owner-advisory services, leasing, sales and property management. ABS also specializes in land use and ground lease consultation, the transfer of development rights, fractional ownership valuation, FAR valuation, and services specifically related to the issues faced by families holding real estate for multiple generations.

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