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Manhattan Flatiron District Tower Attracts Retail Interest

By Keiko Morris

Renovations and increased foot traffic on Broadway has an international retailer interested in a Flatiron District tower, building managers said.

The retailer is in negotiations to lease about 20,000 square feet on two floors of the 20-story commercial building at 915 Broadway, according to ABS Partners Real Estate LLC, which manages the property. The real-estate firm declined to name the prospective tenant.

The tower sits near East 21st Street on a corridor between Madison Square Park and Union Square Park, and has benefited from improvements to both parks, said Gregg Schenker, president of ABS Partners. Also, redirected traffic patterns near the Flatiron Building and bike lanes have brought more pedestrians to the area, he said.

After seeing the public improvements, ABS Partners decided to enlarge the tower's retail space by taking offices on the second floor and oversaw about \$2.5 million in improvements to the lobby and store fronts.

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