



SINCE 1952



230 FIFTH AVENUE

# 230 FIFTH AVENUE

230 Fifth Avenue was built in 1914 and designed by the architectural firm of Schwartz & Gross in a Beaux Arts style, replacing the Victoria Hotel. The construction of the building pioneered an innovative technique in which the foundation for the new building was created at the same time as the hotel was demolished. GFP acquired 230 Fifth Avenue in July 1958 and has managed the building ever since. In the early 1990s, the building was converted into a wholesale showroom building for the home industries and is now known as The New York MarketCenter™.

The building stands 20 stories tall and is home to over 200 showrooms housing a diverse collection of product lines and categories, including Home Textiles, Decorative Accessories, Home Furnishings, Architectural Products, Art and more.

Situated on Fifth Avenue between 26th and 27th Streets, just north of Madison Square Park, the building is easily accessible by subway, bus, car and taxi. N, R and 6 trains are accessed at 23rd or 28th Street stops, with PATH service and the F train available at 23rd Street and 6th Avenue or 33rd and 6th Avenue.

[230fifthave.com](http://230fifthave.com)



# THE BUILDING

## Location

Corner of East 27th Street and 5th Avenue

## Year Built

1914

## Renovations

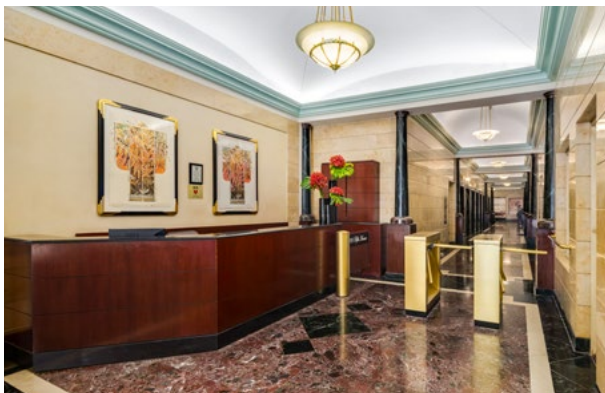
Sidewalk - 2018

## Building Size

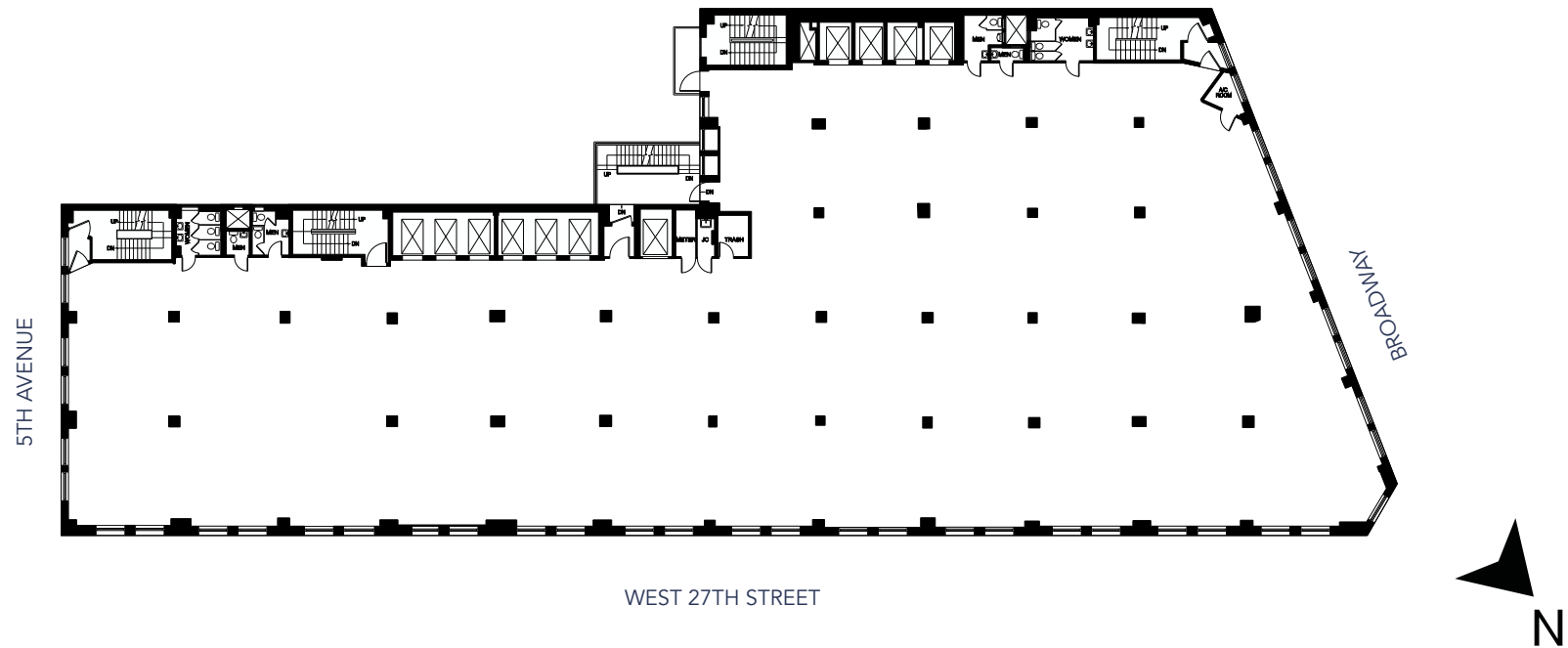
465,000 SF

## Floors

20, 2 below-grade



# TYPICAL FLOOR PLAN 21,200 RSF



# BUILDING SPECIFICATIONS

|                                     |   |
|-------------------------------------|---|
| Location                            | Corner of East 27th Street and 5th Avenue                                       |
| Year Built                          | 1914  |
| Architect                           | Schwartz & Gross  |
| Building Size                       | 465,000 SF  |
| Floors                              | 20, 2 below-grade   |
| Construction                        | Brick & masonry   |
| Renovations                         | Sidewalk - 2018   |
| Loss Factor                         | Full floors: 27%; Multi-tenanted floors:<br>no greater than 35%                 |
| Floor Loads (per SF)                | 120 lbs./SF   |
| Avg Slab-to-Slab<br>Ceiling Heights | 12'   |
| Column Spacing                      | 18'   |
| Elevators                           | 9 passenger, 4 freight  |
| HVAC                                | Tenant-controlled package air-cooled units,<br>perimeter steam and pipe heating |
| Electrical                          | 6 watts/RSF   |

|                               |   |
|-------------------------------|---|
| Windows                       | Double-insulated, operable  |
| Fire &<br>Life Safety Systems | Class E fire alarm system with<br>command station, defibrillator,<br>building fully sprinklered   |
| Security Access               | 24/7 attended lobby, key card access,<br>closed-circuit cameras   |
| Building Hours                | 24/7 with guard   |
| Telecom Providers             | FSA   |
| Cleaning                      | Common Areas M-F  |
| Bicycle Storage               | None  |
| Municipal Incentives          | N/A   |
| Transportation                | 28th Street Station (N,Q,R,W), 23 Street<br>PATH (Orange, Blue), 28th Street (4,6)  |
| Amenities<br>(Neighborhood)   | 230 Fifth Roof Top Garden & Penthouse<br>Lounge, Lois Lane Travel, Eataly Flat Iron,<br>Ilili Restaurant, SoulCycle NoMad, CrossFit<br>NYC, Madison Square, New York Health &<br>Racquet Club |
| Building Website              | <a href="http://230fifthave.com">230fifthave.com</a>  |

# FLATIRON DISTRICT

The district is named after the world renowned Flatiron Building, situated at the crossroads of Fifth Avenue and Broadway at 23rd Street. The Flatiron district is bound by Union Square to the south, 23rd Street to the north, and reaches west to Sixth Avenue and east to Park Avenue South.

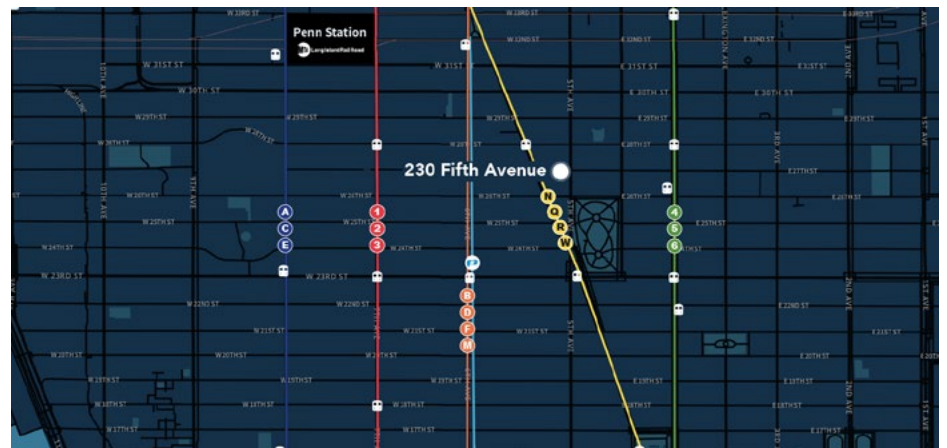
This iconic neighborhood offers an abundance of amenities for many area workers and residents. From the open space of Madison Square Park – and the very first Shake Shack that still has lines forming nearly 15 years since the first humble summer cart was replaced with a permanent kiosk – to high-end eateries and much in between, it is a foodie's paradise.

For something ultra-smart, diners at Eleven Madison Park, named the Best Restaurant in the World in 2017, sample 3-star Michelin cuisine from Chef-owner Daniel Humm. For similarly polished execution in a more relaxed yet extremely stylish setting, Mexico's leading chef Enrique Olvera has been wowing diners since 2014 at Cosme, which also made the top 50 list. Other go-to destinations include Jean-Georges Vongerichten's ABC kitchen with locally sourced farm-to-table offerings and Gramercy Tavern.

Another famous chef making his mark in the area is Mario Batali. Eataly, the original location of his famed Italian market with offerings morning to night, keeps the lunch crowd and late-night diners happy with restaurants, counters, cafés and the market.

There are numerous high-profile tenants in the area including Credit Suisse, Yelp, Sony and Tiffany's.

Transport connections include N, Q, R, W trains at 23rd Street and Fifth Avenue, 4 and 6 trains from 23rd / Park Avenue South and PATH service from 23rd / Sixth Avenue.



# ABOUT OWNERSHIP

Committed to building a better New York since 1952, GFP Real Estate is a vertically integrated owner, operator, property manager and developer of commercial real estate in the New York Tri-State Region. With over 55 buildings and more than 12.8 million square feet under Ownership, GFP's portfolio includes some of the City's most iconic real estate assets, including the Flatiron Building (175 Fifth Avenue), The Film Center Building (630 Ninth Avenue), 515 Madison Avenue, 1560 Broadway and 40 Worth Street. In addition to managing and leasing its own properties, GFP also provides management and leasing services to third-party building owners, representing an additional 20 buildings that cover more than 4 million square feet. The combined GFP portfolio of both owned and managed properties totals 75 buildings and approximately 16 million square feet, cementing the firm's reputation as one of New York City's premiere real estate owners and operators.

**GFP Real Estate, LLC**  
515 Madison Avenue  
New York, NY 10022

(212) 609.8000  
gfpre.com

Asset Manager /  
Leasing Contact  
**Jane Gural-Senders**  
jsenders@230fifthave.com  
(212) 689.6307

Property Manager  
**Art D'Estrada**  
adestrada@gfpre.com  
(212) 625.6203

Helmed by three generations of the Gural family over six decades, the company is steeped in the tradition of doing business the family way. GFP Real Estate delivers unparalleled service to their over 2,500 tenants, one-third of which are not-for-profits. The company employs more than 600 full-time professionals to oversee every element of real estate management. Their dedication results in a remarkable 90% tenant renewal rate and 99% occupancy rate.