

REAL ESTATE WEEKLY

November 15, 2017

<http://rew-online.com/2017/11/15/l-l-holding-launches-marketing-leasing-campaigns-for-ironworks-in-chelsea/>

L&L Holding launches marketing, leasing campaigns for Ironworks in Chelsea



L&L Holding Company has launched a marketing and leasing campaign for Ironworks at 511 West 25th Street, its renovated office property in Chelsea's High Line and Gallery districts.

The company is offering the full 84,554 s/f office space to a single user, pitching the opportunity to brand the property as their own and program the building's indoor and rooftop amenity spaces.

"We view the Ironworks as a golden opportunity for an enlightened firm to identify itself with one of the world's coolest and most eclectic neighborhoods," said David W. Levinson, chairman and CEO at L&L Holding Company.

"The firm that chooses 511 West 25th Street will join the elite ranks of only 16 other firms who currently occupy full Manhattan office buildings, which will give them a leg up on their rivals and in recruiting and retaining employees."

L&L has retained a team from Newmark Knight Frank (NKF), led by Tri-State president David Falk, Jason Greenstein, Matthew Siegel and Alex Leopold.

"We are thrilled to partner with L&L in the transformative repositioning of a single tenancy opportunity at 511 West 25th Street," Falk said. "The entire building opportunity along the High Line will attract a progressive single user seeking to amplify their workplace culture, brand and identity. The creative asset offers a prospective tenant two large outdoor spaces, oversized windows, high ceilings, excellent natural light and branding on the High Line in one of Manhattan's most dynamic neighborhoods."

L&L commissioned architectural firm STUDIOS Architecture in late 2015 to transform the 1917 building's lobby into a gallery-like space and the landlord is currently constructing a new, 3,000 s/f roof deck with terraced landscaped areas and an event space.

In all, the Ironworks is a three-building complex that covers 194,000 s/f. Current tenants at the adjacent 521-531 tower include corporate offices Target Corporation.