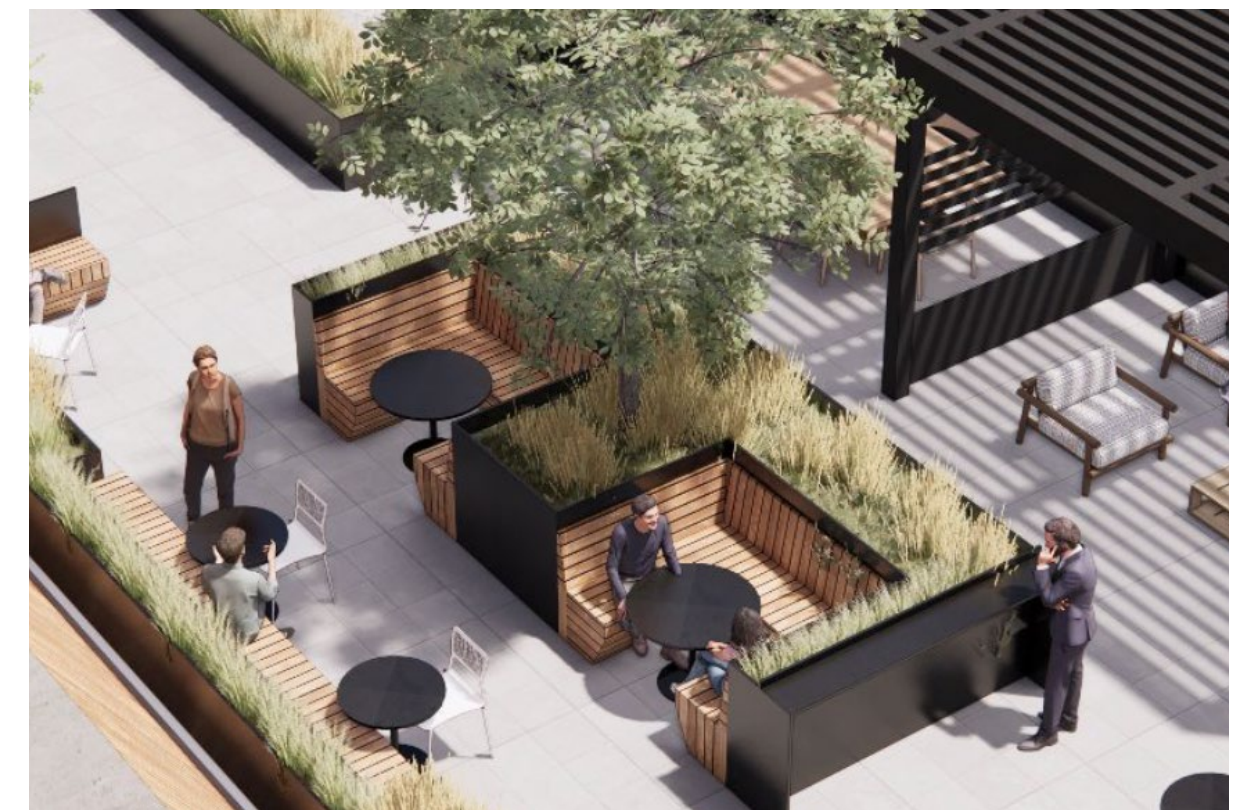




# 90FifthAvenue





# Timelessly Modern.

One block from Union Square at the corner of 14th Street and Fifth Avenue, 90 Fifth Avenue epitomizes the elegance of turn of the 20th century architecture.

Efficient floorplates of 12,600 SF with 11' 6" ceiling heights maximize natural light across four elevations.



# Centrally located in one of NYC's most vibrant neighborhoods.

Located at 14th Street and Fifth Avenue, 90 Fifth Avenue is centrally situated in one of NYC's most vibrant neighborhoods.

Adjacent to Union Square Park, the area is replete with world-class dining, trendy boutiques, big-box retail, and a wealth of cultural activities.





# Building & design

01.



Elegance of turn-of-the-20th century architecture.





# Designed by architect Robert Maynicke.

## Architect

Born in Germany and studying at Cooper Union, Maynicke was one of the most active architects in the design of structures on Fifth Avenue within the Ladies Mile Historic District.

His buildings were known for their advanced structural systems as well as for the exploration of the artistic and structural properties of reinforced concrete.

## The Building

The façade organization of this building, based on Beaux-Arts and neo-Renaissance styles, and other buildings of this typology reflects the original use of these buildings: retail and wholesale stores at the first, and sometimes second, stories, and first class loft space for wholesale and manufacturing purposes above.

**90 Fifth Avenue** represented the changing nature of retailing, commerce, and manufacturing, as well as advances in building technology in the early 1900's. This aided in the northward migration of wholesale trade along Fifth Avenue and in the area north of Union Square helping to make New York City a national center for the expanding readymade clothing industry.



# New arrival experience.

## Lobby

Redesigned lobby and elevators featuring contemporary design and finishes by STUDIOS Architecture — with branding opportunities on Fifth Avenue and 14th Street.







New lobby merges art and real estate.



# Roof Terrace

02.







Designed by STUDIOS Architecture to suit all seasons.





The landscaped roof terrace, with media functionality and WiFi, harmonizes the indoor and outdoor work spaces.





A fantastic perk for tenants, the exclusive outdoor access creates an inviting and laid-back atmosphere, fostering space for teamwork, tranquility and respite from the desk.



Aerial view of rooftop.



# The Neighborhood

03.



Bustling Union Square Park is the centerpiece of the district and serves as a social, cultural and recreational hub.



# Union Square.

## A thriving center of culture, business, and education.

### Location

One block from Union Square at the northwest corner of 14th Street and Fifth avenue in the Midtown South Union Square submarket is one of New York City’s most vibrant neighborhoods populated by firms engaged in media, architecture, technology and publishing.

The vibrant community is known for its choice restaurants, diverse retailers, off-Broadway productions, excellent universities and its iconic urban park.

Union Square Park is the centerpiece of the district. Its tree-lined pathways, historic monuments, and popular farmers’ market attract thousands of New Yorkers and tourists each day.







Fantastic transit access with 14 St. - Union Square Station moments away.





The world-famous Union Square Greenmarket is open year-round.





From May to September, Union Square Park is perfect for outdoor meetings or lunch picnics.



The famed Italian market, offering counters, restaurants & cooking demos.



Caffeine fix is just around the corner at Cha Cha — serving up matcha drinks & frozen yogurt.





At Washington Square Park, the iconic Arch and fountain are recognized as a timeless centerpiece and gathering spot.





Citibike public bicycle sharing zips commuters around with ease.



Opened by restaurateur Danny Meyer, Gramercy Tavern has served up contemporary American cuisine for over two decades.



Find your next read at the Strand Bookstore NYC.



# A thriving district with 100 walk score.

**Transit**

With quick access to the 4, 5, 6, F, L, M, N, Q, R, and W subway lines and the 14th Street PATH train, commuters love the ease of access to and from the office.

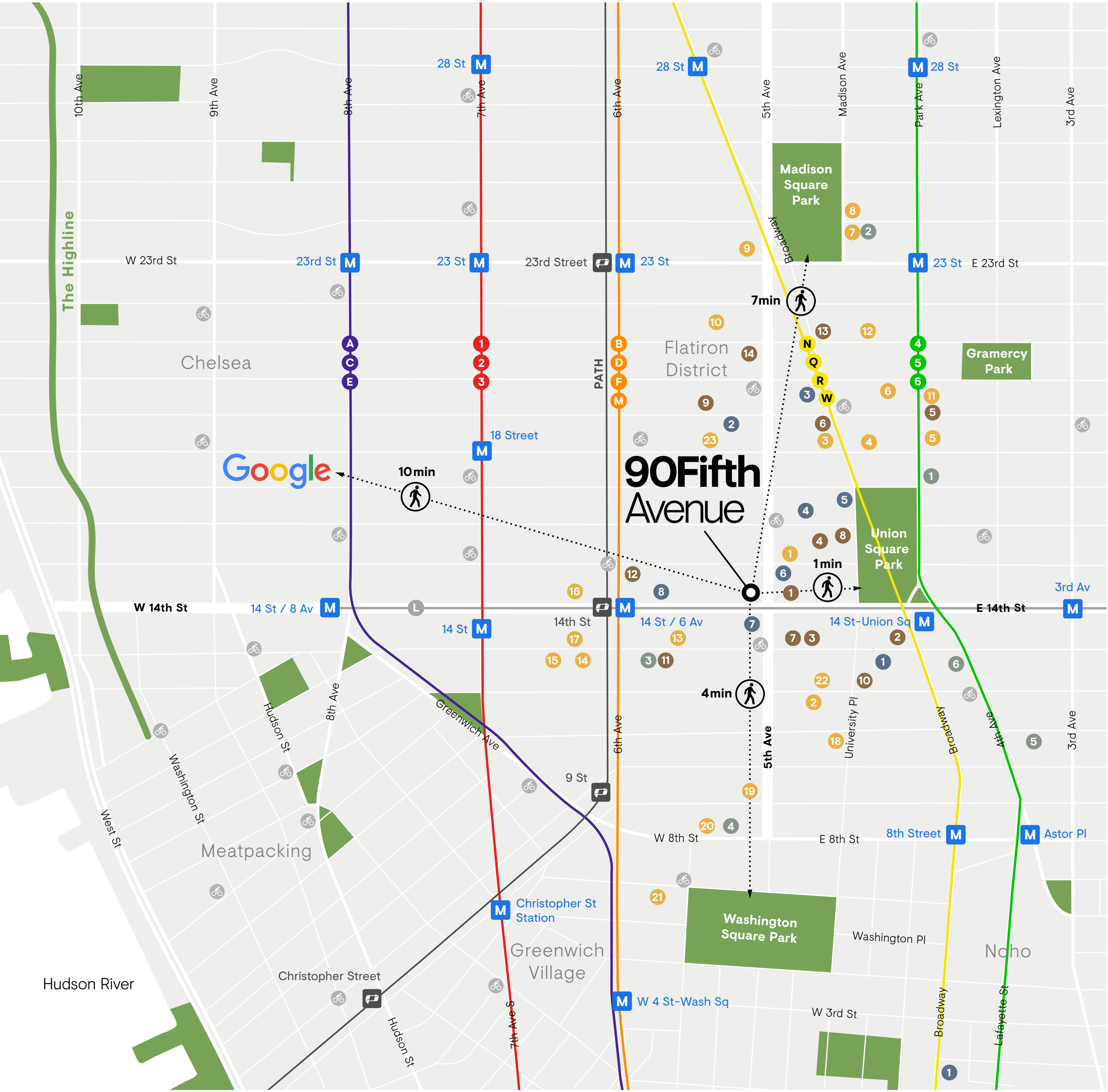
- Dining**

  - 1 15 East @ Tocqueville
  - 2 Gotham Bar and Grill
  - 3 Tarallucci e Vino
  - 4 ABC Kitchen
  - 5 Boucherie Union Square
  - 6 Gramercy Tavern
  - 7 The Clocktower
  - 8 Eleven Madison Park
  - 9 Eataly
  - 10 COTE
  - 11 Union Square Cafe
  - 12 Cosme
  - 13 Da Andrea
  - 14 Salam
  - 15 Alice
  - 16 Mikado
  - 17 Cecchi's
  - 18 Jack's Wife Freda
  - 19 Claudette
  - 20 Loring Place
- Coffee**

  - 1 Le Café Coffee
  - 2 Max Brenner Chocolate Bar
  - 3 Patisserie Fouet
  - 4 Breads Bakery
  - 5 Daily Provisions
  - 6 Ole & Steen
  - 7 Joe Coffee Company
  - 8 Joe Coffee Company
  - 9 Gotham Coffee Roasters
  - 10 Blue Bottle Coffee
  - 11 Society Cafe
  - 12 Vanilla Gorilla Cafe
  - 13 Cha Cha Matcha
  - 14 Ralph's Coffee
- Fitness**

  - 1 Ryde
  - 2 SoulCycle
  - 3 Equinox Flatiron
  - 4 GRIT BXNG
  - 5 Hype Gym
  - 6 The WELL New York
  - 7 Performix House
  - 8 Body Space Fitness
- Hotels**

  - 1 W Union Square
  - 2 The New York Edition
  - 3 Walker Hotel Greenwich Village
  - 4 The Marlton Hotel
  - 5 Moxy East Village
  - 6 Hyatt Union Square





# Availability & Floorplans

04.



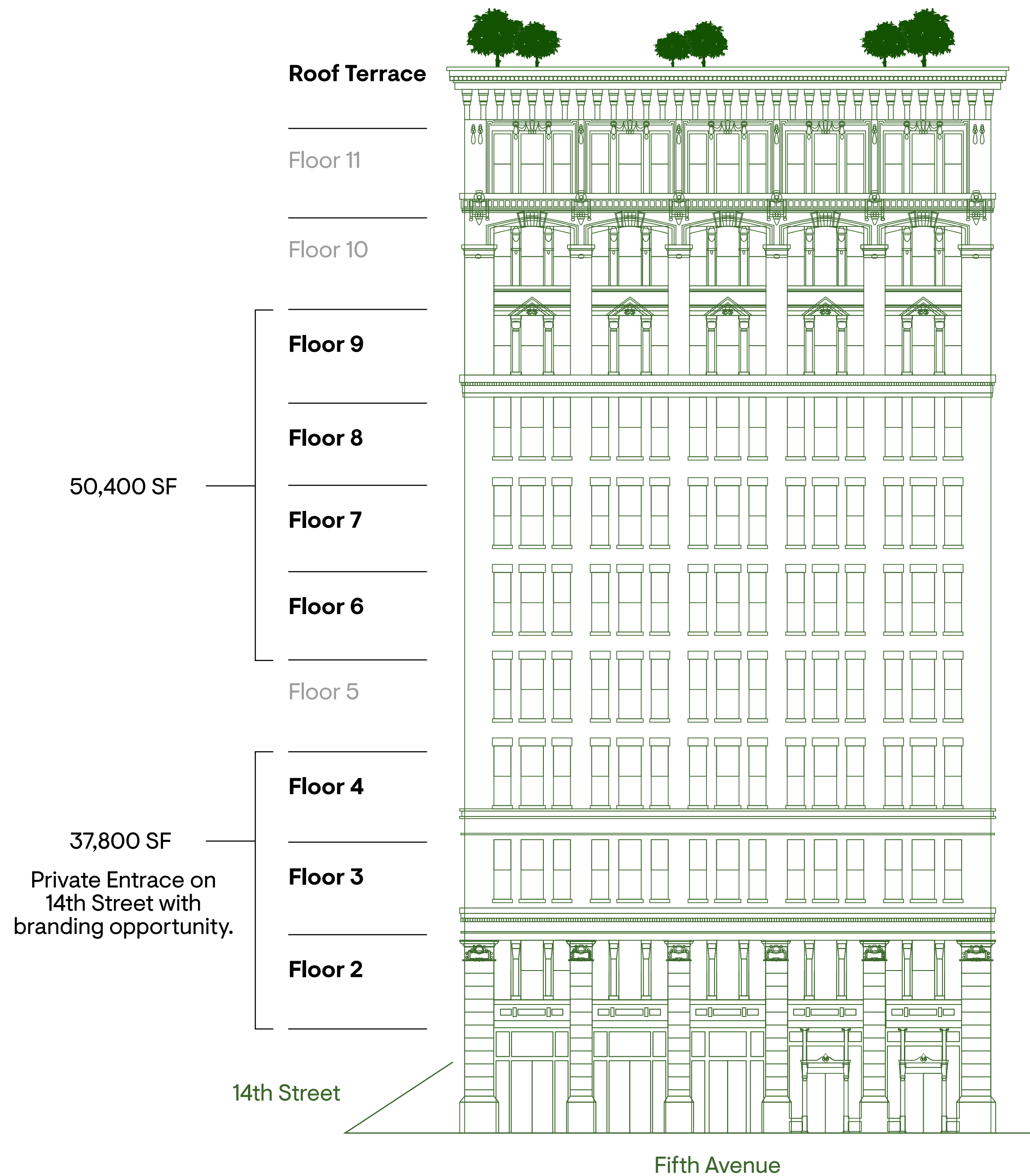
90 Fifth Avenue comprises spectacular full floors with high ceilings.



# 37,800<sup>SF</sup> – 50,400<sup>SF</sup> Block Opportunities

- High Quality, Modern Office with Abundant Natural Light
- Large Floorplates of 12,600 SF with High Ceilings
- Headquarters Opportunity with Private Branded Entry along 14th Street
- New Lobby and 3,000 SF Landscaped Roof Terrace by STUDIOS Architecture

# 12,600<sup>SF</sup> Full Floors.





Spaces inside 90 Fifth Avenue are flooded in natural light, with high quality materials and finishes to create a calm and elegant atmosphere.



Large windows amplify the spacious and light-filled floorplates.



Open and welcoming arrival experience at a typical reception area.





Efficient floorplates of 12,600 SF with 11'6" ceiling heights maximize natural light.



Flexible spaces configurable for a range of working environments.







# Branding Opportunities

## Branding

Branding opportunities nestled along the prestigious intersection of Fifth Avenue and 14th Street offer prime visibility and exposure.

## Private Entrance

Distinguish business presence with headquarters opportunity that boasts a private, uniquely branded entry along the bustling 14th Street.

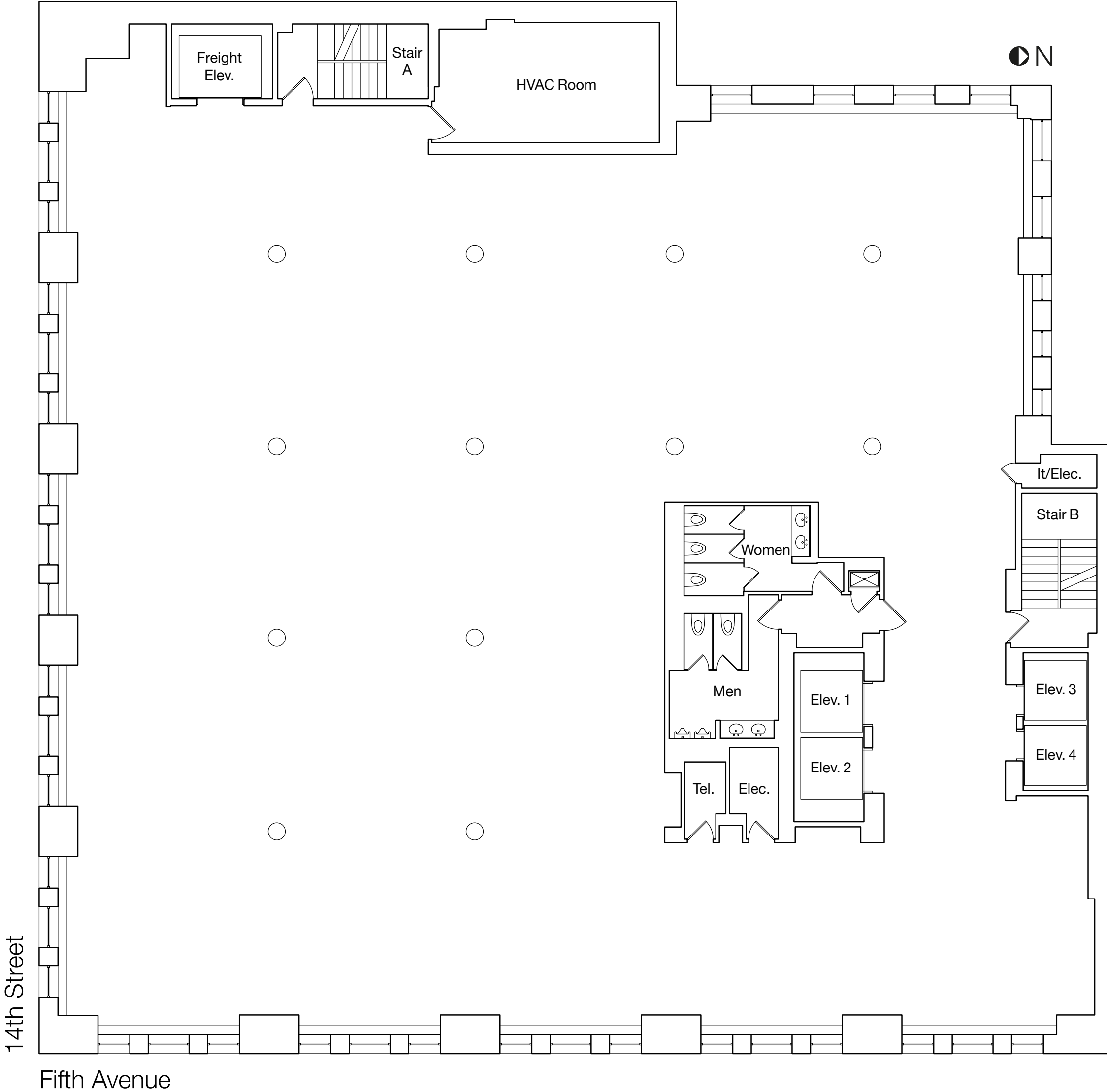




# 1. Core & Shell Plan



11' 6" Ceiling Heights  
Large Windows





# 2. Open Creative

### Individual Workseats

Flex Offices	0
Large Offices	0
Phone Rooms	4
Workstations	44
Total Seats	48

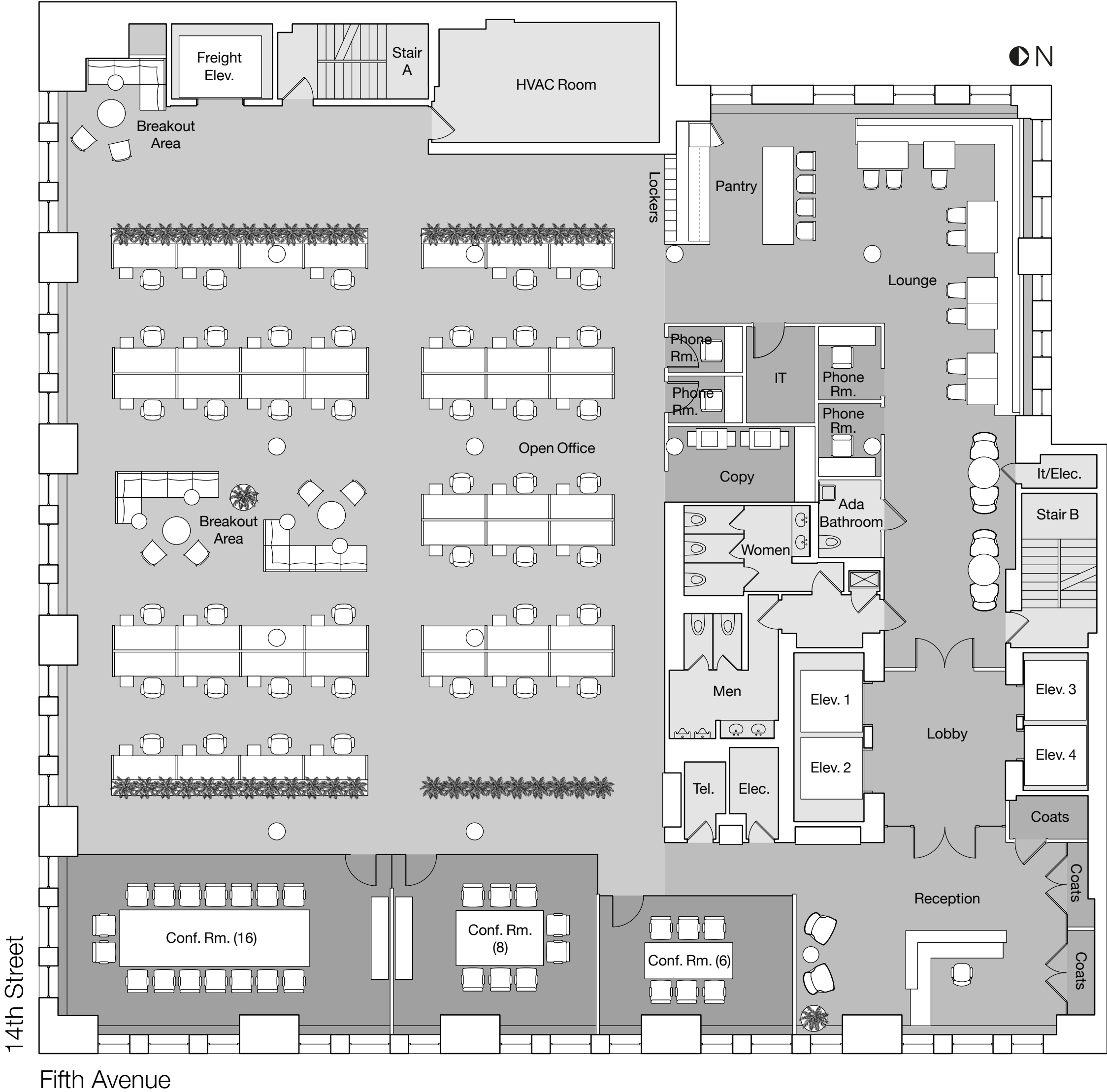
### Collaboration & Meeting Rooms

Breakout Areas (5–8 Person)	3
Meeting Rooms (6 Person)	1
Meeting Room (8 Person)	1
Meeting Room (14–16 Person)	1
Total Collaboration Zones	6

Reception	1
Pantry/Coffee Point	1
Pantry/Lounge Seats	26
IT Room	1
Coat Closets	3
Copy/Print	1

11' 6" Ceiling Heights

Large Windows





# 3. Open Plan with Offices

## Individual Workseats

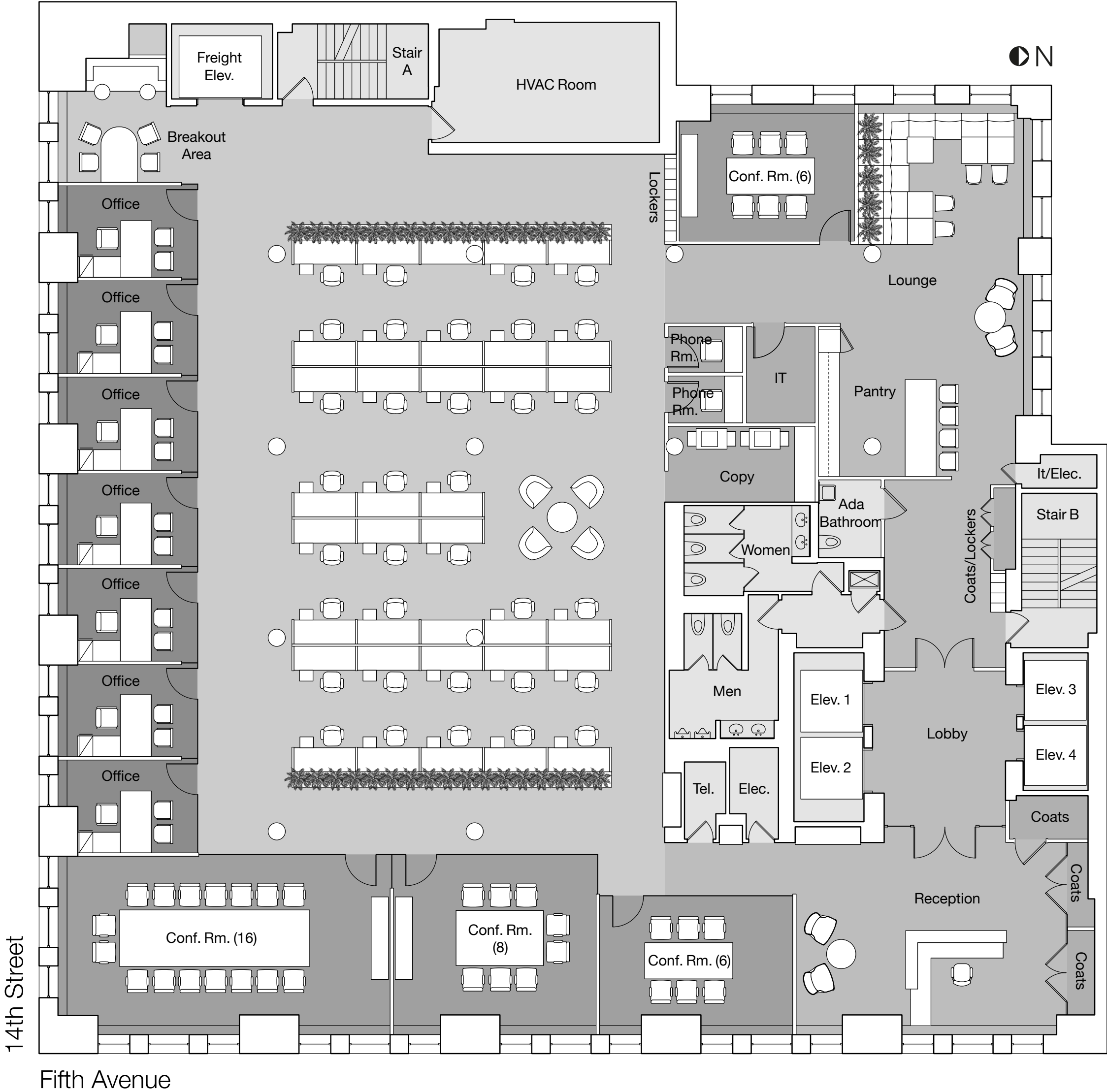
Flex Offices	7
Large Offices	0
Phone Rooms	2
Workstations	34
Total Seats	43

## Collaboration & Meeting Rooms

Breakout Areas (5–8 Person)	2
Meeting Rooms (6 Person)	2
Meeting Room (8 Person)	1
Meeting Room (14–16 Person)	1
Total Collaboration Zones	6

Reception	1
Pantry/Coffee Point	1
Pantry/Lounge Seats	16
IT Room	1
Coat Closets	4
Copy/Print	1

11' 6" Ceiling Heights  
Large Windows





# 4. Office Intensive

## Individual Workseats

Flex Offices	18
Large Offices	1
Phone Rooms	0
Workstations	24
Total Seats	43

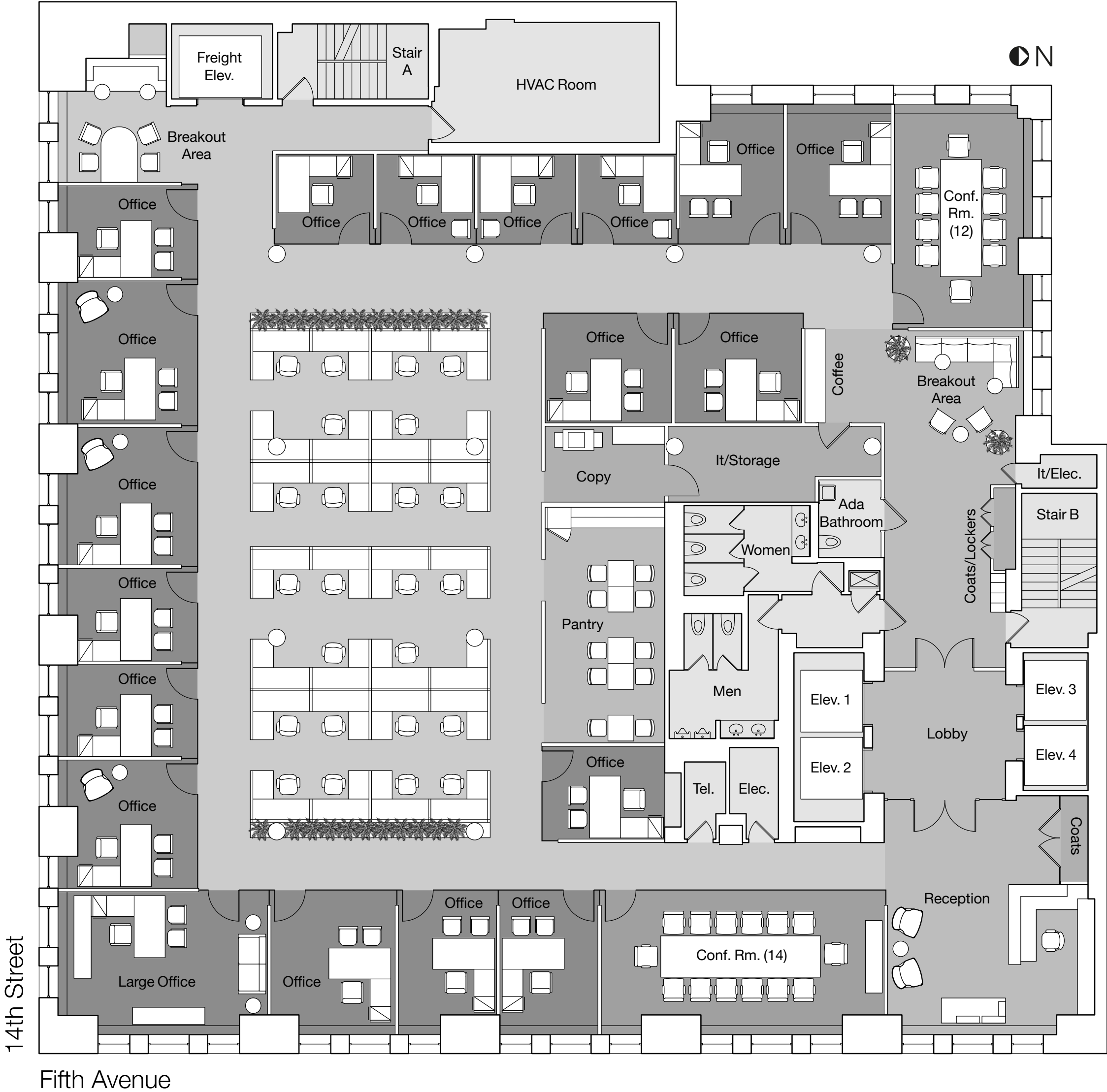
## Collaboration & Meeting Rooms

Breakout Areas (5–8 Person)	2
Meeting Rooms (6 Person)	2
Meeting Room (8 Person)	1
Meeting Room (14–16 Person)	1
Total Collaboration Zones	6

Reception	1
Pantry/Coffee Point	2
Pantry/Lounge Seats	10
IT Room	1
Coat Closets	2
Copy/Print	1

11' 6" Ceiling Heights

Large Windows





# Team

05.



RFR's 90 Fifth Avenue.



**RFR** Founded in 1991 by  
Aby Rosen and Michael Fuchs,  
RFR has built a monumental  
portfolio with global reach.

About

Today, RFR owns over 12 million square feet in the United States and 14 million square feet in Germany within the office, retail and hospitality sectors. Our core markets in the United States include New York, Miami and Seattle. Blending European finesse with American ingenuity, RFR leads the real estate industry in operating, developing, leasing and managing world-class properties.





Chrysler Building

Constructed in 1930 by William Van Alen and William H. Reynolds, The Chrysler Building was designed to be the tallest building in the world. Located on Lexington Avenue between 42nd and 43rd Streets, it is a Landmarked art deco masterpiece that was formerly home to the iconic Cloud Club and Celestial observation deck. Rising 1,046 feet high, it was briefly the world’s tallest building before being overtaken by the Empire State building in 1931.



Seagram Building

Designed in 1958 by legendary architect Ludwig Mies van der Rohe, the Landmarked Seagram Building is an architectural masterpiece. Located on Park Avenue between 52nd and 53rd Streets in the heart of Midtown Manhattan, it is regarded as one of the world’s finest office properties, complete with the Seagram Lounge and Terrace, The Playground + Conference Center, and rotating art exhibitions on the Seagram Plaza and in the lobby.



# Merging art and architecture.



KAWS, *WHAT PARTY*

**RFR** believes in the ability of Art and Architecture to create unique and inspiring environments.

RFR's world-class public arts program was born out of the founders' belief that merging art with architecture and real estate enriches both the urban landscape and the tenant/visitor experience, while maximizing property values and providing a unique identity and visibility for the RFR brand in its core markets.

RFR properties have proudly displayed original art by such renowned artists as Andy Warhol, Damien Hirst, Jeff Koons, Jean-Michael Basquiat and Keith Haring, among others.



Alexander Calder, *Saurien*



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