



Fisher Brothers and Blue Bottle Coffee reach agreement for 953 s/f at 1345 Avenue of the Americas

December 17, 2019 - New York City

Manhattan, NY Fisher Brothers has reached an agreement with the café chain Blue Bottle Coffee, which will become the third major food and beverage brand to open a new location at the base of 1345 Avenue of the Americas, its Midtown tower.

Under the 15-year lease, Blue Bottle will encompass 953 s/f of retail space at the base of the tower. Blue Bottle was represented by Mark Frankel, Jeffery Roseman and Drew Weiss of Newmark Knight Frank. Fisher Brothers was represented in-house by Marc Packman and Clark Briffel, as well as by Eric Gelber and Jordan Kaplan of CBRE.

Blue Bottle joins Quality Bistro, a French brasserie-style steakhouse from restaurant group Quality Branded, and Asian-inspired eatery Wagamama.

“At 1345 Avenue of the Americas, we are focusing a lot of energy on improving our tenants’ experience,” said Fisher Brothers partner Ken Fisher. “We created a bigger, more inviting lobby and entrance. We are reinventing our outdoor plazas with comfortable new seating and plantings inspired by nearby Central Park. And we are filling our storefronts with popular food and beverage options, such as Blue Bottle, that will serve as attractive new amenities for our tenants and their guests.”

Blue Bottle has grown to become a network of cafés in ten cities in the United States, Japan and Korea.

Fisher Brothers is undertaking a transformation of its outdoor plazas that wrap around the building. Working with SOM, Fisher Brothers is producing a more modern and dynamic entry to the tower, highlighted by granite sidewalks, new fountains with seating and landscaping to create a setting reminiscent of Central Park.

In addition to the plaza redesign, Fisher Brothers has expanded the building entrance, created a new, light-filled lobby and modernized the building’s elevator system. The firm is also in the process of building a premium amenity center designed by the Rockwell Group that will incorporate a state-of-the-art, functional fitness facility, full service conference and event center, common areas to relax and recharge, game room and barista-serviced café with curated selection of artisan sandwiches and salads.

Located between West 54th and 55th Sts., 1345 Avenue of the Americas is a 50-story, two-million s/f tower designed by Emery Roth & Sons. Owned by Fisher Brothers and institutional investors advised by J.P. Morgan Asset Management, the tower has earned LEED Silver certification.

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