



Pennington/Weiner of RIPCOC rep landlord in 7,300 s/f lease to Rumble at “The Lane” at Boerum Place

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Brooklyn, NY According to RIPCOC Real Estate (RIPCOC), Rumble, the boxing-inspired fitness concept that is expanding throughout New York City, signed a 7,300 s/f lease at “The Lane” at Boerum Place a new residential development at 117 Livingston Ave. Rumble’s space spans 3,700 s/f on the ground and 3,600 s/f in the lower level.

“RIPCOC has secured several leases for in-demand brands like Rumble who are aiming to establish their presence in North Brooklyn, one of the most sought-after residential destinations amongst people relocating to and within New York City,” said Jason Pennington, managing partner at RIPCOC’S Brooklyn office. “The area continues to reign-in top brands in dining, wellness, health, fashion and culture, because retailers tend to follow their core customer base. They know that having one location in Brooklyn is not enough, so by branching out to centrally located outposts that reach multiple popular neighborhoods, these brands are able to significantly increase sales volume.”

Jason Pennington, RIPCOC

Ben Weiner, RIPCOC

Pennington and Ben Weiner of RIPCO represented the developer and landlord, Lonicera Partners and Quinlan. Alexandra Yanoff and Brandon Berger of RKF and Benjamin Birnbaum of NGKF co-brokered the deal on behalf of Rumble.

There is 7,600 s/f of second floor office or retail and 600 s/f of corner retail space remaining at the building.

Once open, Rumble offer will offer the people living in the Downtown Brooklyn, Brooklyn Heights, Park Slope, Boerum Hill and Cobble Hill neighborhoods 45-minute, 10-round, full-body and conditioning workouts designed around aqua-filled, teardrop-style punching bags. This location is one of the most visible corners in Downtown Brooklyn with high glass windows at the base of a 108-unit residential building.

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