



Schoen Group of Savitt Partners handles 61,000 s/f lease for Mother New York at Brooklyn's Roulston House

August 06, 2020 - New York City



Brooklyn, NY According to the Schoen Group of Savitt Partners (Savitt), Mother New York (Mother), an independent creative company with offices in London, Shanghai, Los Angeles and South America, has signed a 61,000 s/f, 15-year lease at the Roulston House in the Gowanus neighborhood. The space will serve as Mother's NYC headquarters, a relocation from Hell's Kitchen. Mother is nearly doubling its space at Roulston House, expanding by 25,000 s/f. According to Savitt, this is one of the largest creative office leases done in the borough to date.

"This deal showcases the demand for office space in Brooklyn, especially given today's current climate since Brooklyn has larger floor plates for a more competitive price per square foot," said Michael Schoen, partner at Savitt. "More and more, companies are moving from Manhattan to Brooklyn and are prioritizing office space in new and authentic buildings."

Brooklyn also happens to be where majority of Mothers employees are currently living.

“We meticulously transformed a 200,000 s/f, century old timbre warehouse into a modern day, creative, office building while still retaining its authenticity and charm,” said Joseph Hamway, a principal of Industrie Capital Partners (ICP), the developer of the project. “This enabled us to attract a high caliber tenant like Mother, who’s employees live in Brooklyn and would love to work in a class A office building that have these unique characteristics.”

Currently owned by both ICP and Aurora Capital Associates, Roulston House was a central warehouse and headquarters for the Roulston company, a large grocery store chain, from 1910 to 1951. A Renaissance Revival in style with corbeled cornices and segmentally arched windows throughout, the building now features large floorplates with high ceilings, natural light, exposed brick walls, restored heavy timbre columns and beams, multiple roof decks and outdoor areas, best-in-class amenities and all new class A building systems.

The Schoen Group team of Michael Schoen, Marc Schoen and Harrison Katzman represented Mother in the deal, while Joseph Hamway and Josh Sloan of ICP Realty represented the building and landlord, ICP.

Located at 94 9th St., it is a new creative nexus in the borough, and at the epicenter of neighborhoods including Park Slope, Cobble Hill, Downtown Brooklyn, Brooklyn Heights, Carroll Gardens and Sunset Park. Roulston House is close to public transportation including the R, N, D, F and G subway lines along with several bus stations throughout the neighborhood. Additionally, it is close to some of the borough’s most popular places, like the restaurants and shopping on Smith and Court Sts. Gowanus has also become a hub for experiential retail, with many food and beverage establishments and activities to do with family or friends.

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