



## **Bromley Cos. tops out 122 Fifth Ave. with STUDIOS Architecture**

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Manhattan, NY Bromley Cos., developer of a diversified national portfolio, celebrated the topping out of 122 Fifth Ave., an 11-story mixed-use project. 122 Fifth Ave. is the latest addition to the ever-growing Union Sq. neighborhood and will feature new retail offerings including athleisure retailer, Allbirds. Scheduled to be complete by 2023, the landmarked project will be home to the New York headquarters of Microsoft and other tenants.

Through a \$100 million investment, Bromley Cos. have elevated the offering of the project with the addition of a rooftop pavilion and terrace to the building, expanding it to 300,000 s/f. By expanding horizontally, the building's core has been relocated, unlocking the plan for more efficient and larger floor plates with better eastern light into the space. 122 Fifth Avenue goes beyond the traditional adaptive reuse program and instead reinvigorates the existing building, while creating an all new "crown" and merging with a brand new office building, formerly an adjacent parking lot.

Designed by architecture firm STUDIOS, the newly reimagined 122 Fifth Ave. features 300,000 s/f of retail and office space throughout. Among the amenity package, 122 Fifth Ave features high-touch amenities, a rooftop terrace, a bike storage room with a shower area, and café.

"With a brand-new rooftop pavilion and more than 300,000 s/f of commercial space, 122 Fifth Ave. is transforming the historic neighborhood of Union Sq. It was our goal to integrate the historical elements of this landmarked project while also meeting the needs of the modern tenant. 122 Fifth Ave. seamlessly merges the past and future of the neighborhood, and we look forward to completing the project later this year," said Nicholas Haines, CEO of Bromley Cos.

"The Bromley Cos. was founded 50 years ago. It is no coincidence that as we celebrate this milestone, we also meet to celebrate the redevelopment of 122 Fifth—the new home of one of the most notable technology companies in the world, Microsoft," said William Haines, chairman of Bromley Cos. "As long-term investors in the Union Square neighborhood, we drew inspiration from its history and are proud to announce the topping out of 122 Fifth Ave."

"Today's topping out of 122 Fifth Ave., once again, underscores Union Square-14th Street's competitive edge as a major draw for knowledge workers and other office tenants as we continue to return to the office," said Jennifer Falk, executive director of Union Square Partnership. "As each

new Union Square lease is signed, we hear it over and over again that staff communicate to leadership that they want what Union Square has to offer - a vibrant mixed-use neighborhood with its unparalleled dining, entertainment, and transit options. The Union Square Partnership is proud to work alongside The Bromley Companies on this project, which will bring hundreds of new employees to the area while also enriching the district's retail offerings at the ground floor level for all to enjoy."

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