



Chelsea Piers Fitness signs 72,000 s/f lease at Tavros and Charney's 55-story development

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24-11 Jackson Avenue - Long Island City, NY

Long Island City, NY Chelsea Piers Fitness (CPF) has signed a long-term lease to anchor a new residential tower at 24-11 Jackson Ave., located at the Court Sq. submarket. The fitness club will be 72,000 s/f and represents the Chelsea Piers Fitness brand's seventh location in the New York City Metro, tri-state area. 24-11 Jackson Ave. is being developed by Tavros and Charney Companies, in partnership with Incoco Capital, LLC.

Represented by JLL, Chelsea Piers Fitness will create a fitness club where building residents and

members will enjoy life-enhancing fitness, wellness and community experiences. Their initial plans include a member lounge and workspace, indoor pool, outdoor pool and sundeck, indoor basketball court, indoor track, luxury locker rooms, group fitness studios including cycling and heated / non-heated yoga, extensive cardio and weight training equipment, as well as large functional and athletic training spaces.

“24-11 Jackson Ave. offered unrivalled new space and a dynamic seven-day-a-week location in one of the fastest-growing neighborhoods in New York,” said Erin Grace, managing director, JLL Retail. “Given the building’s space, location and design, this was a natural decision for this established leader in sports and fitness.” JLL expects that CPF will be a strong attraction for the leasing of the additional 10,000 square feet of retail space in the tower.

“Chelsea Piers Fitness creates distinguished fitness clubs and athletic facilities where our members can feel relaxed, engaged and inspired to reach their fitness goals as part of a vibrant community,” said David Tewksbury, CEO & co-founder at CPF. “With its growing population and development pipeline, Long Island City is the ideal location for our next fitness club and 24-11 Jackson Ave. will be a perfect new home for our iconic, New York-based brand. We could not be more enthusiastic to partner with Tavros and Charney Companies on this remarkable project.”

Situated on the northeast corner of Jackson Ave. and 23rd St. at the main entrance of the Court Sq. subway station, 24-11 Jackson Ave. will be a 55-story mixed-use tower with approximately 600 apartments and 80,000 s/f of commercial space.

Colin Rankowitz, partner, Tavros, said, “We are thrilled to announce this ground-breaking partnership with Chelsea Piers Fitness. As a born and raised New Yorker, I couldn’t be more excited to play a small role in the expansion of Chelsea Piers’ iconic brand and impressive business. Chelsea Piers Fitness brings an impeccable fitness product with state-of-the-art facilities and authentic community and social engagement that sets them apart. The club that Chelsea Piers Fitness is planning at 24-11 Jackson Avenue will have a profoundly positive impact on the lives of Long Island City residents.”

Founded in 1995, Chelsea Piers is an established sports and fitness leader in the New York tri-state area, with seven locations including its flagship one million s/f, 28-acre sports and entertainment complex at Pier 60 on the Hudson River. The company opened its first stand-alone fitness club in downtown Brooklyn in 2018 and its success generated a strategic rollout that includes a signature 56,000 s/f, four level fitness club at SL Green’s new One Madison skyscraper in the Flatiron District set to open in 2024.

“With growing residential interest in Long Island City, it has been critical to also bring sought-after amenities to the neighborhood,” said Sam Charney, principal, Charney Companies. “We are confident that the addition of Chelsea Piers Fitness will be a huge boon to the area and are thrilled to work with them to bring their impressive vision to fruition.”

JLL executive managing director Erin Grace and executive vice president Matt Ogle serve as agents

to Chelsea Piers Fitness in the Northeast United States and represented them in this transaction. Tavros and Charney Companies were represented in-house.

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