

THE COMMERCIAL OBSERVER

JULY 9, 2014

CONSTRUCTION

Inside Hudson Park and Boulevard

BY **TOBIAS SALINGER**



Arthur Mirante of Avison Young.

Aron Kirsch of **Moinian Group** and **Arthur Mirante** of **Avison Young** opened the two-acre construction site at the **Hudson Park and Boulevard** adjacent to the planned 1,050-foot **3 Hudson Boulevard** for a hardhat tour at Hudson Yards today.

Avison Young is marketing the Moinian Group's 1.8-million-square-foot tower with a flexible asking rent starting at \$85 per square foot, and the glass structure will start rising up next to a public park and an entrance to the new 7 train subway station as soon as Avison Young signs an anchor tenant at the property, Mr. Mirante said.



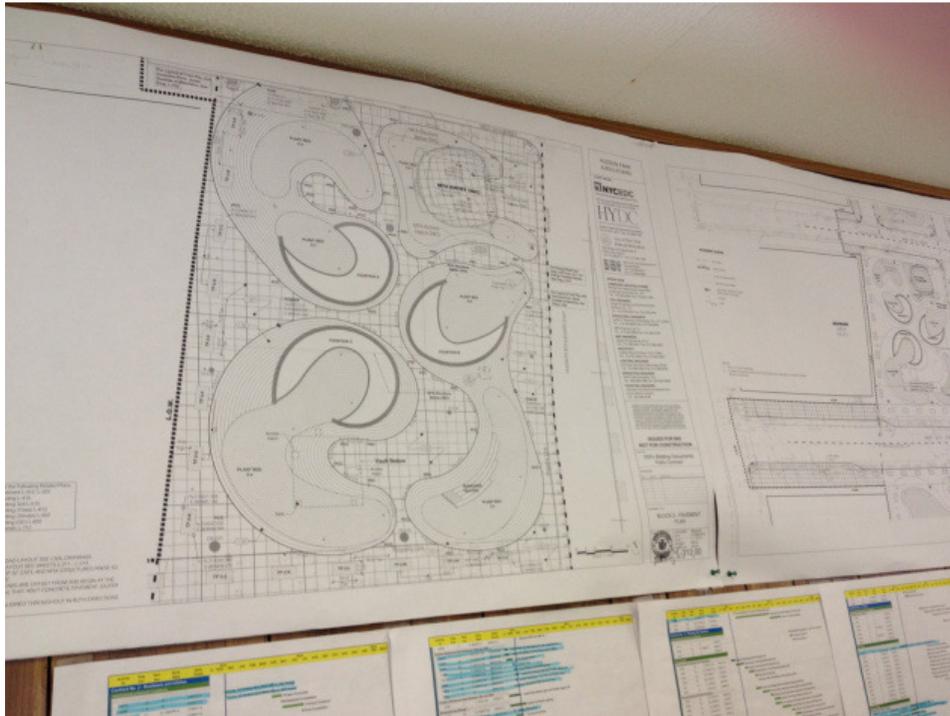
The 7 train subway station and sitting areas.

“Think about the scale and then think about this extension,” said Mr. Mirante, referring to the way the **High Line** will snake up to the Hudson Yards district from Chelsea while leading a pack of reporters through the eventual four-acre park. “Suddenly you not only have a plaza in front of your office, you have a park. You can take a nice walk, a real walk, through the park, then sit and have your lunch.”



3 Hudson Boulevard by FXFOWLE. (Avison Young)

Media companies and financial services companies are inquiring about the property, Mr. Mirante said, and rent prices will hinge on companies' credit and their space and infrastructure needs, with the city offering up a 20-year subsidy which would net a 500,000-square-foot tenant approximately \$100 million.



Sketches for the first phase of the green space at Hudson Park in the construction shed.

Both he and Mr. Kirsch want everyone to know that the **Michael Van Valkenburgh**-designed public green space stretching from West 33rd to West 39th Streets and the new boulevard from West 33rd to West 38th Streets between 10th and 11th Avenues represent a significant part of the district that they say is usually only identified with the **Related Companies'** projects.



Rendering of the lobby at 3 Hudson Boulevard. (Avison Young)

“When you talk about the district and the 27 million square feet of office space, half of that will be north of 34th Street and the other half will be south of it,” Mr. Kirsch said, noting that the entire district will support 50 million square feet of total office, residential, retail and public space “over the next 30 to 40 years.”



Foundation for 3 Hudson Boulevard.

Mr. Mirante expressed confidence he could sign an anchor tenant in the next six months for the spot where **Metropolitan Transportation Authority** construction workers were digging out the first phase of the foundation.

“We’re working on it,” Mr. Mirante said. “We need an anchor tenant. Sign a lease now and the building can be built in 30 months.”