

ICONIC MID-MANHATTAN BILLBOARD AND OFFICE LEASES

635 WEST 51st STREET



Lynn San Andres | President
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A CRE Company
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Discover the New West Side.....

Not what is new and tall and made of glass and steel....

But, a West Side of historic scale that is being reborn....

Of neighborhoods and space and sunlight

Of restaurants and street life

Of proximity to the Theater District and entertainment

Of small parks and walkways...and sports fields

Of old buildings of human scale with crafted architecture

Of new buildings of moderate scale for dedicated new businesses

Of ready views of what lies to the west of Manhattan and spectacular sunsets

Of corporate headquarters: Prada, Bentley and Porsche

Of major convention and sports facilities located nearby.

A West Side with growing numbers of attractions like River walks, River cafes, the Intrepid Museum, the Circle Line and ready and immediate access from the West Side Highway for blocks and blocks.

A West Side once again becoming a center for small and medium sized businesses just starting out or those with craft or professional requirements putting down roots for a longer haul.

We welcome you to our world....635 West 51st Street located directly on the West Side Highway,



635 West 51st Street

COMMERCIAL LOFT SPACE FOR LEASE

LOFT 4W (West):

Open loft space, 12' ceilings, Spectacular sunsets.
Unobstructed 180 degree Hudson River panoramic view from
Intrepid to the George Washington Bridge.
Large private ADA compliant bathroom,
Hepa Air Filtration System.
Mitsubishi AC unit: Tenant controlled Thermostat.

LOFT 4E (East):

Open loft space, 12' ceiling,
Skylight & 2 unobstructed windows. City views.
Bright morning sunlight/Reflected light throughout day.
Large private ADA compliant bathroom.
Hepa Air Filtration System.
Mitsubishi AC unit: Tenant controlled Thermostat.

SHARED SPACE:

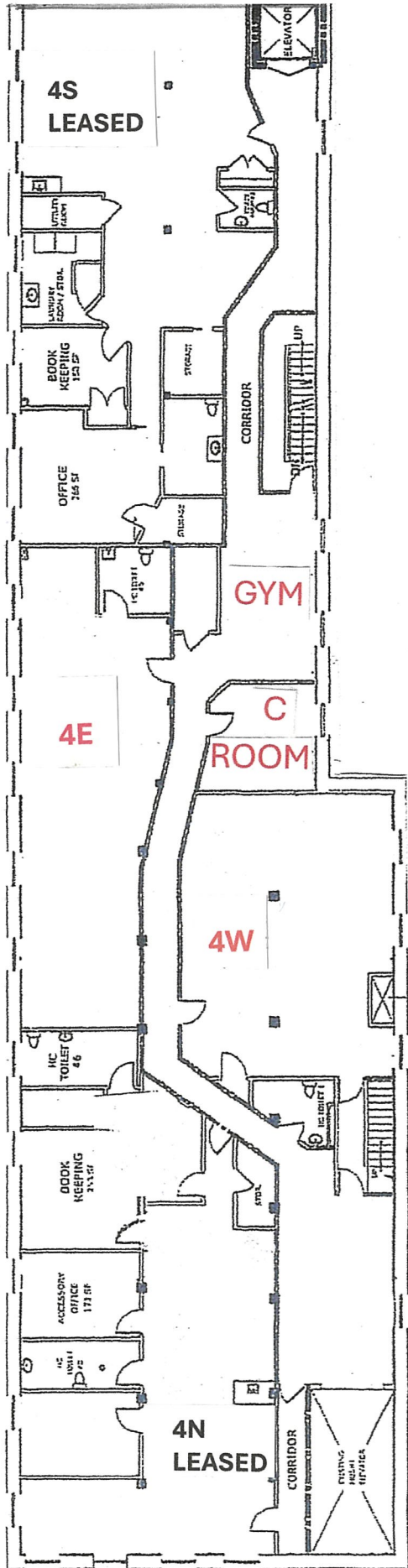
Windowed Conference Room
All-in-one Exercise Machine/Gym
Access "By Appointment" to approximately 2500SF
architect-designed and landscaped, fully-lit roof deck
and Gazebo with kitchen and high-speed internet access.

BUILDING:

Private and secure space with 24/7 access.
Individually controlled, privately keyed, newly installed,
digital, bespoke elevator.
New Exterior Entrance
New Lobby
Amocam Digital Video Security Intercom.
Access to oversized elevator.

LEASE:

LOFT	APPROXIMATE RSF	RENT
4W	1812 rsf	Upon Request
4E	1688 rsf	Upon Request
4W/4E	3500 rsf	Upon Request



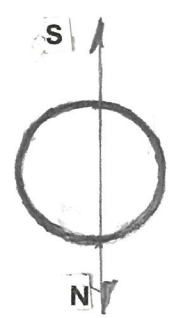
FOURTH FLOOR
 EBONY TILED FLOORS
 ORIGINAL ART

4E LOFT
 FACES EAST
 CITY SCAPE
 STRONG
 NATURAL LIGHT

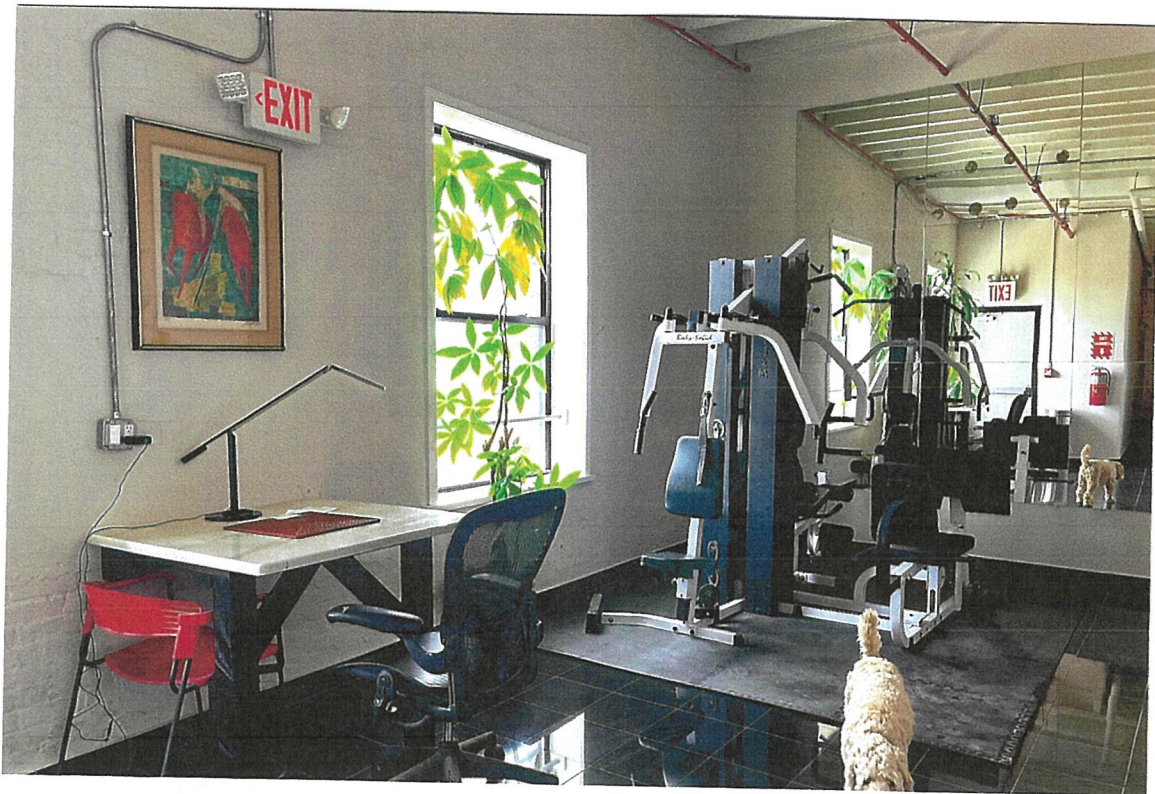
SHARED
 GYM EQUIPMENT

SHARED
 CONFERENCE ROOM

4W LOFT
 FACES WEST
 HUDSON RIVER
 CRUISE SHIPS



FOURTH FLOOR



HALLWAY and SHARED GYM

FOURTH FLOOR



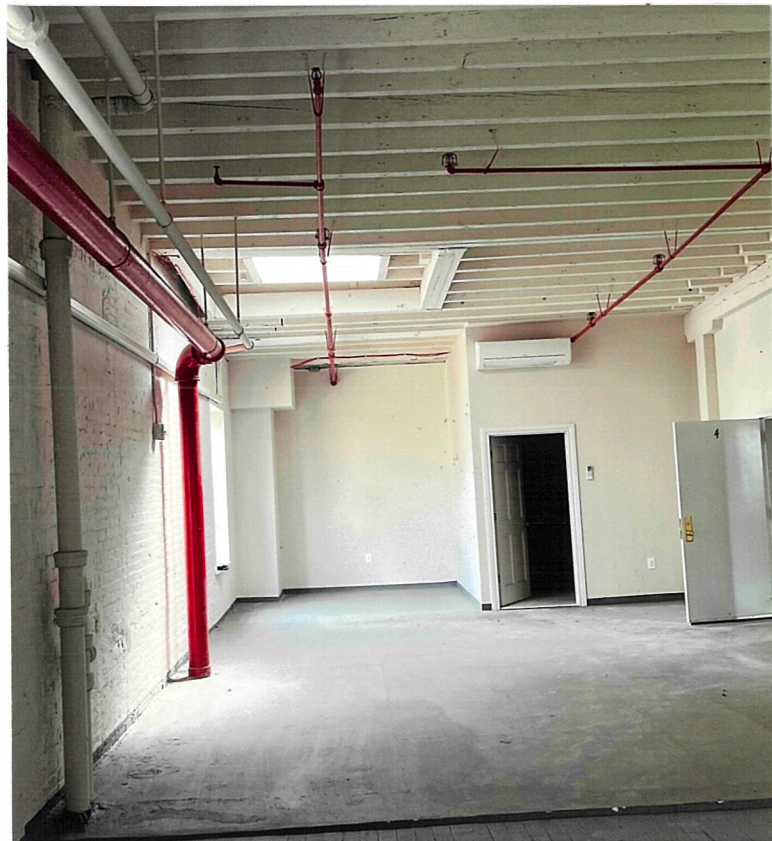
SHARED WINDOWED CONFERENCE ROOM & VIEW

LOFT 4W



TWO VIEWS

LOFT 4E



HUDSON RIVER PARK

17m people come to the park every year to bicycle, roller skate, play beach volleyball, ride a carousel, eat at restaurants and much more....

Kayaking on the river!
Boathouse, Amphitheatre,
sweeping green lawns....

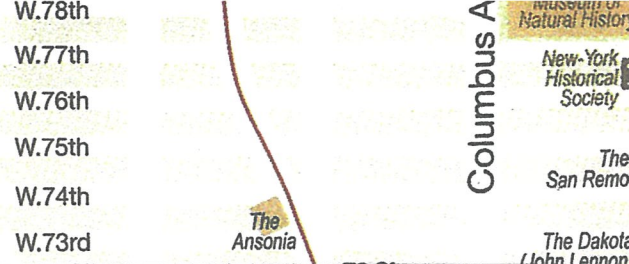
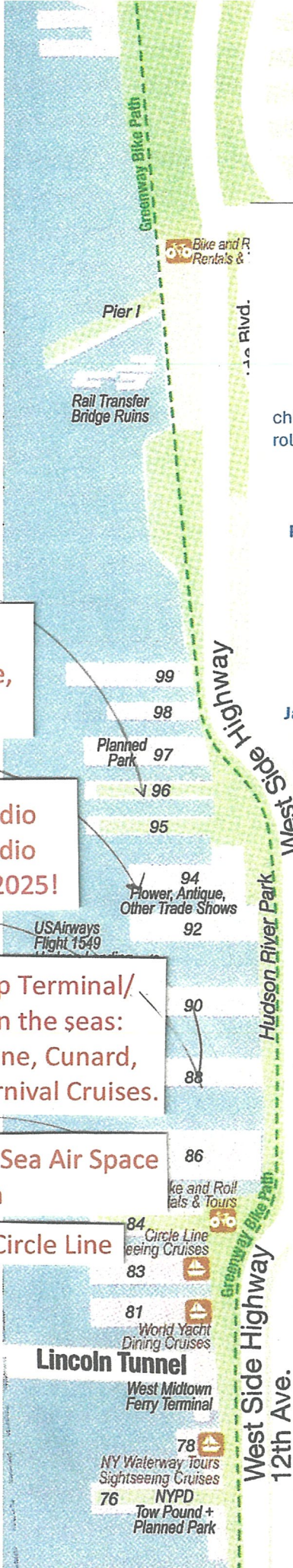
Sunset Pier 94 Studio
New film & TV studio
Completion date 2025!

Manhattan Ship Terminal/
Largest ships on the seas:
Disney Cruise line, Cunard,
Norwegian Carnival Cruises.

Intrepid Sea Air Space
Museum

Circle Line

Lincoln Tunnel



NEIGHBORHOOD AMUSEMENTS & ATTRACTIONS

DeWitt Clinton Park
Baseball, soccer and a separate dog run.

11th Avenue Auto Showrooms

Bentley, Porsche, Audi,

Hudson River Park (59th - Battery Park)

children's playgrounds, boathouse, kayaking, amphitheater, roller skating, beach volleyball, tennis, cafés and picnics

Greenway Bike Path

Ninth Avenue with A Wide Variety Of Cuisines

Ink 48 Hotel, Print Restaurant and The Press Lounge

Proximity to Theatre District and Entertainment

The Irish Art Center

The Alvin Ailey Dance Company

Intrepid Sea Air & Space Museum

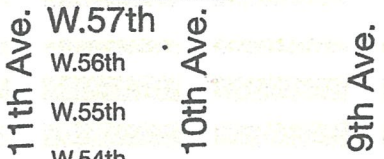
The Daily Show

Prada Group USA Headquarters

Cruise Ship Port/Piers 88 & 90

Disney Cruise Line, Cunard, Norwegian

Javits Convention Center, Madison Square Garden



Clinton-Hell's Kitchen



Hell's Kitchen Park

Theater District

McCaffrey Playground

Port Authority Bus Terminal

Hell's Kitchen Flea Market

el Ramp
Dyer Ave.

Jacob Javits Convention Center

11th Ave.

10th Ave.

9th Ave.

11th Ave.

10th Ave.

9th Ave.

W.57th
W.56th
W.55th
W.54th
W.53rd
W.52nd
W.51st
W.50th
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W.44th
W.43rd
W.42nd
W.41st
W.40th
W.39th
W.38th
W.37th
W.36th
W.35th

West Side Highway
12th Ave.

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Planned Park
USAirways Flight 1549
Circle Line
West Midtown Ferry Terminal
NYPD Tow Pound + Planned Park

Bike and Rentals &
Pier I
Rail Transfer Bridge Ruins

Pier I

Rail Transfer Bridge Ruins

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A new, unique opportunity for a 100' iconic billboard in Midtown Manhattan
- with your message!

Any commercial, or non-profit, could benefit from this affordable exposure. Traffic density and the ability to precisely tailor your space could not present a better set of conditions for success.

Between West 51st Street and West 52nd Street, directly facing the West Side Highway, 100 feet of bespoke advertising façade available for your signage.

As the West Side Highway reveals the entire billboard, 123,000 motorists traveling south and north each day – will view your message. Not included in the count are viewers from buses, trucks and pedestrians.

Please consider the impact that your message will have on prospective clients or customers! We look forward to implementing your bespoke message.

Sincerely,

Lynn San Andres
Sr. Development Director

Signownyc.com

(917) 691 0660
lynn@masonalexander.com

ICONIC MID-MANHATTAN BILLBOARD OPPORTUNITY

IMAGINE MARKETING

YOUR COMPANY OR

YOUR ORGANIZATION

TO 123,000 + DRIVERS

EVERY DAY!

In dynamic New York, the West Side Highway has 123,000 + motorists that can view our iconic billboard every 24 hours!



lynn@masonalexander.com

From:
Sent:
To:
Subject:



Otto, Jeffrey <JOtto@dot.nyc.gov>
Tuesday, March 7, 2023 2:12 PM
lynn@masonalexander.com
Traffic Count Data

Hi Lynn,

Per your request for traffic counts on the West Side Highway near 51st Street, I would point you to 2021 data on the following site:

<https://www.nymtc.org/en-us/Data-and-Modeling/Transportation-Data-and-Statistics/Publications/Hub-Bound-Travel>

Clicking the link that reads: [2021 Hub Bound Excel Tables](#) will download a zip file that contains 10 Excel spreadsheets.

If you open the sheet: [DM_TDS_Hub_Bound_Travel_AppendixIII_SecionE_2021.xlsx](#) you will see two tabs (60TH St-Inbound and 60TH St-Outbound) with applicable data from a typical fall day as sampled in October 2021. The total number of vehicles (inbound/southbound + outbound/northbound) was **107,895**, which I derived by adding row 34, column K on the inbound tab to row 34, column M on the outbound tab.

If you open the sheet: [DM_TDS_Hub_Bound_Travel_AppendixI_2021.xlsx](#) and select the table titled 'Table10' you will find a calculation of the "Total Persons" crossing 60th Street on the West Side Highway "By Auto, Taxi, Van & Truck." To the best of my knowledge, these total person numbers are calculated using standard multipliers based on vehicle classification (i.e. auto, taxi, van, or truck). The total persons number was **123,547**, which can be found on row 26, column M.

Also keep in mind that in both of those numbers do not appear to include buses or express buses travelling on the West Side Highway.

A second source, in addition to data collected for the Hub Bound reporting, that may add to the picture comes from the New York State Traffic Data Viewer:

<https://gisportalny.dot.ny.gov/portalny/apps/webappviewer/index.html?id=28537cbc8b5941e19cf8e959b16797b4>

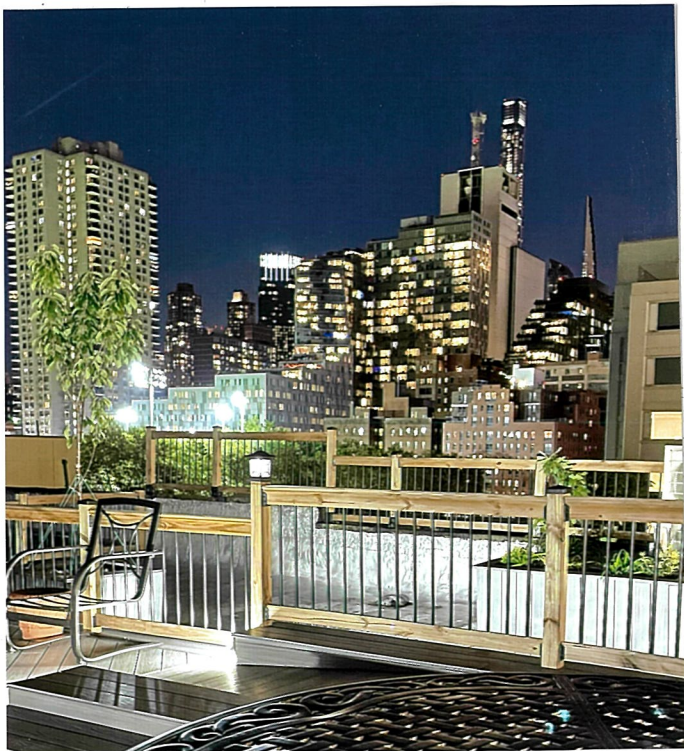
If you click on the red dot (Station 041104) at 56th Street and the West Side Highway, you will see that on June 10, 2019, **40,616** vehicles were recorded travelling in a northbound direction. You may also find it interesting to see the chart that shows hourly averages that peak between 3-4pm and reaching their nadir between 3-4am.

I hope that information will be of assistance to you.

Warmest regards,

Jeffrey

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New York City Department of Transportation
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E: jotto@dot.nyc.gov



LIGHTED ROOF DECK WITH NIGHT VIEW