



February 3, 2015

<http://www.crainnewyork.com/data-lists/real-estate-deal-watch/details/12/3232090>

Thoughtful java maker to bow in Hudson Yards

By: Adrienne Pasquarelli



Residents of the Abington House, the new luxury tower at 500 W. 30th St., will soon have even more reason to ponder the wonders of coffee. Think Coffee, a local shop with five outposts in the city, has signed a 10-year deal for 1,000 square feet at the base of the 34-story building. The asking rent was between \$150 and \$250 a square foot.

"The neighborhood is burgeoning," said Ben Joseph, senior vice president at landlord the Related Cos., noting Hudson Yards across the street. "We have several other residential buildings planned in that submarket, and we think this will really be a great fit for the up-and-coming neighborhood."

Think, which should open for business in the spring, donates 10% of its after-tax profits to local nonprofits. "They've invested in the environment and invested in the local community—the whole package is very appealing," noted Mr. Joseph.

Steven Baker and Ross Burack of Winick Realty Group represented Related and Think in negotiations.