





Sighted off Manhattan, and sited in Brooklyn is the Whale—a complex of four gigantic structures of diverse design fused together like components of a gargantuan machine. The modernized Whale, with its vast size and astounding panoramic Manhattan views, places Brooklyn’s Sunset Park front and center as a destination for world business. →

Scarce are the environments in New York where big concepts, magisterial visions, and bright ideas can thrive at a scale to reverberate around the world.

The former HQ of the Whale Oil Company, these vast structures also once housed a torpedo assembly line. The Whale is adjacent to the Brooklyn Army Terminal and New York Harbor in Sunset Park.

The Whale has been thoroughly re-commissioned, refreshed, and re-engineered for the visionary—the big thinker who delights in exchanging square footage for square yardage.



In the belly of the Whale.

**It's a different scale,
within the Whale.**

Lobby

To call this property immense is to understate. It attracts the eye for miles. Inside, the impression of acreage continues. 12-25" ceilings prevail, and the vaulting arches of the lobby contribute a whimsical tribute to the Whale's theme.



Two locations within the sprawling Whale complex clearly reveal the structure's history as a World War II torpedo assembly factory: the incredible high-ceilinged food and beverage hall and, most important for those who battle the expressways, the on-site tenant parking garage.





Workspace

A space for big ideas.

The astonishing internal space of the Whale is matched by its panoramic views of the Statue of Liberty and the Manhattan skyline.

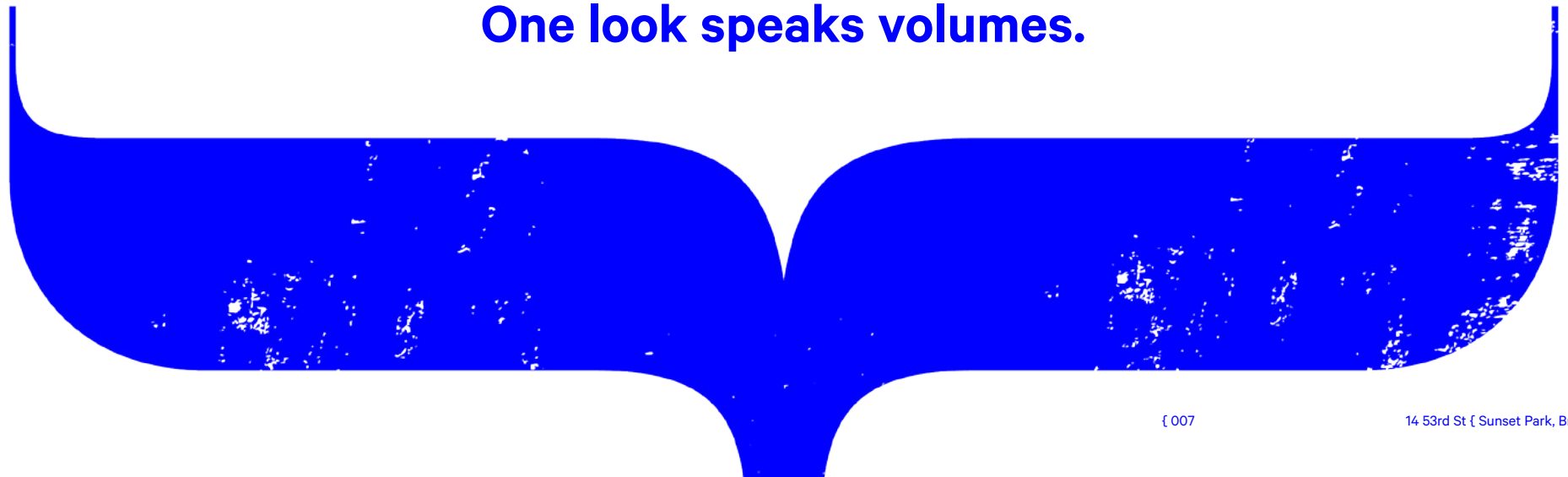


Views

The west- and north-facing windows provide the lens through which tenants enjoy the panoramic waterfront views of Manhattan and the State of Liberty.



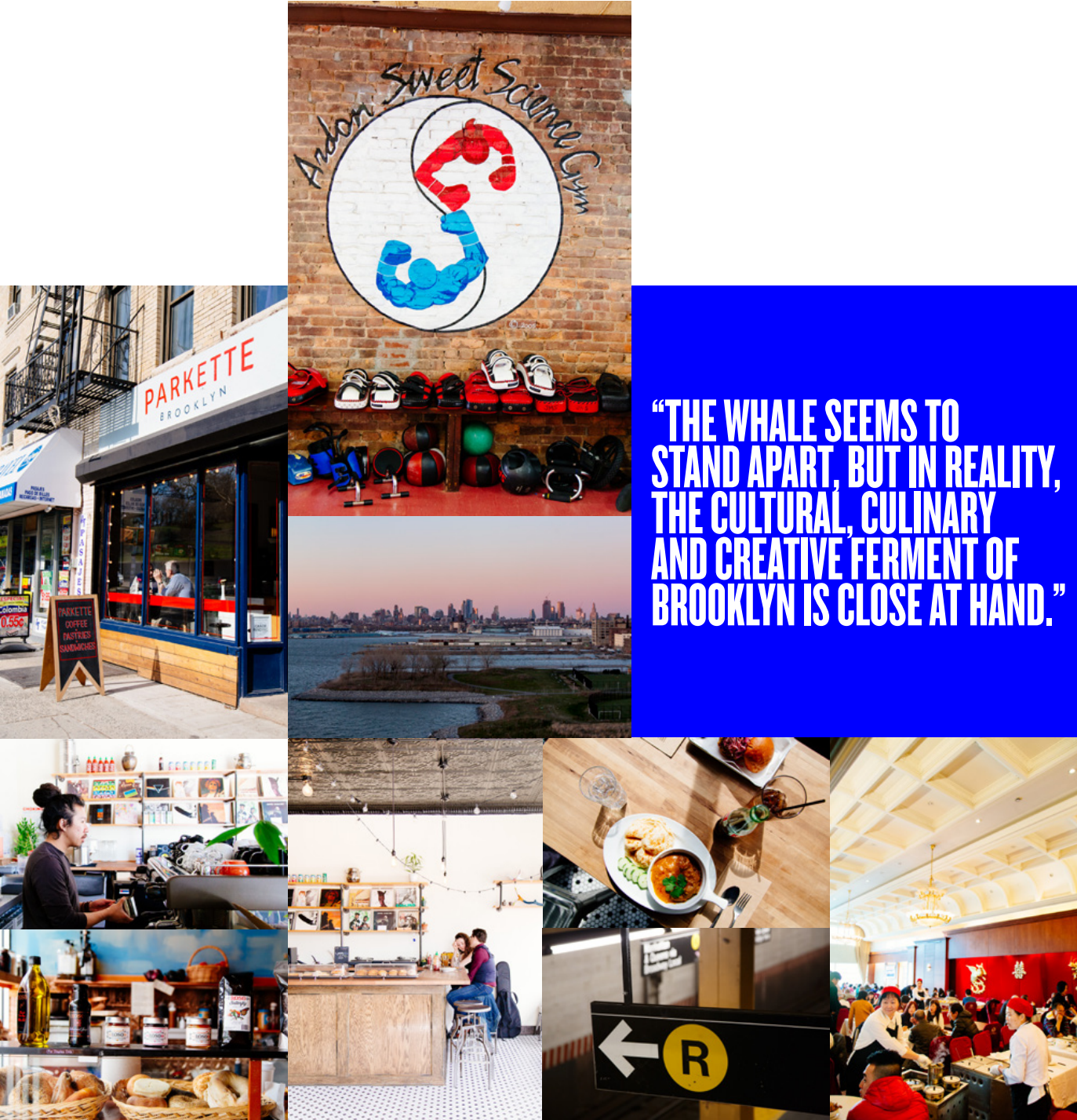
One look speaks volumes.



SUN SETS IN BROOKLYN

Setting the scene in Sunset Park.

The Whale is adjacent to the Brooklyn Army Terminal as well as New York Harbor, and the size of the redevelopment augurs well for this burgeoning section of Brooklyn as a destination for the world's largest enterprises.



Community



RESTAURANTS

- 1— Nyonya
- 2— Pacificana
- 3— Sunset Bagels
- 4— Ba Xuyen
- 5— Thanh Da
- 6— Kofte Piyaz



COFFEE/CAF 

- 7— Parkette
- 8— Parlay
- 9— Green Fig Bakery
- 10— Tin Cup Cafe
- 11— Laurentino's Pasticceria
- 12— Cafe Grumpy

PARKS



- 16— Sunset Park
- 17— Bush Terminal Piers Park
- 18— Greenwood Cemetery
- 19— Prospect Park
- 20— Brooklyn Bridge Park
- 21— Fort Greene Park

FITNESS

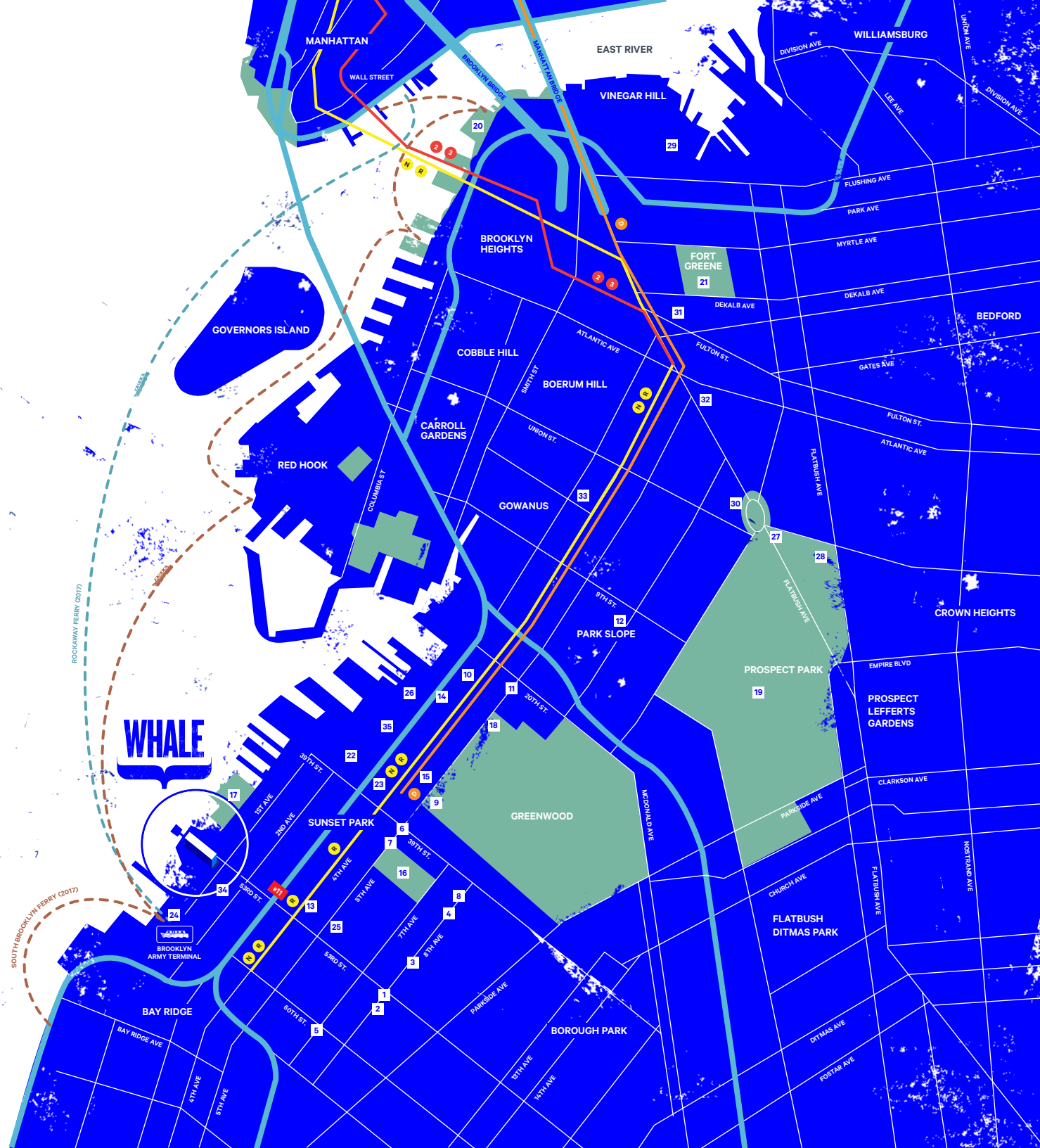


- 13— Richie's Gym
- 14— CrossFit 718
- 15— Ardon Sweet Science Gym

COMMUNITY



- 22— Industry City
- 23— Industry City Distillery
- 24— Brooklyn Army Terminal
- 25— Sunset Park Library
- 26— Liberty Plaza - Bed Bath & Beyond
- 27— Brooklyn Public Library
- 28— Brooklyn Museum
- 29— Brooklyn Navy Yards
- 30— Grand Army Plaza
- 31— BAM
- 32— Barclays Center
- 33— Whole Foods - Gowanus
- 34— NYU Lutheran Medical Center
- 35— Saks Off 5th



How to catch the Whale.

Many transit and commuting options are available to reach the Whale.

From	Transit	Car	Bicycle
Williamsburg (Bedford Ave.)	50 min	20 min	45 min
Dumbo (York St.)	35 min	15 min	35 min
Downtown Brooklyn	25 min	15 min	25 min
Union Square	45 min	25 min	50 min
Flatiron (23rd St. N,R)	45 min	25 min	50 min
Grand Central Station	50 min	20 min	55 min
Penn Station	50 min	25 min	60 min
Herald Square	45 min	25 min	60 min
WTC — Path	40 min	15 min	40 min

WHALE SHUTTLE



Continuous peak hour service to be offered for tenants 5min shuttle ride to 53rd St (R)



CAR

Tenant Parking Provided



B11

BUS



53 St / 1 Av — Sunset Park — Midwood
3 min walk from Whale — 0.2mi.



Tenant Bike Racks



BICYCLE

SUBWAY



53rd St (R) — 12min walk — 0.6mi.
59th St (N&R) — 17min walk — 0.9mi.
36th St (N,R,&D) — 25min walk — 1.5mi.

FERRY

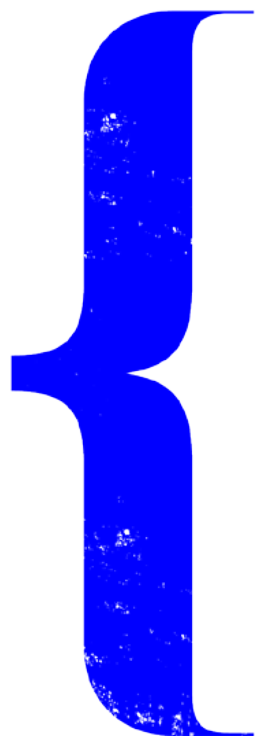


South Brooklyn Ferry Stop
(Brooklyn Army Terminal — Service to restart 2017)

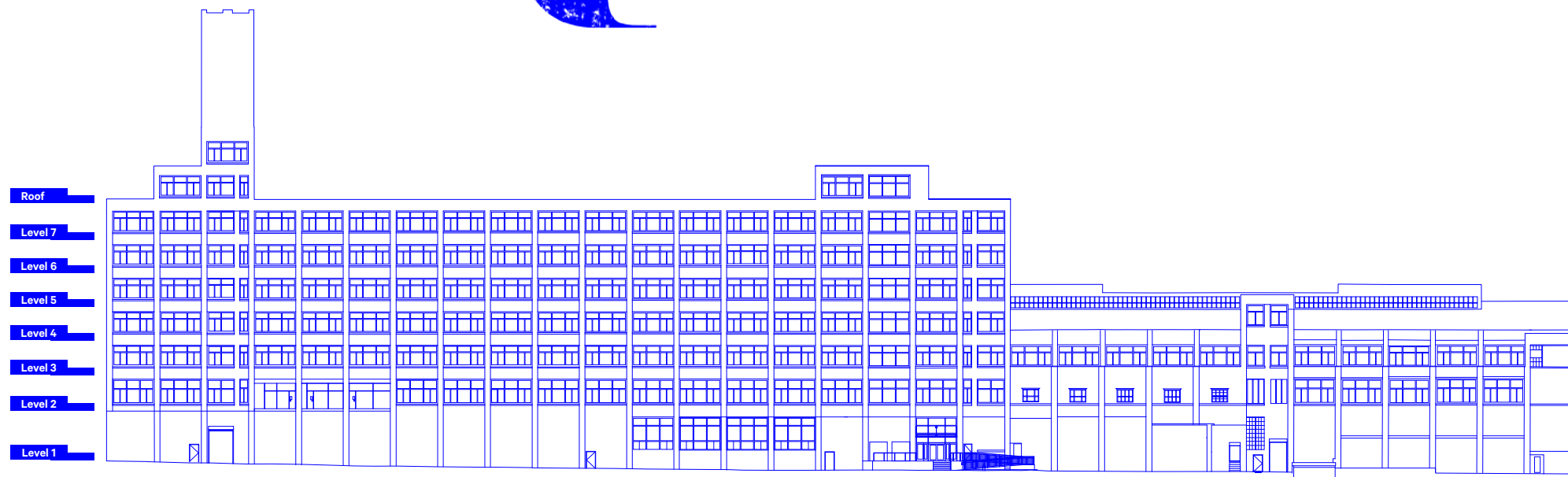
Located at 58th Street, past the intersection with First Avenue in Sunset Park, Brooklyn.

**IT'S WHAT'S INSIDE
THAT COUNTS**

S, M, L, XL, XXL, Whale.



With its vast interior spaces, the Whale affords flexibility to large scale, visionary global companies and growth-focused businesses. Startups and multinationals alike will appreciate the spectacular views of Manhattan.



Address
14 53rd Street
Brooklyn, NY 11232

Architect
Perkins Eastman

Developer
Madison Realty Capital

Building Area
400,000 square feet

Ceiling Heights
12 – 25’

Floors
7 Floors

Floor Loads

Ground Floor
Cast-in-place concrete with load capacity in excess of 100 PSF.

7 Story “Warehouse” or Front Building
Typical above grade construction consists of concrete encased steel beam spaced at approximately 5’ o.c. – bottom flange of steel beam exposed/painted.

Flat concrete slabs between beams.

Concrete encased steel columns.

Typical column grid of approximately 20’ x 20’.

Overall floor plate size 60’ x 620’ below setback and 60’ x 380’ above setback.

Floor load capacity in excess of 100 PSF – requirements above this threshold may be reviewed on a tenant by tenant basis.

3 Story “Torpedo” or Middle Building

Cast-in-place concrete with load capacity in excess of 100 PSF at 1st floor.

Typical above grade construction consists of concrete topping on metal deck supported by bar joists.

Bar joist typical spacing 24” o.c.

Steel wide flange girders.

Steel wide flange “i-shape” columns.

Typical column grid of approximately 20’ x 25’.

Overall floor plate size 75’ x 620’.

Floor live load capacity of 100 PSF.
Superimposed DL allowance of 15 PSF.

1 Story “Rear Annex” or Back Building

Cast-in-place concrete with load capacity in excess of 100 PSF at 1st floor.

Typical column grid of approximately 20’ x 20’.

Overall floor plate size 40’ x 620’.

Roof Levels

To be assessed according to tenant needs on a case-by-case basis.

Transportation

Located within four (4) blocks of 53rd Street Station (R) and in close proximity to 59th Street Station (N & R) lines.

Local bus line available within a few minutes of property at 53 St / 1 Av.

Capital Improvements

- New community space
- New lobby

Amenities

On-site parking, lobby café and seating, high-speed telecommunications.

Tenant Access

Attended state-of-the-art lobby.

DATA/IT

Pursuing Wired Score Certification.

Security

State-of-the-art premise security access control, intrusion detection, and video surveillance system.

Elevators

Total of four (4) elevators. One (1) main freight car and three (3) passenger/freight combos.

Building Specifications

Tempered Cooling

VRF system with refrigerant pipework is routed to each floor where tenants can connect their units to the refrigerant circuits.

Air Conditioning

Capacity is based on an electrical demand load of six (6) watts per RSF.

Heating

Three (3) 45 hp boilers provide hot water to the heating system. Boilers are natural gas-fired and are located in the cellar.

Heating is distributed by a perimeter radiation system and unit heaters throughout the building.

Electrical

Six (6) watts per RSF.

Digitally sub-metered 277/480v conduit and wire feed to tenant floor, providing six (6) watts per RSF on a demand basis, for power, lighting and AC units.

Energy Saving Lighting control system, with expansion points for tenants.

Fire Alarm

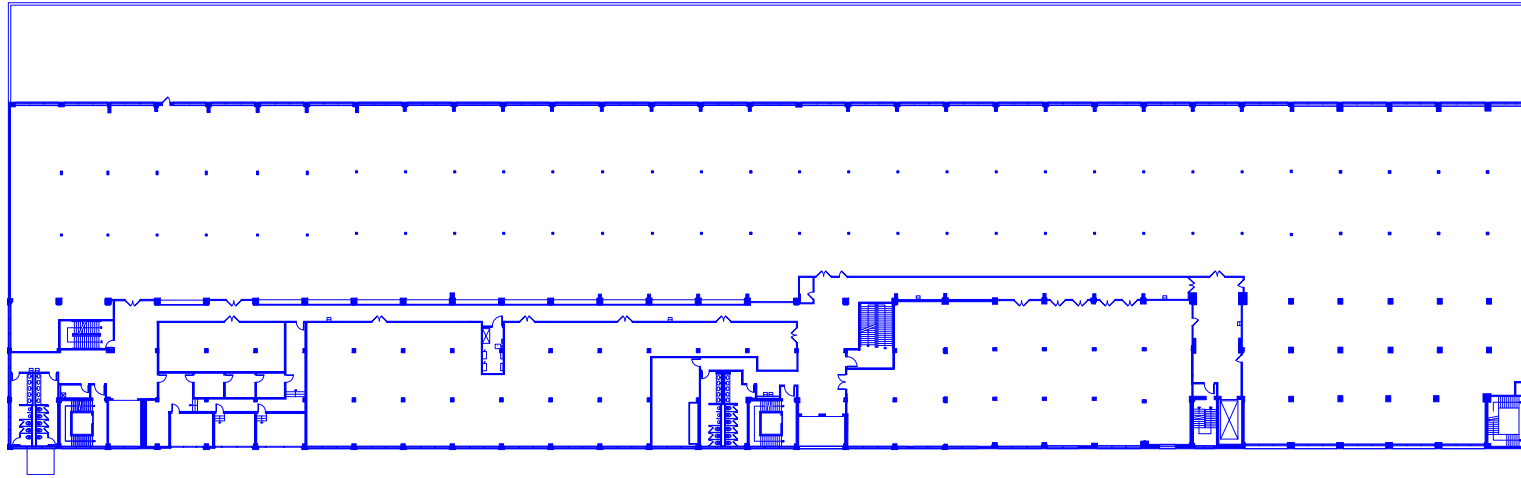
New building digital addressable fire alarm system.

Fire Protection

Fully sprinklered tenant spaces.

This Whale has scale.

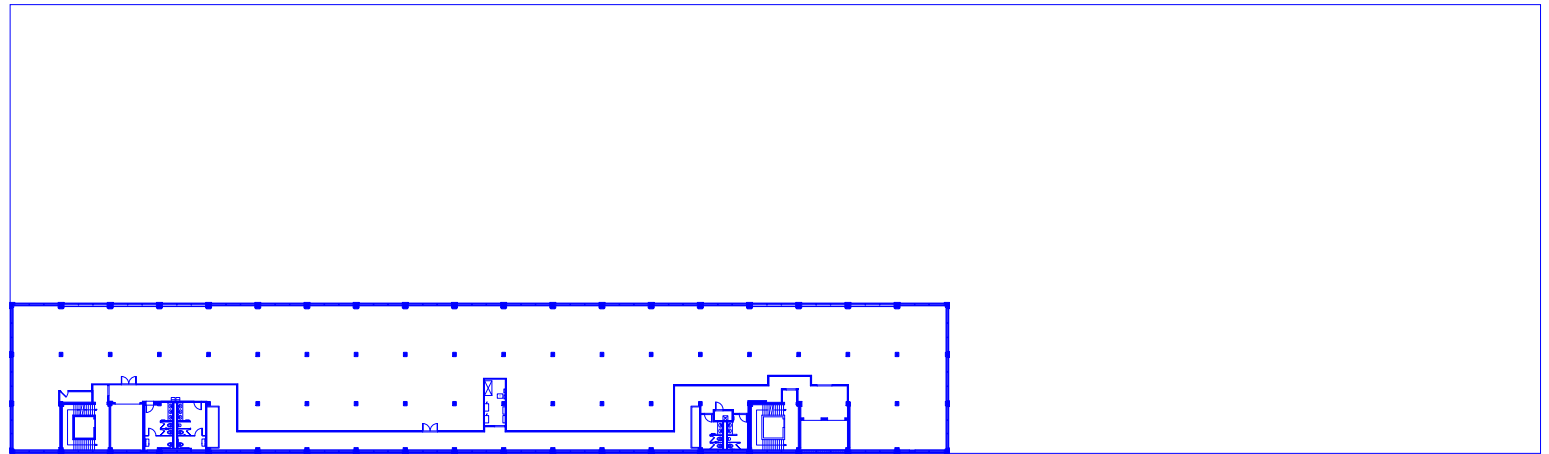
The Whale's size makes it easy to customize to the needs of a wide range of businesses.



**BASE
FLOORS** **LEVELS
2,3**

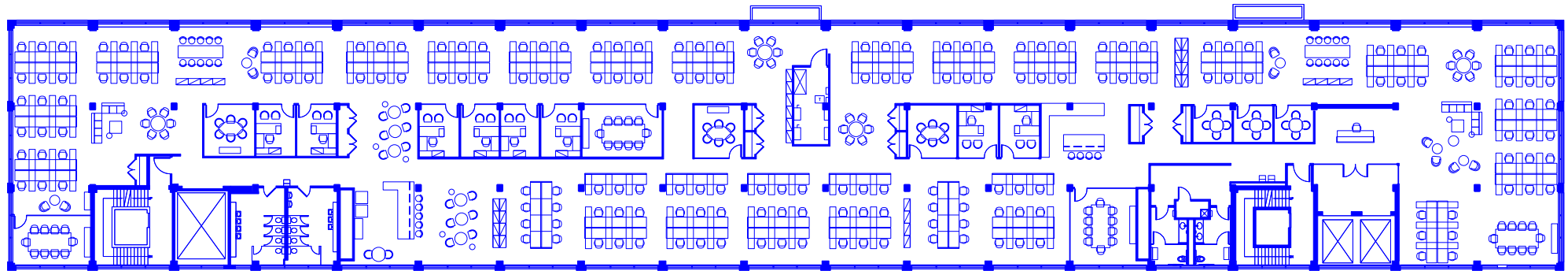
5,000-25,000 RSF units available
100,000 RSF full floor blocks

**UPPER
FLOORS** **LEVELS
4,5,6,7**



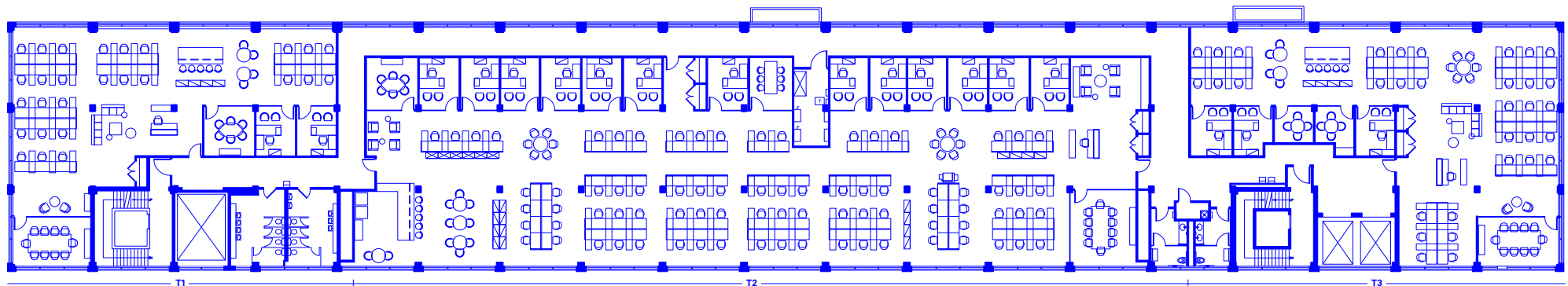
14' ceilings.

OPEN PLAN



Closed Offices	8
Conference Rooms	9
Work Stations	257
Pantry	2
Common Areas	13
Open Huddles	7
Total Head Count	265

MULTI TENANT PLAN



Tenant Floor Count	T1	T2	T3
Closed Offices	2	13	3
Conference Rooms	2	3	3
Work Stations	27	82	33
Pantry	1	1	1
Common Areas	2	3	2
Open Huddles	2	5	3
Total Head Count	29	95	36

Economic incentives & City initiatives.

New York City and New York State provide various incentive programs geared towards attracting prospective commercial tenants to the area, supporting efficient energy use, and promoting commercial development and growth.

Program	Eligible Businesses	Benefit	Duration	Potential Savings
REAP Relocation & Employment Assistance Program	Relocating office or industrial tenants from Manhattan or outside NYC	\$3,000 business tax credit/employee	12 years	33.6%
CEP Commercial Expansion Program	New, renewal or expansion office or industrial tenants	\$2.50 PSF property tax abatement	5 years, with 2 yr phase out (10 years for manufacturing)	10.0%
IBZ Industrial Business Zone	Relocating industrial and manufacturing tenants	\$1,000 business tax credit/employee	One-time	11.2%
Excelsior Jobs Program	Targeted industries that provide new jobs	Various business and property tax credits	10 years	NA
ECSP Energy Cost Savings Program	Office or industrial tenants	45% electrical & 35% natural gas costs	12 years, with 4 yr phase out	NA

New York City is also supporting future growth within the sub-market through the Sunset Park Vision Plan which includes:

- Bush Terminal Park, located between 43rd and 51st Streets on the waterfront and including a multi-sport field, baseball/softball field, viewing areas, comfort station, pedestrian path, and bicycle lanes
- Sims Recycling at the South Brooklyn Marine Terminal – modern recycling center
- 65th Street Rail Yard at Brooklyn Army Terminal – NYNJ Rail provides service between national freight rail and New York City Via the Cross Harbor car float system

Note: Savings illustrated as a percentage of year 1 rent assuming an office rentable SF of 10,000, a SF/employee utilization of 350, and a market rent of \$25.0 PSF.



The Insiders.

MADISON REALTY CAPITAL



Madison Realty Capital (MRC) is a real estate investment, development and property management firm headquartered in New York City. Founded in 2004 by Brian Shatz and Josh Zegen, MRC has completed over \$5 billion in debt and equity transactions in the multifamily, retail, office, hotel and industrial sectors.

MRC's vertically integrated platform is comprised of dedicated professionals experienced in originations, acquisitions, underwriting, servicing, law, asset management, property management, design, construction, capital markets and syndication.

NEWMARK GRUBB KNIGHT FRANK



Newmark Grubb Knight Frank (NGKF) is one of the world's leading commercial real estate advisory firms. NGKF provides a fully integrated platform of services to prominent multinational corporations and institutional investors across the globe, as well as to occupiers, owners and developers of real estate on a local, regional and national level.

NGKF's 12,800 professionals operate from more than 370 offices in established and emerging property markets on six continents.



PERKINS EASTMAN

Team

Perkins Eastman is an international planning, design, and consulting firm that was founded in 1981. Today, the firm has nine offices across the US and five overseas.

The firm has completed projects in 46 states and more than 40 countries, ranging from small buildings and interiors to large healthcare and educational campuses, major mixed-use commercial developments, and entire new cities.

Perkins Eastman

{ WHALE

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