

SEPTEMBER 5, 2019 - **HSP REAL ESTATE GROUP** IN THE NEWS

Cloudflare Takes Over 7,000 square feet at 251 West 30th Street

International Internet security and performance product provider leases two floors

Cloudflare has signed a lease for more than 7,000 square feet on two floors at **251 West 30th Street**, comprising the entire **4,799-square-foot 16th floor** and **2,250 square feet** on the **15th floor**. One of the largest Internet services providers in the world, used by more than 20 million properties, Cloudflare provides security, performance and acceleration products for on-premises, hybrid, cloud and SaaS applications. Headquartered in San Francisco, the company also has offices in London, Sidney, Beijing, Singapore, Lisbon and Washington, DC, among other domestic and international locations. In New York City, it will be relocating from 33 Irving Place.

Representing the owners were **John Monaco**, executive vice president/leasing, **HSP Real Estate Group**, a member of NAI Global, and Newmark Knight Franks' Billy Cohen, vice chairman, and Jared Winter, director. The tenant was represented by Sam Seiler, managing director, JLL. Asking rent for the space was \$64-per-square-foot. The lease term was three years.

"Having a world-renowned Internet giant join our tenant mix is a direct reflection of building's evolving profile," points out Mr. Monaco. "Whether it was the proximity to Penn Station and Hudson Yards or open, buildable floors surrounded by unobstructed views, this is clearly a desirable location for Internet-based businesses and related service providers."

Among the more recent tenants at 251 West 30th Street have ben Jupiter Intelligence, Primary, and global architecture firm Greenberg Farrow. The 16-story prewar building, which was acquired by HSP Real Estate Group and Marciano Investment Group in 2016, has undergone institutional-quality improvements throughout the interiors and achieved a Silver LEED Certification. It is ideally located two blocks from Hudson Yards, down the street from the entrance to the High Line, and one block from Penn Station. Building-wide tenant amenities include a lounge with barista section, yoga/work-out room with showers, and secure bike storage room.

Cloudflare is expected to take possession of its new offices early next year

About HSP Real Estate Group, a Member of NAI Global

HSP Real Estate Group is a fully integrated, full-service real estate firm with approximately 5 million square feet of commercial assets under ownership and/or management. The firm specializes in building management, tenant representation, landlord representation, commercial co-op/condo sales, retail and hospitality leasing, and consulting.

Its diverse leasing and management portfolio of includes 885 Third Avenue, 251 West 30th Street, 1450 Broadway, 45 West 34th Street, 148 Madison Avenue, 6 West 48th Street, 24-32 Union Square, 720 Fifth Avenue, 724 Fifth Avenue, 174 Broadway, 530 Broadway, 764 Madison Avenue, 799 Madison Avenue, 803 Madison Avenue, 824 Madison Avenue, 844 Madison Avenue, 15 West 44th Street, 22 East 49th Street, 16 West 36th Street, and other notable buildings.

HSP Real Estate Group is the New York City member of NAI Global, the single largest, most powerful global network of owner-operated commercial real estate brokerage firms. The offices of HSP Real Estate Group are located at 1040 Avenue of the Americas and 885 Third Avenue.