

THE RETAIL AT

# 243 WEST 28<sup>TH</sup> STREET **RUBY**

NORTH BLOCK BETWEEN SEVENTH  
AVENUE & EIGHTH AVENUE





# RUBY

Rooted in the rich industrial and cultural history of Manhattan's iconic Chelsea neighborhood, the retail opportunities at 243 West 28th Street are set to reflect the Ruby's commitment to health and well-being at every level.

Located beneath thoughtfully designed residences and life-enhancing amenities, these optimally positioned retail spaces support a naturally elegant residential community and the thriving surrounding neighborhood.

Developed by a women-led team with unmatched green-building credentials, Ruby is sustainable in vision, sophisticated in design, singular in experience.

Ruby is inspired and influenced by Ruby Bailey. Ruby Bailey emigrated to New York City from Bermuda with her mother and sister. She was seven years old, but already knew she was destined to lead an artist's life. And so began a lifetime of creativity and innovation. Like many Black artists of her time, she was not widely recognized for her lifetime achievements and contributions, yet was known throughout the community for her avant-garde style and influence. We are proud to celebrate and commemorate the artistic life and visionary work of this cultural legend. Ruby is MAG Partners' first in a portfolio of residential buildings to be named after historical and influential women.

**MAG**  
PARTNERS

MAG Partners is a woman-owned, urban real estate company with decades of experience developing impactful, iconic, large-scale projects.

Led by MaryAnne Gilmartin, together the MAG Partners team has successfully designed, built and operated over seven million square feet of office, residential and mixed-use projects, including over 2,000 units of housing, with a total value of over \$4.5 billion. Our current multi-million square foot development portfolio includes three multifamily rental buildings and a ground-up commercial development in Manhattan and a master plan redevelopment in Baltimore.

We believe and have proven that principles of beauty, diversity, inclusion and sustainability create great places with lasting value for our partners, investors and communities.







## AVAILABILITY OVERVIEW

### WEST 29<sup>TH</sup> STREET

#### GROUND A (DIVISIBLE)

Size: 3,042 SF  
Frontage: 85 FT  
Ceiling Height: 13 FT, 6 IN

#### GROUND B

Size: 1,136 SF  
Frontage: 24 FT  
Ceiling Height: 12 FT, 11 IN

### WEST 28<sup>TH</sup> STREET

#### GROUND C (DIVISIBLE)

Size: 3,043 SF  
Frontage: 85 FT  
Ceiling Height: 14 FT, 1 IN

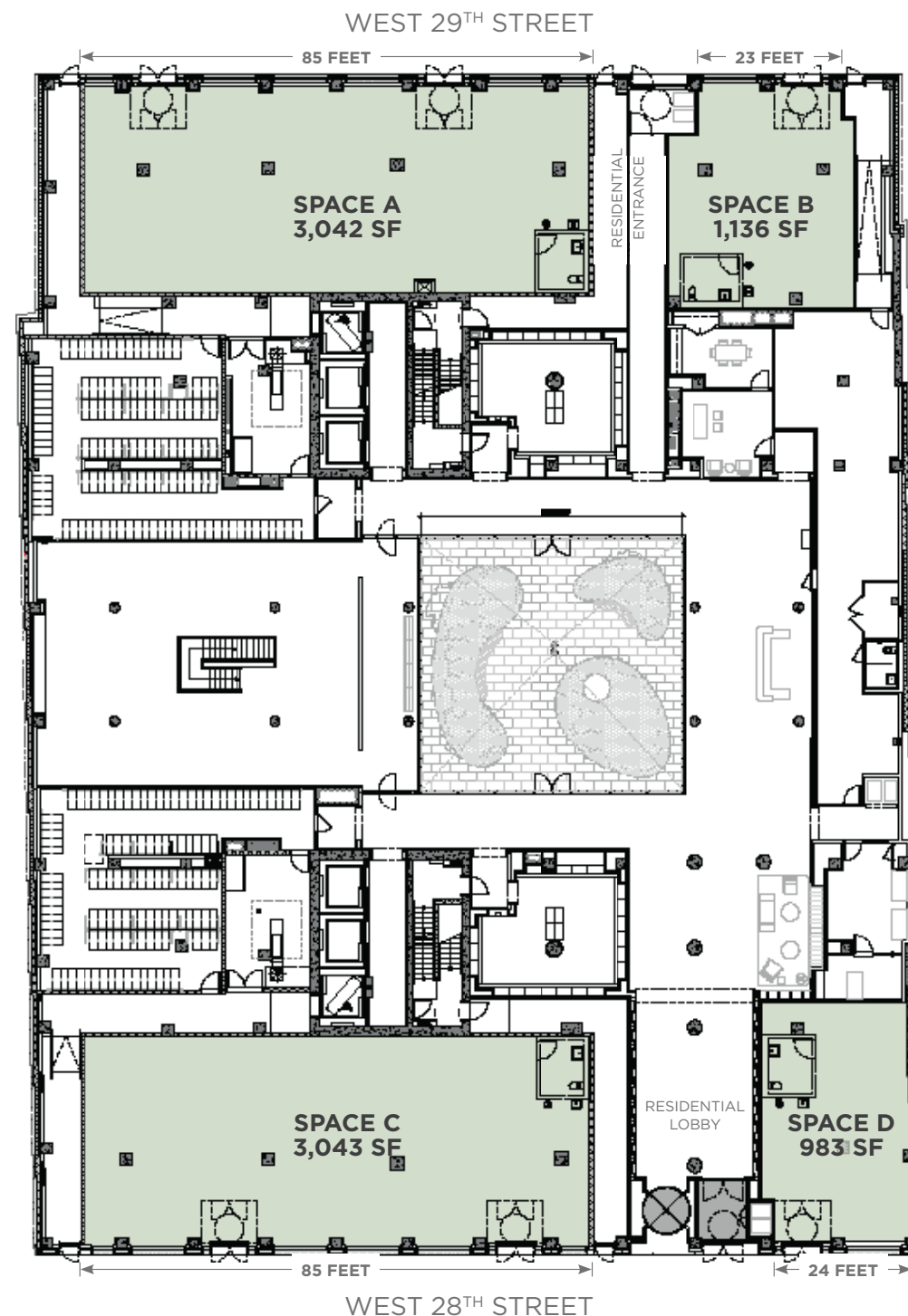
#### GROUND D

Size: 983 SF  
Frontage: 23 FT  
Ceiling Height: 14 FT, 8 IN

### POSSESSION: IMMEDIATE

#### HIGHLIGHTS

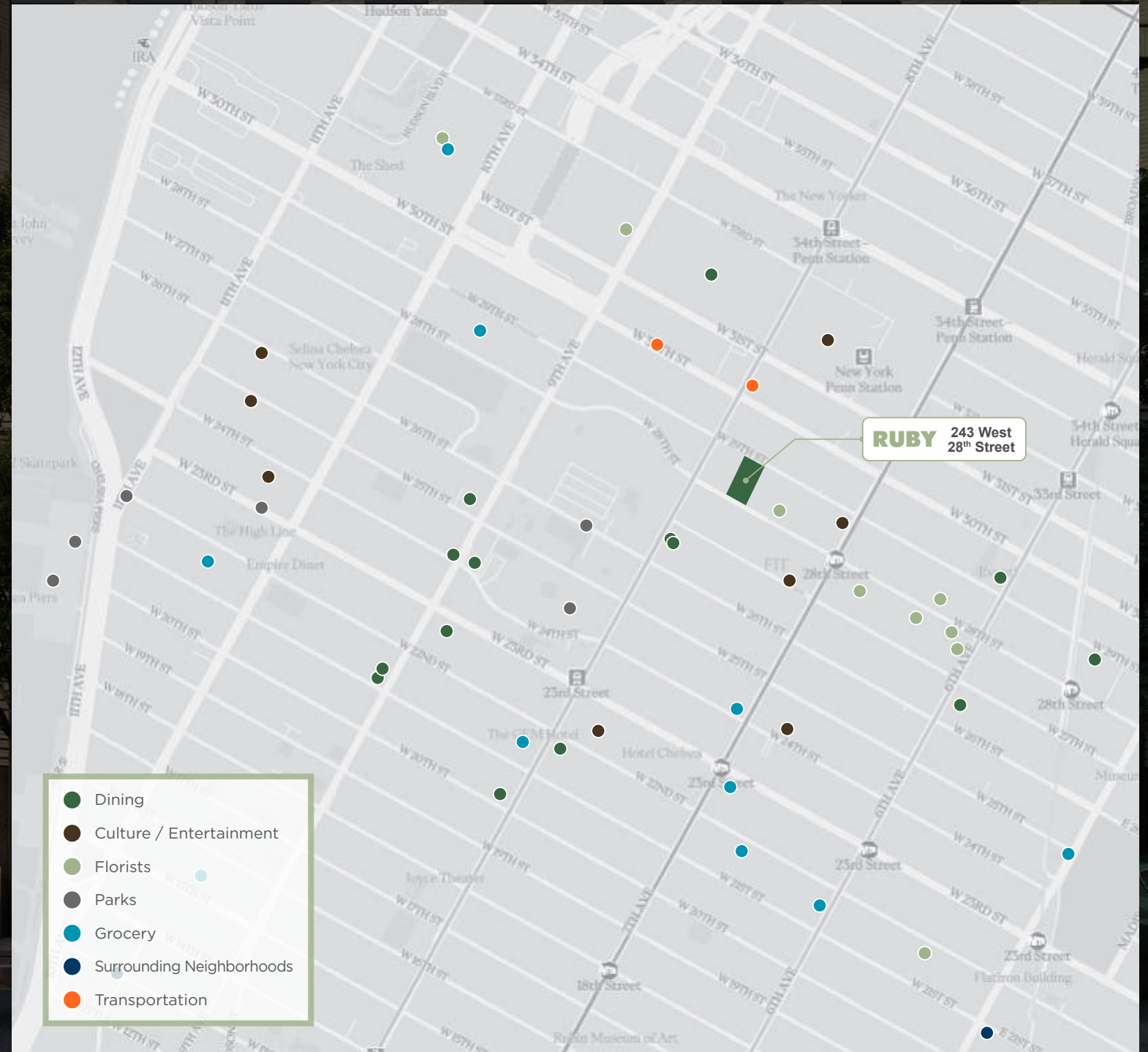
- Exceptional retail opportunities at the base of Ruby – a new residential development in the highly coveted Chelsea neighborhood.
- Situated beneath 480 luxury apartments between Seventh and Eighth Avenues
- Across from FIT's incoming 100,000+ SF academic building, set to open in 2024 on West 28<sup>th</sup> Street
- Availabilities from 983 SF – 3,043 SF on West 28<sup>th</sup> Street and West 29<sup>th</sup> Street
- Ideal for Food & Beverage, amenity and services users
- All quality uses considered





# LOCATION HIGHLIGHTS

- Adjacent to FIT's Manhattan campus with 7,000+ students
- At the nexus of Manhattan transit, steps from the 28<sup>th</sup> Street 1 train & Penn Station
- Demographics within a ½ mile:
  - **Population: 50,700**  
Expected population by 2027: 53,456 (▲5.3%)
  - **Residences: 29,185**  
Expected residences by 2027: 30,919 (▲5.9 %)
  - **Median Age: 38.6**
  - **Average Household Income: \$184,719**
  - **Daytime Population: 267,516**







FROM 1950  
**RISTORANTE**  
BAR & LOUNGE

**RUBY**

**COFFEE**

Let's have a  
**COFFEE**  
BREAK