



4-8 East 30th Street



BKREA



For Sale

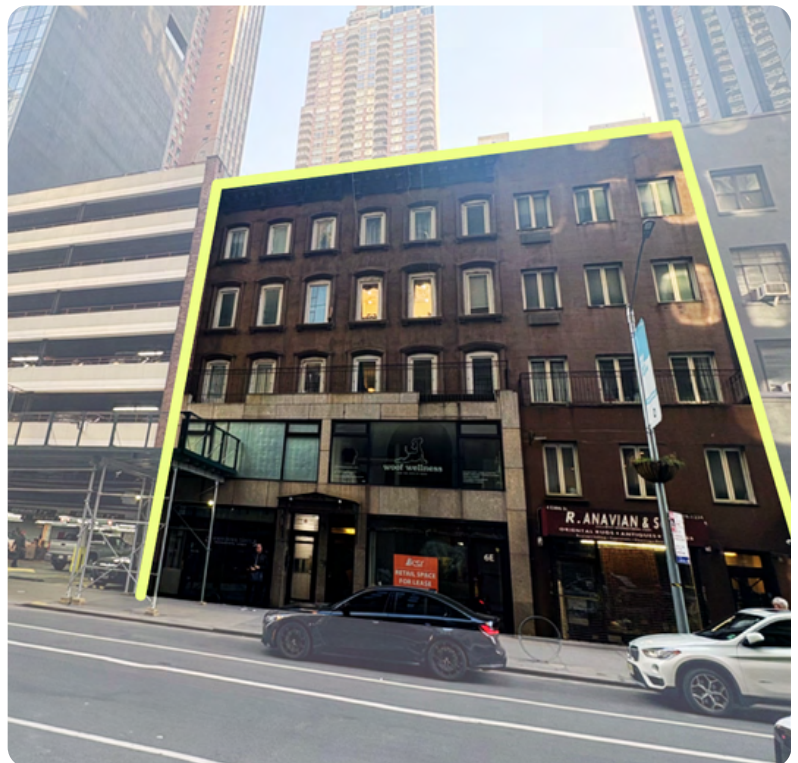
Property Description

4-8 East 30th Street

BKREA has been retained on an exclusive basis to arrange for the sale of 4-8 East 30th Street (“The Site”), an extraordinary mixed-use development opportunity in the thriving NoMad neighborhood of Manhattan. The site is located on the south side of East 30th Street between Fifth and Madison Avenues and benefits from 60’ of frontage and a depth of 98.75’. In its current state, Lots 81 and 83 are both 5-story mixed-use buildings, which will be delivered vacant. Furthermore, given the low-rise nature of the landmarked church to the south (see page 4 for rendering), a future development will benefit from phenomenal light and air, even on the lower floors facing south — which is typically not the case for mid-block development sites.

The roughly 5,925-square-foot lot is located within the C5-2 (R10 overlay) zoning district, which allows for a 10.0 FAR for both residential and commercial uses, amounting to approximately 59,250 ZFA. Additionally, due to its R10 overlay, the site can increase its FAR up to a 12.0 FAR, or 71,100 ZFA, with the purchase of offsite UAP air rights within Community Board 5 or within a ½ mile of the site, or through the development of affordability onsite. A path to increase the site by 11,850 ZFA is very achievable, as BKREA is currently selling these air rights. Furthermore, due to the passing of City of Yes, the transfer of landmark air-rights has become more flexible, and there is potential to increase the density even further. For more information, please reference the massing studies in the data room.

4-8 East 30th Street presents an outstanding opportunity due to its optimal development size and efficient frontage. The future development is set to capitalize on NoMad’s unmatched demand drivers. The area has emerged as one of Manhattan’s most desirable enclaves, spurring the development of modern luxury residential, hotel, and office properties. Its immediate access to Madison Square Park and major employment areas provides exceptional convenience for its residents. Additionally, the site is a 5-minute walk from both the R and W lines at 28th Street / Broadway and the 6 line at East 28th Street / Park Avenue.



Property Information

Address:	4-8 East 30 th Street
Location:	Southside of East 30 th Street between Madison and Fifth Avenues
Neighborhood:	NoMad
Block / Lot:	859/81 & 83
Lot Dimensions:	60' x 98.75
Lot Area:	5,925
Zoning:	C5-2 (R10 overlay)

*These figures are approximate and as per NYC Public Record.

Key

C - Commercial **CF** - Community Facility **R** - Residential **R (UAP)** - Residential with Universal Affordability Preference

As of Right

	C	CF	R	R (UAP)*
FAR	10.0	10.0	10.0	12.0
ZFA	59,250	59,250	59,250	71,100

*Additional market-rate floor area is available either by building the affordable units on-site or by purchasing off-site UAP (Universal Affordability Preference) certificates. BKREA is selling these; please call for inquiries.

Taxes

	Lot 81	Lot 83	Total
Assessment (25/26):	\$1,838,430.00	\$608,035.00	\$2,446,465
Taxes (25/26):	\$199,432.92	\$75,633.48	\$275,066.4

*As of February 15, 2025





For visual reference only

We obtained the information above from sources we believe to be reliable. However, we have not verified its accuracy and make no guarantee, warranty or representation about it. You and your tax and legal advisors should conduct your own investigation of the property and transaction.

Highlights & Tax Map



Flexible Zoning Opportunity

Due to the C5-2 zoning district, 4-8 East 30th Street is permitted to have residential, office, hotel, retail, and community facility uses. Additionally, the location makes any combination of these uses highly desirable.



Efficient Frontage

The generous frontage of 60 feet on the south side of East 30th Street enables the creation of efficient floorplates.



Ability to Utilize Offsite UAP Certificates

Due to the R10 overlay, a developer will have the opportunity to purchase offsite UAP Certificates. This benefits the development by allowing the developer to build additional market-rate residential floor area while also reducing their cost basis. BKREA is currently selling these air rights separately.



Vacant Possession

The site will be delivered vacant allowing for immediate demolition.



Prime NoMad Location

NoMad offers immediate access to major employment centers and the finest residential amenities that New York City has to offer.



Convenient Accessibility

The site is a 5-minute walk from the R & W at 28th Street & Broadway and 5-minute walk from 28th Street & Park Ave for the 6 train allowing connectivity throughout the city.



Phenomenal Light & Air

Directly behind the development site is a landmarked church, allowing significant light and air for a midblock site due to the low rise nature of the landmarked church to the south.



Residential Sector Overview



Status	Move-in Ready	Move-in Ready	9 Active Listings
Name	Madison House	Rose Hill	277 5th Avenue
Address	15 East 30th Street	30 E 29th St	277 5th Avenue
Neighborhood	Midtown South	Nomad	Nomad
Borough	Manhattan	Manhattan	Manhattan
Sales Start	09/09/2019	05/21/2019	10/02/2017
Developer	Fosun Group, Jd Carlisle Development	Rockefeller Group	Victor Group, Lendlease, Shokai
Architect	Handel Architects	Cetraruddy	Rafael Vinoly Architects
Interiors	Gachot Studios		Jeffrey Beers International
Total Units	198	121	128
Sales Progress	195 of 198 Units Sold (97%)	120 of 121 Units Sold (99%)	Resale Stage
Avg Unit SF	1,462 SF	1,170 SF	1,835 SF
Asking PPSF	\$2,653	\$2,635	\$3,613
Sold PPSF	\$2,524	\$2,635	\$2,622
Price Range	\$1.43M - \$28.5M	\$440K - \$20.29M	\$1.75M - \$22.5M

Brown Harris Stevens Development Marketing

Please reach out to Brown Harris Stevens Development Marketing team for the full comp study data:

Stephen G. Kliegerman

President

O: 212.381.4203

skliegerman@bhsgdm.com

Development Marketing Studio |

130 Fifth Avenue, New York, NY 10011

Robin Schneiderman

Managing Director, Director of Business Development

O: 212.521.5790

M: 917.847.3700

rschneiderman@bhsgdm.com

Development Marketing Studio | 451 West Broadway, New York, NY 10012

Retail Sector Overview

Tenant	Address	SF	Price / SF	Term	Quarter Signed
Izkaya (Sushi)	43 West 27th Street	2,300 sq. ft	\$138.26 psf	12 year lease	Q4-2024
Gentlemen's Barbershop	51 West 29th Street	350 sq. ft	\$240 psf	10 year lease	Q3-2024
Domo Sushi	109 East 29th Street	900 sq.ft	\$106 psf	10 year lease	Q2- 2024
Kumafi	13-15 West 29th Street	2,500 sq. ft	\$104 psf	10 year lease	Q3-2024
Moto Ishi Korean BBQ	7-9 East 30th Street	2,200 sq. ft	\$109.32 psf	10 year lease	Q3-2024



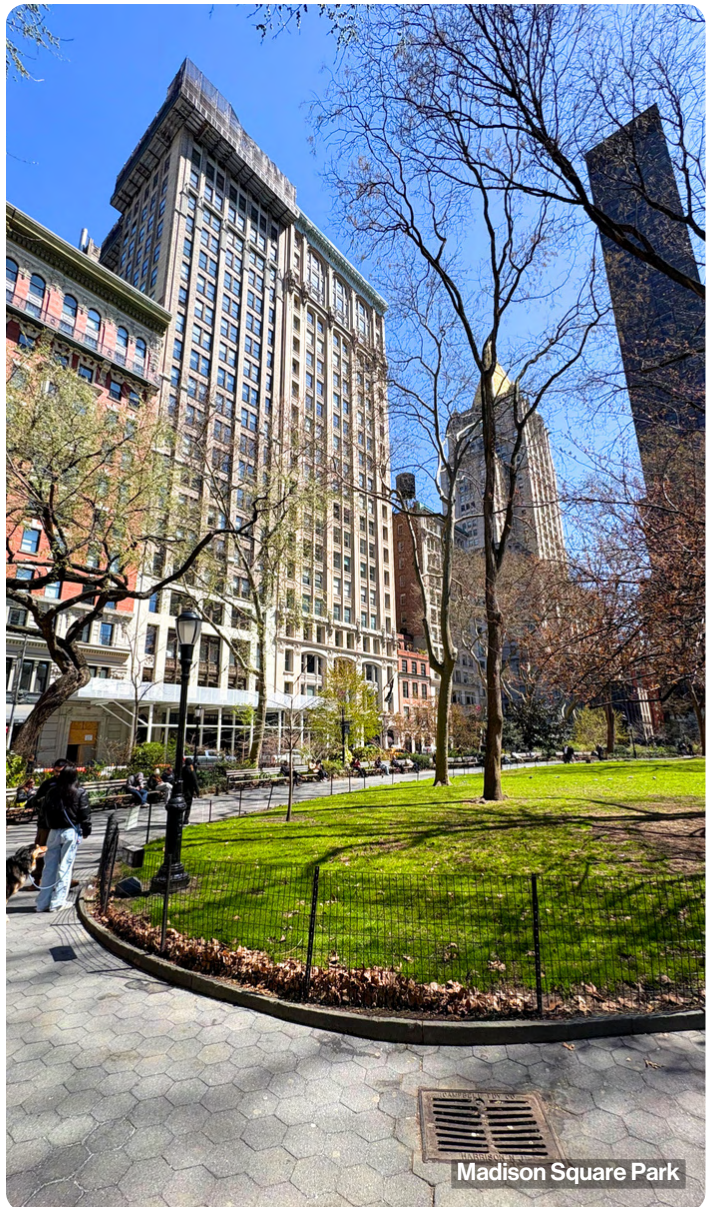
Cory Zelnik
 CEO
 Zelnik & Company LLC
 424 Madison Avenue
 New York, NY 10017
 (212) 223.2200 office
 (917) 414.6208 cell
www.zelnikco.com

Neighborhood Overview

Located just south of Midtown, NoMad is a vibrant and trendy district in the heart of Manhattan. Renowned for its blend of historic charm and contemporary style, NoMad has become a popular destination for residents, employees, and tourists alike. The area gets its name from its location just north of the iconic Madison Square Park. Stretching from 23rd Street to 30th Street, between 7th Avenue and Madison Avenue, this section of Manhattan is traversed by Broadway and features new restaurants, trendy bars, and fashionable shops that continue to open their doors. The area beautifully blends the old New York feel with prominent structures like Marble Collegiate Church and Gilsey House, alongside new developments such as Rockefeller's 30 East 29th Street, Corem's office project at 1245 Broadway, and the Lam Group's 1225 Broadway (Virgin Hotel). Furthermore, with the potential Midtown South Mixed-Use Plan on the horizon, there is further excitement for development in the neighborhood.



Broadway Retail Corridor



Madison Square Park

Community & Lifestyle

Over the years, NoMad has become known for its luxury boutique hotels, small retail outlets, and restaurants, thanks to its proximity to several tourist attractions. The redevelopment of the area has attracted a diverse mix of residents, including young professionals and families. Additionally, it has become a corporate hub, drawing prominent companies such as New York Life, IBM, and DoorDash. Madison Square Park hosts several events, including Taste of Asia, Garden Walks, and art exhibits. NoMad's hotels set a high standard, offering stunning views and exceptional dining experiences that draw visitors from around the world.



Cultural Attractions and Tourism

The culture of NoMad is characterized by a vibrant NYC neighborhood where historic charm seamlessly blends with modern luxury. Once an industrial hub, it has transformed into a cultural hotspot. The cultural pulse of NoMad is reflected in its eclectic mix of art galleries and museums, such as 212 Arts and the Museum of Sex, while Madison Square Park hosts cultural events throughout the year for all ages. The neighborhood is within walking distance of renowned institutions like the School of Visual Arts and the Fashion Institute of Technology (FIT), fostering a dynamic and creative learning environment. The area is also home to top rooftop bars, such as 230 Fifth Avenue, attracting visitors seeking the perfect Manhattan skyline photos.



View of the Empire State Building from Broadway



Fifth Avenue Corridor

Superb Shopping and Dining

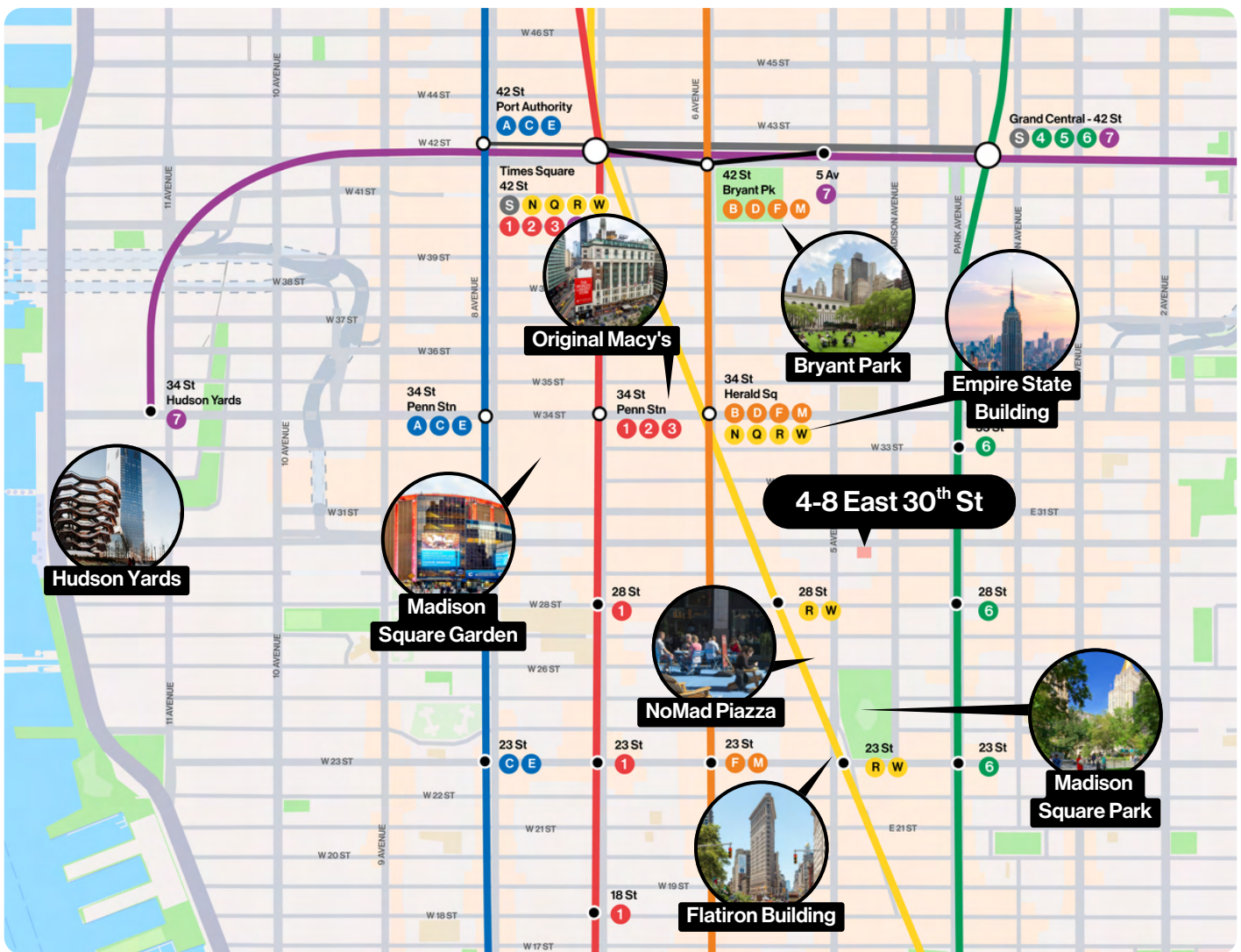
NoMad caters to a diverse range of diners, accommodating residents, tourists, and busy professionals alike. For convenient local options appealing to employees looking for a quick bite, places like Pura Vida, Inday, and Kazunori offer tempting choices. Madison and Fifth Avenues bustle with gourmet markets such as Whole Foods and Eataly. Additionally, institutions like Eleven Madison Park, Rocco's Steakhouse, and Cecconi's NoMad provide upscale dining experiences. Perhaps the most popular eatery is the original Shake Shack, located in the heart of Madison Square Park, welcoming people from all over the city, country, and world. Prestigious hotels like the Hotel Seville NoMad, hosting the bar/lounge The Seville, and Nubeluz by José Andrés at the Ritz-Carlton, feature cocktail bars offering picturesque views of the city.

Avid retail shoppers can indulge in the various stores in the locale. The NoMad Piazza, a section of Broadway from 25th Street to 32nd Street, is where fashionistas hunt for the latest styles and vintage designs. Shoppers can stop at the renowned Rizzoli Bookstore, Aveda, Aesop, and Porcelanosa. Furthermore, PetSmart, located at the base of 10 Madison Square West, is a reliable option for dog owners who visit the dog park in Madison Square Park, just across the street. Additionally, 260 Sample Sale, an iconic retail establishment that attracts shoppers from around the world and offers stylish clothing at discounted prices, originated in the neighborhood.

Transit Overview

4-8 East 30th Street offers superb connectivity with several local subway stations within a 5-minute walk; one at 28th Street and Park Avenue serving the **6** line, and another at 28th Street and Broadway for the **R** and **W** lines.

Just a 6-minute walk away, the 34th Street-Herald Square station provides access to the **B**, **D**, **F**, **M**, **N**, **Q**, **R**, **W**, and PATH trains, linking the area to Manhattan, the outer boroughs, and New Jersey. Additionally, Penn Station is an 13-minute walk from the site, offering access to the **1**, **2**, **3**, **A**, **C**, **E** lines, the Long Island Rail Road, and NJ Transit. This robust transportation network enhances the site's attractiveness for development.



Meet the Team



Bob Knakal

Chairman & CEO



Cell: 917.509.9501

bk@bkrea.com



Ryan Candel

Senior Vice President, Transactions



Cell: 917.887.4976

ryan@bkrea.com



Jas Saini

Managing Director



Cell: 571.447.0489

jas@bkrea.com

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Contact

Bob Knakal

Chairman & CEO

[917.509.9501](tel:917.509.9501)

bk@bkrea.com

Ryan Candel

Senior Vice President, Transactions

[917.887.4976](tel:917.887.4976)

ryan@bkrea.com

Jas Saini

Managing Director

[571.447.0489](tel:571.447.0489)

jas@bkrea.com



BKREA



Knakal Map Room, New York, NY 10018



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