

## 437 Madison Avenue

A Sage Property

“Work” has forever changed, and Sage has redefined the future of the office experience.

Since 1924, Sage’s mission has been to enrich the lives of people at work. We do this by providing beautifully designed spaces, exceptional service and inspiring experiences that elevate and enhance the everyday, so our Tenants and Members can achieve more.

Working in a Sage Property is an Experience. We host curated offerings, services and amenities for both our Tenants and their employees, who become Members of Sage. Our dedicated ensemble of service professionals strive to anticipate the needs of our Tenants and Members, to ensure their experience in a Sage Property is stimulating, productive, and joyful.

Become a Tenant within our Sage Collection, and immerse yourself in the Sage Experience.



The Sage Collection consists of iconic properties designed by renowned architects and built by the William Kaufman Organization. The collection of properties are strategically located in the most prominent neighborhoods of Manhattan, with close proximity to mass-transit hubs. Covering the Plaza District, Grand Central Business District, and the Meatpacking District, the Sage Collection is made up of some of the most storied properties and classic Manhattan addresses.

#### The Sage Collection

437 Madison Avenue    747 Third Avenue  
777 Third Avenue    2 Gansevoort Street





# A Trophy Property in a Prized Location

## **Neighborhood** Plaza District

**Transit / Commuting**  
3 minute walk to Grand Central Station

**Highlights**  
24/7 Attended Lobby, Oasis, Private Outdoor Space, Plaza Garden, Messenger Center, Parking Garage, and GBAC Star-accreditation

**Past and Present Major Tenants**  
Omnicom, Carnegie Corporation, Rockefeller Foundation, Banco Santander, Munich RE, Citizens Bank

Occupying the entire eastern block of Madison Avenue from 49th to 50th Street, and rising forty stories above an elegant Plaza Garden, 437 Madison Avenue is a distinctive presence in the heart of Manhattan's most prestigious neighborhood, the Plaza District. The property continues to provide inspiring spaces, services, and experiences for blue-chip companies, Fortune 500, Global 400, to emerging firms aspiring to call 437 Madison Avenue their home.

11-21

2-10

# Investing in Your Workforce's Future



A \$60-million lobby and plaza arcade capital improvements program, in addition to a \$6.5-million Oasis amenity space has transformed the tower into an iconic Manhattan property for the most discerning Tenants. Featuring state-of-the-art building systems and technology, 437 Madison Avenue is uniquely desirable among Manhattan's finest office destinations. The Fogarty Finger designed lobby, arcade, and elevator cabs, as well as the MPFP designed ground level Plaza Garden, and the 15th floor Terrace Garden, make this luxury property not only a classic, but an architectural destination.

Aside from the lobby and Oasis amenity space, Sage has made some recent back-of-house capital upgrades for the property as well. Ownership has installed a tier 4 backup generator to support the fire and life safety essential systems, configured with the support of base-building mechanical loads. The installation includes additional capacity to support critical loads for Tenants. Currently, Sage is renovating the base-building central cooling plant, including upgrades to all auxiliary equipment, pumps, motors, valves, and building automation controls, to optimize the control capabilities and efficiencies. Sage is also installing digital steam distribution controls and upgrades, which are projected to reduce overall steam consumption.





# Highlights

	Oasis	Oasis includes a Cafe Bar, Lounge, Winter Garden, Library, Terrace Garden, The Forum (inclusive of Town Hall, Training Center, Boardroom, Salon Meeting Room), Breakout Studio, Meditation Studio, and Catering Kitchen. The property also features a 24/7 Attended Lobby, Messenger Center, Garage Parking, GBAC Star-accreditation, Indoor Air Quality Sensors, and access to the Sage Connected app.
	Private Outdoor Space	The 5,630 SF wraparound Terrace Garden, designed by MPFP, provides a variety of seating arrangements for working, dining, and socializing, as well as private events.
	LEED	LEED Certified. LEED (Leadership in Energy & Environmental Design) is a globally recognized symbol of excellence in green building. LEED certification ensures electricity cost savings, lower carbon emissions and healthier environments where people live, work, learn, play. LEED buildings and communities save money, improve efficiency, lower carbon emissions and create healthier places for people.
	BOMA 360	BOMA 360 Performance Building.
	GBAC Star	GBAC Star accreditation. Sage is the first commercial real estate owner / operator to earn the GBAC STAR accreditation for its entire portfolio of properties.
	Enhanced Air Quality	MERV-14 filtered HVAC systems (one level higher than the ASHRAE and Monitoring recommendation). Indoor air quality sensors installed, with a live dashboard accessible on Sage Connected.
	Cleaning Solutions / Enhanced Cleaning Procedures	Chemical-free, non-toxic disinfecting solutions and cleaning protocols, backed by Tersano, are used throughout the property. Tersano works using water and stabilized aqueous ozone, a highly effective cleaning agent that breaks down dirt, grease, and other contaminants.
	Connectivity / Telecom	<ul style="list-style-type: none"> <li>+ Selection of 8 unique high-speed fiber connectivity sources available to Tenants.</li> <li>+ Additional riser shaft space available to support future ISPs.</li> <li>+ Property maintains multiple points of entry (POE).</li> <li>+ Distributed Array System (DAS).</li> <li>+ Essensys Converged Network.</li> </ul>
	Messenger Center	Inbound and outbound services, open Monday through Friday from 8:00 AM – 8:00 PM.
	Bicycle Room	Secured Bicycle Room with 25 rack, a bike pump, and a repair stand.
	On-Site Parking	On-site parking garage with 116 parking spaces.
	AI Powered Security	Avigilon AI and Video Analytics: Detect, verify and act on critical events.
	Back-Up Generator	Back-up generator on-site for Fire and Life Safety with additional capacity for tenant Connections.

# Specifications

Location	Madison Avenue between 49th and 50th Street
Year Built	1967
Year Renovated	2016
Owners	William Kaufman Organization and The Travelers Companies, Inc.
Property Management, Member Experience, and Leasing	Sage
Entire Building Area	900,000 SF
Number of Floors	40
Elevators	+ Floors 2-10: 4 cabs + Floors 11-21: 4 cabs + Floors 22-31: 4 cabs + Floors 32-40: 4 cabs
Typical Floor Size	+ Floors 2-14: 30,790 – 32,863 RSF + Floors 17-33: 17,821 – 18,810 RSF + Floors 34-40: 19,089 – 19,189 RSF
Ceiling Heights Slab-to-Slab	+ Floors 2-12: 11'2" + Floor 14: 12' – 15'6" + Floors 17-39: 11'6" + Floor 40: 12'6"
Security	24 hours, 7 days a week. Turnstile access via Sage Connected (or key card).
Attended Lobby	24/7 year-round
HVAC	+ Monday through Friday 8:00 AM – 8:00 PM. + Enhanced with MERV-14 filters.
Watts	7 watts PSF
Floor Load Capacity	50 pounds PSF





# Connectivity

Connectivity	Choice of 8 unique sources of high-speed fiber connectivity.	
Fiber Providers	+ Astound Broadband + Crown Castle + Lumen Technologies + Standard Internet	+ Cogent + Lightpath + Pilot Fiber + Verizon
Coaxial	Spectrum	
DAS (Distributed Antenna System)	Verizon Wireless	
Number of POEs (Points of Entry)	4	
Fiber ISPs	The following ISPs fully distribute fiber throughout the property to support ease of Tenant access:  + Cogent + Verizon + Pilot Fiber + Standard Internet + Lumen Technologies + Crown Castle	
Multiple Riser Pathways	Multiple riser pathways support Tenant diversity requirements and allow for connections from independent locations.	
Telecom	Telecom cables are kept in protected, secure risers throughout the property to minimize risk of damage.	
Additional Riser Shaft Spaces	Additional riser shaft space available to support future needs of Tenants and ISPs throughout the entire property.	
Seamless Service	Sage has documented agreements in place with carriers to support seamless and timely provision of services to Tenants.	
ISP Flexibility	Sage offers capability to bring in new ISPs if requested by Tenants.	

# Availabilities

Whether you're looking for a 3,000 RSF or 97,319 RSF workspace, the entire process, from inquiry to touring, from construction to move-in, is seamless. We provide curated service and support offerings to our Members at every stage.

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40 Stories

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The Property Totals Approximately 900,000 RSF

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Entire and Partial Floor Opportunities

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Terrace Garden

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Oasis (12,000 SF)

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Equip by Sage Suites

Turnkey office spaces that are built, designed, and tech-enabled, with furnishings, decor, botanicals, and installed air quality sensors, prepped for immediate occupancy.

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Bespoke Suites

"Built-to-suit" office space, prepped for demolition. Ready to be optimized, built, and specifically designed to meet your needs.

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Select Suites

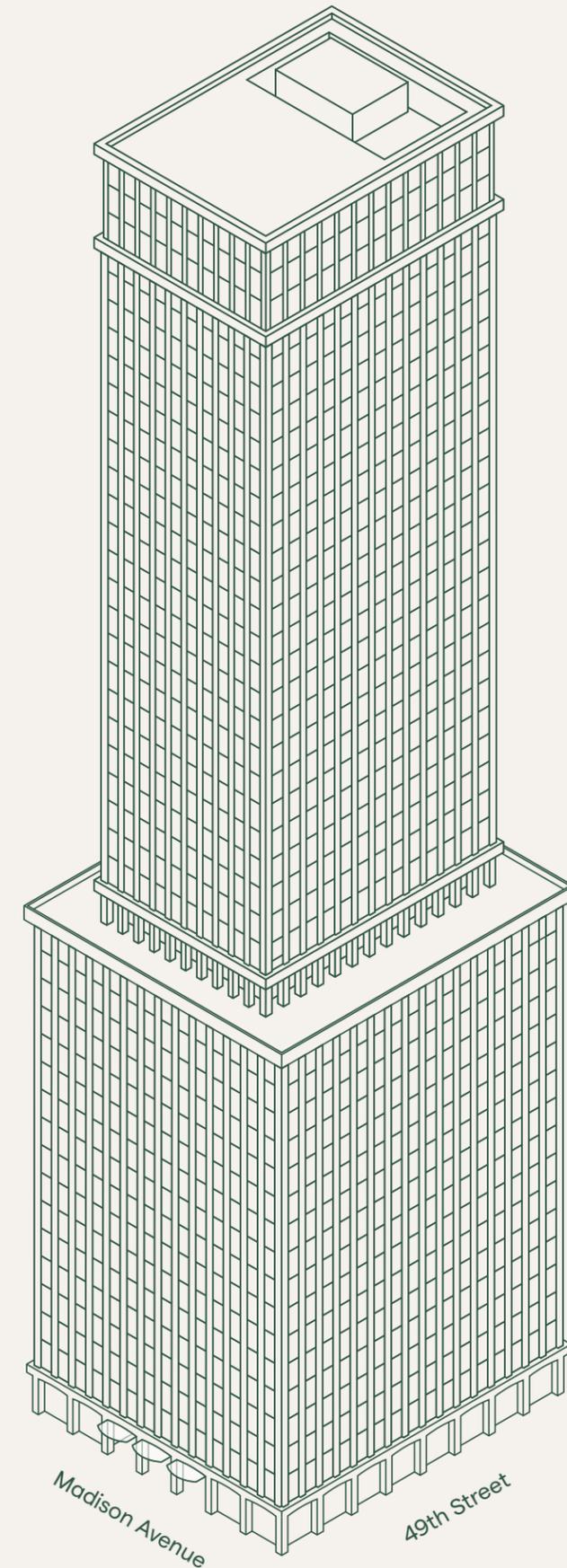
Existing "built space" with customizable capabilities, geared to meet your design needs and move-in requirements. Select Suites are ideal for immediate or near-term occupancy with flexible lease terms.

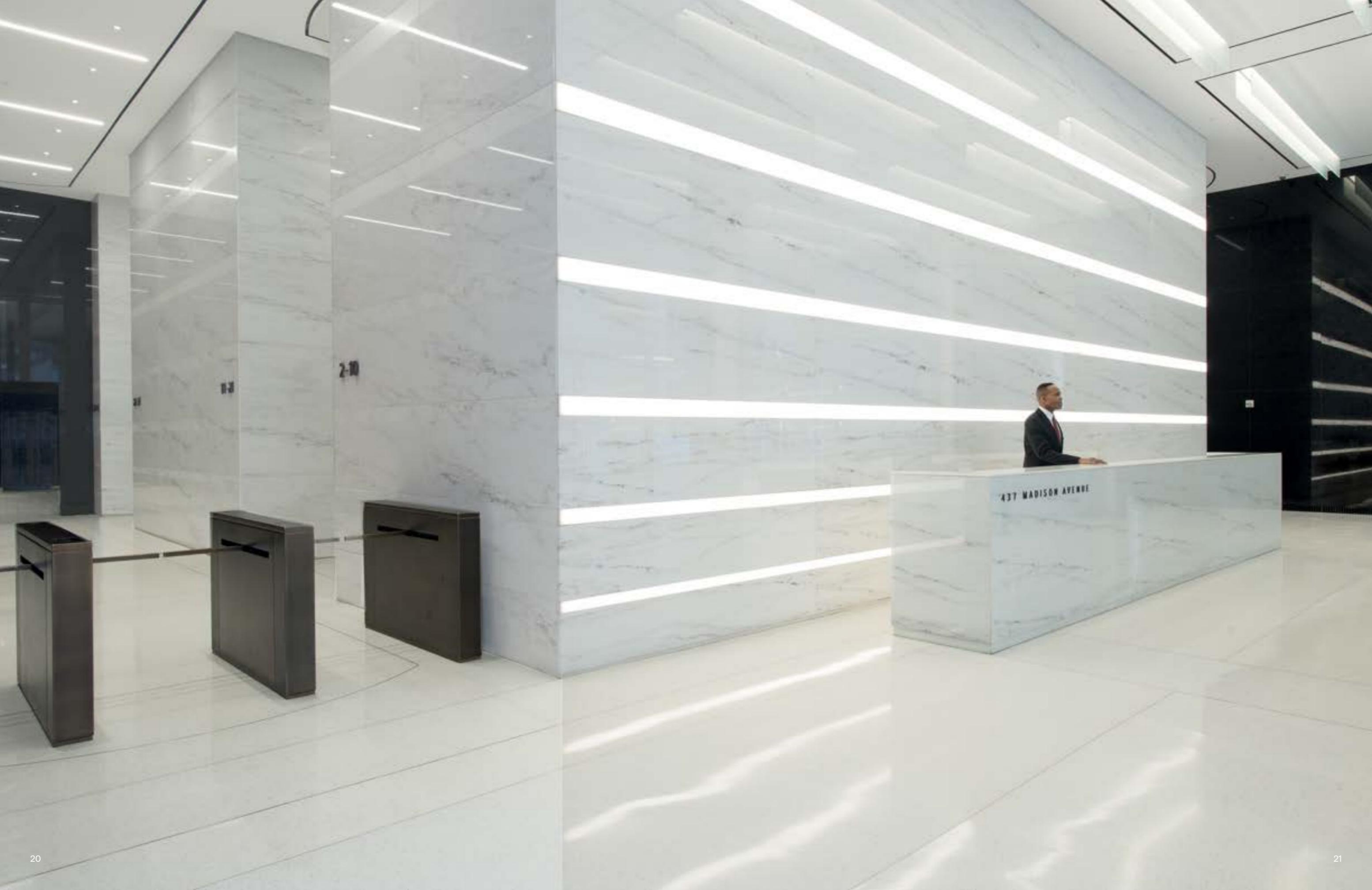
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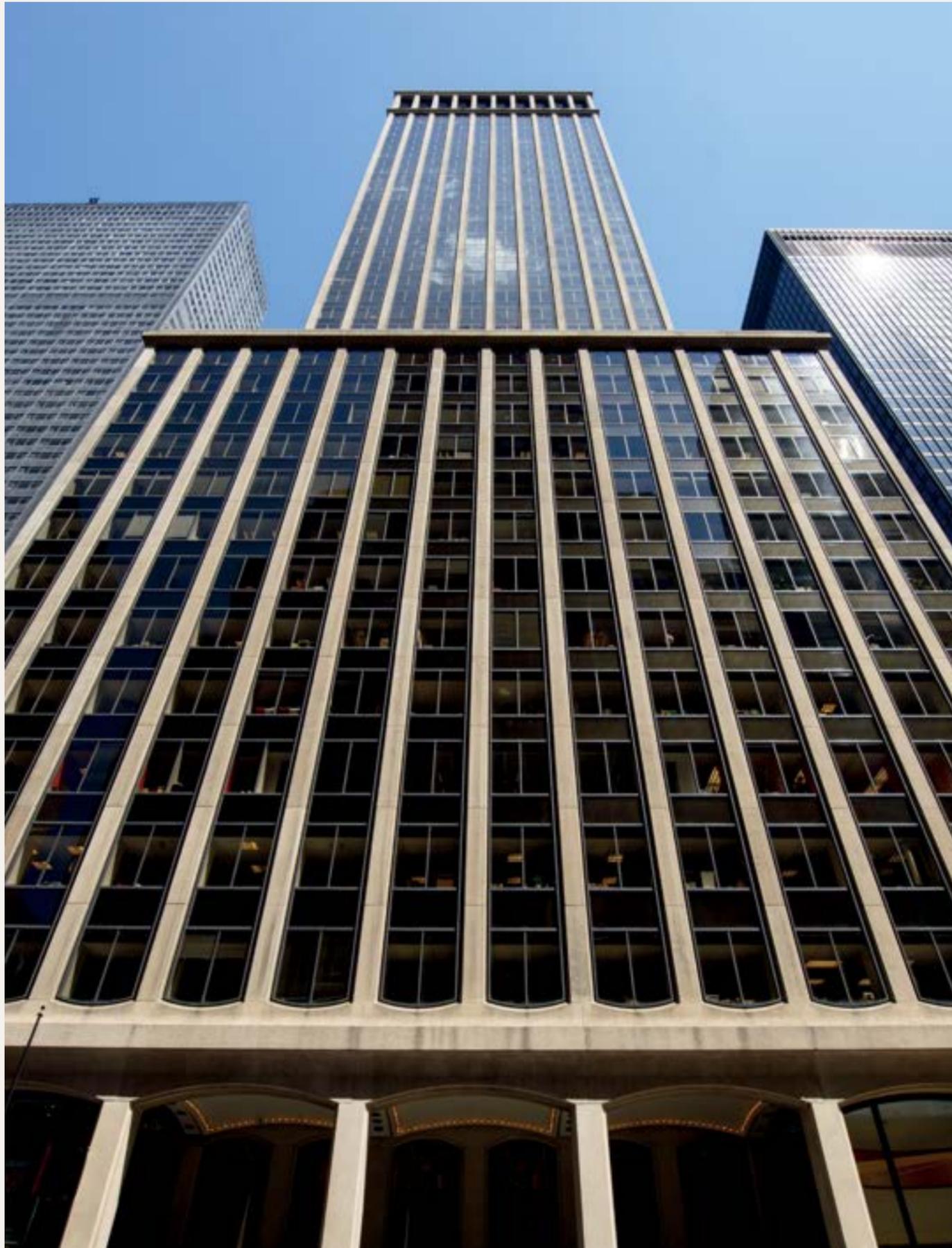
Retail

Unique retail storefronts and interiors to help connect your brand with the right audience.

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# A Prized Opportunity in a Trophy Property

Sage's flagship property presents a unique opportunity; a building within a building. 437 Madison Avenue hosts new blocks of space with opportunities to lease a single floor (31,800 RSF), multiple floors, or the entire block of space (97,319 RSF). This unique opportunity creates the optimal workplace experience, and the ideal Plaza District home base for your company.

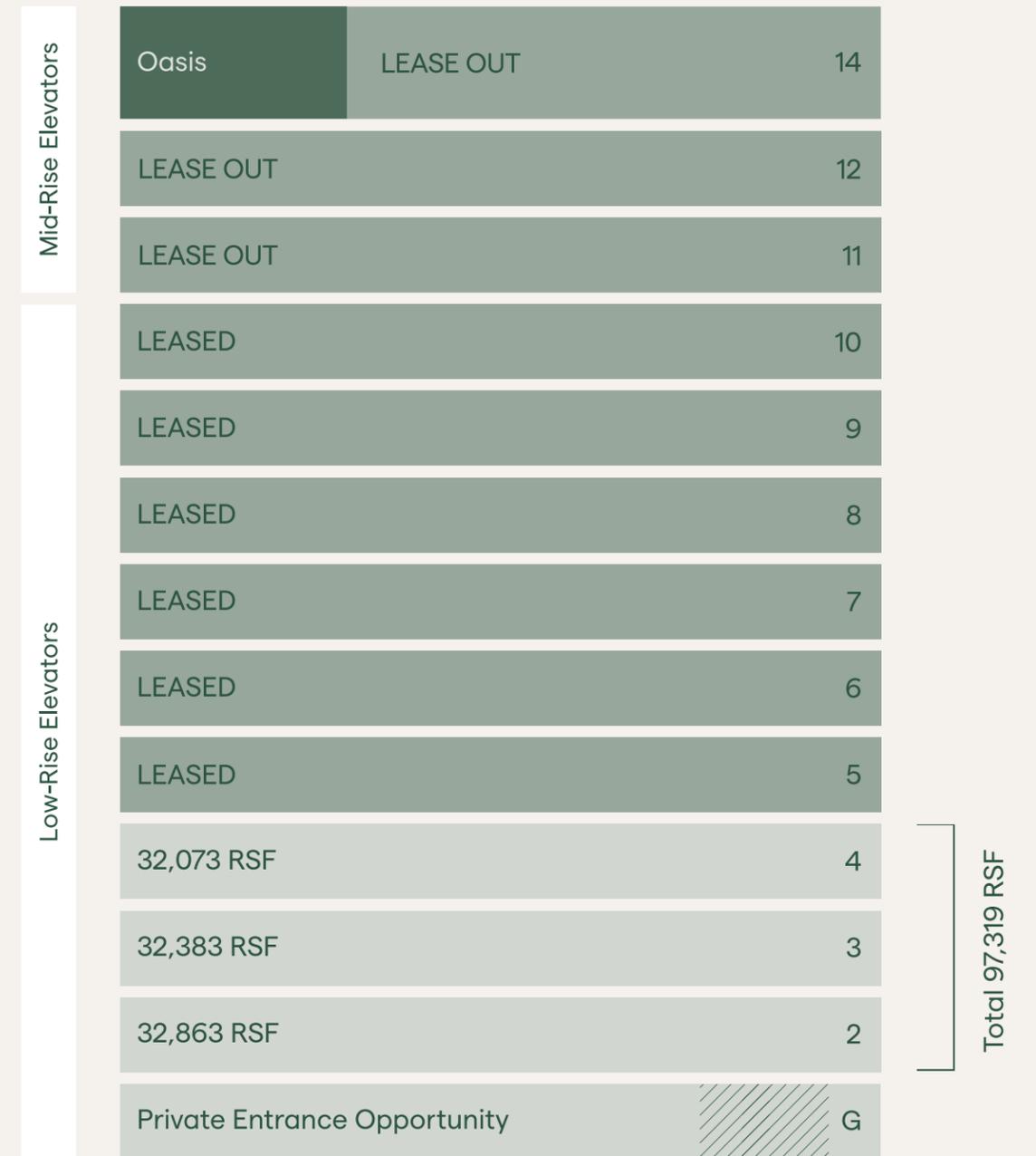
# Stacking Plan: Base Floors

900,000 Total RSF | 40 Stories

Private Entrance to Create a Building-within-a-Building

Full Floor, Duplex and Large Block Opportunities

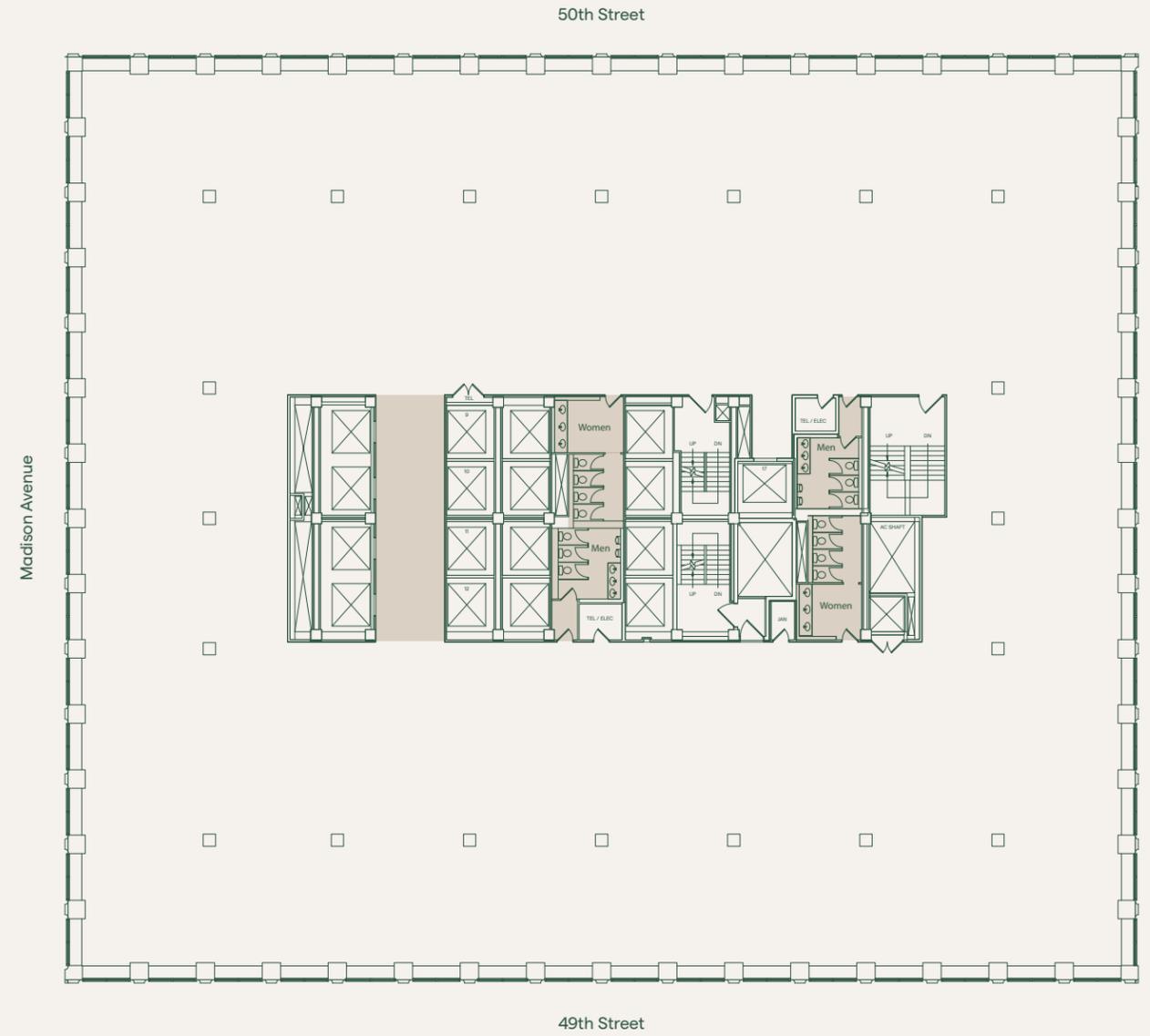
97,319 RSF of Available Space



- Leased
- Oasis Amenity Space
- Available
- Private Entrance

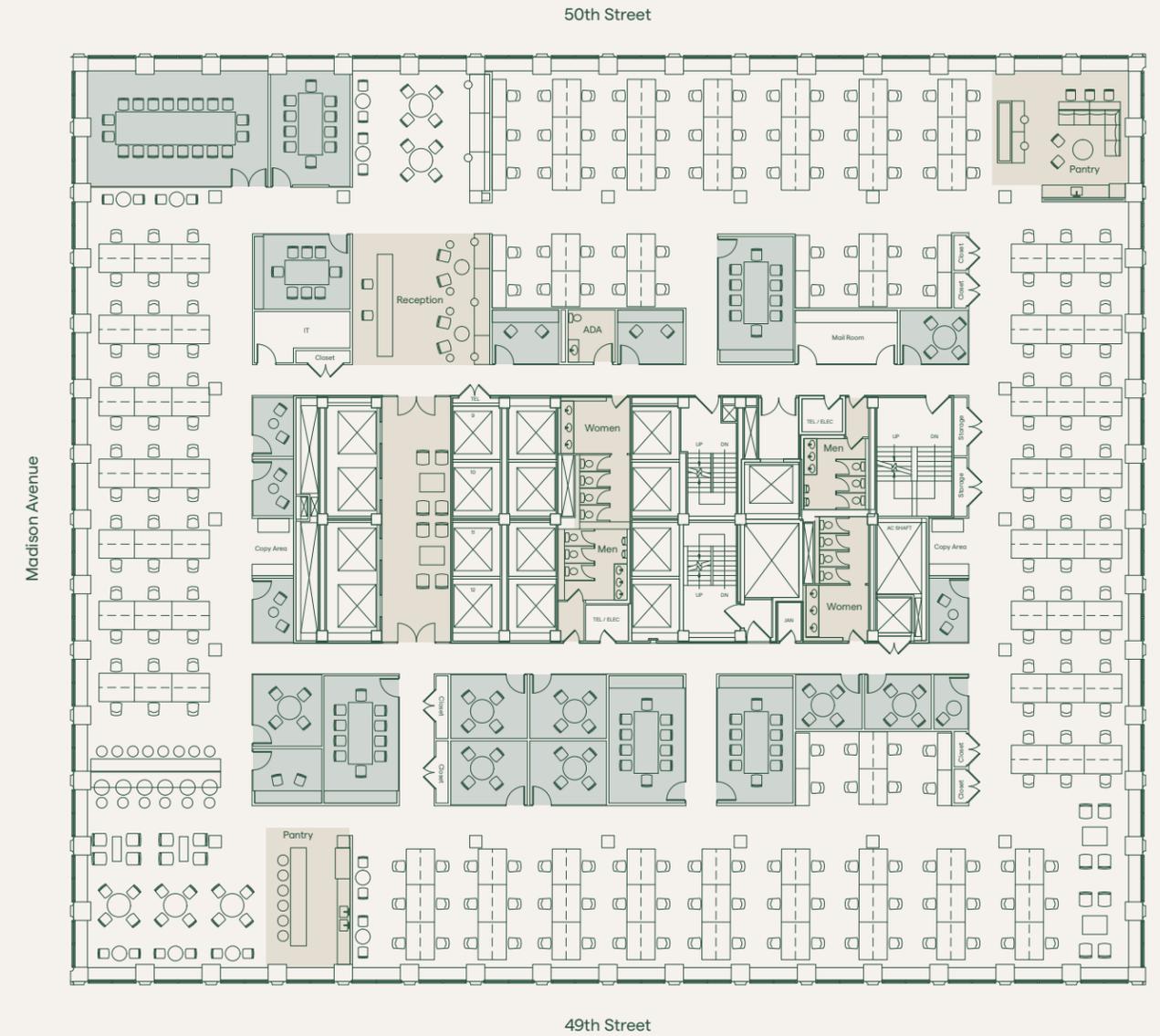
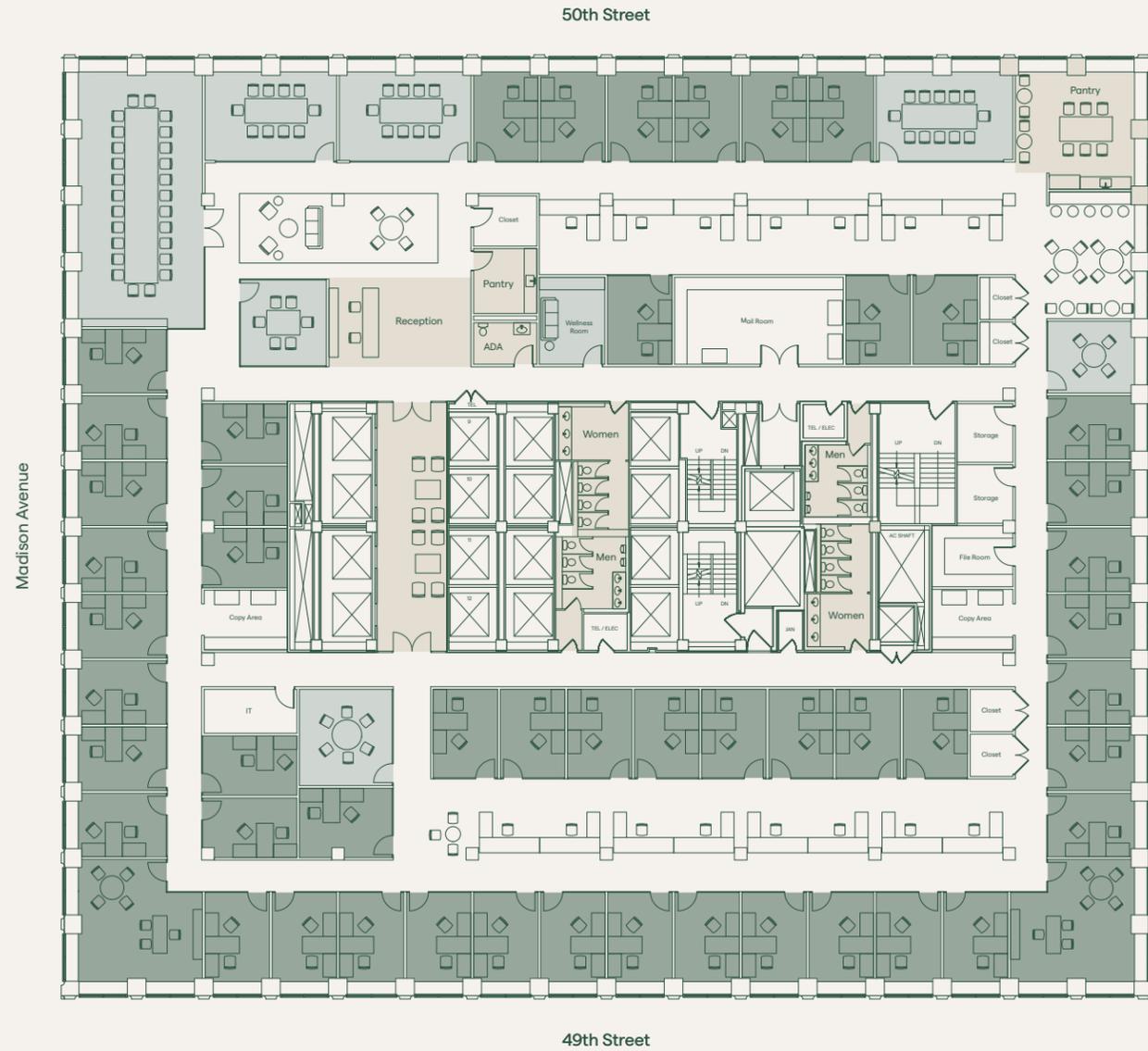


Typical Full Floor | 31,800 RSF – 32,863 RSF  
Core and Shell



# Typical Full Floor | 31,800 RSF – 32,863 RSF Office Intensive Layout

# Typical Full Floor | 31,800 RSF – 32,863 RSF Open Layout



<b>Total Headcount</b>	<b>69</b>	<input type="checkbox"/> <b>Open Spaces</b>	
<input checked="" type="checkbox"/> <b>Private Spaces</b>		Workstations	15
Offices	52	<input checked="" type="checkbox"/> <b>Communal Spaces</b>	
<input checked="" type="checkbox"/> <b>Collaborative Spaces</b>		Pantry	2
Conference Room	4	Reception	2
Meeting Room	3		
Phone Room	1		

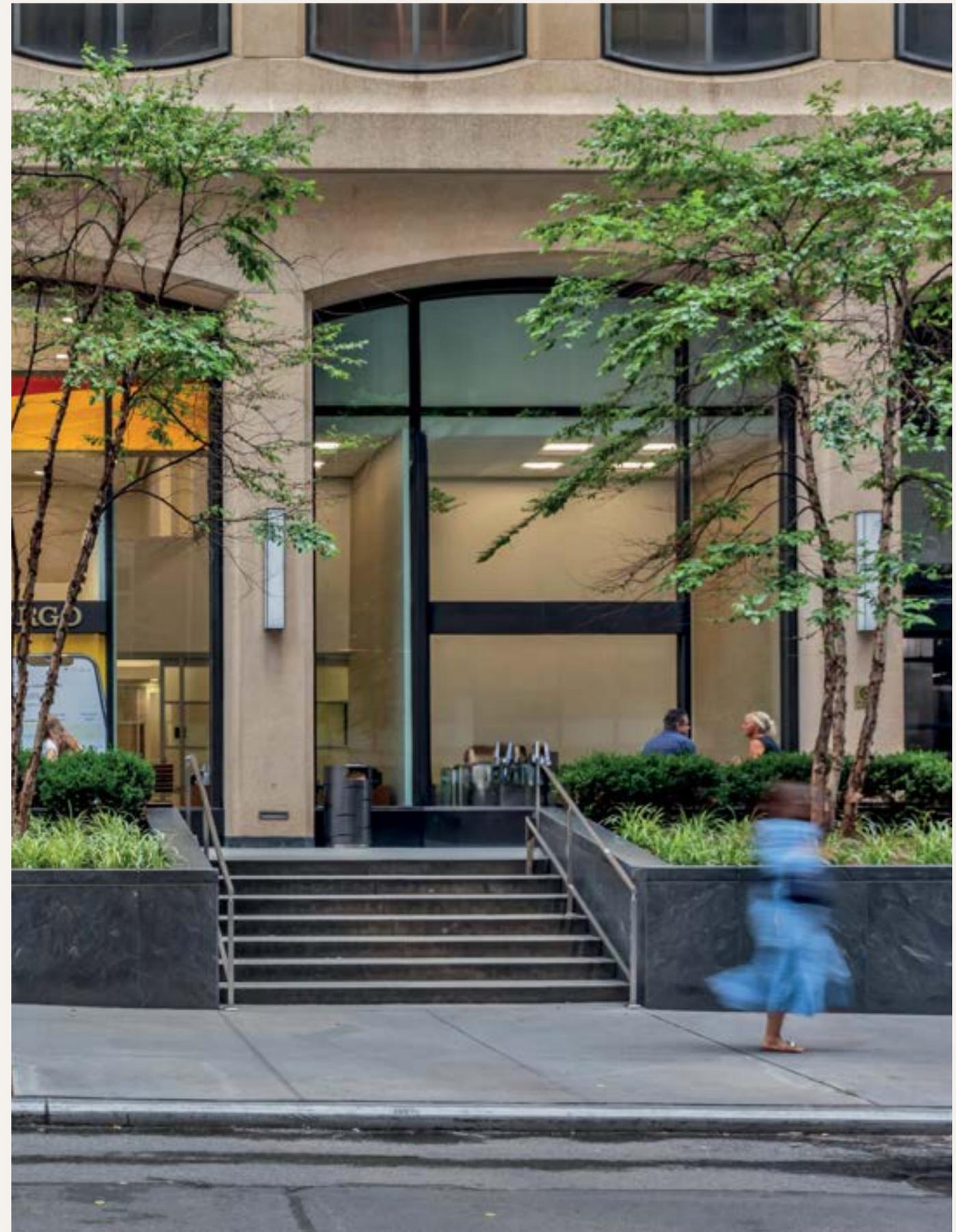
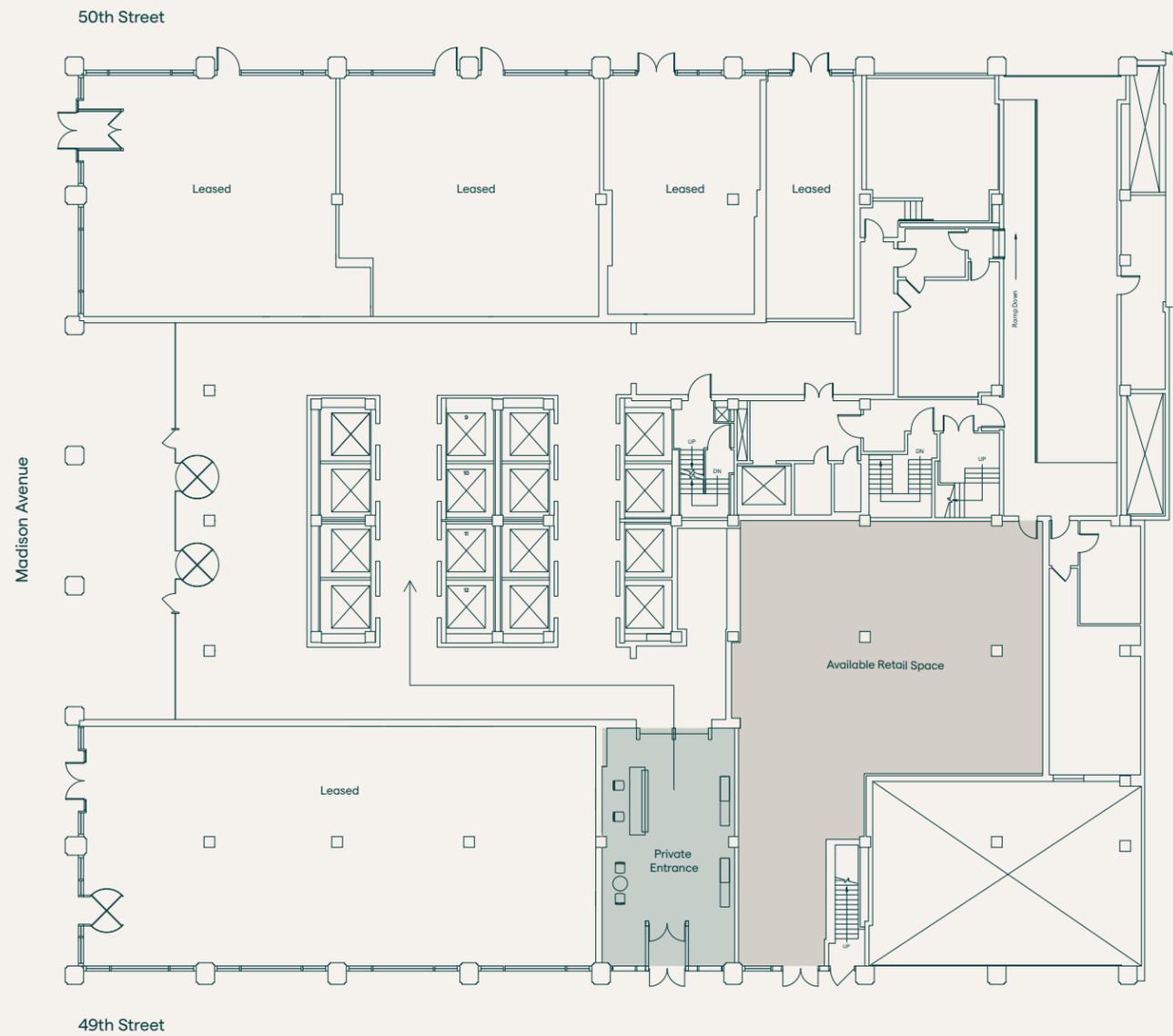
<b>Total Headcount</b>	<b>211</b>	<input type="checkbox"/> <b>Open Spaces</b>	
<input checked="" type="checkbox"/> <b>Collaborative Spaces</b>		Workstations	209
Conference Room	7	<input checked="" type="checkbox"/> <b>Communal Spaces</b>	
Meeting Room	8	Pantry	2
Phone Room	8	Reception	2

# Your Workplace Customized for Your Company

Sage offers tailored opportunities to support your building-within-a-building environment at 437 Madison Avenue. For large block Tenants, Sage can provide your own private entrance, and branded wayfinding and signage, all to reflect your unique company culture and enhance your operational needs.



# Large Block Private Entrance



# Full Floor, Duplex and Large Block Opportunities



These unique large blocks of space opportunities host some of Sage's most desirable Bespoke Suites, ("Built-to-suit" office space). These demolished floors are ready to be optimized, built, and specifically designed for your optimal office environment. Sage's construction and interior design services, and furniture and decor capabilities allow us to deliver your ideal office suite and exceed your company needs.



# Workstyle That Enhances Your Lifestyle

Working in a Sage Property is an experience. The Sage Experience provides a dynamic offering of spaces, services and programming carefully curated to inspire our Tenants and Members and fulfill their evolving needs.

As a Sage Tenant, your employees become Sage Members. Members are granted exclusive access to Sage Services, Sage Social, and Oasis amenities — all seamlessly accessible via the Sage Connected app.

Sage has prioritized exceptional service since the beginning, when founded by William Kaufman in 1924. In the 1960s, Sage Concierges were hired at each property. Today, the Sage Concierge team has transformed into our robust Member Experience ensemble, which has ensemble members located on property, as well as our headquarters. Our Member Experience ensemble is dedicated to enriching the lives of people at work.

Upon being onboarded to a Sage Property, our Membership Experience Managers meet with your C-Level and Human Resources contacts to ensure we understand your company needs. Meeting with and learning as much as possible about your company allows us to strategically plan programming and curated experiences to best support your company needs, culture, and values.

**Sage Services**  
Workplace, Lifestyle and Event services to enhance the everyday.

**Sage Social**  
A diverse calendar to educate and inspire.

**Oasis**  
Beautifully designed amenity spaces for Sage Members to work, collaborate, and socialize.

**Sage Connected**  
Seamless access to spaces and services via mobile app and desktop.



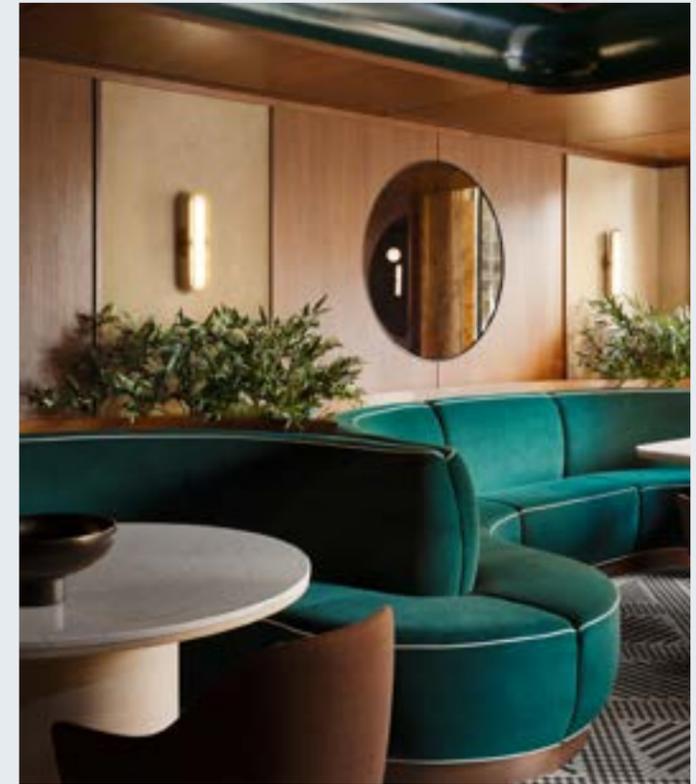
# Introducing Oasis



# Work and Play. Board Meeting to Happy Hour.



Cafe Bar 437 Madison Avenue



Winter Garden 437 Madison Avenue

Oasis, Sage's beautiful amenity spaces are designed for Sage Members to work, collaborate, and socialize. From coffee meetings in the Cafe Bar, to client meetings in the Board Room, to a martini in the Lounge — Oasis hosts the dynamic and curated spaces needed to enhance productivity and wellness through every touchpoint.

# Oasis at 437 Madison Avenue



Spanning over 17,000 square feet on the 14th and 15th floors of 437 Madison Avenue, Oasis hosts intuitive visuals of color, materiality, texture, and furnishings enhancing Sage Members' work life balance. Designed by Fogarty Finger, the palette throughout features bright white tones with white oak for warmth, and icy blue accents walls. Crisp colors are paired with warm woods to create juxtapositions, and bronze metals can be found in the hardware and lighting for a more sophisticated touch. The deep blue upholsteries and rich neutral textures create a cozy effect.

Oasis at 437 Madison Avenue includes a Cafe Bar, Lounge, Winter Garden, Library, Forum (including a Town Hall, Training Center, Boardroom, and Salon Meeting Room), Terrace Garden, Breakout Studios, and a Meditation Studio.



**Cafe Bar**  
Connected to the Lounge, the Cafe Bar is the ideal space to meet with a colleague for coffee or a light snack.



**Lounge**  
Attached to the Cafe Bar, the Lounge provides seating to dine, work, and socialize.



**Winter Garden**  
A special event room for private dining with banquette seating.



**Library**

Expansive and filled with light, the Library hosts workspace optimal for individual productivity and small group collaboration.



**Terrace Garden**

The wraparound Terrace Garden hosts various seating arrangements available for working, dining, and socializing, as well as private events.



**The Forum**

Configurable meeting spaces that can be customized to our tenants needs, from a Town Hall, to a Training Center, a Boardroom, or a Salon Meeting Room.



**Breakout Studios**  
Soundproof rooms for private  
conversations and focused work.



**Meditation Studio**

Tucked away, the Meditation Studio provides a space for tranquility and private reflection.



# Office Interiors



# Expertly Built with Elevated Design



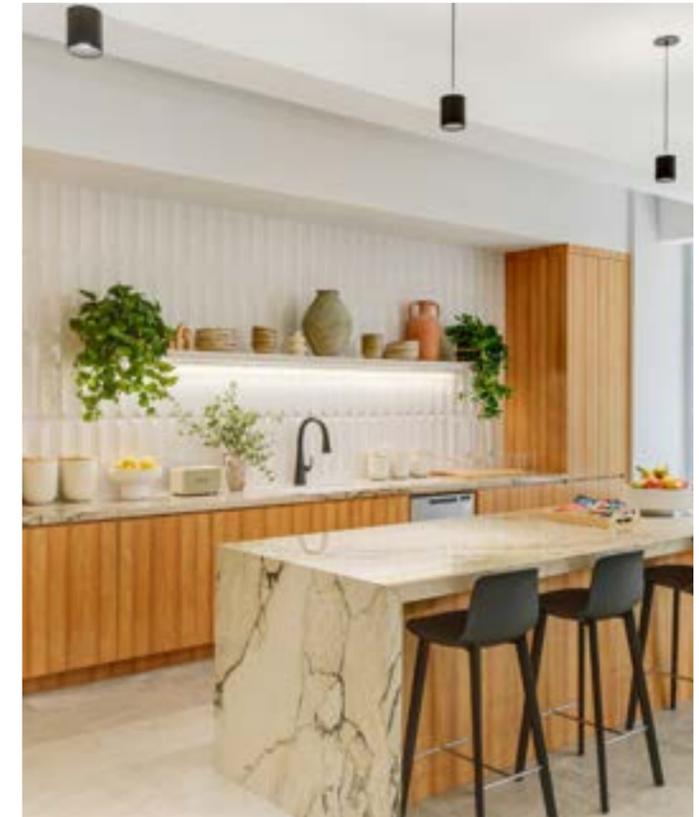
Our robust experience in property ownership and management allows us to build thoughtful office interiors informed by workplace strategy and designed for productivity and inspiration.

# Balanced

Sage's Balanced design aesthetic is inspired by 437 Madison Avenue's traditional and abstract design. The marble-inspired countertops and tile backsplash are paired with muted wood tone cabinetry. The Balanced design aesthetic also features a clean coffered ceiling with a pendant lighting concept, bringing the ultimate balance for productivity and serenity. Additionally, the private offices' storefront glass use a divided light pattern, which allow the spaces to feel more continuous.



Private Offices' Storefront Glass



Antique White Upper Cabinetry with Planked Pear Lower Cabinetry



**Fusion Arena Neolith Slabs**  
Counter Backsplash



**Pale Brushstroke Cabinetry**



**Colorado Dunes Neolith Classtone**  
Countertops



**Tilebar ColorPlay Inflex**  
Backsplash



**Byrne Series in Mist Daltile**  
Floor Tile



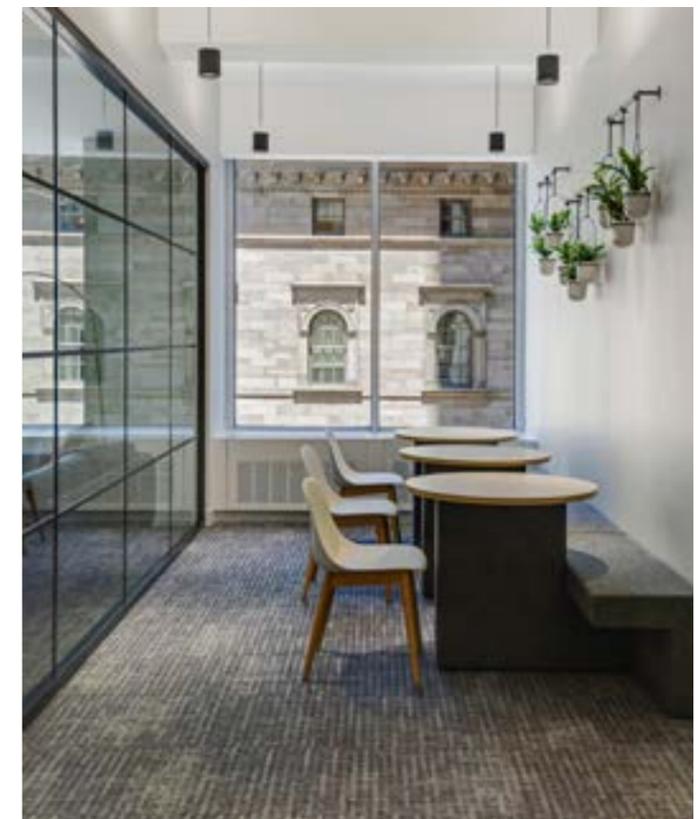
**Decorative Lighting**  
Conference Rooms



**Milliken Dissident and Fringe**  
Carpet Flooring



Fisher Paykel Millwork Appliances



Milliken Fringe Carpet

# Sage Services



A thoughtfully curated array of premier services and offerings that transform the workplace into a hospitality-inspired destination.

#### Relocation

Ensure your move and transition to a Sage property is seamless with our Turnkey Relocation Services. Whether you are moving into a Sage property, or relocating within our portfolio, we have a dedicated Workplace Experience Lead who will coordinate with your Move Task Team to ensure a successful move in day. Our thorough Relocation Services Checklist covers all logistics you will need to cover in order to have a successful move. Sage is here to make your move as harmonious and efficient as possible.

#### Moving

Streamline your move with Sage's vetted moving services partner, Certified. Their relocation management process starts from Pre-Move, to Relocation, to Post Move. Certified ensures that your physical workplace products are reconciled with your new workplace in advance of your relocation, creating your best opportunity to plan and execute an efficient transition.

#### Furniture

When it comes to designing and setting up your office space, knowing where to start is half the battle. Sage's strategically selected furniture partner, Pine & South, makes your workspace dreams a reality. Pine & South makes it simple to plan and set up your workspace with commercial grade, design-driven products. They take the complexity out of the process and seamlessly find the right solutions for every area of your workplace.

#### Construction

Sage handles and manages the entire construction process from start to completion. Whether the Tenant uses Sage's architect and designer, or hires their own designer, Sage is always ready and available to bring the design to reality by overseeing construction.

#### Design and Space Planning

Sage's in-house architect and design team can bring your office suite ideations to life. From furniture selections, to private office designs, pantry sizing, carpeting, material selections, ceiling design, lighting selections, and more, our design team oversees every step of your build out, ensuring the space is the most inspiring, productive, and efficient workplace. Sage's Design and Space Planning services are completed in three phases.

#### Botanicals

Enhance your office's productivity, efficiencies, and wellness with unique varieties of foliage, florals, and custom botanical displays. As a Sage Tenant, you can transform your workspace into a jungle with lush tropical pals, a sleek minimalist retreat, or anything in between. Sage's partnership with PlantShed allows for Tenants to utilize a 10% discount on both the installs and weekly maintenance services.



Botanicals



Art

#### **Audio / Video**

Create more innovative, interactive, and flexible meeting experiences that ultimately enable your team to thrive in a hybrid work environment. Cenero, Sage's recommended and vetted A/V partner, offers complete design, integration, service, and support of A/V and video collaboration technology. Cenero's meeting room solutions allow your team to connect and collaborate with remote participants using simple tools that integrate directly with Microsoft Teams, Zoom, and other conferencing platforms.

#### **Art**

Enhance your office suite's creativity and inspiration with curated artwork. Our preferred art provider, TurningArt, offers a 10% discount off their standard rates to Sage Tenants for curation, artwork installation, and rotation. A dedicated Art Advisor will take the time to understand your visual brand identity, which allows them to strategically propose an art experience that is reflective of your organization's history, mission, and vision.

#### **Networking (Internet)**

Standard Internet is Sage's trusted partner for wireless internet services specializing in fully managed, dedicated, reliable, and high speed access for Sage Tenants. Standard Internet Services provides a seamless IT infrastructure build-out, Internet / Wi-Fi and ongoing managed network services.

#### **Branding**

Sage's vetted office branding partner, 71 Visuals, offers a turnkey branding solution for Tenants, inclusive of design, fabrication and installation. Through innovative signage and visual communication services, they have helped businesses increase engagement with employees and clients, and provide long-lasting impressions and results.

#### **Access Management**

Streamline your employees' access to your office suite with secure, cloud-based access management through Sage's trusted partner, Genea. Use Sage Connected for access to the property and your individual office suite at ease. Our trusted security system installer, Grid Squared, will provide you with the hardware and software required to manage employee credentialing.

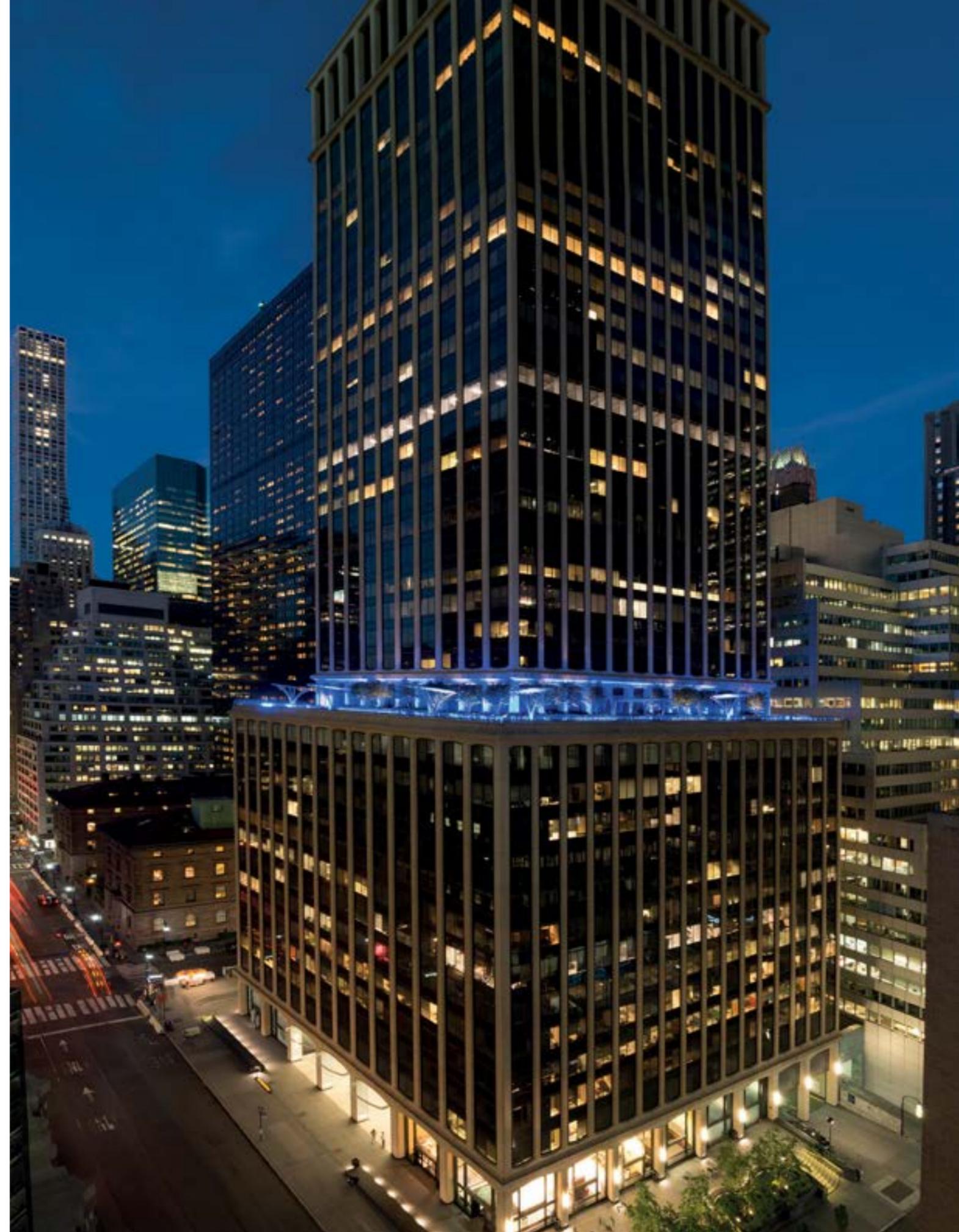
#### **Cleaning**

Enhance your office's cleanliness, health and safety with our GBAC STAR accredited cleaning partner, PBM (Perfect Building Maintenance). As a tenant of Sage, your office receives regular cleaning services by PBM. An array of additional white glove cleaning and specialty services are available at preferred rates, through our partnership.

#### **Document Destruction**

Manage the day-to-day protection of all your sensitive documents with Shred-it, a globally-experienced and locally-operated technology company specializing in information security and privacy protection. Sage has negotiated discounted rates for bulk shredding prices for all of our Tenants.

# Prime Manhattan: Plaza District





The Polo Bar 1 East 55th Street

Located where Grand Central District meets the Plaza District, 437 Madison Avenue is easily accessible to and from all of New York City, Long Island, and the greater tri-state area via road and rail. The blocks immediately surrounding the property offer options for dining and entertaining clients in abundance. There's also a large amount of upscale, luxury hotels in the area to accommodate business guests overnight.

MoMA 11 West 53rd Street

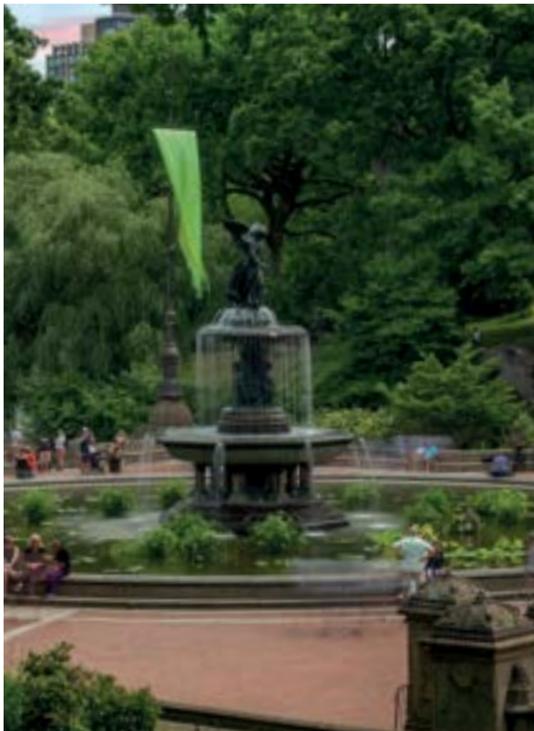


Prime Manhattan: Plaza District



Empellón 510 Madison Avenue

Bethesda Fountain Central Park, New York



Louis Vuitton 1 East 57th Street



# The Neighborhood

## Quick Bites

1. Blank Slate Coffee & Kitchen
2. Cham Cold Brew Tea
3. Dill & Parsley
4. Dr Smood
5. Duke Eatery
6. Fresco by Scotto
7. Grand Central Market
8. Juice Generation
9. Katsu-Hama
10. McDonald's
11. New York Luncheonette
12. Paris Baguette
13. Uncle Gussy's
14. Urbanspace

## Happy Hour

15. Aretsky's Patroon Rooftop
16. La Cava
17. Sofia Wine Bar
18. Trouble's Trust
19. Upstairs

## Coffee and Pastry Shops

20. Birch Coffee
21. Bluestone Lane Midtown
22. Ground Central Coffee Company
23. Ole & Steen

## Business Lunch and Dinner

24. Aretsky's Patroon
25. Avra 48th Street
26. Avra Madison Estiatorio
27. Casa Lever
28. Empellón
29. Le Grenouille
30. Le Relais de Venise L'Entrecôte
31. Nerai
32. Sea Fire Grill
33. Sparks Steak House
34. The Grill
35. The Lobster Club
36. The Polo Bar
37. The Smith
38. Toscana 49
39. Wolf & Lamb

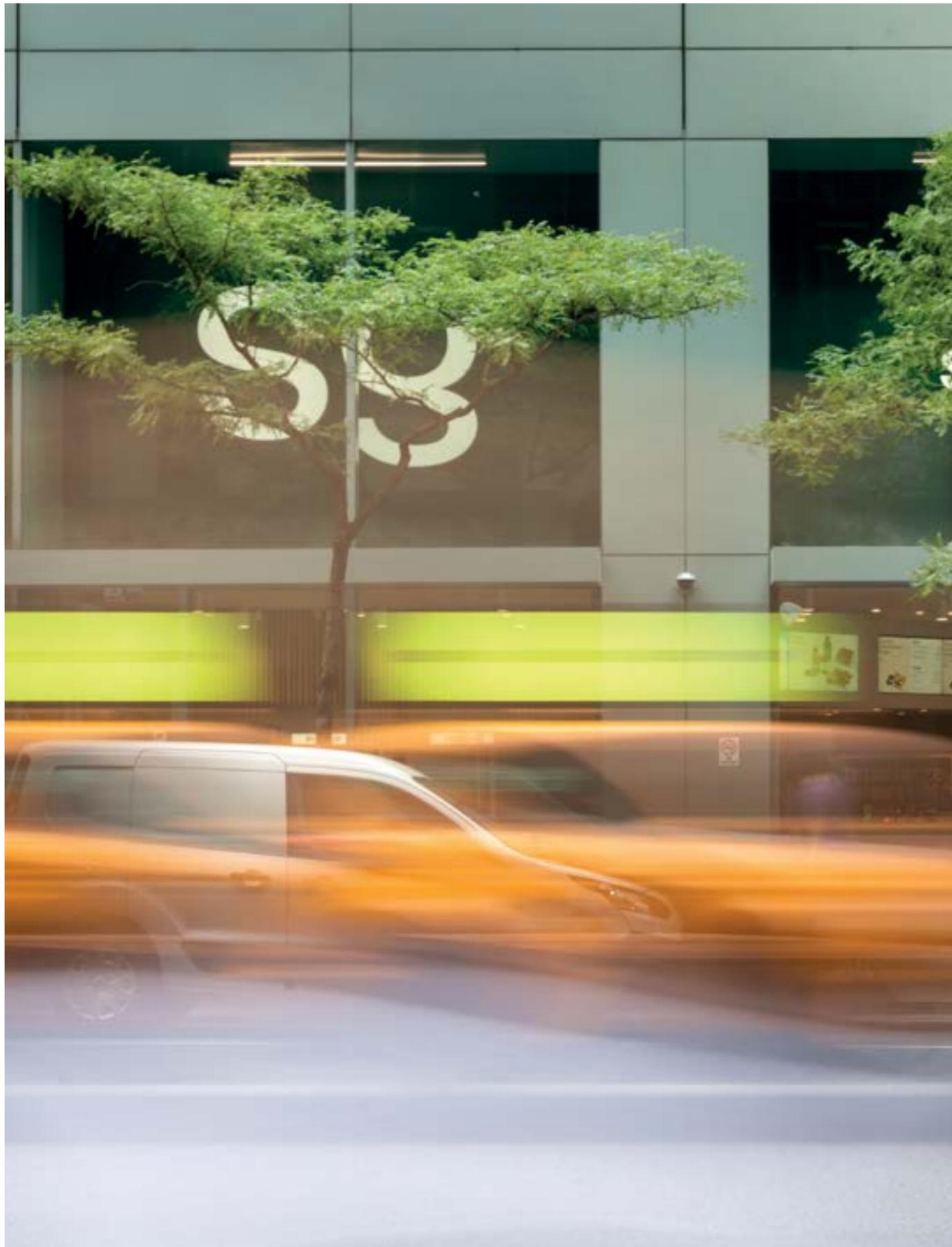
## Retail and Gifts

40. Barnes & Noble
41. Cartier
42. H&M
43. Louis Vuitton
44. Puma Flagship
45. Sephora
46. Tiffany & Co.

437 Madison Avenue



MIDTOWN



# Commute with Ease

**Grand Central**  
3 minute walk

**Penn Station**  
9 minute bike ride  
16 minute train ride  
26 minute walk

**Port Authority**  
7 minute bike ride  
17 minute train ride  
24 minute walk

**Lincoln Tunnel**  
13 minute bike ride  
23 minute train ride

**Queensboro Bridge**  
13 minute bike ride  
24 minute train ride



# Get in Touch

For the latest availabilities at 437 Madison Avenue, please visit [sagerealty.com](https://www.sagerealty.com) or contact one of our leasing agents.

## Sage Leasing Contacts

Michael Lenchner  
Sage EVP & Director of Leasing  
[mленchner@sagerealty.com](mailto:mленchner@sagerealty.com)  
+1 212 758 0437

Jack Brennan  
Sage Senior Leasing Associate  
[jbrennan@sagerealty.com](mailto:jbrennan@sagerealty.com)  
+1 212 758 0437

## JLL Leasing Contacts

Andrew Coe  
JLL Executive Vice President  
[andrew.coe@jll.com](mailto:andrew.coe@jll.com)  
+1 212 812 6554

Frank Doyle  
JLL Vice Chairman  
[frank.doyle@jll.com](mailto:frank.doyle@jll.com)  
+1 212 812 5759

Margaux Kelleher  
JLL Associate  
[margaux.kelleher@jll.com](mailto:margaux.kelleher@jll.com)  
+1 212 376 1219

## CBRE Retail Leasing Contacts

Matthew Chmielecki  
CBRE Senior Vice President  
[matt.chmielecki@cbre.com](mailto:matt.chmielecki@cbre.com)  
+1 212 984 6698

Preston E. Cannon  
CBRE First Vice President  
[preston.cannon@cbre.com](mailto:preston.cannon@cbre.com)  
+1 212 984 6544

