

CITYREALTY

Hell's Kitchen Pub to Form Base of New Office Building Designed by Sydness Architects



By **Michelle Mazzarella**
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McQuaid's Public House owner Tom McQuaid has taken an "if you can't beat them, join them" approach to the rapid development underway in Hell's Kitchen: After years of fielding calls from developers, he took matters into his own hands and commissioned [Sydness Architects](#) to add a five-story office building to the top of his popular pub at **589 Eleventh Avenue**.



The building features a foundation designed to support the weight of a larger structure, and a lightweight steel frame system will also be added. Renderings show zinc metal cladding and irregular fenestration. The black-framed windows will create an intricate shadow pattern throughout the day, and a wall of windows with south and east views will let in abundant natural light. A penthouse floor and rooftop deck with sweeping neighborhood views will be highly coveted amenities. Moreover, after-work drinks will be just an elevator ride away – the original base building will be preserved, and McQuaid’s will stay in operation.

“This design is emblematic of the spirit of the neighborhood” – K. Jeffries Sydness, founder, Sydness Architects

The new office building offers a growing company the chance to set up shop in the center of a thriving neighborhood experiencing great change. To the north, the much-anticipated [Waterline Square](#) is taking shape. To the south, Hudson Yards is on the rise and the [Javits Center](#) is undergoing a dramatic transformation. In the immediate neighborhood, luxury rentals like [Gotham West](#) (home of Gotham West Market) and [Sky](#) have sprung up; high-profile businesses like Ogilvy & Mather, Prada, and Kenneth Cole have chosen it for their headquarters; and Pershing Square Capital is planning a move there.

