

Google announces major expansion in New York City

Enlarge / Google's current New York Headquarters is in the former Port Authority of New York building. It occupies an entire long city block between 8th and 9th Avenues and between 15th and 16th Streets.

Jefferson Siegel/NY Daily News via Getty Images

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Google's New York office is already its largest outside the San Francisco Bay Area, but on Monday the company announced plans to double the size of its New York workforce to more than 14,000. The company is building a new campus in the Hudson Square neighborhood, about a mile south of its current New York headquarters in the Chelsea neighborhood.

It's been a big couple of months for technology companies expanding beyond the West Coast. Last month, Amazon announced it would add a total of 50,000 jobs in two new campuses—one in New York's Long Island City neighborhood, and the other in Crystal City in the Virginia suburbs of Washington, DC. Last week, Apple announced it would expand its 6,000-person Austin campus by another 5,000 workers, with the potential to add an additional 10,000 people later on.

Now it's Google's turn. The search giant is planning to add at least 7,000 more New York City jobs over the next decade, and a Google spokesperson told *The Wall Street Journal* that this was "a conservative estimate."

Amazon pitted dozens of cities against one another to get as many tax breaks as possible for its new facilities—ultimately claiming at least \$1.5 billion (and possibly as much as \$3 billion) in breaks for its New York office and \$573 million in Virginia. By contrast, Google didn't hold a public competition before deciding to expand its New York office, and the company says it didn't seek special tax breaks connected to the New York expansion.

Google plans to spend \$1 billion to develop its Hudson Square campus, which will initially consist of three buildings: 550 Washington Street, 315 Hudson Street, and 345 Hudson Street.

Google has had an office in New York since 2000. The bulk of the company's New York workers is currently located at 111 Eighth Avenue, a massive block-long building that was previously owned by the New York Port Authority. Google purchased that building for \$1.9 billion in 2012. (I spent a summer working for Google in that building as an engineering intern in the summer of 2010.)

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