

LEASE BEAT



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Consolidated Childrens Apparel 23,785 square feet

Consolidated Childrens Apparel Inc. has signed for **23,785 square feet** at **463 Seventh Avenue**.

The company will be relocating from nearby **500 Seventh Avenue**.

"They had been looking around but when they came to 463 Seventh, they saw the space would be right for them," said **David Levy**, an executive with the firm **Adams & Co.** who represents the landlord in leasing deals at the property.

Consolidated Childrens Apparel took the building's entire fourth floor. Mr. Levy said that part of the appeal of the space for the company was that it can utilize its existing build-out. The company is going to use the floor as showroom space for its product and house its design staff and sales and executive offices there.

"There are not that many tenants out there that are still doing designing here in their offices in the city," Mr. Levy said. "Most tenants do that off-site now, but this firm is going to be having their designers in the office, which is old school. It's nice to see it."

The previous tenant in the space, **G-III**, a large outerwear company, recently relocated to **512 Seventh Avenue**, where the company has about **120,000 square feet** of space.

The property at 463 Seventh Avenue is held by a family owner that has preferred to remain anonymous and uses the Arsenal Company LLC as its holding vehicle for the property.

Joseph Friedman of **Adams & Co.** represented Consolidated Childrens Apparel in the deal. —DG



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Priceline.com 18,000 square feet

Priceline.com, a website known for its discount travel deals and its quirky commercials featuring TV personality **William Shatner**, has agreed to grow in to additional space at **100 William Street**, brokers familiar with the deal told *The Commercial Observer*.

Priceline.com will take an additional 6,411 square feet of space inside the Lower Manhattan building, according to sources.

Priceline's total office space will reach around **18,000 square feet** after the deal, sources said.

The lease is for 6½ years, and the asking price is in the mid-\$30s per square foot, sources said.

Richard Levine of **CBRE** represented Priceline.com. He declined a request for comment. **Scott Sloves**, **Jonathan Cope**, **Mark Ravesloot** and **Rob Wizenberg**, all of **CBRE**, represented landlord **Mitsui Fudosan** in the deal.

They all declined to comment—or could not be reached for comment—by press time.

A spokesman for Priceline.com did not immediately reply to a request for comment.

It wasn't immediately known what Priceline.com would be using the space for, although the company is rumored to be looking for city-based computer engineers for web-related services. Those familiar with the deal would not comment on this rumor.

Mr. Shatner stars in the Priceline.com commercials as "Priceline Negotiator," a man who slashes fares on hotels and air travel, sometimes through the art of karate. Priceline provides online travel services in over 110 countries in Europe, North America, South America, the Asia-Pacific region, the Middle East and Africa. —DER



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Situs Holdings 13,650 square feet

Situs Holdings has taken **13,650 square feet** at **48 Wall Street**, a Downtown office building owned by the real estate investor **Kent Swig**.

The company, a real estate advisory firm, took the building's entire 14th floor in the deal for rents in the \$30s per square foot.

Jonathan Dean, an in-house leasing executive at Swig's real estate firm, **Swig Equities**, who handled the deal, said that 48 Wall Street has attracted takers for its address and the dearth of space otherwise available on Wall Street.

"Almost half the buildings on Wall Street were converted to residential, most of the towers on the south side of the street," Mr. Dean said. "With the rise of the Downtown market, there are a lot of tenants that really want to be here. It's the kind of address that's recognized around the globe."

After the deal with Situs, Mr. Dean is turning his attention to two vacant floors, eight and nine.

"They have a beautiful installation, exposed ceilings and an interconnecting staircase," Mr. Dean said, noting that the space was formerly occupied by the architecture firm **Gensler**, which is known as being a premier designer of office interiors.

Swig is asking \$35 per square foot for the two floors.

"We've seen a lot of strong activity for the space," Mr. Dean said.

Joseph Fabrizi and **William Overlock** of **Cushman & Wakefield** represented Situs Holdings in its deal. —DG



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Public Health Solutions 8,250 square feet

Nonprofit medical research firm **Public Health Solutions** signed a lease for **8,250 square feet** at **61 Broadway**.

Public Health Solutions, which also has a fifth-floor office at **40 Worth Street**, will be moving into the space that is currently occupied by the **Office of Emergency Medical Services**, which Public Health Solutions has ties to, said a person familiar with the deal.

Robert Corbi, formerly of **Jones Lang LaSalle**, represented Public Health Solutions in the deal. Mr. Corbi, now at **Colliers International**, declined to comment.

Broad Street Development, the owner of the financial district building, represented itself in-house. A spokeswoman for the company did not reply to emails and phone calls requesting comment.

Founded in 1957, Public Health Solutions serves as a "research foundation" for the New York City Department of Health and Mental Hygiene, according to its website.

The group conducts comprehensive medical reports on a variety of public health issues, among other services.

There was a flurry of other lease signings announced at the 780,000-square-foot office tower at 61 Broadway. Those deals include a 5,288-square-foot lease for **Xerox**, which was represented by **Douglas Neye** and **Brian Reiver** of **Jones Lang LaSalle**.

JAD Consulting, a firm that offers cost-effective food and drug safety services for all areas of importing, signed a **2,765-square-foot** lease for a fifth-floor office.

Tony Banta of **UGL Equis** represented **JAD Consulting**. Nautical nuts can also rejoice: **Proship Inc.**, a firm that offers deals on boats and yachts, renewed its lease for its **1,100-square-foot** office on the 30th floor. —DER



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Geneva Worldwide 7,542 square feet

Meanwhile, at a different building Uptown, the new owners of **256 West 38th Street** signed **Geneva Worldwide** to **7,542 square feet** for a 10-year lease.

Geneva Worldwide, a multilingual organization that provides language solutions to its tongue-tied clients, will be moving from its old offices at **261 West 35th Street** to a prebuilt space in the completely revamped building, said **Jonathon Yormak**, a principal at **East End Capital**, which bought the building last summer for \$30 million.

The asking price was \$35 per square foot.

Geneva seized the chance to move into a building that had a revamped high-quality air conditioning and HVAC, as well as having its own floor.

"It's an opportunity for them to brand themselves," said Mr. Yormak.

A spokesperson for Geneva Worldwide did not return calls requesting comment.

The new landlord has so far put in \$2.5 million in capital improvements into the building, including new elevators, a Class E fire system and a complete upgrade to its lobby, said Mr. Yormak.

"We're willing to turnkey space for tenants like we are for Geneva—in other words, we'll build the space for them," said Mr. Yormak.

Since purchasing the building, East End Capital has seen its vacancy rate drop from 50 percent to 40.

Other tenants include **Gerard Yosca**, a jewelry designer, and **J'Envie**, a woman's clothing line.

The building is drawing a lot of tour activity and a lot of interest in the prebuilt space, he said.

"Until it's signed in this market, nothing is done," said Mr. Yormak. —DER