Women in Real Estate 2019: HSP’s Dana Moskowitz Evolves with Industry Changes

Dana Moskowitz is a partner at HSP Real Estate Group, the New York City affiliate of NAI Global, where she oversees everything from capital improvements projects to office leasing. She continually evolves with the cultural and industry changes.

Her rational flexibility and canny insight for spotting future trends are especially reflected in the successful repositioning of 242 W. 38th St., a commercial, prewar office building owned by her family and managed by HSP. Identifying a shift in the types of tenants drawn to once-traditional Garment Center properties, she spearheaded a comprehensive capital improvements program. In addition, she created a program offering furnished space with flexible lease terms. The result has been a high velocity of leasing deals with a diverse tenant mix.

These are just a few of the reasons we chose Moskowitz as one of the 2019 Women in Real Estate Award winners. Connect Media’s Women in Real Estate Awards honor the achievements and inspirational stories of women who have reached respected positions of leadership and play key mentorship roles for others.

Moskowitz’s career in leasing and development represents a paradigm for networking. Connecting with brokerage professionals in other states and countries, aligning herself with developers, and developing equity sources have all created a mutually beneficial network. In addition, her involvement in the Real Estate Board of New York, and as a member of the Women’s Alliance with NAI Global, demonstrate an ability to work together with others in the industry as an advocate and an inspiration.
ST. JUDE SPIRIT OF HOPE:
AN EVENING OF BBQ & BLUES

More than 400 New York City real estate professionals raise more than $400,000 for St. Jude Children’s Research Hospital during the second annual St. Jude Spirit of Hope: An Evening of BBQ & Blues event at the Prince George Ballroom.

St. Jude researches, treats and defeats childhood cancer and other life-threatening diseases.

“Event co-chair Sarah Sakurn (of Hamilton Avenue) and I want to thank the sponsors, committee members and guests for their generous hearts because we exceeded our fundraising goals for St. Jude Children’s Research Hospital,” said event co-chair Paul Walker of CBRE. “Together, we are making a difference by supporting the hospital’s pioneering research and lifesaving treatment, so that one day, no child will die of cancer.”

Planning committee members included Andrew Lofredo of Blackboard Insurance, Arash Sadighi of Venture Commercial, Bill Miller of Blink Fitness, Brad Jacobs of McLaughlin & Stern LLP, David Silverman of L3 Architects, Eric Martin of Chelsea Lighting, Jarrett Wolfe of Smart Choice Communications, Jason Katz of Columbia Capital, John Cinosky of ATCO Brokerage Services, Jonathan Cape of CBRE, Joseph Candella of Vanguard Construction, Michael Rudder of Rudder Property Group, Mike Gochnor of Gochnor Group, Nat Rockett of Marcus & Millichap, Paula Turkowitz of Bill Cross Agency, Rob Brawer of Brawerman/Greenspun, Rob Fisher of Jeffrey Management, Rob Kessler of K Offices, Sarah Sakurn of Hamilton Avenue, Sonya Vermy of IA Interior Architects, Tracy Davis of Transwestern and Vicki Freeman of HSP Real Estate Group.

Photo credit: Surma Co. Photography and Aggie Photography
Barry Bernstein, Executive Director, HSP Real Estate Group, a member of NAI Global, has arranged full-floor leases at 242 West 38th Street for two technology-based firms, comprising Koios Medical, Inc., which provides diagnostic support to technicians in the breast cancer community through artificial intelligence; and Refersion, Inc., a marketing software developer that creates partnerships for clients with bloggers, influencers, ambassadors, and promoters.

Koios Medical will take possession of the 2,817-square-foot 14th floor in mid-November and Refersion, Inc. takes possession of the 3,300-square-foot 10th floor in at the end of October. Both firms have three-year leases and the per-square-foot asking rents for both were in the low $50s.

“Comprehensive infrastructure upgrades, along with new elevators and renovations to the lobby and common areas, have made this building increasingly attractive to technology and media companies,” points out Mr. Bernstein. “Adding to its desirability is a central location, close to Penn Station, Port Authority and Hudson Yards.”

Mr. Bernstein represented the landlord, 242 West 38th Street, LLC, on both transactions. Koios Medical, which is relocating from 500 Seventh Avenue, was represented by Dennis Someck and Justin Myers of Lee & Associates. Refersion, Inc., which is moving from 311 West 43rd Street, was represented by Eli Slutsky of WeWork Space Services.

About HSP Real Estate Group, a Member of NAI Global

HSP Real Estate Group is a fully integrated, full-service real estate firm with approximately 5 million square feet of commercial assets under ownership and/or management. The firm specializes in building management, tenant representation, landlord representation, commercial co-op/condo sales, retail and hospitality leasing, and consulting.

Its diverse leasing and management portfolio of includes 885 Third Avenue, 251 West 30th Street, 1450 Broadway, 45 West 34th Street, 148 Madison Avenue, 6 West 48th Street, 24-32 Union Square, 720 Fifth Avenue, 724 Fifth Avenue, 174 Broadway, 530 Broadway, 764 Madison Avenue, 799 Madison Avenue, 803 Madison Avenue, 824 Madison Avenue, 844 Madison Avenue, 15 West 44th Street, 22 East 49th Street, 16 West 36th Street, 347 West 36th Street and other notable buildings.

HSP Real Estate Group is the New York City member of NAI Global, the single largest, most powerful global network of owner-operated commercial real estate brokerage firms. The offices of HSP Real Estate Group are located at 1040 Avenue of the Americas and 885 Third Avenue.
HSP Real Estate Group and NAI Global Market
91.4KSF Queens Retail Portfolio

HSP Real Estate Group and NAI Global have launched the sale of 91,398-square-feet of retail space at Queens Blvd and 63rd Drive in Rego Park. The 100 percent leased, two-acre portfolio consists of four distinct noncontiguous sites with one- and two-story buildings and includes such nationally recognized tenants as Starbucks, Rite Aid, Duane Reade, HSBC Bank and JP Morgan Chase Bank.

The properties are located in a designated opportunity zone that could provide additional economic benefits if federal guidelines are met. Portions of the portfolio may be redeveloped into mixed-use assets like ground floor retail and low-rise multifamily units over time.

"This is an incredible investment opportunity in one of the most sought-after areas in Queens," points out Dana Moskowitz, Partner, HSP Real Estate Group. "It is a ‘main street’ destination that has been a go-to for the entire community since the 1940s."

The space is located steps away from the Rego Center Mall, Queen Center and Queens Place and sits on a subway hub for the E, M and R lines. Bus stops for the Q60 and Q38 may also be found nearby.

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"HSP Real Estate Group is the New York City office of NAI Global, a leading global commercial real estate brokerage firm. The offices of HSP Real Estate Group are located at 1040 Avenue of the Americas and 885 Third Avenue."

About NAI Global
NAI Global is a leading global commercial real estate brokerage firm. NAI Global offices are leaders in their local markets and work in unison to provide clients with exceptional solutions to their commercial real estate needs. NAI Global has more than 375 offices strategically located throughout North America, Latin America and the Caribbean, Europe, Africa and Asia Pacific, with 6,000 local market professionals, managing in excess of 1.15 billion square feet of property and facilities. Annually, NAI Global completes in excess of $20 billion in commercial real estate transactions throughout the world.

NAI Global provides a complete range of corporate and institutional real estate services, including brokerage and leasing, property and facilities management, real estate investment and capital market services, due diligence, global supply chain and logistics consulting and related advisory services. To learn more, visit www.naiglobal.com or www.naiglobalnewslink.com.
JLL arranged a $53 million bridge loan for Chelsea Square, a 113,629 s/f boutique office property in the Penn Plaza submarket of Manhattan.

JLL worked on behalf of the borrower, HSP Real Estate Group, to secure the three-year financing through Ladder Capital.

Chelsea Square is located at 251 West 30th Street between 7th and 8th Avenues at the intersection of the Chelsea, NoMad and Hudson Yards neighborhoods.

Originally built in 1927, Chelsea Square was significantly renovated in 2017 and features flexible, boutique floorplates ranging from 5,000 to 8,000 s/f, exposed ceilings, polished concrete floors and outdoor terraces on select floors.

The JLL Capital Markets team representing the borrower was led by Managing Director Christopher Peck, Senior Director Peter Rotchford and Associate Kristen Knapp.
## DEAL SHEET | Single Deal

**56 WEST 45TH STREET | OFFICE LEASING | 08/15/2019**

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<tr>
<td>TENANT BROKER</td>
<td>Dana Moskowitz, Jeffrey Zund</td>
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**NOTES**  
The plastic surgeon inked a 6.5-year sublease for the Grand Central location.
Ladder Capital Provides $53M Bridge Loan for Chelsea Office Property

HSP Real Estate Group has landed a $53 million bridge loan from Ladder Capital for one of its Chelsea office properties.

The three-year debt was arranged by JLL’s Christopher Peck, Peter Rotchford and Kristen Knapp, according to information provided by the brokerage.

The 113,629-square-foot building — at 251 West 30th Street between Seventh and Eighth Avenues — sits at the intersection of Chelsea, NoMad and Hudson Yards, just south of Penn Plaza.

HSP — led by Gerard Nocera and Michael Reid — acquired the 16-story asset from AJ Property Management in April 2016, paying $50.5 million. The new loan replaces $49 million in acquisition financing from Pacific Western Bank — then known as CapitalSource — city records show.

A wave of leasing activity has occurred at the property over the past six months. As Commercial Observer reported in March, Atlanta-based architecture firm Greenberg-Farrow inked a deal for new digs on the 10th floor, taking 7,077 square feet; in July, HSP announced that restaurateur Bobby Khorrami would be opening a 1,817-square-foot farm-to-table restaurant in the building and had signed a 15-year lease; and earlier this month, internet service provider Cloudflare signed a three-year lease for 7,049 square feet on the top floor.

Officials at HSP did not immediately return a request for comment.
NEW YORK

Cloudflare has signed a lease for more than 7,000 s/f on two floors at 251 West 30th Street

Cloudflare has signed a lease for more than 7,000 s/f on two floors at 251 West 30th Street, comprising the entire 4,799 s/f 16th floor and 2,250 s/f on the 15th floor. One of the largest Internet services providers in the world, used by more than 20 million properties, Cloudflare provides security, performance and acceleration products for on-premises, hybrid, cloud and SaaS applications.

Representing the owners were John Monaco, executive vice president/leasing, HSP Real Estate Group, a member of NAI Global, and Newmark Knight Franks’ Billy Cohen, vice chairman, and Jared Winter, director. The tenant was represented by Sam Seiler, managing director, JLL. Asking rent for the space was $64 psf. The lease term was three years. Among the more recent tenants at 251 West 30th Street have been Jupiter Intelligence, Primary, and global architecture firm Greenberg Farrow. The 16-story prewar building, which was acquired by HSP Real Estate Group and Marciano Investment Group in 2016, has undergone improvements throughout the interiors and achieved a Silver LEED Certification. Cloudflare is expected to take possession of its new offices early next year.
Cloudflare ⇒ 7,049 New

The internet service provider Cloudflare, currently en route to an IPO, is heading north.

The San Francisco-based company signed a three-year lease for 7,049 square feet at HSP Real Estate Group’s 251 West 30th Street, between Seventh and Eighth Avenues, in Herald Square.

They will occupy the top floor of the 16-story building, which has a floor plate of 4,800 square feet, and a portion of the 15th floor. The asking rent was $64 per square foot, according to information from HSP.

Cloudflare plans to relocate from its current offices at 33 Irving Place in the Flatiron District in early 2020.

HSP’s John Monaco represented the landlord in-house, together with Newmark Knight Frank’s Billy Cohen and Jared Winter; JLL’s Sam Seiler represented Cloudflare.

HSP, a member of NAI Global, bought the Herald Square property in 2016, and upgraded the prewar building. Other recent tenants include Jupiter Intelligence, flex-space provider Primary, and architecture firm GreenbergFarrow, as Commercial Observer reported.

Cloudflare, founded in 2009, filed for a $385 million IPO earlier this week, setting a price range that could value it at up to $3.5 billion.

In addition to its offices in San Francisco and in New York, the company has outposts in Washington, D.C., London, Sidney, Beijing, and Singapore, among other locations.—Chava Gourarie
<table>
<thead>
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<td>HSP Real Estate Group</td>
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<tr>
<td>BROKERS</td>
<td>HSP’s John Monaco represented the landlord in-house, together with Newmark Knight Frank’s Billy Cohen and Jared Winter: JLL’s Sam Seiler represented Cloudflare.</td>
</tr>
</tbody>
</table>
HSP Real Estate Renews Lease for Prominent Contractor

HSP’s Howard Epstein signs JGM Construction Development to five more years

HSP Real Estate Group has arranged a five-year renewal lease for JGM Construction Development, LLC at 16 West 36th Street, between Fifth and Sixth Avenues in the Penn Plaza district. JGM, a leading general contractor and construction management firm in New York City, has occupied the 2,109-square-foot, sixth floor space since 2009.

Howard Epstein, Director/Leasing, HSP Real Estate Group, represented the tenant and landlord Kiamie Industries, Inc. on the transaction.

“JGM is a strong tenant and the landlord was very supportive of this renewal,” says Mr. Epstein.

Asking rent was $55-per-square-foot.

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DEAL SHEET | Single Deal

251 WEST 30TH STREET | OFFICE LEASING | 09/05/2019

EVENT Office Leasing
ADDRESS 251 West 30th Street
SQUARE FEET 7,000
BOROUGH Manhattan
NEIGHBORHOOD Penn Plaza
PUBLICATION DATE 09/06/2019
DEAL DATE 09/05/2019
LANDLORD HSP Real Estate Group
LANDLORD BROKERAGE HSP Real Estate Group, Newmark Knight Frank
LANDLORD BROKER John Monaco, Billy Cohen, Jared Winter
TENANT Cloudflare
TENANT BROKERAGE JLL
TENANT BROKER Sam Seiler
NOTES The internet security provider signed a lease for the Penn Plaza space.
Cloudflare to Relocate to Herald Square

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In addition to its offices in San Francisco and in New York, the company has outposts in Washington, D.C., London, Sidney, Beijing, and Singapore, among other locations.
Cloudflare Takes Over 7,000 square feet at 251 West 30th Street

Cloudflare has signed a lease for more than 7,000 square feet on two floors at 251 West 30th Street, comprising the entire 4,799-square-foot 16th floor and 2,250 square feet on the 15th floor. One of the largest Internet services providers in the world, used by more than 20 million properties, Cloudflare provides security, performance and acceleration products for on-premises, hybrid, cloud and SaaS applications. Headquartered in San Francisco, the company also has offices in London, Sidney, Beijing, Singapore, Lisbon and Washington, DC, among other domestic and international locations. In New York City, it will be relocating from 33 Irving Place.

Representing the owners were John Monaco, executive vice president/leasing, HSP Real Estate Group, a member of NAI Global, and Newmark Knight Franks’ Billy Cohen, vice chairman, and Jared Winter, director. The tenant was represented by Sam Seiler, managing director, JLL. Asking rent for the space was $64-per-square-foot. The lease term was three years.

“Having a world-renowned Internet giant join our tenant mix is a direct reflection of building’s evolving profile,” points out Mr. Monaco. “Whether it was the proximity to Penn Station and Hudson Yards or open, buildable floors surrounded by unobstructed views, this is clearly a desirable location for Internet-based businesses and related service providers.”

Among the more recent tenants at 251 West 30th Street have been Jupiter Intelligence, Primary, and global architecture firm Greenberg Farrow. The 16-story prewar building, which was acquired by HSP Real Estate Group and Marciano Investment Group in 2016, has undergone institutional-quality improvements throughout the interiors and achieved a Silver LEED Certification. It is ideally located two blocks from Hudson Yards, down the street from the entrance to the High Line, and one block from Penn Station. Building-wide tenant amenities include a lounge with barista section, yoga/work-out room with showers, and secure bike storage room.

Cloudflare is expected to take possession of its new offices early next year.

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Cloudflare to Relocate to Herald Square

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‘HAVING A WORLD-RENNOWNED INTERNET GIANT JOIN OUR TENANT MIX IS A DIRECT REFLECTION OF BUILDING’S EVOLVING PROFILE,” POINTS OUT MR. MONACO. “WHETHER IT WAS THE PROXIMITY TO PENN STATION AND HUDSON YARDS OR OPEN, BUILDABLE FLOORS SURROUNDED BY UNOBSTRUCTED VIEWS, THIS IS CLEARLY A DESIRABLE LOCATION FOR INTERNET-BASED BUSINESSES AND RELATED SERVICE PROVIDERS.”

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LEASES

Plastic surgery practice moves to West Side

Dana Moskowitz, Partner, and Jeffrey Zund, Executive Director/Leasing, HSP Real Estate Group (HSP), a member of NAI Global, have arranged a six-and-a-half-year sublease at 56 West 45th Street for Millennial Plastic Surgery, PLLC. The 4,000 s/f, eighth floor office was previously occupied by Integrated Medicine of New York City, which has another full-floor in the building. Moreover, the space was delivered fully furnished and fully equipped with individual surgical and examination rooms. The location, close to Rockefeller Center and excellent transportation, helped seal the deal, Zund said.

Representing the sublessor was John Aires, Principal, SVN Commercial Real Estate Advisors. Millennial was previously located at 128 East 62nd Street.
HSP Brings Millennial Plastic Surgery to 56 West 45th Street

**HSP’s Dana Moskowitz and Jeff Zund Arrange Fully Furnished, Full-Floor Sublease**

Dana Moskowitz, Partner, and Jeffrey Zund, Executive Director/Leasing, HSP Real Estate Group (HSP), a member of NAI Global, have arranged a six-and-a-half-year sublease at 56 West 45th Street for Millennial Plastic Surgery, PLLC. The 4,000-square-foot, eighth floor office was previously occupied by Integrated Medicine of New York City, which has another full-floor in the building. Moreover, the turnkey space was delivered fully furnished and fully equipped with individual surgical and examination rooms.

“This was an amazing opportunity for our client because we were able to secure a beautiful, move-in ready space,” says Mr. Zund. “The location, which is close to Rockefeller Center and excellent transportation, was also instrumental in sealing the deal.”

Representing the sublessor was John Aires, Principal, SVN Commercial Real Estate Advisors. Millennial Plastic Surgery was previously located at 128 East 62nd Street.

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HSP Real Estate Group is a wholly integrated, full-service real estate firm with approximately 4 million square feet of commercial assets under ownership and/or management. The firm specializes in building management, tenant representation, landlord representation, commercial co-op/condo sales, retail and hospitality leasing, and consulting.

Its diverse leasing and management portfolio of more than 40 properties includes 251 West 30th Street, 1450 Broadway, 347 West 36th Street, 45 West 34th Street, 148 Madison Avenue, 6 West 48th Street, 29 West 36th Street, 32 Union Square, 132 Mulberry Street and other notable buildings.

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HSP Real Estate Group Brings Millennial Plastic Surgery to 56 West 45th Street

August 15, 2019 – Dana Moskowitz, Partner, and Jeffrey Zund, Executive Director/Leasing, HSP Real Estate Group (HSP), a member of NAI Global, have arranged a six-and-a-half-year sublease at 56 West 45th Street for Millennial Plastic Surgery, PLLC. The 4,000-square-foot, eighth floor office was previously occupied by Integrated Medicine of New York City, which has another full-floor in the building. Moreover, the turnkey space was delivered fully furnished and fully equipped with individual surgical and examination rooms.

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Plastic Surgery Clinic Taking New Digs at 56 West 45th Street

A plastic surgery clinic inked a deal to ditch its Lenox Hill space and take over a Midtown office, Commercial Observer has learned.

Millennial Plastic Surgery signed a six-and-a-half-year sublease with Integrated Medicine of New York City for its 4,000-square-foot office on the eighth floor of 56 West 45th Street, between Fifth Avenue and Avenue of the Americas, according to HSP Real Estate Group, which brokered the deal for the subtenant.

A spokeswoman for HSP did not provide the asking rents in the deal but CoStar Group data shows average rents in the 17-story building start at $55 per square foot.

Integrated Medicine still has a full-floor presence in 56 West 45th Street and Millennial Plastic Surgery was previously located at 128 East 62nd Street, between Park and Lexington Avenues, the HSP spokeswoman said.

Dana Moskowitz and Jeffrey Zund of HSP handled the deal for Millennial Plastic Surgery while SVN Commercial Real Estate Advisors’ John Aires represented the sublessor. Aires did not immediately respond to a request for comment.

“This was an amazing opportunity for our client because we were able to secure a beautiful, move-in ready space,” Zund said in a statement. “The location, which is close to Rockefeller Center and excellent transportation, was also instrumental in sealing the deal.”

The 66,400-square-foot 56 West 45th Street is owned by investment firm Gatsby Enterprises, which picked up the property in 2017 from Valeray Real Estate Company for $50 million, Crain’s New York Business reported.
Apparel firm Bilco Industries, Inc. signed a 2,640 s/f, seven-year lease at 231 West 39th Street. The company, which makes men and boys’ athletic clothing, will utilize part of the third floor for its offices and a showroom. James and Jeff Buslik of Adams & Co. represented the landlord, 231/249 West 39th Street Associates while Evan Lieberman of HSP represented the tenant. Asking rent was $49 psf.
HSP Real Estate Group Arranges Knotel Location at 16 West 36 Street

Howard Epstein, Director/Leasing, HSP Real Estate Group, a member of NAI Global, has arranged a 10-year lease for Knotel at 16 West 36th Street, between Fifth and Sixth Avenues. The multinational workspace giant, which in New York City, alone, has 100 locations spanning approximately 2.5 million square feet, took the full 5,320-square-foot fourth floor of the building.

"Knotel’s model is extremely relevant to today’s work culture because it centers on tailoring space to the needs of individual businesses," says Mr. Epstein. “A central location and full-floor availability made this building an especially compelling choice for this tenant.”

The landlord, Kiamie Industries, was represented by HSP Real Estate Group. The tenant was represented by Elie Reiss, Skylight Leasing.

Adds Matthew Kiamie, Vice President, Windsor Management Corp., “We are pleased to bring Knotel, a growing company with an innovative business model into the Kiamie portfolio. They represent the ideal tenant we target to attract at our modern classic buildings.”

Asking rent for the space was $55-per-square-foot. Knotel is scheduled to take occupancy October 1, 2019.

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Howard Epstein, Director/Leasing, HSP Real Estate Group, a member of NAI Global, has arranged a 10-year lease for Knotel at 16 West 36th Street, between...
KNOTEL SIGNS NEW DEAL IN MIDTOWN SOUTH

Flexible office provider Knotel has signed a new 10-year lease to take up 5,320 square feet in Midtown.

The New York-based firm will take up the entire fourth floor on West 36th Street and is expected to move into the space on October 1.

“Knotel’s model is extremely relevant to today’s work culture because it centers on tailoring space to the needs of individual businesses,” said Howard Epstein of HSP, which brokered the deal for landlord Windsor Management Corporation. “A central location and full-floor availability made this building an especially compelling choice for this tenant.”
HSP Real Estate Group Arranges Knotel Location at 16 West 36 Street

Howard Epstein, Director/Leasing, HSP Real Estate Group, a member of NAI Global, has arranged a 10-year lease for Knotel at 16 West 36th Street, between Fifth and Sixth Avenues. The multinational workspace giant, which in New York City, alone, has 100 locations spanning approximately 2.5 million square feet, took the full 5,320-square-foot fourth floor of the building.

“KNOTEL’S MODEL IS EXTREMELY RELEVANT TO TODAY’S WORK CULTURE BECAUSE IT CENTERS ON TAILORING SPACE TO THE NEEDS OF INDIVIDUAL BUSINESSES,” SAYS MR. EPSTEIN. “A CENTRAL LOCATION AND FULL-FLOOR AVAILABILITY MADE THIS BUILDING AN ESPECIALLY COMPELLING CHOICE FOR THIS TENANT.”

The landlord, Kiamie Industries, was represented by HSP Real Estate Group. The tenant was represented by Elie Reiss, Skylight Leasing.

Adds Matthew Kiamie, Vice President, Windsor Management Corp., “We are pleased to bring Knotel, a growing company with an innovative business model into the Kiamie portfolio. They represent the ideal tenant we target to attract at our modern classic buildings.”

Asking rent for the space was $55-per-square-foot. Knotel is scheduled to take occupancy October 1, 2019.
Flexible-workspace provider Knotel inked a deal to take 5,320 square feet in Midtown South, Commercial Observer has learned.

Knotel signed a 10-year lease for the entire fourth floor of 16 West 36th Street between Avenue of the Americas and Fifth Avenue, according to HSP Real Estate Group, which brokered the deal for landlord Windsor Management Corporation. Asking rent was $55 per square foot.

(Disclosure: Observer Capital, led by Observer Media Chairman and Publisher Joseph Meyer, is a Knotel investor.)

Knotel — which recently secured its 100th location in the Big Apple — plans to move into its new Midtown South space on Oct. 1, a spokeswoman for HSP said.

Howard Epstein of HSP represented Windsor Management in the transaction while Skylight Leasing’s Elie Reiss handled it for Knotel. Reiss did not immediately respond to a request for comment.

“Knotel’s model is extremely relevant to today’s work culture because it centers on tailoring space to the needs of individual businesses,” Epstein said in a statement. “A central location and full-floor availability made this building an especially compelling choice for this tenant.”

Windsor Management bought the 13-story 16 West 36th Street from The Praedium Group for $12.9 million in 2013, as CO previously reported. Other tenants in the 67,209-square-foot building include security company Summit Security Services, wine importer Cape Classics and insurance brokerage Compain Anderson Azar.
Commercial Real Estate’s Fastest-Growing Media Company Signs Leases on Both Coasts

Connect Media has signed leases in New York and Los Angeles, and secured office space in Atlanta at co-working provider Strongbox West. Connect’s official offices now plant the flag in three major metros, with Connect team members in New Jersey, New Orleans, Dallas, Chicago, San Francisco, Oregon, San Diego, Los Angeles, Atlanta, and New York.

Connect signed a lease extension at 515 S. Figueroa St. in Los Angeles with landlord Manulife Investment Management. In New York, Connect signed a new lease doubling the space at 37 W.39th St. with building owner Brause Realty. HSP Real Estate Group represented Connect in the lease transaction.

“We are excited for this expansion and to continue growing on both coasts,” said Daniel Ceniceros, CEO at Connect. “We cover commercial real estate every day, but we forget how difficult it is to get deals done. We were fortunate to work with two great owners to help us with the expansion. Real estate is a regional business and each market is different. Having boots on the ground is vital to understanding the territories we cover, and we have had the pleasure of working with landlords and brokers who understand our business and the value of having Connect Media in their properties. We are excited to continue this momentum with the launch of operations in Phoenix and the Southwest, as well as Washington D.C. in the fall.”
# DEAL SHEET | Single Deal

**37 WEST 39TH STREET | OFFICE LEASING | 07/29/2019**

<table>
<thead>
<tr>
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<tr>
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<td>Armano Real Estate</td>
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<td>TENANT BROKER</td>
<td>Joseph Armano</td>
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**NOTES** The legal data provider signed a 3-year lease for the Garment District location at $55 per square foot.
Leopard Solutions to Come to Midtown

Legal data provider Leopard Solutions will take its first Midtown location, signing for 2,500 square feet at 37 West 39th Street. The Bronxville, New York-based company serves law firms throughout the United States and globally with high-quality legal research solutions. The company is expected to move in this summer.

Howard Epstein, director of leasing for HSP Real Estate Group, a member of NAI Global, represented the landlord. The tenant was represented by Joseph Armano of Armano Real Estate. The lease term is three years and asking rent was $55 per square foot.

“Leopard Solutions is eagerly looking forward to its increased access to major transportation hubs, retail and restaurants, as this lease was executed from start to finish in three weeks,” Epstein said. “The building’s accessibility will provide unprecedented opportunity for the company to meet the ever-changing demands of an international customer base.”
Following the success of his Hell’s Kitchen, Times Square and Hudson Valley units, restaurateur **Bobby Khorrami** has plans to open a casual dining, farm-to-table restaurant at **251 W. 30th St.**, between Seventh and Eighth avenues, near Hudson Yards. The yet-to-be-named restaurant will be located in an approximately 1,817-square-foot space.

**John Monaco**, EVP/leasing at **HSP Real Estate Group**, a member of NAI Global, and NKF’s Jeffrey Roseman represented the owners for the 15-year lease. The tenant was represented by NestSeekers International’s Joshua Berkun.

“This restaurant will be a wonderful amenity for our tenants, as well as everyone in the area,” said Monaco. “Also, working with Jeff and his colleagues is always a pleasure.”

Khorrami and his group, Green Devil Inc., have taken possession of the space and expect to open after Labor Day.
Legal data provider Leopard Solution, based north of the city in Bronxville, NY, has signed on for its first Midtown office. HSP Real Estate Group’s Howard Epstein arranged the 2,500-square-foot prebuilt at Brause Realty’s 37 W. 39th St.

“Leopard Solutions is eagerly looking forward to its increased access to major transportation hubs, retail and restaurants, as this lease was executed from start to finish in three weeks,” said Epstein. “The building’s accessibility will provide unprecedented opportunity for the company to meet the ever-changing demands of an international customer base.”

Ownership was represented by HSP Real Estate Group, and the tenant was represented by Joseph Armano of Armano Real Estate. The lease term is three years. Leopard Solutions, which was established in 2002 and serves clients globally, plans to move into its Midtown office this summer.
HSP Real Estate Group Arranges first Midtown Office For Leopard Solutions

HSP’s Howard Epstein introduces legal data provider to 37 West 39th Street

Howard Epstein, Director/Leasing, HSP Real Estate Group, a member of NAI Global, has arranged a lease for Leopard Solutions, a legal data provider, at 37 West 39th Street. The 2,500-square-foot office comes prebuilt with high-end finishes and is located between Fifth and Sixth Avenues, close to Grand Central and Bryant Park. It represents the first Midtown location for the Bronxville-based company, which serves law firms throughout the United States and globally with high-quality legal research solutions.

“Leopard Solutions is eagerly looking forward to its increased access to major transportation hubs, retail and restaurants, as this lease was executed from start to finish in three weeks,” says Mr. Epstein. “The building’s accessibility will provide unprecedented opportunity for the company to meet the ever-changing demands of an international customer base.”

The landlord was represented by HSP Real Estate Group and the tenant was represented by Joseph Armano of Armano Real Estate. The lease term is three years and asking rent was $55-per-square-foot. Leopard Solutions will be moving into its Midtown office in summer 2019.

About Leopard Solutions

Leopard Solutions was established in 2002 to deliver current, high-quality and cost-effective candidate and law firm research solutions. The company has grown into the most recognized and trusted legal data provider in the United States among legal recruiters, attorneys, law firms, corporations and law schools. Designed to fulfill a wide variety of intelligence needs – from job search to recruitment to competitive intelligence for attorneys, corporations and law firms – Leopard’s strategic data solutions are continuously aggregated and human-vetted to provide the most accurate, in-depth and real-time insight into thousands of the top law firms and attorneys throughout the United States and globally.

About HSP Real Estate Group, a Member of NAI Global

HSP Real Estate Group is a wholly integrated, full-service real estate firm with approximately 4 million square feet of commercial assets under ownership and/or management. The firm specializes in building management, tenant representation, landlord representation, commercial co-op/condo sales, retail and hospitality leasing, and consulting.

Its diverse leasing and management portfolio of more than 40 properties includes 251 West 30th Street, 1450 Broadway, 347 West 36th Street, 45 West 34th Street, 148 Madison Avenue, 6 West 48th Street, 29 West 36th Street, 32 Union Square, 132 Mulberry Street and other notable buildings.

HSP Real Estate Group is the New York City member of NAI Global, the single largest, most powerful global network of owner-operated commercial real estate brokerage firms. The offices of HSP Real Estate Group are located at 1040 Avenue of the Americas and 885 Third Avenue.
Real Estate Forum’s Women of Influence 2019
Brokers, Financial Advisors, Consultants, Mentors and More!

WOMAN TO WATCH
DANA MOSKOWITZ
HSP Real Estate Group

As a partner and business director at HSP Real Estate Group, Dana Moskowitz oversees the firm’s 5-million-square-foot commercial portfolio in New York City, and has worked diligently to curate a diverse tenant mix with technology, advertising and engineering companies. In the last year, she oversaw lobby renovations and capital improvements in the portfolio totaling $1.5 million. She is a member of REBNY, YMWREA, Israel Bonds and a board member of B’nai Brith Real Estate Unit.
Hentze of HSP Real Estate arranges 8,500 s/f lease for Satori Laser

Manhattan, NY Joseph Hentze, Jr. of HSP Real Estate Group, a member of NAI Global, has arranged the lease for an 8,500 s/f space at 45 West 34th St., between Fifth and Sixth Aves., for Satori Laser. Working with Hentze on behalf of the tenant was HSP executive director Jeffrey Zund. On behalf of the landlord, Hentze worked alongside HSP partner Dana Moskowitz and executive vice president John Monaco. Satori Laser, which is a laser and cosmetology practice with six locations in the borough, plus one in Long Island and another in Philadelphia, signed an 11-year lease for the space.

"Satori Laser clinics are traditionally situated in densely-populated office markets, close to transportation," said Hentze. "Our team not only arranged an ideal location commensurate with this business model, I was able to work with my HSP colleagues on both sides of the transaction."

Moskowitz said, "The tenant’s practice caters to models, as well as women and men in the general business population. Beyond being in a central business district, accessible to two significant transportation hubs, the dazzling new lobby makes a great first impression which, undoubtedly, helped secure the deal."

In addition to the recently redesigned and renovated attended lobby and common areas, 45 West 34th St. has new mechanical systems and bathrooms, and four refitted elevators. The 12-story prewar commercial building also features loft-style office spaces with high-end finishes, open ceilings, and concrete floors.

The asking rent for Satori Laser’s second floor space was $60 per rentable s/f and the tenant is responsible for the build-out.
Dayan and Weiss of HSP arrange 2,901 s/f lease to The Design Gym

Manhattan, NY The Design Gym, a corporate consultancy focused on innovation, creativity, team building, training and facilitation, has signed a lease for a 2,901 rentable s/f suite at Brause Realty, Inc.’s 320 Fifth Ave. Located on the 10th floor, the new suite features hardwood floors, exposed ceilings, LED lighting and glass-fronted rooms. The owner was represented by the building’s exclusive agents Jonata Dayan, executive VP, and Brett Weiss, senior associate, HSP Real Estate Group, a member of NAI Global. The tenant, who will take possession of the space this spring, was represented by Matt Hopkins, associate director, Vicus Partners.

“I’ve been so impressed and have enjoyed getting to meet the team at 320,” said Jason Wisdom, co-founder and partner, The Design Gym. “The aesthetic in the office is incredibly clean, the finishes look amazing and it tells the type of story that we want to tell our clients; one of thoughtful design and simplicity.”

In the past year, graphic design studio Marine Lane and high-end furniture company Orangebox moved into 320 Fifth Ave. In addition, the building added, joining such other non-fashion tenants as MFS Engineering to its tenant roster and completed a renewal with another national engineering firm, Hatch.

The 12-story office building, between 32nd and 33rd Sts., offers partial floor suites spanning approximately 974- to 3,617 rentable s/f; and full floors with 10,150 rentable s/f. It features a masterfully restored lobby with vaulted ceilings, fully-modernized elevators and sleekly renovated floors. The contemporary ambiance at 320 Fifth Ave. and its proximity to three transportation hubs has proven to be equally desirable to tenants from a wide variety of industries, including fashion, furniture, engineering, technology, advertising, and media companies.
DEAL SHEET | Single Deal

45 WEST 34TH STREET | OFFICE LEASING | 05/29/2019

EVENT Office Leasing
ADDRESS 45 West 34th Street
SQUARE FEET 8,500
PRICE PER FOOT $60.00
BOROUGH Manhattan
NEIGHBORHOOD Garment District
PUBLICATION DATE 05/30/2019
DEAL DATE 05/29/2019
LANDLORD 41 West 34th Street LLC
LANDLORD BROKERAGE HSP Real Estate Group
LANDLORD BROKER Joseph Hentze Jr, Dana Moskowitz, John Monaco
TENANT Satori Laser
TENANT BROKERAGE HSP Real Estate Group
TENANT BROKER Joseph Hentze Jr, Dana Moskowitz, John Monaco
NOTES The tenant inked a lease for the Garment District space at $60 per square foot.
The Design Gym Moves to Brause Realty’s 320 Fifth Avenue

The Design Gym, a corporate consultancy focused on innovation, creativity, team building, training and facilitation, has signed a lease for an approximately 2,901-rentable-square-foot suite at Brause Realty, Inc.’s 320 Fifth Avenue. Located on the 10th floor, the new suite features hardwood floors, exposed ceilings, state-of-the-art LED lighting and glass-fronted rooms. The owner was represented by the building’s exclusive agents Jonata Dayan, executive vice president, and Brett Weiss, senior associate, HSP Real Estate Group, a member of NAI Global. The tenant, who will take possession of the space this spring, was represented by Matt Hopkins, associate director, Vicus Partners.


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HSP Real Estate Group Brings Satori Laser to 45 West 34th Street

Two HSP teams represent tenant and landlord for 8,500sf space; Joseph Hentze, Jr. represents both sides of transaction

Joseph Hentze, Jr. of HSP Real Estate Group, a member of NAI Global, has arranged the lease for an 8,500-square-foot space at 45 West 34th Street, between Fifth and Sixth Avenues, for Satori Laser. Working with Mr. Hentze on behalf of the tenant was HSP Real Estate Group Executive Director Jeffrey Zund. On behalf of the landlord, Mr. Hentze worked alongside HSP Real Estate Group Partner Dana Moskowitz and Executive Vice President John Monaco. Satori Laser, which is a prominent laser and cosmetology practice with six locations in Manhattan, plus one in Long Island and another in Philadelphia, signed an 11-year lease for the space.

“Satori Laser clinics are traditionally situated in densely-populated office markets, close to transportation,” says Mr. Hentze. “Our team not only arranged an ideal location commensurate with this business model, I was able to work with my HSP colleagues on both sides of the transaction.”

Adds Ms. Moskowitz, “The tenant’s practice caters to models, as well as women and men in the general business population. Beyond being in a central business district, accessible to two significant transportation hubs, the dazzling new lobby makes an great first impression which, undoubt-edly, helped secure the deal.”

In addition to the recently redesigned and renovated attended lobby and common areas, 45 West 34th Street has new mechanical systems and bathrooms, and four refitted elevators. The 12-story prewar commercial building also features loft-style office spaces with high-end finishes, open ceilings, and polished concrete floors.

The asking rent for Satori Laser’s second floor space was $60 per rent-able square foot and the tenant is responsible for the build-out.
The Design Gym Moves to Brause Realty’s 320 Fifth Avenue

HSP Real Estate Group’s Jonata Dayan and Brett Weiss arrange new lease for design-thinking corporate consulting and training firm

The Design Gym, a corporate consultancy focused on innovation, creativity, team building, training and facilitation, has signed a lease for an approximately 2,901-rentable-square-foot suite at Brause Realty, Inc.’s 320 Fifth Avenue. Located on the 10th floor, the new suite features hardwood floors, exposed ceilings, state-of-the-art LED lighting and glass-fronted rooms. The owner was represented by the building’s exclusive agents Jonata Dayan, executive vice president, and Brett Weiss, senior associate, HSP Real Estate Group, a member of NAI Global. The tenant, who will take possession of the space this spring, was represented by Matt Hopkins, associate director, Vicus Partners.

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About HSP Real Estate Group, a Member of NAI Global

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Its diverse leasing and management portfolio includes 885 Third Avenue, 251 West 30th Street, 1450 Broadway, 45 West 43rd Street, 148 Madison Avenue, 6 West 48th Street, 32-2 Union Square, 720 Fifth Avenue, 724 Fifth Avenue, 174 Broadway, 530 Broadway, 764 Madison Avenue, 799 Madison Avenue, 803 Madison Avenue, 824 Madison Avenue, 844 Madison Avenue, 15 West 44th Street, 22 East 49th Street, and other notable buildings.

HSP Real Estate Group is the New York City member of NAI Global, the single largest, most powerful global network of owner-operated commercial real estate brokerage firms. The offices of HSP Real Estate Group are located at 1040 Avenue of the Americas and 885 Third Avenue.

About Brause Realty Inc.

Founded in 1927, Brause Realty Inc. is a family-owned company specializing in the long-term ownership, management and development of high-quality, well-located commercial real estate assets. Brause Realty owns and manages a portfolio of approximately three million square feet in the New York region, including: 52 Vanderbilt Avenue, 320 Fifth Avenue, 41 Union Square, 254 West 31st Street, 141 West 36th Street, and 21 West 38th Street, New York City; One MetLife Plaza and The Forge, Long Island City, NY; and Congress Park Centre, Saratoga Springs, NY. See www.BrauseRealty.com for more information.

About The Design Gym

The Design Gym empowers organizations to build cultures of greater creativity and collaboration using the language of design thinking. Design thinking is a problem-solving methodology used to generate more empathetic and innovative solutions. Unlike traditional innovation agencies, Design Gym never does the work for its clients, but rather brings the tools, facilitation, training and learning environments to build that muscle memory in-house. Its offerings include Design Thinking Workshops for teams building, Design Sprints to bring more creative thinking to real business challenges, Train the Trainer programs to build internal catalysts, and Creative Leadership training to ensure alignment and vision is in place. Clients have included well-known brands such as Etsy, Marriott, Facebook, Capital One, MetLife, Porsche, New York Life, Audi, and TED.
LEASES: The Design Gym signs lease at 320 Fifth Avenue...

The Design Gym, a corporate consultancy focused on innovation, creativity, team building, training and facilitation, has signed a lease for an approximately 2,901 s/f suite at Brause Realty, Inc.'s 320 Fifth Avenue. Located on the 10th floor, the new suite features hardwood floors, exposed ceilings, LED lighting and glass-fronted rooms. The owner was represented by the building’s exclusive agents Jonata Dayan, executive vice president, and Brett Weiss, senior associate, HSP Real Estate Group, a member of NAI Global. The tenant, who will take possession of the space this spring, was represented by Matt Hopkins, associate director, Vicus Partners. In the past year, graphic design studio Marine Lane and high-end furniture company Orangebox moved into 320 Fifth Avenue along with MFS Engineering to its and national engineering firm, Hatch.
Ira Fishman, partner at HSP Real Estate Group, owns and manages several Garment District buildings, including 242 West 38th Street, 347 West 36th Street and 45 West 34th Street, believes that if you are getting in, you better do it now.

"We had been fighting with the city since they introduced the zoning in 1987 with this idea that they could preserve manufacturing jobs. It didn’t work and it became a hot political issue. Now those zoning restrictions are gone and change is happening slowly, but it is going to intensify and quicken and we will see more institutional buyers who have a lot of money come in and treat the property like commodities."

He also believes New York has an obligation to the garment industry that remains and can continue to successfully operate with landlords happy to reconfigure their spaces and make way for new office tenants. HSP has been working quietly to position its own portfolio for the new Garment District. He said, “Looking forward, institutional owners will start coming in and exiting owners who have hesitated to invest money in their buildings to bring them up to the quality office people want. We have done it at 242 [West 38th] where we renovated the lobby and turned the old freight elevator into a passenger elevator and started to open up floors for office use. We replaced a label company that moved to Texas – he can run his business from anywhere – with a media and a tech company.”

At 251 West 30th, Gerard Nocera and Michael Reid, managing partners of HSP, have attracted a slew of TAMI tenants since gutting the building and earning a Silver LEED Certification.

Fishman added, “Renovating lobbies, relocating fire exits and combining passenger and freight elevators can take two years and you can spend a half a million on a lobby alone. Then you’ve got the bathrooms, plumbing, wall repairs offices, electrics… We did it so that we would be ready when the market turned, and now we are going to see where we go. The pace of the change is something that you can only guess at, but I would bet anything I have it will change.”
Father-daughter team and business partners Dana Moskowitz and Ira Fishman, HSP Real Estate Group, a member of NAI Global, are all smiles at their broker luncheon at 242 East 38th Street, co-hosted with workspace manufacturer Varidesk. More than 100 area brokers joined them to check out the Varidesk pop-up showroom, along with available full-floor office space in the recently repositioned office building, which now has updated infrastructure, redesigned lobby and new elevators.
Father-daughter team and business partners Dana Moskowitz and Ira Fishman, HSP Real Estate Group, a member of NAI Global, are all smiles at their successful broker luncheon at 242 East 38th Street, co-hosted with revolutionary workspace manufacturer Varidesk. More than 100 area brokers joined them to check out the Varidesk pop-up showroom, along with available full-floor office space in the recently repositioned office building, which now has updated infrastructure, redesigned lobby and new elevators. Each of the full-floor offices also received upgrades, including new windows, deluxe pantries, polished cement floors and environmentally-friendly bathroom facilities.
2019 Ones to Watch:
Joseph Hentze, Jr., HSP Real Estate Group

Name: Joseph Hentze, Jr.
Title: Associate/Leasing
Company Name: HSP Real Estate Group

Who or what do you attribute to your success?
Having grown up in the industry, I was greatly influenced by my father. But at HSP, I have had incredible mentors, too. John Monaco, EVP, is guiding me on the ins-and-outs of owner representation. I also have had the privilege to learn from an industry great, Ira Fishman. In addition to his career as a broker, Ira is an experienced owner. More recently, I have worked with executive director Jeff Zund, who is a tenacious and highly-disciplined tenant rep broker. Working with top professionals has enabled me to learn many different aspects of the business.

What was your favorite thing to do as a kid?
My favorite thing to do as a kid was to compete. I loved the thrill of competition in sports such as baseball, basketball, skiing, swimming and the list goes on. I even loved board games. As long as there was a competition, I was going to try and win. I learned at an early age to be a gracious winner as well as a gracious loser. Nor do I think it’s a stretch that the discipline and motivation from sports competition offer skill sets that are already helping me achieve as a young broker.

What advice can you offer to someone who is interested in a career in your industry?
If someone is considering pursuing a career as a commercial real estate broker, they must view it as a long-term path. It can take years to hone necessary skills and build relationships. As a newcomer, I see the importance of surrounding myself with mentors willing to spend the time and effort in guiding me through the process. It’s a 110% commitment that requires being a very good listener who is self-motivated, persistent and assertive with integrity. Strong communication skills are key, too, as is the ability to deal with rejection and disappointment and still push forward.

If you have a mentor, who is it and how have they influenced your personal & professional growth?
I have several awesome mentors at HSP Real Group! However, the person who has had the greatest influence on both my professional and personal growth is my father, Joseph Hentze Sr. of Hentze-Dor Realty, LLC. He has been active in industrial and commercial brokerage for over 36 years. Growing up, I saw firsthand the dedication and persistence it takes to become a successful broker. I am fortunate enough to speak with him daily and have him as a sounding board. He never shies away from giving me his unbiased opinions and advice.
Greenberg Farrow Signs Full-Floor Lease at 251 West 30th Street

Greenberg Farrow, a global architecture firm, has signed an eight-year lease for the entire 7,077-square-foot 10th floor at 251 West 30th Street. Greenberg Farrow, which is headquartered in Atlanta, has 360 employees in offices in Los Angeles, Boston, Chicago, Dallas, Philadelphia, Columbus, OH, Portland, OR, Appleton, WI, Bentonville, AK, Somerset, NJ, Fresno, CA, Colombia, Mexico City, Shanghai, and Hong Kong. In New York, it will be relocating from 44 West 28th Street and is expected to take possession on the new offices in June.

The 16-story prewar building, which was acquired by HSP Real Estate Group and Marciano Investment Group in 2016, has undergone institutional-quality improvements throughout the interiors and achieved a Silver LEED Certification. It is ideally located two blocks from Hudson Yards, down the street from the entrance to the High Line, and one block from Penn Station. Building-wide tenant amenities include a lounge with barista section, conference area, secure bike storage room.

“This is a mid-block building that is uniquely surrounded by three sides of open space, providing unparalleled light and air quality,” points out Michel Reid, Managing Partner, HSP Real Estate Group. “Those factors, alone, hold tremendous value for practices that require natural light, such as architecture and engineering firms. The next obvious benefit with our location is its access to transportation.”

The Newmark Knight Frank office leasing/investment sales team of Billy Cohen, JD Cohen and Jarad Winter worked with HSP Real Estate Group’s John Monaco, representing the landlord. The tenant was represented by Kyle Debussey, Colliers International. Asking was $58 per square foot.
For The Record

GreenbergFarrow signed an eight-year lease for 7,077 square feet at **251 W. 30th St.** in Chelsea. The architecture firm, which designed the Ikea store in Brooklyn, plans to move from 44 W. 28th St. The landlords, **HSP Real Estate Group** and **Marciano Investment Group**, were represented by Newmark Knight Frank. Colliers International represented the tenant. The asking rent was $58 per square foot.
For The Record

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Denham of Reis, Inc. addresses B’nai B’rith Real Estate luncheon March 13th

Shown (from left) are: Stuart Eisenberg, BDO USA; Harry Zlokower, Zlokower Co. Public Relations; Lydia Sklar, Sklar Realty Group; Barbara Byrne Denham; Jeff Mitzner First American Title Insurance Co.; and Dana Moskowitz, HSP Real Estate Group.

Manhattan, NY Barbara Byrne Denham, senior economist at Reis, Inc., addressed the B’nai B’rith Real Estate monthly luncheon meeting, held March 13th, at the Cornell Club. Her topic was “2019 Economic/Commercial Real Estate Overview.”
Greenberg Farrow Signs Full-Floor Lease at 251 West 30th Street

Greenberg Farrow, a global architecture firm, has signed an eight-year lease for the entire 7,077-square-foot 10th floor at 251 West 30th Street. Greenberg Farrow, which is headquartered in Atlanta, has 360 employees in offices in Los Angeles, Boston, Chicago, Dallas, Philadelphia, Columbus, OH, Portland, OR, Appleton, WI, Bentonville, AK, Somerset, NJ, Fresno, CA, Colombia, Mexico City, Shanghai, and Hong Kong. In New York, it will be relocating from 44 West 28th Street and is expected to take possession on the new offices in June.

The 16-story prewar building, which was acquired by HSP Real Estate Group and Marciano Investment Group in 2016, has undergone institutional-quality improvements throughout the interiors and achieved a Silver LEED Certification. It is ideally located two blocks from Hudson Yards, down the street from the entrance to the High Line, and one block from Penn Station. Building-wide tenant amenities include a lounge with barista section, conference area, secure bike storage room.

“This is a mid-block building that is uniquely surrounded by three sides of open space, providing unparalleled light and air quality,” points out Michel Reid, Managing Partner, HSP Real Estate Group. “Those factors, alone, hold tremendous value for practices that require natural light, such as architecture and engineering firms. The next obvious benefit with our location is its access to transportation.”

The Newmark Knight Frank office leasing/investment sales team of Billy Cohen, JD Cohen and Jarad Winter worked with HSP Real Estate Group’s John Monaco, representing the landlord. The tenant was represented by Kyle Debussey, Colliers International. Asking was $58 per square foot.

About HSP Real Estate Group, a Member of NAI Global

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Its diverse leasing and management portfolio includes 885 Third Avenue, 251 West 30th Street, 1450 Broadway, 45 West 34th Street, 148 Madison Avenue, 6 West 48th Street, 24-32 Union Square, 720 Fifth Avenue, 724 Fifth Avenue, 174 Broadway, 530 Broadway, 764 Madison Avenue, 799 Madison Avenue, 803 Madison Avenue, 824 Madison Avenue, 844 Madison Avenue, 15 West 44th Street, 22 East 49th Street, and other notable buildings.

HSP Real Estate Group is the New York City member of NAI Global, the single largest, most powerful global network of owner-operated commercial real estate brokerage firms. The offices of HSP Real Estate Group are located at 1040 Avenue of the Americas and 885 Third Avenue.
### DEAL SHEET | Single Deal

**251 WEST 30TH STREET | OFFICE LEASING | 03/29/2019**

<table>
<thead>
<tr>
<th>EVENT</th>
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<tr>
<td>ADDRESS</td>
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<tr>
<td>TENANT</td>
<td>GreenbergFarrow</td>
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<td>TENANT BROKERAGE</td>
<td>Colliers International</td>
</tr>
<tr>
<td>TENANT BROKER</td>
<td>Kyle DeBussey</td>
</tr>
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</table>

**NOTES**  The architecture firm inked a 8-year lease for the Penn Plaza location which had an asking rent of $58 per square foot.
Architecture Firm Relocating NYC Offices to 251 West 30th Street

The architecture firm which designed the [Ikea](https://www.ikea.com) store in Brooklyn, [GreenbergFarrow](https://www.greenbergfarrow.com), inked a deal for new digs in Chelsea, Commercial Observer has learned.

GreenbergFarrow signed an eight-year lease for 7,077 square feet on the entire 10th floor of [HSP Real Estate Group](https://www.hsprealty.com) and [Marciano Investment Group’s 251 West 30th Street](https://www.251west30thstreet.com) between Seventh and Eighth Avenues, according to HSP. Asking rent was $58 per square foot.

The Atlanta-based architect will move its 10,000-square-foot New York City outpost to the building from 44 West 28th Street between Avenue of the Americas and Broadway in June, according to CoStar Group data and a spokeswoman for HSP.

Newmark Knight Frank’s [Billy Cohen, J.D. Cohen and Jared Winter](https://www.newmarkfrank.com) represented the landlord in the deal along with HSP’s [John Monaco](https://www.hsprealty.com). [Kyle DeBussey of Colliers International](https://www.colliers.com) handled it for the tenant. Spokespeople for NKF and Colliers did not immediately respond to a request for comment.

[Michael Reid](https://www.hsprealty.com), a managing partner at HSP, said in a statement that the building’s location surrounded by open space gives it “unparalleled light and air quality” that made it a perfect fit for GreenbergFarrow.

“Those factors, alone, hold tremendous value for practices that require natural light, such as architecture and engineering firms,” he said. “The next obvious benefit with our location is its access to transportation.”

[HSP](https://www.hsprealty.com) and [Marciano Investment](https://www.marcianoinvestmentgroup.com) bought the 16-story building for $50.5 million in 2016 and renovated most of it by upgrading the mechanical, electrical systems and fire alarms and modernizing the lobby, hallways and bathrooms, as CO previously reported.

Other tenants in the 114,000-square-foot building are shared office provider Primary, medical startup incubator 4Catalyzer and the New York City Guitar School.
Steven Pressler, joins HSP Real Estate Group as Executive Vice President/Asset Management

HSP Real Estate Group (HSP), a member of NAI Global, announced the strengthening of its asset management division with the hiring of Steven Pressler, who joins the firm as Executive Vice President/Asset Management.

Pressler is the co-founder of Promenade Real Estate Corp., where he oversaw a full complement of asset management services. Over the years, the firm represented such prominent owners as APF Properties, Blackstone, DG Anlage, DZ Bank, First Pioneer Properties, SL Green Realty Corp., Jeff Sutton, Meadow Partners, GAFISA (USA), Western Heritable Management, and the Witkoff Group.

As the owner’s representative for DZ Bank at 609 Fifth Avenue, Pressler arranged a sale/leaseback to Jeff Sutton, thenhelped create a multi-level, 42,000 s/f space leased to American Girl Place. The transaction was awarded “Most Creative Retail Deal” by REBNY.

In his new position, Pressler is joined by long-time colleague Joanne Agoglia, who will serve as Executive Vice President.

In addition, Denzel Munroe and Victoria Assim join the team as associates.

Prior to joining HSP, Pressler served as Principal, Asset Services at Coldwell Banker Commercial Advisors. He holds a B.S. degree in Economics from the University of Delaware.
Steven Pressler has joined HSP Real Estate Group as an executive vice president. Previously, Pressler co-founded Promenade Real Estate Corp., where he worked on asset management services for office and retail properties. In his new role at HSP, he will work on asset management and oversee a portfolio of properties in Manhattan.
REBNY HONORS DISTINGUISHED LEADERS AT 123rd ANNUAL BANQUET

James Nelson, Avison Young; Ira Fishman, HSP Real Estate Group; Bob Knakal, JLL
**DEAL SHEET | Office Leasing**

**16 West 36th Street | Transactions from 1/16/ to 2/16/19**

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<td>Kiamie Industries / Howard Epstein, HSP Real Estate Group</td>
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<tr>
<td>NOTES</td>
<td>The tenant signed a lease for the Garment District space.</td>
</tr>
</tbody>
</table>
Steven Pressler
Joins HSP Real Estate Group as Executive Vice President/Asset Management

HSP Real Estate Group (HSP), a member of NAI Global, announces the strengthening of its asset management division with the hiring of Steven Pressler, who joins the firm as executive vice president/asset management.

“We have brought in a highly-respected professional to help strategically grow HSP,” says Gerard Nocera, managing partner. “Steve has years of in-depth experience in our core markets and fits seamlessly into our company.”

Pressler is recognized industry-wide as the co-founder of Promenade Real Estate Corp., where he oversaw a full complement of asset management services that included the leasing and management of office, showroom and retail properties.

In his new position at HSP Real Estate Group, Pressler is joined by long-time colleague Joanne Agoglia, who will serve as Executive Vice President! Asset Management. In addition, Denzel Munroe and Victoria Assim join the team as associates. Together, they are responsible for a portfolio that includes 720 Fifth Avenue, 724 Fifth Avenue, 174 Broadway, 530 Broadway, 764 Madison Avenue, 799 Madison Avenue, 803 Madison Avenue, 824 Madison Avenue, 844 Madison Avenue, 15 West 44th Street, and 22 East 49th Street.

“I have known the managing partners at HSP for many years and appreciate how skillfully they bring an owner’s perspective to their asset management portfolios,” says Pressler.

The appointment reflects HSP’s commitment to providing institutional-quality services to owners of commercial real estate assets throughout New York City, with a focus on the middle market sector and value-add properties. HSP’s other major divisions include acquisitions, leasing, construction management, and property management. Currently, the firm has more than 5 million square feet of commercial assets under ownership and/or management.
HSP REAL ESTATE GROUP PROMOTES LAURA AMMIRATI TO DIRECTOR OF PROPERTY MANAGEMENT

HSP Real Estate Group has promoted veteran managing agent Laura Ammirati to the position of Director of Property Management.

In her new capacity, Ammirati will be responsible for a portfolio comprising more than five million square feet of commercial assets under ownership and/or management by HSP Real Estate Group.

Prior to joining HSP Real Estate Group, Ammirati was with CBRE, where she was responsible for managing tenant relations, construction and maintenance for a nine-building portfolio notable for such high-end tenants as Chanel, RLF Trust, INVECSO and others.

Her more than 12 years of experience in managing both Class A and B-caliber commercial assets, also includes positions at SJP Properties and Boston Properties.

Ammirati holds a B.A. in criminology and criminal justice from the University of Maryland.
HSP Real Estate Group has promoted Laura Ammirati, a veteran managing agent in the firm’s New York City office, to director of property management.

In her new role, Ammirati will handle a portfolio comprising more than 5 million square feet of commercial assets under ownership or management by HSP Real Estate Group. The firm holds management assignments and ownership stakes in several large Manhattan properties including: 885 Third Ave.; 251 W. 30th St.; 1450, 174 and 530 Broadway; 148, 764, 799, 803, 824 and 844 Madison Ave.; 6 W. 48th St.; 24-32 Union Square; 720 and 724 Fifth Ave.; and more.

“We have long been impressed by the breadth of Laura’s management skills and leadership acumen,” says Gerard Nocera, HSP managing partner. “She is equally adept in managing high-end and value-add properties, which is critical for HSP’s highly diverse portfolio, and strives for excellence across the board.”

Ammirati joined the firm from CBRE, where she was responsible for managing tenant relations, construction and maintenance for a nine-building portfolio. She has more than 12 years of experience managing a range of commercial assets, having also worked at SJP Properties and Boston Properties.

Added Michael Reid, HSP managing partner, “Laura’s considerable experience also encompasses a substantive network of local vendors. The scope of services she is able to provide includes an in-depth understanding of local laws, codes and building operations through the nuances of working with tenants from all sectors.”

Ammirati earned her bachelor’s degree in criminology and criminal justice from the University of Maryland.
Lieberman of HSP Real Estate arranges 1,000 s/f lease to Usspeedtek Inc.

Manhattan, NY Evan Lieberman, senior director, HSP Real Estate Group, a member of NAI Global, has arranged a lease for Usspeedtek Inc., an international footwear wholesaler, at 214 West 39th St., between Seventh and Eighth Aves. The 1,000 s/f space represents the first New York office/showroom for the company, which services such fashion-forward sneaker brands as Lotto Leggenda and Seok.

“By opening an office and showroom in New York City, Usspeedtek will have greater access to retailers and its urban millennial base,” said Lieberman. “The building’s 24/7 access and proximity to public transportation should also contribute to its continued success in today’s youth-driven economy.”

Other tenants at the 12-story office building include Renoir Fashion, 12K Apparel, and Schwartz Textiles. Working with Lieberman on the lease was Michael Dylan of Inceptum, Inc. The landlord, 214 West 39th Street LLC, was represented by Ernie Vallorano of Granite Management.
Steven Pressler Joins HSP Real Estate Group as Exe. VP/Asset Management

Steven Pressler has joined HSP Real Estate Group as Executive Vice President/Asset Management. Pressler is recognized industry-wide as the co-founder of Promenade Real Estate Corp., where he oversaw a full complement of asset management services that included the leasing and management of office, showroom, and retail properties. Over the years, the firm represented such prominent owners as APF Properties, Blackstone, DG Anlage, DZ Bank, First Pioneer Properties, SL Green Realty Corp., Jeff Sutton, Meadow Partners, GAFISA (USA), Western Heritable Management, and the Witkoff Group. As the owner’s representative for DZ Bank at 609 Fifth Avenue, Mr. Pressler arranged a sale/leaseback of the property to Jeff Sutton, then assisted him in creating a multi-level, 42,000-square-foot retail space in the building and leased it to American Girl Place. The transaction was awarded “Most Creative Retail Deal” by REBNY.

Mr. Pressler is joined by long-time colleague Joanne Agoglia, who will serve as Executive Vice President/Asset Management. In addition, Denzel Munroe and Victoria Assim join the team as associates. Together, they are responsible for a portfolio that includes 720 Fifth Avenue, 724 Fifth Avenue, 174 Broadway, 530 Broadway, 764 Madison Avenue, 799 Madison Avenue, 803 Madison Avenue, 824 Madison Avenue, 844 Madison Avenue, 15 West 44th Street, and 22 East 49th Street.

“I have known the managing partners at HSP for many years and appreciate how skillfully they bring an owner’s perspective to their asset management portfolios,” says Mr. Pressler.

The appointment reflects HSP’s commitment to providing institutional-quality services to owners of commercial real estate assets throughout New York City, with a focus on the middle market sector and value-add properties. HSP’s other major divisions include acquisitions, leasing, construction management, and property management. Currently, the firm has more than 5 million square feet of commercial assets under ownership and/or management.
HSP Real Estate Group Names Laura Ammirati Director of Property Management

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Prior to joining HSP Real Estate Group, Ms. Ammirati was with CBRE, where she was responsible for managing tenant relations, construction and maintenance for a nine-building portfolio notable for such high-end tenants as Chanel, Inc., RLF Trust, INVESCO, and others. Her more than 12 years of experience in managing both Class A and B-caliber commercial assets, also includes positions at SJP Properties and Boston Properties.

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Steve Pressler Joins HSP Real Estate Group as EVP/Asset Management

Middle market-focused firm strengthens its asset management division and fortifies service platform with addition of senior advisor and his team

HSP Real Estate Group (HSP), a member of NAI Global, announces the strengthening of its asset management division with the hiring of Steven Pressler, who joins the firm as Executive Vice President/Asset Management.

“We have brought in a highly-respected professional to help strategically grow HSP,” says Gerard Nocera, Managing Partner. “Steve has years of in-depth experience in our core markets and fits seamlessly into our company.”

The appointment reflects HSP’s commitment to providing institutional-quality services to owners of commercial real estate assets throughout New York City, with a focus on the middle market sector and value-add properties. HSP’s other major divisions include acquisitions, leasing, construction management, and property management. Currently, the firm has more than 5 million square feet of commercial assets under ownership and/or management.

Adds Michael Reid, Managing Partner, HSP, “Steve shares our vision and dedication to excellence in all aspects of our business. We all believe our mission is to maximize the value of the assets under our watch.”

Mr. Pressler is recognized industry-wide as the co-founder of Promenade Real Estate Corp., where he oversaw a full complement of asset management services that included the leasing and management of office, showroom and retail properties. Over the years, the firm represented such prominent owners as APF Properties, Blackstone, DG Anlage, DZ Bank, First Pioneer Properties, SL Green Realty Corp., Jeff Sutton, Meadow Partners, GAFISA (USA), Western Heritable Management, and the Witkoff Group. As the owner’s representative for DZ Bank at 609 Fifth Avenue, Mr. Pressler arranged a sale/leaseback of the property to Jeff Sutton, then assisted him in creating a multi-level, 42,000-square-foot retail space in the building and leased it to American Girl Place. The transaction was awarded “Most Creative Retail Deal” by REBNY.

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“I have known the managing partners at HSP for many years and appreciate how skillfully they bring an owner’s perspective to their asset management portfolios,” says Mr. Pressler.

Mr. Pressler is a member of the Real Estate Board of New York and sits on the Plaza District and Building Agent Rental Committees. Prior to joining HSP, he served as Principal, Asset Services at Coldwell Banker Commercial Advisors. He holds a B.S. degree in Economics from the University of Delaware.

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After years of wishing, hoping, and endless campaigning, the revocation of 32-year-old restrictions on non-fashion tenants in the Garment District has many there excited for the area to finally reach its full potential.

“I think the change is going to be profound,” said Barbara Blair, president of the Garment District Alliance. “Once the news permeates the way people think about Midtown, that the zoning’s been lifted and there are destinations here in terms of dining and bars and afterwork places, there will be an accelerating impact.”

Many are praising the new rules, which technically amount not to a rezoning, but a lifting of restrictions. In December, the City Council approved a comprehensive plan that, among other goals, sought to promote commercial office expansion in the Garment District. Among the provisions passed was the revocation of a 1987 provision requiring landlords among many of the neighborhood’s side streets to preserve at least as much space for manufacturing tenants as they did for new office conversion.

This provision hamstrung many owners, especially since the demand for manufacturing was not what it had been in the past.

“The area was preserving a tremendous amount of space for apparel manufacturing, which has been in decline, nationally, statewide, and citywide, for over 40 years,” said Blair. “So essentially, you were holding Class B and C office space off the market in midtown Manhattan. That space did fill up, but now you’ve got non-compliant uses throughout the area, which is ridiculous. It just didn’t make sense. What we wanted was to release the space, and normalize the tenants that were here already.”
A Much-Needed Makeover: Zoning Changes Make the Garment District Office-Friendly

“The feeling has been that the zoning held back the development of the Garment District,” said Ira Fishman, Partner at HSP Real Estate Group, which owns three buildings in the district. “When you have to have manufacturing in an area, then office tenants don’t want to be there, and the people who work in the buildings affect what the retail is. Low income wage earners don’t spend the amount of money that higher income office people spend, so that means less restaurants, and less utility to serve the office population.”

As Blair alluded to, landlords brought in office tenants over the 50 percent requirement, regulations be damned. But now, they can officially seek out office tenants with an eye toward creating a fully office-friendly neighborhood.

“You’re going to see more capital put into buildings. You’ll see more elevators, lobbies, bathrooms, and floors renovated to attract TAMI tenants,” said Bob Savitt, Founder and President of Savitt Partners, which owns and/or manages seven buildings in the area. “This is just on the side streets, because there was no zoning requirement on the avenues. Most avenue building owners have already spent a lot of money renovating their buildings to attract non-fashion tenants.”

The change in the regulations will further an evolution that has been in the works for years, as major companies have taken space in buildings along the unrestricted avenue blocks.

“Ten years ago, this area was 90 percent fashion. Today, it’s 30 percent. It’s moved really quickly in the last few years,” said Savitt, who mentions several major companies that have taken significant space in the area within that timeframe, giving the neighborhood’s status as an office-friendly environment a boost.

In 2017, Comcast signed a 10-year lease for two full floors and part of a third at 1407 Broadway, for a total of 100,000-square-feet. That same year, immigration law firm Fragomen, Del Rey, Bernsen & Loewy took three floors, 108,000-square-feet in all, at 1400 Broadway for 16 years, and WeWork signed a 20+-year lease for 250,000-square-feet at 500-512 Seventh Avenue. When considered with that company’s existing spaces at 404 Fifth Avenue and 315 West 36th Street, Savitt said, “they have probably a million square feet within a seven-block radius.”

“That’s a huge statement,” he said, “because they’re only attracting tech and creative tenants.”

The influx of office tenants in the Garment District over the past decade has already had a profound impact on other aspects of the area.

“The impact of the businesses that have come here over the last ten years is that the side streets are opening up,” said Blair. “We have [more] cafes and restaurants. We have major hotels even on the avenues, like the Moxy (at 485 7th Avenue). We have over 16 rooftop bars. And, you’re in the middle of the transportation triangle there.”
A Much-Needed Makeover: Zoning Changes Make the Garment District Office-Friendly

“The retail has been completely transformed,” said Savitt, discussing area dining by way of example. “You’ve got every dining experience here now, from fast casual to Wolfgang’s and Keens and the like. You have a lot of options.”

On the topic of how area retail has been enhanced, Blair mentions buildings owned by Empire State Realty Trust. Their 1333 Broadway has brought Shake Shack, Urban Outfitters, and Dr. Martens to the area, while their 1359 Broadway has added Wolfgang’s Steakhouse, Papyrus, and fresh&co to the list of local restaurants and retailers.

“The retail on Broadway is totally filled in,” said Blair. “Fifteen years ago you had dynamic retail in Times Square and on 34th Street, but you had nothing between 35th Street and 41st Street. Now, that has all changed.”

While the lifting of the regulations furthers a physical shift that’s been happening in the area for a decade, it also enables a change in public perception. The new rules will encourage people to view the Garment District as a place to do business in many industries, then stay for dinner and drinks after, echoing the transformation of the Meatpacking District after the meatpackers left.

“It’s been very slow, because up until now if you came here, you were taking a chance – you [might not be in] compliant use,” said Blair. “But the new business sectors that have been trickling in over the past 10 years are all legitimized now. I think you’re going to see a big improvement on the quality of tenant here.”

Steve Boxer is the president of Pachyderm Consulting, which provides IT solutions and support services. Founded in 1997, the company, which Boxer said has about half-dozen employees, moved to its current Garment District location at 66 West 38th Street around ten years ago. Boxer’s views of the area, and of the zoning questions, illustrate how the regulations affect smaller businesses as well, and steer perception of the area in a way that could determine its future.

At the time he moved his business to the Garment District, Boxer chose the area to be closer to his clients.

“We’re managed service providers. Being close to our clients is critical,” said Boxer. “If people had system outages or emergencies, we wanted to be close or it could be ballgame over. We knew it was much easier to access our clients by being more centrally-located. You don’t realize how great it is until you don’t have to walk 10 minutes to the subway.”

In addition to convenience, Boxer viewed the Garment District as a burgeoning neighborhood exhibiting impressive growth, with potential for more on the way.

“I had some clients in the Garment District, but I also had an eye to grow my business. At the time, it seemed like the Garment District was coming on strong,” he said.
A Much-Needed Makeover: Zoning Changes Make the Garment District Office-Friendly

But Boxer, who has a master’s degree in urban planning from Columbia, saw the zoning restrictions as a potential impediment to the long-term growth of both his business, and the Garment District as a powerful business center.

“I thought the zoning was restrictive,” Boxer said. “Loosening the restrictions in the Garment District is going to mean more opportunity for my clients to find available space in what is now a hot neighborhood, and it’ll make it easier for me when it comes time to expand. One of the benefits of the zoning changes is that a lot more office space will be available. So I had a very personal business reason for wanting the changes in zoning.”

Boxer feels strongly that the city should be doing everything it can to encourage more businesses to move here – which is exactly what the new elimination of the restrictions does.

“[The city should] stay out of the way of people and businesses that are coming to the Garment District,” said Boxer. “These businesses add to the fabric of the neighborhood. Zoning shouldn’t be keeping business away. It should be encouraging it.”

Fishman sees this new encouragement extended to larger companies that might have shied away from Garment District side streets due to the prior restrictions.

“There are certain larger institutional owners who were afraid to come into the area because they didn’t want to be in default of the city’s zoning laws,” Fishman said. “Technically, most of the buildings were in violation, because they were not following the restriction. Most buildings were ignoring that and instead of going half office, they were going 75 percent, 80 percent office. At the same time, the garment businesses were disappearing. They were leaving the city and going overseas. Owners had no choice but to rent to whoever else was out there.”

Anticipating the removal of the regulations, Fishman has already upgraded his buildings in the neighborhood.

“I put in a new lobby at 242 West 38th Street in anticipation of this going through,” said Fishman, who is managing partner at that building and at 347 West 36th Street. “We spent a lot of money there to build a beautiful lobby to attract office tenants. If I didn’t, I’d have a hard time renting space. You’re gonna see new lobbies throughout the Garment District. You’ll see buildings being renovated, new windows, and new elevators.”

Fishman sees all this as essential for bringing in the desired TAMI tenants.

“Our plans are to try to work with the tenants of the future – office tenants, technology companies, TAMI tenants. We hope the Garment Center will be seen as the next Meatpacking District,” he said. “There’s not one meatpacking tenant left there, but they still call it the Meatpacking District.” from Garment District side streets due to the prior restrictions.
A Much-Needed Makeover: Zoning Changes Make the Garment District Office-Friendly

“There are certain larger institutional owners who were afraid to come into the area because they didn’t want to be in default of the city’s zoning laws,” Fishman said. “Technically, most of the buildings were in violation, because they were not following the restriction. Most buildings were ignoring that and instead of going half office, they were going 75 percent, 80 percent office. At the same time, the garment businesses were disappearing. They were leaving the city and going overseas. Owners had no choice but to rent to whoever else was out there.”

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“I put in a new lobby at 242 West 38th Street in anticipation of this going through,” said Fishman, who is managing partner at that building and at 347 West 36th Street. “We spent a lot of money there to build a beautiful lobby to attract office tenants. If I didn’t, I’d have a hard time renting space. You’re gonna see new lobbies throughout the Garment District. You’ll see buildings being renovated, new windows, and new elevators.”

Fishman sees all this as essential for bringing in the desired TAMI tenants.

“Our plans are to try to work with the tenants of the future – office tenants, technology companies, TAMI tenants. We hope the Garment Center will be seen as the next Meatpacking District,” he said. “There’s not one meatpacking tenant left there, but they still call it the Meatpacking District.”

With zoning changes in place, the Garment District is primed for an office climate that encourages further growth while reflecting the reality of the growth that occurred in spite of them.

“We have the highest job numbers in the Garment District that we’ve had since 1995, when the Al-
“Hybrid Broker” Zund Joins HSP Real Estate

Jeffrey Zund has joined HSP Real Estate Group, a member of NAI Global, as executive director/leasing. Over the past 34 years, the self-proclaimed “hybrid broker” has represented office, retail and industrial clients.

On the tenant side, Zund has represented Two Sigma Investments, Mesirow Financial Services, Ameriprise Financial Services, The Aspen Institute, St. Jude Children’s Research Hospital, Kirkus Media and National Television of Spain.

His work on behalf of landlords has included repositioning and leasing at a variety of properties, located primarily in Midtown.

“At HSP, I have the ability and support to effectively represent the interests of both tenants and landlords, unlike so many other real estate firms that are one-dimensional or limited in their scope of services. Another advantage is that HSP is part of the NAI Global network, which provides me with extensive national and international reach.”

Before joining HSP, Zund was executive managing director at Coldwell Banker Commercial.
WHO’S NEWS: Jeffrey Zund has joined HSP Real Estate Group

Jeffrey Zund has joined HSP Real Estate Group (HSP), a member of NAI Global, as executive director/leasing.

Zund has represented office, retail and industrial clients since 1985, ranging from mid-sized New York-based firms to large national corporations, institutions and foreign governments.

On the tenant side, he has represented Two Sigma Investments, Mesiro Financial Services, Ameriprise Financial Services and National Television of Spain.

His work on behalf of landlords has included the repositioning and leasing of such commercial properties as 256 Fifth Avenue, 587 Fifth Avenue, 271 Madison Avenue and 206 East 63rd Street.

Among the governments he has represented, are the Government of Jamaica, the Republic of Gabon, and the Government of Haiti.

Prior to joining HSP, Zund was executive managing director at Coldwell Banker Commercial.
The Real Estate Board of New York’s 123rd Annual Banquet

January 17, 2019

New York Hilton Midtown

At the Real Estate Board of New York’s 123rd Annual Banquet, New York City’s real estate industry gathered with City and State dignitaries to honor the professional and civic achievements of Carol Kellermann, Bernard Warren, Diane Ramirez, Daniel Tishman, Helena Durst, Ira Fishman, and Alex Bernstein.

The sponsors of this time-honored networking event were: Presenting Sponsors - Tishman, Suffolk Construction, and Vornado Realty Trust; Diamond Sponsors - The Durst Organization and Newmark Knight Frank; Platinum Sponsors - Brookfield Properties and MGNY Consulting; Ambassador Sponsors - The Douglaston Companies, Stroock & Stroock & Lavan, CBRE, JP Morgan Chase & Co., and Kramer Levin; REBNY Lounge Sponsor - A. Ottavino Corp.; and Media Room Sponsors - Con Edison and Withum. The 123rd Annual Banquet was underwritten by Fred Geller Electrical, Fried Frank, ADCO Electrical Corporation, and ASM Mechanical Systems.

Photos by: Jill Lotenberg
HSP Real Estate Group Brings on Jeffrey Zund as Executive Director

Veteran commercial real estate broker Jeffrey Zund has joined HSP Real Estate Group (HSP), a member of NAI Global, as Executive Director/Leasing. A self-proclaimed “hybrid broker,” Mr. Zund has represented office, retail and industrial clients since 1985, ranging from mid-sized New York-based firms to large national corporations, institutions and foreign governments.

“Jeff’s experience, insight and skill-sets fit seamlessly into our company,” says Gerard Nocera, Managing Partner. “We have committed to strategically growing HSP by bringing in highly-respected professionals with in-depth knowledge of our core middle market sector.”

On the tenant side, Mr. Zund has represented Two Sigma Investments, Mesirow Financial Services, Ameriprise Financial Services, The Aspen Institute, St. Jude Children’s Research Hospital, Kirkus Media, and National Television of Spain. He has been involved in such notable transactions as the leasing of 62,000 square feet to Two Sigma Investments at 100 Avenue of the Americas, 43,000 square feet to Club Mom at 200 Madison Avenue, 34,000 square feet to Uncommon Goods at 303 West 10th Street, 28,000 square feet to Zoni Language Centers at 22 West 34th Street, and the sale of 206 East 63rd Street.

His work on behalf of landlords has included the repositioning and leasing of such commercial properties as 256 Fifth Avenue, 587 Fifth Avenue, 271 Madison Avenue, 236 West 40th Street, 20 East 46th Street, 151 West 46th Street, 155 West 46th Street, and 206 East 63rd Street. Among the governments he has represented, are the Government of Jamaica, the Republic of Gabon, and the Government of Haiti.

Mr. Zund points out, “At HSP, I have the ability and support to effectively represent the interests of both tenants and landlords, unlike so many other real estate firms that are one-dimensional or limited in their scope of services. Another advantage is that HSP is part of the NAI Global network, which provides me with extensive national and international reach.”

Prior to joining HSP, Mr. Zund was Executive Managing Director at Coldwell Banker Commercial. He is a member of the Real Estate Board of New York.
REBNY Honors Distinguished Leaders at 123rd Annual Banquet

At the Real Estate Board of New York’s (REBNY) 123rd Annual Banquet held on January 17, New York City’s real estate industry gathered with city and state dignitaries to honor the professional and civic achievements of Carol Kellermann, Bernard Warren, Diane Ramirez, Daniel Tishman, Helena Durst, Ira Fishman, and Alex Bernstein.

U.S. Senator Charles Schumer applauded Carol Kellermann, outgoing president of the Citizens Budget Commission, on her dedicated service to NYC as she received the John E. Zuccotti Public Service Award. The Zuccotti Award recognizes a New Yorker who has displayed exceptional accomplishments and service in the public’s interest. Kellermann was Schumer’s first chief of staff in the House of Representatives.

Addressing an audience of over 2,000 attendees, the Senator called for an end to the government shutdown and the passage of the Gateway tunnel project.

“New York depends on it,” he said.

Schumer was joined by numerous elected officials, New York City and State commissioners, along with civic and business leaders.

“Tonight’s turnout is a sign of the strength and unity of our industry,” said John H. Banks, REBNY president. “Together we will lead the way for a brighter 2019.”

Former REBNY Senior Vice Presidents John Doyle and Michael Slattery, who retired in 2018, were also recognized during the program for their commitment and service to REBNY and New York City.

The dinner program concluded with an educational video, “Retail in New York City,” produced with assistance from the New York City Economic Development Corporation, Alliance for Downtown New York, NYC & Company, Silverstein Properties, and The Related Companies.

Daniel R. Tishman, principal and vice chairman of Tishman, received the Harry B. Helmsley Distinguished New Yorker Award, presented to an industry member for their invaluable contributions to New York’s civic welfare and the real estate community.

Diane M. Ramirez, chairman and chief executive officer of Halstead Real Estate, received the Bernard H. Mendik Lifetime Leadership in Real Estate Award for her exceptional accomplishments in the profession, leadership, and service to the real estate industry over the course of her career.

Carol Kellermann, President of the Citizens Budget Commission, received The John E. Zuccotti Public Service Award. This award recognizes a New Yorker who has displayed exceptional accomplishments and service in the public’s interest.

Helena Rose Durst, a principal at The Durst Organization, received the Kenneth R. Gerrety Humanitarian Award, which recognizes a REBNY member’s meritorious service to the community.

Bernard Warren, chairman and president of Webb & Brooker, received The George M. Brooker Management Executive of the Year Award, which recognizes individuals of superior accomplishment in property management based on outstanding professionalism, civic achievement, and contributions to the real estate industry.

Ira Z. Fishman, a partner at HSP Real Estate Group, received The Louis Smadbeck Memorial Broker Recognition Award, which celebrates a commercial broker with exceptional personal and professional integrity, leadership, prominence in the brokerage community, and service to REBNY’s committees.

Alex Bernstein, executive vice president, new business, at Bernstein Real Estate Group, received The Young Real Estate Professional of the Year Award. This award is selected by the Young Men’s/Women’s Real Estate Association of New York and presented to a member who exemplifies strong integrity, professionalism, and personal ethics.

“We commend the honorees on their outstanding accomplishments and thank them for their service to our industry and New York City,” said Bill Rudin, REBNY chairman.

Sponsors included Tishman, Suffolk Construction, Vornado Realty Trust, the Durst Organization, Newmark Knight Frank, Brookfield Properties, MGNY Consulting, The Douglaston Companies, Stroock & Stroock & Lavan, CBRE, JP Morgan Chase & Co., Kramer Levin A. Ottavino Corp.; and Media Room Sponsors Con Edison and Withum, all at various sponsor levels.

Fred Geller Electrical, Fried Frank, ADCO Electrical Corporation, and ASM Mechanical Systems underwrote the event.
Epstein of HSP Real Estate arranges 5,320 s/f lease for Plusgrade, L.P.

Manhattan, NY Howard Epstein, director, HSP Real Estate Group, a member of NAI Global, has arranged a five-year lease at 16 West 36th St. for Plusgrade, L.P., a leading technology provider of upgrade solutions for airlines. The tenant will be moving from a comparably-sized space on the fourth floor of the building to its newly built-out, 5,320 s/f second-floor office in January 2019.

Epstein represented the landlord, Kiamie Industries, Inc., for the transaction at the 13-story office building, located between Fifth and Sixth Aves. The tenant’s brokers were Eric Zemachson, senior managing director, and Benjamin Stein, associate, Newmark Knight Frank.

“This was an ideal solution for Plusgrade’s space requirements,” said Epstein. “The landlord made sure the process was minimally disruptive for the tenant and additionally provided a terrific build-out.”
**DEAL SHEET | Single Deal**

**16 WEST 36TH STREET | OFFICE LEASING | 01/15/2019**

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**NOTES** The tenant inked a lease for the Garment District space which had an asking rent of $58 per square foot.
**Deal Sheet** | Single Deal

**214 West 39th Street | Office Leasing | 01/15/2019**

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<td>Evan Lieberman</td>
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**Notes** The tenant signed a lease for the Midtown space which had an asking rent of $48 per square foot.
Inside REBNY’s 123rd Annual Banquet, The Biggest Night In NYC Real Estate

Once a year, New York City real estate players get together for one massive night of schmoozing, boozing and the chance to talk shop. The Real Estate Board of New York’s 123rd Annual Banquet — the event known as both the “Oscars of Real Estate” and “Liar’s Ball” — is a networking extravaganza, but it is also one big party.

Bisnow: Miriam Hall Related President Bruce Beal, Rudin CEO and REBNY Chairman Bill Rudin and Tishman Construction CEO Dan Tishman It has certainly been a big year for the industry. Tech firms are expanding in the city, fueling the strongest leasing market in decades, the federal government’s opportunity zones are expected to have a major impact in 2019 and the investment sales market is picking back up.

Still, a chilly retail environment, the city’s proposed commercial rent control and the unknown effect of a Democrat-leaning state Senate are casting uncertainty on the future.

But a lot of that took a back seat for the night, while some of the biggest names in the industry took the opportunity to relax. “We’re here to celebrate the accomplishments of the past year, most importantly [it’s] an incredibly diverse representation of our industry being honored,” Rose Associates CEO and President Amy Rose said. “Looking forward, there are some challenges ahead, certainly. But we are resilient, we are an industry that has proven that … And I think some positive things, too. The mood with Amazon coming here is great, things are moving forward at Hudson Yards.”

Rudin Management Co. CEO and REBNY Chair Bill Rudin said there was a real sense of excitement in the air. “We had a great 2018, a strong commercial leasing year … it’s a reflection of the diversification of our industry with Amazon, Google, JPMorgan and everything in between,” he said. “There’s a gentleman from Amazon here [at the banquet] … They have a good story and they are going to tell that story.”

Brookfield Chairman Ric Clark, chatting with L&L Holding Co. Chairman and CEO David Levinson at the pre-dinner cocktail party, said last year was about acquisitions for Brookfield, and this year is about execution. “We picked up Forest City, so there’s a lot of things we need to do there; we’ve got 6M SF of development density locally,” Clark said. “We’ve got a lot of execution. Apartments in Mott Haven, apartments in Greenpoint.”

Sen. Chuck Schumer addressed the crowd during the main event saying that building the Gateway Tunnel under the Hudson River — an issue over which he has sparred with President Donald Trump — is an economic imperative. “I’m doing everything I can to do it,” Schumer told the audience. “I hope all of you will tell anyone who has friends in the administration that the tunnel should not be held hostage for anything.”

Though largely considered a chance to get in front of the right people, the night is also about handing out awards. This year, Tishman Construction CEO Daniel Tishman received the The Harry B. Helmsley Distinguished New Yorker Award, which is for contributions to New York’s civic welfare and the real estate community.

Diane Ramirez, chairman and CEO of Halstead Real Estate, took the Bernard H. Mendik Lifetime Leadership in Real Estate Award. Durst Organization principal Helena Rose Durst was given the Kenneth R. Gerrety Humanitarian Award. Bernstein Real Estate Group Executive Vice President Alex Bernstein won The Young Real Estate Professional of the Year Award.

Webb & Brooker Chairman and President Bernard Warren was honored with the George M. Brooker Management Executive of the Year Award. HSP Real Estate Group partner Ira Fishman received The Louis Smadbeck Memorial Broker Recognition Award. The Citizens Budget Commission President Carol Kellermann received The John E. Zuccotti Public Service Award. “This [night] is all about seeing friends, colleagues, really just about coming out and supporting REBNY and all the great work it does,” Avison Young principal James Nelson said.
Inside REBNY’s 2019 gala
Who’s who in real estate converged in Midtown, but Cuomo and de Blasio were no shows

Honorees of REBNY’s 123rd gala, from left to right: Alex Bernstein of Bernstein Real Estate, Helena Rose Durst of the Durst Organization, Dan Tishman of Tishman Realty & Construction, Bill Rudin of Rudin Management, Carol Kellermann of the Citizens Budget Commission, John Banks of REBNY, Ira Fishman of HSP Real Estate Group, Diane Ramirez of Halstead Real Estate and Bernard Warren of Webb & Broker.
(Credit: Jill Lotenberg/REBNY)

Would it be the Real Estate Board of New York’s annual gala without the boisterous schmooze fest drowning out the evening’s official program? In that regard, the 123rd annual gathering of real estate’s biggest names did not disappoint.

Among the 2,000 attendees who converged on the New York Hilton in Midtown were Dan Tishman, who received the Harry B. Helmsley Distinguished New Yorker award, along with CBRE’s Mary Ann Tighe, Paul Massey of B6 Real Estate Advisors, the Corcoran Group’s Pam Liebman and MaryAnne Gilmartin, celebrating the first anniversary of L&LMAG, an investment firm she launched last year with David Levinson and Robert Lapidus.

Even after the great dress code revolution of 2017, a good number of (male) guests showed up wearing tuxedos, including JLL’s Bob Knakal and attorney Stephen Meister. But one outfit stood out: Amol Sarva, the co-founder and CEO of flexible office space company Knotel, sported a khaki jacket sprinkled with Knotel badges, overlaying a blue Hawaiian shirt and a white beaded necklace.

Bill Rudin, in his first year as REBNY chair, joked that his tenure so far went well enough that he’ll be coming back for a second year.

In fact, REBNY will be gearing up for a high-stakes battle in Albany over the state of New York City’s rent-regulated apartments. “We’re going to be working very, very hard on that to ensure we get a fair piece of legislation,” said REBNY president John Banks. “What we don’t want to happen is for the private sector housing stock to deteriorate like the public sector housing stock, which is a result of disinvestment.”

Despite that looming political fight — and the divisive national climate — commercial brokers were in jovial spirits, coming off a year in which retail leasing and i-sales produced strong returns. Meridian Capital Group’s David Schechtman said it’s first time since 2014 that he thinks this year will be better than the last.

“There were 35 million square feet of new deals — 42 million if you take renewals — that’s a torrid pace,” said Bruce Mosler, chairman of global brokerage at Cushman & Wakefield, reflecting on last year’s deal flow. “In no small way, the co-working companies contributed to that, in addition to being a major disruptor in our industry.”

Others weighed in on whether Amazon, which announced it would bring 25,000 jobs to a Long Island City campus, would reshape the market.

“We welcome Amazon – it’s going to be fabulous,” said Leslie Wohlman Himmel, whose firm Himmel & Meringoff Properties has owned in the area since 1985. “But it has been slowly changing to the better for a long time, I’ve watched Long Island City change now for over three decades.”

Among the residential players, brokers shared a bit of optimism about the market — mainly because they said things couldn’t get much worse than last year.

“I think the market actually has hit bottom,” said Halstead CEO Diane Ramirez, who received the Bernard H. Mendik Lifetime Leadership in Real Estate Award on Thursday night. “Anyone buying now I think will do very well.”

Notably absent from Thursday night’s festivities were Gov. Andrew Cuomo and Mayor Bill de Blasio. But Manhattan Borough President Gale Brewer was there and New York Sen. Chuck Schumer made an appearance — saying he was able to drop by because nothing was happening in Washington while the government was shut down.

Schumer also plugged the long-delayed project to repair the train tunnel underneath the Hudson River.

“Let’s build that… Gateway Tunnel!” he said, mimicking President Trump’s call for a border wall.
LEASES: HSP arranged a five-year lease at 16 West 36th Street for Plusgrade, L.P.

HSP Real Estate Group, a member of NAI Global, has arranged a five-year lease at 16 West 36th Street for Plusgrade, L.P., a leading technology provider of upgrade solutions for airlines. The tenant will be moving from a comparably-sized space on the fourth floor of the building to its newly built-out, 5,320 s/f second-floor office in January 2019. Howard Epstein, HSP’s director, represented the landlord, Kiamie Industries, Inc., for the transaction at the 13-story office building, located between Fifth and Sixth Avenues. The tenant’s brokers were Eric Zemachson, senior managing director, and Benjamin Stein, associate, Newmark Knight Frank. The asking rent was $58 per s/f.
LEASES: HSP arranges deal with footwear company, Usspeedtek.

HSP Real Estate Group, a member of NAI Global, has arranged a five-year lease for Usspeedtek, an international footwear wholesaler, at 214 West 39th Street, between Seventh and Eighth Avenues. The deal was arranged by HSP’s senior director, Evan Lieberman.

The approximately 1,000-square-foot space represents the first New York office/showroom for the company, which services such fashion-forward sneaker brands as Lotto Leggenda and Seok.

Other tenants at the 12-story office building include Renoir Fashion, 12K Apparel, and Schwartz Textiles. Working with Mr. Lieberman on the lease was Michael Dylan of Inceptum, Inc. The landlord, 214 West 39th Street LLC, was represented by Ernie Vallorano of Granite Management. The asking rent was $48-per-square foot.
At the 123rd Annual Banquet, Ira Z. Fishman will be honored with the prestigious Louis Smadbeck Memorial Broker Recognition Award.

The award celebrates a commercial broker with exceptional personal and professional integrity, leadership, prominence in the community and service to REBNY.

Ira has been a vital part of New York City’s commercial real estate scene for over four decades and now serves as a partner at HSP Real Estate Group.

His reputation for achievement in the areas of asset management, commercial leasing, building ownership and development is well known.

As an executive at Winoker Realty Co., Ira was a vital part of the firm’s commercial practice. He began his career at Newmark & Co., where he spent 26 years and eventually rose to partner, responsible for over 3.5 million square feet of commercial space.

Those of us who know Ira understand why he accomplished all that he has.

His commitment to his work earns him the respect of his peers and he is skilled at maintaining existing client relationships and forging new, durable business relationships.

These skills translate into his own portfolio, which consists of 20 commercial and multifamily properties across New York City. Always with a keen eye for improving New York, his specialty is renovating and updating buildings and transforming them into prime office properties.

Ira’s tireless spirit extends beyond his professional responsibilities.

He sits on the Board of Directors of the Garment Center Alliance Business Improvement District, where he aims to preserve the spirit of the historic Manhattan neighborhood while also preparing it for the necessary changes the district needs to meet the challenges of the 21st century economy.

Furthermore, he has previously served as a secretary of the Young Men’s/Women’s Real Estate Association of New York and was Chairman of the Board of Directors of Boys Town New York.

Ira is a trusted and respected member of the REBNY community. He is the Chair of REBNY’s Commercial Brokerage Midtown South Office Committee, where he leads strategic initiatives to gain and attract commercial tenants in the area along with the other members of the Committee.

Ira also serves on the Board of Directors for REBNY’s Commercial Brokerage Division, playing a vital role in ensuring the Division is run smoothly and effectively.

New York’s commercial real estate industry simply would not be the same without Ira Fishman, who has been leading the way for over 40 years.

His professional accomplishments speak for themselves. Those of us who work closely with Ira know that he is an even better person than he is a professional.

“It will be our great honor to bestow this award upon him,” said John Banks.
This will be the 46th time Ira Z. Fishman has attended REBNY’s gala. But it’s his first as an honoree.

Over his five decades in the industry, Fishman, now a partner at HSP Real Estate Group, says he has been on four sides of the city’s commercial real estate market. He’s acted as a tenant representative, an owner’s representative, an agent for other owners, and has represented himself as owner of around 20 commercial and multifamily properties in New York City.

“I’ve seen the world from a lot of different perspectives,” Fishman says. At this point in his career, he specializes” in renovating poorly maintained buildings into prime office properties.

Prior to merging with HSP, Fishman was the CEO of EVO Real Estate Group, formerly known as Winoker Realty Property. During that time, he enhanced overall operations and scaled up its leasing and management divisions.

A 1972 graduate of Rutgers University with an economics degree, Fishman began his real estate career as an intern at Newmark & Co, eventually becoming partner and representing over 3.5 million square feet of commercial real estate.

At REBNY, Fishman serves as chair of the Midtown South Office Committee and sits on the board of directors for both REBNY’s commercial brokerage division and the business improvement district known as the Garment District Alliance.

Fishman credits his long career to both his membership in REBNY and the Young Men’s/women’s Real Estate Association, of which he’s a past Secretary. Now his daughter (and real estate partner) Dana Moskowitz is involved with both organizations.
HSP Real Estate Group Helps Travel-Tech Firm Move To New Offices at 16 West 36th Street

HSP’s Howard Epstein arranges in-building relocation for Plusgrade, L.P.

Howard Epstein, director, HSP Real Estate Group, a member of NAI Global, has arranged a five-year lease at 16 West 36th Street for Plusgrade, L.P., a leading technology provider of upgrade solutions for airlines.

The tenant will be moving from a comparably-sized space on the fourth floor of the building to its newly built-out, 5,320-square-foot second-floor office in January 2019.

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Mr. Epstein represented the landlord, Kiamie Industries, Inc., for the transaction at the 13-story office building, located between Fifth and Sixth Avenues. The tenant’s brokers were Eric Zemachson, senior managing director, and Benjamin Stein, associate, Newmark Knight Frank. The asking rent was $58-per-square-foot.

About HSP Real Estate Group, a Member of NAI Global

HSP Real Estate Group is a wholly integrated, full-service real estate firm with approximately 4 million square feet of commercial assets under ownership and/or management. The firm specializes in building management, tenant representation, landlord representation, commercial co-op/condo sales, retail and hospitality leasing, and consulting.

Its diverse leasing and management portfolio of more than 40 properties includes 251 West 30th Street, 1450 Broadway, 347 West 36th Street, 45 West 34th Street, 148 Madison Avenue, 6 West 48th Street, 29 West 36th Street, 32 Union Square, 132 Mulberry Street and other notable buildings.

HSP Real Estate Group is the New York City member of NAI Global, the single largest, most powerful global network of owner-operated commercial real estate brokerage firms. The offices of HSP Real Estate Group are located at 1040 Avenue of the Americas and 885 Third Avenue.
REBNY to honor Ira Fishman with Commercial Brokerage Recognition Award

At our 123rd Annual Banquet on January 17, 2019 at the New York Hilton in Midtown, we will honor Ira Z. Fishman with the prestigious Louis Smadbeck Memorial Broker Recognition Award.

The award celebrates a commercial broker with exceptional personal and professional integrity, leadership, prominence in the community and service to REBNY.

Ira has been a vital part of New York City’s commercial real estate scene for over four decades and now serves as a partner at HSP Real Estate Group.

His reputation for achievement in the areas of asset management, commercial leasing, building ownership and development is well known.

As an executive at Winoker Realty Co., Ira was a vital part of the firm’s commercial practice. He began his career at Newmark & Co., where he spent 26 years—and eventually rose to partner, responsible for over 3.5 million square feet of commercial space.

Those of us who know Ira understand why he has accomplished all that he has.

His commitment to his work earns him the respect of his peers and he is skilled at maintaining existing client relationships and forging new, durable business relationships.

These skills translate into his own portfolio, which consists of 20 commercial and multifamily properties across New York City. Always with a keen eye for improving New York, his specialty is renovating and updating buildings and transforming them into prime office properties.

Ira’s tireless spirit extends beyond his professional responsibilities. He sits on the Board of Directors of the Garment Center Alliance Business Improvement District, where he aims to preserve the spirit of the historic Manhattan neighborhood while also preparing it for the necessary changes the district needs to meet the challenges of the 21st century economy.

Furthermore, he has previously served as a secretary of the Young Men’s/Women’s Real Estate Association of New York and was Chairman of the Board of Directors of Boys Town New York. Ira is a trusted and respected member of the REBNY community. He is the Chair of REBNY’s Commercial Brokerage Midtown South Office Committee, where he leads strategic initiatives to gain and attract commercial tenants in the area along with the other members of the Committee.

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His professional accomplishments speak for themselves, but those of us who work closely with Ira know that he is an even better person than he is a professional.

It will be our great honor to bestow this award upon him, and we hope you will join us in this celebration next week.
HSP Real Estate Group Arranges First New York Office For International Footwear Wholesaler

HSP’s Evan Lieberman brings Usspeedtek Inc. to 214 West 39th Street

Evan Lieberman, Senior Director, HSP Real Estate Group, a member of NAI Global, has arranged a lease for Usspeedtek Inc., an international footwear wholesaler, at 214 West 39th Street, between Seventh and Eighth Avenues. The approximately 1,000-square-foot space represents the first New York office/showroom for the company, which services such fashion-forward sneaker brands as Lotto Leggenda and Seok.

"By opening an office and showroom in New York City, Usspeedtek will have greater access to retailers and its urban millennial base," says Mr. Lieberman. “The

About HSP Real Estate Group, a Member of NAI Global

HSP Real Estate Group is a wholly integrated, full-service real estate firm with approximately 4 million square feet of commercial assets under ownership and/or management. The firm specializes in building management, tenant representation, landlord representation, commercial co-op/condo sales, retail and hospitality leasing, and consulting.

Its diverse leasing and management portfolio of more than 40 properties includes 251 West 30th Street, 1450 Broadway, 347 West 36th Street, 45 West 34th Street, 148 Madison Avenue, 6 West 48th Street, 29 West 36th Street, 32 Union Square, 132 Mulberry Street and other notable buildings.

HSP Real Estate Group is the New York City member of NAI Global, the single largest, most powerful global network of owner-operated commercial real estate brokerage firms. The offices of HSP Real Estate Group are located at 1040 Avenue of the Americas and 885 Third Avenue. HSP Real Estate Group is the New York City member of NAI Global, the single largest, most powerful global network of owner-operated commercial real estate brokerage firms. The offices of HSP Real Estate Group are located at 1040 Avenue of the Americas and 885 Third Avenue.
Chitnis of MCR speaks at B’nai B’rith Real Estate’s December 12th luncheon meeting

Shown (from left) are: Harry Zlokower of Zlokower Co. PR, Dana Moskowitz of HSP Real Estate Group, Misha Haghani of Paramount Realty USA, Gerald Morganstern of Goetz Fitzpatrick, Jeff Mitzner of First American Title Insurance Co., Kaunteya Chitnis, Lydia Sklar of Sklar Realty Group, Robert Shapiro of Newmark Grubb Knight Frank, and Joel Breitkopf of Alchemy Properties.

Manhattan, NY Kaunteya Chitnis, vice president, acquisitions & development at MCR, addressed the B’nai B’rith Real Estate monthly luncheon meeting, December 12, at the Cornell Club. His topic was “Up, Up and Away—Developer Previews New Hotel in JFK TWA Terminal.”
### DEAL SHEET: OFFICE LEASES

<table>
<thead>
<tr>
<th>ADDRESS</th>
<th>320 Fifth Avenue</th>
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<tbody>
<tr>
<td>SIZE</td>
<td>13,977 sf</td>
</tr>
<tr>
<td>TENANT / REP</td>
<td>Signal Brands / Johnathan Ben-Dayan, Jonata Dayan, <strong>HSP Real Estate Group</strong></td>
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<tr>
<td>LANDLORD / REP</td>
<td>Brause Realty / Johnathan Ben-Dayan, Jonata Dayan, <strong>HSP Real Estate Group</strong></td>
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<td>NOTES</td>
<td>The fashion accessories group signed a deal to renew and expand its lease at the Garment District building for an additional 10 years.</td>
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