

11/21/2007

370,000 S/F Lease Signed at 200 Fifth Avenue

By: Real Estate Weekly

Grey Group, one of the largest global communications organizations in the world, is moving its headquarters to the former Toy Building at 200 Fifth Avenue.

In a deal arranged by CB Richard Ellis Group, Inc. (CBRE), Grey signed a lease to occupy 369,973 s/f at the building owned by L&L Holding Company, LLC. Under the terms of the 15-year agreement, Grey Group and Grey New York, its flagship advertising agency, will occupy floors 2 through 7 at the landmark located directly across the street from Madison Square Park.

The transaction is one of the largest leasing deals completed in Manhattan during 2007. Jim Heekin, chairman and CEO, of Grey Group – part of the WPP Group – said opting for the building will serve the company's immediate needs and growth plans well into the future.

"We are very excited to have Grey Group as our anchor tenant at 200 Fifth Avenue," said David W. Levinson, principal of L&L Holding Company, LLC. "Their status as one of the leading advertising agencies in the world matches perfectly with our visions for the building as a center for global business during the twenty-first century.

"Clearly they see the vision for how we intend to make this property comparable to any new building now under development."

Acquired by L&L Holding Company, LLC earlier this year, the 800,000 s/f 200 Fifth Avenue is scheduled to undergo a full-scale \$100 million redevelopment.

Grey Group is represented by CBRE's Casey Hirschhorn, Mary Ann Tighe and Gregory Tosko. L&L Holding was represented in-house by David C. Berkey along with Eric Deutsh, Howard Fiddle and Jason Pollen of CBRE's Agency Group.

"Grey's lease at 200 Fifth Avenue provides the agency with a headquarters location in an iconic building that blends elegance with the modern infrastructure required by global business leader," said Tosko.

"Grey's move to the Flatiron District-directly across the street from Madison Square Park- cements that market's status as Manhattan's most important center for creative services business."