

# Real Estate Journal

THE LARGEST WEEKLY COMMERCIAL/INVESTMENT NEWSPAPER IN THE WORLD

## Berkey and Wiener of L&L Holding Company lease a total of 154,172 s/f at 600 Third Avenue

L&L Holding Company, LLC has re-leased most of the 145,000 s/f of space being vacated at 600 Third Ave. at year-end by Turner Broadcasting.

Aware that its longtime anchor tenant planned to relocate its Tru Television (formerly Court TV) operation to corporate owned facilities in Atlanta when its lease expired on December 31st, building owner L&L Holding took an early and proactive approach to filling that sizable block of space as quickly as possible. The effort resulted in the leasing of 154,172 rentable s/f, including recently completed deals with Altegrity, Inc. (42,764 s/f), HQ Global Workplaces LLC (21,382 s/f) and Loral Space & Communications (13,129 s/f).

With nearly 40% of the building expected to come available at year-end, "We knew we had a tough hill to climb," said David Berkey, L&L's director of leasing. "Beginning at the end of last year, we put our heads down and embarked on an old fashion canvass program targeting tenants and brokers alike. We made sure the market was aware of the first class product we would soon have available and continued to reposition the property as a quality alternative to Park Ave."

The new long-term leases, coupled with those signed earlier in the year with Aaronson, Rappaport, Feinstein & Deutsch (42,764 s/f), and Jaffe & Asher (24,370 s/f) absorbed most of the available space, leaving only a few desirable upper floor units.

Timothy Gibson and Benjamin Shapiro of Cushman & Wakefield represented Altegrity, Inc. Richard Rosenhaus of Richard Rosenhaus LLC represented HQ Global Workplaces and Alan Desino, formerly of CBRE, represented Loral Space & Communications. The building was represented in all of the transactions by Berkey and Andrew Wiener of L&L.

The 42-story, 550,000 s/f tower at 600 Third Ave., which L&L renovated in 2006, occupies the entire westerly Third Ave. blockfront between 39th and 40th Sts.



600 Third Avenue - New York, NY