



Keller and Holtan of SCG Retail broker two leases at 55 East Houston St.

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Manhattan, NY SCG Retail, a division of The Shopping Center Group, negotiated the signing of two 10-year leases at 55 East Houston St.: 566 s/f for Odd Fellows Ice Cream and 625 s/f for City Hats.

Located on the southwest corner of East Houston and Mott the retail space in the building was represented by Amanda Keller and Grant Holtan of SCG Retail. "We originally marketed the entire 1,191 s/f as a single space," said Keller, "but as we got to know the neighborhood better and talked to prospective tenants, we realized there was significant benefit in breaking up the space, not only for the landlord, but for each tenant."

"The smaller spaces worked better for both," said Holtan, "and the two tenants together will attract more attention and excitement to the corner."

Owned by the 55 East Houston Realty, LLC, the building has six floors of residential apartments above the retail space. Each retail unit also comes with useable basement space for storage. The space was previously occupied by the consignment shop 'A 2nd Time Around.'

"This is a vibrant neighborhood with lots of great tenants," said Keller. "From Rag N Bone to REI, Whole Foods and Kiehls, NoLita has just the right mix of people who work and live in the area for both Odd Fellows and City Hats."

Odd Fellows is a unique handcrafted ice cream store with unusual flavors. Eagerly awaited new flavors are introduced throughout the year. Locally sourced, hormone and additive free, Odd Fellows ice cream is made out of their Brooklyn kitchen. This lease was signed late last month and is projected to open in the spring. This will mark their third location. Alex Beard of RKF represented Odd Fellows, Keller and Holtan represented the landlord.

City Hats is an independent, New York business that specializes in all sorts of hats for men and women, including seasonal head ware for winter as well as summer. Holtan and Keller represented both City Hats and the landlord on this transaction. City Hats relocated from Bleecker St. The lease was signed in October and the store opened in December.

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