



The Feil Org. arranges a 12,280 s/f lease for Team Detroit

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According to The Feil Org., a new 12,280 s/f lease at 257 Park Avenue South with Team Detroit has been completed. Brian Feil and Robert Fisher represented Feil; Sacha Zarba, senior VP at CBRE represented the tenant. Brian Palumbo and Michele Frankel worked as in-house legal counsel for Feil; Mark Maltz of Davis & Gilbert LLP represented Team Detroit.

Team Detroit will occupy the entire top floor of 257 Park Ave. South including the rooftop, which is being renovated as a garden deck for employees of the company. Team Detroit is expected to move into their new location in the fall.

"We are excited to provide Team Detroit with their new space at 257 Park Ave. South," said Brian Feil, VP of leasing at The Feil Org. "Since we have had prior WPP divisions as tenants in the past, they knew that we would be able to find the perfect space for their Team Detroit offices here in New York City and get the deal done quickly. Our ability to provide them with outdoor space played a key role in their decision-making process, and we were able to get the lease executed and signed even before the previous tenant had vacated."

Team Detroit is comprised of several WPP agencies including JWT, Mindshare, Ogilvy & Mather Worldwide, Wunderman and Y&R, and was formed to provide their clients, most notably The Ford Motor Company, with integrated, customizable advertising and marketing solutions. Team Detroit's new Midtown South team will focus predominately on the Lincoln luxury car brand.

Owned by The Feil Organization, 257 Park Avenue South was built in 1912 and is commonly known as The Gramercy Park Building. Situated in the heart of the Flatiron District/Union Square/Gramercy Park area of Manhattan, the 20-story Art Deco building features new elevator cabs and a spacious lobby with concierge and sculpted ceilings. Located between 20th and 21st Streets around the corner from Gramercy Park in a lively, eclectic neighborhood, 257 Park Avenue South's creative look and location is ideally suited for the new advertising agency tenant. Other tenants in the building include Pei Partnership Architects and Piaggio Group Americas.

The Feil Organization is a privately held established commercial real estate firm headquartered in New York City. A powerful force in real estate for over 50 years, the company owns and operates a nationwide portfolio of over 26 million square feet of retail and commercial space, and over 5,000 residential rental units. In addition to 257 Park Avenue South, Feil owns buildings across Manhattan including several landmark buildings such as the Fred F. French Building, 570 Lexington Avenue and 261 Fifth Avenue. The organization maintains regional offices in Chicago, IL; New Orleans, LA; St. Petersburg, FL; and on Long Island in Levittown, NY.

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