



Price of Winoker Realty negotiates leases totaling 10,965 s/f at 850 7th Ave.

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Winoker Realty Company brokered several deals totaling 10,965 s/f at 850 7th Ave. Asking rents at the building range from \$39 to \$44 per s/f and the new leases are for periods ranging from three to five years.

Senior managing director Richard Price of Winoker Realty negotiated the transactions - six new leases, an expansion and a relocation - on behalf of the building's owner, Texwood Investment Inc. "850 7th Ave. is a rare find for tenants who thought they had been priced out of the Midtown market," said Price. "Located near transportation, hotels and only a few blocks from Central Park and the Theater District, this well-maintained property provides an ideal home for firms in a variety of industries."

Lease negotiated by Price include: " * O Park/T Park Central, which took 2,935 s/f on the seventh floor, and was represented by Nicholas Zarnin of the Lansco Corp. The lease is for a term of five years.

* Upper 11 Records LLC signed a three-year lease for 2,200 s/f in Penthouse A. Richard Pugatch of the Hunter Org. represented the tenant.

* Astic Productions relocated to the building's Penthouse B and signed a five-year lease for 1,900 s/f. Winoker's Richard Price represented both the landlord and tenant in the transaction.

* Kagaan Research Associates signed up for 1,130 s/f over three years on the third floor. Alan Eagle of Bergson Strategies negotiated on behalf of the tenant.

* Big Chief Inc. took 1,100 s/f on the fourth floor for five years. Peter Wargacki of New York Commercial Realty Services represented the tenant.

* Park Firm LLC renewed for two years and expanded to 585 s/f on the fifth floor. Price repped both parties.

* Theatrical Index Inc. leased 585 s/f on the 11th floor for three years. The company was represented by Bergson Strategies' Beth Weiss.

* Bridgehampton Chamber Music Association signed for 520 s/f on the seventh floor for a period of three years. Price represented both parties in the deal.

Constructed in 1910, 850 Seventh Ave. is a 12-story, 75,000 s/f office building, with 24/7 security and other amenities. It is near transportation, shopping, hotels and entertainment and near Central Park.