



Gerla and Miovski of CBRE rep. The Sapir Org. in 45,419 s/f lease

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Alex Sapir, president of The Sapir Organization, said, "The company has signed a full floor, 45,419 s/f, 10 year lease at 100 Church St., with Niche Media Holdings, publisher of Gotham and Hamptons magazines. The lease was signed at the premier downtown office building currently undergoing a major multi-million dollar capital improvement program.

"We are pleased and proud to welcome Niche Media to our building and we look forward to enjoying a long and successful relationship with this prestigious publisher," said Alex Sapir. "Lower Manhattan is emerging as the city's fastest growing and most vibrant commercial office market. A major portion of our real estate portfolio is in lower Manhattan, and this lease is a wonderful sign of corporate confidence in the downtown office market," said, Alex Sapir.

100 Church is a 21-story, 1.129 million s/f multi-tenant office building which occupies an entire city block. The building is undergoing a multi-million dollar capital improvement program that is transforming it into one of the finest commercial office buildings in Lower Manhattan. Building renovations include a new lobby and entryway; a complete upgrade of HVAC, electrical and mechanical systems; new elevator cabs and state-of-the-art fire/ life safety systems. Additionally, the building now offers enhanced tenant services such as a messenger center, concierge services and extended HVAC hours. As part of the building's restoration, 100 Church Street's lobby now hosts the world's largest collection of Swarovski Crystal chandeliers.

"As we make major growth strides, we are looking forward to expanding into such a fantastic space," said Jason Binn, CEO of Niche Media. "We were immediately attracted to 100 Church St. because of its excellent location and superior amenities and services,"

Niche Media publishes high-end lifestyle magazines including Aspen Peak, Boston Common, Capitol File, Gotham, Hamptons, Los Angeles Confidential, Vegas Magazine, among others. The company joins a solid tenant roster which includes the office of the mayor for the city of New York and the New York City Law Department.

Brad Gerla and Gerry Miovski of CBRE represented the landlord in this leasing transaction and Neal Sroka and Anita Grossberg of Corcoran Group Real Estate represented the tenant.

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