



Ornstein, Grotto and Kaufman of Transwestern rep owner, Brause Realty, in two leases totaling 9,350 s/f

November 25, 2013 - New York City

Transwestern's New York office has completed two leases totaling 9,350 s/f at 254 West 31st St., a 15-story office building with street-level retail located at the northern boundary of Midtown South, across from Penn Station. Transwestern's Lindsay Ornstein, John Grotto and Aaron Kaufman represented the owner, Brause Realty Inc.

The capital improvements underway include a new double height lobby, façade and entryway, elevator cabs and a proposed roof terrace. Transwestern worked closely with Melissa Brause Rackoff, VP, and David Brause, president, of Brause Realty to market the building's renovation and upscale pre-builts, which feature new wood floors and high, exposed ceilings.

"Today's tenants are seeking high-quality, creative space in a coveted Midtown South location," said Ornstein, principal of Transwestern. "The redevelopments are consistent with what's driving occupancy: open and collaborative environments in high-quality boutique buildings. 254 West 31st St. is optimally positioned for tenants priced out of Midtown South proper who still want a creative work environment proximal to transportation."

Concepts in Staffing, a nationwide leader in IT consulting and IT executive search, has leased 5,240 s/f on the sixth floor. Mitchell Kunikoff of Lee & Associates NYC represented Concepts in Staffing. Universum, the global leader in employer branding, research, communication and strategic consulting services, has leased 4,110 s/f on the 12th floor. Sheena Gohil of Colliers represented Universum.

"We are pleased to welcome Concepts in Staffing and Universum to 254 West 31st St.," said David Brause. "Transwestern has done a great job of marketing the building's improvements and sleek, full-floor pre-builts."

The entire third floor consisting of 5,240 s/f was recently brought to market at 254 West 31st St.

New York Real Estate Journal - 17 Accord Park Drive #207, Norwell MA 02061 - (781) 878-4540