



Trinity signs long-term lease with Mototainment, LLC at 155 Avenue of the Americas

March 10, 2014 - Front Section

Mototainment, LLC, an authorized dealer of premium Ducati, Triumph and Mission motorcycles, has signed 15-year, 8,300 s/f lease at Trinity Real Estate's 155 Ave. of the Americas in Hudson Square. The dealership, which had previously been subleasing the space, has negotiated the lease directly with Trinity.

"We are proud to be able to attract a dynamic mix of high-quality retail tenants like Ducati Triumph NYC to Hudson Square to serve and engage office workers and residents as well as visitors to Hudson Square," said Jason Pizer, president of Trinity Real Estate. "Their 15-year commitment will help sustain the neighborhood's strength and vibrancy."

Mototainment, LLC is an authorized dealer of and master service provider for exceptional motorcycle brands as well as riding accessories and apparel. The dealership occupies prime ground floor retail space for its spectacular showroom and service departments as well as additional basement space in the building. Mototainment LLC is part of Hudson Square's diverse and continuously expanding roster of corporate, creative, media, fashion, arts and nonprofit companies including PepsiCo, Accenture, Tory Burch, Adidas, Thakoon, Horizon Media, HAVAS, 3.1 Philip Lim, WNYC New York Public Radio/Jerome L. Greene Performance Space, Postworks New York, Two Sigma Investments, One Kings Lane, The Children's Museum of the Arts, among others.

Located at the corner of Spring Street, 155 Ave. of the Americas is adjacent to SoHo and the Spring Street station of the C and E subway lines. Fronted by a verdant island park, the building features 24/7 access and security, on-site management, an upgraded lobby and typical floors of 15,400 s/f. The building is home to prominent tenants including Jack Schwartz Shoes, Buddy Media, East Coast Digital, Inc. and Mindfile Multimedia, Inc. Retail asking rent in the building is approximately \$175 per s/f.

Trinity Real Estate was represented in house by Tom Lynch. Howard Rosen and Peter Shakalis of Lee & Associates represented Mototainment, LLC in the leasing negotiations.

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