



Heller Organization's Heller and Singer arrange 1,500 s/f lease for Diesel

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Heller Organization's Scott Heller, CEO, and Josh Singer, vice president, have leased a retail space at rental development 101 Bedford Ave. to Diesel. It marks the first Brooklyn location for the international lifestyle brand, and the debut of a special concept store. The 1,500 s/f store located in Williamsburg features 50 feet of wraparound frontage along the avenue on North 12th St. and is positioned across from McCarren Park.

"This is the pinnacle of Bedford Ave., where it's hip and sophisticated," said Singer. "There were many interested parties for the space but Diesel was the best possible tenant because the brand really resonates with people who live and shop in this part of the neighborhood."

Heller said, "We not only acted as the leasing agent for the 351 apartments, we brought The Bean to the other retail space on North 11th St. It has been a very successful leasing campaign in a building that is truly exceptional, which made our jobs all the better."

The Heller Organization represented the landlord, Halcyon Management and tenant; and the asking rent was \$175 per s/f. Diesel is taking immediate possession and plans to open in mid-August.

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