



## **Intent Media signs 34,942 s/f lease at Resnick's 315 Hudson Street in Hudson Square**

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Jack Resnick & Sons has attracted yet another prominent media tenant to its distinctive Hudson Square office building at 315 Hudson St.

Intent Media, an online advertising company, has signed a four-year, 34,942 s/f lease comprising a portion of the 9th floor and the entire 10th floor at the nine-story, 481,184 s/f building. The firm is currently located at 180 Varick St. and expects to relocate to the property in the first quarter of 2015.

Sacha Zarba of CBRE and Steven Marvin of Olmstead Properties represented the tenant in the transaction, while Brett Greenberg and Dennis Brady represented the building's ownership in-house.

"This transaction speaks volumes about the growing desirability of the Hudson Square neighborhood, and, more specifically, the emergence of 315 Hudson Street as one of the top destinations for creative tenants in New York City." commented Dennis Brady. According to Greenberg, the firm's Hudson Square portfolio - a total of nearly one million square feet at 250 and 315 Hudson Sts. - is 100% leased and occupied, though the entire 8th floor of 52,000 square feet will be available for a three year term starting in July, 2015. 315 Hudson is both LEED and Energy Star certified and the Resnicks are planning a major redevelopment of the property in 2018 which will feature new and upgraded building infrastructure and mechanical systems, additional floor area for new rooftop offices, a renovated lobby and a new landscaped usable green roof. The firm plans on marketing over 325,000 s/f of office space and 25,000 s/f of retail space in conjunction with the redevelopment.

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