



Ipg expands At Jack Resnick & Sons' 250 Hudson Street; Bringing total presence to 50,000 s/f

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Jack Resnick & Sons reports Interpublic Group of Companies (IPG), is continuing to grow its footprint at its signature property in Hudson Square, 250 Hudson St.

The global marketing and advertising agency has leased an additional 4,011 square feet comprising a portion of the 3rd floor at the 16-story, 400,000 s/f property. The long-term lease brings the firm's total presence in the building to more than 50,000 s/f.

Jonathan Resnick, president of Jack Resnick & Sons, said, "We are delighted that this prestigious media agency continues to expand at 250 Hudson St., which is widely recognized as this area's trophy asset."

Dennis Brady, executive managing director and Brett Greenberg, managing director of Jack Resnick & Sons, represented the building's owner in the transaction, while Robert Romano of Jones Lang LaSalle represented the tenant. Asking rents were \$72 per s/f.

250 Hudson St. is situated at the epicenter of New York's creative community, where more than 60,000 professionals in communications, new media and design companies work in Hudson Square. Both LEED and Energy Star certified, the building also features a penthouse level with a 10,000 s/f green roof designed by FX Fowle Architects, offering 360-degree views of the Hudson River and the New York City skyline.

While the building's office space is currently 100% leased and occupied, the Resnick Organization is currently marketing a 9,400 s/f retail space on the ground level of the property. The space features 25' ceiling heights and prominent visibility on the corner of Hudson Street and Broome Street.

Inspired by 250 Hudson's success, the firm is planning a major redevelopment of its sister property, 315 Hudson St., in the coming years. The firm plans on marketing over 325,000 s/f of office space and approximately 25,000 s/f of retail space as part of that campaign, which will also feature a green roof amenity.

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