



GFP Real Estate secures two new leases and a 4,500 s/f lease extension

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740 Broadway - Manhattan, NY

Manhattan, NY GFP Real Estate, LLC brokered two new lease transactions totaling 16,887 s/f at 740 Broadway in NoHo.

Business for Social Responsibility (BSR) signed a seven-year lease for 7,947 s/f on the 11th floor. BSR is expected to occupy its new space in late spring; the non-profit is currently located at 5 Union Sq. West. Allen Gurevich of GFP Real Estate represented the tenant in the transaction, while Brittany Silver, Robert Silver, Jamie Jacobs and Anthony Sciacca of Newmark and Donna Vogel of GFP Real Estate; represented the landlord, Lafayette-Astor Associates, LLC.

Hetrick-Martin Institute signed a 15-year lease renewal for 8,940 s/f on the 8th floor. Carri Lyon and Joseph Harkins of Cushman & Wakefield represented the tenant and Vogel represented the landlord, Lafayette-Astor Associates, LLC. The historic NoHo building, located at the corner of Astor Place and Broadway, continues to see strong leasing momentum, signing more than 100,000 s/f of new leases in 12 months.

“740 Broadway is one of NoHo’s most iconic—and historic—office properties, and continues to attract top retailers, creative firms, non-profit organizations and major office tenants alike seeking ‘cool,’ loft-style space in the heart of NoHo,” said Donna Vogel, senior managing director of GFP Real Estate. “In the past year alone, we’ve seen more than 100,000 s/f of new leases and renewals at the building, the momentum has continued into the new year as many companies look to upgrade their space.”

Built in 1912, 740 Broadway is a 12-story, 152,000 s/f loft building designed by architect Francis Kimball in Beaux-Arts style. Situated on the Southeast corner of Broadway and Astor Pl. in NoHo, the building offers efficient flexible floorplates, high ceilings, tenant-controlled A/C and new large operable windows that provide natural light and unobstructed views north. The building’s new lobby features architectural media walls that showcase video footage of nature from around the world. Located just off Astor Place, the building offers a 24/7 attended lobby and close proximity to the 4, 5, 6, L, N, Q, R, and W trains via the Astor Place and Union Square stations, NJT’s 9th Street PATH and multiple bus lines.

285 N. Sixth Street - Brooklyn, NY

GFP Real Estate also handled a 4,500 s/f lease extension for Stella Dallas NYC at 285 N. Sixth St. in Williamsburg, Brooklyn. The fashion shop selling vintage jackets, shirts, jeans, shoes, bags and more, has extended for an additional five years. Eric Gural and Martin McGrath represented the landlord, GFP Real Estate, in the transaction. Stella Dallas NYC comprises two stores in one, 10 ft Single by Stella Dallas and Stella Dallas Living. The store is one of the most popular vintage clothing stores in the area.

“285 N. Sixth St. is a unique building located in the heart of Williamsburg’s creative hub, which is why the Stella Dallas NYC fits in so well,” said McGrath. “Stella Dallas NYC has been occupied this location for many years and is one of the most sought-out vintage stores in the area.”

285 North 6th St., also known as N6 Lofts, is a creative hub in Williamsburg. Built in 1906, the historic factory building was completely re-imagined by GFP Real Estate as a workplace, offering full-floor boutique lofts that work for all tenant types. The building’s charming industrial features have been preserved; elements like exposed brick, distressed wood flooring, original wood columns and steel accents throughout were also completely updated with eco-friendly materials, authentic hand-crafted finishes, and the latest fixtures. Located in the heart of Williamsburg, Brooklyn, just off Metropolitan Ave., by the Brooklyn Queens Expressway, N6 Lofts, provides access to the G and L

trains and has a several local restaurants, retail shops, and the Nitehawk Cinema nearby.

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