



Live music venue S.O.B.'s extends lease at 200 Varick St.

December 13, 2022 - Front Section

Manhattan, NY According to GFP Real Estate, LLC, live music venue S.O.B.'s, also known as Sounds of Brazil, has signed a lease extension for its 7,548 s/f space at 200 Varick St.

Jeffrey Gural and Rhonda Singer of GFP Real Estate, LLC represented the tenant, Hensam Enterprises, Inc. D.B.A. S.O.B.'s, and the landlord, GFP Real Estate, in the transaction. S.O.B.'s, which had seven years remaining on its lease, signed an extension to coincide with the organization's 50th anniversary in 2032.

S.O.B.'s, also known as Sounds of Brazil was founded in 1982 by owner and director Larry Gold, who opened the venue with the purpose of "exposing the musical wealth and heritage of the Afro-Latino Diaspora to as many people as possible." Latin legends like Tito Puente, Marc Anthony, Celia Cruz and Eddie Palmieri were some of the first to hit the stage, but contemporary superstars like Drake, Kendrick Lamar, Jill Scott, Justin Timberlake, Cardi B and more have all graced the venue's stage.

"Privately owned entertainment venues like S.O.B.'s are vital to New York's recovery and longevity as a cultural destination. As a landlord that works closely with countless non-profits and entertainment- and theater-related organizations, we are proud to be a part of that effort," said Jeffrey Gural, chairman and principal of GFP Real Estate. "S.O.B.'s has been a wonderful tenant these past 40 years as it continues to push the envelope in bringing world-class performers to New York City."

This spring, GFP Real Estate completed a full renovation of the building's lobby and entrance that includes a large "living" green wall. Major tenants at the building include AHRC New York City and the Omnicom Group, among others.

Built in 1927 and designed by architect Frank S. Parker, 200 Varick St. is a 12-story, 490,000 s/f office building. The property features oversized windows with four exposures; new mechanicals; and brand-new elevators that boast a state-of-the-art lobby boost system, increasing efficiency and reducing wait times.

200 Varick St.'s ground-floor retail tenants include the iconic S.O.B.'s Dinner Club, The Film Forum, Chipotle Mexican Grill, Global Newsstand, CHOPT, Gregory's Coffee and FedEx, which recently signed a 10-year lease for 2,749 s/f of ground floor retail space. Office tenants include AHRC New York City and the Omnicom Group. 200 Varick St. offers convenient access to the 1

train, located at the building's doorstep, as well as the C and E trains on nearby Spring Street.

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