



George Comfort & Sons signs lease with Securitas Security Services USA at 498 Seventh Ave

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Manhattan, NY George Comfort & Sons, Inc. has finalized a new long-term lease agreement with Securitas Security Services USA, Inc. at 498 Seventh Ave., its fully modernized Midtown office tower.

With 95,000 employees and more than 500 branch managers, Securitas USA is the most locally-focused security company in the country. Under the 10-year lease, the firm will establish its New York office in 19,500 s/f across a portion of the 14th floor, following its three-block move from 1412 Bdwy., in the fourth quarter of 2023.

With this lease signing, George Comfort has raised the occupancy level at 498 Seventh Ave. to 96%. The re-imagined tower has become a magnet for leading companies in the professional services industry including engineering firm Cosentini Associates, construction specialists Milrose Consultants, design firm Dattner Architects, design and construction firm The McKissack Group and environmental services company Hazen and Sawyer.

Working with renowned global design and architecture firm Gensler, ownership has reinvigorated the building's ground floor to create a more cohesive experience for tenants and guests right from the moment they approach the building. New entrances on Seventh Avenue, 37th St. and 36th St. provide access from all directions to the through-block lobby, which has been redesigned with modern stone and granite finishes.

The tower's limited availabilities include the entire 30,000 s/f 21st floor and a 6,200 s/f high-end pre-built suite that features direct elevator access and light-filled workspaces overlooking Seventh Ave.

Andrew Conrad and Matt Coudert represented George Comfort & Sons in-house, while David Oppen and Eddie Siska of CBRE represented the tenant.

George Comfort also created a brand new business lounge and café with grab-and-go coffee kiosk operated by Ground Central Coffee accessible from the main lobby. In addition, retail storefronts at the base of the building have been refreshed, and destination dispatch elevators as well as new turnstiles with facial recognition for touchless entry have been installed.

Owned by a partnership of George Comfort & Sons, Inc., Loeb Partners Realty and JR AMC, the 25-story, 960,000 s/f tower sits just a few blocks north of Penn Station, with convenient access to subway and commuter lines as well as multiple dining and retail options.

"We have revitalized 498 Seventh Avenue to provide companies with a stylish and convenient home base for their employees," said George Comfort & Sons president and CEO Peter Duncan. "We are pleased to welcome Securitas, which was drawn to 498 Seventh Ave. efficient floor plates, natural light and the investments we've made to position the tower as a premier office environment in an ideal Midtown location."

