



LH Charney completes 27,000+ s/f of new office leases at 1410 Broadway

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Manhattan, NY LH Charney has completed over 27,000 s/f of new office leases at 1410 Broadway. The new deals include a new 12,350 bs/f expansion with sportswear firm 32o, which will now occupy 37,350 total s/f in the building, along shoe designer Geox leasing 3,500 s/f on the 14th floor.

In addition to 32o and Geox, current tenants Trend Textile, GOGO, Argee and LCC Development have also signed new leases at the building. Geox was represented by Ron Lo Russo and Jason Kroeger from Cushman and Wakefield. Ownership was represented by the Colliers team of Rick Doolittle, JP Howard, Michael Joseph and G. Taylor Bell on all transactions.

“While the office market continues to be challenging, the continued activity that we have seen at 1410 Broadway is a testament to our strategy for the Broadway office assets,” said LH Charney president and COO Joseph Giannola. “The successful lease-up of all our retail spaces with unique and vibrant brands has been a key amenity to office users. Offering turnkey spaces and flexible lease structures in a building with stable-long term ownership and dynamic and engaging attractions has been a compelling proposition for new and prospective tenants.

“We are thrilled to see a steady flow of leasing activity with both new and existing tenants committing to new leases at 1410 Broadway,” said Doolittle, executive vice president at Colliers. “Despite the challenges facing the office market, we continue to see well-positioned, high-quality properties are still attracting tenants and getting deals done. The ‘flight to quality’ trend applies to all the various price points and submarkets of the office sector --- it’s not just a thing on Park Avenue.”

L.H. Charney has made tremendous efforts to transform 1410 Broadway in recent years. The building received a full renovation and modernization of the lobby, common areas, restrooms, and elevators featuring “lobby boost” technology. The renovations were part of a forward-thinking strategy to appeal more to modern tenants seeking more engaging, inspiring, and well-amenitized locations for their offices. The adjacent 1441 Broadway also underwent a comprehensive renovation plan that created 46,000 s/f of glass box retail space and 2,000 s/f of new LED signage while preserving the historic façade of the office tower.

Asking rents at both 1410 and 1441 Broadway range from the low \$50’s to mid \$60’s per s/f. Current availabilities include suites from 1,000 s/f up to full floors of 18,000 s/f.

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