



Marx Realty finalizes 5,000 s/f lease with Green Street Advisors at 10 Grand Central

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Manhattan, NY According to Marx Realty, Green Street Advisors has signed a long-term lease for 5,000 s/f of office space at 10 Grand Central. The firm, known for its commercial real estate research platform and exclusive news outlets, has provided trusted industry insights for over 35 years and has signed a long-term lease for space on the second floor at the repositioned office tower in the Grand Central neighborhood.

“It’s quite telling that a leading commercial real estate intelligence firm chose 10 Grand Central for its New York City office,” said Craig Deitelzweig, president and CEO of Marx Realty. “Green Street clearly recognizes and understands the need for office space that resonates with its entire firm and 10 Grand Central was a perfect fit. The convenient location in the bustling Grand Central neighborhood, combined with the warm and inspired workplace experience we’ve created with our hospitality-infused renovation, is unrivaled. The leasing velocity at 10 Grand Central has been on a consistently strong trajectory since its official launch in 2018 and we’re honored to bring Green

Street Advisors to this premiere Manhattan location.”

Tenants have been drawn to the remarkable hospitality-infused sensibility at 10 Grand Central since Marx pioneered the concept. The façade, with its marquee, brass fins and walnut doors, is attended by a uniformed doorman. Walnut wood and brushed brass accents the lobby with a custom brass concierge desk and polished herringbone concrete floors. The 7,500 s/f indoor/outdoor lounge and club floor has a club-like vibe with oversized artwork and plush seating, a café complete with built-in appliances (including a gelato machine), and a 40-seat conference space.

Ian Lipman of JLL represented Green Street Advisors and Marx Realty was represented by JLL’s Mitchell Konsker, Kyle Young, Carlee Palmer, Simon Landman and Thomas Swartz. The asking rent was \$67 per s/f.

The lounge space opens to the Ivy Terrace.

Reminiscent of a 1930s-era garden party, the Ivy Terrace is an outdoor oasis with table seating, landscaping and French bistro-inspiring awnings that provide shade with style. The terrace is a favorite among tenants who prefer to work and socialize outside the traditional office environment while media firms at 10 Grand Central have been known to use the space as a backdrop for content production.

10 Grand Central also offers tenants an upscale house car for transportation around Manhattan. The Marx Mobile is a branded state-of-the-art luxury electric Porsche Taycan and serves as an on-demand rideshare option available to all the building’s tenants through the company’s proprietary MarxConnect software.

Marx Realty has signed nearly 100,000 s/f of office and ground floor retail space at 10 Grand Central in the last 12 months. Notable tenants include bank holding company Merchants Bancorp; tour organizing company LIV Golf Inc.; weekly online news magazine The Week; real estate investment firm Benenson Capital Partners and popular lunch destinations, Cava, Little Collins and Sweetgreen in the street-level retail space. High-profile tenants also include Dwayne “The Rock” Johnson’s production company, Seven Bucks Productions (as reported by the New York Post); insurance giant MassMutual, and international news agency Agence France-Presse.

“This building and its one-of-a-kind aesthetic continues to attract a wide variety of high-profile tenants,” said Deitelzweig. “With the grand entry and lobby, and continuing through the sophisticated club floor and outdoor space, tenants are drawn to the members-only ambiance and elegant design details.”

The redesign was led by David Burns, principal of Studios Architecture.

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