



## **L&L Holding Company secures full floor lease with Payoneer at 195 Broadway**

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Manhattan, NY L&L Holding Company has finalized an agreement with the financial technology firm Payoneer to relocate its headquarters to 195 Bdwy., its class A office building in Lower Manhattan.

As part of a 10-year lease, Payoneer will relocate from its current offices at 150 West 30th St. to a 42,000 s/f space across the entire 27th floor of 195 Bdwy. The move of Payoneer, which provides digital payment services to customers in over 190 countries and territories, is among the largest office relocations from Midtown to Downtown this year. Payoneer is expected to occupy its new offices in the spring of 2024.

Payoneer was represented in the transaction by Jeffrey Peck, Daniel Horowitz, Jacob Stern and Roi Shleifer of Savills North America. L&L Holding was represented in-house by vice president of

leasing James Marcellino.

“We look forward to the next step of our journey, relocating our headquarters to the Financial District and creating a new space for employees that fosters collaboration for the benefit of our customers,” said John Caplan, chief executive officer of Payoneer. “The neighborhood has been the longstanding commercial and entrepreneurship heart of the city and reflects the innovative, resilient and inclusive culture of Payoneer.”

“We are delighted to welcome Payoneer to our esteemed roster of creative, cutting-edge companies from the worlds of finance, technology, fashion and media,” said L&L Holding chairman and chief executive officer, David Levinson. “These businesses continue to be drawn to 195 Broadway for its unbeatable combination of revered architecture, contemporary office spaces, unrivaled access to mass transit and dynamic Downtown location.”

“Relocating to 195 Broadway accomplishes several of Payoneer’s business objectives. Notably, it allows the firm to significantly expand its footprint while simultaneously upgrading its office space across one full floor,” said Jeffrey Peck, a vice chairman at global real estate advisory firm Savills. “In addition to the space and square footage upgrade, the building itself is an extension of Payoneer’s brand identity and ethos, which is rooted in providing its customers with a seamless and secure experience.”

Designed by architect William Welles Bosworth, 195 Bdwy. served as the global headquarters of the American Telephone and Telegraph Company from 1916 through 1983. The ornate, 1.1 million s/f tower, which spans the full blockfront from Fulton to Dey Sts., is located within steps of the Fulton Transit Center and the World Trade Center Transportation Hub, as well as to Lower Manhattan’s famed shopping, restaurants, open spaces and cultural venues, including the newly opened Perelman Performing Arts Center.

In 2017, L&L completed a massive and painstaking redevelopment of the building’s historic Broadway lobby, made famous by its marble Doric columns, classic chandeliers and polished bronze. In addition to serving as a grand entrance for office tenants, L&L transformed a key portion of the lobby into a 50,000 s/f retail galeria, anchored by restaurant Nobu Downtown and retailer Anthropologie.

Payoneer joins a roster of companies located at the 28-story building, which includes international marketing and communications firm Omnicom, leading publishing company HarperCollins, real estate technology company Orchard and global fashion house Gucci.

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