



Williams Equities caps 56,728 s/f leasing wave at 136 Madison Ave. with Impact.com renewal

February 11, 2025 - Front Section

Manhattan, NY Williams Equities leased 56,728 s/f in 2024 at 136 Madison Ave. In the most recent transaction at the Midtown South building, the ownership group completed an 18,364 s/f renewal with technology firm Impact.com, which re-upped for the entire 10th floor.

Earlier this year Williams Equities signed Peter Pennoyer Architects to a long-term renewal for the entire 18,364 s/f 11th floor at the building and closed a long-term 20,000 s/f extension for the entire third floor with furniture company Bernhardt Furniture for its flagship office and showroom.

French clothing and accessories company Lacoste also moved onto the top floor of the building this year, following an 18,364 s/f lease it signed at the end of 2023, with the entire floor serving as its flagship office space.

“Companies continue to recognize the benefits of easily accessible and well-maintained boutique properties in Midtown South,” said Mac Roos, of Colliers International, who along with Andrew Roos, Michael Cohen, and Jessica Verdi represented ownership in these transactions. “We value long-term relationships with our tenants, which is evident in the leasing we’ve accomplished at 136 Madison Ave.”

Alex Leopold, of CBRE, represented Impact.

Roos further noted that tenants at 136 Madison Ave. are attracted to the 5,000 s/f roof deck with views of the Empire State Building and the Chrysler Building, a building-wide amenity. He also pointed to the building’s restored 16-ft. Beaux Arts entrance on Madison Ave., lobby, concierge desk that is attended 24 hours per day, new passenger elevators, and right-sized floor plates.

Located a walk from Madison Square Park, 136 Madison Avenue is Williams Equities’ elegant, 300,000 s/f, turn-of-the-century property. In addition to the newly signed leases, the diverse roster of tenants includes those in new media, technology, education, healthcare, and financial services such as Syracuse University, Wacoal, and Green Key, among others.

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