



Rose Associates secures two Manhattan leases

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Rose Associates, Inc. has signed a 1,300 s/f, 10-year lease extension with Pearle Vision Center at Madison Green, while also increasing the size of the retailer's space at the location by roughly 50%. Rose Associates also signed a new 500 s/f, 10-year lease with Hippotots on the Broadway side of the same property.

Bruce Spiegel, senior managing director of commercial leasing for Rose Associates, represented Madison Green in both lease transactions. Bill Bergman of Rose Associates worked with Hippotots, while DiMucci Patners represented Pearle Vision Center.

Pearle Vision Center, one of the nation's leading optical retailers, has been operating in a 1,000 s/f space at 6 East 23rd St. for over 20 years. Rose Associates secured a 1,300 s/f contiguous space, allowing Pearle to develop its new prototype retail store at Madison Green. Spiegel has combined the two spaces under a new 10-year lease.

"Pearle has had great success at Madison Green, which is in a neighborhood that's seen dramatic residential growth in recent years," said Spiegel. "The additional space allowed Pearle to introduce its new retail concept while remaining at this high-performing location."

Hippotots, which has three other locations in the borough, will occupy a 500 s/f space on Broadway that is next door to Papyrus.

Based in New York City, Rose Associates, Inc. is a developer, manager and marketer of premium residential, commercial and retail properties. Rose offers a variety of expert services including pre-development consulting, property development, property management, residential marketing, retail and commercial leasing, financial services, construction supervision, project management, and asset management.

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