



Consolo and Aquino of Prudential Douglas Elliman secure 5,100 s/f for Shoe Woo at 750 Lexington Ave.

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The leasing team of Faith Hope Consolo, chairman, and Joseph Aquino, executive vice president of Prudential Douglas Elliman's Retail Leasing, Marketing and Sales Division, has secured a flagship presence at International Plaza, 750 Lexington Ave. for the unveiling of Jones Apparel Group's newest retail concept, Shoe Woo. Among the labels expected to be showcased are Anne Klein, Sam & Libby, Bandolino, Joan & David, Circa, Enzo Angiolini, Boutique 9 and Nine West.

The well-positioned location features 5,100 s/f, and 30 ft. of frontage along Lexington Ave.

The stylish footwear flagship will be flanked on either side by two other trendsetting destinations, Zara and Levi's, both of which were leases initiated and renewed by Consolo and Aquino. Highly desirable and central, the immediate area abounds with a diverse mix of fashion forward businesses, such as Diesel, Geox, Swarovski and H&M.

The soon-to-arrive flagship at International Plaza is part of an exclusive portfolio of retail spaces in six Cohen Brothers Realty Corp.'s class A trophy properties represented by Consolo and Aquino. Consolo and Aquino represented both building owner and tenant in the transaction.

"As a premier fashion and retail company, Jones Apparel Group needed a prominent home to launch Shoe Woo in New York," said Consolo.

Aquino said, "International Plaza presented a unique opportunity for the tenant and we are glad they decided to move forward so quickly."

The block-wide office tower at 750 Lexington Avenue is located atop a transportation hub in one of the highest pedestrian traffic areas in the city.

Consolo and Aquino along with Arthur Maglio of Prudential Douglas Elliman's Retail Leasing, Marketing and Sales Division, have also arranged a centrally located mid-block space for well-known Harlem entrepreneur Doris Wade's newest venture, Questan Seafood Lounge at 2113 Frederick Douglass Blvd., between 114th and 115th Sts. The terms of the 2,000 s/f, 10-year lease were \$100 per s/f.

The landlord was represented by Consolo's Prudential Douglas Elliman leasing team, the exclusive agent for the firm's retail portfolio, which is the largest in Harlem. The tenant was represented by Singleton Realty.

"That this portfolio is doing so well is an important sign for the Harlem community and the city," said Consolo.

"The fact that the tenant is a respected business woman with her fingers on the pulse of the neighborhood is an indication that this is going to be a very popular destination," she said.

Added Aquino, "The new tenant is a savvy entrepreneur who has brought success to all her ventures. We are confident that our client has been well-served and the neighborhood will soon have another fine restaurant."

In addition to delicacies from the sea, the new eatery and lounge will feature live R&B and Jazz entertainment. Other restaurants that have hit the SoHa scene in recent years include Mojo, Moca, Billie Black's and Orange Street. They join well-established restaurants in the area that include Amy Ruth's, Havana Central and Mill Korean, all of which benefit from the patronage of local residents and Columbia University students and faculty.

Consolo, Aquino and Maglio also secured a well-positioned mid-block storefront location for MetroPCS Communications at 555 Lenox Ave., between 138th and 139th Sts. Prudential Douglas Elliman represented both the landlord and tenant in the 1,000 s/f transaction. The terms of the 10-year lease was \$110 per s/f.

The first dedicated MetroPCS location in Manhattan, and one of several the Prudential Douglas Elliman team is working on for the distributor, the store is on a well-established retail corridor, near Harlem Hospital and the New York Public Library and across the street from the iconic Schaumburg Center. Moreover, it is surrounded by residential developments, old and new, such as 555 Lenox Ave. at 138th St.

"I cannot imagine a better location in which to spearhead the expansion of a wireless communications brand," said Consolo. "The foot traffic here is constant and the Harlem market is exceptionally well targeted for this product. As the exclusive agents for this particular distributor, we will continue to seek other, equally well-positioned locations in Harlem and throughout Manhattan."

"We are pleased by the quality of the retail our efforts have brought to Harlem," said Aquino. "Whether it's Ottomanelli's or MetroPCS, we are working with businesses that address the needs of the community, and that should ensure their success in any market."

Manhattan-based Cohen Brothers Realty Corporation is a multi-faceted real estate development company that owns and manages over 12 million square feet of prime Manhattan, West Side Los Angeles, Florida and Houston commercial space. The firm has been active for over 40 years in real estate investment, ownership, management and development.

Prudential Douglas Elliman's Retail Leasing, Marketing and Sales Division specializes in providing comprehensive counsel to an array of tenants and landlords, locally, nationally and internationally. With expertise in markets across the country, the group locates retail space coast to coast. It is also renowned for its track record in identifying and securing the best locations for prominent international retailers' U.S. operations; representing many of the country's most top landlords in finding high-profile retailers for their spaces. The group's experienced team of professionals also provides strategic planning and consulting services. In New York, the division's presence spans all five boroughs, with satellite offices continuing to open in new neighborhoods.

The Retail Leasing, Marketing and Sales Division of Prudential Douglas Elliman oversees retail operations for the 50 Prudential CRES Commercial Real Estate offices (retail services divisions) nationwide. It is part of a preeminent real estate organization with more than 4,000 agents, residential and commercial, and a network of national and international affiliates. Ranked in the top five real estate brokerages nationally, Prudential Douglas Elliman Real Estate is an independently owned and operated member of the Prudential Real Estate Affiliates and an equal housing opportunity company.