



Gerber Childrenswear renews 15,910 s/f lease with W&H Properties; Waterman, Fanuzzi and Frey of Newmark Knight Frank represent landlord

November 23, 2009 - Shopping Centers

Gerber Childrenswear LLC, a leading marketer of infant and toddler apparel and related products, has renewed its 15,910 s/f space on the 7th floor at W&H Properties' 1333 Broadway, according to Fred Posniak, senior vice president of W&H Properties. The firm first moved into the property in 1989.

"1333 Broadway is a much improved property, thanks to the more than \$71 million in building upgrades, which has become a W&H signature throughout the office portfolio," said Posniak. "Gerber now enjoys a completely transformed building, from the lobby to the corridors and restrooms."

Nicola Heryet and Stephen Bellwood of Colliers ABR represented Gerber Childrenswear LLC in the renewal negotiations. The landlord's representatives were Brian Waterman, Jonathan Fanuzzi and Brandl Frey of Newmark Knight Frank, the building's managing and leasing agent.

Situated in the center of the Herald Square/Penn Plaza District, across from Macy's flagship location, 1333 Broadway contains 12 stories and 350,000 s/f of modern office space. It offers unsurpassed access to public transportation, and is just steps from the Long Island Rail Road, New Jersey Transit and Amtrak at Penn Station, the Port Authority Terminal, the PATH, 15 subway lines and all major bus lines.

The recently completed \$71 million upgrade program includes a new lobby, with a restored original lobby ceiling and elegant marble finishes, the addition of two new elevators and renovation of the three existing passenger elevators and freight elevators, new energy-efficient windows, renovated restrooms and air-conditioned public corridors, and upgraded building-wide systems, including state-of-the-art electrical, plumbing, HVAC and security.

Part of the W&H Properties Pre-War trophy office portfolio, the building is owned by 1333 Broadway Associates, L.L.C, a partnership led by Peter Malkin and Anthony Malkin, one of New York City's most financially stable ownerships. W&H Properties is committed to sustainable property operations and development, including energy efficiency, water use reduction, waste and recycling and indoor environmental quality initiatives.

Available spaces range from efficient full floors of 30,000 square feet, partial floors from 5,000 to 15,000 square feet, and W&H portfolio standard high-end pre-built units from 3,000 to 8,000 square feet. A major retail branding opportunity is also available, totaling up to 62,000 square feet on the ground, second and lower levels with over 500 square feet of street frontage.

Gerber Childrenswear LLC offers its products under its flagship licensed brand Gerber, Curity, and the Onesies brand one-piece underwear. The company is one of the leading providers of these products to volume retailers, and also distributes to department stores and specialty retailers. In

November 2008, Gerber Childrenswea was acquired by Sun Capital Partners, Inc., a leading private investment firm with offices in Boca Raton, Los Angeles, and New York, as well as affiliates with offices in London, Paris, Frankfurt, Tokyo, Shanghai and Shenzhen.

New York Real Estate Journal - 17 Accord Park Drive #207, Norwell MA 02061 - (781) 878-4540