



GreenbergFarrow completes redevelopment of Manhattan Mall

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GreenbergFarrow, a nationally recognized architectural, planning, development and consulting firm, served as architect for the renovation and repositioning of the landmark, five-level, 400,000 s/f Manhattan Mall at Herald Square for Vornado Realty Trust. Vornado acquired the Manhattan Mall in 2007.

The upgrade of one of New York City's best-known retail centers-encompassing the full Avenue of the Americas block front extending from 32nd to 33rd Sts.-improved site access and circulation, making it easier for patrons to move through the mall. GreenbergFarrow's work also included renovation of the Manhattan Mall's core and atrium, relocating and adding escalators and elevators, and recladding portions of the exterior facade.

"We were pleased to have again worked with Vornado, one of America's most distinguished development companies, on a world-class retail project in the very heart of midtown Manhattan," said Navid Maqami, AIA, LEED, principal of architecture of GreenbergFarrow. "This renovation and redesign have reinvigorated the Manhattan Mall, one of New York City's great retail magnets. The new configuration represents a refreshing step forward that enhances the site's allure for shoppers, tourists and retailers."

The redesign was completed in July and was highlighted by the opening of a new, 153,000 s/f JCPenney, the Texas-based retailer's first Manhattan location. Through the joint efforts of the developer and the design firm, the 18-month construction schedule minimized disruption to stores and shoppers.

The Manhattan Mall, one of New York City's few vertical malls, consists of two lower levels and two above-ground levels. In addition to the new JCPenney, the complex features such nationally prominent retailers as Victoria's Secret, Charlotte Russe, Lids, Aeropostale, Express, Foot Locker and Sunglass Hut. A third, lower level is used for storage and is not accessible to the public.

GreenbergFarrow and Vornado Realty Trust also worked together on the 600,000 s/f retail component of the Rego Park Mall II now completing construction in Queens, NY. In Paramus, N.J., they just completed the redesign and expansion of the Bergen Mall into the now-1.5 million s/f Bergen Town Center, for which a grand opening was held in August.

Founded in 1974, GreenbergFarrow is a national architectural, planning, engineering and development consulting firm with offices in Atlanta, New York, Chicago, Los Angeles, Dallas, Boston, St. Petersburg and New Jersey. Specializing in major mixed-use, retail and residential developments and rollout programs, some of the firm's prominent developer and retail clients include IKEA, Gap Inc., Public Storage, Whole Foods, The Home Depot, The Related Companies, Forest City Ratner, Toll Brothers and Vornado Realty Trust.