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Winick Bringing Chetrit Retail Space to Market



1889 Broadway

Winick Realty Group LLC has been retained to market two retail availabilities on behalf of the Chetrit Group.

Associate director Kelly Gedinsky and executive vice president Lori Shabtai are marketing 11,490 s/f at 1889 Broadway, the site of Manhattan's Empire Hotel.

The brokers see the space—which includes 490 s/f on the ground floor and 11,000 s/f in the lower level, as a prime position for spas eager to service neighborhood residents and hotel guests.

It has 25 ft. of frontage on Broadway, as well as direct access to the 420-room, luxury boutique hotel.

“The Empire Hotel attracts an upscale celebrity clientele thanks to its beauty and discrete charm, not to mention its central location, across from Lincoln Center on Broadway,” said Gedinsky. “This is one of the best locations there is in all of Manhattan.”

Shabtai has helped to shape the retail experience at the Empire Hotel. She and Winick president Steven E. Baker leased space in the building to Starbucks, Duane Reade and Ed's Chowder House. Shabtai managed to maximize what had been 25,000 s/f into “potentially 60,000 feet of retail.”

The broker explained, “We dug out the basement, which had never been used for retail. We gave it an entrance at grade and a lower level, and we created a fantastic, glamorous rooftop lounge. What you end up with is a gorgeous retail space that adds more value to the property.”

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Shabtai and Gedinsky have also been tapped to exclusively market the retail at 1760 Third Avenue, on the southwest corner of 98th Street.

Along with director Monica Kass, the brokers will bring the 4,500 s/f, ground-floor retail space to market for the very first time.

Featuring 50 feet of wrap around frontage, the space includes ADA compliant bathrooms and sits below 1,200 fully-occupied student dorm apartments.

Shabtai, Gedinsky and Kass are searching for a tenant to service the student population in the building, as well as from nearby PS 198. “We would love to put a high-end market or café in the space,” said Gedinsky. “That would be a great amenity for the neighborhood.”