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# ***REAL ESTATE WEEKLY***

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## **Brokers Out to Put ‘Cherry on Top’ at Columbus Square**



Winick Realty Group LLC is in the final stages of completing the retail marketing and leasing of Columbus Square.

Now executive vice president Lori Shabtai and associate director Kelly Gedinsky are scouting neighborhood tenants to fill the few remaining 2,700 to 8,000 s/s spaces that are still available.



The duo have brought big name brands such as TJ Maxx, Sephora, Whole Foods, Petco, Associated Supermarket and Chase Bank to the Upper West Side mixed-use development. Michael's Arts & Crafts and HomeGoods both chose Columbus Square for their first Manhattan retail store.

“For the remaining small retail spaces, our vision has always been and remains to be Manhattan Upper West Side businesses that are familiar with the needs of the community,” said Shabtai.



“This amazing development has brought new life to the Upper West Side and we want community businesses to help complete the equation of life, shopping, convenience and excitement in the area.”

According to the broker, these smaller retail opportunities would complement the variety of big-box retailers Columbus Square has brought to the area, which sits just south of Columbia University and west of Central Park at the base of 780 newly-built residential units.

“The scaffolding is coming down at Columbus Square and most of the retailers are now open, unveiling the smaller spaces,” said Gedinsky, who said she received interest from furniture retailers, shoe stores, children's clothing stores, and nail and hair salons for the remaining spaces.

When Shabtai and Gedinsky began marketing the 350,000 s/f of brand new retail space, Gedinsky said, “We explicitly focused our efforts on leasing the largest spaces first. This enabled us to bring an incredibly strong tenant mix to the Upper West Side,” said Gedinsky.

“We now look forward to putting the whipped cream and cherry on the top with the smaller retail and complete this project,” added Shabtai, noting that the duo has been honored “to be a part of the underpinnings of yet another piece of Manhattan's future.”

Winick Realty Group LLC received 2008's Retail Deal of the Year award for most significantly benefitting Manhattan with the Columbus Square project.