

What's the Deal: Tech Firm DoubleVerify to Expand With New Lease SoHo

Tech Firm to Expand With a New Lease

One SoHo Square, an office project at 223 Spring St. and 161 Avenue of the Americas set to open later this year, is attracting new tenants with a mix of modern amenities and historic details.

Tech firm DoubleVerify has signed a five-year lease for 32,000 square feet, according to Ryan Jackson, a principal at Stellar Management Inc., the New York real-estate investment firm that owns and is developing the site. The asking rent is \$80 a square foot, he said.

Stellar is connecting the two prewar buildings with a modern, 19-story core outfitted with new elevators and mechanical systems. It also is building out three office penthouses at one of the buildings, Mr. Jackson said.

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The mix of new construction and renovated space appealed to DoubleVerify, according to Lori Shabtai, the TOWN Commercial broker who represented the tenant. "The office will have that original SoHo loft feeling," she said. "But it has the amenities of a new-construction building."



A rendering of One SoHo Square. Photo: Neoscape

Ms. Shabtai noted that office developers across the city have focused on high-tech amenities packages to appeal to tenants. She listed One Vanderbilt, [SL Green Realty](#)'s office tower under construction near Grand Central Terminal, as an example.

DoubleVerify will double its space from its current headquarters at 575 8th Ave.

“We currently have approximately 200 employees, and we expect that head count to grow significantly over the next five years,” said Wayne Gattinella, chief executive of DoubleVerify.

—Emily Nonko

Upper East Side

Dalton School Buys More Office Space

The Dalton School has purchased an office space at a Carnegie Hill cooperative located just two blocks away from the private school.

In an off-market sale, the school paid \$5.75 million for 4,200 square feet on the second floor of 1065 Park Ave., a luxury co-op known as Carlton Park.

The sale was arranged by Paul Wexler, of the Corcoran Group.

The school will move its administrative offices there. Mr. Wexler called it “an ideal opportunity for Dalton to move their administrative offices to a separate, but incredibly close location.”

A representative from the Dalton School declined to comment.

The office, which has a dedicated elevator and separate street access, was previously rented by a medical tenant, Mr. Wexler said.

It was initially listed for rent by the cooperative ownership, 1065 Park Avenue Corp., for \$31,000 a month. “Dalton was interested in making a permanent commitment to the space and purchasing,” Mr. Wexler said.

This is the first sale of this space since the co-op was built in 1973, according to Mr. Wexler.

—Emily Nonko

Flatiron

Fashion Firm Leases Office, Showroom

A women’s fashion brand has signed a lease to consolidate its offices and showrooms in the Flatiron District.

Haute Hippie signed a three-year lease for 5,909 square feet at 15 W. 27th St. The building is part of the Madison Square Portfolio, four historic buildings the Kaufman Organization is renovating for office and retail use.

The building at 15 W. 27th St. has just come onto the leasing market, according to Michael Heaner, a partner at the Kaufman Organization. “We have four tenants occupying the building, with leases out for three other floors,” he said. Asking rent is \$65 a square foot, he said.

Haute Hippie has taken occupancy of the entire sixth floor, which is split between offices and its showroom. Previously, the company had its offices at 156 5th Ave. and its showroom at 214 W. 39th St.

“The company is growing and expanding and we needed to bring everyone together,” said Rob Feinberg, Haute Hippie president.

While the Kaufman Organization expected the portfolio to attract mostly tech companies, incoming tenants have been a mix. “We’ve signed architects, fashion companies, established businesses,” said Mr. Heaner.

He credits the emergence of the neighborhood with the building’s appeal. “There are a lot of tenants coming from the East Side and Midtown, who want a hip, creative environment over a more traditional building,” Mr. Heaner said.

—Emily Nonko