

# Hotels are back in Fashion Dist.

W&H Properties is pleased to announce that

**eDialog**  
a division of eBay

has renewed and expanded into the entire 3rd floor of 25,000 sq.ft. at 1350 Broadway

eDialog was represented by Dan Katcher and Eric Cagner of Newmark Knight Frank

100% commission was paid on lease signing



**Robert A. Silver**, Executive Managing Director  
212-372-2005 · rsilver@newmarkkf.com

WWW.1350BROADWAYNY.COM

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**T**WO more hotels are under development in the Fashion District by Hidrock Realty.

The company, better known as an owner of office properties, is reinventing the former office building at 960 Sixth Ave. into a Courtyard by Marriott and developing a groundup SpringHill Suites by Marriott at 25 W. 37th St., in a venture with the Robert Finvarb Companies.

“It’s a great brand and the first in Manhattan,” said Hidrock’s President, **Abraham Hidary** of SpringHill. “Historically we’ve done office, and owned [these] two sites that worked better as hotels.”

Both hotels are being designed by architect **Gene Kaufman**.

The 100,000-square-foot Courtyard will have 167 rooms along with retail space on the ground floor and what Hidary says will be a “very significant” rooftop bar on the 16-story building. The company bought the former Atlantic Bank Building for \$40 million after a previous owner defaulted.

Nearby, demolition is being completed on the site for the SpringHill Suites that will have 173 rooms in 70,000 square feet. Each will have a sitting area and a mini-kitchen.

“This area [the Fashion District] has changed dramatically over the last few years,” noted Hidary. “You see tourists walking around and every morning you see buses loading and unloading.”

A Hampton Inn and Hilton Garden flank the new Courtyard while a Fairfield Inn and The Strand touch the upcoming SpringHill Suites. The Setai is between them all at 36th Street and Fifth Avenue.

The base of 960 Sixth Ave. will host the city rollout of

BankUnited, where sources said the Miami Lakes, Fla., company just signed a long-term lease for about 10,000 square feet through its exclusive broker **Kim Mogull**, CEO of Mogull Realty.

The space has 5,295 square feet on the ground, a mezzanine of 2,035 square feet and a lower level of 2,800 square feet. Asking rent for the ground floor was \$350 a square foot.

Building owner Hidary declined to discuss the deal. Mogull also declined comment. Sources said she was retained to secure New York locations with the understanding that none would open prior to August 2012.

**John Kanas** and **John Bohlsen**, former North Fork and Capital One execs, took the nearly 30-month-old, 80-branch bank public on Jan. 28.

A cavity on Fifth Avenue will soon be filled by CVS.

A nearly 10,000-square-foot portion of the retail condo at 420 Fifth Ave. on the southwest corner of 38th Street was just leased by the drugstore chain.

The store will occupy 7,100 square feet on the ground and about 3,000 square feet for a storage basement.

**Jason Pruger**, **Ross Kaplan** and **Trever Gallina** of Newmark Knight Frank Retail represented CVS in the deal, which had an asking rent of \$250 a square foot.

“It’s got amazing traffic and close proximity to Lord & Taylor and the Empire State Building in an area with an emerging residential component, a strong office population and tourism,” said Pruger.

**Andrew Mandell** and **Richard Skulnik** of Ripco Real Estate represented the condo owner, **George Constantin**, Heritage Realty Services, who didn’t return a call prior to press time.

Endurance Capital Management is subleasing 44,008 square feet from Fairchild

Publications at 750 Third Ave. and an additional 12,057 square feet directly from the SL Green Realty Corp. ownership, sources said.

**Jason Frazier**, **David Hollander**, **Meghan Holzhauer** and **David Kaufman** of CBRE represented the financial firm, which will move from the Chrysler Building.

Under the sublease, Endurance will occupy the entire second floor of 40,483 square feet, along with 3,525 square feet on the 10th floor. **Ryan Masiello** of Jones Lang LaSalle represented Fairchild.

To complete the transaction, the company leased the remaining 12,057 square feet of the 10th floor directly from SLG for a 10-year term.

JLL, CBRE and SLG declined comment.

Chelsea Market fixture Amy’s Bread will be downsizing there but expanding by moving her offices and wholesale bakery to Long Island City.

Amy’s café/retail store and breadmaking demo kitchen will remain in about 1,000 square feet at Chelsea Market, which has been retooling by changing its emphasis from wholesale to more lucrative retail operations. Amy’s currently has about 7,500 square feet.

For the expansion, bakery owner **Amy Scherber** will move into 48-09 34th St. in LIC. The site includes 22,000 square feet on the ground floor, 11,000 on the second floor, loading docks and a large parking lot. The roof may become a garden in the future.

**Kristin McCann** and **Michael Glantzman** of Sinvin Real Estate represented Amy’s. The building owner was represented in-house by **Jeffrey Unger**.

Amy’s opened in Hell’s Kitchen on Ninth Avenue in 1992 and at the Chelsea Market in 1996. She also operates the Village café on Bleecker Street.

Lois@BetweenTheBricks.com

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