



Edgar goes home to Park



BETWEEN THE BRICKS

LOIS WEISS

EDGAR Bronfman Jr. is moving his company across Park Avenue from the fourth floor of Lever House to the entire 17th floor in the equally tony Seagram Building.

His old company, Vivendi, used to roost in the lower floors of the new digs, at 375 Park. Both the Lever House, at 390 Park, and the Seagram Building are owned by RFR.

Glenn Isaacson of CB Richard Ellis brought Bronfman over to the 17,000-square-foot space, while **Steve Morrows** acted in house for RFR's Seagram Building, which is also creating upscale pre-builts.

The River Lofts condominium project along West Street at 92 Laight and 424 Washington is already 60 percent sold.

The former parking lot — on the north side of Laight, across from the Sugar Warehouse — has gone through gyrations for more than a dozen years, since it was controlled by now-defunct American Savings Bank.

The community insisted that the incredibly dilapidated warehouse at 424 Washington be rescued by the original hotel developer.

The current developer, **Shaya Boymelgreen**, accomplished this through

the collaboration of Tsao & McKown with project architect **Ismael Levy**.

A new 13-story tower is rising on the parking lot and attached through its rear skylit gallery to the warehouse. The gallery will feature a live video art installation of the ebbs and flows of the Hudson River.

The Sunshine Group is marketing the 1,100- to 3,900-square-foot units, which are priced from \$1.125 million to \$8.55 million; they'll be ready for occupancy in 2005.

New flagships are being created along Third Ave.

Independence Bank has taken 1062 Third Ave., on the southwest corner of 63rd Street, while Alexia Crawford signed on for 1031 Third Ave., on the northeast corner of 61st Street.

Independence was repped by a Newmark team; both the building owners and Alexia Crawford were repped by **Faith Hope Consolo** and **Joseph Aquino** of Garrick-Aug.

"We're seeing a re-energizing of the Third Avenue corridor, with a lot of new stores" with rents in the \$250 to \$300 a foot, said Consolo.

"Activity is moving south and is concentrated in the low 60s as the Bloomberg tower and the Zucker rental project at Third and 58th streets fill in."

The Hotel Gansevoort is gaining the first Henry Beguelin boutique in the city for the corner near

its Ono, **Jeffrey Chodorow's** latest eatery.

The hip, Elba, Italy-based handcraft group already has outposts in Milan, Malibu, Tokyo and Aspen.

This is the first deal **Kim Mogull** has completed under the label of her new shop, Mogull Realty.

Mogull, who is representing the hotel — which is still seeking a spa — brought in the accessories, shoe, belt and fashion tenant. She previously brought Catharine Malandrino to 652 Hudson, across the street, and worked with Chodorow as well.

If they can't buy an apartment building outright, many investors continue to buy the unsold shares of co-ops and multiple condo units from original or successor sponsors.

In a typical block, some of the apartments are vacant, some rent-regulated, and some at fair-market rents.

On behalf of the Elad Group, the King of Blocks, **Mark Zborovsky**, just sold a 213-sponsor-unit block in the Le Havre and Cryder Point co-ops in White-stone for \$18 million. The Queens waterfront community is sandwiched between the Whitestone and Throgs Neck bridges.

Zborovsky represented both sellers and the buyer, who grew up in the area and wants to remain under the radar of the neighbors.

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