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Ad agency adds 47K SF at Starrett-Lehigh

Fast-growing Mcgarrybowen will bring its total footprint in the sprawling building to 177,000 square feet in complex deal under which another tenant will shift to 40 Wall St.

By [Theresa Agovino](#)

Published: January 10, 2012

There's a lot of activity at the Starrett-Lehigh Building, the massive property between Eleventh and Twelfth avenues owned by RXR Realty.

McGarrybowen, a fast-rising advertising agency, leased an additional 47,100 square feet there, bringing its total in the 2.3 million-square-foot building to 177,100 square feet. Under the most recent deal, it will lease space on the fifth floor for 10 years. Asking rent was about \$45 a square foot. The rest of the agency's acreage is on the 10th and 11th floors. All the leases will end at the same time.

The agency is growing, so it needed additional space and had even considered going outside the building, said David Hollander, a CBRE Group Inc. broker who represented the firm with colleague Sacha Zarba. Luckily, The Harry Fox Agency, which provides rights management, licensing and royalty services to the music industry, was willing to move. Harry Fox had been subleasing the space from the building's largest tenant, Tommy Hilfiger USA, which returned it to RXR as part of the deal.

RXR was represented in-house by William Elder, managing director of the firm's New York City division.

Harry Fox will move into nearly 37,000 square feet at 40 Wall St., a tower between William and Pearl streets that is owned by the Trump Organization. Asking rent for the 13.5-year deal, which covers the entire sixth floor, was \$34 a square foot.

Harry Fox agreed to relocate because the space at Starrett-Lehigh wasn't very efficient for its needs, and the Trump Organization is building the new office to the company's specifications, said Greg Taubin, a Studley Inc. broker who represented the agency.

Cushman & Wakefield Inc. brokers Jared Horowitz and Jeffrey Lichtenberg represented the Trump Organization.

DETAILS

Tenant

McGarrybowen

Tenant brokerage firm

CBRE Group Inc.

Tenant broker(s)

David Hollander and Sacha Zarba

Square feet

47,100 sq ft.

Total Square feet in Building

2,300,000 sq ft.

Floor

5

Total Floors in Building

20

Asking rent

\$45 per sq ft.

Type of Deal

Lease

Industry

Commercial Real Estate

Lease length

10 years

Neighborhood

Chelsea

Landlord

RXR Realty

Landlord brokerage firm

In-house

Landlord broker(s)

William Elder

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