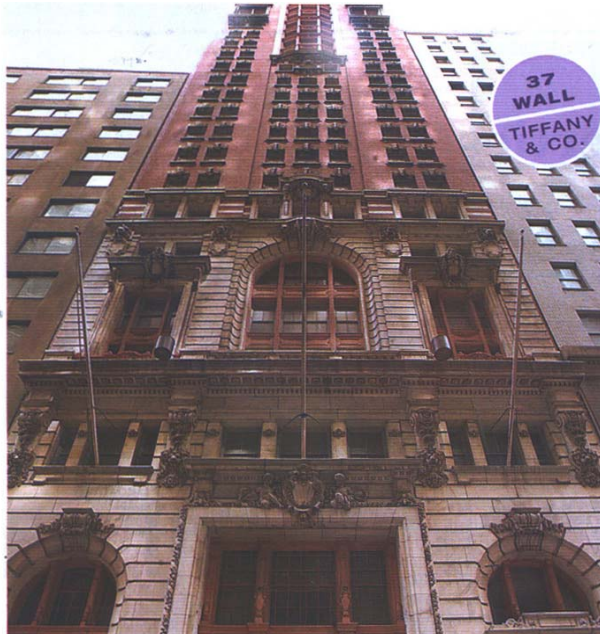


**NEW YORK POST**  
 YOUR GUIDE TO RESIDENTIAL & COMMERCIAL PROPERTY  
**REAL ESTATE**

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COMMERCIAL



**WINDOW SHOPPING:** Tiffany & Co. will open its first downtown store at 37 Wall St.



**RETAIL READY:** Will connect to the WTC PATH.

## Shop the Street

High-end retailers are banking on big bucks in the Financial District

By LOIS WEISS

**LAST YEAR'S NEWS THAT TIFFANY & CO.** and Hermès were setting up shop on Wall Street sent shivers through the retail kingdom. It also sent high-end retail reps scurrying to find their own downtown digs: Barneys New York, Prada, Gucci, Cartier, Coach, Tod's and Bulgari are all checking out space in the Financial District.

"There are many niche tenants chasing the same spaces, between 500 and 2,500 feet," says Faith Hope Consolo, the chairman of Prudential Douglas Elliman's retail division.

Laura Pomerantz, principal of PBS Realty Advisors, says, "There is a bit of a frenzy as people feel they should be down there."

While agents report a brisk business in hosting tours of empty properties and store reps say they are visiting spaces with their clients, getting an inked deal is often taking longer than expected.

"It's not going to be Madison Avenue down there," warns Jeffrey Roseman, the executive vice president of Newmark Knight Frank Retail. "It will be powerful and strong and very dense, but I'm not sure it will get to that level."

One obvious thing hindering the retail surge is the area's geography.

"A lot of people are interested and that includes fashion tenants," says Robert K. Futterman, who heads his eponymous firm. "But when they see the small streets and circuitous routes, it becomes less attractive."

Late last month, however, two large men's retailers finally signed deals after talks that started sometime last year. Thomas Pink will move into a 6,000-foot space with a landmarked rotunda at 63 Wall St., and Canali will take up 2,000 feet in the 25 Broad St. condo conversion.

"Waiting for the World Trade Center" has also been a catchphrase used to explain retailers' hesitation to sign leases. Things haven't stalled, but people are holding their collective breath to see what's under construction at the Trade Center site," says Futterman.

Sources say that Westfield Properties — which was to redevelop the original World Trade Center's mall and extend it by another 400,000 feet — is renegotiating to pick up its option with the Port Authority of New York & New Jersey to own the new retail swath.

And L&L Holdings has obtained approval from the Landmarks Preservation Commission to create 12,000 feet of public retail space at 195 Broadway, where escalators will connect to an underground concourse stretching from the Fulton Street Transit Center into the World Trade Center PATH station.

"A lot of companies will be waiting to see what happens there. It's a huge piece to the puzzle," says Roseman.

But many are willing to gamble that there's money to be made on Wall Street — and not just from the stock market. Hermès and Tiffany's figured out that when wealthy traders and financial finaglers were leaving work, they had

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nowhere close by to pick up a gift.

And it's not just the wealth in the area that's attracting these retailers to downtown; it's also the prices.

Kim Mogull, the CEO of Mogull Realty, explains, "It's a low-risk gamble for a high upside." That's because while rents uptown in luxe areas along Madison and Fifth avenues are in the thousands per foot, downtown rents range from less than \$100 to the mid-\$300s per foot.

"For the luxury retailers, it's like 10 percent of what they are used to," says Cheryl Cohen, vice president of Mogull Realty.

Hermès is renting at the retail space of the interconnected 15 Broad and 23 Wall, represented by Lansco managing director Christine Emery and her partner Yair Staav. Staav says an architect is working on opening up "English basement"-style windows on the lower level, making larger ones on the second floor and connecting up to 80,000 feet of retail space that also encompasses the street level.

"We have a roster of tenants that are Hermès-like [ready to rent]," says Emery. But in choosing the mix, she notes, "We want things approachable and to bring life to the street."

Offers are coming in the \$350-a-foot range for small stores of 900 to 1,000 feet, Emery says. There are two large spaces of 18,000 feet each, one of which is above Hermès. Another stretch of 12,000 feet runs along Broad Street, with 10,000 feet on the second floor.

An additional storefront of 3,500 feet is available at 35 Wall St., adjacent to Tiffany's, which leased in 37 Wall St.

And with many more people calling the Financial District home, everyday retail is moving in nearby as well.

Gristedes just leased a 7,500-foot market at 90 Maiden Lane, while another grocer and several restaurant groups are looking at 20 Exchange St., notes Darrell Rubens, managing director of Winick Realty Group, who represented Nathan Berman's Metro Loft Management in the Thomas Pink deal as well as Swig Equities in Canali's. He is currently working on filling Donald Trump's large banking hall space at 40 Wall St.

Zamir Equities is converting the former office building at 40 Broad St. to the



**SUIT YOURSELF:** Thomas Pink will move into this 6,000-foot space.

63 WALL  
THOMAS PINK



**SILK ROAD:** Hermès was among the first to sign a Wall St. lease.

23 WALL  
HERMÈS

residential Setai building, and has 4,000 feet of retail available. The space is being repped by CB Richard Ellis.

"We are being very picky to make sure it will be good branding with the Setai," says Andrew Goldberg, executive vice president of CBRE. "We are looking for the right luxury brand and have had all the usual subjects looking."

Across the street at 100 Maiden Lane, Chipotle rented 2,000 feet on the corner through Kenneth Hochhauser of New-

mark Knight Frank Retail. Although the area appears somewhat vacant, with the building's recent conversion to 400 rental apartments by Lalezarian Developers, there will soon be a high-end juice bar, a coffee shop and more.

At the South Street Seaport, General Growth Properties is preparing a plan that includes tearing down Pier 17, installing ferry service, moving the façade of the historic Tin Building nearby and redeveloping the former Fulton Fish Market with a mixed-use tower. A hotel, community space and lots of stores are expected to land there in the future.

Rubens notes, "A lot of retailers are looking downtown, but they don't understand downtown. There are thousands and thousands of apartments that will soon be occupied, and those people will be walking the sidewalks every day of the week."

Photo: Matthew Lee/Photo