

RKF lands national Sega assignment

RKF Strategic Retailer Services, a division of Robert K. Futterman & Associates, LLC, has been selected as the exclusive national retail leasing representative for Sega Entertainment U.S.A., Inc.'s (SEUI) GameWorks, a location-based entertainment company headquartered in Glendale, California.

In 2006, GameWorks plans to open two flagship locations of 35,000 to 40,000 s/f each and five mid-market locations of 15,000 to 25,000 s/f each.

Robert Draizen, Managing Director and David Friedman, vice president of RKF Strategic Retailer Services, will spearhead the national retail leasing team for GameWorks.

GameWorks plans to invest in the highest-impact, state-of-the-art game product throughout its 18 locations over the next year. Since taking ownership, SEUI has recently expanded its successful "Arena Sports Bar and Grill" food & beverage concept to the Chicago; Columbus, Ohio; Ft. Lauderdale, Fla.; Miami; and Tempe, Ariz. locations.

"GameWorks provides a platform for SEGA to lead the amusement and facilities market domestically," stated Friedman.

"With our knowledge of the retail landscape and our expertise in analyzing and securing sites, we are well positioned to secure the best locations that meet the unique needs of this highly-successful entertainment experience."

Firm's Maiden voyage

Time Equities recently executed a five-year, 4,461 s/f lease at 125 Maiden Lane for Relational Marketing Inc., a premier business development and marketing firm.

Michael Rudder of Time Equities represented the landlord while Steve Marvin of Olmstead Properties represented the tenant. According to Rudder, average rents were \$26 psf.

Relational Marketing will occupy the 16th floor of the 17-story, 320,000 s/f building located in the heart of lower Manhattan. The building's tenant roster includes TD Waterhouse and the Lower Manhattan Cultural Council, as well as amenities such as on-site management, an exercise room and a roof deck garden.

"125 Maiden Lane's unique amenities continue to attract dynamic, growing marketing firms like Relational Marketing," said Rudder.

Sondheim set goes east

Young Playwrights Inc., founded by legendary songwriter/composer Stephen Sondheim, has moved from 306 West 38th Street to 431 Fifth Ave., entire 6th floor, approx. 1,800 s/f with a long-term lease. Asking rents are \$35 psf.

Sasha Majerovsky of Citywide Properties, Inc. who represented YPI and whose company is also the managing/leasing agent for the building, stated, the entire top floor space at 431 Fifth Ave with 2 skylights, open area and interior offices was an ideal set-up for YPI, but after 4 months of searching on the west side, it took some convincing for them to go further East.

Young Playwrights was founded by Sondheim in 1981 to introduce young people to the theater and encourage their self-expression through the art of playwriting. He formed the young playwrights Festival in 1982, a national playwriting competition for young playwrights 18 years and younger from all 50 states and abroad, evaluated by theater professionals and top plays are fully produced annually at off Broadway theaters.

\$75M Home Depot deal closes

Nine contiguous lots that will bring the first Home Depot to the Jamaica section of Queens were sold by Massey Knakal Realty Services in a deal that totaled \$75,000,000 in ground lease and sales transactions.

The 613,000 buildable square foot development site is located at 166-24 Jamaica Avenue; 92-11/47 Merrick Boulevard and 92-10/30 168th Street. The site offers 308 feet of frontage on Archer Avenue, 422 feet of frontage along Merrick Boulevard and 415 feet of frontage along 168th Street.

The complex deal involved five different landlords and took the Massey Knakal team of Brian Sarath and Swain Weiner 3 1/2 years to consum-

mate. The entire site has already been demolished. Home Depot is expected to open in Spring 2007.

"We're thrilled to play an integral role in bringing The Home Depot to Jamaica Center and to be part of the revitalization occurring in the area," said Sarath, who exclusively represented the sellers. "Once an eyesore and vacant for 25 years, the Long Island Press Building is going to become an outstanding retail venue. This is a true milestone for the Jamaica community."

The properties were purchased and ground let by Cerruzzi Holdings of Plainfield, CT & The Mattone Group of Whitestone, NY. Massey Knakal Realty Services was the sole broker.

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Caleb D. Koepfel
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David J. Koepfel
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