

Media Release

**For Immediate Release
March 6, 2019**

Contact:
Tom Nolan/Francisco Miranda
212-741-2977
tom@greatink.com;
francisco@greatink.com

**Avison Young named exclusive leasing agent for newly rebranded
Plaza 52 boutique office building in Midtown Manhattan**

*New agency team already generating leasing interest in prominent boutique asset
at 133 West 52nd Street with world-class amenity center*

New York City – The New York City office of Avison Young has been named the exclusive leasing agent for the rebranded **Plaza 52**, a 54,437-square-foot boutique office building with a world-class amenity center located at 133 West 52nd Street between Sixth and Seventh Avenues in Midtown Manhattan.

Designed by acclaimed architectural firm CetraRuddy, the six-story, newly constructed property has been rebranded as Plaza 52, which reflects the evolution of the building into a highly amenitized and desirable property as well as the vision of ownership towards creating the premier boutique office asset in Midtown Manhattan. The property is renowned for its highly desirable amenity center available to all tenants, which includes a state-of-the-art fitness facility, conference center and furnished outdoor terrace. The building also features elegant window lines, high ceilings and a new lobby.

An Avison Young team comprised of **Principals Roshan Shah** and **Keith Caggiano** have been placed in charge of marketing, repositioning and leasing the entire building on behalf of the owner, **Beekman Real Estate Investment Management**. Substantial leasing momentum has already begun as the team is announcing a completed lease to top design firm Badgley Mischka on the fifth floor, with additional activity underway on other floors.

"Located in a highly sought-after corridor in Midtown, with a boutique, modern design, and one of the finest amenity centers anywhere in Manhattan, Plaza 52 is uniquely well positioned to appeal to a broad base of industry sectors. We're so very excited to introduce this rebranded property to the market and are confident that tenants will continue to respond positively to the building's prime location, high design, and full suite of amenities," says Caggiano.

Shah added, "We're pleased to be leading the leasing effort for this exceptional Manhattan property and the strong leasing activity we've been able to generate in less than a month after

being awarded the assignment is proof that the building's new construction, coupled with its amenity package, set this property apart from others in this market."

Plaza 52 is centrally located just off the Sixth Avenue office corridor and nearby a variety of mass transit options. Additionally, the property has a 5,000-square-foot ground floor retail space under separate ownership, which has been leased to International hospitality company Bulldozer Group, operator of dozens of restaurants and venues worldwide including Cipriani Dubai.

Avison Young is the world's fastest-growing commercial real estate services firm. Headquartered in Toronto, Canada, Avison Young is a collaborative, global firm owned and operated by its Principals. Founded in 1978, with legacies dating back more than 200 years, the company comprises approximately 5,000 real estate professionals in 120 offices in 20 countries. The firm's experts provide value-added, client-centric investment sales, leasing, advisory, management and financing services to clients across the office, retail, industrial, multi-family and hospitality sectors.

Beekman REIM is an international real estate investment and property management firm with offices in New York City, Paris and Chennai. With over 60 years' worth of experience, Beekman REIM employs a flexible and creative approach to investing, while preserving a conservative underwriting process. The firm's underwriting process weighs risk tolerance with potential returns, and ultimately, investment decisions are based on extensive market research and sensitivity analysis.

For additional information/comment/photos:

• Gail Donovan, Avison Young, 212.230.5990, gail.donovan@avisonyoung.com

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