

# COMMERCIAL OBSERVER

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## **Lease Beat**

### **Growing IT Firm Moving to 630 Third Avenue**

By Al Barbarino

Technology and strategic consulting firm Kraft & Kennedy is relocating to a new headquarters space at 630 Third Avenue, *The Commercial Observer* has learned.

The provider of business and IT services to law firms, corporate legal departments and financial services firms has signed a 15-year, 10,224-square-foot lease comprising the entire 14<sup>th</sup> floor at the ATCO Properties & Management building.



(Greenbuildingsnyc.com)

Ownership is in the process of building out the space for the new tenant, which is relocating from 360 Lexington Avenue. It includes windows on all four sides, in addition to a 4,000-square-foot wraparound terrace.

“The tenants coming into the building can appreciate that it’s one of the best buildings in the Grand Central market with a long-term, first class ownership,” said Arthur Draznin of Newmark Grubb Knight Frank, who represented ownership in the deal with Hunter Berman.

Mr. Draznin, who has represented ownership over the last two decades, said a modernization and upgrade to the 23-story boutique office building, at the southeast corner of East 41<sup>st</sup> Street several years ago, which included a new lobby, windows, elevators and mechanicals, has helped usher in a new class of tenants.

“Ownership is stable and positioned to do what is reasonably necessary to get good tenants to lease space,” he said. “It’s a family business and they operate the building in a very hands-on manner.”

The firm joins a roster of tenants that includes financial public relations giant Sard Verbinen & Co., law firm Cox Padmore Skolnik & Shakarchy Inc., Private Label Manufacturers Association and Commonwealth Land Title.

Recent additions include All Nippon airways and Slovenian embassy offices.

“As Kraft & Kennedy continues its strong local presence in New York City, we’re proud to welcome this well-known leader in the tech industry to 630 Third Avenue,” said Kate Goodman, ATCO’s Co-President, in a statement.

Kraft & Kennedy will move into temporary “swing” space in September and into its permanent offices by mid-December 2013. The firm also recently opened a new office in Washington, DC.

A LEED-EBOM Silver certified office building, 630 Third Avenue is strategically situated between Grand Central Terminal and the United Nations. In addition to the newly-designed lobby, new windows and elevators, it features state-of-the-art security cameras and a 24-hour security staff.

Patrick Heeg, Executive Vice President of Jones Lang LaSalle, and Amy Sykes of the Pyne Companies Ltd., represented the tenant.

Mr. Heeg did not immediately return calls seeking comment and Ms. Sykes could not be reached.