

Heaner, Greenspan and Warren of the Kaufman Org. rep landlord in 3,638 s/f lease to Oscar Wilde's

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Mike Heaner, The Kaufman Org. Grant Greenspan, The Kaufman Org.



Elliot Warren, The Kaufman Org.

New York, NY According to the Kaufman Organization, Oscar Wilde's, a Victorian era themed pub, signed a 13-year, 3,638 s/f lease at 45 West 27th St. (45W27) to bring Kaufman's Madison Square Portfolio's retail spaces to 100 percent leased status.

"The opportunity to lease the remaining ground-floor space in the Madison Square Portfolio to a tenant like Oscar Wilde's reflects how well-rounded and diverse our roster of retail tenants is – each brings with them the characteristics the seamlessly blend with NoMad and Flatiron, and set the tone for the office spaces above," said Mike Heaner, partner at the Kaufman Organization. "We're anticipating that the Oscar Wilde concept will be wildly successful at 45W27 because the atmosphere that ownership is aiming to create will resonate with people in the area."

Oscar Wilde's, the creation of Frank McCole and Tommy Burke, will exude the spirit of the famed author, poet and playwright – the partners will celebrate Mr. Wilde's life, literary genius and courage. Oscar Wilde's atmosphere will be reminiscent of the Victorian era and will be furnished with antiques imported from Ireland, England, Scotland and Wales. Patrons will have the opportunity to sample Oscar Wilde's extensive Gastro Pub menu and also choose from a variety of wines, spirits and bottled and draft beer selections boasting beers from the region and the countries above. Additionally, McCole and Burke are going to introduce a cocktail program based on recipes from the Prohibition era – 45W27 was the former location of the Prohibition Enforcement Headquarters.

“45W27 is an ideal location for Tommy and me to further establish our unique brand – the 16-foot ceilings, casement windows and history of the space blend well with our vision for Oscar Wilde’s. We’re eager to open our doors to the general public in 2016 and will work closely with our architect to bring the past to life,” said McCole. “Our other locations in Union Square and Times Square pay homage to Lily Langtry and both have become destinations for people in search of a classic yet laid-back atmosphere. We chose Oscar Wilde’s as the concept at 45W27, because he was a larger than life figure, but also because he and Lily had a courtship of sorts – both were very fond of one another.”

Oscar Wilde’s will join Pondicheri, located at 15 West 27th St. (15W27) and Jared Sippel’s Italiane, located at 19 West 24th St. (19W24), as Kaufman’s retail tenants; as part of its 83,686 s/f lease, Anheuser Busch also leased an 8,662 s/f ground floor space at 119-125 West 24th St. (119W24).

Although terms of lease are undisclosed, the asking rent for the prime retail space was in the high \$120’s per s/f. The Kaufman Organization’s Heaner, partner; Grant Greenspan, principal and Elliot Warren, associate broker represented the landlord, 45 W 27 Leasehold LLC. Victor Menkin, founder and president of Menkin Realty Service represented Oscar Wilde’s.

Kaufman will continue to market approximately 25 number of full-floor office spaces across the three remaining Madison Square Portfolio properties. The firm has received a bevy of interest from a wide range of firms, including those in the TAMI and financial sectors.