

REAL ESTATE WEEKLY

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CBC Hunter Phoenix named OR for new SoHo building



433 Broadway rendering.

Coldwell Banker Commercial Phoenix Asset Management, the asset management division of Coldwell Banker Commercial Hunter Phoenix (CBC Hunter Phoenix), as Owner's Representative, is overseeing the construction of 433 Broadway, a seven-story, corner office building going up in the Historic SoHo Cast Iron District.

Designed by award-winning architecture firm RKT&B, the elegant mid-rise will feature oversized windows framed by steel and concrete, providing a sleek contrast to the surrounding landmark buildings. Located at the corner of Broadway and Howard Street, construction for the 45,000-square-foot building is expected to be completed by first quarter 2011. The building has been designed with six stories of office space, plus a top floor penthouse, and feature 7,000 s/f floor plates.

"This is a unique project for Soho because it introduces a different commercial usage into a traditional mixed-use corridor comprising sophisticated retail and residential lofts," said Brad Pincus, vice president of

CBC Phoenix Asset Management.

"The impact of a boldly modern, yet contextual design and the introduction of office space into the area will signal new commercial uses and add vibrancy to one of the City's seminal neighborhoods."

The property is being developed by 433 Broadway LLC and Malon 433, Inc. The Construction Manager is OTCA/BDD-JV, LLC. CBC Phoenix Asset Management is responsible for the entire project, from construction through leasing.

Coldwell Banker Commercial Hunter Phoenix unites Phoenix Asset Management and commercial brokerage firm The Hunter Organization with Coldwell Banker Commercial Affiliates.

