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## SHoP Architects jumps to landmark tower

The architecture firm, which has been tapped around town to design high-profile projects like the Barclays Center, will move to the Woolworth Building.

By [Matt Chaban](#)

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One of the city's hottest architecture firms is moving into one of the city's most famous buildings.

SHoP Architects has signed a 15-year lease for the entire 11th floor and a portion of the 21st floor in the Woolworth Building, at 233 Broadway, between Park Place and Barclay Street. The firm is moving across the street from its old offices at 11 Park Place, where SHoP occupied the top two floors. SHoP will be more than doubling its office space to 30,500 square feet. Asking rents were \$43 per square foot at the tower, which is owned by a partnership between Rubin Schron's Cammeby's International and the Witkoff Group.

The firm needed more room for designers as high profile jobs from Brooklyn's Barclays Center to the new mall at South Street Seaport's Pier 17 have been rolling in. Its new digs has space for 180 desks.

"When you're doing these big, complex projects, you need to be able to have conference rooms for dozens of people working on a project," Greg Pasquarelli, principal at SHoP, said. "Having that on a single floor is huge."

Its main offices will take up 28,000 square feet, the entire 11th floor of the Woolworth Building. SHoP plans to build a lecture hall and gallery that would host salons, concerts, presentations and parties. The 21st floor space, located near the freight elevator, will conveniently serve as a new model shop for building mock-ups of the firm's projects.

"When our friends come through town, it will be great to host them, to host our clients, and others in the design community," Mr. Pasquarelli said. "We really see it as a place that can be a hub for our staff to learn and grow."

SHoP was represented by CBRE Group Inc.'s Mary Ann Tighe and Gerry Miovski. Ms. Tighe has worked with the architecture firm on a number of projects previously.

The Lawrence Group's Brian Siegal, who represented the landlords, said they are working to attract creative firms to the building, diversifying the rent rolls.

"We've got great architecture and the greatest lobby in Manhattan," Mr. Siegal said. "It's a draw for media firms and design firms, and having a prestigious creative tenant like SHoP proves just how attractive the building is."

*Correction: SHoP Architects will move into new offices at the Woolworth Building in the fall with room for 180 architects. The number of desks was misstated in an earlier version of this article, published May 28, 2013.*

### Details

#### Tenant

SHoP Architects

#### Tenant brokerage firm

CBRE Group Inc.

#### Tenant broker(s)

Mary Ann Tighe and Gerry Miovski

#### Square feet

30,500 sq ft.

#### Total Floors in Building

54

**Asking rent**

\$43 per sq ft.

**Type of Deal**

Lease

**Industry**

Commercial Real Estate

**Lease length**

15 years

**Neighborhood**

Financial District

**Landlord**

Cammeby's International and the Witkoff Group

**Landlord brokerage firm**

The Lawrence Group

**Landlord broker(s)**

Brian Siegal



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