

# **NEWS**

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**From:** Real Estate Board of New York (REBNY)

**Contact:** Cara Gentile, Nicole Lesson  
The Marino Organization  
(212) 889-0808  
[cara@themarino.org](mailto:cara@themarino.org) [nicole@themarino.org](mailto:nicole@themarino.org)

### **REBNY PRESENTS RETAIL DEAL OF THE YEAR AWARDS**

**Patrick A. Smith, Hugh Kelly, Jeffrey D. Roseman, Marc Leber,  
David Falk and Stephen Schofel Win Most Creative Prize for  
Walgreens' Return to One Times Square**

**Jeffrey Winick Takes Manhattan Prize for  
Columbus Village on UWS**

**NEW YORK, June 11, 2008** – The Real Estate Board of New York (REBNY) last night presented its *2007 Retail Deal of the Year Awards*, which recognize the most creative and significant retail deals, at the Retail Committee's annual cocktail party at the 101 Club.

**Patrick A. Smith and Hugh Kelly** of Staubach Retail and **Jeffrey D. Roseman, Marc Leber, David Falk and Stephen Schofel** of Newmark Knight Frank Retail LLC won the award for the *Most Creative Retail Deal of the Year* for the Walgreens at One Times Square.

**Jeffrey Winick** of Winick Realty Group, LLC won the award for the retail deal that *Most Significantly Benefits Manhattan* for Columbus Village on Columbus Avenue between West 97<sup>th</sup> and West 100<sup>th</sup> Streets.

“The 2007 winners demonstrate the highest levels of skill, creativity and effort that is required to make these remarkable deals happen, and to help major retailers make a bigger mark in New York City,” said Steven Spinola, REBNY President. “We celebrate the winners but commend all of this year's exciting entries.”

The *Most Creative Retail Deal* was awarded to the team that brought Walgreens back to its roots in Times Square, where it had a store during the 1930s, to help re-establish a dominating presence in New York City for the national retailer. Staubach approached Walgreen Co. twice and was denied both times. Their persistence certainly brought one of the most significant branding opportunities of all time at a world-class flagship location in the center of Times Square.

The deal had its challenges. Staubach Retail had to find a way to get a 15-year commitment from Walgreens and a marketing allocation that ultimately reduced real estate costs, resulting in the

drug store chain's approval of the site. In addition, Newmark Knight Frank Retail had to market a 25-story building with three levels of retail space that had been vacant for seven years. After nearly a decade of effort, Walgreen Co. signed a 15-year-plus-options lease last September.

Jeffrey Winick at Winick Realty Group won the award for the deal that *Most Significantly Benefits Manhattan* for Columbus Village on Columbus Avenue between West 97<sup>th</sup> and West 100<sup>th</sup> Streets. The five building, multi-level retail space, with approximately 400,000 square feet of retail space and 65,000 square feet of community use space, was planned as a West Side regional shopping attraction rather than a bunch of neighborhood retail stores.

The project will create 700 residential units and roughly 1,000 full- and part-time jobs with reputable retailers.

These early deals, which were submitted for consideration, are only the beginning for the Columbus Village project, which will permanently alter the retail landscape of this part of the Upper West Side. In addition, the project will be a pioneer of multi-level retailing in residential buildings in Manhattan.

Judges for this year's submissions were: Robin Abrams of The Lansco Corporation, Vahap Avsar of Brooklyn Industries, Debbie Badalucco of Citibank, NA, Dennis Brady of Jack Resnick & Sons, Inc., and Lori Buchbinder of Buchbinder & Warren.

The cocktail party was sponsored by: Cushman & Wakefield Global Real Estate Solutions, The Durst Organization, Vornado Realty Trust, CB Richard Ellis, Winick Realty Group, W&M Properties and the New York Post.

**PHOTO CAPTION:** (from left) *Most Creative Retail Deal* award winners Marc Leber and Jeffrey Roseman of Newmark Knight Frank Retail LLC and Patrick Smith of Staubach Retail, Steven Spinola, REBNY President, Joanne Podell of Cushman & Wakefield and Chairperson of the Retail Committee and *Most Significantly Benefits Manhattan* award winner Jeff Winick of Winick Realty Group, LLC.

**The Real Estate Board of New York** is the city's leading real estate trade association with over 12,000 members. REBNY represents major commercial and residential property owners and builders, brokers and managers, banks, financial service companies, utilities, attorneys, architects, contractors and other individuals and institutions professionally interested in the City's real estate. REBNY is involved in crucial municipal matters including tax policy, city planning and zoning, rental conditions, land use policy, building codes and legislation. In addition, REBNY publishes reports providing indicators of market prices for both the residential and commercial sectors.