



David  
Crandall  
Cushman  
& Wakefield  
of  
New England  
Hartford

David Crandall has anchored giant Cushman & Wakefield in this six-state region, opening the nationwide commercial real estate firm's New England office in January of last year.

It has been a busy time since then for Cushman & Wakefield of New England and for its president, a 42-year-old resident of Darien who has plunged his full-service company into a variety of major projects.

New England is familiar territory for Crandall. He is credited with much of the initial work in 1967 on the concept of Greenwich Plaza off Greenwich Harbor, now homebase for a number of important corporations, and has been involved in several significant corporate moves into New England.

Crandall's firm, reflecting the parent company, is performing a variety of roles for its clients, ranging from leasing and management agent on some projects to project developer and builder on others.

"That's the strength of this organization--being able to competently offer services across the spectrum of commercial real estate needs," he said. "It is also part of the exhilaration of being with Cushman & Wakefield.

"Our people can take any project, corporate headquarters or urban renewal, for example, from feasibility studies right through construction to leasing and management," he said. "We can also find a client small office space in a suitable building if that is his need."

Until he was appointed head of Cushman & Wakefield of New England, Crandall was vice president of Cushman & Wakefield, New York.

Before joining that company in 1970, he was vice president and director of Albert B. Ashforth, where the concept for Greenwich Plaza was developed; and, earlier, he was vice president of the Charles F. Noyes Co., New York.

A graduate of Colgate Univ., Crandall was a captain in the U.S. Marine Corps from 1953 to 1955.

In Darien, where he and his wife, Jane, and their four children reside, he is a member of the elected Board of Finance. "I've enjoyed the involvement in participating in town government, I've served two terms on the board and it has been rewarding to have a hand in shaping the quality of life in my own town," he says.

Crandall's concern over the quality of community life is reflected in one of his company's principal aims. He is a strong believer in the revitalization of New England cities as commerce centers.

"Frankly, we are trying to get it back downtown," he said. It is illogical, in his view, to attempt to create a substitute for the central business district in the suburbs. "Why struggle to create something new in the suburbs when by building outside the Center City you fragment the economic vitality of that city?" he asked.

Crandall's firm is involved in major downtown rejuvenation projects including the \$42 million, 26-story Conn. Financial Center being constructed in downtown Hartford, and the 18-story New Haven Savings Bank Building being built across from New Haven's historic Green. C&W is leasing and management agent for both structures.

The Conn. Financial Center, with its striking gold mirror-glass exterior, is the largest rental office building in the state. In fact, it is topped in size only by a few home offices of major Conn. insurance companies. The Center will contain 660,000 sq. ft. of space, will have a large parking facility adjacent to it and will include a satellite building to house entertainment and dining facilities. Occupancy is expected next summer.

"It will change the Hartford skyline, add to the city's deserved reputation as a major regional financial and insurance center and, beyond that, stand as witness to the potential growth in New England as a whole," Crandall said.

Getting away from it all for Crandall generally means even more activity. He and his wife and their children, ranging in age from 6 to 13 are ardent skiers (in New England, of course) and equally dedicated to sailing and cruising in the summer months.