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## **RKF leases 4,280 s/f at 350 Amsterdam Ave. to two tenants**

April 21, 2010 - Retail

The children's retailer Giggle has leased 3,000 s/f and Crumbs Bake Shop has leased 1,280 s/f at 350 Amsterdam Ave. on the Upper West Side, according to Robert K. Futterman & Associates (RKF).

The retail space is located at the base of The Harrison, a new 126-unit, 18-story luxury residential condominium developed by Related Companies and designed by Robert A.M. Stern. Giggle and Crumbs Bake Shop join a 35,000 s/f Equinox Fitness Club and a 20,000 s/f Pure Yoga.

RKF chairman and CEO Robert Futterman and director Peter Whitenack, who serve as the exclusive leasing agents for the project, represented Related Cos. RKF is currently marketing two remaining ground floor spaces.

Lisa Rosenthal of Lansco and John Auber of the The Auber Group represented Giggle in this transaction. Crumbs Bake Shop was represented by Newmark Knight Frank's Jeffrey Roseman, Marc Frankel and Ben Birnbaum.

"The addition of Giggle and Crumbs Bake Shop to 350 Amsterdam Ave. illustrates our merchandising goal of securing tenants who are complementary and will cater to building residents, as well as this growing Upper West Side neighborhood," said Whitenack. "We look forward to leasing the remaining two retail spaces to tenants who will further enhance the retail component at 350 Amsterdam Ave."

Retailers at 350 Amsterdam Ave. benefit from the building's proximity to neighborhood mainstays such as The Jewish Community Center and the Beacon Theater.

Area retailers include Super Runner's Shop, Barneys Co-op, The Children's Place, Josie's, Levain Bakery, Fatty Crab, Isabella's and Citrus Bar & Grill.

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