

REAL ESTATE WEEKLY

Wednesday, December 3, 2014

RETAIL

Consolo raising the barre on Columbus Avenue

Ballet-centric fitness chain Pure Barre is coming to 412 Columbus Avenue.

The national leasing and sales team of Faith Hope Consolo, chairman, and Joseph Aquino, executive vice president, of Douglas Elliman's Retail Group are repositioning the centrally located Upper West Side block. Pure Barre, which has more than 250 studios across the country, is known for its exceptional one-hour classes.

Consolo and Aquino had previously leased the two adjacent stores to celebrity-favorite jeweler Alexis Bittar and designer boutique BOC New York.



“This grouping represents an exciting new retail profile that will better serve the community that lives and shops in the immediate area,” said Consolo.

“We are closer to completing the assemblage of a demi-block front with this innovative fitness company, which is being situated next to a beloved jewelry designer and chic women's clothing and accessories boutique.”

Added Aquino, “In less than two years, we have been able to add tremendous value to our client's property and the neighborhood, in general. We have replaced discount stores, for the most part, with fashionable tenants.”

Among the neighboring businesses are Only Hearts Boutique, Frank Stella, Patagonia, Polarn O. Pyret, Mint, Schweitzer Linen, Helmut Lang, Eileen Fisher and Jonathan Adler. Nearby restaurants include Ocean Grill, Isabella's, Gari, Caffé Storico, Café Frida and Shake Shack.

Consolo and Aquino exclusively represented the landlord, Orleans Realty, LLC, in the transaction. The tenant was represented by Ripco Real Estate Corp.