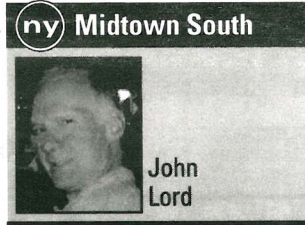




December 14 - 27, 2010



Why Midtown South?

Is Midtown South an area on a map defined by geographic boundaries physically located between New York City's other two primary districts, Midtown and Downtown? Is it a destination place to which many are drawn or perhaps even a state of mind? Others might ask: Is it a place where old meets new, where creativity and synergistic forces abound in a river-to-river "Bohemia-meets-Gotham" in an eclectic and architecturally fascinating and distinctive commercial, retail and residential community? I contend that Midtown South is all of the above.

Midtown South, sometimes referred to as "Middle Earth" by those in the real estate community, is loosely defined by everything below 34th St. until you get Downtown. To be specific, Midtown South is comprised of submarkets including Chelsea, Gramercy Park, Hudson Sq., Greenwich Village, SoHo, NoHo, and the Flatiron District. The names of these areas stir the imagination and take us on a "back to the future" journey through time where historic Old World charm meets modern innovation and cutting edge technology head on.

For the most part, turn of the 20th Century or older buildings, once home to various manufacturers, printers and other users from a bygone era, have resisted tear-down to become home to an exceedingly diverse office tenant mix.

Attracting a variety of businesses both large and small, Midtown South has a particular allure for service and creative users looking for that special character and charm that simply cannot be found in either Midtown or Downtown addresses.

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