

Flatiron BID to honor L&L Holding

Because of its amazing renovation of 200 Fifth Avenue, one of the Flatiron district's most historic buildings, L&L Holding Company, LLC, a privately owned real estate investment firm, has won the 2010 Partnership Award given annually by the Flatiron/23rd Street Partnership Business Improvement District (BID).

It will be presented to L&L at the Flatiron BID's annual meeting, June 7, at Hill Country, 30 West 26th Street. Tor Myhren, Chief Creative Officer of Grey Group — the giant communications company that has made 200 Fifth its world headquarters, will be the keynote speaker at the BID's annual meeting and will discuss why his company made Flatiron its new home.

The Partnership Award, launched in 2009, honors "an individual, business or

organization in the BID that has either partnered with the BID on one or more initiatives to affect positive change in the district or has demonstrated excellence in a way that benefits the district or the community at large, recognizing dedication and innovation." Last year's winner was Baruch College.

"The amazing renovation, creating high-end, modern space, along with the brilliant idea to restructure and extend the floor plate for better circulation, and adding a modern glass-curtain wall while maintaining the historic character of the building, has been a true gift to the district," said Gregg Schenker, Chairman of the BID, and Jennifer Brown, Executive Director, in a joint statement.

Known for decades as the International Toy Center, 200 Fifth Avenue — an

800,000-square-foot property at the corner of 23rd Street — was designed by architects Robert Maynicke and Julius Franke. It was completed in 1909 and has a long and rich legacy, sitting on ground once occupied successively by the Madison Cottage, Franconi's Hippodrome and the renowned Fifth Avenue Hotel.

L&L acquired the structure in 2007 for almost half-a-billion dollars and promised to convert it into a Class A office building with shops at street level. It did, and last fall, Grey Group moved its 1,200 employees into the new offices. Eataty, an upscale Italian food emporium by Mario Batali and Joe Bastianich, will open later this year. Tiffany & Company has also announced that the building will become its new headquarters in 2011.

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