

MAY 24, 2023 - **RESOLUTION REAL ESTATE PARTNERS LLC** IN THE NEWS - By Mark Hallum

## E-Commerce Firm Veyl Ventures Moving to 4K SF at 251 West 30th Street



251 WEST 30TH STREET.

PHOTO: RESOLUTION REAL ESTATE

Health branding and e-commerce company **Veyl Ventures** plans to move to **Resolution Real Estate's 251 West 30th Street**, Commercial Observer has learned.

**Veyl** signed a two-year lease for 4,000 square feet at **251 West 30th** and will relocate from 750 Lexington Avenue later this spring, according to the landlord. Asking rent was \$46 per square foot.

Meanwhile, Puerto Rican coffee chain **787 Coffee** signed a 3,500-square-foot lease for two floors in the retail component of the building. Asking rent for 787's storefront was \$95 per square foot.

"251 West 30th Street has tremendous cachet thanks to a central location in a thriving mixed-use district," **Resolution's Barry Bernstein**, who represented both sides of the Veyl lease with **Michael Adler**, said in a statement. "In addition, it is Silver LEED certified with a strong e-commerce tenant base, both of which support **Veyl Ventures'** forward-focused business model."

In **787's lease**, Albert Halawani of Kassin Sabbagh Realty (KSR) represented the tenant while **Newmark's Jeffrey Roseman** and **Drew Weiss** handled it for **Resolution**.

KSR and Newmark did not immediately respond to requests for comment.

251 West 30th Street is a nine-story, 104,000-square-foot building between Seventh and Eighth avenues, one block south of Madison Square Garden. **Tenants** in the Midtown building include **Industrious**, **Sinequa**, **Jupiter Intelligence** and architecture firm **Greenberg Farrow**.