

## \$20M Buys 7,500 SF On Rodeo Drive

BY BOB HOWARD

**B**EVERLY HILLS, CA - The Manhattan-based investment group of Robert Siegel of Metropole Realty Advisors, Inc., and Melvin Heller of Heller Properties has acquired a 7,500-sf retail property at 325-329 N. Rodeo Drive for \$20 million.

Such deals are rare, according to buyers' broker Jay Luchs of CB Richard Ellis, who says properties along the famed Rodeo Drive rarely trade. Luchs tells GlobeSt.com that eight to 10 other buyers were lined up with offers in the same price range as Siegel and Heller, who closed on the deal in 35 days.

"It's rare that anything comes up for sale there unless an owner wants to diversify a portfolio," Luchs says, as was the case two years ago when British firm Grosvenor Group Holdings Limited bought an 11,500-sf retail building at 308 N. Rodeo Drive through its Grosvenor USA unit. The seller of 325-329 Rodeo Drive was Rodeo Properties, which was represented by Gilbert Dembo, Bruche Dembo and Chuck Dembo of Dembo & Associates, along with Martin Morgenstern of Cushman & Wakefield. The buyers' legal representative was Sam Ross of Olshan Grundman Frome, their longtime attorney, and financing was arranged by Cooper Horowitz.

The 325-329 N. Rodeo property is in the heart of this city's chic luxury retail district, is occupied by tenants Giorgio and BCBG and is in a neighborhood with tenants like Gucci, Fendi, Ferragamo, Christian Dior, J.P. Tod's, Brioni, Harry Winston and the future Prada flagship store.



325 - 327 N. Rodeo Drive

Both Giorgio and BCBG's leases expire after the new year, and the new owners bought the property without any new leases in place, but they executed new leases for 100% of the building simultaneous with the acquisition.

Siegel, CEO and principal of Metropole Realty Advisors, notes that the purchase fits the business plan of Metropole, which has specialized for more than 20 years in the acquisition and development of high quality luxury retail locations and advising the tenants that occupy them. He says the firm plans to acquire additional properties in other leading luxury retail destinations, including New York City, Chicago, Boston, Palm Beach and San Francisco. Metropole's projects include the 100,000-sf LVMH Tower in New York, which Metropole sold to an LVMH affili-

ate after assembling the parcels for the development, a 6,200-sf site on Manhattan's 57th Street that is occupied by Christian Dior. Heller Properties is a longtime owner of a New York based real estate portfolio including the Talbot's and Hermes flagship stores on Madison Avenue.