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Sierra Realty Corp. chosen as managing and leasing agent for 648 Broadway

New York, NY Sierra Realty Corp. has been appointed managing and leasing agent for 648 Broadway, a 10-story, 50,000 s/f cast iron office building between Bond and Bleecker Sts. in Greenwich Village's NoHo Historic District, according to James Wacht, president of the full-service real estate firm.

The landmark nineteenth century property is occupied by 15 commercial tenants and one retail tenant, is serviced by an elevator and is situated at the convergence of several essential Downtown neighborhoods, including SoHo, Washington Square, East Village and Nolita. Moreover, the "Broadway/Lafayette" Subway hub - one of the busiest in Manhattan - is just steps away, as are a selection of restaurants, retailers and other service providers.

"This building is right in our sweet spot," said Wacht. "As a management-intensive, multi-tenanted office building catering to small business users, it really fits nicely into one of our key niches."

The property had been managed by the owner since the early 1980s. Sierra has been hired to maximize the building's potential both as an investment and a place of business.



James Wacht
Sierra Realty Corp.

