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Proptech Company Grows To Over 100K SF At L&L's FiDi Tower



Courtesy of L&L Holding Co./Alan Schindler
195 Broadway, owned by L&L Holding Co.

Kelsey Neubauer

A homegrown real estate technology company has inked a large expansion deal in Manhattan's Financial District, another tick in the win column for the city's embattled office market.

Orchard Technologies has signed a lease for 107K SF at L&L Holding Co.'s [195 Broadway](#), Cushman & Wakefield announced. Orchard's 200 New York-based employees will start to move into the space in 2022, and the company plans to hire hundreds more, according to a release.

This is a move downtown from its prior location, a Knotel flexible office at Westbrook Partners' 31 West 27th St., a 144K SF office building in Midtown South.

The company moved from that location after [Knotel's bankruptcy](#) to a WeWork, [the New York Post reported](#), but Orchard will now have a large space across three floors in a landmarked tower to call its own in a 10-year deal.

Orchard's neighbors at the roughly 1M SF 195 Broadway will include Omnicom Group, [HarperCollins Publisher and Abrams Publishing](#). L&L, like all other office landlords in 2021, gave Orchard a chunk of free rent as part of the deal, which had an asking rent under \$60 per SF, The Post reports.

Peter Trivelas and Gary Ceder of Cushman & Wakefield represented Orchard, and L&L Holding was represented by Andrew Wiener in-house. Wiener told the Post the building now has only three floors available after Orchard's deal after being fully leased prior to the pandemic.