

Andrea R. Gendel

Partner

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Andrea Gendel, co-chair of Pryor Cashman's Leasing Practice and a member of the Real Estate Group, represents commercial property owners, landlords, tenants, developers, and managers in real estate transactions across the country.

Much of Andrea's practice is concentrated in the commercial leasing arena, and she brings particular experience and depth in the complex New York City market to clients of all types. Representing landlords and tenants alike, she advises on all aspects of transactions involving office, retail, industrial and ground leases of Class A properties, including leases, guaranties, management agreements, brokerage and agency agreements, sublease and license agreements, assignments, surrender agreements, letters of intent, and construction agreements, among other things.

In addition, she trains her corporate clients' staff in the legal issues critical to managing retail site development and leasing operations.

Andrea stays abreast of local, regional, and national leasing trends and leading practices, which is especially valuable to her clients that are looking to solidify deals in dynamic markets where demand for prime property is extremely competitive.

Using In-Depth Retail Knowledge to Close Deals

Experience gained from years of working with retailers has enabled Andrea to appreciate the nuances of retail operations. Her understanding of what is most important both to landlords and tenants enhances her ability to focus on negotiations. She moves deals forward in a constructive way by strongly advocating her client's positions in an efficient and cost-effective manner.

Several of Andrea's deals have made a significant impact on New York City-area neighborhoods, business districts, and residents. For example, Andrea represented a major transportation authority on master leases of properties that have the potential to turn transit hubs into thriving retail destinations offering shopping as well as transportation options. She also negotiated a purchase-option lease that consolidated a college's Manhattan campus and enabled it to continue to operate in the aftermath of Hurricane Sandy. Most recently, her current work and negotiation skills during the COVID-19 pandemic have enabled her clients to both survive and thrive under unprecedented circumstances in the market.

Landlord Representation

As landlord's counsel, Andrea negotiates the best lease terms for her clients, increasing property values, and providing greater leverage for owners. She works closely with clients and their in-house counsel to facilitate

transactions, always with an eye on controlling costs. Andrea represents owners of many Class A office and mixed-use buildings in New York and across the country, offering deep experience in office, retail, showroom, and flagship leasing, as well as streetscape retail and restaurant deals, ghost kitchens, and mall and lifestyle center transactions for all retail types.

Representative recent deals include:

- Aurora Capital, a boutique real estate investment and development company, in connection with several New York flagship leases, including Hyundai (d/b/a Genesis), Restoration Hardware, Starbucks Roastery, Nike, Pastis and Hermès and Whole Foods, Brunello Cucinelli, Erno Laszlo, Hugo Boss, and at Target.
- Gindi Capital, a full-service real estate company, in connection with the leasing of over 400,000 square feet of retail and entertainment uses in a ground up development on Las Vegas Blvd. in Las Vegas, NV.
- HUBBNYC Properties, a real estate investment company, in connection with various retail leases in New York City.
- Crown Acquisitions, a major owner and developer of retail and office properties, in connection with retail leases in New York City, including Furla, Skims, Kusmi Tea, Cipriani, Nars, Desigual, Mosafar, NBA, Target, HSTern, Furla, Armani A/X, Swatch and its affiliates, Chipotle, Starbucks, Bottega Veneta, Moncler, JPMorgan Chase, Vitamin Shoppe, Abercrombie & Fitch, Uniqlo, PLS Check Cashers and The Science, Language and Arts International School (SLA), among others.
- Morgan Stanley in connection with all of its of retail leases with national, regional, and local tenants by its affiliate in connection with the Rosedale Center Malloy in Rosedale, Minnesota.
- United American Land, LLC, a family-owned real estate development, investment and management company, in connection with retail leases in Brooklyn including JD Sports, Raising Cane's and T-Mobile.
- Rose Associates, a full service residential real estate development and management company, in connection with retail leases in New York City, including Urban Market, Fairway, HSBC, Melt Shop, TD Bank, Citibank, Bombay Sandwich Company, and Carolina Herrera.
- Thor Equities, a real estate development, leasing, and management company, in connection with retail leases in New York, Miami, and Houston, including Drive Shack, Yoyoso, One Medical, Vine Vera, RA Sushi (an affiliate of Benihana), Roland Mouret, Firehouse Grill, Bluemercury, Organic Market, Phillip Plein, Morgenthal Luxury Optical, Bond 9 and Tasaki, among many others.
- Sierra Realty, a property management company, in connection with various office and retail leases in NYC.
- Sterling and Morgan Stanley in undertaking due diligence for various portfolios consisting of millions of square footage to analyze and advise on opportunities and risks in light of the COVID-19 pandemic.
- Various landlords in connection with retail lease workouts for different properties both prior to COVID-19, as well as innovative workouts and negotiations in response to the global pandemic.
- Various landlords in connection with the leasing of ghost kitchen spaces throughout NYC, including one adverse to the ghost kitchen "SUPERMARKIT."
- Various NYC landlords in connection with leasing matters in connection with Knotel, Inc., including workouts in light of Knotel's bankruptcy.
- Various landlords and tenants in connection with COVID-19 related leasing matters (office/retail/industrial) including, without limitation, equitable claims and workouts/amendments for rent abatements and deferrals, and term extensions, among other terms and concessions.
- A New York City-based landlord in connection with a Lora Piana lease in downtown Manhattan.

Tenant Representation

On the tenant side, Andrea scrutinizes lease arrangements and negotiates modifications needed to protect tenants and their interests so they can focus on their business operations. She has facilitated retail rollouts for various major brands in malls, lifestyle centers, and stand-alone stores on busy urban streets. Having successfully closed a multitude of office leasing transactions, Andrea brings significant experience in both large corporate headquarter transactions and smaller-space deals for startups and established companies.

On the tenant side, Andrea has worked with:

- Bonhams & Butterfields, the world-renowned auction house, in connection with a lease to relocate its New York City showroom to premises consisting of 42,000 square feet on West 57th Street.
- CBRE in connection with a 64,000 square foot lease at Lever House to establish its global financial headquarters in New York.
- Kering Group, an international luxury group based in France, and its various brands (including Gucci, Gabriela Hearst, Saint Laurent, Balenciaga, Bottega Veneta, Alexander McQueen, and others), in connection with leases across the U.S., including numerous headquarters and flagship stores for these brands in Manhattan and in other locations.
- Urban Revivo, a Chinese fast fashion company, in connection with a lease in SoHo for its first flagship location in New York City.
- Richemont Brands, a Swiss luxury goods group, and their various brands in connection with retail and office leases throughout the U.S.
- Pop Mart, a Chinese pop culture, toy, and entertainment company, in connection with leases for its first New York City locations, including a SoHo storefront and a U.S. flagship store in Times Square.
- Cathay Bank in connection with negotiating leases for properties throughout New York City.
- Chopard, a luxury jewelry company, in connection with leasing its Chopard Mansion on 67th St to Lalique, a French luxury glassmaker.
- Fast Retailing USA, Inc., a public Japanese retail holding company, in connection with leasing its flagship brand (Uniqlo, Theory, JBrand) locations across the U.S., including in Manhattan.
- Hill Country BBQ, a traditional barbeque style restaurant, in connection with their retail leasings in New York and Washington, D.C.
- Lenny's Group (Lenwich by Lenny's), a gourmet delicatessen and sandwich brand, in negotiating real estate leases for more than 20 locations throughout Manhattan.
- Los Tacos no. 1, a popular taqueria, in connection with ten of its locations in New York City, including at Chelsea Marketing and Time Square.
- Numerous apparel, media, and technology companies in connection with leasing matters in midtown Manhattan.
- Nyack College in connection with various leasing matters for its college campus and student/residential housing in NY and NJ, as well as the sale of its 100+ acre Nyack, NY campus.
- Sarge's Deli in New York City in a license with Zuul to enable them to operate a ghost kitchen.
- sbe Entertainment in various deals, including the Umami Burger lease at Le Meridien, and another to permit them to operate a ghost kitchen as part of their operations at Manhattan West, among others.
- Supreme, a skateboarding shop and clothing company, in retail, office, showroom, and distribution leases throughout the U.S.
- Trademango Solutions (d/b/a Article), a furniture retailer based in Vancouver, British Columbia, in connection with their leases in the U.S., including key properties in New Jersey and in California.
- Various restaurants within the TWA Hotel at LaGuardia Airport, including negotiating lease deals with Blue Bottle, Intelligentsia, and Taste on the Fly, among others.
- Various service organizations, including the League of American Orchestras as well as the Stage Directors and Choreographers Society, in connection with leases in Manhattan.
- Village Super Market in connection with a New York City-based lease for its brand, Gourmet Garage, as well as with an NYC-based lease it took over from Fairway as part of Fairway's bankruptcy.
- Zabar's and its affiliates in connection with negotiating various real estate holdings in New York City.

Services

- Leasing
- Real Estate
- Real Estate Finance
- Real Estate Sales + Acquisitions

Education

- Benjamin N. Cardozo School of Law, Yeshiva University (J.D., 1998)

- University of Pennsylvania (B.A., *cum laude*, 1995)

Recognition

- Recipient of The Legal Aid Society *Pro Bono Publico Award* (2008, 2011, 2015, 2021)
- Recipient of the 2020 Connect Media Women in Real Estate Award - New York State
- Named to the *Super Lawyers – New York Metro* list in Real Estate (2012-25)
- Named a "Women of Influence" by *Real Estate New York* (2009)
- Named one of "Real Estate's Rising Stars" by *Real Estate Forum* (July 2008)

Admissions

- New York, 1999
- New Jersey, 1999

Professional Affiliations

- New York State Bar Association
- New Jersey State Bar Association
- Real Estate Board of New York
- International Council of Shopping Centers, member and former co-chair, New York City Next Generation Committee

Publications

December 3, 2024

A Legal Perspective On NYC's Retail Real Estate Evolution
Law360

March 10, 2021

Gendel and Rothman Outline Ghost Kitchen Considerations in Law360

April 12, 2018

Lease Issues Related to Initial Alterations: A Tenant's Perspective