

THE COMMERCIAL OBSERVER

W.B. Mason Renews Its 17K SF Office in Midtown South

BY [TERENCE CULLEN](#) SEPT. 13, 2016, 11:07 A.M.



53 WEST 23RD STREET.

A full-floor tenant has opted to stay in NoMad, and Commercial Observer has learned it's—who but **W.B. Mason**.

The office supply company known for illustrations of its mustachioed founder has renewed its 16,909-square-foot lease at the 230,000-square-foot **53 West 23rd Street**, according to a press release provided by **Adams & Co.**, the landlord and broker in the transaction. W.B. Mason has leased office space on the 10th floor of the 12-story building between Avenue of the Americas and Fifth Avenue for the last 10 years.

The 118-year-old company will remain in the space, which it uses as a sales office, for an additional 12 years, the release indicates. It's one of 60 locations W.B. Mason has across all 50 states. Asking rent in the deal was \$66 per square foot.

James Buslik and **Alan Bonett** of Adams & Co. represented the landlord in-house as well as the tenant. Buslik said in prepared remarks that the property “draws in high-profile companies like W.B. Mason due to the appealing office layouts that allow for an efficient sales office with enough space to collaborate. The floor plan, brand-new lobby and reasonable rent for Midtown South made the company’s decision to stay at 53 West 23rd Street an easy one.”

Millennial news site **Elite Daily** signed a **22,255-square-foot** sublease last summer to relocate to the property, as CO previously reported. The media company took the entire 12th floor from **Tremor Video**, which moved to Times Square. Electronics and home appliance retailer **P.C. Richard & Son** is the retail tenant, occupying three floors for just less than 38,000 square feet, according to **CoStar Group**.