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For Immediate Release

Koeppel Rosen Announces More than 10,000 SF in Leasing Activity at 443 Park Avenue South

Deals Include a 3,424 SF Expansion Plus an Additional 6,847 SF in Lease Extensions at 11-Story NYC Asset

New York, NY – (April 24, 2025) – [Koeppel Rosen LLC](#), leasing and management agent for the Rosen family portfolio, and stewards for a number of historic Manhattan office properties, announces 10,271 square feet in leasing activity at 443 Park Avenue South, a 91,548-square-foot, 11-story office building on the corner of Park Avenue and East 30th Street.



The leases include a 3,507-square-foot lease extension for LMI, Inc. (Liftoff) on the fifth floor; a 3,424 square-foot expansion for JAGR Holdings (Joe Coffee Company) on the tenth floor; and a 3,340-square-foot lease extension for architecture firm David Smotrich & Partners on the seventh floor.

“The recent leasing activity at 443 Park Avenue South confirms that well-positioned office space in great locations will always appeal to tenants,” notes said Max Koeppel, Director of Leasing, Koeppel Rosen LLC. “We take pride in offering a premier experience at 443 Park Avenue and it’s gratifying to see existing tenants recommitting to and expanding within the building.”

LMI Inc. (Liftoff) is a leading mobile app growth platform, dedicated to helping brands connect with their audiences through innovative technologies focused on user acquisition, engagement, monetization, and analytics, all while maintaining a privacy-friendly approach. LMI, Inc. was represented by Carl Hansen & Conor Krup at CBRE while ownership was represented in house by Max Koeppel.

JAGR Holdings (Joe Coffee Company), New York’s hometown specialty coffee company, was founded in 2003 by Jonathan Rubinstein in 2003. The brand offers high-quality, ethically sourced coffee across

more than 20 cafes, with a commitment to sustainability, community, and exceptional hospitality. The space at 443 Park Avenue South is Joe Coffee Company's headquarters. The company previously held 1,530 square feet on the sixth floor at the property and was looking for more space to accommodate company growth. JAGR Holdings was represented by Andrew Lutzer at JLL while ownership was represented in house by Max Koeppel.

David Smotrich & Partners LLP is a certified WBE/DBE women-owned architectural and planning firm based in Manhattan, with more than 50 years of design experience, specializing in a wide range of projects from new buildings to historic restorations, known for its collaborative approach, technical proficiency, and commitment to exceeding client expectations. David Smotrich & Partners was represented by Bert Rosenblatt, managing principal at Cresa; ownership was represented in-house by Max Koeppel.

Built in 1910, 443 Park Avenue South features a recently renovated lobby, ground floor retail space and 24-hour access. Two remaining spaces are available to lease at the property, 7,629 rsf each on the fourth and 11th floors. The roster of tenants currently leasing space at 443 Park Avenue South includes Comme des Garcons, Massanois, and Lucien Pages. The well-located building sits near a variety of mass transit lines and offers proximity to Grand Central Terminal and Penn Station.

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About Koeppel Rosen

A prominent presence for generations in the New York City real estate market, the Koeppel and Rosen families have combined their decades of experience into a partnership that provides well-located, meticulously managed, and competitively priced properties to tenants seeking office space in Manhattan. For more details, visit <https://www.koeppelrosen.com/>.