

3 ways to draw a crowd

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What does it take to get tenants to pay more for space in Manhattan? Three very different sets of landlords think they have the answer. At its block-long property at 425 Park Ave., the answer for L&L Holding comes down to good — no, make that great — design. Noting that some of the neighbors on the avenue, notably the landmarked modernist masterpieces Lever House and the Seagram Building command rents of as much as \$100 per square foot, L&L is aiming to ape that success, according to *The Wall Street Journal*. It has launched an international competition for a design for a new tower to succeed its dowdy property where rents are half those of its illustrious peers. Invitations have been sent to 11 top architects around the globe and work could start in 2015.