

Last updated: November 14, 2008 12:32am

Ad Firm Wyse Signs for 10 Years in \$64M Rehab

By [Robert Carr](#)

CLEVELAND-The advertising agency Wyse has signed on to lease 25,000 square feet in the \$64 million redevelopment of the former William Taylor Son & Co. department store. Developer K&D Group, based in Willoughby, OH, is renovating the eight-story, nearly-100-year-old building, putting in retail, 240 apartments and the Wyse offices.

The property at 668 Euclid Ave. has a 73-foot central atrium, and is adjacent to the East Fourth Street entertainment district. K&D is demolishing the adjacent Dollar Bank Building, and adding in a park and a four-story annex building.

Wyse is currently in two floors at the Landmark Office Towers in the Downtown, but its lease is reportedly up next summer. President and CEO Michael Marino said in a statement that the 10-year lease in the building fits the criteria for his 70 employees. "We looked at a number of sites. This prime, visible Euclid Avenue location was the best reflection of the energy of our company and makes a strong statement in the revitalization of the Downtown business district. It also delivers everything our employees said they wanted – nearby amenities like parking, restaurants, entertainment and convenient access to public transportation," Marino said in the statement. He did not return calls for comment.

His 57-year-old firm will likely move into ground floor of the new building in August 2009. A parking ramp will also be constructed at the site. Developer K&D owns and manages more than 13,000 residential units, and has developed such properties as the Stonebridge residential complex on the west bank of the Flats in the Downtown, and other holdings include the Embassy Suites Hotel at Reserve Square and the Reserve Square Apartments.

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