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## Real Estate

### Real Estate Deal Watch

#### Billy's Bakery Hits NoLIta

By ADRIANNE PASQUARELLI



*Cupcake maker to the stars will open third outpost in November; landlord takes shine to tenant's recession-proof flavor; star power just frosting on the cake.*

Katie Holmes and other celebrity fans of popular Billy's Bakery may soon be spotted in NoLIta. The cupcake purveyor recently signed a 10-year lease for almost 300 square feet at 268 Elizabeth St., between Prince and East Houston streets. Asking rent for the space, which includes a storage basement of the same size, was nearly \$250 a square foot. The deal closed closer to \$200 a square foot, say brokers.



268 Elizabeth Street

Billy's, which is expected to open in November after the current tenant, shoe store United Nude, moves out, is on a rapid expansion clip. This will be the bakery's third Manhattan location. Six years after opening in Chelsea, the baker signed on for a second location in TriBeCa early last year.

**Faith Hope Consolo**, the Prudential Douglas Elliman broker who, along with colleague **Joseph Aquino**, represented landlord Marolda Properties, said her client chose Billy's because as a cupcake vendor, it is essentially "recession-proof." Indeed, an Eastern Consolidated report released late last week listed cupcake cafes as one of the Big Apple's biggest growth sectors in employment.