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On the heels of growth, Greenberg Traurig relocates to Three Logan Square

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Fresh off a year of significant growth, the Philadelphia office of Miami-based mega law firm Greenberg Traurig has relocated from 2001 Market Street to Three Logan Square at 1717 Arch Street.

Philadelphia Managing Shareholder Curtis B. Toll said after having the same basic configuration for the better part of two decades, the firm felt it needed to modernize its Center City site through either reconfiguring its existing space or moving into new space. Greenberg Traurig chose the latter route.

“We wanted to stay with our landlord, Brandywine [Realty Trust],” Toll said. “But the other attraction was that there were not a lot of options for 30,000 square feet that fit what we needed. So we looked at locations and like that Three Logan was close in proximity to the Comcast towers and the train station for our employees. It has great parking and a fitness center. It was just a good fit.”

Greenberg Traurig had been situated at 20th and Market streets since arriving in Philadelphia with three lawyers in May 1997 when it took a small space at One Commerce Square. It relocated to Two Commerce Square in November 2000 and took more space five years later to bring the total square footage to 34,000.

The firm actually took less space – just under 31,000 – at Three Logan but Toll said it can accommodate a larger number of people due to a more modern layout that includes single sized offices, including some that have junior lawyers situated in interior offices.

Amenities include: tech-enhanced collaborative work spaces; full HD-quality videoconferencing capabilities; gallery space; conference rooms with flexible configuration options; and a café that can support client and community events.

Greenberg Traurig, has more than 2,000 attorneys in 39 offices in the U.S., Latin America, Europe, Asia, and the Middle East. The Philadelphia office, best known for its public finance, commer-



Curtis B. Toll, managing shareholder of Greenberg Traurig's Philadelphia office, thanked attendees at an open house for the firm's new space and shared more about the vision for the office.

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cial litigation, labor and employment, financial regulatory and compliance and environmental law practices, had hovered at between 30 to 40 lawyers for many years.

Toll admitted that it can be difficult to find lawyers that fit into the firm's economic and practice models. For example, 18 months ago, the firm recruited Kevin Greenberg from Flaster Greenberg to represent clients with government relations matters in front of state and local entities.

But it had significant success last year, reeling in eight lawyers to bring the office total to 47, including 26 shareholders. The newcomers include real estate lawyers Bob Lane (from Stevens & Lee and John P. Schwartz (from Cozen O'Connor), products liability litigator Brian Rubenstein and intellectual property litigator Jonathan Wise from Teva Pharmaceuticals, trusts and estates lawyer Kevin Rethore from DLA Piper, commercial litigator Keith Smith from Eckert Seamans Cherin & Mellott and white collar defense lawyer Jessica Natali from the U.S. Attorneys office.

In its new space on the third and fourth floors at Three Logan, unveiled to the public last week after



Greenberg Traurig Regional Operating Shareholder Michael Lehr (center) and Tim Wierzbicki of Equal Justice Works welcome guests to the law firm's new space at Three Logan Square.

relocating in February, Toll said Greenberg Traurig can accommodate six or seven more lawyers. It is currently subleasing space to another tenant that could accommodate seven or eight more lawyers and can exercise an option in a few years to add even more space.

Greenberg worked with brokers Newmark Knight Frank and CBRE, architects Gensler and contractor C. Erickson & Sons.