



Lee & Associates NYC arranges four NYC retail leases totaling 26,951 s/f; Includes 14,859 s/f to social adult care by Lorenzo, Cannon, Salmon, Ventura and Turaev

October 15, 2019 - Shopping Centers

Steven Lorenzo, Lee NYC

John Cannon, Lee NYC

Mitchell Salmon, Lee NYC

Chris Ventura, Lee NYC

Sergio Turaev, Lee NYC

Jaime Schultz, Lee NYC

Manhattan, NY Lee & Associates NYC (Lee NYC) has brokered four retail leases totaling 26,951 s/f.

In the first lease, Steve Lorenzo, principal, John Cannon, executive managing director/principal, Mitchell Salmon, executive managing director, Chris Ventura, senior managing director, and Sergio Turaev, associate of Lee NYC have negotiated a 14,859 s/f, 14-year lease on the entire third floor at 617 West 181st St., between Wadsworth and Saint Nicholas Aves. Founded in 2013, the senior community center provides a variety of services including daily educational programs, social programming and recreational activities.

Lorenzo's leasing team represented the tenant, Social Adult Care, and owner, Chera Realty Group.

Jaime Schultz, executive managing director, and Jeffrey Lopez, associate director, of Lee NYC have negotiated a ground-floor, 1,300 s/f lease at 15 Ave. A, between East First and East Second Sts., for Roberta's. Although the brand currently has outposts at two UrbanSpace locations in Manhattan, this will be their first full-service restaurant in the borough.

In addition to their original restaurant in Bushwick, the restaurateurs behind Roberta's have a location in Los Angeles. Schultz and Lopez also negotiated the lease for a 2,292 s/f full-service Roberta's restaurant in Williamsburg at 260 Kent Ave., the second building at the Two Trees Domino Sugar Factory development. That location is set to open in early spring of 2020.

Schultz represented Roberta's along with Lopez.

The owner, Z + G Property Group, was represented by Chris DeCrosta and Roberto Rhett of GoodSpace. Roberta's is expected to take occupancy in the spring of 2020.

150 West 22nd Street - Manhattan, NY

617 West 181st Street - Manhattan, NY

Dennis Someck, executive managing director/principal, and Justin Myers, senior managing director/principal, of Lee NYC have arranged a 10-year, 8,500 s/f lease at 150 West 22nd St., between Sixth and Seventh Aves., for Inked, a division of Quadra Media. The space is split between 5,000 s/f on the ground floor and 3,500 s/f on the lower level. This will be the first retail location for the tattoo lifestyle digital media company.

The new location will serve as a combination tattoo studio, art gallery, photography studio and retail store offering apparel, branded merchandise and art. This location will also serve as the corporate offices of Inked Magazine. The retail store portion will resemble a museum gift shop with Inked souvenir merchandise and art-based items. The tattoo artist pit will be surrounded by a half wall and large pieces of art will be suspended above the walls in order to separate the gallery viewers from the tattoo artists. Serving as a visual focal point for visitors, the photography studio will be housed in the back of the space.

Someck represented the tenant along with Myers.

The property manager is M. Rapaport Co., Inc. The owner was represented by Eli Someck of Redwood Property Group and Jay Fuller of M. Rapaport.

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