



Spitalnick of Muss Development completes 15-year lease for Rocco's Tacos at 339 Adams Street

June 10, 2013 - Front Section

Muss Development LLC has added another culinary dimension to Downtown Brooklyn's Restaurant Row, having signed Rocco's Tacos to a 15-year lease at the developer's 339 Adams Street.

With five locations in Florida and now its first in New York City, Rocco's Tacos offers a true taste of Mexico within a fun casual environment, including guacamole prepared tableside, and a selection of 225 varieties of tequila. The new 14,500 s/f location, scheduled to open by the end of the year, is spread over the ground floor and a lower level.

"With the emergence of the Barclay's Center and the overall evolution of Downtown Brooklyn, our space at 339 Adams Street made perfect sense for Rocco's Tacos," said Muss principal Jason Muss. "They are popular in Florida and wanted to expand to New York City. They will be an excellent addition to the world-class dining options along the new Restaurant Row."

As the newest eatery in Downtown Brooklyn, Rocco's Tacos joins Hill Country Market and Hill Country Chicken, Panera Bread, Orange Leaf, and Potbelly, all at Muss's nearby 345 Adams Street, as well as The Archives Restaurant & Bar at the New York Marriott at the Brooklyn Bridge, and Shake Shack, which is located across the recently renovated pedestrian plaza along Adams Street and Willoughby Street, with added outdoor walking space and seating.

Muss was represented in-house by Ross Spitalnick, and also by Ariel Schuster and Brian Segal, of RKF, in the new transaction. Rocco's Tacos was represented by The Shopping Center Group.

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