



## **KZA Realty Group and RM Friedland named exclusive brokers for 19,000 s/f at La Central**

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Bronx, NY KZA Realty Group and RM Friedland have been named exclusive brokers for 19,000 s/f of retail space at La Central. The a mixed-use project is located in the neighborhood known as The Hub in Melrose.

KZA Realty Group and RM Friedland are also the exclusive brokers for 30,000 s/f of community non-profit space located in Building D and seek proposals from garage operators for the parking facility in Building B.

The retail outlets, located in buildings A and B on Westchester Ave. between Brook and Bergen Aves., will be completed in 2020. Located near the Third Ave. shopping corridor, they are adjacent to the neighborhood's first YMCA, which will occupy 50,000 adjacent s/f in Building A.

"This is a fantastic opportunity to be part of this exciting new project and move into fabulous new space in one of the most vital retail strips in New York City," said Kathy Zamechansky, president of KZA Realty Group.

When complete, La Central, the largest residential project currently underway in the borough, will consist of five buildings constructed on four formerly vacant city-owned lots. Total square footage will be 1.1 million.

Located near two subway stations, six bus lines and two major highways, the project will offer 992 residential units and an additional 160 supportive housing units. In the three-quarter mile area surrounding the buildings, 40,789 households spend \$770 million on retail purchases every year.

"RM Friedland is thrilled to be working with KZA Realty and the owners of La Central on such a groundbreaking project in the Bronx," said Sarah Jones-Maturo, president of RM Friedland. "We believe it is going to transform and revitalize The Hub and we are excited to be a part of this effort."

In addition, to the retail, community and residential components, the complex will house the Bronx Astronomy Tower and Education Center, affiliated with the Bronx High School of Science, along with studio space for BronxNet TV. Public and private open space will include courtyards, a rooftop garden, a skateboard park and a secure playground. Rooftop solar panels will provide about half of the building's power needs.

KZA Realty Group is a commercial real estate brokerage and development consulting firm based in New York City. Founded in 1998 by real estate professional Kathy Zamechansky, KZA specializes in commercial planning, project management, community and government relations, finance, marketing, and communications. Ms. Zamechansky is the President of the Bronx Manhattan North Association of Realtors and a member of several community and business organizations in the Bronx and Harlem, including the Board of Directors of the Bronx Overall Economic Development Corporation, Board of Governors of the Bronx, the Manhattan Board of Realtors, the Board of Directors of the New Bronx Chamber of Commerce, the Harlem Business Alliance and the Advisory Board for the Fund for the Future Women Leaders of the Bronx. In 2009, she was named one of the 25 Most Influential Women by The Bronx Times Reporter and was awarded the Realtor of the Year by the Manhattan North Association of Realtors (BMAR).

RM FRIEDLAND is a commercial real estate services firm serving the Tri-State area with a particular focus on Westchester, The Bronx, Rockland, Putnam and Fairfield Counties. Formed in 1970, the company has a nearly 50 year track record in its territories. The company relies on a team of talented veteran and junior brokers who represent all asset classes with a focus on investment sales, industrial, retail and office. Its brokers are supported by robust databases and a capable staff that is dedicated to the success of each broker.