



NKF and SCG Retail arrange 10-year lease for 4,050 s/f Taco Bell Cantina in Times Sq.

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Manhattan, NY Newmark Knight Frank (NKF) and SCG Retail, the urban division of TSCG, have secured a 10-year lease for Taco Bell Cantina at The Paramount Building in Times Sq. SCG Retail's managing partner David Firestein and Jenna Heidenberg represented the tenant in the 4,050 s/f lease for Taco Bell Corp. NKF vice chairman Ben Birnbaum, senior managing director Ross Berkowitz, associate director Jason Wecker, and associate Andrew Taub worked with owner representatives Rosemark Management and Levin Management Corp.

The brand's Cantina concept developed a devoted following when it first debuted in 2015. The Paramount Building located 1501 Broadway is a 32-story, 800,000 s/f tower.

"Times Sq. continues to be one of the most iconic and visible retail high streets in the world, as restaurants and other food services continue to outperform and benefit from this premier 24/7 location with robust foot traffic and tourism," said Birnbaum. "We were delighted to work with Rosemark and Levin to add this exciting Taco Bell Cantina location to the dynamic mix of cutting-edge names in the area."

"We're thrilled to represent Taco Bell in bringing the brand to Times Square," said Firestein. "This location puts Taco Bell not only at the heart of New York City retail, but also at the center of the retail universe."

Taco Bell's Times Sq. Cantina location is planned to open this summer.

Taco Bell's Cantina restaurants celebrate the fast pace of urban lifestyle through exciting store design, digital ordering kiosks, and a customizable menu featuring shared plates and alcoholic beverages.

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