



Stein of Norman Bobrow and Zar of Zar Property NY lease 4,750 s/f in Midtown

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Manhattan, NY According to Zar Property NY and Norman Bobrow & Co., Sud De France, economic development agency for the Occitanie Region in South of France, signed a 4,750 s/f lease at 250 West 54th St. in Midtown. They signed a 10-year lease for the 9th floor of the 13-story building owned by Zar Property NY.

The tenant will be relocating from 724 Fifth Ave.

Joshua Stein of Norman Bobrow & Co. represented the tenant and the landlord was represented in-house by David Zar of Zar Property NY.

“We look forward to attracting additional tenants seeking creative, modern space with open layouts in this specific neighborhood,” said David Zar, one of the firms principals.

According to the tenants website, the companies main objectives are “To promote the Sud de France brand showcasing various products from the region (wines, food, cosmetics, fashion, etc.) and its destinations as well as supporting regional businesses, particularly in terms of export.”

Existing tenants in the building include Magnolia Bakery, Tarisio Auctions and Manhattan Sports Medicine. According to costar the building underwent a complete renovation and is the 13th lease signed at the property since Zar’s 2017 acquisition.

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