Hook & Reel Restaurant takes 5,656 s/f at Concourse Plaza

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Bronx, NY Cajun seafood restaurant Hook & Reel has signed a 15-year lease for 5,656 s/f at Concourse Plaza, according to The Feil Organization, the shopping center's owner and manager.

Randall Briskin, vice president of leasing and Nicholas Dries, director of leasing of The Feil Org. represented both the tenant and ownership.

The new restaurant will commence construction at the center within the next few months and will be situated on the ground floor next to anchor tenant Food Bazaar Supermarket. Hook & Reel is the second restaurant location at the center for the tenant, which has operated the 9,596 s/f Hibachi Grill & Supreme Buffet at Concourse Plaza since 2016.

"The leasing of a second restaurant location for this tenant in the same center, even during the COVID-19 pandemic indicates the strength of the shopping center, serving both the densely populated community and the neighboring courthouse," said Randall Briskin, vice president of leasing at The Feil Org.

The 311,650 s/f multi-use Concourse Plaza is located off of Grand Concourse, the major north-south thoroughfare that connects Manhattan and the northern Bronx. The center serves more than 1.2 million consumers within a three-mile radius and is adjacent to the two million s/f Bronx County Courthouse and Bronx Municipal Building, and is four blocks from Yankee Stadium.

Feil completed an $18 million renovation of the center in 2016, which included a renovation of the 51,680 s/f Food Bazaar, one of the largest grocery stores in the borough, and the complete repositioning of the shopping center which included a façade renovation and the re-tenanting of the center with prominent retailers such as Kidstown and Rainbow Stores. Concourse Plaza's current tenant roster also includes Blink Fitness, Hibachi Grill, CVS, Santander, and Bank of America.

A popular fast-casual Cajun seafood chain restaurant, Hook & Reel promotes hospitality and shared meals. The restaurant offers a variety of build-your-own seafood-boil options featuring crawfish, lobster tail and snow crab, as well as catfish sliders, seafood po' boys, hush puppies and paella. The Maryland-headquartered establishment originally opened in 2015 and now operates 42 locations in 22 states across the country.

Concourse Plaza offers on-site parking for more than 1,200 vehicles and is also accessible via major area roadways and public transportation.