



Blumenfeld Development Group and Brookfield Properties lease 19,687 s/f to Ashley HomeStore

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Manhattan, NY According to Blumenfeld Development Group (BDG), Ashley HomeStore signed a 10-year lease at East River Plaza.

The deal, brokered by David Lucas of Julius M Feinblum Real Estate Inc., includes two, five-year renewal options for the 19,687 s/f space that was previously occupied by Old Navy. Ashley HomeStore is scheduled to open its doors by this fall.

“We welcome Ashley HomeStore and its team to the East River Plaza family. Local residents and customers can now fulfill all their shopping needs including top quality home furniture in one place,” said David Blumenfeld, vice president, Blumenfeld Development Group.

“Ashley HomeStore is a nationally recognized and beloved brand and we look forward to adding them to our diverse group of East River Plaza tenants,” said Alex Varon, senior director, Brookfield Properties.

East River Plaza has been a staple of the East Harlem neighborhood since 2009 with a diverse set of tenants across industries and sectors that include: Costco, Planet Fitness, Applebee’s, Burlington, and Mount Sinai. The shopping center continues its commitment to the community by regularly hosting events such as festivals, holiday concerts, art installations and supporting local organizations throughout the year.

Some East River Plaza stores, including those providing essential goods, stayed open throughout the beginning days of the pandemic and lockdown. The shopping mall followed all state, federal, and CDC guidelines and provided hand sanitizer, masks as well as increased cleanings of high touch areas during these times to maintain a safe environment for patrons and staff.

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