



## **Lee & Associates NYC reps Roberta's in lease at PENN 1**

November 22, 2022 - Front Section

Manhattan, NY Lee & Associates NYC has represented Roberta's in a 5,200 s/f lease at PENN 1. The restaurant joins Vornado's redevelopment of the PENN DISTRICT which will focus, in part, on the revitalization of dining and entertainment in the neighborhood. Located next to Madison Square Garden, Roberta's will also include a roof deck and patio space for outdoor dining.

"As we look for new locations, we tend to gravitate towards interesting neighborhoods with a rich history and an abundance of creativity, similarly to the opening of our original Roberta's within Bushwick," said co-owner Brandon Hoy. "PENN 1 is within a mecca of entertainment, and we're excited to see what the opening of the development brings for Midtown."

Jeffrey Lopez of Lee & Associates NYC represented Roberta's in the transaction. The landlord, Vornado Realty Trust, was represented in-house.

"We're thrilled to have found the ideal location for Roberta's in the center of Midtown and the PENN District," said Lopez. "The restaurant has become an internationally acclaimed brand that will now be a stone's throw from the world's most famous arena, in a perfect spot not only for sports fans, concerts-goers, but all New Yorkers given its central location and access to transit. Roberta's is an iconic restaurant that will become a staple in the area, and we're excited to partner with Vornado and be part of the new PENN District."

In addition to its several locations across the country, Roberta's original wood fired pizzas are also available frozen at select retailers including Whole Foods Market, Amazon, and for nationwide delivery via Goldbelly. PENN 1, a 57-floor skyscraper and office building, is easily accessible from the 34th Street-Penn Station, 34th Street-Herald Square, 33rd Street-PATH, and 28th Street transit stops.