



LH Charney leases to Miznon and Poke Bowl at 1410 Broadway

July 25, 2023 - Front Section



Manhattan, NY LH Charney said that three new leases have been signed at 1410 Bdw. in Times Sq., totaling 6,000 s/f. The transactions include new tenants Miznon, a restaurant specializing in Israeli cuisine, and Poke Bowl, a Hawaiian fast-casual restaurant, along with renewing tenant Pret a

Manger.

Bob Gibson, Davie Berke, and Alexandra Sanoulis of JLL represented ownership in all transactions. Miznon was represented by the same JLL team, with Kim Levandovsky of Retail by Mona representing Poke Bowl, and the Newmark team of Ariel Schuster, Jackie Totolo, and Michael Paster representing Pret A Manger.

The new Miznon location will span 2,500 s/f and will be their fourth NYC location, while Poke Bowl opened its new 1,000 s/f space. Pret A Manger will continue to occupy its existing 2,500 s/f. The three new leases have brought LH Charney's Broadway portfolio's retail space to full occupancy. The neighboring 1441 Bdwy., home to the popular Yard House, achieved full occupancy of its retail space in 2022.

Joseph Giannola, president and chief operating officer of L.H. Charney, said "We are delighted to welcome Miznon and Poke Bowl to join our roster of distinctive retailers at 1410 Broadway, and have been consistently impressed by the leasing activity at both 1410 and 1441 Broadway. In achieving full retail activation with a diverse range of curated offerings, we have significantly enhanced the building's attractiveness to current and prospective office tenants. The presence of unique and upscale retail attractions has become a critical amenity for our tenants and elevates the overall appeal of the building"

L.H. Charney completed a major capital improvement program by TPG Architecture at 1410 Broadway just before the COVID pandemic, including a full renovation and modernization of the lobby, common areas, restrooms and elevators featuring "lobby boost" technology. The renovations are part of a forward-thinking design approach catering to modern tenants seeking more unique, engaging, and inspiring office spaces by Integrating art and cultural initiatives into the everyday workplace experience.

New York Real Estate Journal - 17 Accord Park Drive #207, Norwell MA 02061 - (781) 878-4540