



Brand Urban and Dochter & Alexander sign Van Leeuwen Ice Cream to 1,000 s/f at 943 Second Ave.

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Manhattan, NY Brand Urban, and Dochter & Alexander Retail Advisors said that Van Leeuwen Ice Cream, has signed a lease for a 1,000 s/f scoop shop at 943 Second Ave. in Midtown East.

Emily Green of Brand Urban co-represented the tenant alongside Jason Kastner of Dochter & Alexander Retail Advisors, Van Leeuwen's master broker. The Midtown East landlord, Soloviev Group, was represented by CBRE's Jordan Kaplan and Eric Gelber.

"We're thrilled to continue to play a part in the brand's ongoing expansion across New York City," said Green. "This new storefront in Turtle Bay is a great addition to the vibrant 'restaurant row' on Second Avenue."

"It's always exciting opening a new location in NYC where it all began back in 2008," said Laura O'Neill, co-founder of Van Leeuwen. "We've been looking for just the right spot in Midtown East and can't wait to serve our ice cream to this part of the city."

"With this prime location in a long-time targeted neighborhood, we are all excited to watch Van Leeuwen continue to flourish and create a lasting impact on the area," said Kastner.

Van Leeuwen at 943 Second Ave. is situated on a corner in Turtle Bay neighborhood with frontage on both the Avenue and East 50th St. This is the brand's 27th location in New York City.

The introduction of this new Van Leeuwen location comes on the heels of signing a lease for a 600 s/f shop in Times Sq. in June. The Van Leeuwen storefront at 2 Times Sq. is now open. Van Leeuwen also recently opened stores in Darien, Conn., Astoria, Queens and a second location in the West Village that recently opened at 556 Hudson St.

Brand Urban was involved in all transactions as the company's tri-state brokerage partner to Dochter & Alexander Retail Advisors. Van Leeuwen Ice Cream currently has locations in New York, California, New Jersey, Texas, Pennsylvania, Connecticut, Colorado, and Washington D.C. with plans for continued national growth.

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