



## **Retail by MONA appointed as agent for Ridge Hill**

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Yonkers, NY Retail by MONA, a retail leasing and advisory firm, has been hired as agent to create Ridge Hill's 'Restaurant Row' as part of the center's forthcoming redevelopment. Ridge Hill is soon to be a mixed-use destination serving the northern New York City metropolitan area, and will launch MONA's 'Open-Air Shopping Center Leasing Division' and expansion to Westchester County.

The 47,500 s/f Restaurant Row will be located adjacent to Town Square – the community gathering space set to be expanded and converted to a car-free zone at the heart of Ridge Hill – and service the appetites of the dense residential population of southern Westchester. Spaces within Restaurant Row feature high ceilings and wide column-spacing, which will allow tenants to create their own unique environments, as well as wide frontage for outdoor seating spilling into Town Square. MONA's deep knowledge of the New York retail space makes them key partners in the development of Restaurant Row at Ridge Hill.

"We're thrilled to launch MONA's Open-Air Shopping Center Leasing Division with Restaurant Row at Ridge Hill," said Brandon Singer, MONA founder & CEO. "We see tremendous opportunity to transform these open-air shopping centers by providing a metropolitan experience to visitors. Lifestyle centers are one of today's most undervalued and fastest growing asset classes and we're excited to bring our expertise to these suburban lifestyle locations."

MONA's CEO Brandon Singer and executive vice president, head of Food & Beverage Alex Turboff will lead MONA's Open-Air Shopping Center Leasing Division, including the leasing of Restaurant Row at Ridge Hill.

"Ridge Hill is home to so many of the best national brands and we're excited to bring more best-in-class, hospitality-driven offerings to the project. Suburban consumers crave that metropolitan experience, and we can't wait to offer it to them," said Turboff.

The 1.2-million s/f Ridge Hill, acquired in 2022 by North American Properties' (NAP), Nuveen Real Estate (Nuveen), and Taconic Partners, is one of the largest lifestyle centers in Westchester County, 18 miles from Manhattan.

"We've seen demand for city-like experiences increase with every large-scale event we host, and having MONA as an extension of our leasing team will help us attract the types of dining concepts our guests desire most," said Morgan Liesenfelt, NAP leasing director. "With redevelopment construction kicking off in January there is a lot of momentum at Ridge Hill, and we can't wait to see

how things evolve over the next year.”

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