



## **Brand Urban secures three new locations for Van Leeuwen Ice Cream in Manhattan and Long Island**

February 27, 2024 - Front Section

Manhattan, NY Brand Urban and Dochter & Alexander Retail Advisors, located three new spaces for Van Leeuwen Ice Cream. The leases include a 455 s/f scoop shop at Grand Central Terminal in Midtown, a 1,105 s/f storefront at 2578 Bdwy. on the Upper West Side, and a 747 s/f location at the Roosevelt Field Mall in Garden City.

The two Manhattan leases mark the brand's 28th and 29th locations in New York City and the Roosevelt Field Mall lease signifies Van Leeuwen's first location in Long Island.

Emily Green of Brand Urban co-represented the tenant in all three transactions alongside Jason Kastner of Dochter & Alexander Retail Advisors, Van Leeuwen's master broker. Preston Cannon of CBRE represented the landlord, MTA, in the Grand Central Terminal transaction. Phil Katz of Katz and Associates represented the landlord, Ditmas Management, in the Upper West Side transaction, and the landlord, Simon Property Group, represented itself in the Roosevelt Field Mall transaction.

The recently opened Van Leeuwen at Grand Central Terminal is situated at a corner kiosk on the lower-level Dining Concourse. This location at Grand Central, which sees roughly 750,000 tourists and commuters per day, allows the brand to bring its specialty dairy and vegan ice cream to the masses and capitalize on the heavy foot traffic. Van Leeuwen joins the robust mix of retailers and food and beverage tenants at Grand Central, including Magnolia Bakery, Shake Shack, Veselka, and many others.

Marking the brand's third outpost on the Upper West Side, Van Leeuwen at 2578 Bdwy. is positioned on a corner of the neighborhood with frontage on both Bdwy. and 97th St. This location will serve the surrounding dense residential market. Nearby co-tenants include Krispy Kreme, Paris Baguette, Chipotle, and more. Van Leeuwen at 2578 Bdwy. is slated to open early spring 2024.

The upcoming location within the Roosevelt Field Mall in Garden City establishes Van Leeuwen's entrance into the Long Island market. Regarded as the largest shopping center in Long Island and one of the most highly trafficked shopping malls in the country, the Roosevelt Field Mall attracts thousands of visitors each day. Van Leeuwen will be a welcomed addition to the mall's extensive dining options and is anticipated to open summer 2024.

The introduction of these three new Van Leeuwen locations comes on the heels of announcing a Jersey City storefront at 347 Grove St. and opening multiple other scoop shops in Manhattan,

including a 1,000 s/f storefront at 943 Second Ave. in Midtown East, a 600 s/f Times Sq. location at 2 Times Sq., and a second West Village location at 556 Hudson St. Over the past several months, Van Leeuwen has opened additional stores in the tri-state area, including Darien, Conn., and Astoria, Queens.

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.

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