



## **GFP signs two new retail leases at 740 Broadway in NoHo**

August 27, 2024 - Front Section

Manhattan, NY GFP Real Estate, LLC negotiated two new lease transactions totaling 3,483 s/f at 740 Broadway in NoHo.

In the first transaction, Potbelly Sandwich Shop, an American fast-casual restaurant chain that focuses on submarine sandwiches and milkshakes, has signed a new, 15-year lease for 1,483 s/f of retail space at the building. The space was previously occupied by IMA Pizza Store 23, LLC, d.b.a. &pizza.

In the second transaction, BOOK OFF, Japan's largest and most popular used bookstore chain, signed a 10-year lease for 2,000 s/f of corner retail exposure. The company, which has over 875 stores worldwide, buys and sells secondhand books, games, music, movies and Anime-related items. The space was previously occupied by The Vitamin Shoppe and LIDS, respectively.

Neith Stone of GFP Real Estate LLC and Ross Kaplan and Will Chaplin of Newmark represented the landlord, Lafayette-Astor Associates, LLC in both transactions. Richard Bailey of RJB Real Estate represented Potbelly Sandwich Shop. Dorel Melloul of KSR represented BOOK OFF.

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