

New York City

19  
89

OVER  
TWENTY  
FIVE  
YEARS

# nyreJ

THE LARGEST COMMERCIAL/INVESTMENT REAL ESTATE NEWSPAPER IN THE STATE

February 21 - March 6, 2017

## Piazza of DJK Commercial Realty represents Chillbox Greek Frozen Yogurt in 280 s/f retail lease at Two Times Sq.

MANHATTAN, NY DJK Commercial Realty, the commercial branch of leading real estate and relocation firm



Eric Piazza

DJK Residential, has signed a lease to Chillbox Greek Frozen Yogurt at Two Times Sq., the franchise's first New York City location.

DJK Commercial Realty agent Eric Piazza and associates represented Chillbox. Chillbox signed a 10-year lease to occupy 280 s/f at the Times Sq. building located on Seventh Ave. between West 47<sup>th</sup> St. and West 48<sup>th</sup> St. The store has since opened.

"Opening the first New York City Chillbox was all about location, which is why heavily trafficked Times



Two Times Square - Manhattan, NY

Square made perfect sense for the brand's debut here," said Piazza. "It's a great addition to arguably one of the

busiest pedestrian crossroads on the planet, and with the construction of the new 452-room Edition Hotel and 76,000 s/f commercial retail space at 20 Times Sq., the intersection will soon become that much more powerful. We're thrilled to have helped make Chillbox's debut in New York City a reality and position our client in an iconic building that is truly part of the fabric of the city."

The asking rent for the space was \$1,000 per s/f. Fred Rosenberg of Sherwood Equities represented Two Times Sq.

Founded in Greece, Chillbox currently operates more than 120 stores in Europe, Russia, the Middle East and USA. The franchise business is popular for its frozen yogurt, toppings bar, ice cream and beverage options, including coffee and smoothies.