

DEALS & DEALMAKERS

REAL ESTATE WEEKLY

WEDNESDAY, FEBRUARY 8, 2017 81

REAL ESTATE WEEKLY

RETAIL

• DJK COMMERCIAL REALTY

Frozen yogurt concept chillin' in Times Square

DJK Commercial Realty announced the lease signing of Chillbox Greek Frozen Yogurt at Two Times Square, the franchise's first New York City location.

DJK's Eric Piazza and associates represented Chillbox in the leasing transaction. Chillbox signed a 10-year lease to occupy 280 s/f at the Times Square building on Seventh Avenue between West 47th Street and West 48th Street.

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

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.

The asking rent for the space was \$1,000 per square foot. Fred Rosenberg of Sherwood Equities represented Two Times Square.