

Analysis and Potential Tenant Identification for 55 North 9th Street, Williamsburg, Brooklyn

I. Executive Summary

This report provides a comprehensive analysis of the brand-new, multi-level retail property located at 55 North 9th Street in Williamsburg, Brooklyn, to identify high-potential tenant categories and inform leasing strategy. The property presents a unique and significant opportunity within one of New York City's most dynamic and sought-after commercial corridors.

Key findings indicate that 55 North 9th Street is a trophy asset distinguished by its substantial size (8,500 SF indoor across three levels), extensive private outdoor space (6,100 SF), prominent glass frontage (50 feet), high ceilings (up to 18 feet), and status as new construction (2024/2025 completion)¹. Situated between Kent and Wythe Avenues, the property benefits from exceptional visibility and access within North Williamsburg's energetic core.¹ The local demographic is characterized by a young, affluent, and highly educated population with significant disposable income.⁵ Current market trends strongly favor experiential retail concepts, the integration of physical and digital channels ('phygital'), destination food and beverage (F&B) establishments, and premium wellness/fitness offerings – all categories well-suited to this property's attributes.

The combination of the property's scale, modern condition, unique features (especially the outdoor space and potential skyline views), and prime location positions it to attract premium tenants seeking a flagship presence. Such tenants are typically capable of commanding strong rents and committing to long-term leases.

The recommended strategy focuses on leveraging these unique attributes to secure a high-caliber tenant, ideally occupying the entire space, from categories such as Flagship Experiential Retail, Destination F&B, or Premium Wellness/Fitness. Consideration of a multi-tenant configuration should be secondary, pursued only if a suitable single tenant does not materialize. The property's newness minimizes immediate capital expenditure for tenants and offers modern infrastructure, while the multi-level layout provides flexibility. The significant outdoor space is a major draw, particularly appealing post-pandemic for F&B or experiential concepts.² The Williamsburg location ensures high foot traffic and access to a desirable demographic, further solidifying its status as a rare trophy asset in a competitive submarket.⁴

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II. Property Profile: 55 North 9th Street

A detailed understanding of the property's physical characteristics and leasing parameters is essential for identifying suitable tenants.

A. Core Specifications:

The subject property is located at 55 North 9th Street, Brooklyn, NY 11249, situated mid-block between Kent Avenue and Wythe Avenue in the heart of the North Williamsburg neighborhood.¹ It is a brand-new construction building, with completion indicated as 2024 or early 2025.¹ This recent completion offers significant advantages, including modern building systems, compliance with current codes, and a 'blank canvas' state that minimizes upfront demolition and preparation costs for incoming tenants.

The property offers a substantial amount of leasable space across multiple levels:

● **Total Indoor Area:** 8,500 SF.² Note: Some marketing materials emphasize the 4,500 SF ground floor¹, while older materials mention a range up to 8,000 SF.⁸ The 8,500 SF figure appears most consistent with the detailed three-level breakdown provided in recent listings.² Verification via the official brochure or broker is recommended.

● Indoor Level Breakdown ²:

○ **Ground Floor:** 4,500 SF

○ **Second Floor:** 2,000 SF

○ **Third Floor:** 2,000 SF

○ **Lower Level:** An older marketing snippet mentions potential use of a lower level ⁸, but this is absent in more current, detailed descriptions.² The existence, size, condition, and usability (e.g., ceiling height, access) of a lower level require confirmation.

● **Total Private Outdoor Space:** 6,100 SF.² This is a defining feature and significant value-add.

● Outdoor Level Breakdown ²:

○ **Second Floor:** 2,600 SF (Private Outdoor Space)

○ **Third Floor:** 3,500 SF (comprising a 900 SF Terrace + 2,600 SF Private Outdoor Space)

The property boasts significant street presence with 50 feet of glass frontage on North 9th Street.¹ Ceiling heights are generous and contribute to the space's appeal:

● **Ground Floor:** 18 feet.¹ This substantial height allows for dramatic interior designs, mezzanine potential, and easier accommodation of complex mechanical systems,

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such as kitchen ventilation.

● **Second & Third Floors:** 13 feet.² These heights are still well above standard, offering flexibility for various retail, F&B, wellness, or creative uses.

B. Key Features & Condition:

● **Condition:** As new construction, the space is expected to be delivered in excellent condition, likely a \"vanilla box\" shell ready for tenant-specific fit-out.¹

● **Views:** Marketing materials highlight \"beautiful views of the Manhattan skyline\".¹ These views, particularly from the upper floors and outdoor spaces, significantly enhance the property's appeal for tenants like restaurants, bars, event spaces, or premium offices/showrooms.

● **Outdoor Space:** The 6,100 SF of private outdoor space across the second and third levels is a critical differentiator in the dense urban environment of Williamsburg.² It offers potential for outdoor dining, lounge areas, event programming, fitness classes, or unique retail activations, dramatically increasing the usable area and appeal.

● **Elevator Access:** The presence and specifications of an elevator servicing all floors are not explicitly confirmed in the reviewed materials. Elevator access is crucial for ADA compliance, multi-level tenant operations (especially F&B, large retail, or fitness centers requiring equipment transport), and general accessibility. Its absence would significantly limit the viable uses for the upper floors. Verification is paramount.

● **Venting Capabilities:** Suitability for restaurant or F&B use heavily depends on the building's capacity for Type 1 kitchen exhaust venting. This information is not specified in the available snippets. Confirmation of existing shafts/ductwork or the feasibility and cost of installing adequate venting is essential before targeting F&B tenants.²

● **Parking:** On-site parking was mentioned as a possibility in one older source⁸, but is not featured in current listings. Given the location, dedicated parking would be a rare and valuable amenity. This requires verification.

C. Potential Configuration & Divisibility:

The property is currently marketed with flexibility, referencing the full 8,500 SF indoor potential plus outdoor areas², while sometimes focusing on the 4,500 SF ground floor.¹ The multi-level design naturally lends itself to potential division. A single flagship tenant utilizing all levels offers the most cohesive brand statement and operational simplicity for the landlord. However, leasing floors separately is feasible (e.g., ground floor retail with an upper-level F&B concept, wellness studio, or creative

office/showroom), provided appropriate access and potentially separate entrances exist or can be created. The minimum divisible space would likely be a single floor (e.g., 2,000 SF on an upper level).

D. Asking Rent & Lease Terms:

● **Rent:** Consistently listed as \"Upon Request\" or nominally \"\$0/sqft/yr\"⁷, indicating rents are negotiable and likely at the premium end of the market for new construction in this prime location.

● **Lease Type:** One source mentions \"Gross\"⁷, but this is atypical for this type of retail asset in NYC. Triple Net (NNN) leases, where the tenant is responsible for base rent plus their pro-rata share of property taxes, insurance, and common area maintenance, are the standard and should be assumed unless confirmed otherwise. Clarification of the intended lease structure is necessary.

● **Lease Term:** Not specified, but given the new construction and potential for significant tenant investment in fit-out, landlords typically seek long-term leases (10+ years) for flagship spaces of this caliber.

E. Broker Contact Information:

The property is listed by Tri State Commercial Realty.¹ Key contacts associated with the listing include Shlomi Bagdadi (CEO) and Fredy Halabi (Managing Director).² The brokerage can be reached at 718-437-6100.²

The ambiguities surrounding total square footage, elevator access, venting, lower level usability, parking, and lease type underscore the critical need for direct confirmation of these details through the listing broker and official property brochure. These factors fundamentally shape the range of suitable tenants and the property's overall leasing potential, particularly impacting the viability of F&B concepts and the usability of the upper floors.

TABLE 1: PROPERTY SPECIFICATION SUMMARY - 55 NORTH 9TH STREET

Feature	Detail	Source(s)	Status/Notes
Address	55 North 9th Street, Brooklyn, NY 11249	1	Confirmed

Feature	Detail	Source(s)	Status/Notes
Neighborhood	Williamsburg (between Kent Ave & Wythe Ave)	1	Confirmed
Building Status	New Construction (2024/2025)	1	Confirmed
Levels	Ground, Second, Third (+ Potential Lower Level?)	2	3 Main Levels Confirmed; LL TBC
Indoor SF Breakdown	Ground: 4,500 SF; 2nd: 2,000 SF; 3rd: 2,000 SF	2	Confirmed (Subject to LL check)
Total Indoor SF	8,500 SF	2	Confirmed (Subject to LL check)
Outdoor SF Breakdown	2nd: 2,600 SF (Private); 3rd: 900 SF (Terrace) + 2,600 SF (Private)	2	Confirmed
Total Outdoor SF	6,100 SF	2	Confirmed
Frontage	50 feet (Glass)	1	Confirmed
Ceiling Heights	Ground: 18 ft; 2nd: 13 ft; 3rd: 13 ft	1	Confirmed
Elevator	Not Specified	-	Verification Required
Venting	Not Specified	-	Verification Required
Parking	Mentioned as possible in older source	8	Verification Required
Asking Rent	Upon Request / Negotiable	7	Confirmed
Lease Type	Likely NNN (Triple Net)	7	Gross mentioned, likely NNN; TBC
Broker	Tri State Commercial (Shlomi Bagdadi, Fredy Halabi)	1	Confirmed

TBC = To Be Confirmed

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III. Location Analysis: North Williamsburg Submarket (ZIP 11211, 11249)

The success of a retail location is intrinsically tied to its surrounding environment. North Williamsburg presents a compelling context for a premium property like 55 North 9th Street.

A. Neighborhood Overview & Character:

North Williamsburg is consistently ranked among New York City's most vibrant and desirable neighborhoods. It is characterized as an energetic, heavily trafficked commercial hub attracting significant attention from retailers, consumers, and investors.⁴ The area blends converted industrial buildings with modern residential and commercial developments, creating a unique aesthetic.¹¹ It functions as a major destination, drawing not only local residents but also visitors from across the city and tourists, fueled by its reputation for trendsetting retail, dining, and culture.⁴ The presence of high-profile hotels like The Hoxton, Wythe Hotel, and The William Vale underscores its status as a destination neighborhood and contributes significantly to foot traffic.⁴ Strong leasing activity and rising rents (though potentially still below pre-pandemic peaks in some segments) reflect ongoing demand.¹⁰ The area also benefits from proximity to popular public spaces like McCarren Park and Bushwick Inlet Park.⁴

B. Demographic Profile (ZIP 11211 & 11249 Focus):

The demographics of North Williamsburg are exceptionally strong and align well with premium retail, F&B, and wellness concepts.

● **Population Density:** The area is densely populated. ZIP 11211 alone has over 65,000 residents in just 1.5 square miles.⁶ The broader PUMA (NYC-Brooklyn

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Community District 1, including 11249) contains approximately 203,000 people.⁵

● **Age:** The population skews young. The median age in the PUMA is 31.8 years, and 31.4 in ZIP 11211.⁵ There is a very large concentration of residents in the 20-39 age brackets.⁶ This younger demographic is typically associated with higher spending on discretionary categories like dining out, fashion, entertainment, fitness, and experiences.

● **Income:** This is an affluent area. The median household income for the PUMA covering Williamsburg and Greenpoint reached \$101,994 in 2023, showing significant growth.⁵ In ZIP 11211 specifically, 51% of households earn over \$100,000 annually, with a notable 28% earning over \$200,000.⁶ This high level of disposable income supports premium and luxury goods and services.

● **Education:** The population is highly educated, with 55% of residents aged 25+ in ZIP 11211 holding a Bachelor's degree or higher.⁶ Higher educational attainment often correlates with demand for sophisticated retail offerings, cultural experiences, and health/wellness services.

● **Lifestyle & Consumer Behavior:** While specific ESRI Tapestry Segmentation data requires a separate lookup¹⁴, the demographic profile strongly suggests segments characterized by urban lifestyles, trend adoption, significant spending power, digital fluency, and an appreciation for experiences, quality, and convenience. These consumers are likely \"numerator shoppers\" – willing to pay a premium for value defined by innovation, quality, or experience, rather than solely by lowest price.¹⁶

● **Diversity:** The area is ethnically diverse. The PUMA includes large White (Non-Hispanic) (59%) and Hispanic (totaling ~23.5% across categories like Other Hispanic, Two+ Hispanic) populations, along with significant Asian (6.5%) and Black (6.2%) communities.⁵ ZIP 11211 reflects a similar pattern.⁶ A substantial portion of the population is foreign-born (21.4% in the PUMA)⁵, suggesting an openness to global brands and cuisines. Retailers and F&B operators should consider offerings that resonate with this diverse customer base.

C. Retail & Commercial Ecosystem:

55 North 9th Street is embedded within a thriving commercial ecosystem.

● **Co-Tenancy:** The immediate vicinity features a robust mix of national retailers (CVS, Trader Joe's, Sephora, Shake Shack, The UPS Store, FedEx Office) providing daily needs and drawing consistent traffic, alongside desirable independent boutiques and brands (Orangetheory Fitness, Catbird, Spoonbill & Sugartown Books, Concrete + Water, Olfactory NYC, Cafe Colette) that contribute to the area's unique character and appeal.² This blend indicates a market capable of

supporting both high-volume chains and curated, niche concepts.

● **Key Anchors/Traffic Drivers:** Beyond the immediate retail, traffic is driven by the aforementioned hotels, nearby parks (Bushwick Inlet Park is steps away ⁴), the Bedford Avenue L train station, the North Williamsburg Ferry ⁴, and numerous destination restaurants and bars (e.g., Laser Wolf, K'Far, Blend Williamsburg).⁴ The presence of experiential venues like Artists & Fleas market and Rough Trade record store/venue further enhances the area's draw.¹¹

● **Foot Traffic:** The corridor is explicitly described as generating \"substantial foot traffic\" and being one of the most \"heavily trafficked\" commercial markets in NYC.⁴ The convergence of residential density, destination retail/F&B, hotels, parks, and major transit hubs ensures a high and consistent volume of pedestrians throughout the day and week.

D. Accessibility & Transit Links:

Accessibility is a major strength of this location.

● **Subway:** The property is located near the Bedford Avenue station on the L train.¹ The L train offers a fast, direct connection to Manhattan (Union Square in minutes), making the area highly convenient for commuters, residents traveling within the city, and visitors. Subway usage is high among residents (46-48% commute via public transit).⁵

● **Bus:** Local bus routes B32 and B62 provide surface transit options.²

● **Ferry:** Proximity to the North Williamsburg NYC Ferry landing offers scenic and direct connections to Midtown Manhattan, Lower Manhattan, and other waterfront points in Brooklyn and Queens.⁴

● **Walkability/Bikeability:** The neighborhood scores exceptionally high on walkability (Walk Score® 97 - \"Walker's Paradise\") and bikeability (Bike Score® 91 - \"Biker's Paradise\").¹⁹ Significant portions of the population walk (12-13%) or bike (4%) to work, reflecting the pedestrian-friendly nature of the area.⁵

The powerful combination of prime demographics, high foot traffic generated by a diverse mix of commercial and recreational anchors, and outstanding multi-modal transit access solidifies North 9th Street as a top-tier location. Tenants benefit from maximum exposure to a large, affluent, and engaged consumer base drawn from the immediate neighborhood and across the city. The proven success of existing national chains and sought-after local businesses validates the market's capacity to support premium concepts.

TABLE 2: WILLIAMSBURG KEY DEMOGRAPHICS & LIFESTYLE INDICATORS (ZIP 11211 / PUMA)

Indicator	Data Point (Approx.)	Source(s)	Significance for Tenants
Population (PUMA)	203,000	5	Large immediate trade area.
Population Density (11211)	~45,160 / sq mi	6	High concentration of potential customers.
Median Age (PUMA/11211)	31.8 / 31.4 years	5	Prime spending age group for fashion, F&B, experiences, fitness.
Median Household Income (PUMA)	\$101,994	5	Strong purchasing power, supports premium pricing.
% HH Income >\$100k (11211)	51% (28% >\$200k)	6	Significant concentration of high-income households.
% Bachelor's Degree+ (11211)	55%	6	Educated consumer base receptive to sophisticated concepts, quality, wellness.
% Foreign Born (PUMA)	21.4%	5	Diverse market, potential for international brands/concepts.
Top Commute Methods (PUMA)	Public Transit (46%), Work From Home (25%), Walk (13%)	5	High transit reliance ensures accessibility; WFH suggests daytime population activity.
Walk Score® (Address)	97 / 100 ("Walker's Paradise")	19	Extremely high pedestrian traffic potential.
Bike Score® (Address)	91 / 100 ("Biker's Paradise")	19	Accessible via cycling; potential need for bike parking/amenities.

IV. Relevant Market & Consumer Trends (2025)

Understanding broader market shifts and consumer preferences is crucial for positioning 55 North 9th Street effectively. Several key trends anticipated for 2025 directly impact the potential tenant mix for this property.

A. Overarching Retail Shifts:

● **Phygital Integration:** The convergence of physical and digital retail continues to accelerate. Successful retailers in 2025 will leverage technology within the physical store to enhance the customer journey. This includes interactive elements like smart mirrors for virtual try-on, AR applications providing product information or experiences, seamless mobile checkout options, and using the store as a hub for online order fulfillment (BOPIS/BORIS). For 55 North 9th Street, this implies that potential tenants may require robust digital infrastructure (high-speed internet, power capacity) and flexible space layouts adaptable to incorporating technology and managing omnichannel logistics.

● **Experiential Retail:** Shopping is increasingly viewed as an activity beyond mere transaction. Retailers are transforming their spaces into destinations that offer engagement, education, entertainment, and community.²⁰ This involves creating immersive environments, hosting workshops or product demonstrations, incorporating live entertainment or art, and appealing to multiple senses.²¹ The multi-level configuration and significant outdoor space at 55 North 9th Street are exceptionally well-suited for tenants aiming to create rich experiential concepts, offering distinct zones for different activities.

● **Rise of Short-Term Retail/Pop-Ups:** Brands increasingly utilize pop-up stores for strategic purposes, including testing new markets, launching products, executing seasonal campaigns, collaborating with other brands, and generating marketing buzz.²¹ The recent NYC pop-up by DTC activewear brand Halara exemplifies this trend, used specifically to test the market before committing to permanent locations.²² While the goal for 55 North 9th Street is likely a long-term

tenant, its high-profile nature could make it attractive for premium, well-funded pop-ups during lease-up or as an interim strategy, potentially generating income and visibility.

● **Convenience and Efficiency:** Despite the emphasis on experience, consumers still demand efficiency. This translates to easily navigable store layouts, quick and frictionless payment processes (including cashierless options), readily available product information, and streamlined services like returns and pickups.²⁰ Tenant fit-outs must prioritize smooth customer flow, and the building's infrastructure should support technologies that enable efficiency.

B. Consumer Behavior Drivers:

● **Value Consciousness:** Lingering economic pressures mean consumers remain focused on value. However, "value" is multifaceted. While a large segment prioritizes lower prices ("denominator shoppers"), a significant portion, particularly in affluent areas like Williamsburg, acts as "numerator shoppers." These consumers are willing to pay more for perceived higher quality, innovation, unique experiences, enhanced convenience, or better unit economics.¹⁶ Retailers at 55 North 9th Street should target these numerator shoppers, emphasizing premium attributes.

● **Personalization:** Consumers increasingly expect tailored interactions and products. Fueled by AI and data analytics, brands are expected to offer personalized recommendations, targeted promotions, and even customizable products. Examples like Coach's customization bar or Lib Lab's create-your-own lip balm studio illustrate this trend in action.²⁰ Tenants leveraging data to create relevant, non-intrusive personalized experiences will likely achieve greater customer loyalty.

● **Sustainability & Ethics:** There is a clear and growing consumer preference for brands demonstrating genuine commitment to environmental and social responsibility. This includes using sustainable materials, adopting circular economy models (resale, rental, refurbishment), ensuring ethical production, reducing waste, and providing transparency about practices. Tenants with strong sustainability narratives gain a competitive edge. Highlighting any green features of the building itself could also be advantageous.

● **Inclusivity:** Brands are expected to authentically represent and cater to diverse populations in their marketing, product design, and company culture.²³ Tenants demonstrating inclusivity are likely to resonate more strongly with the diverse Williamsburg community.

● **Community Focus:** Consumers show a desire for retail environments that foster a sense of belonging and connection. Stores acting as community hubs – offering

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space for socializing, workshops, local events, or supporting local causes – can build deeper loyalty. The scale and layout of 55 North 9th Street, including its outdoor areas, provide ample opportunity for tenants to incorporate community-building elements.

C. Key Tenant Sector Trends:

● **Food & Beverage (F&B):**

○ **Global & Fusion Cuisine:** Strong consumer interest persists in authentic global flavors and creative culinary mash-ups, extending even to snacks and convenient formats like dumplings and bao buns. The diverse local demographic likely embraces adventurous eating.

○ **Experiential Dining:** Ambiance, unique concepts, and "Instagrammable" moments are key differentiators. Chef-driven concepts and high-quality meal kits also cater to the desire for elevated dining experiences, both in and out of restaurants.

○ **Health & Non-Alcoholic Options:** Demand is rising for menus featuring functional ingredients, plant-forward dishes, and sophisticated non-alcoholic beverages like craft mocktails and wellness drinks.

○ **Operational Efficiency:** Seamless integration of delivery and pickup orders is crucial for maximizing revenue without compromising the dine-in experience.

○ The property's attributes (multiple levels, outdoor space, views) make it ideal for a destination F&B operator who can create a multi-faceted experience (e.g., distinct dining, bar, and event zones) capitalizing on these trends. Success hinges on confirming venting and elevator access.

● Fashion, Lifestyle & Boutique Retail:

○ **DTC Brands Go Physical:** Digitally native brands continue to open brick-and-mortar stores, particularly flagships in key markets like NYC, to enhance brand visibility, acquire customers, and offer tangible experiences.²²

Williamsburg is a prime target for these brands.

○ **Curated Boutiques:** Demand remains strong for unique, high-quality apparel, accessories, and lifestyle goods from both established designers and independent labels, reflecting the neighborhood's fashion-forward reputation.¹¹

○ **Sustainability Narrative:** Fashion and lifestyle brands emphasizing sustainable materials, ethical sourcing, or circular models (vintage, resale) align with consumer preferences.²⁵

○ **Personalization:** Services like on-site customization or styling consultations enhance the value proposition.²⁰

○ The ground floor offers an excellent platform for a high-impact fashion or

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lifestyle flagship, while upper levels could support related functions like showrooms, VIP lounges, or customization workshops.

● Health, Wellness & Fitness:

○ **Boutique Specialization & Growth:** The boutique fitness sector thrives, with particular strength in Pilates, yoga, HIIT, and specialized strength training studios emphasizing community and results. Pilates, in particular, is experiencing booming growth.²⁶

○ **Luxury Gym Expansion:** Premium, large-format gyms like Equinox (Manhattan's largest retail tenant by square footage) and Life Time Fitness continue to expand, offering extensive amenities.²⁷

○ **Wellness & Recovery Services:** A growing market exists for specialized wellness services such as cryotherapy, infrared saunas, IV drips, red light therapy, and assisted stretching, often offered in dedicated franchise concepts.²⁶

○ **Tech Integration:** Use of wearables, performance tracking, and AI-driven coaching is becoming more common to personalize and enhance the client experience.

○ The property's size could accommodate a large, premium fitness club or potentially house several complementary boutique studios. The outdoor space offers unique opportunities for classes. The affluent, health-conscious local demographic represents a prime target market.

● **Beauty & Personal Care:**

○ **Experiential Focus:** Leading beauty brands are creating immersive store environments that emphasize personalization, leveraging technology like virtual try-on, AI skin analysis, and product customization.

○ **Clean & Sustainable Products:** Consumers increasingly seek beauty products with natural/organic ingredients, minimal/recyclable packaging, and transparent sourcing.

○ **Holistic Approach:** Beauty is increasingly linked to overall wellness, with brands incorporating health aspects into their offerings and messaging.

○ A beauty brand focused on creating a unique, tech-enabled, personalized experience could utilize a portion of the space effectively, perhaps complementing other tenants.

V. Potential Tenant Identification & Strategy

Synthesizing the property's attributes with the location analysis and market trends allows for the identification of ideal tenant profiles and strategic leasing recommendations.

A. Ideal Tenant Profile Synthesis:

The optimal tenant for 55 North 9th Street likely exhibits the following characteristics:

● **Ambition:** Seeks a prominent flagship location in a globally recognized, trend-setting neighborhood to make a significant brand statement.

● **Target Audience Alignment:** Caters primarily to a young adult (25-45), affluent, educated, urban demographic that values style, experiences, quality, and potentially wellness and sustainability.

● **Space Requirements:** Can effectively utilize a large, multi-level footprint (up to 8,500 SF indoor + 6,100 SF outdoor) and sees value in unique features like high ceilings, new construction, extensive private outdoor space, and potential skyline views.

● **Concept Alignment:** Operates a concept that aligns with key 2025 trends, such as experiential retail, phygital integration, destination F&B, premium wellness, personalization, or sustainability.

● **Financial Strength:** Possesses the capital resources to commit to a long-term lease at premium market rents and fund a high-quality interior fit-out appropriate for a flagship location.

B. Recommended Tenant Categories & Examples:

Based on the synthesis above, the following categories represent the highest potential uses for 55 North 9th Street:

1. Flagship Experiential Retail:

Justification: This category fully leverages the property's high visibility, large and flexible multi-level space, new construction quality, and prominent frontage. It directly aligns with the dominant trends of experiential and phygital retail²⁰ and caters to the target demographic's desire for unique shopping environments and quality goods. The space allows for immersive brand storytelling, product interaction, and potentially in-store events or workshops.

Tenant Types: High-end global fashion brands, major digitally native brands seeking a significant physical presence, lifestyle concept stores, design/home furnishings flagships, innovative tech showcase retailers.

Potential Brands (Illustrative): Expansion targets for established international fashion houses, larger format stores for successful DTC brands (e.g., Away, Outdoor Voices, a larger Glossier concept), premium athletic apparel brands (e.g., Lululemon flagship, Nike Lab concept), design retailers (e.g., Design Within Reach, Vitra).

2. Destination Food & Beverage:

Justification: This use uniquely maximizes the property's most distinctive features: the multi-level layout (allowing for varied dining/bar zones), the potential skyline views, and particularly the expansive 6,100 SF of private outdoor space.¹ Williamsburg is a proven F&B destination, and trends favor unique, high-quality dining experiences. This category is strictly contingent upon confirmation of adequate Type 1 venting capacity and reliable elevator access to service upper floors and rooftop areas.

Tenant Types: High-profile restaurant group launching a multi-faceted concept (e.g., main dining, rooftop bar, private dining rooms), upscale brewery or distillery with tasting room and food component utilizing outdoor space, unique international cuisine concept with strong ambiance focus.

Potential Brands (Illustrative): Established NYC or international hospitality groups known for destination concepts, successful Brooklyn-based chefs/restaurateurs seeking a larger, iconic space, high-end food hall operators (if space can be appropriately demised and serviced).

3. Premium Fitness/Wellness Center:

Justification: Directly targets the affluent, health-conscious local demographic⁵ and aligns with the significant growth in boutique fitness, luxury gyms, and specialized wellness services. The large, multi-level space can accommodate diverse equipment, class types, and amenities. The outdoor space offers a unique setting for classes or member relaxation areas.

Tenant Types: Full-service luxury health club, large-scale high-end Pilates or yoga center, multi-modality boutique concept (e.g., combining strength, cardio, recovery), comprehensive wellness center integrating fitness with spa, recovery, and potentially nutrition/medical services.

Potential Brands (Illustrative): Equinox or Life Time Fitness seeking entry/expansion in Williamsburg, established national boutique brands needing a flagship format (e.g., SoulCycle, Barry's, Orangetheory needing larger space), premium local fitness operators ready to scale up, innovative wellness concepts like Restore Hyper Wellness or higher-end integrated models.

4. Innovative Concept/Hybrid Space:

Justification: Williamsburg's creative and dynamic character supports unconventional uses. The property's size, flexibility, and unique features lend themselves to hybrid concepts that blend retail with other functions, aligning with trends toward community hubs and cultural crossovers.²¹

Tenant Types: Art gallery combined with high-end retail or F&B, brand experience center focused on immersion and events, high-design co-working

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space with public-facing elements (cafe, retail), luxury automotive or mobility showroom with experiential components.

Potential Brands (Illustrative): Major tech companies (e.g., Apple, Google, Meta creating an interactive space), luxury electric vehicle brands (e.g., Lucid, Rivian), high-profile art galleries seeking ground-floor presence, premium co-working operators targeting creative professionals.

C. Leasing Strategy Considerations:

● **Single Tenant Priority:** The primary strategy should be to secure a single, high-quality flagship tenant capable of leasing the entire 8,500 SF indoor space plus the 6,100 SF outdoor areas. This approach typically maximizes rental income per square foot, simplifies property management, and enhances the asset's overall prestige.

● **Multi-Tenant Contingency:** If a suitable single tenant does not emerge within a reasonable timeframe, a multi-tenant strategy should be considered. Division by floor is the most logical approach. Careful consideration must be

given to ensuring synergistic uses between tenants (e.g., ground floor retail complementing upper-level wellness or F&B) and managing access, signage, and operational needs.

● **Targeted Outreach:** Proactive marketing efforts should target decision-makers at brands within the recommended categories. Marketing materials must prominently feature the property's unique selling propositions: new construction, significant scale, prime location, high ceilings, extensive private outdoor space, and potential skyline views.

● **Rent & Terms:** Position the property at the top of the Williamsburg market, seeking premium Triple Net (NNN) rents. Be prepared to offer a competitive Tenant Improvement (TI) allowance to secure a desirable long-term tenant willing to invest significantly in their fit-out.

● **Critical Due Diligence:** Immediate verification of elevator access (servicing all floors) and Type 1 venting capacity is essential. These factors are non-negotiable for many potential tenants, particularly in the F&B and larger fitness categories, and will significantly influence the viable tenant pool. Confirmation of lower level usability and parking is also needed.

The property's value proposition is maximized when a tenant's concept inherently benefits from its full range of features – the multi-level layout enabling unique customer journeys or operational zoning, the outdoor space commanding premium rent and enabling specific activities, the new construction attracting tenants seeking a modern image, and the location ensuring high visibility. A tenant requiring only a

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standard ground-floor box would underutilize this unique asset.

TABLE 3: POTENTIAL TENANT CATEGORIES & SUITABILITY ANALYSIS - 55 NORTH 9TH STREET

Tenant Category	Key Property Features Leveraged	Alignment with Market Trends	Target Demographic Fit	Potential Challenges/Dependencies
Flagship Experiential Retail	High visibility, large multi-level SF, high ceilings, new construction, frontage	Experiential, Phygital, DTC expansion, Personalization, Premiumization	Excellent	High fit-out cost for tenant
Destination F&B	Outdoor space (critical), views, multi-level layout, high ceilings	Experiential dining, Global/Fusion cuisine, Premiumization, Outdoor dining demand	Excellent	Venting & Elevator Required
Premium Fitness/Wellness Center	Large multi-level SF, outdoor space (classes), high ceilings	Boutique growth, Luxury gym expansion, Wellness services demand, Community focus, Tech integration	Excellent	Potential need for structural reinforcement, High MEP load, Elevator required
Innovative Concept/Hybrid Space	Flexibility, scale, unique features (outdoor/views), location	Community hubs, Hybrid retail, Experiential focus	Good to Excellent	Concept-dependent needs (e.g., specific tech infrastructure)

VI. Conclusion & Recommendations

55 North 9th Street presents an exceptional retail leasing opportunity in Williamsburg, Brooklyn. Its status as brand-new construction, combined with its significant scale

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(8,500 SF indoor + 6,100 SF outdoor), multi-level configuration, prominent frontage, high ceilings, and potential skyline views, positions it as a premier trophy asset in one of New York City's most dynamic and desirable commercial submarkets.

The property's strengths are amplified by its location within a densely populated, affluent, young, and highly educated demographic catchment area that drives substantial foot traffic. Furthermore, prevailing market trends

emphasizing experiential retail, phygital integration, destination F&B, premium wellness, personalization, and sustainability align perfectly with the property's unique attributes and the neighborhood's character.

Based on this analysis, the following strategic recommendations are provided:

1. Prioritize Single Flagship Tenant:

Focus leasing efforts on securing a single, high-caliber tenant capable of utilizing the entire property (indoor and outdoor space). Target brands within the identified high-potential categories: Flagship Experiential Retail, Destination Food & Beverage, or Premium Fitness/Wellness Center.

2. Verify Critical Property Details:

Immediately confirm the status and specifications of (a) elevator access servicing all floors, (b) Type 1 venting capacity suitable for F&B, (c) the usability of any lower-level space, and (d) parking availability. These details are crucial for refining the target tenant list and accurately marketing the property's capabilities.

3. Tailor Marketing:

Develop high-quality marketing materials that specifically highlight the unique combination of features – new construction, scale, multi-level layout, extensive private outdoor space, potential views, and prime location/demographics. Customize presentations for specific target tenant categories.

4. Command Premium Rent:

Position the property at the top of the Williamsburg market, seeking premium Triple Net (NNN) rents. Structure lease terms to include a competitive Tenant Improvement (TI) allowance to secure a desirable long-term tenant willing to invest significantly in their fit-out.

5. Maintain Flexibility:

While prioritizing a single tenant, remain prepared to evaluate multi-tenant scenarios (likely divided by floor) if a suitable flagship tenant does not materialize. Ensure any multi-tenant configuration promotes synergistic uses and addresses operational considerations like separate access and signage.

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The successful leasing of 55 North 9th Street hinges on attracting a tenant whose vision and operational capacity align with the property's full, unique potential. By leveraging its distinct combination of modern construction, significant scale, exceptional outdoor space, and prime location, the property can become a landmark destination, commanding commensurate value and contributing significantly to the vibrancy of the North Williamsburg commercial landscape.

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