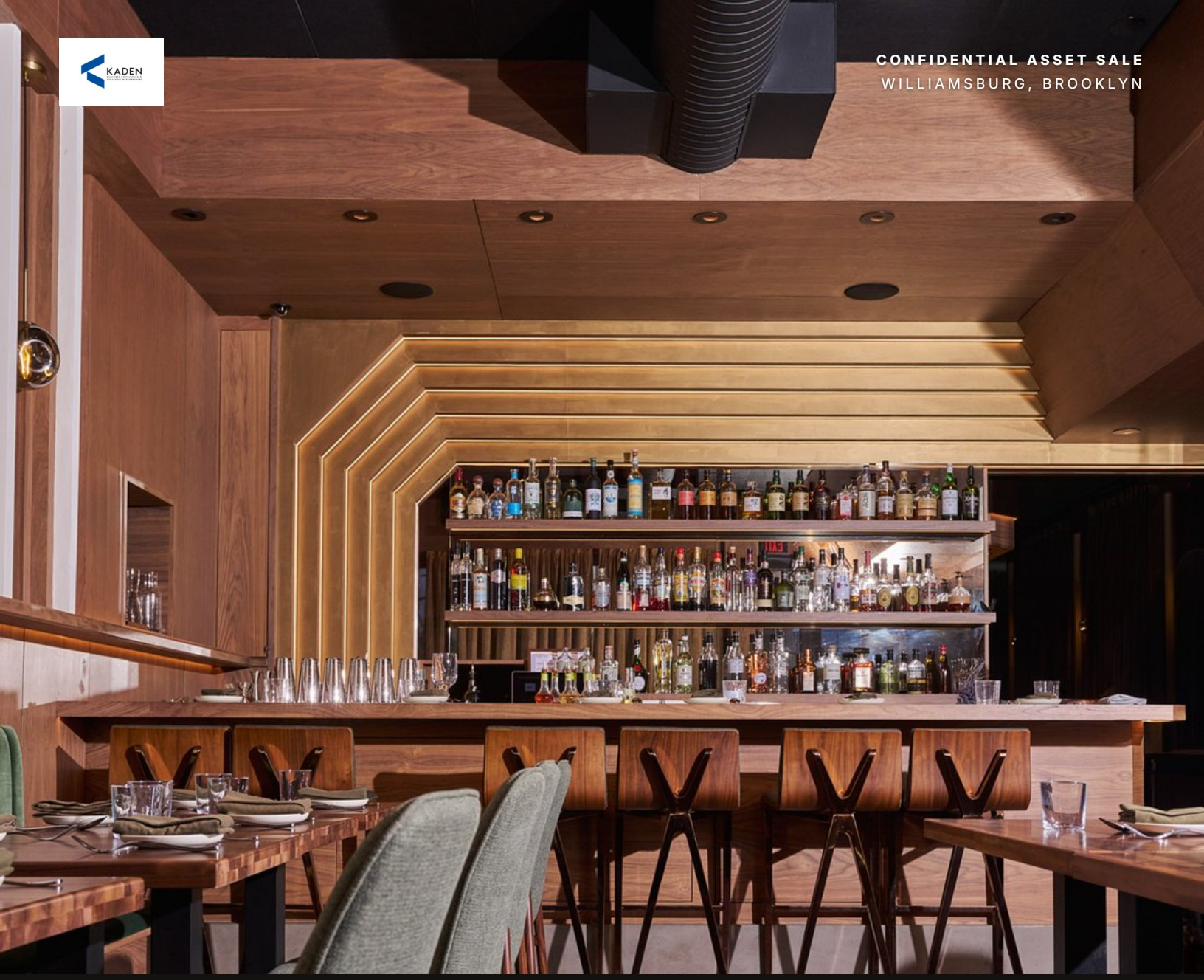


CONFIDENTIAL ASSET SALE
WILLIAMSBURG, BROOKLYN

CHEF'S COUNTER & COCKTAIL BAR · TEN MINUTES FROM MANHATTAN

The build-out is done. The lease runs to 2040. Bring your concept.

A 2025 restaurant finished in walnut, brass and stone, with a 22-seat chef's counter in its own room and a full second kitchen in the cellar. Fully licensed and operating. Open under your own name in 60–90 days.

~3,000 SF
1,500 GROUND + 1,500 CELLAR

$11,000/mo
BELOW-MARKET RENT, FIXED TO 2030

~13 yrs
LEFT ON LEASE

45–50
SEATS, TWO ROOMS

Full liquor
DOH GRADE A

KEY MONEY
Upon request

Two rooms up front. A whole second kitchen below. All of it under two years old.

GROUND FLOOR	LOWER LEVEL	TOTAL	CEILING
~1,500 SF	**~1,500 SF**	**~3,000 SF**	**11'10"**
bar, dining room, chef's counter, kitchen	full prep kitchen, walk-ins, storage	on two levels	ground floor





FRONT ROOM · 26 SEATS

Six-seat cocktail bar, banquette dining, walnut and brass throughout, herringbone floor.

BACK ROOM · 22 SEATS

Chef's counter with a backlit stone top, its own service kitchen and a pocket door. Tasting room, private events, or a second concept.

CELLAR · FULL KITCHEN

Tiled prep line, dish area, walk-in cooler and freezer, dry-ager, wine cellar, two ice machines, laundry, dry storage.

WHAT YOU SKIP BY BUYING THIS

Estimated cost to build the same space from a white box today

Mechanical, electrical, plumbing, millwork, stone, lighting, flooring, restrooms	**$500,000 – 650,000**
Line and bar equipment: range, salamander, fryer, combi, wok, back bar, refrigeration	**$175,000 – 225,000**
Vent hood, Ansul fire suppression, gas service, grease trap	**$120,000 – 160,000**
Cellar prep kitchen and dish area	**$80,000 – 120,000**
Walk-ins, dry-ager, wine cellar, ice machines	**$60,000 – 85,000**
Design, permits, expediting, liquor license counsel	**$60,000 – 90,000**

PLUS THE TIME

9–12 months

of construction, inspections and license applications, while paying rent on an empty box

REPLACEMENT COST

$1.1 – 1.4M

Full liquor license, DOH grade A and restaurant C of O already in place

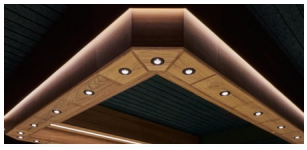
THE LEASE · BELOW-MARKET FIXED RENT

15 years from 2024 · expires 2040 · no percentage rent

YEARS 1–5 · TO EARLY 2030	YEARS 6–10 · TO EARLY 2035	YEARS 11–15 · TO 2040
$11,000/mo	**$12,100**/mo	**Market**

Below market for a finished restaurant in Williamsburg, and locked at 2024 numbers. Assignable to a buyer of the assets. Long enough to finance over ten years.





Soho money moved to Williamsburg. The rent on this block didn't follow it.

Williamsburg stopped being a neighborhood for twenty-somethings on a budget some time ago. Luxury retail does not sign leases where people don't spend, and it has been signing them here at Soho rents. This restaurant sits on a quiet Southside street between the two largest residential pipelines on the Brooklyn waterfront, at a rent fixed in 2024.

$400–500

per square foot for retail on North 6th Street today, on par with Soho. Fifteen years ago it was about $45.

34%

of Williamsburg–Greenpoint households earn $100,000–250,000, the largest income group. In 2000 the largest group earned under $20,000.

$372M

of retail buildings traded on North 6th Street in a single year. Institutional landlords are buying the neighborhood block by block.

~4,600

new waterfront homes in the pipeline within a short walk: Domino (~2,800), River Ring (~1,000) and Williamsburg Wharf (850).

WHO IS SPENDING HERE

Hermès chose Williamsburg for its first Brooklyn flagship. Rolex, Chanel, Abercrombie's reboot, Sephora, Apple and Lululemon followed. Landlords describe the customer as affluent millennials and Gen Z, drawn from the new high-rises, the suburbs and Long Island. These are the people who book a chef's counter on a Tuesday.

WHERE THE SOUTHSIDE IS GOING

Three Domino towers are occupied and a fourth is rising, with Domino Park, Domino Square, 100,000 SF of new retail and a 460,000 SF office building open. South of the bridge, Williamsburg Wharf's first condo tower opened in 2025 and was over half sold within months, with a bakery and a restaurant group as its first tenants. A 200-room lifestyle hotel opened on Bedford Avenue in 2023. The households arriving in these buildings are not in last year's sales figures. They are in the next owner's.



WITHIN A SHORT WALK

- Domino Park, Domino Square and the waterfront
- Williamsburg Wharf and the Southside waterfront
- Bedford Avenue and the Broadway corridor
- Marcy Avenue station: J, M and Z to Manhattan
- Williamsburg Bridge: ten minutes by car or bike
- NYC Ferry landing on the Southside waterfront

WHY A SIDE STREET IS THE RIGHT ADDRESS FOR THIS CONCEPT

Williamsburg's customer at a below-market rent. $11,000 a month fixed to early 2030 for a finished two-room restaurant. The same build on North 6th or Wythe would carry several times the occupancy cost.

Destination concepts don't need a corner. Williamsburg's original destination restaurant has drawn Manhattan across the bridge for a century from an unremarkable block of Broadway nearby. Twenty-two counter seats fill by reservation, not foot traffic.

A hidden address is a story. The restaurants people text their friends about are the ones they had to look for. A chef's counter behind a pocket door on a street nobody expects is marketing you don't pay for.

Where New York eats out now.

Over the past decade Williamsburg went from the city's creative frontier to one of its densest concentrations of destination restaurants, cocktail bars and tasting counters. Manhattan crosses the river for dinner here, and the neighborhood's own residents, increasingly high-earning and living in new waterfront towers, eat out as a habit. Chefs open here because the audience is already here.

J · M · Z

Marcy Avenue station, one stop over the bridge into Manhattan; Midtown and Downtown both within easy reach.

L train

Bedford Avenue to Union Square in about ten minutes, along the neighborhood's best-known restaurant corridor.

By car

Midtown is about 20 minutes off-peak over the Williamsburg Bridge. Car service and rideshare drop at the door.

Ferry

NYC Ferry landings on the Williamsburg waterfront run to Wall Street, Midtown East and the rest of the East River.

WHY A CHEF OPENS HERE

- **Diners book ahead.** Reservation-driven concepts, tasting counters and omakase formats work here the way they do in few neighborhoods outside Manhattan.
- **Below-market rent, locked.** $11,000 a month fixed through early 2030 while retail asks on the main corridors have reached Soho levels.
- **Openings get covered.** A strong concept in a finished room like this earns press and word of mouth that a Manhattan side street would not.
- **Your staff already live here.** Cooks, bartenders and servers in Williamsburg, Bushwick and Greenpoint. Easier hiring, better retention.

BUILT FOR

- A chef-operator ready for a counter, tasting-menu or omakase format who needs the back room exactly as built.
- A Manhattan group adding a Brooklyn unit with a heavy kitchen, a cellar prep program and a long fixed-rent lease.
- An operator with a proven concept and cash who would otherwise pay key money for a lesser space and still face a year of construction.





LET'S TALK

Bledar Asllani

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