

April 10, 2012

Market, Espresso Bar, Bike Shop Join Other Retailers at The Edge

Compiled by Linda Collins
Brooklyn Daily Eagle

WILLIAMSBURG — Three new retail leases have been signed for spaces at The Edge, the multi-building waterfront condo complex in Williamsburg — a grocery store (the neighborhood's first), an Italian espresso bar and restaurant, and a bicycle and skateboarding shop.

"We're thrilled to have signed these three tenants that will not only help to better serve residents of The Edge but the entire community," said Jeffrey Levine of Douglaston Development, developer of The Edge. "The addition of these retailers will truly establish this prime waterfront location as its own destination, and the neighborhood as a highly regarded residential area."

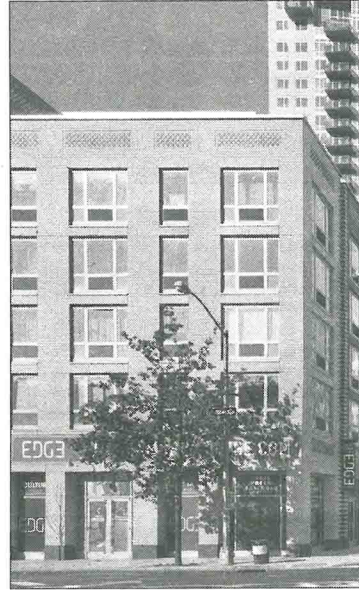
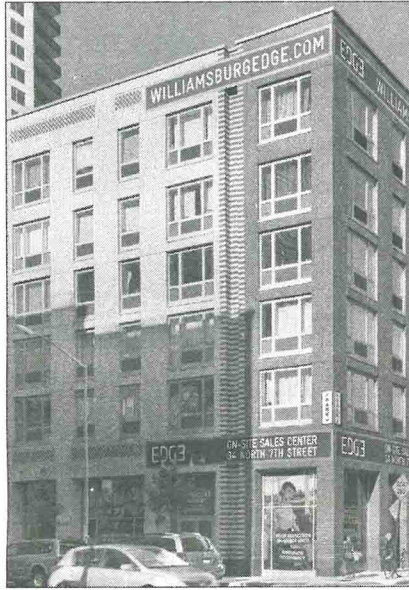
According to Robert Greenstone of Greenstone Realty, who handled all three transactions, the deals are "a sign that retailers remain confident about the future of the neighborhood."

Greenstone noted that The Edge is already home to three other retailers: CVS Pharmacy, Red, White & Green Wine and Spirits, and Frolic!, a rock-and-roll-themed play space for kids. "Only 15,000 square feet of retail space remain at The Edge," he said.

The three new tenants and leases are described as follows:

- **Ride Brooklyn**, set to open this spring at 34 North Seventh St., will occupy 3,683 square feet. The Brooklyn-based bicycle and skateboarding shop is opening its first Williamsburg store, and its second Brooklyn location. Customers are offered brand-name bicycles and clothing for sale, plus bike rentals and repair services.
- **Fabbrica**, set to open this summer on the corner of Sixth Street and Kent, will occupy approximately 3,000 square feet. From the owner of Acqua at Peck Slip Restaurant in Manhattan, Fabbrica features an espresso bar, a bakery/pastry shop, a gelateria and a full-service restaurant led by executive chef Francesco Pecoraro.
- **Brooklyn Harvest Market**, set to open in the fall at Kent and Fifth Street, will occupy approximately 15,000 square feet. The store will feature a pizza bar, a sushi and seafood section, a bakery and many locally grown products.

Phase I of The Edge, with 565 condo units, is now over 90 percent sold, according to Levine.



FAR LEFT: Site of Brooklyn Harvest Market at The Edge in Williamsburg. NEAR LEFT: Site of new Fabbrica espresso bar, bakery and restaurant.

Images courtesy of Douglaston Development