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Muss giving Downtown Brooklyn plenty to chew over

Muss Development LLC has signed two new tenants at its 345 Adams Street — Bright Horizons Family Solutions and Potbelly Sandwich Shop — all but completing the transformation of the developer's Downtown Brooklyn office to retail condo destination.

The 15,000 s/f Bright Horizons center will provide child care and early education options for infant and toddler care in an area where there has been limited availability.

Potbelly, an antique-style, neighborhood eatery has signed a 2,500 s/f ground-floor lease at 345 Adams Street, its tenth New York City location among 240 throughout 15 states.

"With Bright Horizons at 345 Adams Street we will see an incredible impact on so many of the area's parents and their families," said Muss Development president Joshua L. Muss.

"We have nearly completed the fully realized vision we first had for 345 Adams Street more than five years ago, creat-

ing an environment that further encourages families to live, work and eat in Downtown Brooklyn."

Only 1,000 s/f of available retail space remains at 345 Adams Street. Muss is in active negotiations to fill that space.

At the same time, the city is about to complete renovations of the pedestrian plaza along Adams and Willoughby Streets that will add outdoor walking space and seating along the area's new Restaurant Row.

Potbelly joins fellow eateries Sugar and Plumm Purveyors of Yumm, American BBQ and Beer Co., and Panera Bread at 345 Adams Street, as well as The Archives Bar at the New York Marriott at the Brooklyn Bridge, and Shake Shack, which is located across the renovated pedestrian plaza along Adams Street and Willoughby Street.

"Downtown Brooklyn's renaissance continues and the addition of new tenants to 345

Adams Street provides another positive sign for the area," said New York City Economic Development Corporation president Seth W. Pinsky. "By building on the Bloomberg Administration's efforts to reactivate underused City properties, this project serves as another example of the public-private partnerships that are spurring economic development throughout Brooklyn and the entire City."

Muss purchased the first two floors of 345 Adams Street from the City in 2007. The developer is completing a multi-million dollar capital improvement program to reposition the two floors previously used for government office space.

Ariel Schuster and Brian Segal, of RKF, represented Muss Development in the Bright Horizons transaction. Peter Occhi and Michael Hoffman, of Cassidy Turley, represented the tenant. Ariel Schuster and Brian Segal also represented Muss in the Potbelly lease. Benjamin Birnbaum, of Newmark Knight Frank Retail, and John Epifanio of Potbelly represented the tenant.



JOSHUA MUSS



All but 1,000 s/f of retail space has been leased at 345 Adams Street .