

601 UNION
STREET



FOR
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Platinum
PROPERTIES

RENDERING



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GOWANUS, BROOKLYN

Gowanus Calling:

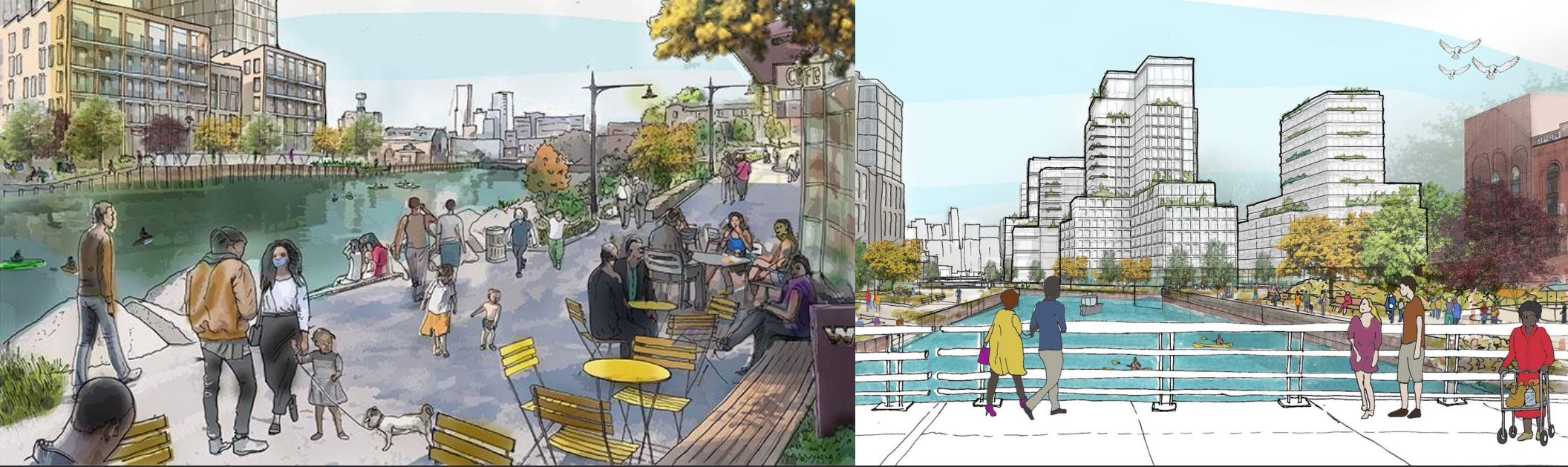
A Prime Retail Opportunity in Brooklyn

Welcome to Gowanus, Brooklyn, where an exciting venture awaits retailers. Nestled at 601 Union Street, you'll discover a remarkable retail space with 39,197 square feet of combined lot size and convenient parking. Gowanus is a blossoming neighborhood favored by a diverse mix of residents, professionals, and tourists who are drawn to its lively ambiance and distinctive offerings.

With rezoning efforts already underway, Gowanus is on the brink of substantial development and transformation. A wave of 8,500 new apartments is set to reshape the area, drawing an estimated 20,000 new residents. This presents a unique opportunity for businesses to establish a foothold and connect with the growing local community.

Seize the advantages of Gowanus' strategic location, excellent transportation connections, and close proximity to popular Brooklyn destinations. Position yourself within the thriving retail scene and contribute to the remarkable growth unfolding in Gowanus. Reach out to us today to explore the potential of this prime retail and parking space.





REZONING PLAN

GOWANUS, BROOKLYN

New Era of Growth and Revitalization Unfolds in Brooklyn's Thriving Neighborhood

The Gowanus rezoning, approved in November 2021, is a catalyst for major change to the area's landscape. The plan will bring increased density, retail, residential developments, and dedicated zones for commercial/light manufacturing. The comprehensive plan is designed to complement the residential influx, providing many opportunities for businesses and the public.

The transformative initiative is poised to generate 3,500 jobs and enhance local infrastructure through the establishment of new schools and the revitalization of the shoreline. The integration of green spaces and pedestrian-friendly pathways alongside the Gowanus Canal will forge a lively, accessible community space.

Amidst this transformation, 601 Union Street presents a unique opportunity for businesses to establish themselves in the heart of this rapidly evolving neighborhood. This revitalization is expected to draw both residents and visitors eager to experience Gowanus's emerging vibrancy.





498 Sackett & 267 Bond St.



499 President St.



540 Degraw St.



300-344 Nevins St.

RESIDENTIAL DEVELOPMENTS

GOWANUS, BROOKLYN

By the year 2026, a total of 4,378 residential units and 4,332,000 SF of new residential projects will be completed.

Tide of Residential Developments: Fueling Excitement and Growth in Gowanus

Gowanus is undergoing a rapid transformation, with a significant increase in population expected over the next 2-3 years. By 2026, the area is expected to welcome 4,378 new residential units and over 4 million square feet of residences. 420 Carroll Street and 585 Union have already topped out, and will begin occupancy in 2025.

Anticipated demographic trends indicate that the Gowanus population is poised to experience an approximate influx of 42,000 residents by the year 2050. The ongoing redevelopment initiatives in this neighborhood are expected to sustain this growth trajectory.

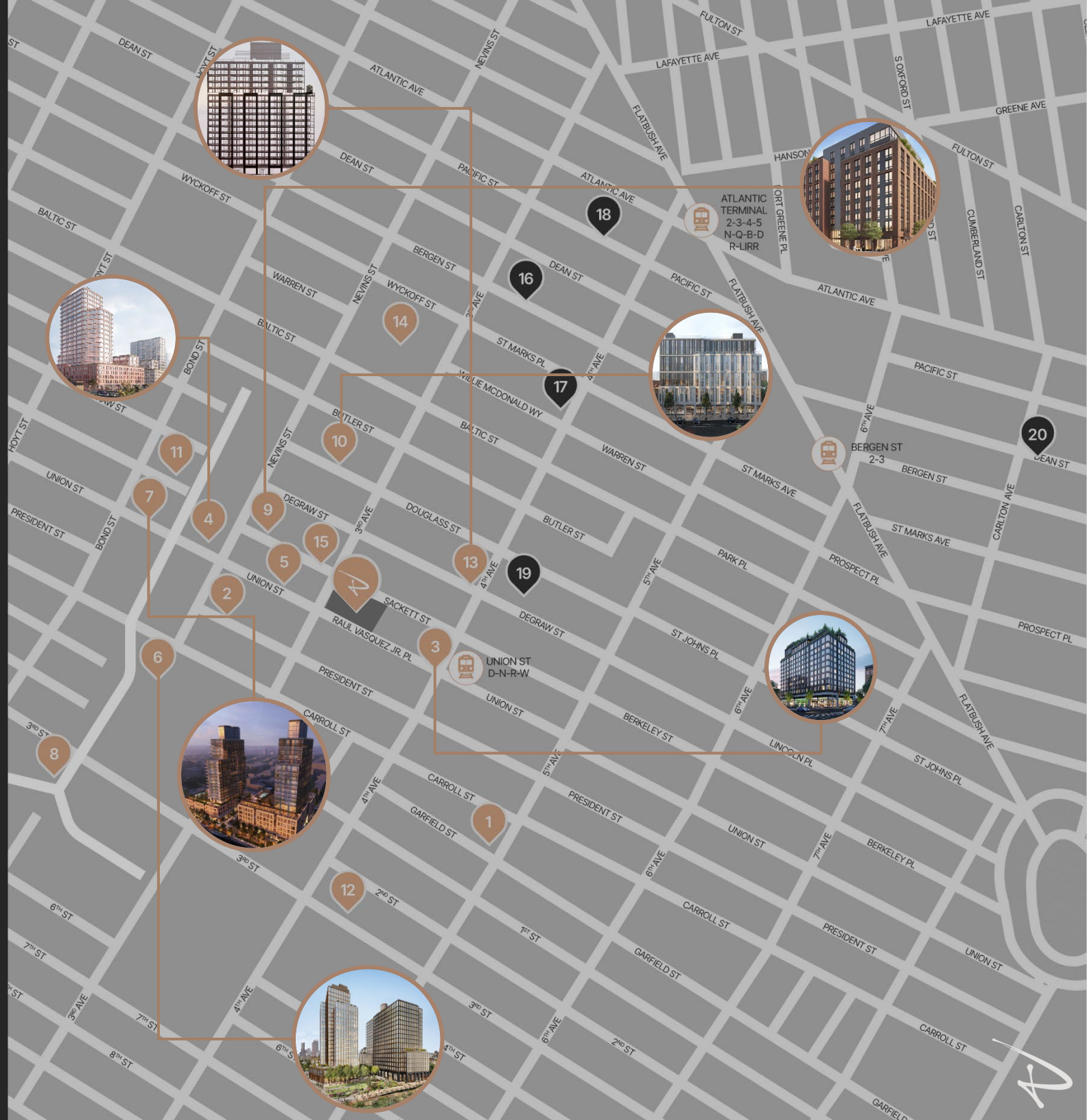


DEVELOPMENT PIPELINE

POST RE-ZONING

RENTAL	NUMBER OF UNITS	COMPLETION YEAR
1. 272 Fourth Avenue	135	2024
2. 473 President Street	350	2025
3. 204 Fourth Avenue	193	2024
4. 300-344 Nevins Street	660	TBD
5. 588 Union Street	214	TBD
6. 420 Carroll Street	360	2025
7. 495-498 Sackett Street	173	TBD
8. Gowanus Green	950	2024
9. 540 DeGraw Street	268	2025
10. 251 Douglass Street	261	TBD
11. 267 Bond Street	344	TBD
12. 374 Fourth Avenue	197	2024
13. 164 Fourth Avenue	160	2025
14. 272 Wyckoff Street	TBD	TBD
15. 553 Sackett Street	241	2024

CONDOMINIUM	NUMBER OF UNITS	COMPLETION YEAR
16. 325 Bergen Street	105	2024
17. Saint Marks Place	100	2021
18. 533 Pacific Street	43	2024
19. 167 Fourth Avenue	57	2023
20. 615 Dean Street	244	2023



THE NEIGHBORHOOD

ENTERTAINMENT

1. Alamo Drafthouse Cinema
2. The Bell House
3. Gotham Archery
4. Eastville Comedy Club
5. Kick Axe Throwing Brooklyn
6. Littlefield
7. The Royal Palms Shuffleboard Club

WELLNESS & LEISURE

8. Tribeca Pediatrics
9. Crossfit South Brooklyn
10. Veterinary Wellness Center
11. Court 16 BK Tennis Remixed
12. Gymboree Play & MusicNY Kids Club

GROCERIES

13. BKLYN Larder
14. Brooklyn Wine Company
15. Park Slope Farmers Market
16. Fjord Fish Market
17. Key Foods
18. Grand Army Farmers Market
19. Whole Food Market (Fort Greene)
20. Whole Food Market (Gowanus)

RETAIL & SHOPPING

21. Apple Store
22. Atlantic Terminal Mall
23. City Point BKLYN
24. Duane Reade

CULTURE & ATTRACTIONS

25. BRIC
26. Brooklyn Conservatory of Music

FOOD & DRINK

27. Ai Di La Trattoria
28. Ample Hills Creamery
29. Convivium Osteria
30. Insa
31. Miriam
32. Olmsted
33. Patsy's Pizzeria
34. Rucola
35. Rico & Miso
36. Stone Park Cafe

COFFEE, TEA & BAKERIES

37. Blue Bottle Coffee
38. Blue Sky Bakery
39. Doughnut Plant
40. Everyman Espresso
41. Gorilla Coffee
42. Hungry Ghost

BARS & NIGHTLIFE

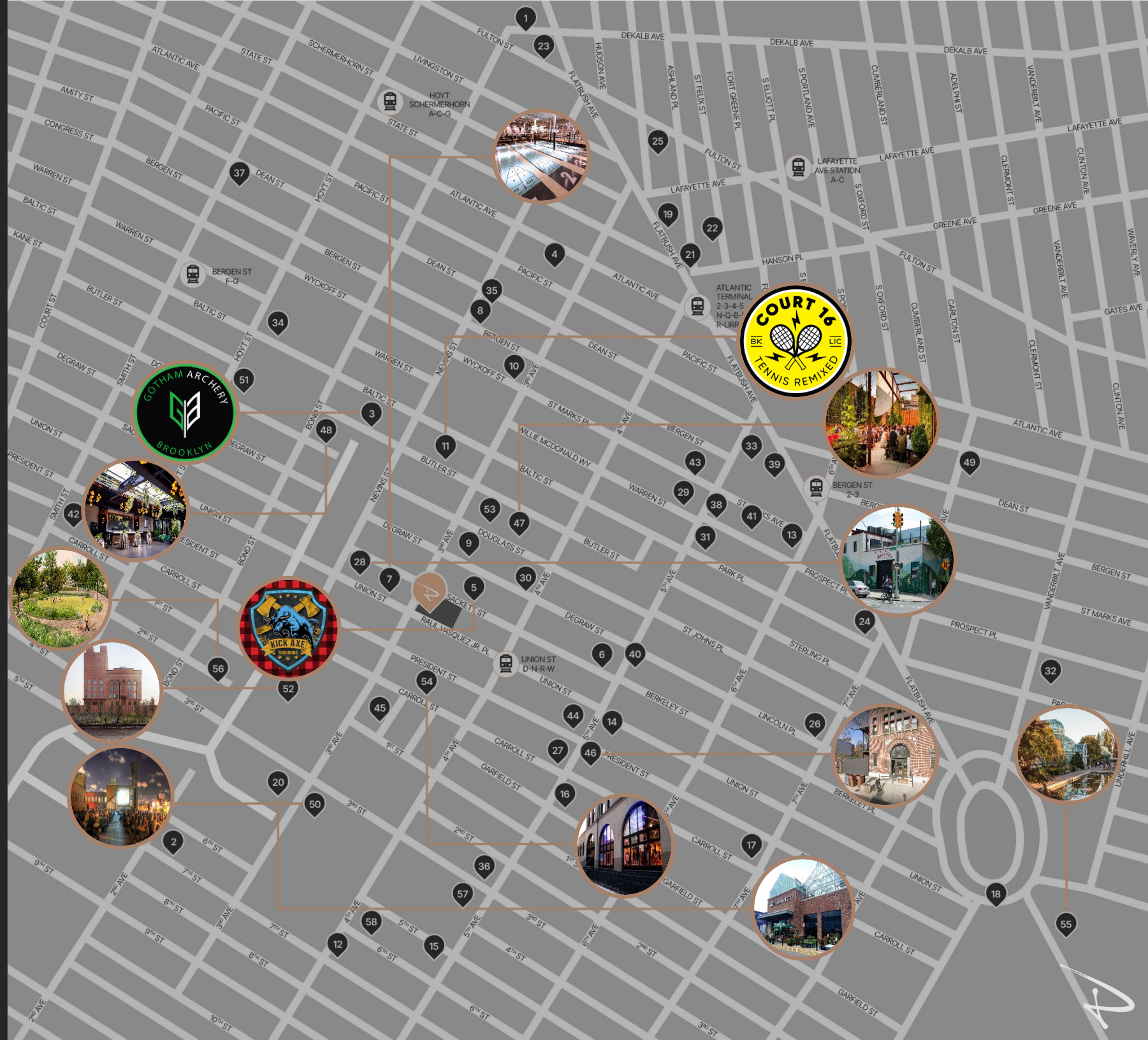
43. Alchemy
44. Blueprint
45. Dirty Precious
46. Public Records
47. Threes Brewing
48. Union Hall

ARTS, CRAFTS & CLASSES

49. BKLYN CLAY
50. Old American Can Factory
51. The Pointed Pot
52. Powerhouse Arts
53. School of Rock Brooklyn
54. Textile Arts Center

OUTDOOR

55. Brooklyn Botanic Garden
56. Gowanus Canal Sponge Park
57. J.J. Byrne Playground
58. Washington Park & Dog Run



601 UNION STREET

FLOOR PLAN

PROPERTY DETAILS

Address

601 Union Street, aka 235 Third Avenue

Location

Entire Northwest Corner of Union Street and 3rd Avenue

Interior Premises

+ - 22,699 Square Feet

Exterior

+ - 16,498 Square Feet

Potential to Enclose All/Part

Dedicated Parking

45 to 60 Spaces

Ceiling Height

16 to 20 feet Throughout

Frontage

640 Feet Wrap Frontage on Union and Third Avenue

Term

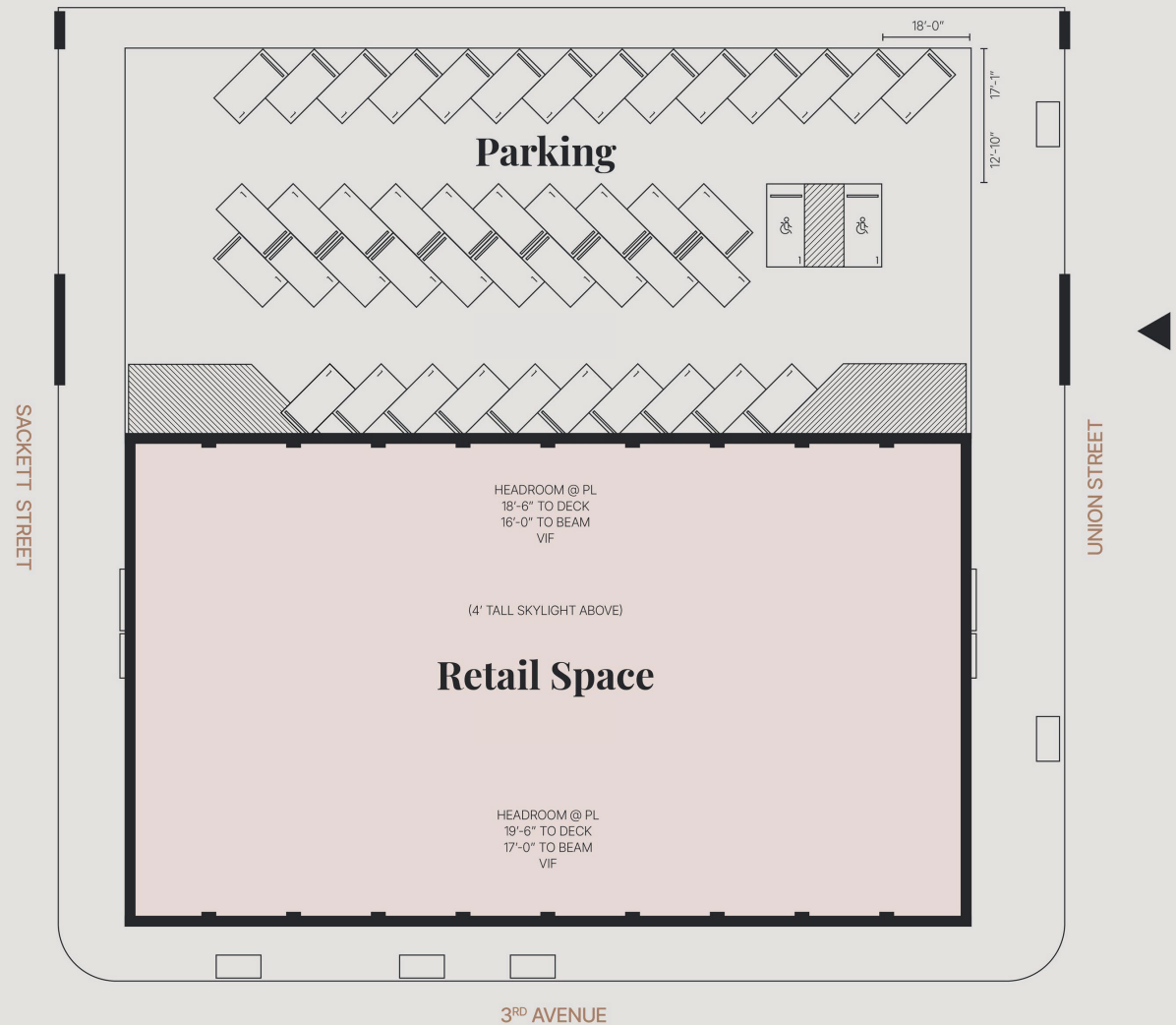
Long Term

Possession

Immediate

Space Highlights

- Prominent Free-Standing Retail/Branding Opportunity
- Skylights Throughout
- Curb Cuts on Union and Sackett



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RETAIL USE CONCEPT 1

RENDERING



RETAIL USE CONCEPT 1



RETAIL USE CONCEPT 1

RENDERING



RETAIL USE CONCEPT 2



RENDERING



RETAIL USE CONCEPT 2

COMMUNITY DATA

Over the past two decades, Brooklyn has undergone significant changes, including population growth, increased median household income, and decreased poverty rates. Among Brooklyn's neighborhoods, Gowanus stands out for its exceptional growth and transformation. Since 2000, Gowanus's median household income has grown by 151%, and median gross monthly rent has grown by 348%. These statistics reflect a significant and dynamic economic shift in the neighborhood.

The data shows that both Gowanus and the broader Brooklyn area are experiencing growth and transformation. However, Gowanus is undergoing more profound changes, evolving into a wealthier and more gentrified neighborhood with substantial increases in both population and household income.

Moreover, the Rezoning Plan, which aims to improve residential and light manufacturing infrastructure, is set to make Gowanus an even more vibrant and affluent area in the coming years.

Gowanus in Brooklyn						
Year	Population	Median Household Income	Poverty Rate	Unemployment Rate	Median Gross Monthly Rent	Median Housing Value
2000	22,500	\$53,090	15.2%	5.3%	\$859	\$537,425
2024	24,004	\$133,269	5.1%	4.2%	\$3,850	\$1,600,000
	6.68%	151.02%	-66.45%	-20.75%	348.2%	197.7%



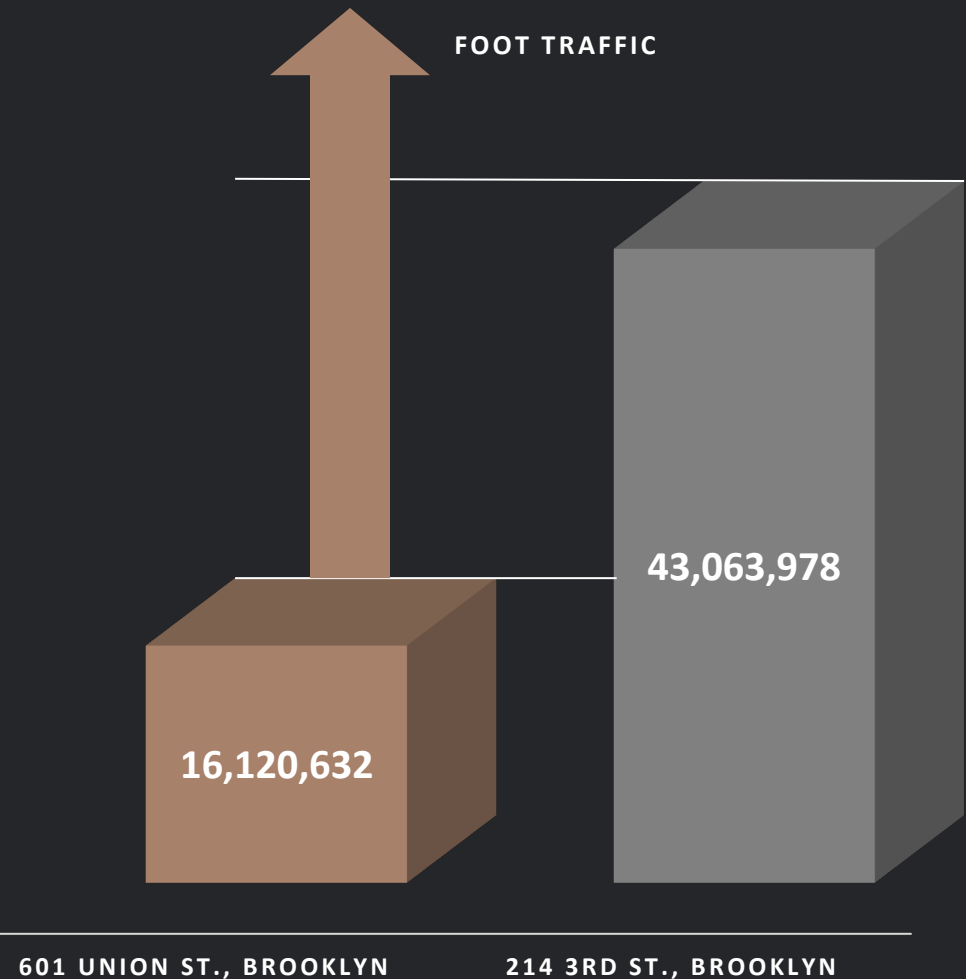
601 UNION STREET

PEDESTRIAN TRAFFIC DATA

Whole Foods, situated at 214 3rd Ave, has experienced a remarkable influx of traffic since opening in 2015, with over 43 million visitors, including a significant increase in foot traffic.

601 Union Street boasts a significant location advantage compared to Whole Foods. It provides superior access to public transportation and is situated in an area with a much higher concentration of residential buildings. This will allow a retailer a significant advantage, being more central and closer to public transport. Additionally, the presence of ample parking facilities is a unique benefit that not many can offer.

Drawing parallels to the success experienced by Whole Foods, 601 Union Street anticipates a significant surge in foot traffic, far surpassing the current count. This increase can be attributed to its close proximity to transportation hubs and upcoming developments in the area.



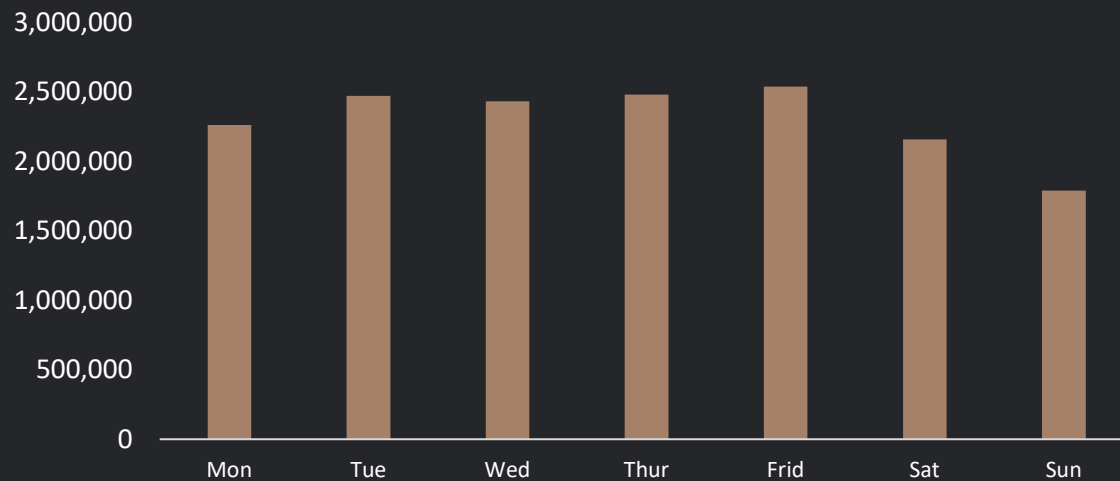
Source: Placer.AI data search



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VISITOR JOURNEY DATA

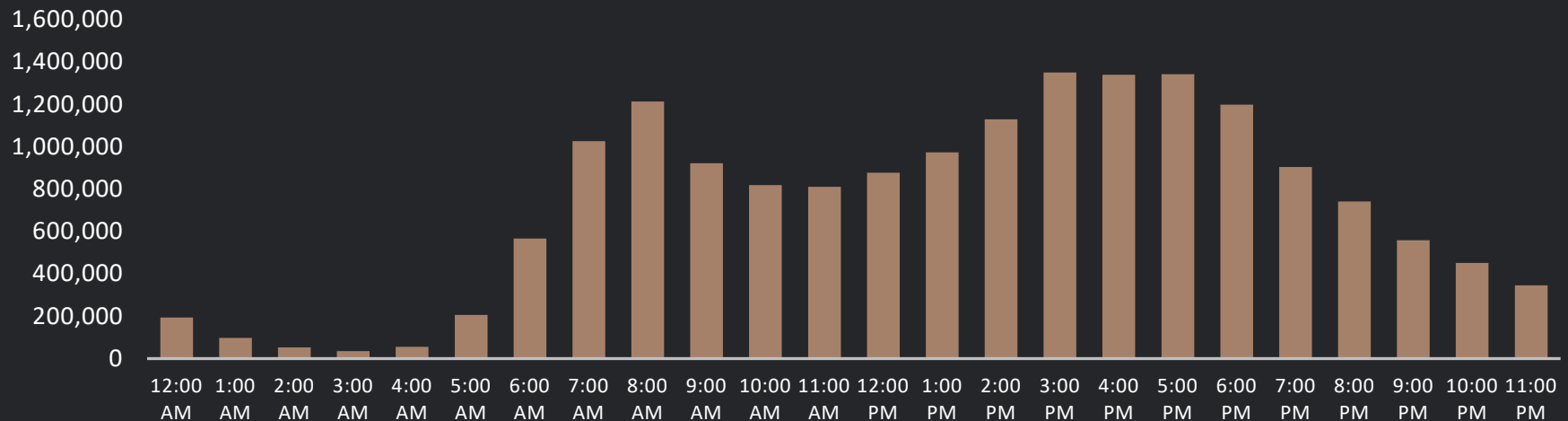
Daily Foot Traffic: Annual Total



601 Union St. area reflects the characteristics of a densely populated residential area, showing a consistent flow of pedestrians both daily and hourly. This region maintains steady foot traffic throughout weekdays and weekends, providing retailers with a stable operating environment.

Additionally, the consistent foot traffic in the 601 Union St. area, which remains steady from the peak of rush hour into the evening, further proves the ongoing demand for local retailers. This characteristic establishes the 601 Union St. area as a highly promising location for retailers.

Hourly Foot Traffic: Annual Total



Source: Placer.AI data search



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