



Brooklyn Harvest Market, Fabbrica, Ride Brooklyn to open at The Edge

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The Edge condominium project has just signed three new retail leases. Brooklyn Harvest Market, one of the neighborhood's first grocery stores; Fabbrica, an Italian espresso bar and bakery with full-service restaurant; and Ride Brooklyn, a bicycle and skateboarding shop have all leased space at The Edge.

"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, chairman 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," said Levine.

Opening this fall on the corner of Kent Ave. and 5th St., Brooklyn Harvest Market will offer the area over 15,000 s/f of organic grocery shopping.

The store will feature a pizza bar, a sushi and seafood section, bakery and many locally grown products for sale.

Fabbrica, an Italian espresso bar, specialty grocery, bakery and full-service restaurant is opening on the corner of 6th St. and Kent Ave. Fabbrica signed a 3,000 s/f lease for a term of 20 years.

From the owner of Acqua at Peck Slip Restaurant and Wine Bar in Manhattan, Fabbrica features an espresso bar offering Lavazza products, a bakery and pastry shop, and gelateria. The bar and restaurant area will be housed on the main floor and led by executive chef Francesco Pecoraro.

Lastly, Brooklyn-based bicycle and skateboarding shop Ride Brooklyn has signed a 3,683 s/f lease for a term of 15 years at 34 North 7th St.

The bike shop is opening its first Williamsburg store, and its second location in Brooklyn. Customers of Ride Brooklyn are offered a long list of brand-name bicycles, clothing, and cycling apparel for sale, bike rentals, as well as repair services and professional bicycle fitting.

According to Robert Greenstone, chairman and CEO of Greenstone Realty and sole broker on all three transactions, these deals are a sign that retailers remain confident about the future of the neighborhood.

The Edge is also home to other retailers such as CVS Pharmacy, Red, White & Green Wine and Spirits and Frolic! - the rock-and-roll-themed play space for kids.

Located at Kent Avenue between North 5th and 7th Streets, The Edge is a spectacular new residential development anchored by three distinctive residential buildings containing 1,075 luxury condominium residences with over 60,000 square feet of retail space, below-grade parking for 650 cars, and approximately 1.75 acres of open space. Now available for immediate occupancy, phase one of the development includes a total of 565 luxury condominium residences, now over 90% sold. For more information on retail opportunities at The Edge, contact Greenstone Realty at

212-362-5414 or visit www.williamsburgedge.com.

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