



Bailey of TerraCRG Signs SoulCycle to 184 Kent Ave.- 4,300 s/f

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According to TerraCRG, SoulCycle is the newest tenant to sign a lease at 184 Kent Ave. The deal marks the first SoulCycle location in the borough.

SoulCycle signed a lease for 4,300 s/f on the ground floor of a new 340 unit residential building. The total retail space at 184 Kent is now 65% leased, with co-tenants that include Pure Cleaners, a green dry cleaning service, Pudge Knuckles, a gourmet coffee shop, and La Nonna, an Italian restaurant.

Geoffrey Bailey, VP retail services for TerraCRG represented the landlord and SoulCycle in this transaction.

"SoulCycle coming to Williamsburg shows that retailers are acknowledging the amazing opportunities available to them due to the sizable growth in residential tenancy," said Bailey. "As the demographics of the area continue to evolve, resident demand for high-end companies like SoulCycle will also increase."

"SoulCycle's Williamsburg location is the fulfillment of years of work." said SoulCycle co-founder and co-CEO Elizabeth Cutler. "We are grateful for the opportunity to open in such an inspiring community."

TerraCRG is Brooklyn's leading commercial brokerage and advisory firm focusing solely on the Brooklyn market. The firm specializes in Investment Sales, Commercial Leasing and Loan Sale Advisory Services.

SoulCycle is a fast growing, luxury indoor cycling boutique and lifestyle brand, and is a subsidiary of Equinox.

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