

REAL ESTATE WEEKLY

JANUARY 22, 2014 - 101 BEDFORD IN THE NEWS

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The Bean to open in the 'Burg



101 Bedford

101 BEDFORD, the mixed-use luxury rental on Bedford Avenue in Williamsburg, will soon be home to The Bean, an East Village staple for more than a decade.

The new store will be located on the Bedford Avenue side of the 351-unit four-building complex, with its entrance on North 11th Street, and will feature 1,200 s/f at ground level,

plus a 600 s/f basement. It is the fourth location for the restaurant group and the only one outside of Lower Manhattan.

“This is a great Brooklyn welcome for The Bean, in a building that’s nearly fully rented and just down the street from McCarren Park with its year-round activities,” said Scott Heller, CEO of the Heller Organization, who arranged the lease with director of leasing, Josh Singer.

“Not only does The Bean have great coffee and light fare like sandwiches, muffins and cupcakes, it delivers, so it’s a win-win for the residents and neighborhood.”

There is a balance of more than 6,900 s/f of available retail space in the building.

Added Singer, “We are currently in talks with a prominent fashion designer, and anticipate the rest of the space will lease up quickly now that it’s on the market. Bedford Avenue is one of Williamsburg’s busiest corridors, so it can easily accommodate fashion, food and any other retail that speaks to a base of hip, affluent consumers.”

Heller and Singer represented the landlord, Halcyon Management, in the transaction; and the tenant was represented by KSR Realty.