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## Hip Markets Are Builders' New Lure

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In a new residential building at 44th Street and 11th Avenue, developers plan to open a market selling everything from artisanal pickles to ramen, a permanently located take on the makeshift outdoor markets that have sprung up around Brooklyn and Manhattan.

While such markets have their roots in some consumers' opposition to chain stores and industrial farming, developers say they have increasingly become the amenity of choice. They help owners bring an authentic edge to a new building while also helping them fetch top rents.

The 5,000-square-foot market is one of at least six markets opening in upscale residential and office buildings citywide.

David Pickett, president of the Gotham Organization, the developer, said he initially wanted a grocery to fill the 15,000-square-



Bryan Smith for The Wall Street Journal

A market is planned for this building at 44th Street and 11th Avenue.

foot space at the base of the new building. The complex spans an entire city block in Hell's Kitchen, with about 700 market-rate units and 500 units of middle- and low-income housing.

"We were looking for a high-end food use for the space all along. It was too small for a Whole Foods or a Trader Joe's," he said.

The food market, which is ex-

pected to open in late summer or early fall, features Brooklyn Kitchen, a Williamsburg-based artisanal-food and kitchen-supply shop that offers classes in home brewing, fermented pickling and vegan tamale-making. It will also be the first New York location for Ivan Orkin, a rising ramen maker.

Avroko, owner of restaurants like Public and Saxon + Parole, is designing the market. It also plans a stall with a roadhouse theme, which could feature variations on American classics such as buttermilk biscuits with miso.

Mr. Pickett said he was inspired by the outdoor markets that are summer staples in areas like Williamsburg and Fort Greene. Such markets offer an eclectic collection of stalls offering fresh produce, artisanal prepared foods and even small, sit-down restaurants. "I was looking for new ways to create commu-

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## Hip Markets Become Amenity

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nity in my building, and I thought it would be great to have a marketplace in the building along the lines of Brooklyn Flea," he said. Three of the eight food operators are based in Brooklyn.

Today's markets are echoes of many in New York's past, including Washington Market District, a blocks-long Lower Manhattan institution that operated from 1812 until the 1960s, when it gave way to the redevelopment of downtown. "The city really grew out of marketplaces. The market economy spawned larger economies," said David O'Neil, senior director of public markets for Project for Public Spaces.

As New York declined, so did its marketplaces, which fell into disrepair as shoppers and the next generation of family market owners fled the city. But that began to change with Chelsea Market, a 17-building industrial complex on Ninth Avenue, where local developer Irwin Cohen in the 1990s began to rent space for about \$25-a-square-foot to companies such as Amy's Bread. Chelsea Market and Eatly in

the Flatiron District are credited with transforming their neighborhoods, but also with helping their owners increase prices for the office space upstairs.

At the City Point development in downtown Brooklyn, the developers plan to build a 12,000-square-foot market at the base of a new retail and residential development, which is on the former site of Dekalb Market. That was a popular seasonal market that sprang up during the three years between when the project was announced and construction started.

Paul Travis of Washington Square Partners, which is developing City Point's retail portion with Acadia Realty Trust said he expected it to increase demand for the apartments in the building, while also helping to create a more vibrant neighborhood. "I definitely think it will attract people to the building," he said.

In Crown Heights, Jonathan Butler, founder of the local Brownstoner blog, is developing a 155,000-square-foot creative hub, which will include a food and beer hall featuring vendors from the Brooklyn Flea.

In Lower Manhattan, Brookfield Office Properties is betting that a 25,000-square-foot market with a butcher shop, cheeses store, bakery and wine shop can help bring back locals and tourists to its 1980s waterfront office complex formerly known as the World Financial Center, where retail has languished for years in the mall at the base.

Ed Hogan, national director of retail leasing at Brookfield, said the rise of online shopping has made it necessary to add amenities that draw people to the complex, where they hopefully stick around to shop at the other stores.

"You as a consumer do not ever have to leave your computer to go shopping; pretty much take care of all of your needs from groceries to clothing. The store has to offer an experience," Mr. Hogan said.

And in perhaps the clearest sign the market is becoming a glitzy attraction, Las Vegas hotel king Mark Advent and his partner, Alain Ducasse, are also near a deal for a 50,000-square-foot market. Mr. Advent said the market will be "larger-than-life"



Bryan Smith for The Wall Street Journal

Outdoor markets in Williamsburg and Fort Greene inspired a market as part of a new Hell's Kitchen building.

with a global approach, but declined to disclose more details until the deal is done in the coming weeks.

"Is it a fad? I know it's not a fad at all. You look at the great markets from around the world...New York is the next generation of that," Mr. Advent said.

Experts said new markets were risky ventures, however, because developers must invest heavily in their design and con-

struction—without a guarantee the location or concept will work.

"Where people get into trouble with markets is if they see a successful market with a lot of people and a lot of activity and they think it's replicable. Pike Place Market [in Seattle] has this grand evolution as an open market for 100, 200 years," said Mr. O'Neil, of Project for Public Spaces.

Markets have acquired cache because they stand out on streets dotted with retail chains, but they could lose that appeal if they provide a baker and artisanal pickle seller in seemingly every neighborhood.

Nonetheless, Mr. O'Neil said the city had plenty of time before that would be a concern. "New York has a long way to go in terms of market saturation," he said. "Barcelona has 46."