



CASE STUDY



Background

Starbucks was seeking a new retail location in Downtown Brooklyn to support its continued growth in New York City. The site needed to offer strong visibility, high foot traffic, and immediate access to transit—all while aligning with the company's brand standards and aggressive rollout timeline. With limited availability in a competitive market, ownership engaged Hebron Realty to position the property strategically and secure a top-tier tenant.

1 Challenges Faced

Starbucks required retail space in Downtown Brooklyn under a tight timeline and with strict operational requirements. The company was seeking a highly visible location with strong foot traffic, excellent transit access, and minimal disruption—while navigating internal approvals and corporate real estate protocols.

3 Result

Hebron Realty secured a retail lease with Starbucks in the heart of Downtown Brooklyn, meeting the tenant's operational standards and timeline. The space is now open and serving as a high-visibility flagship location, reinforcing Starbucks' presence in one of the city's most dynamic retail corridors.

2 Actions Implemented

Drawing on Hebron Realty's deep market knowledge and experience representing institutional landlords, we positioned the Downtown Brooklyn site to meet Starbucks' strict operational and timeline requirements. We worked closely with Starbucks' real estate team to align approvals and manage timing, while coordinating with ownership to deliver a turnkey space with minimal disruption. Our existing relationship with the tenant's brokers helped streamline negotiations, walkthroughs, and lease execution.

Impact

Robert and Rob Hebron of Hebron Realty recently assisted us with a successful retail lease negotiation in Downtown Brooklyn.

While searching for a new location in the Fulton Mall, we uncovered a corner opportunity at 498 Fulton Street with the help from local experts, Robert and Ron Hebron.

Even though they represented the landlord JW Mays, Inc., Rob & Robert kept the interests of both Tenant and Landlord paramount throughout the complicated process. They were diligent in staying on top of the negotiation and while it took the better part of a year, we signed a lease, and all concerned are very pleased with the space and the terms of the transaction.

Rob and Robert would be a welcome participant in any future real estate needs we might have.

Katz Retail
Starbucks Exclusive Broker

