



DEVELOPMENTS IN DOWNTOWN BROOKLYN



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SUMMARY

Downtown Brooklyn is experiencing a strong wave of new development, with proposed projects collectively **adding 3,428+ residential units and 1.09 million square feet** of new space based on publicly stated figures. The pipeline is **largely mixed-use, pairing increased residential density with retail, office, and community uses**, reinforcing Downtown Brooklyn's continued transformation into a more active, neighborhood-driven urban environment.

IMPACT ON OFFICE AND RETAIL SPACE

Downtown Brooklyn's development pipeline is **shifting office demand away from large, traditional office users and toward smaller, flexible, and price-sensitive tenants**. As more buildings convert to or integrate residential use, office space is increasingly positioned within mixed-use properties rather than standalone towers. This favors boutique professional firms, nonprofits, creative users, and local service providers that value transit access and proximity to housing over large floor plates. **Leasing is becoming more competitive, with tenants expecting efficient layouts, shorter lease terms, and value pricing**. Landlords who can offer flexibility and understand neighborhood-level demand are best positioned to win deals.

The surge in **new residential units is strengthening neighborhood-driven retail demand**. Ground-floor retail in these developments is increasingly geared toward daily-use tenants such as food, fitness, personal services, and convenience-oriented concepts that benefit from consistent foot traffic. **Retail success is now more dependent on location quality, visibility, and adjacency to residential density than on destination appeal**. Well-positioned storefronts in mixed-use projects are gaining leverage, while secondary retail corridors must compete on rent and tenant mix. Overall, Downtown Brooklyn retail is evolving into a more stable, resident-supported ecosystem rather than a purely commuter-driven market.



176 Remsen Street

Rockrose Development, which acquired the former **St. Francis College campus** for \$160 million in 2023, has officially filed plans to convert the property into a major residential development. The **proposal outlines 747 new apartments** across three mixed-use buildings, with two positioned on either side of 176 Remsen Street. The full-block project will stretch from Court Street to Clinton Street, fronting both Joralemon and Remsen. **Ground-floor retail is planned, along with cellar-level parking for 131 cars and 375 bicycles**, underscoring the scale and mixed-use nature of the redevelopment.



205 Montague Street

Landau Properties, led by Jonathan Landau closed on 205 Montague and is planning a 47-story tower for a Brooklyn Heights site that **will span about 412,000 square feet**. It will **stand 672 feet tall with 136 residential units and a 100-car parking garage**. Amenities will include a restaurant on the first and second floors and recreation space on the fourth floor. The deal includes a \$113 million loan from Northwind Group and \$100 million in equity, including \$25 million in preferred equity from Atlas Capital Group.



Alloy Block - One Third Avenue / 80 Flatbush Avenue

Alloy Development and The Vistria Group have secured \$535 million in financing for One Third Avenue, part of the broader Alloy Block redevelopment at Flatbush Avenue and Third Avenue. **Rising 730 feet, the 62-story tower will become the tallest Passive House building in the world**, setting a new benchmark for sustainable high-rise design. The mixed-use project **will deliver 583 residential units—a mix of market-rate and affordable housing—along with new retail and office space**. Like Alloy’s nearby 505 State Street, the tower will be an all-electric building, reinforcing the developer’s push toward low-carbon, energy-efficient construction in Downtown Brooklyn.



141 Willoughby Street

BH3 Management and Capstone Equities are planning to convert the roughly 343,000-square-foot building at the corner of Gold Street into **more than 200 residential units with about 110,000 square feet of commercial space**. They hope to start the residential conversion this year, while office and retail leasing efforts have already kicked off. The building’s **more than 200 units would be a mix of market-rate and affordable apartments**, although the breakdown at this time is unclear. The renovated property would also offer a number of amenities, including a fitness center, landscaped terraces and a library lounge.



375 Flatbush Avenue Extension

Rabina and the Park Tower Group, working with the NYC Department of Housing Preservation & Development, are advancing plans for a major mixed-use tower at 375 Flatbush Avenue Extension. Designed by TenBerke Architects, **the proposed 840-foot skyscraper would deliver 1,263 rental units, with 20-30% designated as affordable housing**. The development would integrate the existing seven-story mid-century structure as its podium, converting it into 66,000 square feet of retail across the first two levels and office space on floors three and four. The project represents one of the most significant residential and mixed-use expansions currently planned in Downtown Brooklyn.



182-188 Duffield Street

Watermark Capital is proposing to **fuse together a quartet of 3-story buildings**, all designated as individual landmarks, between 182 and 188 Duffield St. and then erect the 345-foot tower behind them. **It would span a total of about 137,000 square feet, including 3,658 square feet of community facility space and about 550 square feet of commercial space**. The community facility would be located across the cellar level and first and second floors, which would also include retail, a residential lobby and bike storage. Apartments would start on the fifth floor, with a green roof and terrace on the top floor.



356 Fulton Street

Rabsky Group and Spencer Equity Group took over the long-term ground lease at 356 Fulton Street from Gary Barnett’s Extell Development in a \$39 million deal. The frequent partners picked up the site, plus two neighboring parcels and air rights, in a \$56 million deal, according to a filing on the Tel Aviv Stock Exchange. The pair **plan to develop a massive residential project with about 200 condos, 299 rental units and 20,000 square feet of commercial space** at a cost of about \$400 million. The development is down the street from another massive mixed-use project Dushinsky and Gluck built at 625 Fulton Street. That 35-story, two-tower project has 1,098 units and retail space.

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A Father & Son team based in Brooklyn.
Expert Commercial Real Estate Leasing & Sales





CASE STUDY

Brain Balance Centers

Background

Hebron Realty secured a 2,500 SF space in Downtown Brooklyn for a first-time Brain Balance franchisee. Despite limited leasing history, we quickly identified top options, ran parallel negotiations, and finalized terms with a motivated landlord, paving the way for the center's launch in a prime location.

1 Challenges Faced

Hebron Realty successfully secured a 2,500 SF office/learning space in Downtown Brooklyn for Brain Balance, a brain **health program** for children and adults. The tenant, a seasoned educator and newly minted franchise owner, faced the challenge of launching a new entity in a market where landlords remain cautious due to post-COVID leasing concerns. Hebron Realty identified a well-located, professionally managed building near public transit and negotiated favorable lease terms with ownership, overcoming hesitations around the tenant's lack of operating history.

2 Actions Implemented

Leveraging Hebron Realty's two-decade track record in Downtown Brooklyn, we quickly identified six options for the tenant. All six buildings were familiar territory—each one the site of prior successful leases brokered by our team. Tours were arranged at the top three, and following site visits, proposals were submitted at two locations. Hebron Realty led simultaneous negotiations to maximize leverage and secure the best possible terms for Brain Balance.

3 Result

One of the finalist locations expressed strong interest in securing Brain Balance Center as a tenant from the outset. Ownership was highly responsive and worked diligently to make their building the clear choice, offering competitive terms and demonstrating flexibility throughout the process. Their enthusiasm and professionalism stood out during negotiations, allowing for a smooth and expedited deal. The lease was officially executed on [TBD], marking an exciting step forward for the launch of Brain Balance in Downtown Brooklyn.

Impact

"I'm a new franchisee with Brain Balance, a program that helps children and adults improve attention, behavior and social-emotional wellness through integrated cognitive, physical and sensory training to strengthen and build brain connectivity. When I set out to open a center in Downtown Brooklyn, Rob and Robert Hebron were instrumental in helping me find the right space. They showed me several quality options and ultimately negotiated a great lease at 32 Court Street. Their long-standing relationship with the landlord and deep knowledge of the area made the entire process smooth. They were always respectful of the personal weight of the decision and never made me feel rushed. I'm grateful for their support and highly recommend their services."



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Expert CRE Estate Leasing & Sales

Sarah Weeks
Brain Balance Centers

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ABOUT US



Meet the authors **THE HEBRONS**

Expert Commercial Real Estate Leasing & Investment Advisory

Results-Driven. Relationship-Focused. Always on Your Side.

2.34MM SF

**Total Volume
SOLD & LEASED
IN BROOKLYN**

37 YEARS

**Combined
CRE SPECIFIC
EXPERIENCE**

Robert Hebron, SIOR
Principal Broker

Rob Hebron - CCIM, SIOR
Principal Broker

Hebron Realty is a father-son team rooted in Brooklyn, with over 37 years of combined experience and more than 2 million square feet of closed transactions. **We specialize in office leasing, landlord advisory, and property valuation with a focus on long-term planning.** Our mission is to help clients make smart, strategic decisions today—so their properties succeed tomorrow. Grounded in ethics and driven by data, we bring clarity and confidence to every deal.

For clients who expect nothing less than excellence, we deliver. Precise research, unmatched market insight, and an unwavering commitment to execution.

At Hebron Realty, we combine the tools of a national firm with the personal commitment of a boutique shop. Every listing receives hands-on attention from the principal broker, ensuring your property or requirement is guided by seasoned decision-makers.

Our marketing spans professional mailers, SEO-optimized websites, social media outreach, broker email campaigns, direct tenant engagement, and national exposure through platforms like CCIM, SIOR, CREXI, and CoStar. We use trusted data sources—ARGUS, Moody's, Placer.AI, Pictometry, and more—to drive informed decisions, not guesses.

Hebron Realty has built a reputation as dealmakers who get things done. From tenants to institutional landlords, our clients trust us to deliver results with integrity, insight, and hustle.

