

Manhattan's New Midtown and North Williamsburg's Rise

A New Midtown – Complete With A Bustling Culinary Scene

The area west of Penn Station has garnered much attention and investment by some of New York City's largest Landlords over the last five years.

In addition to the millions of square feet of new office, luxury residential high rises, hotels and retail came a new destination for dining. The blend of new residents, professionals, concert and conference attendees, as well as tourists spilling off of the new direct access to the High Line, makes this Manhattan pocket a self-contained ecosystem.

As this area transforms into a new neighborhood to live, work and play, the restaurants open are finding success in feeding consumers at every day part.

THRIVING OFFICE HUB

Manhattan West and Penn District has become a top office market thanks to incredible investment to attract major headquarters from Midtown. Notable office tenants include Meta, Blackrock, KPMG and HSBC. This district's growing importance underscores the successful synergy of modern architecture, access to transit, and a new and busy community, making it a strong choice for companies. **As offices begin to bring employees back to the workplace, it also brings in a corporate consumer, providing restaurants with a steady stream of diners from morning to night.**

SEAMLESS CONNECTIVITY

Penn Station has always made this general area accessible but the ability to get customers west is greatly improving. **The neighborhood is now connected and pedestrian-friendly** as pedestrians can easily walk from Ninth to Tenth Avenue through Manhattan West. Additionally, **the \$50 million Moynihan Connector, featuring two bridges, was completed and now links Moynihan Train Hall at Penn Station to Manhattan West and the High Line Park.** This effort enhances pedestrian access, transit connectivity, and public spaces, contributing to the neighborhood's establishment.

ENRICHED BY ICONIC CLASSICS

The area already boasts an incredible co-tenancy of food and beverage brands. **Brand names like Zou Zou's, Danny Meyer's Casa Dani & Daily Provisions, have only been open for under two years but have become staples.** And there is more to come: Russ and Daughters recently opened an outpost in Blackrock's new headquarters, Bar Primi is opening across from Moynihan Station, and Los Tacos, Anita Gelato and Blue Ribbon Sushi is opening in Vornado's Penn 1 that's under construction.

PHASE TWO NOW UNDERWAY

The area between Penn District and Hudson Yards is at the forefront of innovation, featuring newly opened and upcoming mixed-use developments set to transform the area in the next five years. The initial stage, referred to as "Phase 1," reached completion with the launch of Manhattan West, Hudson Yards, and Moynihan Station. However, the commencement of **"Phase 2" is now underway, with a focus on expanding the complex's footprint and adding to the vibrant mixed-use environment that has been established.** These ongoing projects are poised to create fresh possibilities, with a particular emphasis on attracting and curating top-tier food and beverage operators as part of the evolving landscape.

BRIDGING THE GAP BETWEEN WILLIAMSBURG & GREENPOINT

North Williamsburg acts as a vital link connecting the bustling hub of Williamsburg with the popular Greenpoint neighborhood. This **geographical advantage benefits businesses in North Williamsburg** by attracting foot traffic between these two established neighborhoods. Plus, it provides an economic edge – while rents are skyrocketing in central Williamsburg, **North Williamsburg still offers affordable options for businesses seeking to establish their presence while striking a balance between cost and visibility.**

GROWING RESIDENTIAL HUB

North Williamsburg is a **hub for thousands of new luxury high-rises, attracting a young, affluent and culturally aware population from Manhattan.** The growing density of the neighborhood ensures a steady flow of locals seeking dining and entertainment options within walking distance of their homes.

TOURIST HOTSPOT

The concentration of boutique hotels has already established the area as a **destination for out-of-market and local “stay-cation” tourists.** The area's rich artistic and cultural scene, along with its diverse culinary offerings, attract visitors from across the globe. The increase in offerings will continue to grow the “must-do” list in the immediate area.

A SELF SUSTAINING ECOSYSTEM

A challenge for North Williamsburg is its distance from the G and L, therefore it is a natural hypothesis that this nook will eventually thrive as its own ecosystem. **With residents working in hybrid-model jobs or not tethered to an office, residents will crave places to spend the day to night.** This shift is underway, evident in the bustling hotel lobbies and cafés, where a scene of open laptops and makeshift workstations occurs daily. This dynamic environment creates fertile ground for new food and beverage concepts to flourish, establishing a strong local customer base while also pulling from the greater Brooklyn market.

North Williamsburg: A Growing District for Hospitality Brands

Situated between main Williamsburg and Greenpoint, North Williamsburg, a historically industrial pocket, has transformed into a hotbed of opportunity for food and beverage brands.

Since Hotel Williamsburg's opening in 2011 which marked the neighborhood's first boutique hotel, the area has seen the rise of noteworthy hospitality brands like The Wythe and The Hoxton, a burgeoning culinary scene with hot restaurants like Rule Of Thirds, Laser Wolf, and Caffe Panna (coming soon), and the emergence of cool kid venues like Brooklyn Bowl and Vital Gym, all solidifying the neighborhood's brand equity.

However, due to its industrial backdrop and signature low-rise walkups, the region lacked critical mass. That's changing. Real estate developers have set their sights on the vacant lots and warehouses between North 9th Street and Nassau, with ambitious vertical plans to build thousands of new residential units, office spaces, and retail space. As the once-distinguishable gap between Williamsburg and Greenpoint closes, new possibilities for growth and innovation in the food, beverage, and entertainment sectors emerge, painting North Williamsburg as the new place to be.