



# Brooklyn Daily Eagle

*Space TALK*

## **Hotel Development Site on Market; Howard Johnson Plan Bites Dust**

New Discounted Asking Price: \$2.1 Million

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**BEDFORD-STUYVESANT** — A development site in Bedford-Stuyvesant that had a commitment from the Howard Johnson hotel chain to convert it is back on the market.

TerraCRG, a commercial real estate brokerage based in Brooklyn, reports that the property was in contract in 2008 for \$3.3 million.

“Unfortunately, due to the credit crunch, the developers could not obtain construction financing and the sale could not be completed,” said Ofer Cohen, founder and president. “Now the property is back on the market almost 2.5 years later at nearly half the price. It now has an asking price of \$2.1 million.”

The four-story industrial loft building, between Bedford and Nostrand avenues, is just blocks from the new Barclays Center.

It contains 24,000 square feet, sits on a lot 50 feet by 100 feet in a light manufacturing (M1-1) zone and is currently vacant. It also contains a full useable basement.

A major feature of the site is that it benefits from a grandfathered-in overbuilt construction. As for the conversion to a 44-unit hotel and the franchise agreement with Howard Johnson, those plans had to be scrapped.

But TerraCRG believes the site has great potential.



“With the construction of the Nets arena underway, the location on Atlantic Avenue is becoming more strategic as an economy hotel site,” said Cohen. “This is one of the busiest commercial corridors in Brooklyn, anyway, on the border of Crown Heights, Prospect Heights and Bed-Stuy and it’s just a block from the LIRR station.”

Added Cohen, “At almost a 50 percent discount, a smart developer can take advantage of the situation and finally reposition the asset.”

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