

SPECIALTY COFFEE SHOP

Avenue A, East Village

New York, NY 10009 | Location Report · 2 Oct 2026

This block shows strong potential for a specialty coffee shop. Dense residential demand with a clear gap in evening service and single-origin pour-over. Foot traffic is anchored by the 1 Av L station and Tompkins Square Park, but occupancy costs are climbing and one well-loved roaster on the same avenue sets a high bar for quality.

Opportunity score: **7/10** 

Competitor Landscape

Specialty and independent coffee within 1 mile of Avenue A, mapped from Google and Yelp listings

26
TOTAL COMPETITORS (1 MI)

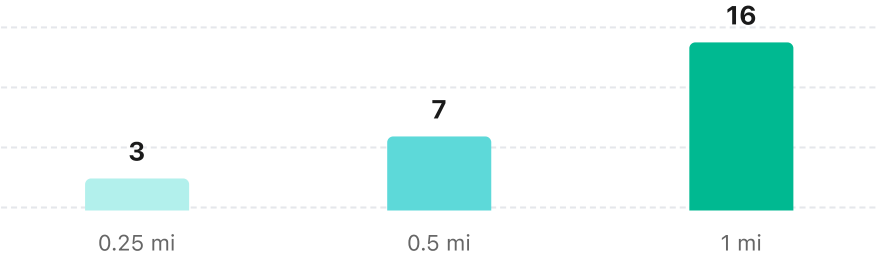
17.0k
COMBINED REVIEWS

Mid-range
DOMINANT PRICE TIER

53%
RATED ABOVE 4★

Competitors by Distance

Count within each radius band



Price Segments

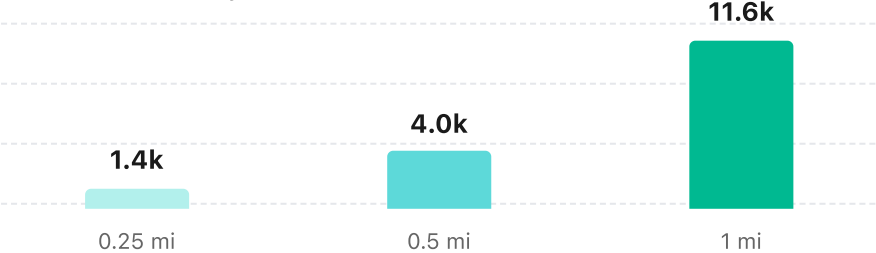
Within 0.5 miles



Most competitors sit in the **mid-range** tier

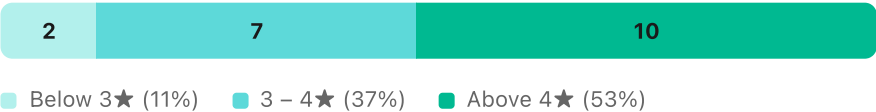
Reviews / Foot Traffic Proxy

Total review volume by distance



Ratings Distribution

Quality breakdown of nearby competitors

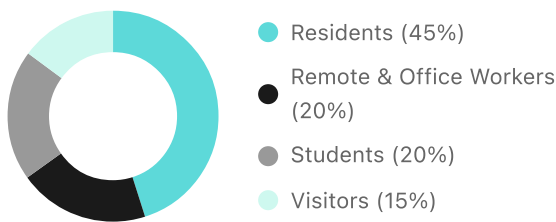


53% of competitors are rated above 4★

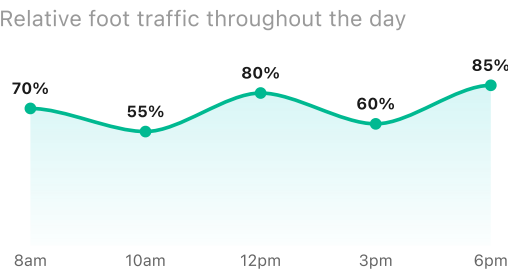
Market Size & Demand

Who is on the block, when they are there, and what is changing nearby

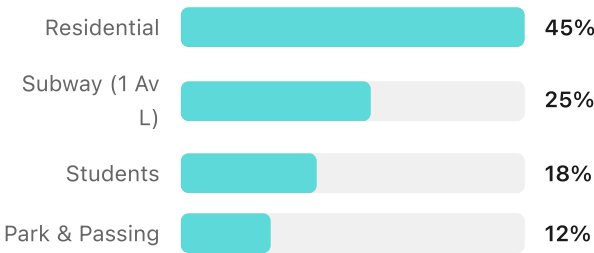
CUSTOMER PROFILE



Estimated Activity by Hour



MAIN SOURCES OF DEMAND



Spending Signals

Cafe reviews nearby (proxy for visits)



GROWTH INDICATORS

New Residential Tower

14-story, 220-unit building on E 14th St approved — first move-ins expected spring 2027
NYC Department of Buildings (DOB NOW)

L Train Station Upgrades

1 Av station entrances and elevators completed — ridership up 9% year on year
MTA ridership data

AREA POTENTIAL

High

Dense, young residential base with limited specialty coffee within 0.25 miles. Weekend park crowds and a busy L train station drive steady foot traffic. Evening service is a clear gap.

Existing Competitors Overview

	Relevance	Price	Reputation	Overall threat
<div>Loisaida Roasters</div> <div>Established specialty roaster with an industrial look and a...</div>	<div><div><div></div><div></div><div></div><div></div><div></div><div></div></div><div>Very similar</div><div>Specialty coffee, same avenue, 500 ft away</div></div>	<div><div><div></div><div></div><div></div><div></div><div></div><div></div></div><div>Similar pricing</div><div>Latte \$5.75, limited food</div></div>	<div><div><div></div><div></div><div></div><div></div><div></div><div></div></div><div>Excellent</div><div>4.7/5 Google (1,240 reviews), trending up</div></div>	<div><div><div></div><div></div><div></div><div></div><div></div><div></div></div><div>High threat</div><div>Same avenue, better rating, strong brand</div></div>
<div>Tompkins Brunch Club</div> <div>Brunch-first cafe popular with young professionals on...</div>	<div><div><div></div><div></div><div></div><div></div><div></div><div></div></div><div>Similar</div><div>Brunch cafe, 0.4 miles, different vibe</div></div>	<div><div><div></div><div></div><div></div><div></div><div></div><div></div></div><div>Lower pricing</div><div>Latte \$5.00, brunch \$16–24</div></div>	<div><div><div></div><div></div><div></div><div></div><div></div><div></div></div><div>Very good</div><div>4.4/5 Google (860 reviews)</div></div>	<div><div><div></div><div></div><div></div><div></div><div></div><div></div></div><div>Medium threat</div><div>Different positioning — brunch-first, coffee secondary</div></div>
<div>Avenue B Corner Café</div> <div>Neighborhood staple with a loyal local crowd. Simple...</div>	<div><div><div></div><div></div><div></div><div></div><div></div><div></div></div><div>Similar</div><div>Independent cafe, 0.3 miles, neighborhood feel</div></div>	<div><div><div></div><div></div><div></div><div></div><div></div><div></div></div><div>Lower pricing</div><div>Latte \$4.50, sandwiches \$9–12</div></div>	<div><div><div></div><div></div><div></div><div></div><div></div><div></div></div><div>Very good</div><div>4.5/5 Google (640 reviews)</div></div>	<div><div><div></div><div></div><div></div><div></div><div></div><div></div></div><div>Low threat</div><div>Different audience — families and regulars, not specialty seekers</div></div>
<div>Bowery Roasting Co.</div> <div>Well-known downtown roastery with a cafe and...</div>	<div><div><div></div><div></div><div></div><div></div><div></div><div></div></div><div>Very similar</div><div>Specialty roaster-cafe, 0.6 miles</div></div>	<div><div><div></div><div></div><div></div><div></div><div></div><div></div></div><div>Higher pricing</div><div>Latte \$6.25, pour-over \$5.50</div></div>	<div><div><div></div><div></div><div></div><div></div><div></div><div></div></div><div>Excellent</div><div>4.6/5 Google (1,900 reviews), citywide reputation</div></div>	<div><div><div></div><div></div><div></div><div></div><div></div><div></div></div><div>High threat</div><div>Strong brand, overlapping audience, but further away</div></div>
<div>Gap in the Market</div>	<div><div></div><div></div><div></div><div></div><div></div><div></div></div> <ul style="list-style-type: none">• No single-origin pour-over focus within 0.25 miles• Evening service opportunity — most competitors close by 6pm• Park-adjacent location with sidewalk seating potential			
<div>See all competitors →</div>				

	Relevance	Price	Reputation	Overall threat
Loisaida Roasters Established specialty roaster with an industrial look and a loyal following....	●●●●● Very similar Specialty coffee, same avenue, 500 ft away	●●●●○ Similar pricing Latte \$5.75, limited food	●●●●● Excellent 4.7/5 Google (1,240 reviews), trending up	●●●●● High threat Same avenue, better rating, strong brand

Strengths

- Cult following with 21,000 Instagram followers
- Own-roasted beans create a unique offering
- Regularly featured in New York coffee guides
- Recently renovated with more seating

Weaknesses

- Limited food menu — mostly pastries
- No evening service — closes at 6pm
- No sidewalk seating despite the park next door
- Less established community relationships

Threats

Areas to watch

Expanding food menu
Recent job posting for a line cook suggests food expansion

Opportunities

- Offer a broader food menu to capture the lunch crowd
- Evening opening could capture the after-work market they miss
- Sidewalk seating gives you a summer advantage they can't match

	Relevance	Price	Reputation	Overall threat
Tompkins Brunch Club Brunch-first cafe popular with young professionals on weekends. Coffee is...	<div><div></div><div></div><div></div><div></div><div></div></div> Similar Brunch cafe, 0.4 miles, different vibe	<div><div></div><div></div><div></div><div></div><div></div></div> Lower pricing Latte \$5.00, brunch \$16–24	<div><div></div><div></div><div></div><div></div><div></div></div> Very good 4.4/5 Google (860 reviews)	<div><div></div><div></div><div></div><div></div><div></div></div> Medium threat Different positioning — brunch-first, coffee secondary

Strengths

- Strong weekend brunch trade with consistent lines from 10am
- Instagram-friendly interior
- Loyal repeat customers — strong community feel
- Well-reviewed in-house baked goods

Weaknesses

- Coffee is secondary — uses generic wholesale beans
- Long weekend waits deter time-pressed customers
- Limited weekday evening trade — closes at 5pm most days
- No loyalty program or app
- Small kitchen limits menu expansion

Threats

Immediate risks
New brunch competitor on 1st Avenue
An all-day brunch concept opening 0.3 miles away could split their weekend crowd

Areas to watch
Permit filed for rear kitchen extension
DOB NOW shows an alteration permit for a kitchen extension — would allow a bigger food menu

Opportunities

- Position as the weekday coffee destination vs their weekend brunch focus
- A faster service model could win the customers they lose to lines
- Offer single-origin coffee — a clear gap in their menu
- Evening service with wine and small plates would face no overlap

	Relevance	Price	Reputation	Overall threat
Avenue B Corner Café Neighborhood staple with a loyal local crowd. Simple menu, strong communit...	<div><div></div><div></div><div></div><div></div><div></div></div> Similar Independent cafe, 0.3 miles, neighborhood feel	<div><div></div><div></div><div></div><div></div><div></div></div> Lower pricing Latte \$4.50, sandwiches \$9–12	<div><div></div><div></div><div></div><div></div><div></div></div> Very good 4.5/5 Google (640 reviews)	<div><div></div><div></div><div></div><div></div><div></div></div> Low threat Different audience — families and regulars, not specialty seekers

Strengths

- Deep community roots — 12 years on the block
- Dog-friendly with sidewalk seating on Avenue B
- Strong word of mouth among local families and dog walkers
- Low prices attract price-sensitive regulars

Weaknesses

- Basic coffee — no pour-over or single origin
- Dated interior hasn't been refreshed in years
- Closes by 4pm
- No social media presence — under 600 Instagram followers
- Small menu with little seasonal rotation

Threats

Immediate risks

Lease renewal uncertainty
Lease reportedly up in 2027 — landlord may push rent up sharply as the block changes

Areas to watch

Possible refresh
Owner mentioned renovation plans on a neighborhood Facebook group

Opportunities

- Capture the specialty-seeking customers they don't cater to
- Evening hours would face no competition from this venue
- Their lack of digital presence means you can own local search
- A premium tier their regulars may trade up to occasionally

	Relevance	Price	Reputation	Overall threat
Bowery Roasting Co. Well-known downtown roastery with a cafe and event space. Strong wholesal...	<div><div></div><div></div><div></div><div></div><div></div></div> Very similar Specialty roaster-cafe, 0.6 miles	<div><div></div><div></div><div></div><div></div><div></div></div> Higher pricing Latte \$6.25, pour-over \$5.50	<div><div></div><div></div><div></div><div></div><div></div></div> Excellent 4.6/5 Google (1,900 reviews), citywide reputation	<div><div></div><div></div><div></div><div></div><div></div></div> High threat Strong brand, overlapping audience, but further away

Strengths

- Own-roasted beans with wholesale distribution across the city
- Events and cupping sessions build loyalty
- Large space with flexible seating — handles groups and remote workers
- Strong online presence with 30,000+ Instagram followers
- Featured regularly in national coffee press

Weaknesses

- 0.6 miles away — less convenient for Avenue A foot traffic
- Can feel impersonal at busy times — a destination, not a neighborhood cafe
- Limited food — mostly pastries and toast
- Higher price point may deter everyday regulars
- No sidewalk seating — misses summer trade

Threats

Immediate risks

Wholesale brand awareness
Their beans are stocked in 60+ Manhattan cafes — customers may compare your coffee to theirs by default

Areas to watch

Second location rumored
Social posts hint at a smaller grab-and-go site — if it lands near Avenue A, direct competition rises sharply

Evening events expansion
Recent posts suggest they are testing supper clubs and evening events

Opportunities

- Be the neighborhood cafe they can't be — regulars by name, not a destination
- Sidewalk seating and a food menu are both gaps for them
- Evening hours before their events program matures

Local Rent Market

Avenue A has several vacant storefronts, creating a tenant-friendly negotiating environment. Asking rents for ground-floor food space run \$150–240 per sq ft per year depending on size, frontage and condition.

CURRENT MARKET RATE

**\$150–240 per sq ft
per year**

Avenue A, East Village

LoopNet, Crexi, REBNY retail report (September 2026)

MARKET TREND

→ +2.5%

forecast for 2027

REBNY Manhattan Retail Report, Spring 2026

NEARBY VACANCIES

6 units

within Avenue A, 7th–12th St

Several vacancies give real leverage on free rent and escalation terms

What This Means For You

- ✓

Tenant-friendly block

6 vacant storefronts between 7th and 12th St. East Village ground-floor vacancy near 12%. Negotiate hard on free rent and the escalation schedule.
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Typical lease terms

10-year leases with 3% annual escalations are standard. Expect 3–6 months free rent for build-out, a personal guarantee, and a good-guy clause.
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Pass-through creep

Real estate tax pass-throughs on Avenue A leases have risen 10–15% over three years as assessments climb — model them on top of base rent.

Local Cost Landscape

What it actually costs to open and run a cafe on Avenue A: the taxes that ride on top of rent, the wage floor, insurance in a dense Manhattan block, and the lending options open to a new food business.

Insurance

Rising

Manhattan cafe premiums 20% above the national average

Dense foot traffic, sidewalk seating and theft claims push up general liability quotes for Avenue A storefronts.

Get 3+ broker quotes. Expect \$7,000–10,000 a year for general liability, property and workers' compensation combined.

Interest Rates

↓ Falling

SBA 7(A) & COMMUNITY LENDERS

10.0–11.5%

As of September 2026

FORECAST END 2026

~9.5%

Real Estate Tax Pass-Through

TYPICAL FOR THIS BLOCK

\$18–26 per sq ft per year

Landlords pass through tax increases above a base year. On a 1,200 sq ft space that is \$22,000–31,000 a year on top of rent.

Ask for a recent tax bill and the base year before signing.

Commercial Rent Tax

MANHATTAN BELOW 96TH ST

Not due under \$250,000 annual rent

The 3.9% Commercial Rent Tax applies only once annualized base rent passes \$250,000 — a 1,200 sq ft space at \$200/sq ft stays below it.

Re-check if you take a larger or corner space.

Wages

NEW YORK CITY MINIMUM WAGE

\$17.00 per hour

Rises with inflation each January. No tip credit for counter staff in most cafe setups — budget full wage plus payroll taxes.

NY paid sick leave and paid family leave apply from the first hire.

Local Economic Conditions

Mixed

The East Village offers a young, dense, high-income customer base with a strong independent retail culture. But rising housing costs and a tourist-heavy weekend crowd shape how and when people spend.

Demographics & Customer Base

Positive

- Median age ~33 in the surrounding census tracts — core specialty coffee demographic
- High share of graduates and creative-industry workers
- Strong independent retail culture — residents support local businesses
- 7,700 residents in the immediate census tract, 58,000 across ZIP 10009
- Median household income around \$90,000 — above the Manhattan-wide figure

Housing & Living Costs

Negative

- Average one-bedroom rent around \$4,200 a month — up 7% year on year
- Rising costs squeeze discretionary spending on daily coffee
- Some residents trading down from premium to mid-range
- Student population more price-sensitive
- Household turnover is high — regulars need re-winning every year

Consumer Spending

Mixed

- Cafe transactions in the neighborhood growing slowly year on year
- Weekend spending stronger than weekday, lifted by park visitors
- Delivery orders growing — plan for DoorDash and Uber Eats from day one
- A third of consumers actively seek deals and loyalty perks
- Coffee subscriptions gaining traction locally

Local Rules & Compliance

What New York City requires before you can open on Avenue A — plus state and federal rules that apply to every new food business. Local permit timelines, zoning and landmark checks specific to this block, and cost changes to budget for.

NYC Local Requirements

- Health Department Food Service Establishment permit — allow 6–8 weeks and a pre-permit inspection
- At least one supervisor on site must hold a NYC Food Protection Certificate
- Sidewalk seating needs a Dining Out NYC license — roughly 8–10 weeks via the Department of Transportation
- Confirm the Certificate of Occupancy allows eating and drinking (Use Group 6) before you sign
- The block sits inside the East Village/Lower East Side Historic District — storefront and signage changes need Landmarks approval
- Commercial waste pickup through the zoned private carter — budget \$300–500 a month

State & Federal Cost Changes (2026)

- NYC minimum wage \$17.00 an hour, indexed to inflation each January
- New York Paid Sick Leave: up to 56 hours a year for employers with 5–99 staff
- Paid Family Leave contributions deducted from payroll — employer administration only
- Sales tax of 8.875% applies to prepared food and drinks
- Federal overtime threshold changes affect salaried managers

Food & Safety Compliance

- Letter-grade inspection within the first months of trading — posted at the door
- Allergen awareness training for food handlers now required citywide
- Calorie labeling applies if you open 15 or more locations — not yet
- Liquor license through the State Liquor Authority — Community Board 3 recommendation first, allow 4–6 months
- FDNY permit required for any open-flame or commercial cooking equipment