Report ID: SAMPLE-001 · Prepared On July 12, 2026

Concept Location Analysis Report

Cobble Hill Wine Bar — 200 Court Street, Cobble Hill

This report evaluates a natural wine bar with small plates — working name Cobble Hill Wine Bar — at 200 Court Street, Brooklyn, on the border of Cobble Hill and Brooklyn Heights. The concept is drink-first, walk-in-friendly, and neighborhood-oriented, targeting evening trade from local professionals aged roughly 28–45. The headline verdict is **PROCEED WITH MODIFICATIONS**: the location carries real merit but one number demands immediate attention before the operator signs anything. The single most consequential finding is not the rent — the operator-cited asking rent of $9,000/month actually sits below the model's $11,333 estimated market rent, a point in the deal's favor. The deeper issues are the gap between the model's assumed 5-day operating week and the operator's stated Tue–Sun schedule, and the Competition score of 44, which reflects thin demonstrated demand for a dedicated natural wine format at this specific node rather than saturation.

Subject Concept	Natural wine bar with small plates (Cobble Hill Wine Bar)
Location Under Consideration	200 Court Street, Brooklyn, NY 11201 (Cobble Hill / Brooklyn Heights border)
Anticipated Opening	Within 6–12 months of lease execution
Report Date	July 2026
Report Type	Pre-Lease Concept & Location Viability Analysis
Verdict	**PROCEED WITH MODIFICATIONS**

Strado Score

Factor	Score
Overall fit	77/100
Demographic match	74/100
Foot traffic	89/100
Competition	44/100
Rent feasibility	48/100
Cultural fit	78/100
Regulatory	97/100

A note on the two low scores. The Competition score of 44 is not a saturation penalty — it reflects that no direct-format natural wine bar has yet established itself at this node, meaning demand for the specific format is unproven locally rather than crowded out. The Rent feasibility score of 48 reflects the relationship between area rent levels and purchasing power: at $108/sq ft/yr implied, the asking rent is aggressive for a 1,000 sq ft drink-first concept, and the model's numbers show why. Both scores are real flags, not noise, and they drive the modifications below.

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1. Executive Summary

200 Court Street sits in one of Brooklyn's most reliably active evening corridors — 20 comparable businesses within 800 meters, 19 of them thriving by rating and review volume, and a trade-area household income of $165,714 that places this squarely in the upper tier of Brooklyn purchasing power. The operator's pitch — a dedicated drink-first natural wine bar in a neighborhood where that format does not yet exist as a standalone concept — is a credible gap play, and the location has the foot traffic (89/100) and cultural fit (78/100) to support it. The modifications required are about deal structure and operating assumptions, not concept viability.

Three drivers of the verdict:

1. **The asking rent is workable, but only if the model's schedule assumption is corrected.** The operator wrote Tue–Sun, 5pm–12am — six evenings per week. The financial model assumed 5 days/week. At $9,000/month (which is below the model's estimated $11,333), the rent ratio at base-case occupancy is approximately 6%, comfortably within the healthy 6–10% band — *if* the six-day schedule is reflected and the revenue numbers are rerun. The current model's payback and cash flow projections are built on a schedule that understates the operator's actual plan.

2. **The format gap is real, but no direct-format competitor has proven the demand locally.** Enso Cafe & Wine Bar (4.8 stars, 142m away) and TALEA Beer Co. (4.6 stars, 256m away) are the closest format analogs, but neither is a dedicated natural wine bar. The absence of a proven incumbent is both the opportunity and the risk: the operator captures a genuine white space, but there is no local validation that the neighborhood will support a standalone wine bar at $55 average ticket without a full food program.
3. **The break-even is achievable, but the dwell-time assumption needs to be stress-tested.** At 30 covers per operating day, break-even is modest. But the model's 90-minute dwell assumption for a bar concept is on the lower end — evening wine bar patrons in this format routinely sit for two or more hours. If the operator runs with a longer dwell, weekly cover ceiling drops, and the comfortable-looking payback numbers compress accordingly.

The single most consequential decision: Negotiating the lease term and rent escalation structure. At $9,000/month on a 10-year lease with standard 3% annual escalations, rent in year 7 exceeds $11,000/month — the model's estimated neighborhood ceiling. The operator's biggest stated worry (signing a lease the numbers can't support) is well-founded. A rent-free or reduced-rent buildout period of 3–4 months, a hard cap on annual escalations, and a personal guarantee limited to 1–2 years are the levers that protect the downside.

If you proceed without changes (base-case): Monthly revenue of $157,190, operating cash flow of $96,347, rent ratio of 7%, CapEx payback in approximately 3 months under the model's 5-day assumption. Under the operator's actual 6-day Tue–Sun schedule, base-case revenue and payback improve modestly — but that improvement is not reflected in the supplied model and should be verified before relying on it.

Recommended paths forward:

1. **Recommended:** Negotiate the $9,000/month ask hard, secure a 3–4 month rent-free buildout period, rerun the model on the correct 6-day schedule, and proceed — this is a strong location for this concept.
2. **Acceptable alternative:** If rent cannot be brought below $9,500/month with a favorable escalation cap, consider the Smith Street corridor (~0.3 miles south) where comparable rents may be lower and the evening dining scene is equally dense.
3. **Not recommended:** Proceeding at any rent above $10,500/month without a restructured model that validates coverage under the 6-day Tue–Sun schedule and realistic dwell.

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2. Concept Diagnostic

2.1 Concept Positioning

The Cobble Hill Wine Bar positions as a drink-first neighborhood anchor: walk-in, no reservations required, curated natural wine by the glass, short rotating snack menu. The $55 average ticket targets the upper-middle bracket without crossing into destination-dining territory. This is a format that has proven durable in comparable

Brooklyn neighborhoods — drink-first, staff-knowledgeable, glass-list-as-the-draw — and the operator's six years in NYC restaurants and wine bars, including bar management and wine program buying, gives the concept genuine credibility rather than aspirational positioning.

2.2 Menu Architecture

The operator describes a tightly curated, frequently-changing by-the-glass list and "a few standout snacks," with a signature tinned-fish-and-bread plate as the anchor. This is deliberately lean on the food side, which is both a strength (lower COGS, faster service, less kitchen equipment and labor) and a constraint (guests who want a fuller meal will migrate to the half-dozen full-service restaurants within 300 meters). The 21% variable cost / COGS assumption in the model is appropriate for a beverage-dominant operation — wine margins run higher than food, and a snack-only kitchen avoids the high-waste categories that bloat food costs.

The critical menu architecture question is whether the snack offering is substantive enough to anchor a 90-minute-plus visit. Tinned fish and bread is a compelling, photogenic signature, but at $55 average ticket across two people, the food component either needs to be priced at $20–25 per person alongside two glasses of wine, or the glass prices need to carry more of the ticket. Natural wine by the glass in Brooklyn typically runs $14–22 depending on pedigree; at two glasses per person plus one snack plate to share, the $55 average is achievable but tight. A slightly richer snack menu — three to five small plates rather than "a few" — protects the average ticket and extends dwell.

2.3 Format–Product Fit

This is the most important diagnostic. The operator describes a walk-in-friendly, casual evening neighborhood bar. The format fits the location well on three dimensions:

- **Evening-only operations** (Tue–Sun, 5pm–12am) align with the neighborhood's primary dining and drinking daypart. Court Street and the surrounding blocks are quiet mornings and lunchtimes; the evening crowd is thick and local.
- **No-reservation format** is correctly calibrated for a 45-seat room. A reservation book would be both unnecessary at this scale and counter to the walk-in vibe that differentiates the concept from the full-service restaurants nearby.
- **45 seats plus a small bar** in 1,000 square feet is tight but workable — roughly 22 sq ft per seat, which is appropriate for a bar-first format where guests are not expecting generous dining room spacing. The bar itself becomes a revenue multiplier: solo guests and couples who walk in without planning to stay for a full evening will often sit longer at a well-staffed bar than at a table.

The format–product tension is the single-dish analog in reverse: this is not a concept that forces a narrow decision, but it does require the wine list to carry the experience. A wine bar where the glass list rotates frequently and the staff can guide selections is a format that rewards repeat visits — each visit is nominally different from the last. That is the correct mechanic for a weekly-frequency neighborhood concept.

2.4 Differentiation

The operator's differentiation claim is specific and defensible: a dedicated drink-first natural wine bar, not a restaurant with wine as a sideline and not a retail shop. Within 800 meters, no competitor exactly matches this format. Enso Cafe & Wine Bar is the closest (4.8 stars, 132 reviews), but it is categorized as a bistro — food-forward, not drink-first. TALEA Beer Co. serves wine but is a beer-primary concept. The full-service restaurants — Bar Tabac, Boutros, Kitchen at Cobble Hill — all offer wine, but as a complement to food, not as the main event.

The differentiation holds as long as the glass list is genuinely distinct. If the operator stocks the same high-volume natural wine SKUs available at any Brooklyn wine shop, the differentiation evaporates. The operator's relationships with two Brooklyn wine distributors and WSET Level 2 certification are meaningful credentials here, but the proof is in the buying.

2.5 Diagnostic Conclusion

The concept is well-matched to the format, the price point, and the operating model. The operator's experience is appropriate. The differentiation is real but depends on execution — specifically on the glass list being genuinely distinctive and on staff knowledge being a visible part of the experience. The location fit question is primarily about whether this specific block and trade area will support the format.

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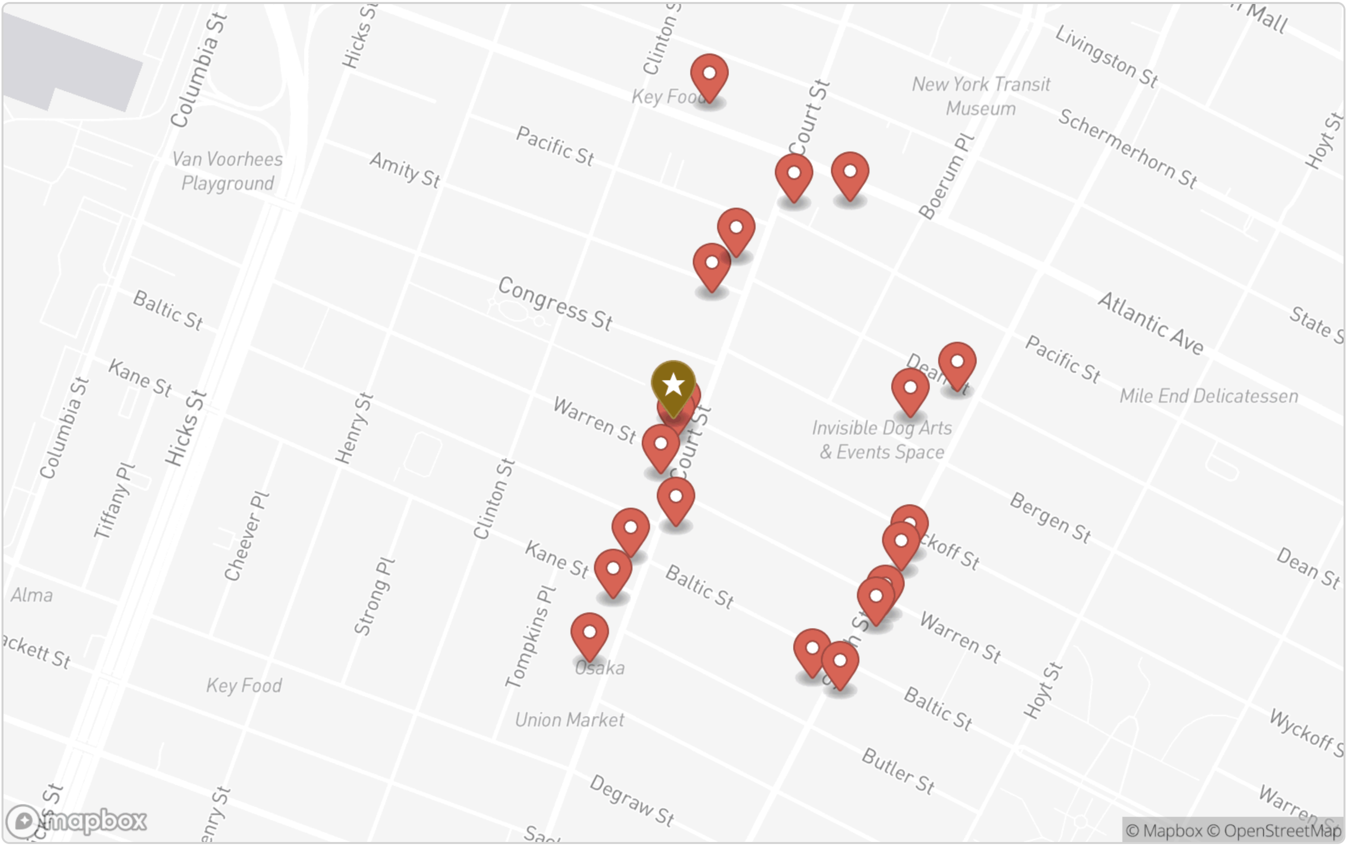
3. Trade Area Analysis

3.1 Zone Definition

- **Primary zone (0–0.15 mi):** The immediate Court Street block. Dense pedestrian corridor with mixed residential above and retail/restaurant below. Evening foot traffic is driven by residents of the surrounding brownstone blocks and commuters entering the neighborhood from the Atlantic Avenue–Barclays Center subway complex (~0.7 miles north).
- **Secondary zone (0.15–0.5 mi):** Covers the bulk of Cobble Hill proper — Smith Street, Bergen and Warren Streets, and the northern edge of Carroll Gardens. This zone contains the operator's core target customer: brownstone-dwelling professionals, 35–44, household incomes well above Brooklyn median.
- **Tertiary zone (0.5–3 mi):** Encompasses Carroll Gardens, Boerum Hill, Park Slope, and Brooklyn Heights. These neighborhoods share a similar demographic and dining culture; some resident traffic will cross into the primary zone for a concept with sufficient distinction, but this should be treated as upside, not base case.



The competitor cluster thins noticeably north of Atlantic Avenue and south of Degraw Street, leaving the Court Street node as the denser of the two evening-activity zones in the 800-meter radius — the candidate site (gold star) sits at the corridor's highest-density segment.

3.2 Foot Traffic Patterns

The Foot Traffic score of 89/100 is the strongest factor in the scorecard, and it is earned. Court Street between Atlantic Avenue and Kane Street is one of the more reliably trafficked evening corridors in northwest Brooklyn. The block benefits from:

- **Through-traffic from the subway:** The Borough Hall (2/3/4/5/N/R/W) and Court Street–Borough Hall (F/G/R) stations funnel commuter volume through this corridor daily; a portion converts to evening dining and drinking traffic.
- **Residential density:** The surrounding blocks are among the more densely populated brownstone-belt streets in Brooklyn. The census tract records 1,600 households at $165,714 median household income — these are frequent dining-out households within a 10-minute walk.
- **Evening activation:** Unlike some Brooklyn corridors that go dark after 9pm, Court and Smith Streets retain pedestrian volume through 11pm on weeknights and later on weekends, supported by the density of bars and restaurants that generate spillover between venues.

The operator's stated dealbreaker — "a block that goes dark after 7pm" — does not apply here. The block is reliably lit and trafficked through the hours the concept operates.

3.3 Demographic Profile

The census tract (36047004500) presents as close to an ideal demographic match as the model allows:

- **Median household income: $165,714** — well above the $55 average ticket threshold. A household at this income level spending $110 on a Tuesday evening (two covers at $55) is a routine, not a special occasion.
- **Median age: 38.3** — sits squarely in the operator's target range of 28–45, and specifically in the 35–44 bucket the questionnaire identifies as primary.
- **Age cohort counts (35–44: 200; 25–34: 199):** The two primary wine-bar-going cohorts are roughly equal in size and together represent a significant portion of the tract's adult population.
- **Education: 39% bachelor's or higher** — directionally consistent with the target customer profile, though this figure is lower than might be expected for a tract at this income level; it likely reflects the tract boundaries clipping some higher-education blocks while including others.

The Demographic match score of 74/100 is modest relative to the income and age data, which would suggest a higher score in isolation. The engine is likely discounting for tract size (3,450 total population is relatively small — the tradeable residential audience in the primary and secondary zones is larger than a single tract), and possibly for the age distribution showing meaningful counts of 45–54 and 55–64 residents who skew toward full-service dining rather than bar-first concepts. This is not a concern — it is a calibration note. The resident base is strong for this concept.

3.4 Trade Area Conclusion

The trade area is genuinely favorable. High income, appropriate age distribution, strong evening foot traffic, and no structural issues (no dead blocks, no transit desert, no daypart gap at the hours the concept operates). The primary risk is not demographic — it is whether the specific format (drink-first natural wine bar, $55 ticket, no reservations) will generate the weekly repeat-visit frequency the model requires from a resident base that has many strong alternatives within a short walk.

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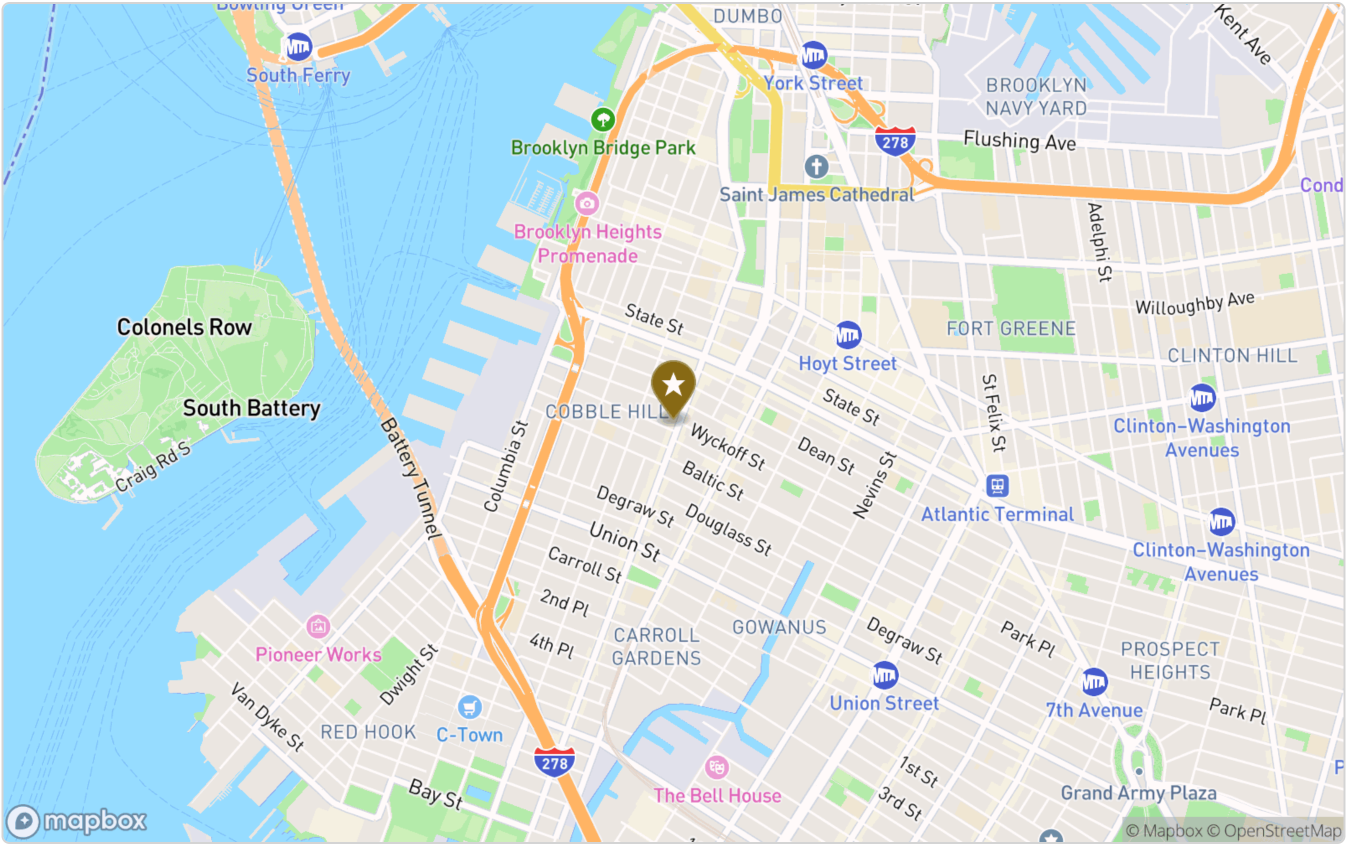
4. Competitive Landscape

4.1 Direct Competitors

A direct competitor would be a dedicated drink-first natural wine bar, by-the-glass focus, similar price point, no full food menu. Based on the data provided, **there are no direct competitors within 800 meters.** This is the gap the operator identified and it is confirmed by the competitor list. The absence of a direct incumbent is the single strongest location-fit argument for this concept.



The street-level fabric around 200 Court Street is dominated by full-service restaurants and general bars — no dedicated natural wine bar format is visible in the surrounding blocks, confirming the gap the operator identified.

4.2 Embedded Competitors (The Critical Category)

Embedded competitors are establishments that offer what the concept sells — wine, and specifically an evening drinking occasion — as one option among many. This is where the competitive analysis gets substantive.

Within 800 meters, the following businesses offer wine as part of a fuller F&B offering, capturing a portion of the same evening occasion:

- **Enso Cafe & Wine Bar** (142m, 4.8 stars, 132 reviews): The most significant embedded competitor. The "Wine Bar" label means it occupies a similar mental category for the neighborhood resident deciding where to go for an evening drink. Its bistro format means it also offers food, making it a default choice for guests who are not yet sure whether they want a full dinner or just drinks. At 4.8 stars, it is performing well. Strado's assessment: this is the single most important competitive reference to monitor.
- **Clover Club** (318m, 4.6 stars, 1,095 reviews): A serious cocktail bar. Not natural wine, but it competes for the same "I want a well-crafted drink in a nice room" occasion. High review volume indicates strong repeat use by locals.
- **TALEA Beer Co. — Cobble Hill** (256m, 4.6 stars, 177 reviews): Beer-primary, but categorized as a wine bar as well. Captures the casual drop-in evening occasion.

- **Bar Tabac** (308m, 4.3 stars, 1,244 reviews): Full-service French bistro with a wine program. A guest who wants wine with food will often default here over a drink-first concept.
- **Boutros** (343m, 4.6 stars, 740 reviews): Middle Eastern, wine-served, dinner-occasion competitor for the same evening slot.
- **Shan** (312m, 4.5 stars, 467 reviews): Cocktail bar alongside Chinese restaurant — another embedded evening-drinking option.

The embedded competition picture is active but not saturating. Six venues within 800 meters offer wine as part of a broader evening occasion. None of them is a dedicated natural wine bar; all of them are full-service or cocktail-forward. This means the Cobble Hill Wine Bar concept competes on format differentiation — the guest who specifically wants a drink-first, guide-me-through-the-list experience has no current home within this radius. The embedded competitors are a real draw on the same evening occasion, but they do not replicate the specific offer.

4.3 Adjacent Competitors

Adjacent competitors capture the same evening occasion with a different product:

- **Congress Bar** (20m, 4.5 stars, 265 reviews): General bar, immediate neighbor. Captures the casual evening-drink occasion. At $$, it is not a direct price substitute, but proximity matters — a guest who passes both doors will choose.
- **The Brazen Head** (302m, 4.4 stars, 534 reviews): Traditional bar, beer garden component. Different product, same Friday night slot.
- **Bee's Knees Provisions** (344m, 4.6 stars, 121 reviews): Cocktail bar with brunch. Lower volume but high-quality positioning.
- **Boat** (295m, 4.2 stars, 332 reviews): General bar, lower price point ($).

These are the evening-occasion alternatives for a guest who is not committed to wine specifically. They are not existential competitive threats — a guest who came for natural wine is not going to Boat instead — but they represent the ambient competition for the walk-in impulse decision.

4.4 Market Saturation

The co-location health data is notable: 20 comparable businesses within 800 meters, 19 of them thriving (≥4.0 stars, ≥100 reviews), average rating 4.5. This is a healthy, active dining and drinking market, not a saturated one. The 47 active restaurant inspection records with zero flagged closures confirm that this is a corridor where F&B concepts survive and perform — the survival rate visible in the data is high.

The Competition score of 44/100 reflects the absence of a direct-format natural wine bar proving local demand, not saturation of the category. Read it as: the market is active and healthy, but no one has yet demonstrated that a drink-first natural wine bar specifically can sustain covers at this node. That is a pioneer risk, not a saturation risk.

4.5 Concept-Specific Gap Analysis

The operator's gap thesis — "a dedicated drink-first natural wine bar with a tightly curated, frequently-changing glass list and knowledgeable staff, a format Cobble Hill doesn't currently have at the corner-bar level" — is confirmed by the data. No competitor within 800 meters replicates this format. The gap is real. The question is whether the neighborhood's residents will seek out the format specifically, or whether they will continue to satisfy their evening-wine occasion at the embedded competitors who already have their loyalty and habit.

The answer to that question is fundamentally an execution question, not a location question. If the glass list is genuinely distinctive — wines the neighborhood hasn't seen before, staff who can explain why — the concept will carve out a loyal repeat-visit base from the existing evening crowd. If the list is indistinguishable from what Enso or Bar Tabac pours, the differentiation collapses.

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5. Demand Analysis

5.1 Category Demand Estimation

The trade area supports a meaningful evening bar occasion. Working from the secondary zone residential base — assume conservatively 4,000 households within a 0.5-mile walk, median income $165,714 — and industry benchmarks for dining-out frequency at this income level (industry benchmark: upper-middle-income urban households dine or drink out 4–6 times per week per adult), the weekly potential pool of evening drinking occasions in the secondary zone is substantial. Capturing 1–3% of that pool in year one is the standard assumption for a new entrant in an established category; for a pioneer format with genuine differentiation, 2–3% is plausible by month 6–12 if execution is strong.

At 660 weekly covers (base case, 55% occupancy), the concept needs to capture approximately 660 individual evening visits per week from a secondary-zone pool that almost certainly exceeds 20,000 weekly dining-and-drinking occasions. The math is not the binding constraint. The binding constraint is habit formation — getting the neighborhood to think of this space as their default wine stop rather than an occasionally-visited novelty.

5.2 Capacity-vs-Demand Reconciliation

At 45 seats and 8 hours of evening operation (5pm–12am), the theoretical ceiling is 1,200 covers per week on the model's 5-day schedule — or approximately 1,440 covers per week on the operator's actual 6-day Tue–Sun schedule. Base case at 55% occupancy is 660 covers/week on 5 days (792 on 6 days). This is a plausible year-one target for a well-executed concept in a high-traffic evening corridor.

The capacity ceiling is not a concern at this scale. The 45-seat room will not face throughput constraints at any realistic year-one occupancy level. The more pressing question is the minimum viable week: at 30 covers per operating day, break-even is achievable on a quiet Tuesday.

5.3 Daypart Fit

The concept operates exclusively in the dinner and late-night daypart (5pm–12am), which is the correct fit for this location and concept. Court Street's evening activation is strong, the residential base is home by 6–7pm on weeknights, and the no-reservation walk-in format captures the spontaneous "let's get a glass of wine" impulse that activates between 7pm and 10pm. The late-night component (10pm–12am) captures a smaller but valuable slice — post-dinner spillover from the full-service restaurants nearby, and Friday/Saturday extended sessions.

There is no breakfast or lunch opportunity in this concept, and the operator has correctly not chased it. A midday natural wine bar in Cobble Hill is a different and harder concept; this one is correctly scoped.

5.4 Repeat-Visit Modeling

The operator targets weekly frequency from a core local audience. Consistent with the trade-area math in Section 3.3, a household visit is modeled as two covers at the $55 average ticket — $110 per visit. Even at a conservative twice-monthly frequency, a regular household spends approximately $2,640 annually on this concept. Building a loyal base of 150–200 households at that frequency generates roughly $396,000–$528,000 in annual revenue from regulars alone — between a third and half of the $1M annual revenue goal, with one-time and occasional guests filling the rest.

The repeat-visit model is achievable but requires deliberate cultivation: a recognizable rotating glass list that gives regulars a reason to return each week, staff who remember faces and preferences, and a physical layout that makes solo and couple visits comfortable (the bar component is critical for this). The operator's instinct for a "neighborhood spot they can drop into" is the right frame — the concept's financial health depends on converting first-time visitors into weekly regulars within 60–90 days of opening.

6. Price-Position Analysis

Tier	Evening bar ticket (per cover)	Notes
Bottom quartile	Under $25	General bars, beer-primary, well drinks
Median	$30–$45	Mid-range cocktail bars, wine-by-the-glass at restaurants
Top quartile	$45–$65	Dedicated wine bars, craft cocktail bars, bar programs at full-service restaurants
Above ceiling	$70+	Tasting-menu pairings, premium bottle service

The proposed $55 average ticket sits in the upper portion of the top quartile for the neighborhood — appropriate for a dedicated natural wine bar with an educated staff and a curated glass list. This is not above the neighborhood's ceiling: at $165,714 median household income, the trade area can easily support $55 per cover. The comparison point is Clover Club (4.6 stars, 1,095 reviews), which commands a premium cocktail price point in the same corridor.

The risk is not the absolute price level — it is the price-to-experience ratio at launch. A $55 ticket for two glasses of low-intervention wine and a shared snack plate requires that the wine selection feel genuinely special and the staff feel knowledgeable, from night one. A $55 ticket for a glass of Beaujolais from a distributor sheet the neighborhood already knows, served by a server who can't explain the producer, will generate immediate negative word-of-mouth in a neighborhood where wine knowledge is widespread among the target demographic.

Recommended ceiling: $60–$65 per cover is achievable once the concept has established its reputation — likely by month 6–9 if execution is strong. Pricing above $65 without a fuller food program would risk positioning the concept above its format category.

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7. Financial Model

7.1 Revenue Projections

Important schedule note before reading these numbers: The financial model assumes 5 operating days per week (a category default for bar concepts). The operator stated Tue–Sun, which is 6 days per week. This conflict is addressed in Section 7.6 below. All figures in the supplied model use the 5-day assumption and should be treated as conservative estimates of the operator's actual 6-day plan.

Scenario	Occupancy	Weekly covers	Monthly covers	Avg ticket	Monthly revenue
Pessimistic	35%	420	1,819	$55	$100,045
Base	55%	660	2,858	$55	$157,190
Optimistic	75%	900	3,897	$55	$214,335

Theoretical weekly cover ceiling: **1,200 covers/week** (45 seats × 5.33 turns/day × 5 days)

7.2 Cost Structure

Scenario	Monthly revenue	Variable cost / COGS (21%)	Fixed costs (rent + labor + opex)	Operating cash flow	Rent ratio
Pessimistic	$100,045	$21,009	$27,833	$51,203	11%
Base	$157,190	$33,010	$27,833	$96,347	7%
Optimistic	$214,335	$45,010	$27,833	$141,492	5%

Fixed cost breakdown: Monthly rent $11,333 + monthly labor $12,900 + utilities $1,800 + insurance $600 + admin/POS $1,200 = **$27,833/month**

Note on labor: The $12,900/month labor line assumes the founder draws $4,500/month and runs with two employees at $4,200/month loaded each. This assumes the founder absorbs all unpaid operating roles — prep, receiving, bookkeeping, inventory ordering, compliance, events. If the founder's time on those roles decreases (e.g., a second location, a health event, a shift in personal circumstances), the true labor cost is $4,000–$6,000/month higher. This is a structural vulnerability in the single-owner model.

7.3 Critical Observation — Rent Ratio

The model uses an estimated rent of $11,333/month. The operator cited $9,000/month as the actual asking rent. If $9,000 is the rent, the model's fixed costs fall from $27,833 to $25,500/month, the rent ratio at base case improves from 7% to approximately 6%, and operating cash flow increases by $2,333/month — meaningful across a 10-year lease.

At $9,000/month asking rent: Rent ratio is approximately 6% at base case — at the favorable edge of the healthy 6–10% band and well below the 12% distress threshold. This is a workable deal at base-case occupancy.

At the model's estimated $11,333/month: Rent ratio is 7% at base case, 11% at pessimistic — approaching the distress threshold under the conservative scenario.

The operator's worry is correct, but the direction may be better than feared. If the $9,000 asking rent is confirmed and the operating schedule is corrected to 6 days, this is a financially viable deal at base-case occupancy. The lease terms — escalation schedule, renewal options, personal guarantee scope — matter more than the year-one base rent figure.

7.4 CapEx Amortization

Scenario	Monthly operating cash flow	CapEx ($200,000)	Payback
Pessimistic	$51,203	$200,000	4 months
Base	$96,347	$200,000	3 months
Optimistic	$141,492	$200,000	2 months

These payback figures require a significant caveat. The underlying operating schedule is tagged `category_default` (5 days/week) and the cover duration (90-minute dwell) is also `category_default`. Both assumptions affect the capacity ceiling, which affects occupancy math, which affects operating cash flow. Specifically:

- Under the 5-day / 90-minute assumption, base-case operating cash flow is $96,347/month and payback is approximately 3 months.
- If dwell extends to 120 minutes (a plausible bar-format reality), capacity drops by roughly 25%, and maintaining 55% occupancy in cover terms requires either more seats or longer hours — neither of which is in the current model.
- The payback figures should be treated as a best-case directional estimate under the supplied assumptions, not a robust conclusion. Validate dwell time against the operator's actual concept before relying on the 3-month payback figure.

7.5 Break-Even

- **Monthly break-even revenue:** $35,232
- **Monthly break-even covers:** 641
- **Weekly break-even covers:** 148
- **Per-operating-day break-even covers (5 days):** 30
- **Break-even occupancy:** 12%

Derivation: fixed costs $27,833 ÷ contribution margin 79% = $35,232/month

The break-even is low and reassuring. Thirty covers per operating day — roughly six tables of two per evening — is a threshold any functioning bar in this corridor should clear within the first weeks of operation. Even in the stress scenario (25% occupancy, $48 average ticket), monthly operating cash flow is $21,559 — the concept does not bleed out under plausible adverse conditions.

7.6 Stated Assumptions

The following assumptions are tagged `category_default` or `estimated` in the supplied model and require operator validation:

Assumption	Model value	Source tag	Note
Cover duration (dwell time)	90 minutes	category_default	Standard bar-concept default. Evening wine bar dwell in Brooklyn commonly runs 105–150 minutes. A longer dwell cuts the cover ceiling — see Section 8 sensitivity table.
Days per week	5	category_default	Default for bar concepts. **Conflicts with operator-stated Tue–Sun (6 days).** See below.
Variable cost / COGS %	21%	category_default	22% category baseline less 1pp alcohol margin adjustment. Validate against actual wine cost of goods once suppliers are locked.
Monthly labor	$12,900	category_default	Founder $4,500 + 2 employees × $4,200 loaded. Validate against actual hire plan and NYC wage rates at time of opening.
Monthly rent	$11,333	estimated	Neighborhood-calibrated at $136/sq ft/yr. **Operator cited $9,000 — use actual asking rent in any revised model.**

Schedule conflict — flag: The model assumes 5 operating days/week. The operator wrote "Tue–Sun, 5pm–12am" — 6 operating days per week. At 6 days, the theoretical weekly cover ceiling rises from 1,200 to 1,440 covers, and all revenue scenarios improve proportionally (approximately 20% uplift across all scenarios). The break-even occupancy falls further. **The operator should rerun the model with 6 days/week before relying on any of the cash flow or payback projections above.** Under the operator's actual schedule, the financial picture is more favorable than the supplied model shows.

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8. Sensitivity & Break-Even

Stress scenario: At 25% occupancy and a 12.5% ticket reduction ($48/cover), monthly revenue is $62,521 and operating cash flow remains $21,559. The concept covers fixed costs and generates positive cash flow even under this adverse scenario — a meaningful floor of resilience.

Dwell-Time Sensitivity

Dwell time is the single most important assumption to validate before opening. A wine bar where guests linger — which is the intended vibe — has a fundamentally different capacity ceiling than one where guests cycle quickly. The supplied sensitivity table:

Assumed dwell	Weekly cover ceiling	Weekly covers @ base occupancy (55%)	Monthly revenue @ base occupancy
24 min	4,500	2,475	$589,435
45 min	2,400	1,320	$314,380
60 min	1,800	990	$235,785
90 min (model default)	**1,200**	**660**	**$157,190**

Note: the 24-minute and 45-minute rows are included for mathematical completeness but are not realistic for an evening wine bar concept. An evening wine bar with a curated glass list and knowledgeable staff will rarely turn guests in under 60 minutes.

The operative dwell range for this concept is 90–150 minutes. The model's 90-minute default is on the optimistic end of that range. At 120 minutes (a plausible average for a couple working through two rounds and a snack), the cover ceiling falls to approximately 900 covers/week — and base-case 55% occupancy becomes 495 covers/week, not 660. Monthly revenue at that dwell falls to roughly $118,000, and operating cash flow shrinks to approximately $65,000.

The single biggest variable to defend is dwell time. The operator should observe comparable evening wine bars in the city — note average table duration, peak-hour fill rates, and whether the room naturally encourages lingering or clearing. If the concept's intended vibe drives 120+ minute dwell, the financial model should be rerun at that assumption before lease execution.

Secondary sensitivity variables, in order of impact:

1. **Asking rent vs. escalation schedule:** The year-one $9,000 is manageable. Year 7 at 3% annual escalation is approximately $10,750. Year 10 is $11,750 — above the model's estimated neighborhood ceiling. Cap escalation at 2% or CPI-whichever-lower.
2. **Days/week assumption:** Correcting to 6 days improves every scenario. Validate and rerun.
3. **Average ticket:** The $55 target is achievable but requires the glass list to support $14–22/glass pricing. If the operator prices below $12/glass to build traffic, the average ticket falls and the contribution margin compresses.

9. Format Alternatives

The operator's proposed format — 45-seat dine-in wine bar, full-service, Tue–Sun evenings — is the correct format for this concept and this location. The alternatives below are included for completeness and to validate the choice, not to redirect the operator away from it.

Format	Buildout	Monthly cash flow (base)	CapEx payback	Recommendation
A: Proposed format — 45-seat evening wine bar, full-service	$200,000	$96,347 (model default, 5-day)	3 months (model default)	**Recommended**
B: Wine bar + retail hybrid (by-the-glass + bottle retail to go)	$220,000–$250,000	Higher revenue upside, requires off-premises license	4–6 months	Acceptable alternative — licensing-dependent
C: Stripped-down standing bar, 20–25 seats, lower buildout	$100,000–$130,000	Lower absolute cash flow, faster payback, lower risk	2–3 months	Acceptable if capital is a binding constraint

Format A is the right call. The concept, price point, and target customer support a 45-seat full-service room. The financial model shows a manageable deal at base-case occupancy, and the operator's experience (bar manager, wine program buying) is well-matched to running this format.

Format B (retail hybrid) is the most common format evolution for natural wine bars that gain neighborhood traction — the operator sells bottles to-go to regulars who want to take home what they discovered in the bar. This is a meaningful revenue extension and increases average ticket on visits where guests purchase both a glass and a bottle. **However:** adding bottle retail requires a separate New York State off-premises license, which is a different license category from the on-premises beer and wine license the operator is planning. This is a licensing flag that should be verified with a licensed attorney before designing the space around a retail component. Do not assume a single license covers both.

Format C is the risk-mitigation option if the lease negotiation fails or capital proves insufficient. A 20–25 seat standing bar with a lower buildout cost reduces the payback requirement and the fixed-cost base. It is a valid fallback, but it limits the concept's revenue ceiling and may not match the "room for roughly 40–50 seats plus a small bar" that the operator identified as a must-have.

10. Risk Register

Rank	Risk	Probability	Impact	Mitigation
1	Dwell time longer than 90-minute model assumption — capacity ceiling is materially lower than projected, revenue scenarios overstate performance	High	High	Observe comparable venues before signing. Rerun model at 120-minute dwell before committing. Design the space to manage table turns gracefully (e.g., subtle bar vs. table differentiation).
2	Rent escalation exceeds revenue growth — year 7–10 rent (at 3% annual escalation from $9,000) approaches or exceeds the model's estimated neighborhood ceiling	Medium	High	Negotiate hard cap on annual escalations (2% or CPI-whichever-lower). Seek a rent-free buildout period of 3–4 months. Limit personal guarantee to 12–24 months, not the full lease term.
3	Differentiation collapses if glass list fails to remain genuinely distinctive — concept reverts to "another wine-at-a-bar" option competing against Enso and Bar Tabac	Medium	High	Protect the buying relationship with distributors. Build glass list around producers not available at area restaurants. Staff knowledge must be real, not aspirational — make staff training a pre-opening requirement.
4	Operator first-time lease signer — limited experience with buildout management, contractor relationships, permit timelines	High	Medium	Hire an experienced F&B real estate attorney before signing. Budget a 20–25% contingency on the $200,000 buildout estimate. Build at least a 3-month rent-free period into the lease to absorb construction delays.
5	Enso Cafe & Wine Bar (142m, 4.8 stars) occupies the format-adjacent category with strong ratings — early guests may not perceive differentiation	Medium	Medium	Pre-opening: visit Enso, understand their glass list, and ensure yours is distinct on day one. Don't open with a single overlapping wine on the by-the-glass menu.

Rank	Risk	Probability	Impact	Mitigation
6	Single-founder labor model — all unpaid roles absorbed by the founder; illness, fatigue, or family demand removes the person doing the work of two	Medium	High	Build the operating model with the assumption that the founder takes one day per week fully off from year one. Identify a bartender hire who could step into bar manager responsibilities within 12 months.
7	Beer/wine on-premises license — concept is limited to beer and wine, no spirits. If the neighborhood's evening preference shifts toward cocktails or the operator wants to add spirits, a full liquor license upgrade involves a separate and more complex approval process	Low	Medium	Verify with an attorney that the space's address is eligible for both beer/wine and full liquor licenses (proximity to schools, houses of worship, etc.) before signing — even if the plan is beer/wine only, preserve the option.
8	12-month personal runway — if the concept ramps slowly (3–6 months to break-even, 6–9 months to meaningful cash flow), the operator's financial cushion may be consumed before the business self-funds	Medium	High	Maintain the working capital reserve as a true reserve, not a buildout contingency. Break-even at 30 covers/day is achievable quickly; the risk is a slow ramp combined with an extended buildout or delayed opening.

11. Recommended Path Forward

Path 1 — Recommended: Negotiate the lease, correct the model, proceed

Rationale: The location is genuinely well-suited to this concept. High foot traffic (89/100), strong demographics ($165,714 median income, median age 38.3), no direct-format competitor within 800 meters, and a healthy surrounding F&B ecosystem with 19 of 20 comparable businesses thriving. The asking rent of $9,000/month is below the model's estimated neighborhood ceiling and produces a rent ratio of approximately 6% at base-case occupancy — inside the healthy band. The break-even of 30 covers per operating day is achievable quickly.

Critical actions before signing:

1. Engage an F&B real estate attorney. Do not sign a 10-year lease without professional review of the escalation schedule, personal guarantee terms, and permitted-use clause (specifically: ensure the permitted use includes "wine bar" and "on-premises consumption," and ideally "ancillary retail" to preserve the bottle-retail option).

2. Negotiate: (a) 3–4 months rent-free during buildout, (b) annual escalation capped at 2% or CPI-whichever-lower, (c) personal guarantee limited to 18–24 months.
3. Rerun the financial model at 6 operating days/week (Tue–Sun) and at 120-minute dwell. The supplied model is conservative on days (understating revenue) and possibly optimistic on dwell (overstating capacity). The corrected model will give a more accurate read on whether the concept hits the operator's stated $1M annual revenue goal.
4. Verify that the space is eligible for a New York State beer/wine on-premises license (SLA Form 1) — the Regulatory score of 97/100 is favorable, but confirm no proximity disqualifiers at this specific address.
5. Build a $30,000–$40,000 contingency into the buildout budget above the stated $200,000. First-time buildouts in Brooklyn routinely run 15–25% over initial estimates, and a stalled buildout on a space you're already paying rent on is the fastest way to consume your personal runway.

Projected outcome under this path: At 6 days/week, 55% occupancy, $55 average ticket, and $9,000/month rent, monthly revenue approaches $185,000–$190,000 (rough estimate from adding the 6th operating day). Operating cash flow sufficient to reach the $1M annual revenue target within year 2 as the concept builds its regular base.

Path 2 — Acceptable Alternative: Redirect search to Smith Street corridor

Rationale: If lease negotiation at 200 Court Street fails — or if the escalation terms are unacceptable — Smith Street between Degraw and Union Streets (~0.3–0.5 miles south) offers a comparable evening activation profile with potentially softer rents in pockets that have seen less recent retail investment. The trade area demographics are similar (Carroll Gardens households overlap with Cobble Hill's income and age profile), and the evening dining culture on Smith Street is well-established. See Section 12 for specific corridor reasoning.

Tradeoffs: Smith Street's retail rent ranges from approximately $80–$120/sq ft/yr in less prime blocks vs. Court Street's higher-end comps. The evening foot traffic is strong but slightly less concentrated than the Court Street node. A natural wine bar on Smith Street would occupy a similar gap-play position without an established direct competitor.

Path 3 — Not Recommended: Proceeding at rent above $10,500/month with standard escalation

At $10,500/month with a standard 3% annual escalation, the rent ratio at base-case occupancy is approximately 8% in year one and exceeds 10% by year 5. Under a pessimistic scenario (35% occupancy), the rent ratio at $10,500 is approximately 10.5% — at the outer edge of the distress band. Combined with the dwell-time uncertainty and the ramp time required to build a local regular base, this structure leaves almost no margin for the normal friction of a new concept. The operator's stated worry — signing a lease the numbers can't support — would be realized. Do not accept this structure without a material restructuring of the rent or the operating model.

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12. Adjacent Opportunities

Smith Street Corridor — Degraw Street to Union Street, Carroll Gardens

Smith Street from Degraw to Union is the natural adjacent option for this concept. The evening dining and drinking culture here is at least as developed as Court Street — Bar Tabac, for example, sits at 308 meters from the candidate site and anchors the Carroll Gardens end of the same cultural zone. The residential trade area transitions from Brooklyn Heights-adjacent Cobble Hill to Carroll Gardens proper, where the demographic profile (similar income, slightly younger median age, higher family household proportion but still significant 28–40 single and couple households) is directionally compatible.

The specific argument for Smith Street: a natural wine bar on the mid-block stretch between Degraw and Union would be closer to the Carroll Gardens residential core, capturing walk-in evening traffic from households who currently walk north to Cobble Hill or south to Carroll Gardens restaurants. Rents on secondary Smith Street blocks may be negotiable below the Court Street ask, and the gap in dedicated drink-first natural wine formats is identical — no direct-format competitor operates this specific concept on Smith Street based on the available data. The tradeoff is slightly less transit-driven foot traffic (Smith Street is not on a major subway corridor) and a more food-forward competitive set that may reinforce the embedded competition dynamic.

Why this is an adjacent opportunity, not a superior one: 200 Court Street's foot traffic score (89/100) is unusually high and partly driven by transit proximity. A Smith Street site would likely score lower on foot traffic and higher on neighborhood intimacy — a different balance, not a clearly better one for this concept. Smith Street is the right fallback if the Court Street deal doesn't pencil out, not a proactive trade-down.

Atlantic Avenue — Clinton Street to Henry Street, Cobble Hill

Atlantic Avenue between Clinton and Henry Streets is a secondary opportunity worth a walkthrough. The corridor has evolved significantly and now anchors several well-rated F&B concepts that draw from both Cobble Hill and Brooklyn Heights. A natural wine bar at this node would benefit from the cross-traffic between the two neighborhoods and the corridor's growing food and drink identity.

The caution: Atlantic Avenue rents are typically higher than the immediate Court Street ask due to the corridor's increased visibility and foot traffic from the BQE-adjacent retail strip and the Atlantic Avenue–Barclays Center subway complex. The demographic match is strong (Brooklyn Heights to the north, Cobble Hill to the south), but the rent feasibility question would be more acute than at 200 Court Street. Any space here would need careful underwriting — the foot traffic would likely support a higher revenue ceiling, but the rent would need to be negotiated with that ceiling in mind. If the operator pursues this corridor, verify asking rents before modeling; do not assume Court Street-level rents apply.

13. Methodology & Confidence

This report is informed by the following categories of data, with confidence levels noted:

Tract-level demographic data (high precision, known lag): Population, household count, median household income, median age, educational attainment, and age cohort distribution are drawn from tract-level census data for tract 36047004500. These figures are precise within the methodology of the underlying survey but reflect a census vintage that typically lags current conditions by 2–4 years. In a neighborhood experiencing active gentrification or demographic shift, current figures may be more favorable than reported. Values are used exactly as supplied; no adjustments have been made for recency.

Third-party business listings and review data (directional, snapshot): Competitor names, distances, price tiers, ratings, and review volumes are drawn from third-party business listings. This data represents a snapshot of surviving businesses — closed concepts are not visible, which means the data reads demonstrated demand from survivors, not failure rates. Review counts and ratings are observed values, not estimates. Business categorizations (e.g., "Wine Bar," "Bistro") reflect the listing categories and may not perfectly capture operational reality.

Municipal inspection records (high precision for active status): The count of 47 active inspection records with 0 flagged closures reflects the most recent inspection per establishment within 800 meters and is a reliable indicator of operating status as of the data vintage.

Financial model (stated assumptions, not independently derived): The financial model was supplied pre-computed. All revenue, cost, and payback figures are used verbatim. Key assumptions tagged `category_default` — cover duration (90 minutes), days per week (5), COGS percentage (21%), monthly labor ($12,900) — are industry-benchmark defaults for the bar category and have not been independently validated against this operator's specific plan. The model's rent estimate ($11,333/month) is a neighborhood-calibrated estimate; the operator-cited asking rent ($9,000/month) is more reliable and should be used in any revised model.

Geospatial and foot traffic data (directional): Foot traffic scoring, zone definitions, and corridor characterizations are derived from geospatial and pedestrian activity data. These are directional indicators, not precise pedestrian counts, and are used to rank and compare relative activity levels rather than project exact visitor volumes.

Industry benchmarks (established norms, applied directionally): Rent ratio benchmarks (healthy 6–10%, distress 12%+), prime cost conventions, and format-specific dwell-time ranges are drawn from publicly available F&B industry operating norms. These are applied as reference ranges, not precise predictions for this specific concept and location.

About Strado

Strado is a location-intelligence service for operators of physical businesses. We pair on-the-ground market data — demographics, foot traffic, the competitive set, asking rents, and regulatory context — with concept-specific financial modeling to judge whether a business concept and a prospective location fit, before a lease is signed.

This report covers a Strado fit score, a trade-area and competitive read, a full financial model with break-even and sensitivity, the key risks, and a clear proceed / modify / reconsider verdict.

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