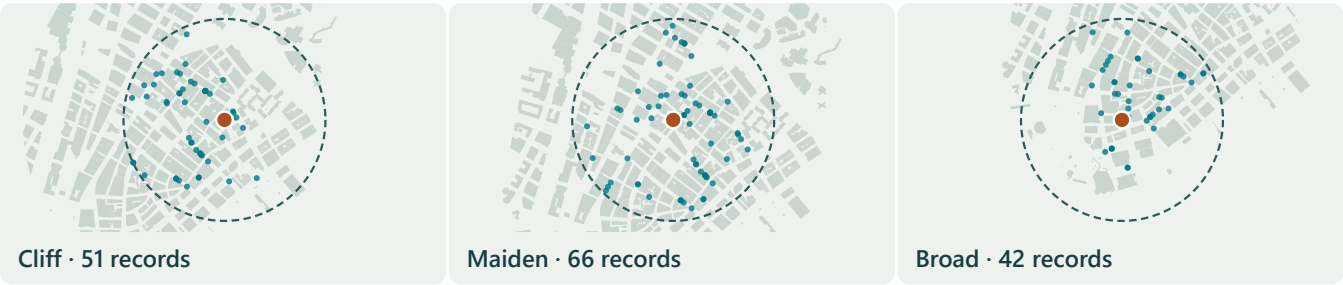
New York / Compare restaurant locations

Start with the unit at 21 Maiden Lane

Ask the broker for a marked suite plan, written rent and permission for the proposed kitchen. If the unit can be identified, visit during lunch and evening pickup.



500 m straight-line radius · teal dots = selected businesses · orange marker = study anchor · north up. Cliff · 51 records; Maiden · 66 records; Broad · 42 records.

Why this is worth testing

Maiden has the largest original partial score (42.9 points). Cliff has 39.8 and Broad 40.5. Changing the audience assumptions puts Broad first. There are 35 unresolved points at each site.

Alternative

15 Cliff Street is the compact alternative. Hold 90 Broad until the cost and permission for restaurant conversion are known.

Still unverified

A Subway branch and a broker listing refer to the same building. The December 2025 storefront filings omit suite numbers. Availability, rent and current footfall are unconfirmed.

When to proceed or change course

If the broker cannot match an available unit to a plan, visit Cliff first. Advance a lease only after written terms, permitted use and observed sales volumes support the costs.

NYC DOHMH lunch-format inventory, 14 Nov 2026 comparison. Premises evidence reviewed 16 Nov 2026.

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