



**Urban Outfitters**  
166 Atlantic Ave, Brooklyn, NY

**Blue Rock Construction Co**  
General contractor

**Paradise Construction**  
Interior renovations



Paradise Construction was contracted to provide interior renovations for this stylish, youth-oriented apparel and accessories chain, which takes special pride in designing “innovative stores that resonate with the target audience.”

This facility occupies 22,000 square feet on two floors of an approximately 150-year-old former maritime manufacturing building on Atlantic Avenue, the main commercial thoroughfare serving Brooklyn’s historic Brooklyn Heights neighborhood.

Our scope of services included the unique open space demolition/renovation as well as elevator shaft, concrete ramps and partitions. The vintage bricks were sorted and saved during demolition so their 19th-century could be used as a design element in the renovated store, while reducing the owner’s cost of materials. The renovation was completed on schedule and within the agreed-upon budget of \$73,000

