

Yoga brings some wellness to downtown vacancy pains

By Nick Norlen, Staff Writer

Posted: Tuesday, February 12, 2008 7:11 AM EST

At least one of the slots in the strip of vacant storefronts from 80 to 84 Nassau St. in Princeton Borough has been filled, and the owner is hoping the location isn't a stretch.

Yoga Above held its grand opening Saturday in its location on the second floor of 80 Nassau St., directly above Zorba's Brother restaurant.

It's the first business venture of owner and instructor Michael Cremone, who lives in Hopewell and teaches yoga at a few local health clubs and at Princeton University as part of students' physical fitness requirements.

"I'd say it's unique because there's really no yoga centers in the center of town," he said. "I had the idea probably for the past couple years and I was just waiting for the right place to open up – some place that would be right in the center of town. It's a perfect location."

In terms of the official borough approval process, Mr. Cremone said opening of the studio "went smoothly," with "no problems at all."

He said he's currently getting the word out about his studio by word-of-mouth, and said he plans to do some advertising soon.

"Right now, word-of-mouth seems to be doing better than anything," he said.

Originally, Mr. Cremone learned about the vacancy at 80 Nassau St. from a few of his health club students who happened to be real estate agents.

From there, he contacted Princeton-based real estate broker N.T. Callaway, whose commercial division is marketing a number of the properties near the intersection of Nassau and Witherspoon streets.

According to listing agent Hal Smallzman, N.T. Callaway is currently pursuing tenants for the other properties.

Its Web site lists the second-floor properties at 80-84 Nassau Street as approximately 1,540 square-feet of office space, available for a three-year minimum lease of \$33 per square-foot plus tenant electric costs.

The first-floor properties previously housed the Saladworks eatery and the former site of Hinkson's Stationary, which has since moved to 28 Spring St.