

JV Opportunity · BRIDGEHAMPTON, NEW YORK

Gateway *Bridgehampton*

2033 Montauk Highway · Bridgehampton, NY 11932

A new landmark hospitality destination at the gateway to the Hamptons. Offering a premium stay in one of the most affluent markets in the United States.

Prime Hospitality Opportunity

Bridgehampton, New York





THE DEVELOPMENT

Luxury Hospitality in the heart of the Hamptons

9 free-standing buildings with ample parking and green space. Designed for the Hamptons' most discerning clientele.

TOTAL AVAILABILITY

90,000 SF

BUILDING SIZE

10,000 SF

5,000 SF ground
5,000 SF 2nd floor

BUILDINGS

9 Free-Standing

Ample parking & green space

LOCATION

Montauk Hwy

Average Annual Daily Traffic (AADT)
of nearly 24,000 vehicles (2023)

- Direct frontage on Montauk Highway — the Hamptons' primary artery
- Directly across from Bridgehampton Commons — Kimco's 304,959 SF retail center
- Potential outdoor dining patios, landscaped pedestrian promenades & open green space
- High demand for curated hospitality

A white-space market, legally unlocked

Until now, zoning rules made new hotel construction in Southampton essentially impossible. **Local Law No. 6 of 2026** changes that, creating the first clear, discretionary pathway for small-scale hotel development in a generation. Bridgehampton sits at the heart of the Hamptons, surrounded by world-class wineries, beaches, restaurants, and equestrian culture, yet has virtually no dedicated hotel inventory. That gap is now open.

~30

Hotels and motels across the entire Southampton to Montauk corridor, concentrated almost entirely in Montauk and Hampton Bays, leaving the heart of the Hamptons dramatically underserved.

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Luxury hotel option in Bridgehampton today, the Bridgehampton Inn, a small inn with limited capacity, far below the demand the hamlet generates.

14 days

Airbnb's minimum rental requirement in Southampton Town, locking short-term rentals out of the market and leaving a full-service hotel as the only viable option for visitors.

No short-term rental competition

Airbnb's 14-day minimum removes the primary alternative entirely. Visitors arriving for a long weekend have nowhere to stay, and a hotel is the only answer.

Law-protected brand premium

Franchise hotels are banned by statute. Every future competitor must also be independent and design-led. The law makes the premium category permanent.

Municipality actively seeking operators

Southampton's own Comprehensive Plan explicitly calls for small-scale overnight accommodations. The town wrote the demand into law.

Prime season optionality

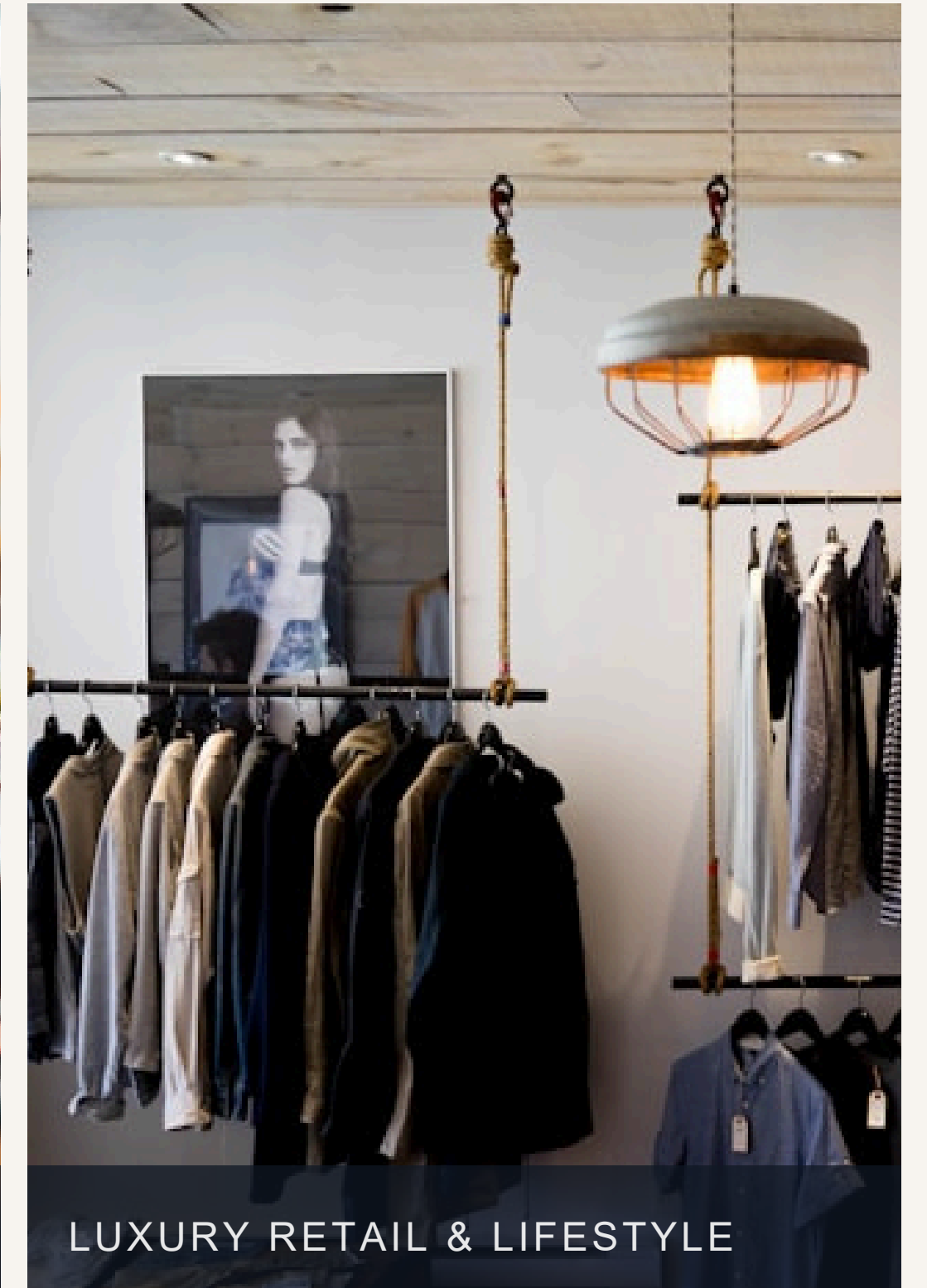
Memorial Day through Labor Day delivers the highest RevPAR of any market in the Northeast, with peak weekend rates rivaling Manhattan. The upside is concentrated and proven.

The zoning barrier is gone. The market is undersupplied. The law mandates architecture that commands premium rates. The only question is who moves first.

THE MARKET

Where the *World* Summers

The Hamptons draws the world's most affluent consumers: Fortune 500 executives, global finance leaders, and cultural tastemakers, delivering unmatched spending power to every retailer at The Gateway.



New Law: The Hotel Development Overlay

A new floating zone that unlocks boutique hotel development in Highway Business districts across Southampton Town, including Bridgehampton, for the first time in a generation.

ROOM COUNT

16 to 65

Boutique scale only. No large-format hotels permitted.

MIN. SITE SIZE

2 acres

Within existing Highway Business (HB) zoning districts.

STAY LIMIT

30 days

Max consecutive stay. Pure transient hospitality only.

WHAT'S PERMITTED

- Transient hotels and resorts, 16 to 65 rooms
- On-site bar, dining and continental breakfast
- Spa, fitness, pool and recreational amenities
- Adaptive reuse of historic structures encouraged
- Periodic art exhibits and public programming

WHAT'S PROHIBITED

- Extended stay hotels
- Timeshares and residential conversions
- Youth hostels
- Franchise and corporate chain architecture
- Corporate logos, branded signage and stucco facades

Architecture mandate: Wood clapboard, cedar shingle, native stone or brick only. Buildings must reflect the historic vernacular of the surrounding hamlet, protecting authenticity.

The market is proven. Bridgehampton is next.

Boutique hotels across the East End are commanding \$800 to \$1,200+ per night in peak summer. Each proves the same thesis: design-led, independent lodging outperforms in this market, and demand consistently exceeds supply.



Gurney's Montauk Resort and Seawater Spa
MONTAUK · 158 ROOMS
The iconic four-season oceanfront resort. Private beach, seawater spa, five dining venues. Peak rooms exceed \$800/night, with suites topping \$1,000+. The gold standard that sets the market ceiling.



Marram Montauk
MONTAUK · 96 ROOMS
Design-forward boutique resort built on barefoot luxury, organic materials, and a celebrated Uruguayan chef. No TVs, no franchise trappings. Restraint and authenticity command premium pricing.



The Reform Club
AMAGANSETT · 10 ROOMS AND COTTAGES
All-inclusive estate of shingle-style cottages on manicured grounds. Peak rates of \$700 to \$1,000+ per night on just 10 keys prove that small scale amplifies, not limits, yield.



Seven Beach Lane
WESTHAMPTON BEACH · 16 ROOMS
Opened 2024 in a restored 1885 Victorian style building. Saltwater pool, farm-to-table dining. Rooms fetch \$795/night with suites commanding \$1,200 even in November. A direct blueprint for Bridgehampton.

DEMOGRAPHICS

An Exceptional Consumer Base

AVG. HH INCOME \$302K Avg. HH income within 3 miles — 2024 estimate	2030 PROJ. HH INCOME \$406K \$406,862 projected average HH income by 2030 (3-mile)	AVG. DISPOSABLE INCOME \$145K \$145,612 average disposable income (income minus taxes)	MEDIAN HOME VALUE \$2.28M \$2,283,203 median home value within 3-mile trade area
Area Summer Time Vistors 300,000+ Peak Seasonal Population	Summer Destination #1 Most expensive summer destination in New York State	Average Spend Per Day \$510 Average daily spend per luxury visitor, Hamptons summer season	ANNUAL POP. GROWTH +2.3% Projected annual population growth through 2029 (3-mile)

Source: Trade Area Systems / Synergos Technologies, 2024 Estimates & 2030 Projections · 2033 Montauk Highway, Bridgehampton, NY

TRADE AREA

At the Heart of the Hamptons

RETAIL

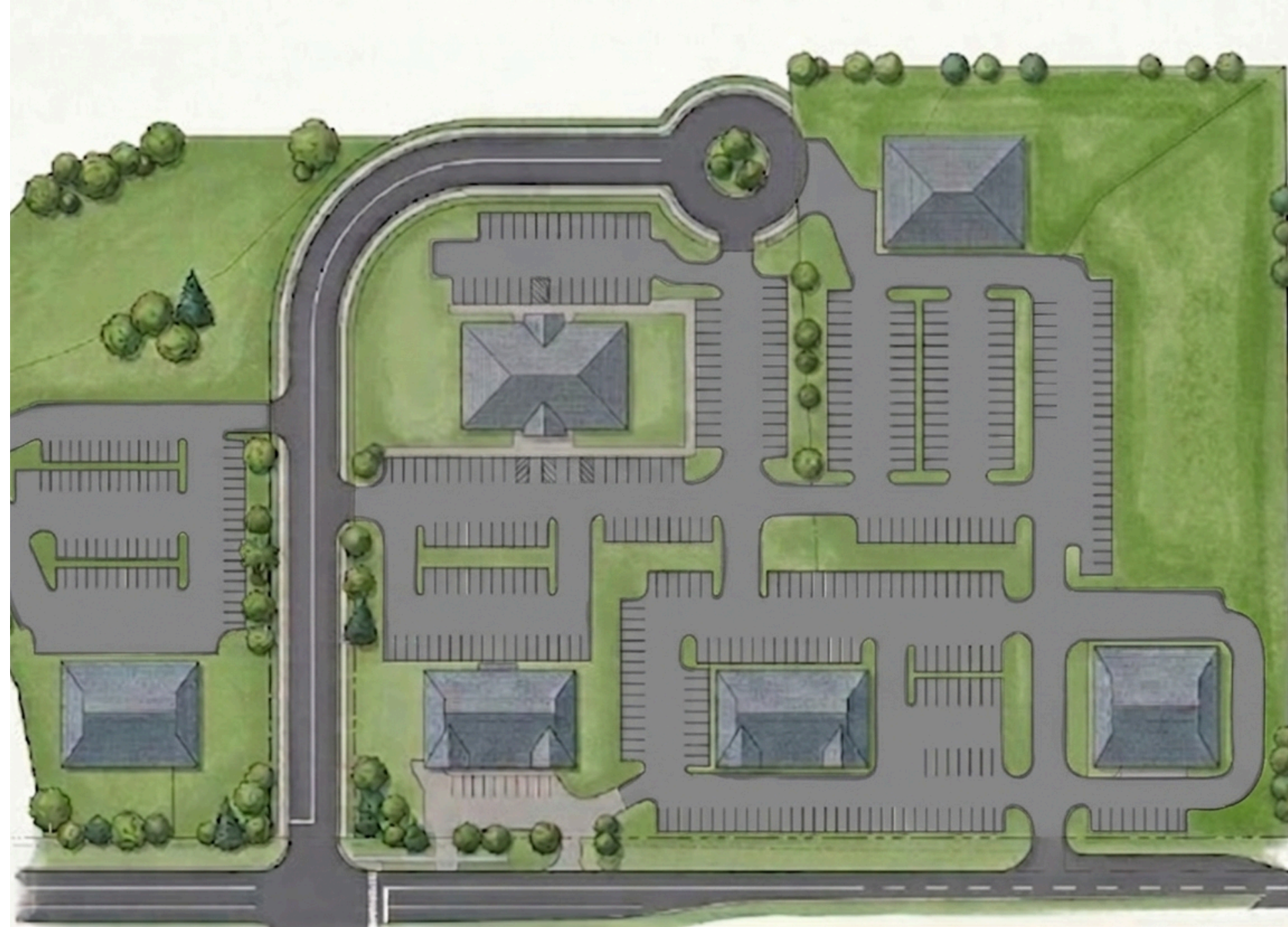


ZEGNA PRADA

HOSPITALITY



THE SURF LODGE
Montauk



Gateway *Bridgehampton*

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ZONING

Zoned Highway Business (HB)

Opportunity for hospitality conversion for the property

AVAILABLE BUILDABLE SPACE

90,000 SF Total

10,000 SF per building (5K ground + 5K upper)

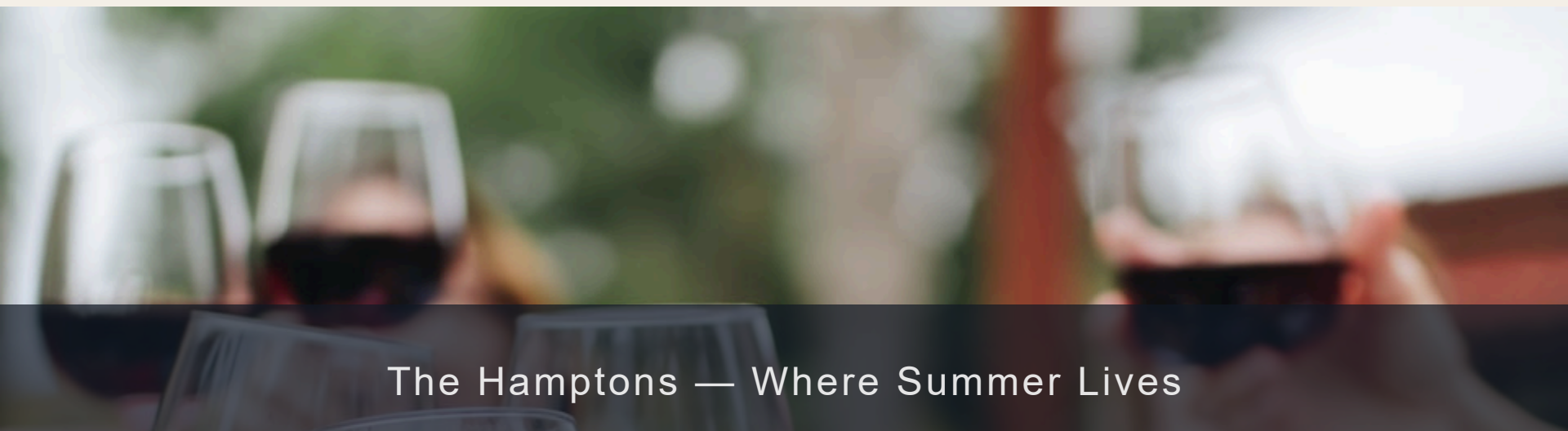
INQUIRIES

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*Site layout currently optimized for retail and changing to 9 buildings



The Hamptons — Where Summer Lives

This flyer is for informational purposes only. All renderings are artistic representations and subject to change without notice. All data from sources deemed reliable but not guaranteed. Demographics: Trade Area Systems / Synergos Technologies, 2024 Estimates & 2030 Projections. Visitor & tourism statistics: BudgetYourTrip.com, NewYorkHotels.org, U.S. Census Bureau. All information, specifications, and materials are subject to change at any time without notice.