

November 3, 2011

http://www.brooklynpaper.com/stories/34/44/dtg_wagclubretail_2011_11_04_bp.html

Brooklyn Bridge bark! New dog spa opens at Pier 6 condo

By Kate Briquetelet

There's a new club in town where only dogs are allowed.

The Wag Club — a day care and luxury spa for man's best friend — opened last week as the first retail offering at the residential One Brooklyn Bridge Park.

“We're here to help dog-lovers and guardians be better dog parents,” said owner John Squires, who is also a resident of the ritzy Furman Street condo. “It's really a club and very boutiquey.”

Squires said he left his corporate job to open the canine retreat on Furman Street — and he envisioned a home away from home for Lucy, his Jack Russell Terrier.



The club offers overnight boarding, training, and even Fido photography.

The sumptuous amenities include an air-purification system, rubber flooring that's gentle on paws, bedding that repels dirt and liquids, filtered water, and all-natural treats.

To top it all off, the shop is directly across from Brooklyn Bridge Park's dog run at Pier 6.

But will this pooch parlor survive?

It's on the ground floor of the 438-unit luxury condo that is more than 65 percent sold. Next month, it will welcome another retailer, Waterfront Wines and Spirits.



Developer Ian Levine has tried to bring a supermarket and high-end restaurant to the former Jehovah's Witnesses publishing plant since 2008, but no other retail additions have been announced.

He said that deals are pending for a coffee shop, a smaller specialty grocery, a white-cloth restaurant and a family eatery — signaling that retailers could finally come around on the site.

“The problem has been building up an understanding of the location,” Levine said. “Now it’s starting to come together.”

The Wag Club [362 Furman St. at Joralemon Street in Brooklyn Heights, (347) 689-6925]. For info, visit www.wagclubny.com.