



We're looking for another nice place to shop.



There are 785 million reasons to open a store in Bed-Stuy. Here are just a few...

The Bed-Stuy Gateway is part of brownstone Brooklyn's rich culture and history. It's also home to Fulton Street, one of Brooklyn's busiest commercial districts, centered at the 100% intersection of Fulton Street and Nostrand Avenue.

Not only is the Bed-Stuy Gateway one of Brooklyn's busiest commercial districts, it's also one of the oldest commercial districts in all of New York City. People have been coming to this area to shop for more than 200 years.

Too many shoppers, not enough stores.

The Fulton Street retail corridor hosts brand name retailers like Applebee's, Children's Place, Footlocker, Jimmy Jazz and more. Yet, despite all these retail stores and restaurants, Bed-Stuy Gateway has excess consumer demand. In fact, consumer demand within the trade area exceeds retail supply by \$785 million each year.

Among local consumers, demand outpaces supply in nearly every retail category. There is significant untapped demand



for clothing and accessories, casual dining, health and fitness, home furnishings and pharmacies, just to name a few.

Easy access to a growing economy.

It's no wonder Bed-Stuy Gateway needs more stores and restaurants. The trade area¹ is densely populated with more than 181,000 residents and thousands more coming here each day to work, shop, or visit the many nearby destinations and attractions. Downtown Brooklyn is less than a mile to the northwest and Manhattan is fewer than 20 minutes away via the A or C subway, which is parallel to Fulton Street. Two blocks south of Fulton Street is the Nostrand Station of the Long Island Rail Road, connecting to Manhattan's Penn Station to the west and Long Island to the east.

While Bed-Stuy may be easy to reach, folks find it hard to leave. The community's charm and culture is encouraging visitors to become residents and make their homes here. New residential developments offer a diverse selection of housing options.

High traffic counts and strong foot traffic.

In addition to trains and subways, Bed-Stuy Gateway offers high vehicle traffic counts and strong foot traffic. Car counts average 14,000 vehicles daily along Fulton Street, and 20,000

per day along Bedford Avenue. Atlantic Avenue, which parallels Fulton Street a couple of blocks to the south, averages more than 52,000 vehicles daily.

There's a generous offering of foot traffic on and around Fulton Street. Shoppers browse past storefronts on their way to and from transit stops, their work places, home, and other nearby retail stores and restaurants.

We'll help put you in your place.

The Bed-Stuy Gateway is a not-for-profit Business Improvement District whose goal is to make Bed-Stuy a better place to live, work, shop and visit. In cooperation with New York City Small Business Services and the Bedford-Stuyvesant Restoration Corporation, we've undertaken a focused business recruitment effort to attract a more ideal mix of retailers and restaurants.

We've already done a lot of your homework for you. An analysis of our marketplace identified nine specific types of retailers that are missing from our trade area. From clothing stores to



pharmacies and places to eat, we know what we want. Now, we're working with local property owners to identify the best possible locations for you. Our goal is to arrange site visits and tours, and provide you with the information you need to decide if Bed-Stuy Gateway is the right location for your next store or restaurant.

That knocking noise you hear is opportunity.

If you're thinking about opening a new store location or restaurant, think about opening it here. Bed-Stuy Gateway offers high population density, significant unmet retail demand, and an appealing mix of retail co-tenants. The map on the next page will give you an idea of the assets we have to offer, but to get the full picture, come see for yourself. Call Mike Rafferty at 718.636.6905 to arrange a tour, and receive your free copy of our market data.



Bed-Stuy Gateway
BUSINESS IMPROVEMENT DISTRICT

1368 Fulton Street, 3rd Floor
Brooklyn, New York 11216
www.BedStuyGateway.com

In cooperation with...
NYC
Small Business
Services

**For more information call
Mike Rafferty at 718.636.6905**

1. The trade area is defined as a 1-mile radius from the intersection of Fulton Street and Nostrand Avenue.

FEATURED PROPERTIES

- A. 1078 Fulton Avenue 5,600 SF grade, 5,800 SF lower
- B. 1279 Fulton Avenue 9,000 SF divisible
- C. 514 Norstrand Avenue 650 SF

TRANSPORTATION & ACCESS

- 8. Franklin Ave Subway A/C trains 4,400 boardings/day
- 9. B44 bus along Nostrand Avenue 36,700 daily riders
- 12. Nostrand Ave Subway A/C trains 12,800 boardings/day
- 16. Kingston-Throop Subway A/C trains 4,100 boardings
- 21. LIRR Nostrand Ave Station 850 boardings/day

NEW DEVELOPMENTS

- 1. Lofts on Lex (0.1 mile) 20 luxury residential lofts
- 2. 315 Gates 72 new residential condos
- 3. 111 Monroe Street 54 new residential units
- 10. 176 Lefferts Place 54 new residential units
- 17. The Bradford (0.12 miles) 105 new residential apts

ADDITIONAL DESTINATIONS

- 4. YMCA 139 Monroe Street
- 5. Brooklyn Waldorf School 125,000 annual visitors
- 6. Brooklyn Public Library 110,000 annual visitors
- 7. Stuyvesant Heights District Historic district (0.1 mile)
- 11. Brooklyn Children’s Services Admin. Building
- 13. Applebee’s restaurant at Restoration Plaza
- 13. Restoration Plaza Skylight Gallery & US Post Office
- 13. Billie Holiday Theater 30,000 annual visitors
- 14. Bed-Stuy Family Health Ctr 20,000 annual visitors
- 15. Foodtown grocery store
- 18. Interfaith Medical Ctr 886 beds/1,287 emp (0.1 mile)
- 19. US Post Office Breevort branch
- 20. Best Western Hotel new hotel with 56 guest rooms



DEMOGRAPHIC & CONSUMER SPENDING DATA (SOURCE: ESRI, 2010)

DEMOGRAPHICS

	0.50 mi	1.00 mi
Population (2010)	44,300	181,700
Households (2010)	17,597	69,200
Average household income	\$47,987	\$51,800
Average disposable household income	\$38,600	\$41,300
Total businesses & employees	1,100/5,000	3,600/25,300

SUPPLY & DEMAND (IN MILLIONS)

Total consumer spending	\$322.2	\$1,315.4
Total retail supply	\$188.7	\$529.6
Unmet consumer demand	\$133.4	\$785.8

RETAIL POTENTIAL (PERCENT OF ADULT HOUSEHOLDS)

Bought men’s apparel in last 12 months	39.7%	40.7%
Bought women’s apparel in last 12 months	39.2%	39.9%
Bought children’s apparel in last 6 months	31.6%	29.5%
Bought any HH furnishing in last 12 months	6.6%	7.2%
Bought bed/bath goods in last 12 months	43.4%	50.7%
Visited restaurant in last 6 months	63.4%	62.7%
Visited restaurant <2 times in past month	30.7%	29.3%
Visited restaurant 2-4 times in past month	19.9%	20.9%
Visited restaurant 5+ times in past month	12.9%	12.6%
Visited fast food in last 6 months	83.4%	83.3%
Visited fast food <5 times in past month	32.8%	33.0%
Visited fast food 5-12 times in past month	27.7%	27.3%
Visited fast food 13+ times in past month	22.9%	23.0%

UNMET DEMAND (IN MILLIONS)

	0.50 mi	1.00 mi
Consumer spending for clothing	\$15.2	\$61.9
Unmet demand	\$2.7	\$40.3
Consumer spending for shoes	\$2.0	\$8.3
Unmet demand	\$0.4	\$6.5
Consumer spending for groceries	\$48.7	\$197.0
Unmet demand	\$11.4	\$28.9
Consumer spending for specialty food	\$8.2	\$33.2
Unmet demand	\$4.4	\$22.1
Consumer spending for home furnishings	\$4.0	\$16.7
Unmet demand	\$1.2	\$10.2
Consumer spending for health/personal care	\$14.4	\$58.1
Unmet demand	\$3.6	\$27.8
Consumer spending at full-serve restaurants	\$19.0	\$77.0
Unmet demand	\$4.9	\$34.8
Consumer spending at ltd-serve restaurants	\$22.8	\$92.6
Unmet demand	\$12.1	\$64.5

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