



FLATBUSH BROOKLYN

Commercial District Needs Assessment



careers
businesses
neighborhoods



Church Avenue BID
Deh Abroad Village
Flatbush Nostrand Junction BID
HABNET Chamber of Commerce



ABOUT FLATBUSH

Background

Avenue NYC is a competitive grant program created by the **NYC Department of Small Business Services** to fund and build the capacity of community-based development organizations to execute commercial revitalization initiatives. Avenue NYC is funded through the U.S. Department of Housing and Urban Development's Community Development Block Grant (CDBG) Program, which targets investments in low- and moderate-income neighborhoods.

Avenue NYC Commercial Revitalization grants provide multi-year commitments aimed at building the capacity of partner organizations to better understand neighborhood needs, develop impactful programs, and sustain their work in the community for at least three years.

The **Commercial District Needs Assessment (CDNA)** highlights a neighborhood's existing business landscape and consumer characteristics.

This CDNA features the commercial corridors of **Church Avenue, Flatbush Avenue, Rogers Avenue, Nostrand Avenue** and **Caton Avenue** in Flatbush, and was conducted in partnership with **Church Avenue BID, Deh Abroad Village, Flatbush Nostrand Junction BID**, and **HABNET** between October 2021 and June 2022.

Key issues and opportunities identified through this assessment will help prioritize SBS-supported local investments, and serve as an informational and marketing resource for the neighborhood.

In This Report

Existing conditions, business data, and qualitative depictions of the neighborhood were gathered from more than **868 surveys** and various stakeholder meetings with neighborhood merchants, shoppers, workers, property owners, and residents.

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Flatbush is a dynamic and culturally diverse community situated in the heart of Brooklyn. As a hub of the Afro-Caribbean community, parts of the neighborhood are known as Little Caribbean and Little Haiti. Some of the borough's most iconic institutions are in Flatbush, including Brooklyn College, Kings Theatre, SUNY Downstate Health Sciences University and Medical Center, Erasmus Hall High School, and St. Jerome Roman Catholic Church. Located southeast of Prospect Park, Flatbush is bordered by the neighborhoods of Prospect Lefferts Gardens, Kensington, Midwood, and Canarsie.

With history dating back to the 1600s as one of the early Dutch colonial villages, Flatbush has evolved from wooded farmland to a bustling commercial hub. In the first half of the 20th century, the neighborhood was home to largely Jewish and Italian communities. Throughout the 1960s and 1970s, Caribbean immigrants settled into East Flatbush and other surrounding neighborhoods, and by the 1990s, African Americans comprised a majority of the population in the area. Since then, sections of the neighborhood have been referred to as Little Caribbean and Little Haiti, and in recent years the City has formally recognized these two neighborhood names.

Flatbush is served by three main commercial corridors: Nostrand Avenue, Church Avenue, and Flatbush Avenue. The southern hub of the district, where Flatbush and Nostrand avenues intersect, is known as the Junction. The intersection of Flatbush and Church avenues serves as a northern node of commercial activity. Local businesses have grown and evolved in reflection of the Caribbean culture of the community. The neighborhood boasts a diverse array of businesses that are highly valued by local residents, visitors, and merchants who rave that "Flatbush has everything!"

Flatbush has a variety of affordable shopping options, from everyday clothing, footwear, and fashion eyewear, to bridal, uniforms, and partywear. It also boasts a diversity of grocery options, specialty food stores, and restaurants. Its unique retail mix serves the local community and draws visitors from near and far who come for the affordability and the Caribbean cultural offerings. While limited service restaurants place in the top five business categories on each corridor, clusters of other types of businesses appear throughout the area. Nostrand Avenue and the Junction offer numerous hair, nail, and beauty salons and barbershops while the western part of Church Avenue and northern Flatbush Avenue are popular locations for clothing stores. The eastern section of Church Avenue has a high concentration of full service restaurants and pharmacies, optical, and health stores.

Flatbush exemplifies Brooklyn's historic nickname as the "City of Churches" being home to 68 churches, mosques, temples, and other houses of worship that serve both local residents and parishioners from other neighborhoods.

Overall, Flatbush is extremely accessible to the region and has good connectivity within the neighborhood, which encourages walking and use of public transit. It is served by the B, Q, 2, and 5 subway lines, and nine bus lines including select bus service and private dollar vans.

Neighborhood Demographics

See more on page 16

With a population of 231,724, the neighborhood is economically and culturally diverse. 71% of the residents are African American, 12% are Hispanic/Latinx, 11% are white, and 3% are Asian. The median income of the neighborhood is \$60,659 with a poverty rate of 14%, which is an improvement from the \$52,270 median household income and 22% poverty rate recorded in 2010. 46% of local residents are foreign-born, with 30% of the population speaking a language other than English at home, the most common of which are Haitian Creole, Spanish, and Arabic.

Future Opportunities

See more on page 5

The Flatbush commercial district is benefiting from recent and ongoing public investments. The new Flatbush Central Caribbean Marketplace, formerly the Flatbush Caton Market, is a hub for vendors and includes an incubator space with new offices for the Caribbean American Chamber of Commerce and Industry (CACCI). This center will be a valuable resource for Caribbean American entrepreneurs and residents in the neighborhood. Other recent capital improvements to key institutions, such as Brooklyn College's green spaces and the restoration and reopening of Kings Theatre, supply the neighborhood with reinvigorated anchors from which businesses can draw additional foot traffic. Nearby Prospect Park and its Parade Ground welcome more than 10 million visitors a year, and improved walkability of the neighborhood and its bike networks can attract these visitors, making it easier for them to visit the neighborhood's many cultural assets. The NYC Department of Transportation plans to expand the neighborhood's bicycle network on streets adjacent to the main commercial corridors in CB14 and CB17 and this can further improve the neighborhood's accessibility. Despite a high storefront vacancy rate of 17% in the Junction, the overall neighborhood vacancy rate of 10.6% plus a strong network of community-based organizations and merchants associations are well positioned to leverage neighborhood improvements. New projects and initiatives to highlight neighborhood assets can build upon the neighborhood's thriving culture to bring together merchants, residents, and visitors.

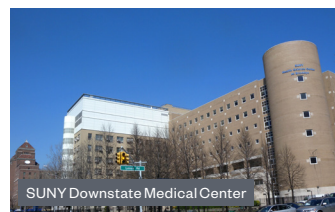
Flatbush



▲ Points of Interest

- Assessed Commercial Corridors
- Parks & Public Spaces
- Notable Places
- Business Improvement Districts
- Public Facilities

▲ Notable Places



Neighborhood Events

- African Pop-up Festival
- Back to School Book Bag Giveaway
- Church Avenue Street Fair
- Holiday Lighting Ceremony on Nostrand Avenue
- Soca Santa and Holiday Fun
- Thanksgiving Luncheon

Merchant & Business Groups

- CaribBEING
- Church Avenue BID
- Deh Abroad Village
- East Flatbush CDC
- Flatbush Avenue BID
- Flatbush Nostrand Junction BID
- FS Nostrand Merchant Association
- HABNET Chamber of Commerce
- Little Haiti BK

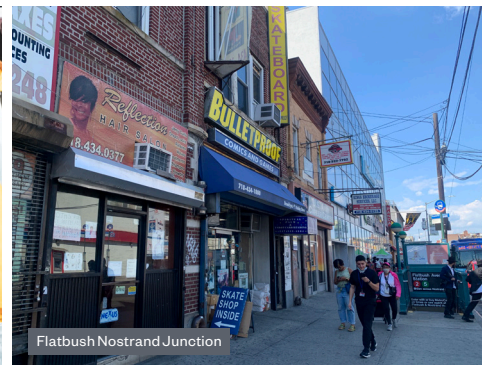
KEY FINDINGS & OPPORTUNITIES

Strengths

- ▶ Diverse community that serves as a regional destination for Caribbean community with a variety of offerings
- ▶ Centrally located and walkable neighborhood that is easily accessible by public transportation and private van lines
- ▶ Home to many cultural and community events that draw thousands of people to the neighborhood
- ▶ Proximity to Prospect Park and anchor institutions has the potential to enhance tourism and commerce
- ▶ Diverse retail mix with businesses that serve the many shopping needs of Flatbush residents
- ▶ As a cultural hub, Flatbush continues to welcome new waves of Caribbean immigrants who contribute to the ongoing growth and development of the neighborhood as a mecca for Caribbean music, food, arts, and culture
- ▶ A concentration of fresh food markets along with larger supermarkets provide affordable, fresh, and culturally relevant food options

Challenges

- ▶ A lack of cohesion across the district creates “islands” of activity and limits how shoppers think of offerings throughout the neighborhood
- ▶ Litter, dumping, and graffiti are issues throughout the area and undermine the neighborhood’s appeal
- ▶ Vehicles and buses clog Nostrand and Church avenues due to widespread double and triple parking, deterring additional people from visiting and shopping at local businesses
- ▶ Concentration of chain stores and a 25% storefront vacancy rate in the Flatbush Nostrand Junction hinder merchant organizing efforts
- ▶ Crime is a concern for many merchants who need new strategies to prevent shoplifting
- ▶ Lack of online presence combined with unclear storefront signage make some businesses more difficult to find. Many small stores have outdated, unattractive, or cluttered storefronts
- ▶ A majority of merchants are still recovering financially from the COVID-19 pandemic and have experienced a decrease in profits during this time period
- ▶ New businesses struggle to keep up with high rent costs and changing regulations, and business support resources are not always available in their native language
- ▶ Despite its proximity to Prospect Park, the neighborhood has little greenery or public space, and lacks recreational and educational opportunities for local youth





WOODstack Clothing Store



Flatbush Central Caribbean Marketplace



McBean's Restaurant



Nostrand Avenue

Opportunities

- ▶ Create a district map and marketing strategy that unites and promotes the various corridors and variety of local business offerings, focuses on the cultural diversity of the neighborhood, and expands on existing Little Caribbean and Little Haiti marketing and branding efforts
- ▶ Leverage the proximity to Prospect Park, the Parade Ground, Brooklyn College, and other anchor institutions as an opportunity to attract visitors to local businesses
- ▶ Develop a storefront improvement program to provide merchants with free or low-cost design support to improve the attractiveness of storefront displays
- ▶ Clean and beautify the neighborhood by developing a comprehensive sanitation strategy, installing new landscaping, murals, street furniture, and launching an anti-litter campaign
- ▶ Increase collaboration among local nonprofits, Caribbean-focused organizations, and Brooklyn College students to expand community and cultural programs and share resources
- ▶ Expand and enhance public space, including Hillel Place Plaza and the area surrounding Brooklyn College, and grow pedestrian space to improve walkability
- ▶ Increase access to and awareness of business support services including financing assistance, lease negotiation, marketing support, and M/WBE certification in different languages
- ▶ Partner with property owners to create pop-up store experiences to increase foot traffic where there are clusters of vacant storefronts and recruit long-term businesses that will meet unmet local consumer demand

What's Next?

To address these key findings and opportunities, multi-year Avenue NYC Commercial Revitalization Grants have been awarded by SBS to nonprofit organizations.

For more information, visit: nyc.gov/avenuenyc

BUSINESS LANDSCAPE: FLATBUSH

Business Inventory

1,662

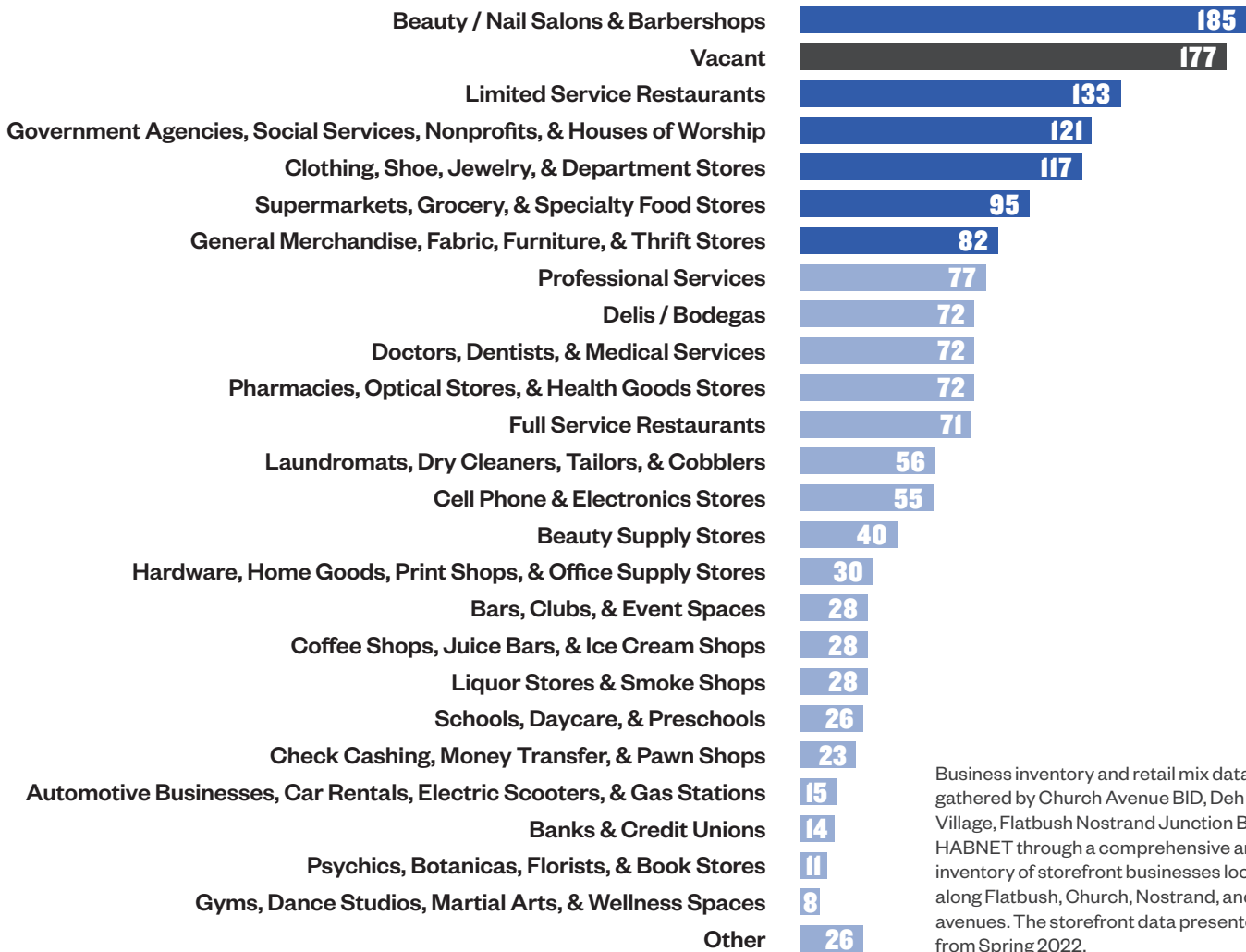
Total Number of Storefronts

10.6%

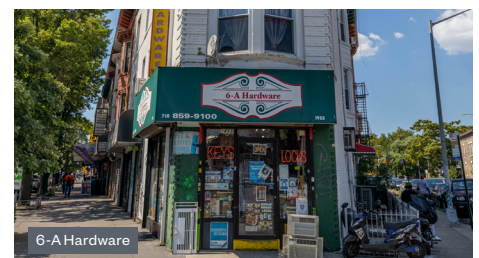
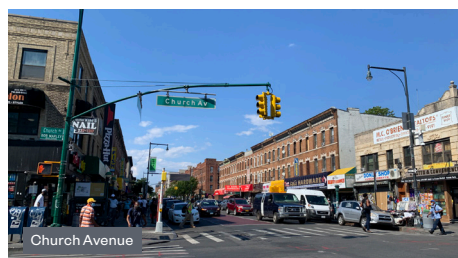
Storefront Vacancy*

*Note: In 2021, New York City's 76 Business Improvement Districts reported an average ground floor vacancy rate of 13% and median ground floor vacancy rate of 11% (SBS BIDs Trends Report, FY21).

Storefront & Retail Mix

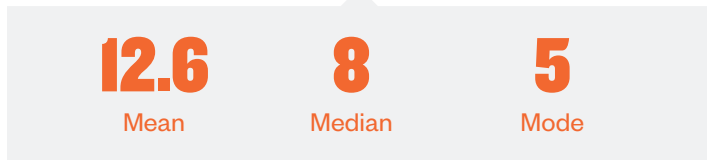
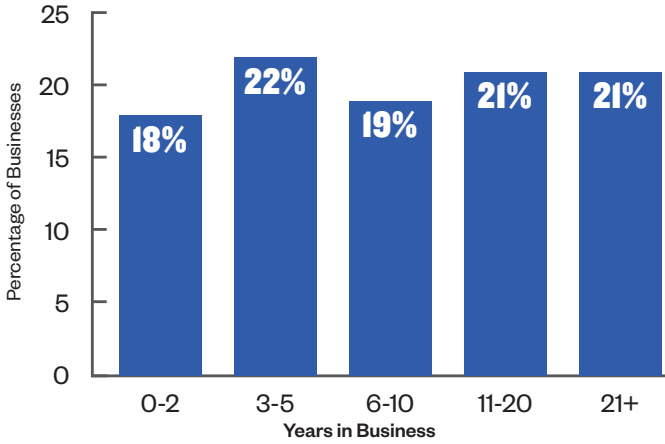


Business inventory and retail mix data were gathered by Church Avenue BID, Deh Abroad Village, Flatbush Nostrand Junction BID, and HABNET through a comprehensive area inventory of storefront businesses located along Flatbush, Church, Nostrand, and Rogers avenues. The storefront data presented here is from Spring 2022.



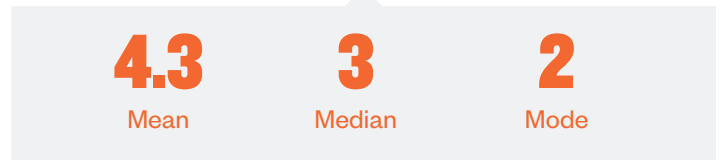
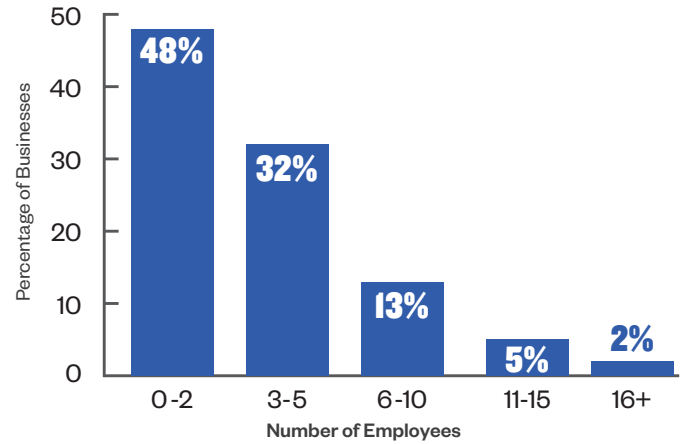
What We've Heard from Flatbush Merchants

How many years have you been in business here?



Note: The mean is the average of all responses, the median is the middle number when all responses are arranged in ascending order, and the mode is the most common response.

How many full-time employees do you have?



Do you own or rent your property?



Does your business currently have a website?



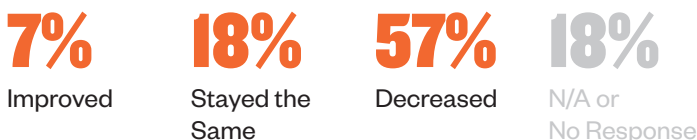
Are you a minority or woman-owned business?



Does your business currently use social media?



Over the past year, has your business improved, stayed the same, or decreased?



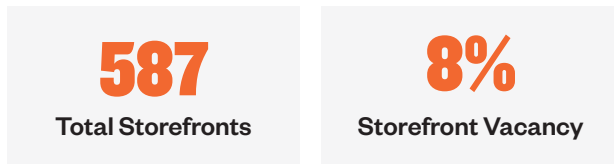
Source: Based on 413 merchant surveys conducted by Church Avenue BID, Deh Abroad Village, Flatbush Nostrand Junction BID, and HABNET in Winter and Spring 2022.

BUSINESS LANDSCAPE

Little Caribbean

Flatbush Avenue from Parkside Avenue to Ditmas Avenue, Rogers Avenue from Clarkson Avenue to Church Avenue, Church Avenue from Coney Island Avenue to Nostrand Avenue

Business Inventory



Storefront Conditions

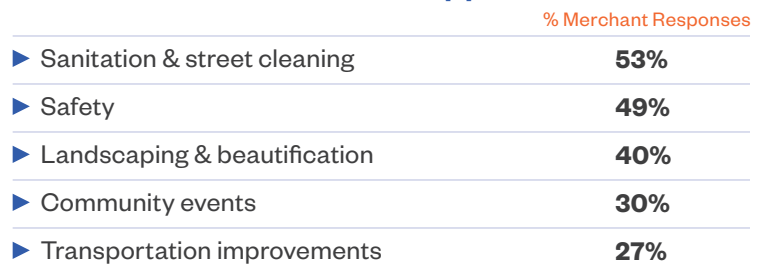


Source: Based on 110 (out of a total 413) merchant surveys conducted by Church Avenue BID, Deh Abroad Village, Flatbush Nostrand Junction BID, and HABNET in Winter and Spring 2022.

Most Common Businesses



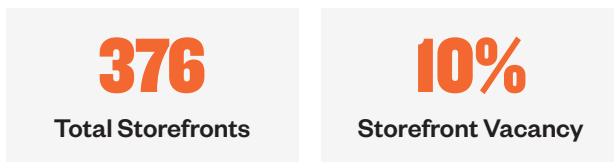
What changes need to occur on or around your corridor to attract more shoppers?



Little Haiti

Nostrand Avenue from Parkside Avenue to Glenwood Road

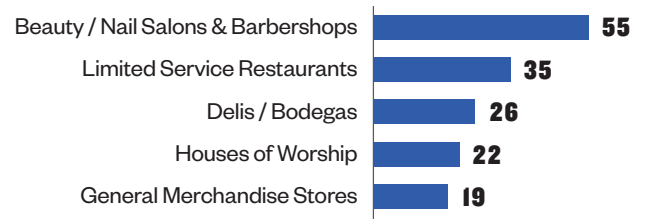
Business Inventory



Storefront Conditions



Most Common Businesses



What changes need to occur on or around your corridor to attract more shoppers?

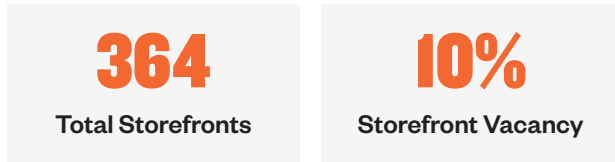


Source: Based on 103 (out of a total 413) merchant surveys conducted by Church Avenue BID, Deh Abroad Village, Flatbush Nostrand Junction BID, and HABNET in Winter and Spring 2022.

East Flatbush

Church Avenue from Nostrand Avenue to E 55th Street

Business Inventory

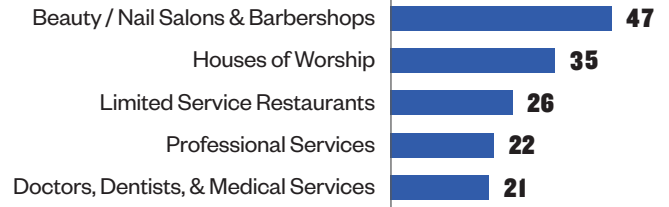


Storefront Conditions



Source: Based on 52 (out of a total 413) merchant surveys conducted by Church Avenue BID, Deh Abroad Village, Flatbush Nostrand Junction BID, and HABNET in Winter and Spring 2022.

Most Common Businesses



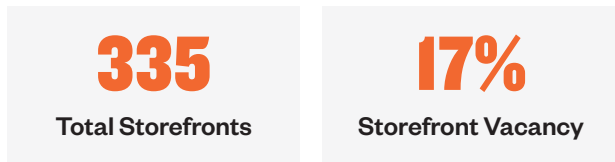
What changes need to occur on or around your corridor to attract more shoppers?



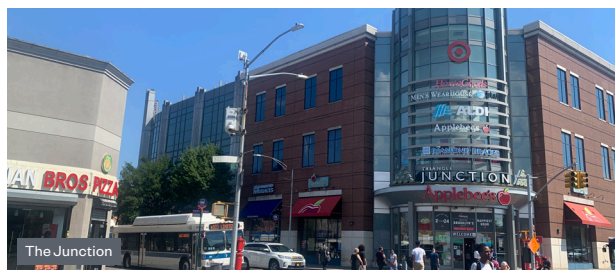
The Junction

Flatbush Avenue from Ditmas Avenue to Avenue J, Nostrand Avenue from Glenwood Road to Avenue J, Hillel Place from Flatbush Avenue to Campus Road, Avenue H from Flatbush Avenue to Campus Road

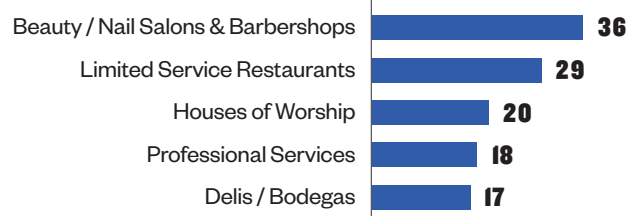
Business Inventory



Storefront Conditions



Most Common Businesses



What changes need to occur on or around your corridor to attract more shoppers?



Source: Based on 77 (out of a total 413) merchant surveys conducted by Church Avenue BID, Deh Abroad Village, Flatbush Nostrand Junction BID, and HABNET in Winter and Spring 2022.

BUSINESS LANDSCAPE

What We've Heard from Flatbush Merchants

What do you like about the Flatbush commercial district?

"Camaraderie, everything is near, convenience."

"Location."

"Good location for parents. Accessible. A major road."

"Convenient. Bus, train, are all right there. Everything you need on one block."

"It's very safe and low crime rate and the community is together."

"Laundromat, restaurants, easily accessible."

"Heavy foot traffic."

"Lots of activity on my block, always people walking from the train to get to the businesses."

"Character and community feel."

What makes the Flatbush commercial district unique?

"Diverse community, immigrants, very friendly people, transportation, assistance from the BID."

"It's proximity to the park is a benefit. It is the closest neighborhood to the parade grounds which is a mecca for people who play soccer. There's opportunities there to market to that group. If we had a diner in the area it would get a lot of foot traffic."

"Caribbean population."

"Lots of activities and schools."

"Lots of people come from the neighborhood, everyone knows each other."

"The diversity and transportation hub."

"The heavy Afrocentric energy. The food, seeing Black community prosper."

What We've Heard from Flatbush Merchants and Shoppers

What changes would you like to see to improve the Flatbush commercial district?

"Add seating throughout the corridor and more garbage bins."

"There's a major sinkhole on Avenue D and Nostrand."

"Vacant sites attract litter and turn into illegal dumping hot spots."

"Sanitation on Church Avenue is appalling. The rotting garbage and discarded food, combined with poor drainage in warm weather is insufferable."

"Increase neighborhood safety and improve street lighting."

"Add more complementary businesses (like fish/meat markets) close by."

"More parking."

"Create advertisements and events to showcase what the neighborhood has to offer."

"Storefront improvements, merchant collaboration, more community events that support the kids in the community."

"Improve the Church Ave B/Q station. It is ugly, depressing, dispiriting, and the neighborhood deserves a better station."

What changes need to occur in Flatbush to attract more visitors/shoppers?

	% Merchant Response	% Consumer Response
▶ Sanitation, street cleaning	58%	62%
▶ Landscaping/beautification	53%	51%
▶ Safety	53%	48%
▶ Community events	37%	40%
▶ Graffiti removal	29%	32%
▶ Street lighting	28%	28%
▶ Merchant collaboration	26%	18%
▶ Transportation improvements	23%	22%
▶ Storefront improvements	21%	28%
▶ More open space	14%	27%
▶ Other	5%	4%

Source: Based on 413 merchant surveys and 405 consumer surveys conducted by Church Avenue BID, Deh Abroad Village, Flatbush Nostrand Junction BID, & HABNET in Spring 2022.

BUSINESS OUTLOOK

Flatbush Retail Demand

Residents spend

\$4.72B

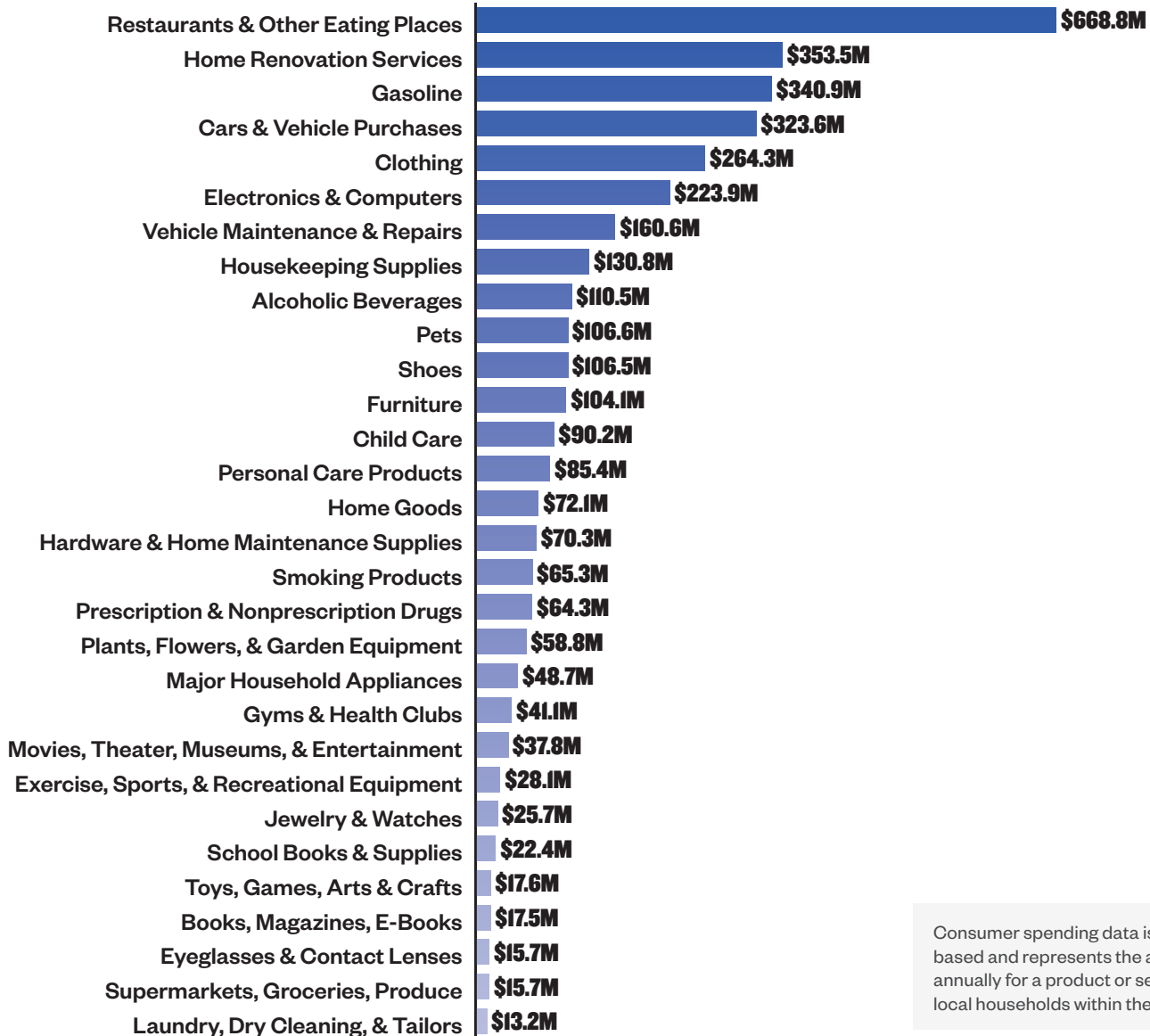
each year on retail goods and services

Residents will spend

\$5.52B

each year on retail goods and services by 2027

2022 Consumer Spending

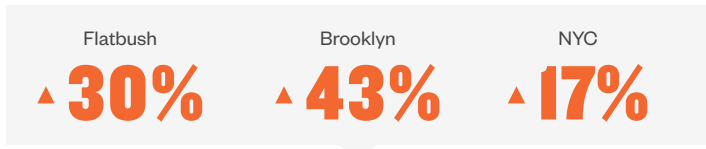


Consumer spending data is household-based and represents the amount spent annually for a product or service by all local households within the trade area.

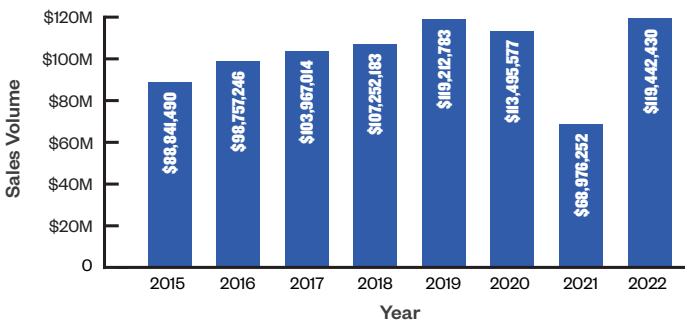
Source: ESRI forecasts for 2022 and 2027; Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics.

Business Trends

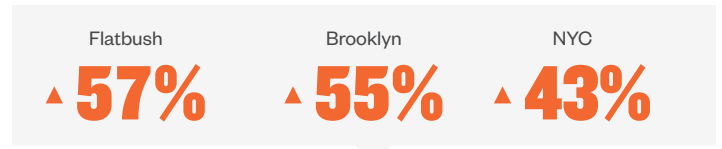
Change in Total Business Sales, 2015-2022



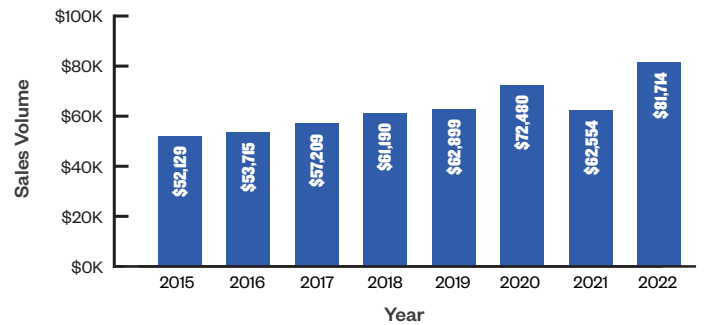
Flatbush Total Business Sales*



Change in Median Sales by Business, 2015-2022




Flatbush Median Sales by Business*



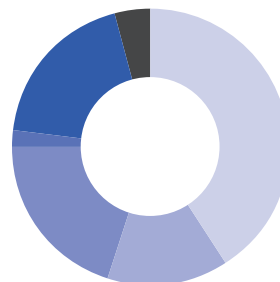
*Year 2022 reflects data gathered up until March 2022. Source: Division of Tax Policy, NYC Department of Finance

What We've Heard from Shoppers

What additional types of businesses would you like to see in Flatbush?

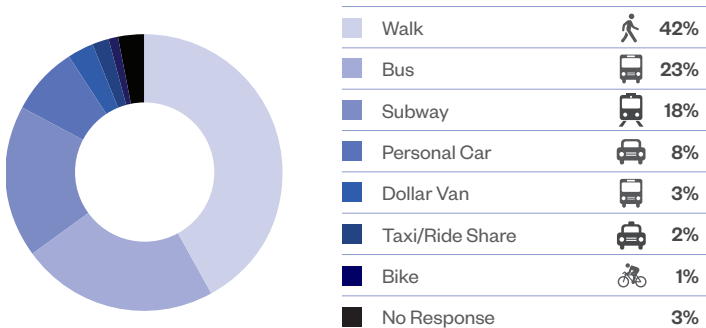
- ▶ Clothing stores 
- ▶ Supermarkets 
- ▶ Restaurants 
- ▶ Recreational activities for kids 
- ▶ Coffee shops & cafes 
- ▶ Health food stores 

When do you usually shop in Flatbush?

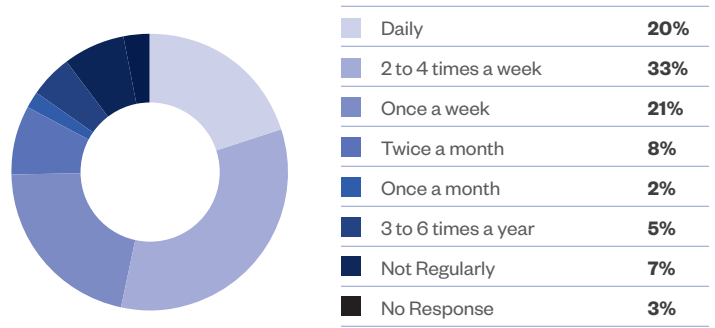


Weekdays	41%
Weekday evenings	14%
Weekend days	20%
Weekend evenings	2%
No set time	19%
No response	4%

How do you usually travel to Flatbush?



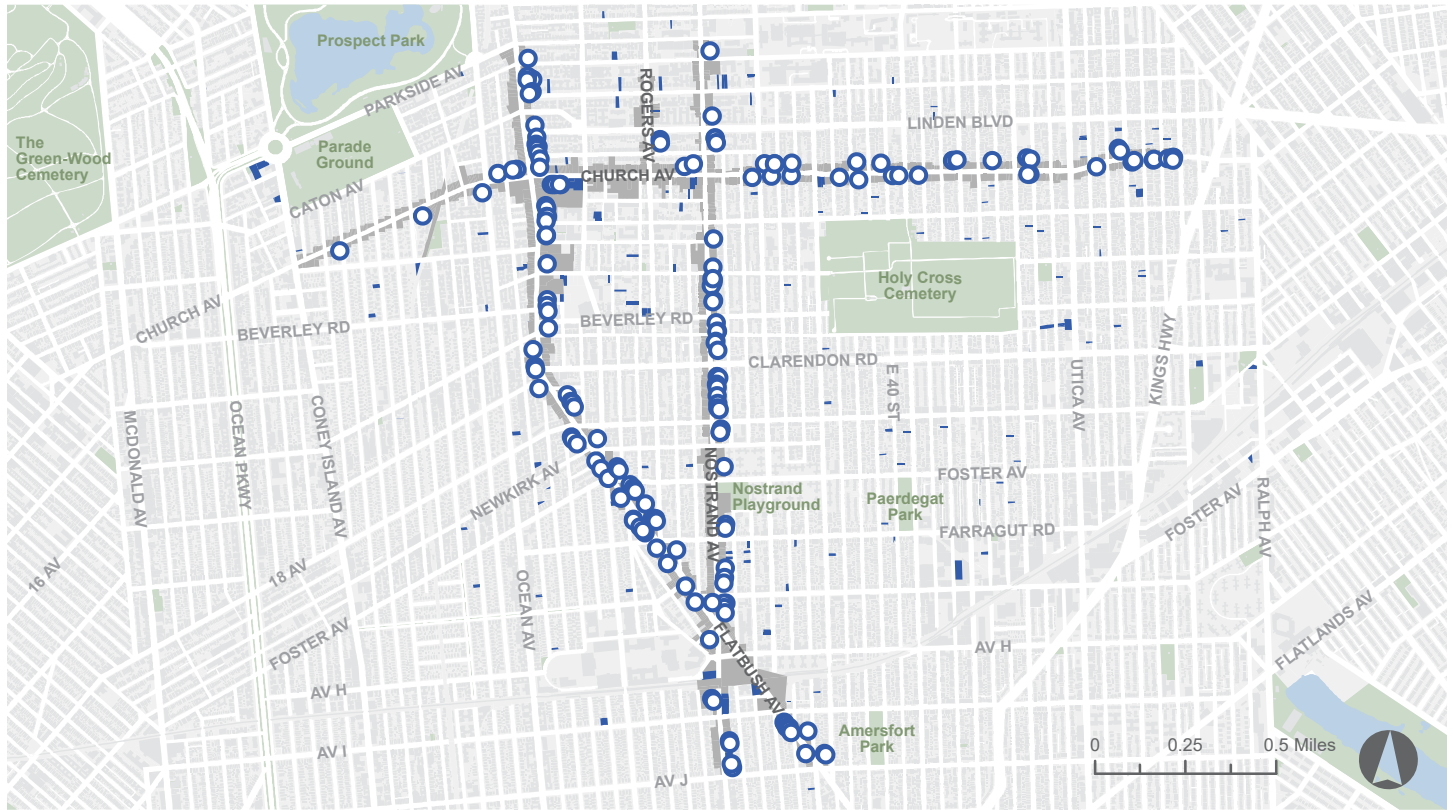
How often do you shop in Flatbush?



Source: Based on 405 consumer surveys conducted by Church Avenue BID, Flatbush Nostrand Junction BID, Deh Abroad & HABNET in Spring 2022.

PHYSICAL ENVIRONMENT

Storefront Vacancies

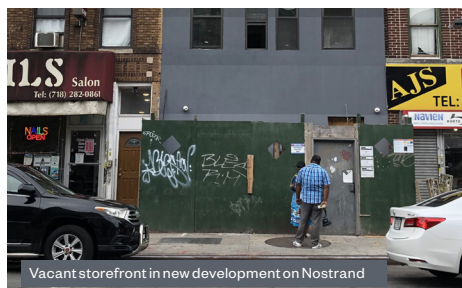


- Vacant Lots
- Vacant Storefronts
- Parks & Open Spaces

An analysis of 1,662 storefronts along Flatbush, Church, Nostrand, and Rogers avenues revealed that 13% of storefronts are in poor condition, 27% are in average condition, and 60% are in good condition.

Streetscape Observations

- ▶ Illegal dumping creates issues for local businesses. There is a need for more sanitation monitoring and litter baskets, and an anti-litter campaign to educate people about illegal dumping.
- ▶ More trees, street lighting, plants, and sanitation monitoring would increase beautification efforts in the district that would lead to a more positive perception about the area for shoppers.
- ▶ Holiday lighting throughout the district improves the neighborhood character during the holiday season.
- ▶ Wide sidewalks on Flatbush Avenue provide ample space for the heavy foot traffic the neighborhood receives, but narrower sidewalks on parts of Church Avenue plus merchants and street vendors displaying and selling wares on the sidewalk creates congestion.
- ▶ A complete renovation of the Church Avenue B/Q train station is needed.
- ▶ Several bus stops on Church and Flatbush avenues could use benches and shelter to protect people from the elements. This is vital as the buses are heavily used in the neighborhood, and traffic congestion throughout the neighborhood causes delays.



Public Space Study: Hillel Place Plaza

Hillel Place Plaza is a vital public space at the heart of the Junction. It is located at the intersection of Flatbush and Nostrand avenues and ends at Kenilworth Place. Hillel Place Plaza is a vibrant open space with prominent businesses and two of the Junction's five banks including MCU Bank and Northfield Bank; it has five eateries, a nail salon, an eyebrow salon, and a dry cleaner. Hillel Place Plaza often has a high volume of student traffic, as it is the most direct route to public transportation options at Flatbush Junction for local high school students and those attending Brooklyn College. Due to its proximity to McDonalds, Panda Express, Chipotle, Burger King, Popeyes, and other eateries nearby, there is often a cluster of e-bike delivery workers. The plaza also provides space for community outreach, pop-up events, and vendor markets that activate the space and enhance the commercial district.



What is your relationship to this space?

	% Space User Responses
▶ Live in neighborhood	32%
▶ Visiting	30%
▶ Student	26%
▶ Work in neighborhood	11%

What are the top three things you like best about the plaza?

	% Space User Responses
▶ Proximity to shops and restaurants	54%
▶ Pedestrian and bike friendly	42%
▶ People and community	38%

How do you typically use this space?

	% Space User Responses
▶ Commuting/passing through	60%
▶ Eating	58%
▶ Socializing/meeting friends	50%
▶ Shopping	10%
▶ Playing games/sports	8%
▶ Other	6%
▶ Blank	2%

How often do you visit this plaza?

50%	36%	10%	4%
Daily	Weekly	Monthly	Rarely

When do you typically visit this space?

88%	12%	91%	9%
Day	Evening	Weekday	Weekend

Source: Based on 50 plaza user surveys conducted by Flatbush Nostrand Junction BID in Spring 2022.

DATA APPENDIX

Study Area Boundaries

Assessed Commercial Corridors

Primary data on Flatbush storefront businesses presented on pg. 6-9 was gathered along the following commercial corridors:

- ▶ Church Avenue between Coney Island Avenue and East 56th Street
- ▶ Flatbush Avenue between Parkside Avenue and Avenue H
- ▶ Nostrand Avenue between Parkside Avenue and Avenue J
- ▶ Rogers Avenue between Clarkson and Church avenues

Flatbush Context Area

Demographic and employment data on pages 16-17 represent the population within the Flatbush neighborhood context area.

Trade Area

Consumer spending data on page 12 corresponds with the 0.75 mile trade area.



Area Demographics

Total Population

231,724	Flatbush
2,589,974	Brooklyn
8,419,316	New York City

Population Density (per square mile)

52,627	Flatbush
37,267	Brooklyn
27,845	New York City

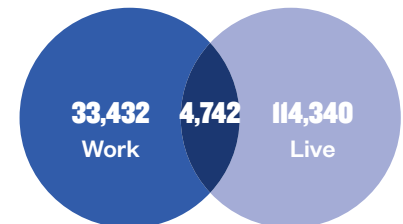
Average Household Size

2.67	Flatbush
2.66	Brooklyn
2.60	New York City

Car Ownership

42.8%	Flatbush
44.3%	Brooklyn
45.4%	New York City

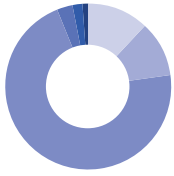
Commuting Patterns



33,432	Work in Flatbush, live elsewhere
4,742	Live & Work in Flatbush
114,340	Live in Flatbush, work elsewhere

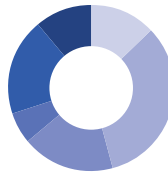
Area Demographics

Race/Background



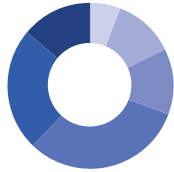
	Flatbush	Brooklyn	NYC
Hispanic or Latino (of any race)	12%	19%	29%
White alone	11%	36%	32%
Black or African American alone	71%	30%	22%
Asian alone	3%	12%	14%
Two or more races	2%	2%	2%
Some other race alone	1%	0%	1%
American Indian and Alaska Native alone	0%	0%	0%
Native Hawaiian and Other Pacific Islander	0%	0%	0%

Educational Attainment



	Flatbush	Brooklyn	NYC
12th Grade or Less, No Diploma	13%	18%	18%
High School Graduate	33%	26%	24%
Some College, No Degree	18%	13%	14%
Associate's Degree	6%	6%	6%
Bachelor's Degree	19%	23%	22%
Graduate or Professional Degree	11%	15%	16%

Population Age



	Flatbush	Brooklyn	NYC
Under 5 Years	6%	7%	6%
5-14 Years	12%	12%	11%
15-24 Years	13%	12%	12%
25-44 Years	32%	32%	31%
45-64 Years	24%	23%	25%
65+ Years	14%	14%	15%

Median Age

36.5	Flatbush
35.2	Brooklyn
36.7	New York City

Foreign-Born Population

46%	Flatbush
36%	Brooklyn
37%	New York City

Income

Median Household Income

\$60,659	Flatbush
\$60,231	Brooklyn
\$63,998	New York City

Pop. Below Poverty Line

14%	Flatbush
16%	Brooklyn
18%	New York City

Employment

Population in Labor Force

66%	Flatbush
64%	Brooklyn
64%	New York City

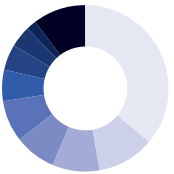
Unemployment*

5.9%	Flatbush
6.2%	Brooklyn
6.3%	New York City

*Note: As of May 2022, the unemployment rate is 5.8% for Brooklyn and 5.7% for New York City (NYSDOL); updated neighborhood-level data for Flatbush is not available.

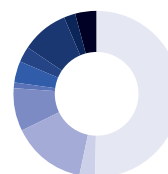
Local Jobs and Employment

Local Residents' Employment



Educational Services, Health Care, Social Assistance	36%
Professional, Scientific, & Technical Services	11%
Retail Trade	9%
Accommodation, Food Services, Arts, & Entertainment	8%
Transportation, Warehousing, Utilities	8%
Finance, Insurance, Real Estate	6%
Construction	5%
Public Administration	4%
Manufacturing	2%
Other Services	10%

Jobs Located in Flatbush



Educational Services, Health Care, Social Assistance	49%
Professional, Scientific, & Technical Services	3%
Retail Trade	14%
Accommodation, Food Services, Arts, & Entertainment	8%
Transportation, Warehousing, Utilities	1%
Finance, Insurance, Real Estate	4%
Construction	3%
Public Administration	9%
Manufacturing	2%
Other Services	4%

DATA APPENDIX

Flatbush Transportation



▲ Flatbush Transportation

— Bus Routes

... Bicycle Lanes

— NYC Subway

Average Monthly Bus Ridership (2021)

3,698	B2
220,664	B6
34,200	B7
112,569	B8
63,527	B11
189,822	B35
140,996	B41
84,505	B44
110,595	B44 SBS
108,512	B46
130,942	B46 SBS
54,089	B49
92,082	B103

Average Weekday Subway Ridership (2021)

4,910	F G	Church Ave
8,442	2 5	Flatbush Ave Brooklyn College
3,697	2 5	Newkirk Ave
2,213	2 5	Beverly Rd
4,906	2 5	Church Ave
8,066	B Q	Church Ave

Pedestrian Counts

Flatbush Avenue from Martense Street to Church Avenue

847	Weekday Morning
2,680	Weekday Afternoon
2,222	Weekend

Church Avenue from Nostrand Avenue to East 31st Street

1,293	Weekday Morning
3,135	Weekday Afternoon
1,987	Weekend

Average Daily Vehicular Traffic

14,691	Nostrand Avenue from Flatbush Avenue to Avenue J
20,824	Flatbush Avenue from Nostrand Avenue to Farragut Road
19,805	Flatbush Avenue from Farragut Road to Bedford Avenue
12,365	Church Avenue from Flatbush Avenue to Kings Highway

Source: MTA 2021; NYS DOT, 2019 Annual Average Daily Traffic data.

Recent SBS Neighborhood Investments

- ▶ *Commercial Revitalization*, Neighborhood 360° multi-year grant of \$600,000 awarded to caribBEING, 2022-2025.
- ▶ *Commercial Revitalization*, Neighborhood 360° multi-year grant of \$600,000 awarded to Little Haiti BK, 2022-2025.
- ▶ *Commercial Revitalization*, Avenue NYC multi-year grant of \$300,000 awarded to Church Avenue BID, 2021-2024.
- ▶ *Commercial Revitalization*, Avenue NYC single-year grant of \$100,000 awarded to Deh Abroad Village, 2021-2022.
- ▶ *Commercial Revitalization*, Avenue NYC single-year grant of \$100,000 awarded to Flatbush Nostrand Junction BID, 2021-2022.
- ▶ *Commercial Revitalization*, Avenue NYC single-year grant of \$100,000 awarded to HABNET Chamber of Commerce, 2021-2022.
- ▶ *COVID-19 Commercial District Support*, Strategic Impact Grant of \$20,000 awarded to caribBEING, 2021.
- ▶ *COVID-19 Commercial District Support*, Strategic Impact Grant of \$20,000 awarded to Flatbush Avenue BID, 2021.
- ▶ *COVID-19 Commercial District Support*, Strategic Impact Grant of \$20,000 awarded to HABNET, 2021.

Existing Plans & Studies

Bedford-Church Community Engagement Report, Findings From the Flatbush African Burial Ground Remembrance and Redevelopment Process, NYC Department of Housing Preservation & Development, 2021.

East Flatbush: Community Preservation, Empowerment & Autonomy, Pratt Institute Graduate Center for Planning and the Environment Historic Preservation Studio II, Fall 2020.

The Citywide Congested Corridor Project: Church Avenue from McDonald Avenue to Utica Avenue Borough of Brooklyn Final Report, NYC Department of Transportation, 2013.

Flatbush Rezoning, NYC Department of City Planning, 2009.

Flatbush Avenue Pedestrian Study, NYC Department of City Planning, 2008.

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ESRI and Consumer Expenditure Surveys, Bureau of Labor Statistics. 2022 ESRI Retail Demand Outlook.

Metropolitan Transportation Authority, 2021. Average Weekday Subway Ridership and Average Monthly Bus Ridership.

NYS Department of Labor. May 2022. Unemployment Rate Rankings by County.

NYS Department of Transportation. 2019 Annual Average Daily Traffic, using Traffic Data Viewer.

NYC Department of Finance, Division of Tax Policy, using data from NYS Department of Taxation and Finance. Business sales are reported by tax year, which runs from March 1st to February 28th. Sales data are compiled from sales tax returns, which are rolled up by tax filer within a year, excluding returns with negative sales amounts. For each year, each tax filer is reported according to the address listed on their latest return. Large outliers were removed from the analysis, and the top 5% of filers from Manhattan and the top 1% of filers from the outer boroughs by sales were removed.

NYC Department of Small Business Services. Fiscal Year 2021. Business Improvement Districts Trends Report.

NYC Department of Transportation. 2021 Pedestrian Counts and Bicycle Ridership.

U.S. Census Bureau. 2019. OnTheMap Application. Longitudinal-Employer Household Dynamics Program.

U.S. Census Bureau. American Community Survey, 2019 American Community Survey 5-Year Estimates, using NYC Population FactFinder. Flatbush Census Tracts: 790.01, 792.02, 510.01, 862, 790.02, 792.01, 794, 508.04, 796.01, 512, 506, 508.01, 508.03, 510.02, 514, 516.01, 516.02, 796.02, 798.01, 798.02, 836, 838, 726, 740, 742, 750, 800, 766, 770, 772, 774, 776, 780, 782, 784, 786.01, 786.02, 788.01, 788.02, 802, 834, 804, 814, 816, 818, 820, 822, 824, 826, 828, 830, 832, 840, 846, 848, 850, 852, 854, 856, 858, 860, 864, 866, 868, 870, 872, 938, 936, 932, 946, 1522.

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ABOUT SBS

The NYC Department of Small Business Services helps unlock economic potential and create economic security for all New Yorkers by connecting New Yorkers to good jobs, creating stronger businesses, and building a fairer economy in neighborhoods across the five boroughs.

ACKNOWLEDGMENTS

We would like to recognize and thank the following individuals and organizations for their contributions to the development of the Flatbush Commercial District Needs Assessment:

NYC Council Member Rita Joseph
NYC Council Member Farah N. Louis
Brooklyn Community Boards 14 and 17
Church Avenue BID
Deh Abroad Village
Flatbush Nostrand Junction BID
HABNET Chamber of Commerce
Flatbush Merchants
Flatbush Shoppers and Residents