

# — Brooklyn's MAIN STREET — ATLANTIC AVENUE

## FALL 2018 RETAIL TRENDS REPORT

Welcome to the Atlantic Avenue BID's first quarterly market report. We hope to keep you informed about trends we have observed in local retail and leasing. Most of Atlantic Avenue's existing retail spaces are 2000 sq. ft. or smaller; historically, this cozy scale helped entrepreneurs test the waters. Today's retailers stay nimble by adding digital retailing or service-based elements to their business strategy. The Avenue's new infill development adds capacity for big-box retailers and tenants seeking large frontages and spaces over 5000 sq. ft. Retail spaces at 465 Pacific, The Hendrik (509 Pacific Street), and 112 Atlantic Avenue are now on the market, and the incoming development at 262 Atlantic Avenue has pre-leased space for the youth-oriented discount chain Five Below.

**1.2**  
total miles in the Atlantic Avenue corridor

**581,123**  
total square footage in retail space inventory

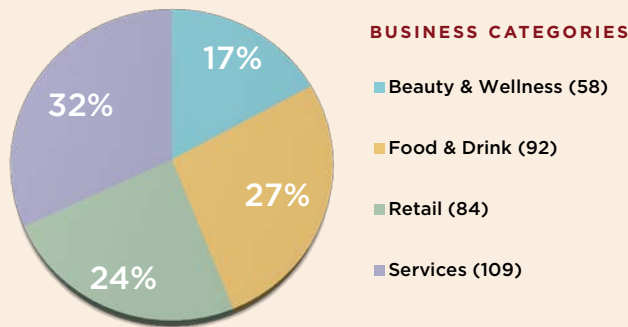
**246 out of 362**  
number of properties in district with retail space

**17.6%**  
vacant retail units as a percentage of total

**1,703**  
median square footage of available retail units

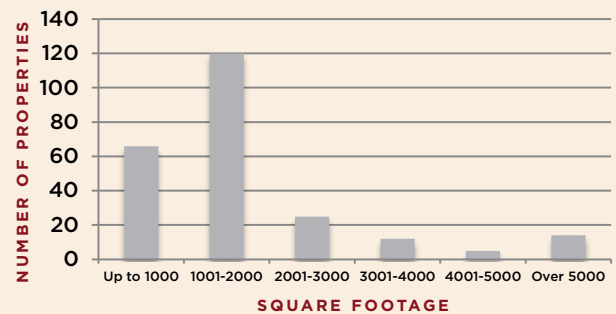
Source: Digital Tax Map and Primary Land Use Tax lot Output (MapPLUTO) data, NYC Department of City Planning; in-person observation. Data as of August 27, 2018.

### BUSINESS COMPOSITION BY TYPE



Source: In-person observation by Jonathan Marable. Data as of August 27, 2018

### SQUARE FOOTAGE OF RETAIL SPACE



Source: Digital Tax Map and Primary Land Use Tax lot Output (MapPLUTO) data, NYC Department of City Planning. Data as of August 27, 2018.

### NOTABLE OPENINGS IN Q1 + Q2 2018

<b>100 Smith</b> 100 Smith Street	<b>1600 SF</b> <i>Beauty &amp; Wellness: Fitness</i>
<b>EastVille Comedy Club</b> 487 Atlantic Avenue	<b>953 SF</b> <i>Food &amp; Drink: Lounge</i>
<b>Rime</b> 296 Atlantic Avenue	<b>1600 SF</b> <i>Retail: Clothing &amp; Accessories</i>
<b>Treasure Trunk Theatre</b> 141 Atlantic Avenue	<b>750 SF</b> <i>Services: Kids &amp; Entertainment</i>
<b>Whisk</b> 197 Atlantic Avenue	<b>1485 SF</b> <i>Retail: Housewares</i>

Sources: CoStar; LoopNet; MapPLUTO; in-person observation. Data as of September 5, 2018.

### NOTABLE BUSINESS TRENDS

The Avenue has recently become a destination for educational, child-focused entertainment. The STEM-pathway program Blue Studios signed a lease at 396 Atlantic Avenue after a successful pop-up session confirmed tremendous customer interest. Treasure Trunk Theatre, a drama-and-movement studio for children, moved to 141 Atlantic after test runs elsewhere. Longtime toy-retailer Gumbo, now called Gumbo Creative Space (495 Atlantic), shifted retail sales to its website and expanded its programming slate to encompass adult classes. These join established kid-centric businesses like Carmelo the Science Fellow (300 Atlantic) and Creative Arts Studio (310 Atlantic), and 2017's newcomers YokeyPokey (537 Atlantic), a virtual reality gaming space, and Brooklyn Robot Foundry (492 Atlantic), a multi-site DIY engineering studio.

Since 2012, the Atlantic Avenue Business Improvement District's overall aim has been to help make the Atlantic Avenue corridor a more desirable place for small businesses to do business. These reports are supported by the Department of Small Business Services' Neighborhood 360° Fellows Program through March 2019. Please direct questions to Jonathan Marable at JMarable@AtlanticAveBID.org.

Information contained herein has been obtained from sources deemed reliable and no representation is made as to the accuracy thereof. Retail unit listings are sourced from LoopNet, Agorafy, and other real estate broker websites as well as in-person observation.



**ATLANTIC AVENUE BID**

338 Atlantic Avenue, Suite 203 • Brooklyn, NY 11201

T: 718-522-6100 • AtlanticAveBID.org • @AtlanticAveBK