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

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.