

Business Opportunities Start Here: DESTINATION NOSTRAND

EXPERIENCE THE RENAISSANCE

To say that Crown Heights Brooklyn is “up and coming” would be an understatement. A veritable renaissance is taking place in this brownstone neighborhood of Central Brooklyn, and tremendous opportunity awaits.

THE NEIGHBORHOOD'S CHARM

The neighborhood's charm is in its tree-lined blocks and architecturally significant buildings, brownstones, grand mansions, and modern condo developments.

Nostrand Avenue, the commercial district that anchors Crown Heights, is always bustling. Locals and foodies flock to Nostrand for its international array of Caribbean food. Yet consumer spending patterns and surveys reveal that there is still tremendous opportunity for new businesses to open and prosper. Consumer demand within the trade area* outpaces supply by \$743 million each year.



GROWING RETAIL DESTINATION

Some businesses have already seized the opportunity. Within the past 3 years, national retailers such as T-Mobile, Dunkin Donuts, MetroPCS, and Best Western have opened on Nostrand.

A slew of new thriving businesses have opened as well including Super Wings, a popular Caribbean-fusion restaurant featured on Food Network; Syd's Serious Sandwich Shop, an award winning sandwich shop; Pacific Oasis Cafe, a local coffee shop; Paws and the City, an organic pet store; and NoBar, a French-bistro inspired tapas bar owned by famed Hollywood actor Anthony Mackie (summer 2011).

PROXIMITY TO PREEMINENT INSTITUTIONS

Businesses can capitalize on Nostrand's proximity to some of the borough's preeminent cultural institutions – Brooklyn Children's Museum, Brooklyn Museum, Brooklyn Botanic Garden, Billy Holiday Theater, Weeksville Heritage Center (including a \$23 mm, 19,000 sf Education and Cultural Arts Building set to open in 2012), and Prospect Park. It is no wonder that the neighborhood attracts a growing number of artists and college students each year.

FEATURED IN POPULAR LOCAL BLOGS

Popular local blogs such as Brownstoner, NostrandPark, ILoveFranklinAve, Brooklynian, and ProspectHeightsPatch frequently feature stories about the neighborhood, businesses and district, giving businesses added exposure.

NOSTRAND AVE HIGHLIGHTS

- Consumer demand outpaces supply by \$743 million each year
- 5 subways, 3 buses, 2 major thoroughfares, 1 commuter rail and proximity to the borough's preeminent cultural institutions
- Downtown Brooklyn and the new Barclays Arena (2012) one-mile away
- Growing number of artists and college students
- Locals and foodies flock to Nostrand for international array of Caribbean food
- French-bistro inspired tapas bar owned by famed Hollywood actor Anthony Mackie (summer 2011)
- Popular local blogs help promote local businesses

GREAT TRANSPORTATION & ACCESS

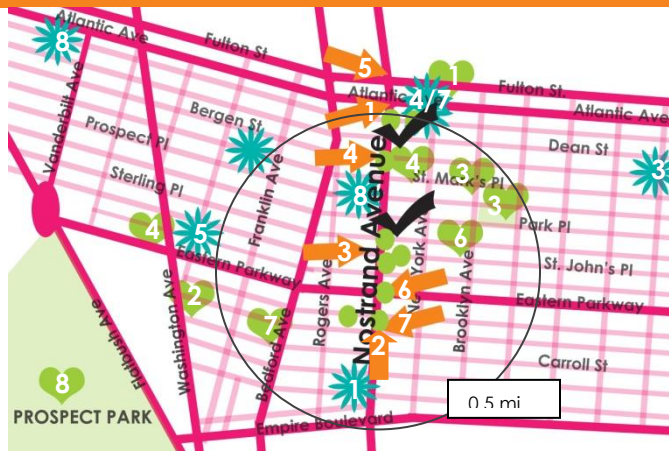
Local businesses reap the benefits of Nostrand's great transportation. Nostrand is served by 5 major subway lines which reach Manhattan in under 20 minutes; 3 different bus lines, including the 5th most popular bus in NYC; and the Long Island Railroad, which links commuters to downtown Brooklyn in 5 minutes and the Airtrain to JFK airport in less than 20. Thoroughfares Atlantic Ave and Eastern Parkway both intersect Nostrand; each averages upwards of 50,000 vehicles/day.

With Downtown Brooklyn and the new Barclays Arena (2012) one-mile away, Nostrand is well poised for continued growth.

* The trade area is defined as a 1-mile radius from the intersection of Nostrand Avenue and Eastern Parkway.



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AREA DEMOGRAPHICS

	.5 mi	1.0 mi
Population*	50,895	181,563
Households*	18,842	67,591
Avg. income*	household \$50,969	\$51,021
Median income*	disposable \$30,417	\$31,177

FEATURED AVAILABILITIES ✓

Address	Size	Contact
685A Nostrand Ave	1,000 sf	See below
685B Nostrand Ave	1,000 sf	See below
660 Nostrand Ave	800 sf	See below

FEATURED RETAILERS ●

Barbara's Flowershop	NoBar
Dunkin Donuts	Pacific Oasis Café
Gloria's	Paws and the City
Golden Palace	Punchline Juice Bar
Imhotep	Sakura Tokyo
Knaps	Super Wings
MetroPCS	Syd's Serious Sandwich
	T-Mobile

NEARBY CULTURAL ATTRACTIONS ♥

1.	Billy Holiday Theater
2.	Brooklyn Botanic Garden
3.	Brooklyn Children's Museum
4.	Brooklyn Public Library
5.	Brower Park
6.	Crown Heights North Historic District
7.	Medgar Evers College
8.	Prospect Park
9.	Weeksville Heritage Center (not shown)

NEW DEVELOPMENTS, ARENAS, & HOTELS ✨

Development	Description
1. 958 Nostrand Ave	98-unit residential
2. ISHI	36-unit condo
3. Maynard Coop	47-unit coop
4. Pacific St Lofts	32-unit condo
5. The Prospect	24-unit condo
6. The Sinclair	8-unit condo
7. Best Western (Plus)	56 guest room
8. Barclays Arena	Slated for 2012 open

TRANSPORTATION & ACCESS ←

Mode	Daily stats
1. LIRR - Nostrand Ave	850 boardings
2. B44 bus	40,790 riders
3. B45 bus	7,794 riders
4. B65 bus	4,115 riders
5. Nostrand Ave subway (A/C)	15,264 riders
6. Nostrand Ave subway (3)	3,980 riders
7. President St subway (2/5)	3,731 riders
8. Car traffic volume	15,550

CONSUMER SPENDING (IN MILLIONS)

Spending & Unmet Demand *	.5 mi	1.0 mi
Spending on clothing	\$17.2	\$61.8
Unmet demand	\$13.7	\$38.9
Spending on electronics	\$10.5	\$38.2
Unmet demand	\$9.0	\$28.5
Spending on full-service restaurants	\$21.1	\$75.8
Unmet demand	\$11.3	\$35.8
Spending on ltd service restaurants	\$25.4	\$91.5
Unmet demand	\$20.9	\$61.7
Spending on furniture & home furnishings	\$10.9	\$39.9
Unmet demand	\$9.6	\$28.2

* SOURCE ESRI (2010)



A PROJECT OF:



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