

November 2014

# Neighborhood Shopping and Dining Report

Fulton Street Corridor  
in Brooklyn Fort Greene & Clinton Hill

This report shows the results of  
community-needs survey completed  
by over 400 area residents.



# Neighborhood Shopping & Dining Report 2014

This year, through a joint initiative, the Fulton Area Business Alliance (FAB) & Pratt Area Community Council (PACC) conducted a neighborhood shopping & dining survey, to assist FAB Alliance in strategically planning ways to support the quality businesses and to compliment the current retail mix along Fulton Street in Brooklyn's dynamic neighborhoods of Fort Greene and Clinton Hill.

The Neighborhood Shopping & Dining Survey was conducted from June to August of 2014, reached 477 neighborhood residents, shoppers and visitors, each of whom were asked to assess their individual shopping experiences on Fulton Street in Fort Greene and Clinton Hill. Specifically, we conducted outreach electronically via email, neighborhood blogs, social media and polled pedestrians throughout the Fort Greene and Clinton Hill neighborhoods.

Of the 477 respondents, 209 were done by polling pedestrians on the street in Fort Greene and Clinton Hill between Flatbush Avenue and Franklin Ave. The pedestrian surveys were concentrated in Fort Greene Park, Fowler Square, Cuyler Gore and Putnam Triangle because potential respondents were more willing to take the time to complete the survey while in these areas. Pedestrian surveys were also conducted at the Clinton Washington C and G train stations and Franklin Ave C train station. The remaining 268 completed the survey online.

The Neighborhood Shopping & Dining Report is a document that displays the results of our findings through the Neighborhood Shopping & Dining Survey. The survey results will be used as a powerful tool to attract needed businesses to the area, as well as determine and prioritize business improvement projects. It will also communicate market-based feedback to local businesses so that they can better respond to consumer demand and adapt or grow their business accordingly.

## Summary of Findings

The majority of respondents who completed the survey were neighborhood residents. The respondents noted that quality and price of products and services are the most important when choosing where they shop. They would spend more time in businesses on Fulton Street in Fort Greene and Clinton Hill if there were more variety of stores and the prices were more affordable. Among the types of businesses requested, a butcher, fashion/retail and health/fitness were ranked highest.

## Current Shopping Patterns on Fulton Street:

**Why do you visit Fulton Street in Fort Greene/Clinton Hill?  
(check all that apply)**

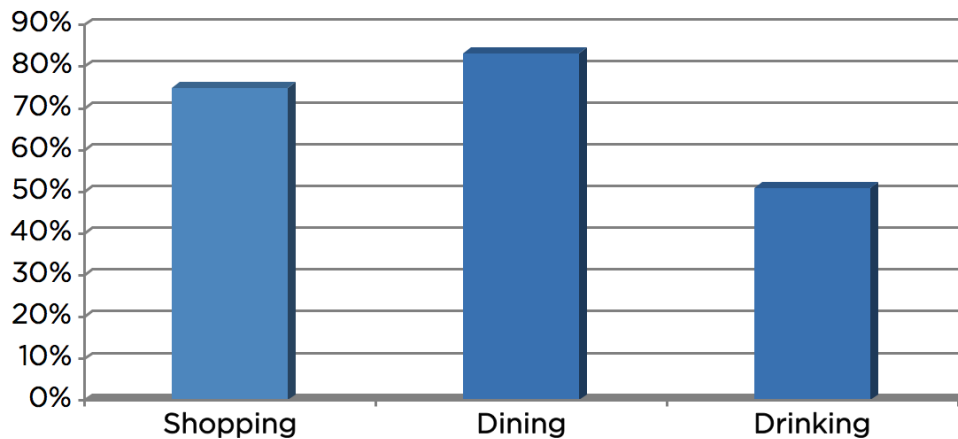


Figure 1.0

When asked why respondents visit Fulton Street in Fort Greene/Clinton Hill, 83.1% of respondents said for dining while 74.7% of respondents go shopping on Fulton Street, and 50.8% drink on Fulton Street.

**What brings you to the Fort Greene/Clinton Hill area?**

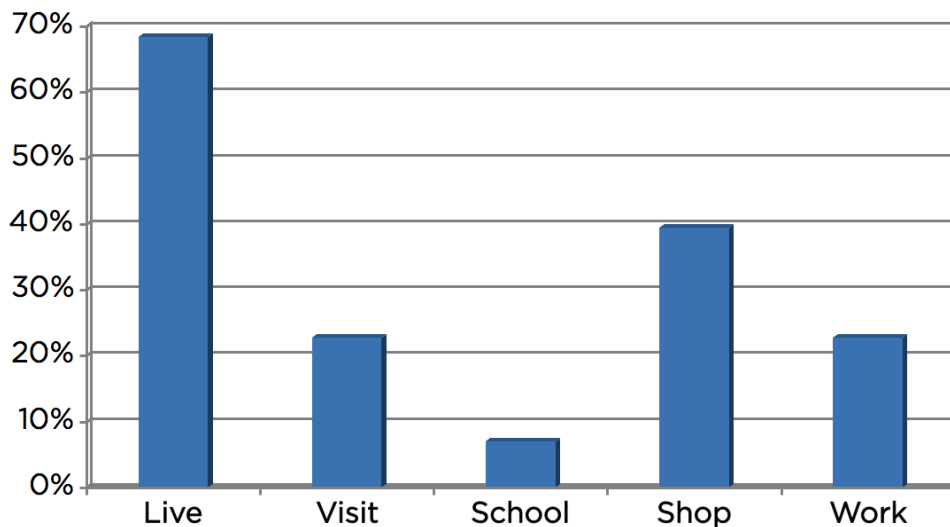


Figure 1.2

When asked what brings them to the Fort Greene/Clinton Hill area, 68.4% of respondents stated that it is where they live with 39.5% coming to Fulton Street specifically to shop. This indicates that most of the customer base for businesses in our catchment area is neighborhood residents.

**Which of the following are important to you in choosing where to shop? (check all that apply)**

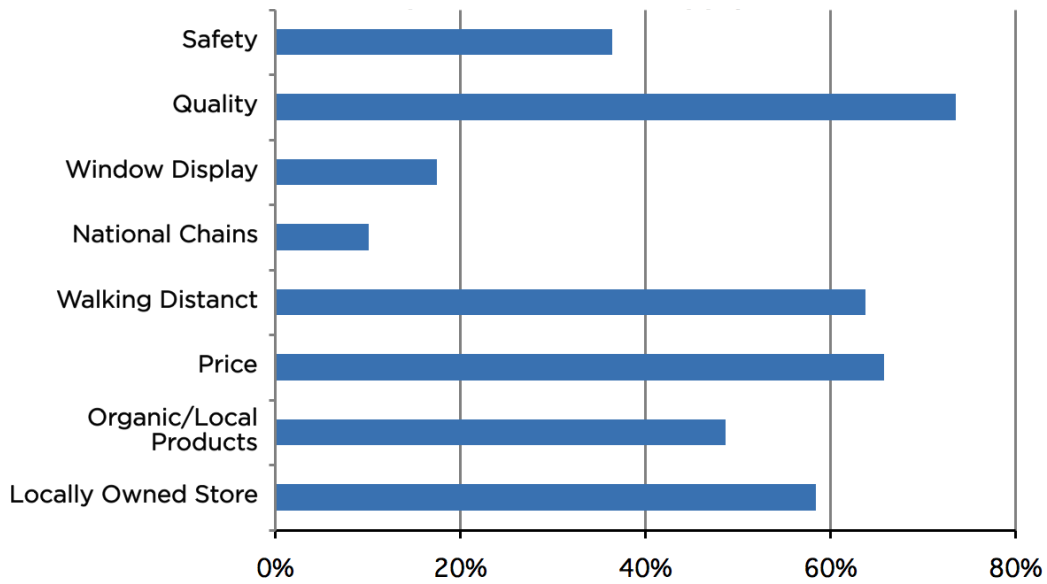


Figure 1.3

When asked what was important when choosing where to shop, 73.4% of respondents answered Quality, followed by Price (65.8%), Walking distance to home/work/school (63.8%) and locally owned stores (58.2%).

Safety is often a top priority for shoppers. In a commercial needs survey conducted on Fulton Street in 2003, 42.2% of people said safety was important when choosing where to shop. This year 36.4% of respondents mentioned safety as important. That is a decrease of 5.8% in seeing safety as a concern in this neighborhood.

### How often do you visit businesses on Fulton Street in Fort Greene/Clinton Hill?

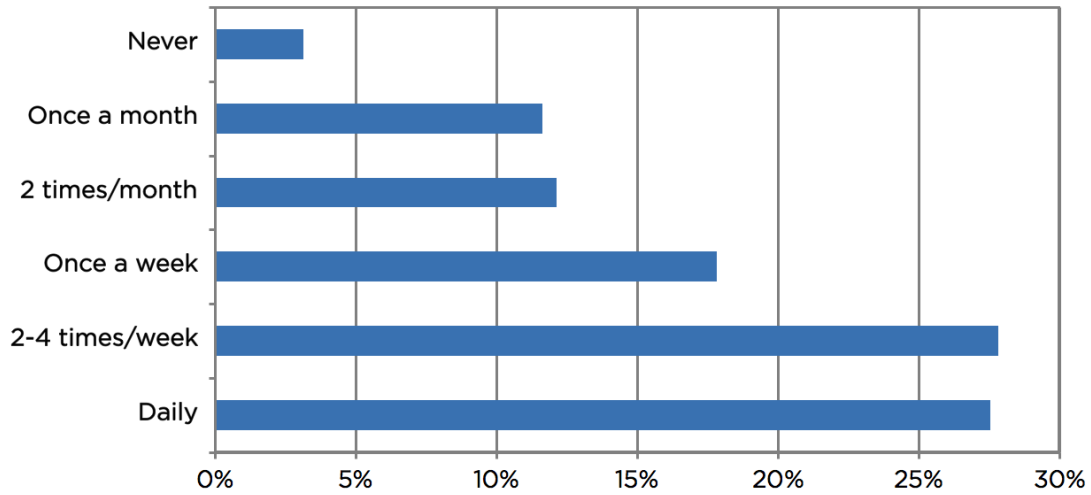


Figure 1.4

When asked how often they visit businesses on Fulton Street in Fort Greene/Clinton Hill, 27.5% of respondents said daily, and 27.8% of respondents said 2-4 times per week.

### When do you usually visit Fulton Street in Fort Greene/Clinton Hill? (check all that apply)

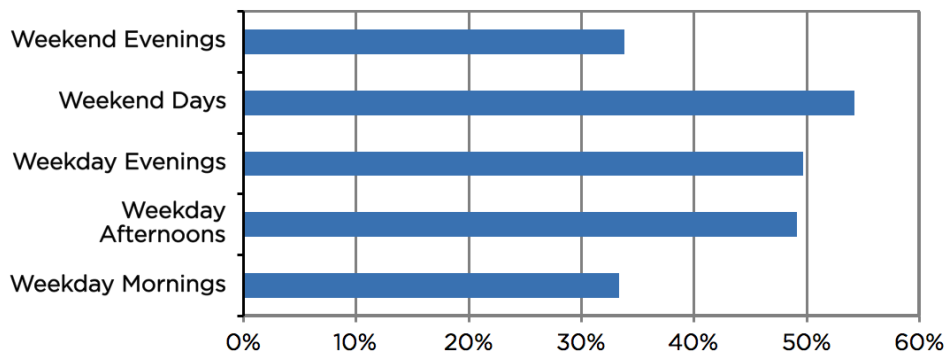


Figure 1.5

When asked when do you usually visit Fulton Street in Fort Greene/Clinton Hill, most visit weekends during the day (54.2%) followed closely by weekday afternoons (49.1%) and weekday evenings (49.6%).

**In a typical month, how many times do you dine on Fulton Street in Fort Greene/Clinton Hill?**

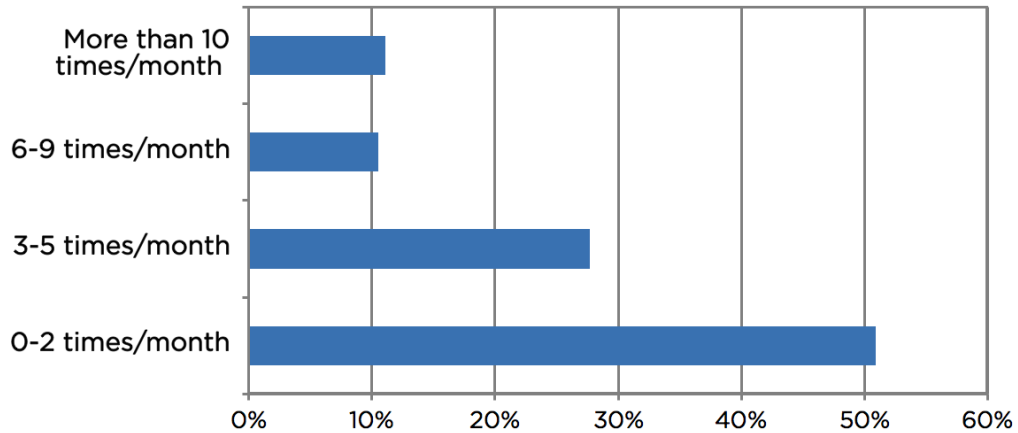


Figure 1.6

When asked, in a typical month, how many times you dine on Fulton Street in Fort Greene/Clinton Hill, over 50% of respondents answered 0-2 times per month.

**Typically, how much do you spend monthly in dining on Fulton Street in Fort Greene/Clinton Hill?**

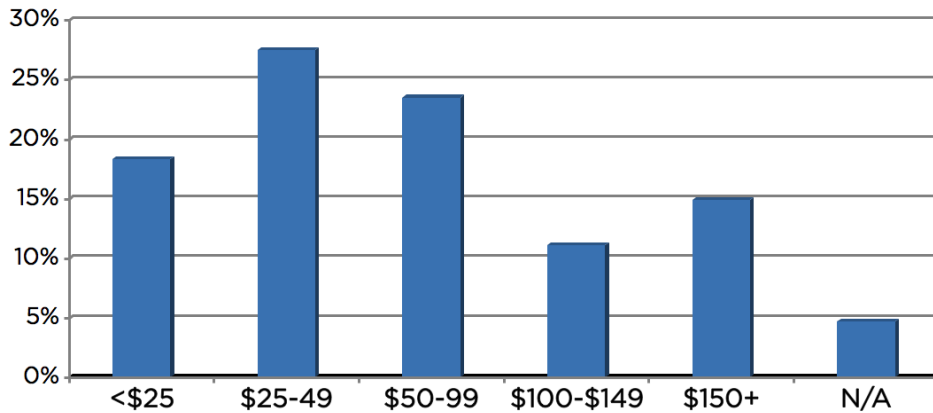


Figure 1.7

Most respondents (27.5%) spend between \$25-49 per month on dining on Fulton Street in Fort Greene/Clinton Hill. Only 11.1% of respondents spend \$100-149 per month.

**Typically, how much do you spend monthly on products and services on Fulton Street in Fort Greene/Clinton Hill?**

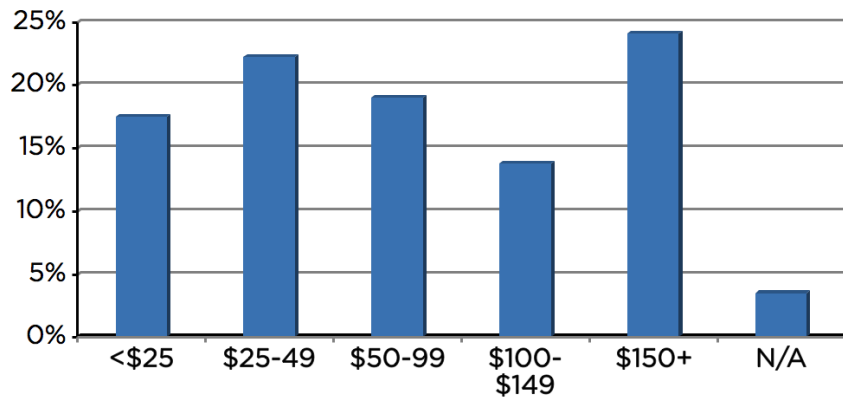


Figure 1.8

Conversely, most respondents (24.1%) spend over \$150 on products and services that do not include dining.

**How do you typically access Fulton Street in Fort Greene/Clinton Hill? (check all that apply)**

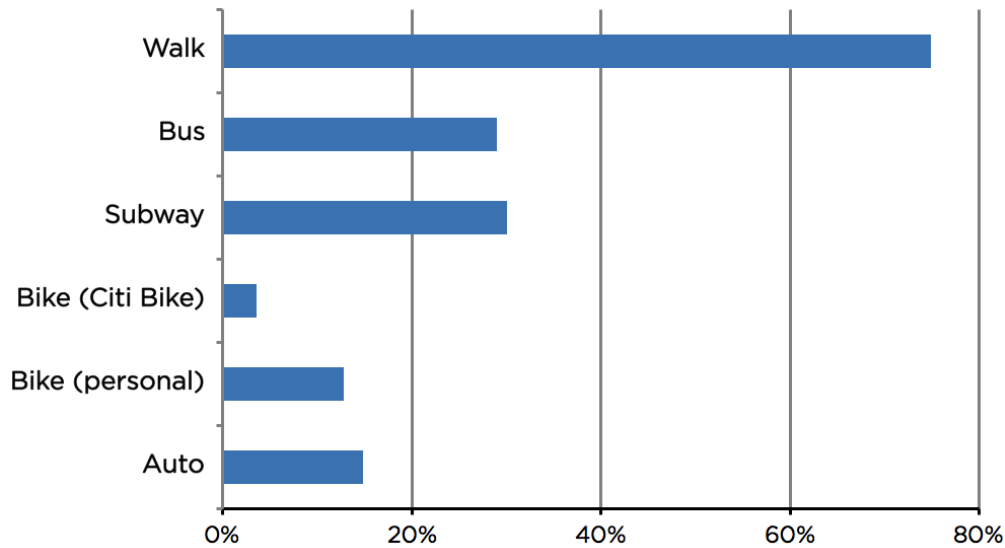


Figure 1.9

An overwhelming 74.8% of respondents walk to Fulton Street in Fort Greene/Clinton Hill. Walking is followed closely by a combined 59.1% of respondents using public transportation (subway and/or bus) as a means of access. This high rate of public transportation may be a cause to consider re-opening the Classon Avenue subway station on Fulton Street. Only 3.5% use Citi Bike as a means for transportation.

**Do you visit a business often or regularly in any of the following areas?**

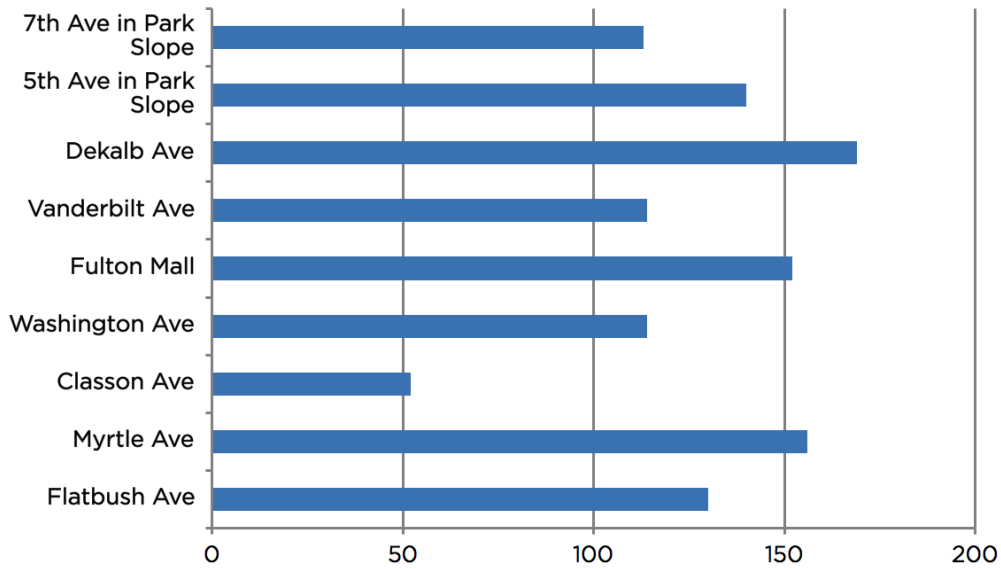


Figure 1.10

When asked if they visit a business often or regularly in a number of surrounding business districts, the majority of the respondents stated they frequent Dekalb Avenue, Myrtle Avenue and Fulton Mall. For a list of other frequently visited areas see *Figure 1.10*. It is important to strategize around how Fulton Street in Fort Greene/Clinton Hill compares with other shopping districts considering that such a large percentage of people decide where to shop based on walking distance (see *Figure 1.3*) and use walking (see *Figure 1.9*) as their main mode of transportation. Knowing what will entice people to walk to Fulton Street in Fort Greene/Clinton Hill will increase foot traffic in comparison to other shopping areas.





## I would spend more time in stores and restaurants on Fulton Street in Fort Greene/Clinton Hill if...

Category	Sample Answers	Number of responses
Variety of Shops	"More variety" "Had what I needed/wanted" "Better selection of..."	108
Price/cost	"more affordable" "less expensive" "more sales" "cost less"	46
Location	"lived closer" "worked here" "shops were closer together"	43
Time	"I had more time" "stores were open later"	33
Personal Cash flow	"I had more money"	30
Quality	"better quality"	21
Traffic/Parking	"more parking" "less congested" "less busses"	13
Safer	"methadone clinic were moved" "more police presence"	10
Cleanliness	"less garbage on street" "cleaner" "stores were clean"	9
Green Space	"more trees" "more benches to sit"	9
Locally owned	"More African-American owned" "hired local people" "locally owned"	8
Family Friendly	"more kids stores" "family friendly restaurants"	8
Diversity	"customers were more diverse" "more diverse clientele"	8

**Figure 1.11**

When asked to fill in the blank to the following question: "I would spend more time in stores & restaurants on Fulton Street in Fort Greene/Clinton Hill if..." the answers varied widely but fit into the following categories.

Additional answers that had less than 8 responses included: pedestrian friendliness, less crowded, quieter, providing elderly discounts, more attractive storefronts, friendlier staff, knowing more about what stores are available/marketing, chain stores and a bike lane.

## Requested Additions to Fulton Street:

### What types of do you wish you could find on Fulton Street?

Type of Business	Number of People
Clothing	165
Shoes	103
Organic/Local Produce	88
Gifts	83
Furniture/Home Goods	77
Books	58
Electronics	57
Locally Made Products	47

Figure 1.12

When asked what have you purchased elsewhere that you wish you could find on Fulton Street, 165 of the 300 respondents who answered said they would prefer more clothing stores. Other important businesses mentioned were gifts, shoe stores, a bookstore, and organic/local produce.

### In which neighborhood did you make those purchases?

Neighborhood	Number of People
Manhattan	113
Downtown Brooklyn/Fulton Mall	40
Online	36
Park Slope	36
Cobble Hill	13
Prospect Heights	12
Bed-Stuy	9
Various/all over	9
Queens	9
Flatbush	8
Carrol Gardens	8
Atlantic Terminal	8

Figure 1.13

As a follow up to the previous question, respondents were asked in what neighborhood they made those purchases. *Table 1.13* details the top ten responses by participants. More respondents travel to various neighborhoods in Manhattan (113 responses) or the Downtown Brooklyn/Fulton Mall area (40 responses).

**Which stores have you visited in other shopping districts that you think would be a good addition to Fulton Street in Fort Greene/Clinton Hill?**

Store	Number of People
Trader Joe's	56
CVS/Walgreens/Duane Reade	23
Target	20
H&M/Urban Outfitters/ Macy's	19
Fairway	19
DSW	16
Chase/TD/Bank of America	14
Pathmark/Key Food	11
Bed Bath and Beyond	11
Costco/BJ's	10
Starbucks	9
Home Depot	8
Best Buy	6
Chipotle	6
Barnes and Noble	5

**Figure 1.14**

There were targeted questions asked in order to establish methods of increasing consumer frequency to the Fulton Street Corridor. When asked which store(s) respondents have visited in the last month in other shopping districts that they think would be a good addition to Fulton Street, 54 of the 246 respondents who answered this question would like a Trader Joe's. Other businesses respondents think would be a good addition to Fulton Street include restaurants, bars and banks. See *Table 1.14* for a complete breakdown of responses.

Despite only 10% of respondents saying that national chains were important to them when choosing where to shop vs. the 58% that value locally owned stores, the top three businesses requested were Trader Joes, CVS/Walgreens/Duane Reade and Target. This may be due to how the question, "Which stores have you visited in other shopping districts that you think would be a good addition to Fulton Street in Fort Greene/Clinton Hill?" was understood by respondents and national vs. local brand recognition.

## What additional types of businesses would you like to see on Fulton Street in Fort Greene/Clinton Hill?

Store	Number of People
Butcher	172
Fashion/Retail	134
Fitness/Health	131
Shoe/Footwear	123
Green Grocer	120
Furniture/Home Goods	99
Electronics/Computers	73
Toys and Games	60
Fish Store	29

Figure 1.15

When asked what additional types of businesses would they like to see on Fulton Street in Fort Greene/Clinton Hill, 170 out of 345 respondents asked for a butcher shop. More details can be found in *Table 1.15*.

### Respondents' Profile:

This section of the report defines the profile of the respondents. In neighborhoods that are described as “changing” and “diverse” it was important to get a wide range of respondents to accurately reflect the Fort Greene & Clinton Hill neighborhoods.

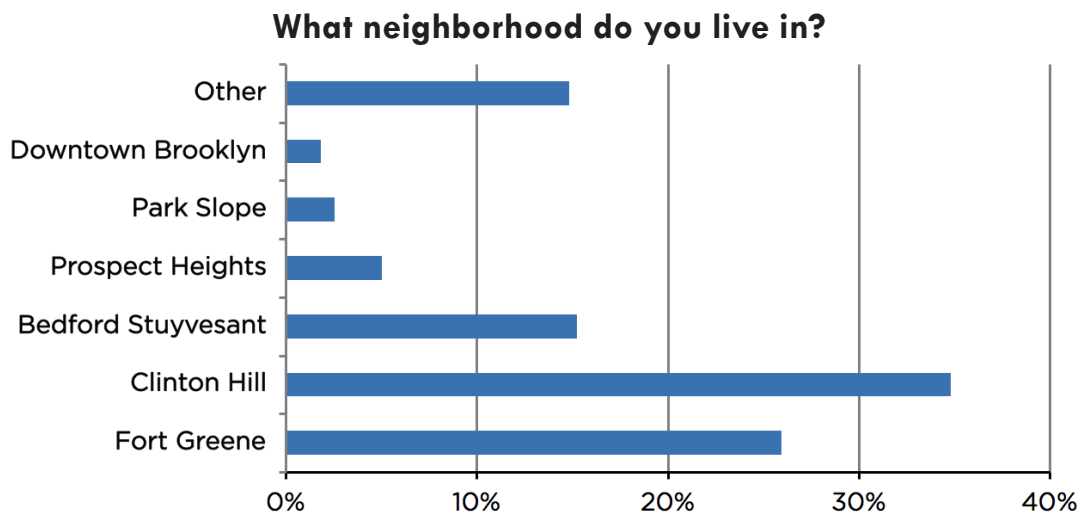


Figure 1.16

When asked what neighborhood respondents live in, the majority said they lived in the neighborhood with 25.9% from Fort Greene and 34.8% from Clinton Hill (*Figure 1.16*). Very few respondents crossed Atlantic Avenue with a combined 7.5% coming from Prospect Heights and Park Slope. There was also a discrepancy among respondents about the boundary of Fort Greene & Clinton Hill, especially those polled around Putnam Triangle and the Franklin Ave C train stop.

### In what zip code is your home located?

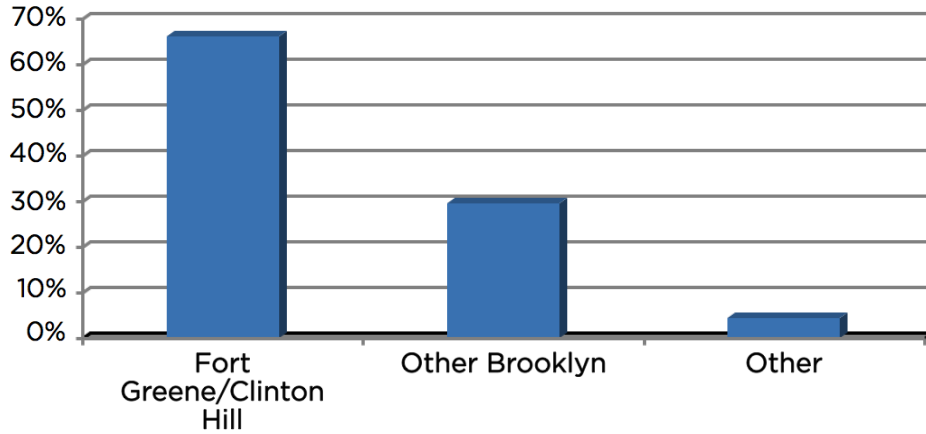


Figure 1.17

When asked what zip code they live in, an overwhelming 66% of surveyors answered zip codes that make up Fort Greene/Clinton Hill, 29.6% of respondents came from other parts of Brooklyn. This reaffirms that most respondents came from the neighborhood.

### How long have you lived in your neighborhood?

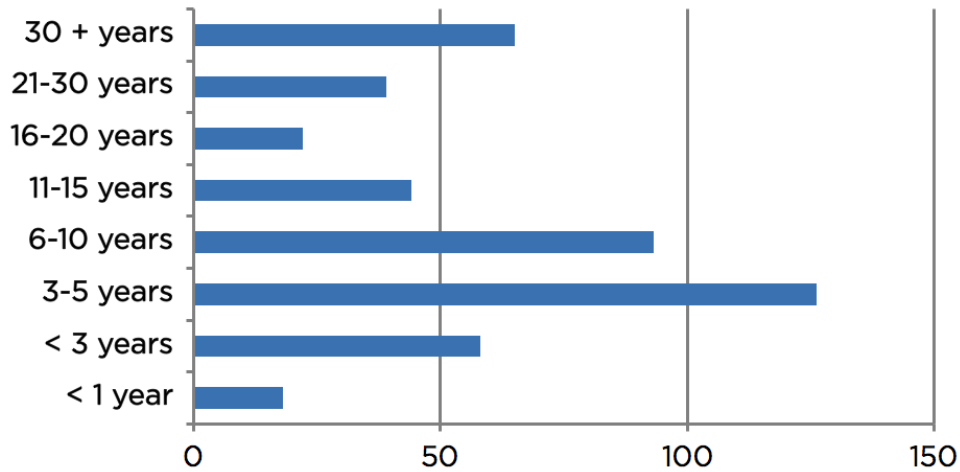


Figure 1.18

When asked how long have they lived in their neighborhood, 27% responded that they have lived in their respective neighborhood for 3-5 years, 20% responded they lived in their respective neighborhood for 6-10 years. The bulk of respondents are “new” residents who have lived in the neighborhood less than 5 years while the second largest contributors are “long-standing” residents who have been here more than 20 years. The least amount of time a respondent reported living in their neighborhood was 1 week, the longest amount of time was 57 years.

### What is your gender?

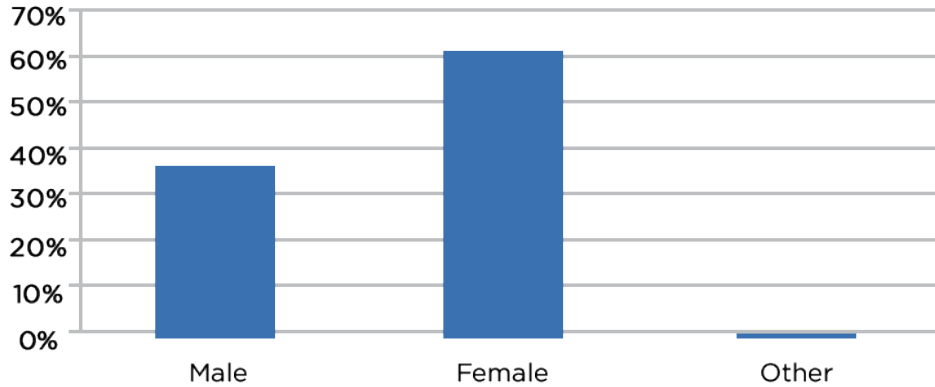


Figure 1.19

The majority of participants of this survey were female (62.3%). More than half of the women (56.7%) filled out the survey online. Conversely, more than half of the men (59.6%) filled out the survey when approached on the street (Figure 1.19).

### What race do you identify as?

Neighborhoods	Number of People	Percentage (%)
White/Caucasian	188	50.7%
African American	142	38.8%
Caribbean	31	8.4%
Asian/Pacific Islander	26	7%
Hispanic/Latino	13	4.3%

Figure 1.20

The majority identified as White/Caucasian 50.7% followed by 38.8% identifying as African-American. See Table 1.20 for more details.

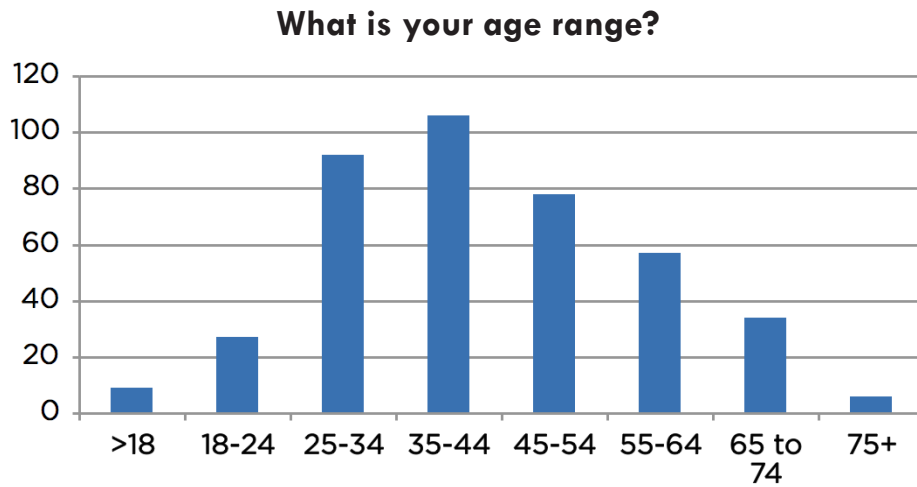


Figure 1.21

The age range of the majority of respondents (39.2%) falls between 35 to 44 years *Figure 1.21*.

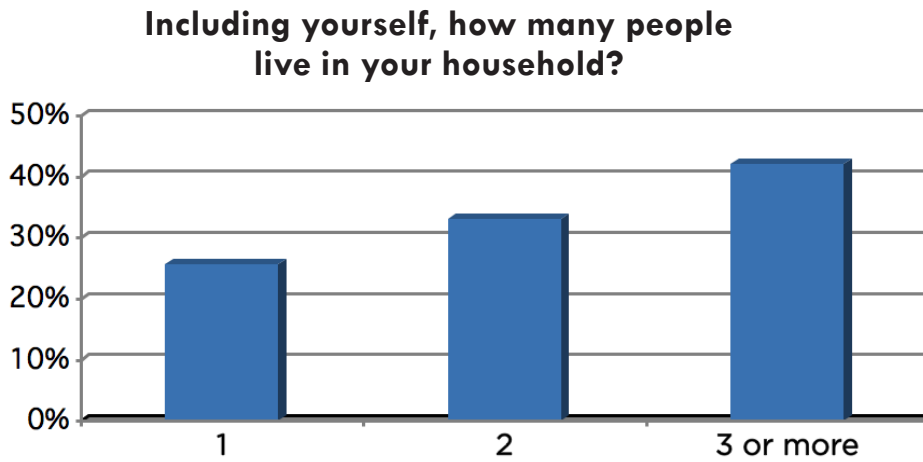


Figure 1.22

As shown in *Figure 1.22*, 41.6% of the respondents' households comprise of three or more people.



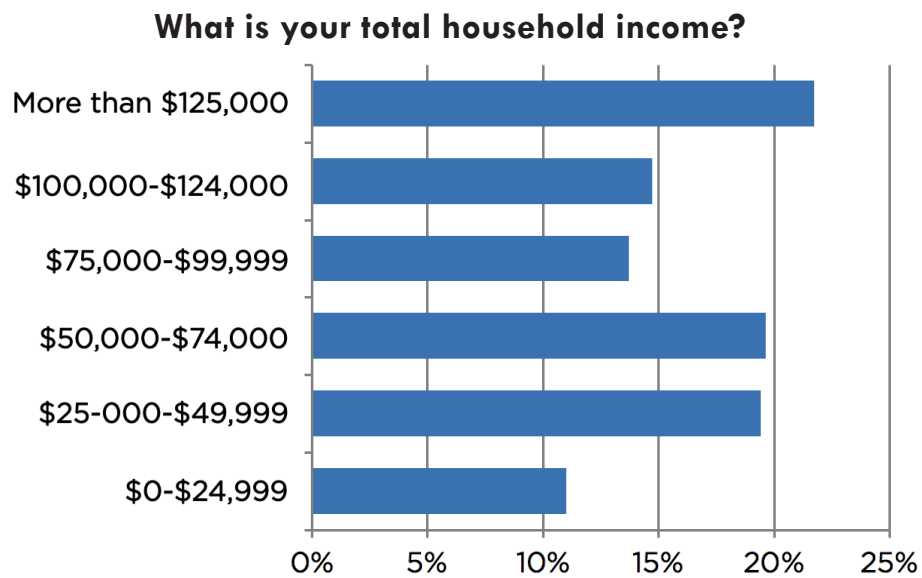


Figure 1.23

According to *Figure 1.23*, 19.6% of surveyors earn an annual income of \$50,000-\$74,000. 19.6% of participants earn \$25,000 - \$49,000 and 21.7% of participants earn more than \$125,000. This fairly even distribution of income indicates a need for retail opportunities at different price points.

## Conclusions

This report shows that respondents who live, shop and work on Fulton Street in Fort Greene/Clinton Hill want a variety of quality and affordable shopping and dining experiences that fit the character of their diverse neighborhoods. Incoming and current businesses need to provide experiences that will appeal to both new and long-standing residents who are on a wide range of income levels.