

Brooklyn's Fulton Street in Fort Greene and Clinton Hill: No two blocks are alike.

Fulton Street in Fort Greene and Clinton Hill, Brooklyn is experiencing tremendous growth. The Fulton Area Business (FAB) Alliance is seeking to fill the corridor's new spaces with strong retailers that complement our vibrant businesses and meet the needs of our growing customer base.

Each half of the FAB Alliance district has its own anchor tenants, transit, and character.

Whether you are a neighborhood business looking for a small storefront, or a larger business looking to serve the office workers and arts patrons, **we've got your customers.**

West Fulton

Ashland Pl. – Oxford St.

- Regional destination for arts and culture
- Upscale casual dining options
- Fast casual dining options
- Local boutiques and retailers
- Bars and nightlife

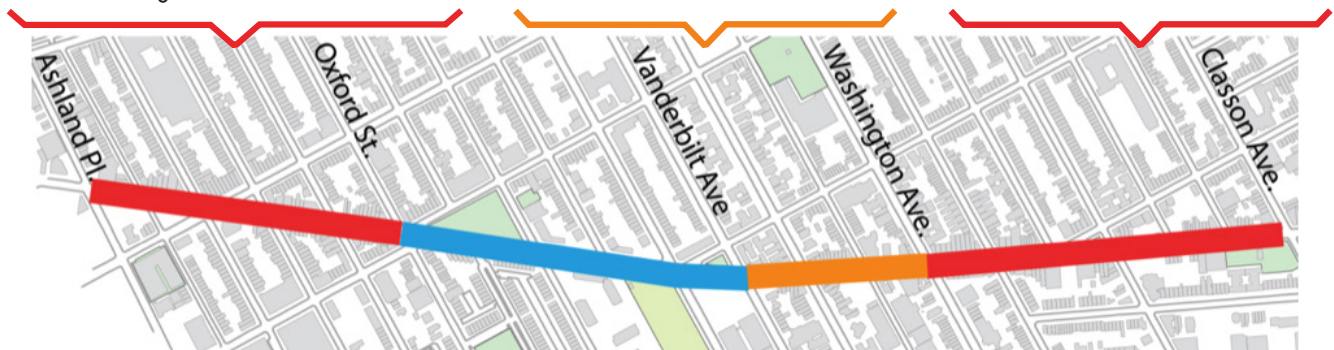
Vanderbilt Ave. – Washington

- Convenience shopping
- Take-out and delivery
- Restaurants
- Neighborhood-serving retail

East Fulton

Washington Ave. - Classon

- Neighborhood destination for arts, culture and dining
- Fast casual dining options
- Bars and nightlife



TWO COMMUNITIES, TWO GREAT CUSTOMER GROUPS

2013 Characteristics	West Fulton	East Fulton	Brooklyn
Population	48,737	49,431	2,592,149
Population Density (Sq. Mi.)	42,662.5	42,085.8	36,103
Pop Annual Growth Rate (2013-2018)	1.41	.92	0.83
Median Age	35.5	35.4	34.5
Med HH Income	\$59,569	\$57,343	\$42,291
Med HH Income Annual Growth Rate (2013-2018)	4.97%	4.19%	2.40%
Educational Attainment (Pop. 25+ with Bachelor's +)	56.5%	55.5%	29.3%

KEY FACTS AND FIGURES

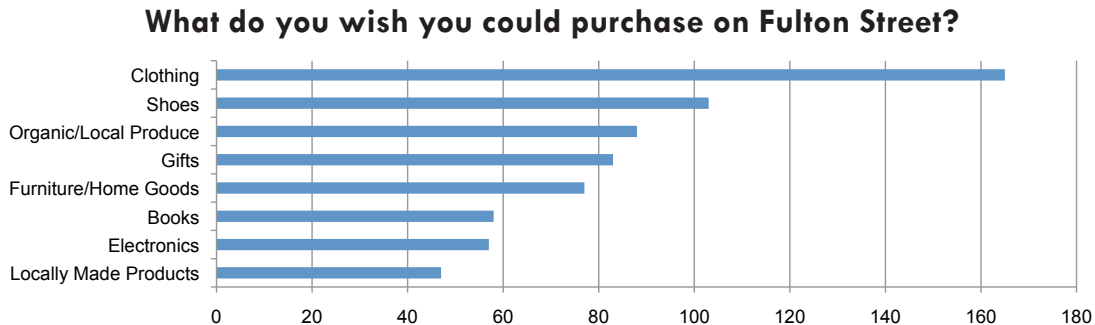
- **Excellent Access:** 13 subway lines, 6 bus lines, 5 CitiBike stations, and the LIRR
- **Higher residential density** than Brooklyn overall, plus daytime foot traffic from office workers in Downtown Brooklyn, patrons in the BAM Cultural District and local college students
- **High growth rates** in both population and income
- **11,586** new residential units planned for the corridor
- **572,116** square feet of retail space in the pipeline
- Estimated **\$340 million in new retail demand** to be generated by new residents
- **World Class Destinations for Arts, Culture and Entertainment within steps of the corridor** including: BAM Theaters, Barclays Center, Pratt Institute, BRIC, Theater for a New Audience, Fort Greene Park, MoCADA, Mark Morris Dance Center, Cumbe, Irondale Ensemble Project, and many more.
- Customer profiles similar to **DUMBO, Park Slope, Tribeca, Midtown and Astoria**

OPPORTUNITY FOR NEW RETAIL

There is significant opportunity for additional retail on Fulton Street.

Industry Group	West Fulton Street Retail Gap	East Fulton
Food Services & Drinking	\$15,767,977	\$44,286,792
Health & Personal Care	\$121,610	\$29,754,413
Electronics & Appliance	\$308,851	\$14,735,924
General Merchandise	-\$57,430,157	\$14,713,016
Food & Beverage Stores	\$20,736,740	\$13,981,557
Bldg Materials, Garden Equip. & Supply	\$14,568,903	\$13,364,663
Clothing & Accessories	-\$65,779,842	\$12,493,627
Sporting Goods, Hobby, Book & Music	-\$34,455,258	\$1,425,972
Miscellaneous Retailers	-\$8,943,008	\$556,102
Furniture & Furnishings	-\$8,585,787	-\$516,348.00

We asked nearly 350 residents what they want to shop for on Fulton Street. Here's what they said:



The FULTON STREET FORT GREENE & CLINTON HILL RETAIL MARKET STUDY was commissioned by FAB Alliance and conducted by Larisa Ortiz Associates. To download the full report please visit www.faballiance.org