



**Business
Improvement
District**

DISTRICT PROFILE

DEMOGRAPHICS

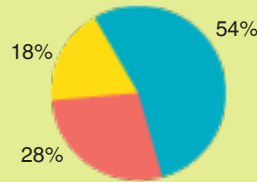
| | 1/4 MILE | 1/2 MILE |
|-------------------------|-------------|-------------|
| Resident Population | 20,733 | 37,089 |
| Median Household Income | \$97,404 | \$93,836 |

Race & Ethnicity

| | | |
|----------|-------|-------|
| White | 75.8% | 71.8% |
| Hispanic | 8.8% | 10.1% |
| Asian | 6.7% | 8.1% |
| Black | 5.2% | 7.5% |

RETAIL MIX

- Mom & Pop: 54%
 - National: 28%
 - Regional: 18%
- Average Asking Rents:
\$100-\$200 per square foot



TRANSPORTATION

(within 3 blocks from Montague Street)

| | Average | 2011-12 Change | Rank |
|----------------------------------|------------|---------------------|--------|
| Weekday Subway Ridership | | | |
| Court St. R/Borough Hall 2/3/4/5 | 38,088 | 0.2% | 24 |
| Jay St. /MetroTech A/C/F/R | 39,561 | 4.0% | 22 |
| Clark 2/3 | 5,760 | 2.9% | 259 |
| Weekend Subway Ridership | | | |
| Court St. R/Borough Hall 2/3/4/5 | 27,299 | 0.4% | 42 |
| Jay St. /MetroTech A/C/F/R | 29,899 | 7.6% | 35 |
| Clark 2/3 | 7,615 | 24.1% | 215 |
| Total Annual Ridership | | | |
| Court St. R/Borough Hall 2/3/4/5 | 10,988,473 | -1.1% | 28 |
| Jay St. /MetroTech A/C/F/R | 11,492,780 | 3.1% | 26 |
| Clark 2/3 | 1,855,650 | 5.8% | 249 |
| Weekday Bus Ridership | | | |
| Buses B25, B38, B41, & B52 | | 2012 Average | 79,020 |

Located in the heart of historic Brooklyn Heights, Montague Street's shopping corridor is a mix of upscale boutiques, regional specialty shops, and nationally recognized brands, including Design Within Reach, Le Pain Quotidien, M•A•C, Banana Republic, J.McLaughlin, City Chemist, Tango, and Ann Taylor Loft.

Situated in Downtown Brooklyn, in one of New York City's most desirable neighborhoods, Montague Street's diverse customer base include affluent residents, office workers, students, as well as countless visitors and tourists.

BROOKLYN HEIGHTS

PARKS

Brooklyn Promenade

One of Brooklyn's most famed and visited sites is the Brooklyn Promenade. Visitors flock down Montague Street to reach famed Brooklyn Promenade for its unobstructed, panoramic views of the Brooklyn Bridge, lower Manhattan, and New York Harbor.

Brooklyn Bridge Park

A world-class waterfront park, Brooklyn Bridge park sits below the Brooklyn Heights promenade at the western edge of Montague Street. Opening in phases, this 85-acre park will stretch 1.3 miles along the East River from north of the Manhattan Bridge to Atlantic Avenue. Squibb Park bridge connects Brooklyn Heights with Pier 1.

SCHOOLS

Brooklyn Heights is home to the Borough's most prestigious preparatory and higher educational institutions. Polytechnic Institute of New York University, Brooklyn Law School, St. Francis College, St. Ann's School, and Packer Collegiate Institute are all within a couple of blocks from Montague Street.

DOWNTOWN BROOKLYN

- 100,000 workers
- 150,000 shoppers daily
- 127,000 residents in a 1-mile radius
- 57,000 students in 12 colleges and universities
- 450,000 annual tourists at area hotels
- 3 million arts & entertainment patrons
- 50 cultural institutions
- 13 subway lines, 16 bus lines and the Long Island Rail Road
- 17 million square feet of office space, with over 8 million square feet of class A space
- Major corporate tenants, including National Grid, Bear Stearns, JPMorgan Chase, Empire Blue Cross Blue Shield, Brooklyn Nets, and the Ms. Foundation for Women
- Numerous creatively driven businesses located in Downtown, including MakerBot Industries, Etsy, Interboro Partners, The Metropolitan Exchange, and Terreform1