



IT'S ON  
MYRTLE  
AVENUE



There has never been a better time to open a business on Myrtle Avenue. The area is growing faster than ever before, adding new residents to those who already loyally support local businesses. We invite you to visit our local "Main Street" where legacy businesses live side-by-side with up-and-comers, and where opportunity still abounds for those who can strategically fill gaps in our district's business offerings. If you're looking for a unique space for your business concept, a diverse customer base, and a close-knit business community, you'll find "It's On Myrtle Avenue."

We look forward to working with you,

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Executive Director

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# IT'S ON MYRTLE AVENUE

## JOB HUB

Large job centers, like **MetroTech** and the **Brooklyn Navy Yard**, bring thousands of daytime visitors to Myrtle Avenue everyday.

16,000  
Daily Vehicle Count

DOWNTOWN  
BROOKLYN

MYRTLE AVENUE

FORT  
GREENE

Avg pedestrian count:  
700/hour. Growing 15%  
annually since 2007.

11,500  
Daily Bus Riders

CLINTON  
HILL

## COLLEGE TOWN

22,000 students attend four colleges within two blocks of Myrtle Avenue.

# YOUR BUSINESS IS IN DEMAND

Myrtle Avenue's business district is robust, with over 170 existing businesses. Even so, customers are demanding more dining and shopping options.

Myrtle Avenue has

\$396,000,000

in unmet consumer demand

Myrtle Avenue's customer base is...

## YOUNG

45% of Myrtle Avenue shoppers are young, affluent "trendsetters" (ages 20-40).

## ECONOMICALLY DIVERSE

32% of households earn  
<\$15,000 /yr

12% of households earn  
>\$75,000 /yr

\$42,300 median household income

## GROWING

64,000 residents live within two blocks of Myrtle Avenue's commercial district.

The neighborhood surrounding Myrtle Avenue is growing 30% faster than Brooklyn.

Almost 3,000 residents are moving onto Myrtle Avenue alone within 11 new residential buildings.

## EDUCATED

43% of Myrtle shoppers hold a 4-year degree, compared to just 33% in Brooklyn.

## YOUR CUSTOMERS ARE HERE

EMPLOYEES

report to work at local job centers near Myrtle Avenue

20K

22K

COLLEGE  
STUDENTS

attend class within 2 blocks of Myrtle Avenue

350K

VISITORS

flock each year to nearby destinations like Fort Greene Park and Bldg92



\$32 MILLION

**SPECIALTY FOOD** Topping the list in this category is a full-service butcher and an ice cream shop.



\$32 MILLION

**RETAIL** In Clinton Hill, college students and creative professionals are looking for more boutique retail options for home goods and clothing. In Fort Greene, family fashion retailers and daily needs merchandise are most in demand within this growing residential community.



\$28 MILLION

**HEALTH & PERSONAL CARE** Retail and services focused on well being - from urgent care centers to gyms - are in high demand.