



Montague Street Retail Profile

Located in the heart of historic Brooklyn Heights, Montague Street's shopping corridor mixes New York-based mom-and-pop shops with upscale national retailers, including Banana Republic, Design Within Reach, M·A·C, Ann Taylor Loft, Nine West, and Starbucks, among others. Tenants enjoy superb transit connections, attractive commercial spaces, and a diverse customer base of affluent residents, local workers and students, and international visitors.



Montague Street Demographics

RESIDENT POPULATION	¼ mile	½ mile
2007 Total Population	14,175	30,064
2012 Projected Population	14,173	30,138
HOUSEHOLDS		
2007 Total Households	8,069	15,333
2012 Projected Households	8,296	15,810
POPULATION BY GENDER/AGE		
2007 Female Population	7,065	14,300
2007 Median Age Female Pop.	38.8	39.5
2007 Male Population	7,110	15,764
2007 Median Age Male Pop.	38.3	37.1
AGE DISTRIBUTION		
2007 % Age 0-13	6.09%	5.71%
2007 % Age 14-24	7.60%	9.64%
2007 % Age 25-34	25.57%	25.51%
2007 % Age 35-44	20.60%	19.21%
2007 % Age 45-54	15.40%	14.48%
2007 % Age 55-64	12.32%	11.43%
2007 % Age 65+	8.49%	8.98%
INCOME		
2007 Per Capita Income	\$89,862	\$75,262
2012 Projected Per Capita Income	\$107,346	\$89,856
2007 Average Household Income	\$157,862	\$147,570
2012 Projected Household Income	\$183,391	\$171,290
2007 Aggregate Income (\$mil)	\$1,274	\$2,263
2012 Aggregate Income (\$mil)	\$1,521	\$2,708
EDUCATIONAL ATTAINMENT		
2007 % Adults Age 25+ with No College Degree	23.4%	33.4%
2007 % Adults Age 25+ with Bachelor's Degree	34.9%	30.5%
2007 % Adults Age 25+ with Advanced Degree	41.7%	36.1%

Montague Street Business Improvement District

Montague Street Retail Sales Potential

	¼ mile ring	½ mile ring
APPAREL		
2007 Children/Infants Clothing Stores	\$2,461,614	\$4,441,290
2007 Mens Clothing Stores	\$3,470,678	\$6,268,130
2007 Womens Clothing Stores	\$5,756,090	\$10,406,180
2007 Shoe Stores	\$3,349,346	\$6,033,675
2007 Jewelry Stores	\$1,730,903	\$3,134,458
BUILDING MATERIAL		
2007 Hardware Stores	\$1,314,668	\$2,320,355
2007 Home Centers	\$4,283,953	\$7,681,979
2007 Paint/Wallpaper Stores	\$137,706	\$248,726
2007 Outdoor Power Equipment Stores	\$364,630	\$664,539
2007 Nursery/Garden Centers	\$1,382,470	\$2,506,298
ELECTRONICS		
2007 Appliance/TV/Other Electronics	\$4,015,928	\$7,256,872
2007 Camera/Photographic Supplies	\$649,327	\$1,171,333
2007 Computer/Software Stores	\$1,831,106	\$3,309,185
FOOD AND BEVERAGE		
2007 Supermarkets/Other Grocery	\$27,968,818	\$50,461,016
2007 Beer/Wine/Liquor Stores	\$2,682,384	\$4,835,137
2007 Convenience/Specialty Food Stores	\$5,301,236	\$9,292,174
2007 Restaurant Expenditures	\$34,878,208	\$60,132,624
GAF		
2007 Gen Merch/Appliance/Furniture	\$35,576,092	\$64,251,888
FURNITURE		
2007 Furniture Stores	\$3,938,985	\$7,120,436
2007 Home Furnishings Stores	\$2,862,570	\$5,154,799
GENERAL MERCHANDISE		
2007 Department Stores	\$39,592,020	\$71,508,760
2007 General Merchandise Stores	\$31,637,108	\$57,131,456
HEALTH AND PERSONAL CARE		
2007 Pharmacies/Drug Stores	\$13,217,924	\$23,865,616
2007 Other Health/Personal Care Stores	\$2,444,588	\$4,424,169
MISCELLANEOUS		
2007 Pet/Pet Supplies Stores	\$1,897,660	\$3,421,338
SPORTS AND HOBBY		
2007 Sporting Goods Stores	\$3,173,589	\$5,692,009
2007 Book/Periodical/Music Stores	\$550,586	\$1,000,191
2007 Hobby/Toy/Game Stores	\$353,585	\$645,865
2007 Musical Instrument/Supplies Stores	\$349,104	\$631,816
2007 Sewing/Needlework Stores	\$125,510	\$225,726
2007 Video Tape Stores - Retail	\$322,095	\$582,107

Montague Street Transit Information

The Court Street/Borough Hall subway station, located directly below Montague Street, serves seven lines — the M, the N/R, the 2/3, and the 4/5. On an average weekday, more than 34,000 people pass through the turnstiles, placing it among the top 5% of the subway's stations by ridership.

