

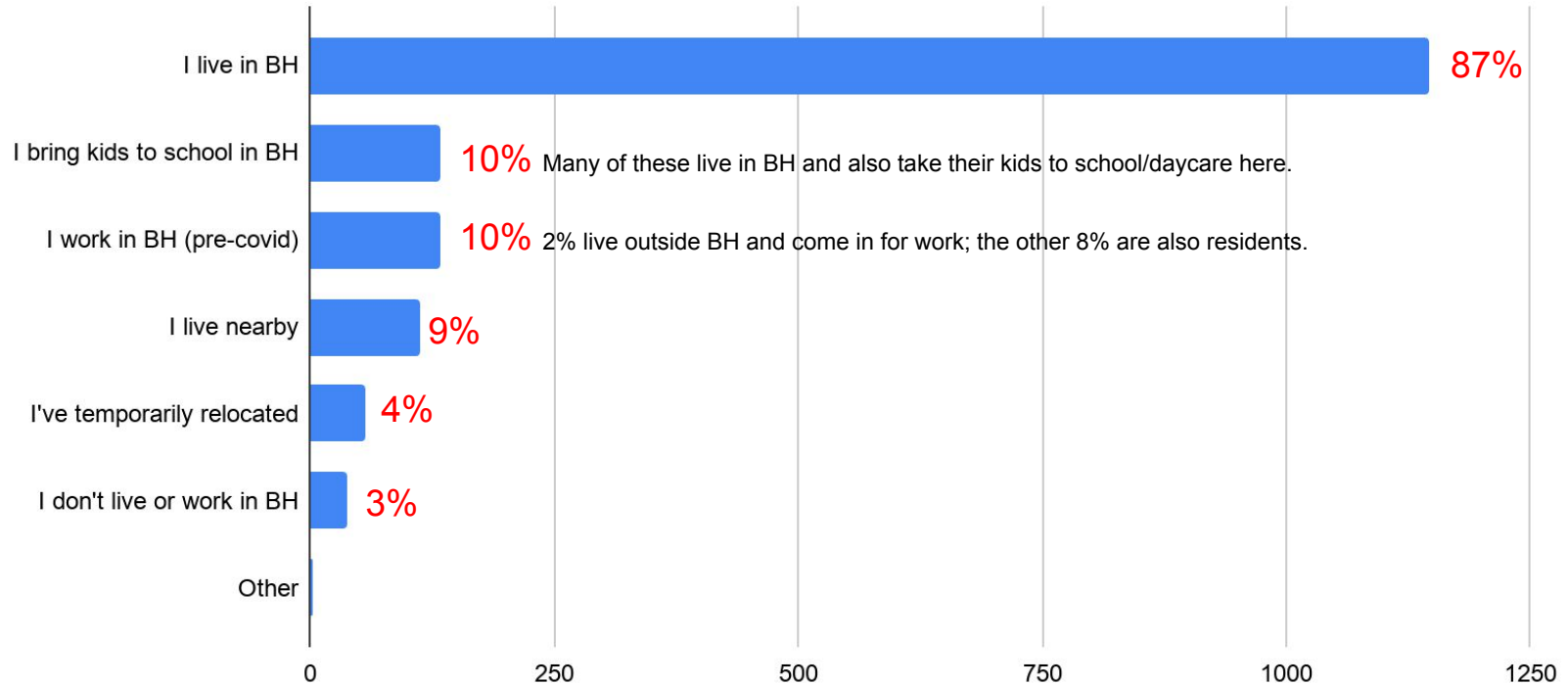


## BHA Community Survey Results

## Methods and results:

- Launched December 4th; responses accepted for six weeks
- Publicized in multiple BHA emails and social media, Brooklyn Eagle article, sent directly to various people via personal emails
- Offered incentive: \$50 gift certificate
- 1381 unique responses

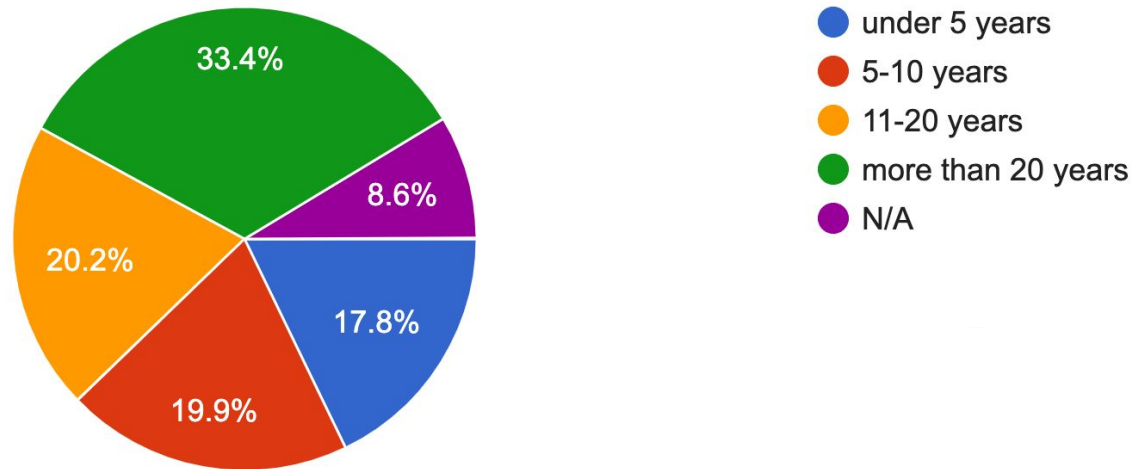
# The vast majority of respondents live in BH, but at least 9% live elsewhere and come in for work, for school, and to visit



Note: multiple answers allowed, so the sum of the percentages exceed 100%

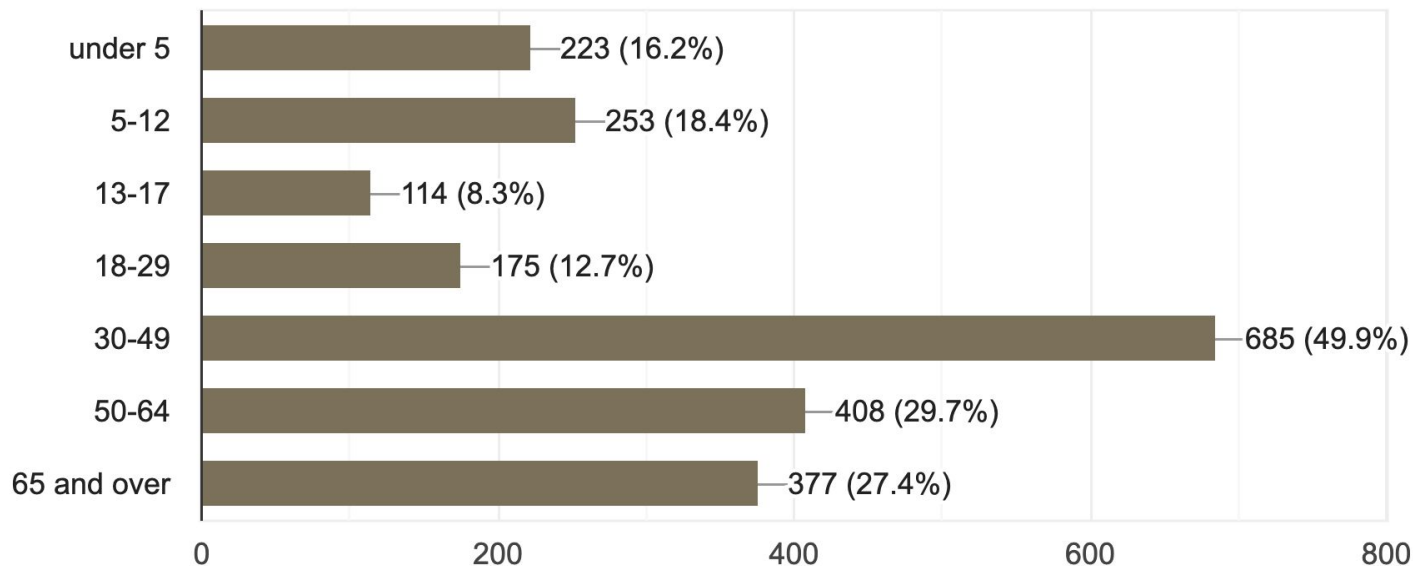
A majority (~54%) have lived in BH for over ten years,  
but ~38% are relative newcomers

If you live in Brooklyn Heights, how long have you lived here?



# Half are in the 30-49 age bracket; 34% have kids <18

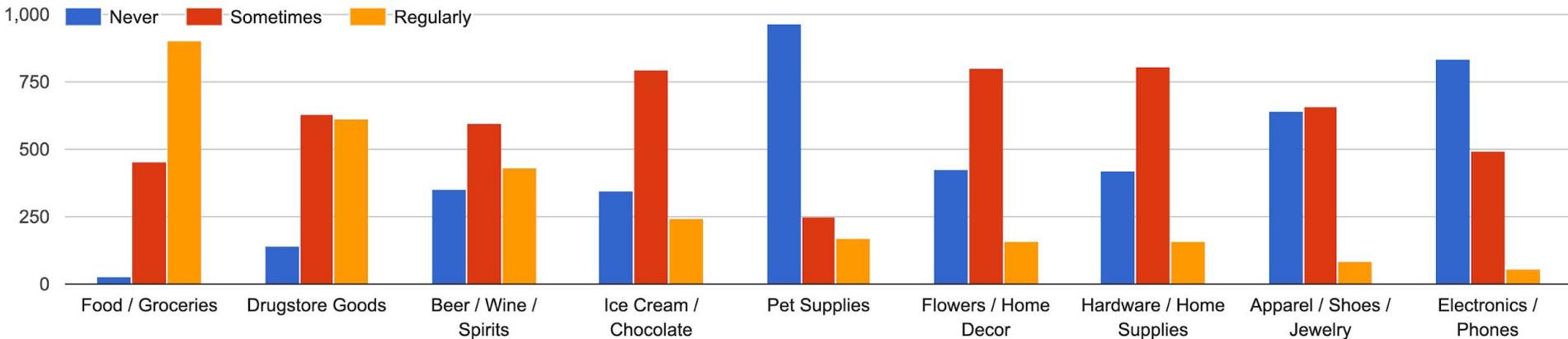
My household includes people from the following age groups.



Note: multiple answers allowed, so the sum of the percentages exceed 100%

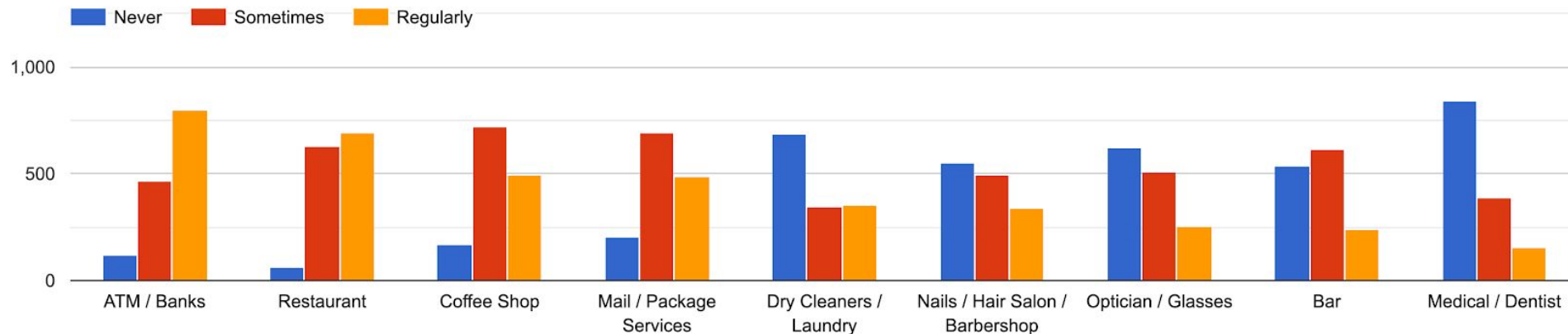
# <65% of respondents regularly buy goods on Montague St.

Which products do you buy on Montague Street?

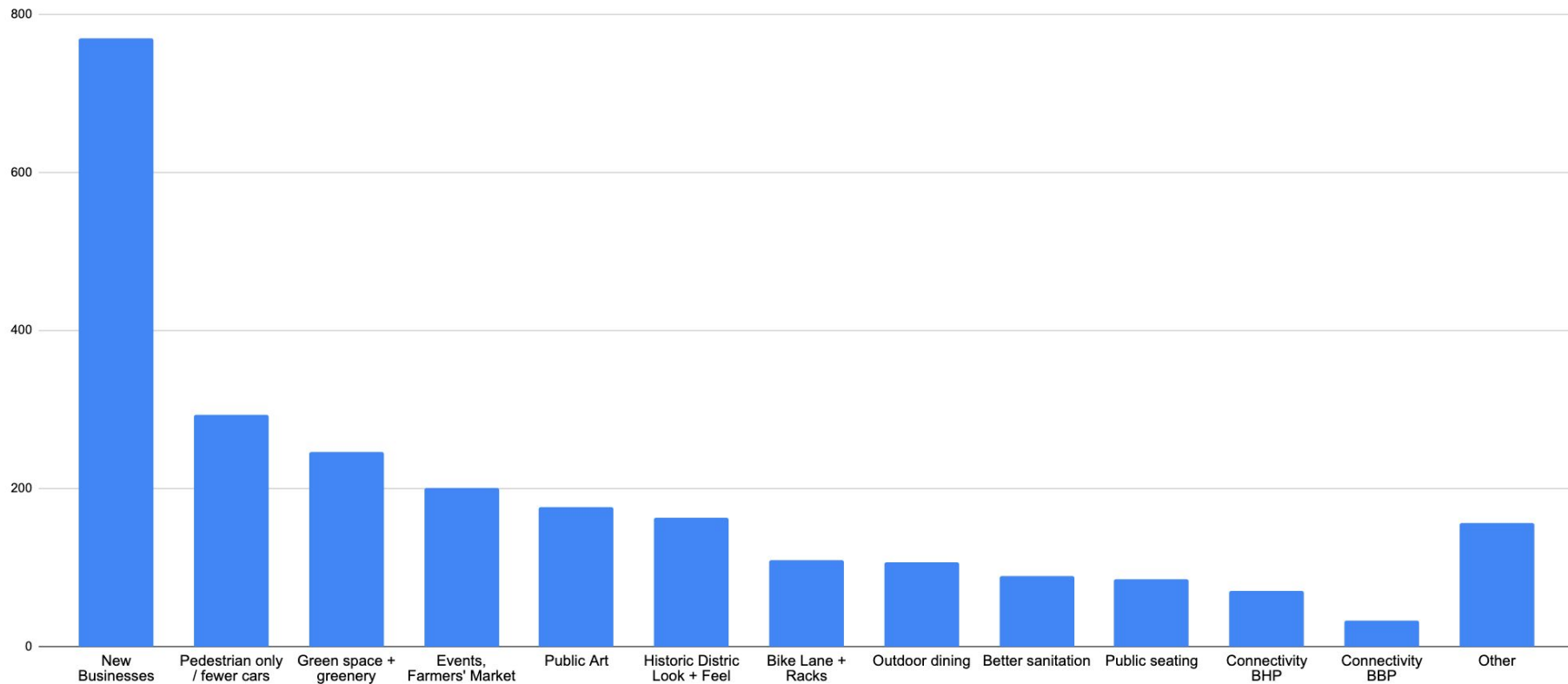


# Just over half regularly use services on Montague St.

Which services do you use on Montague Street?



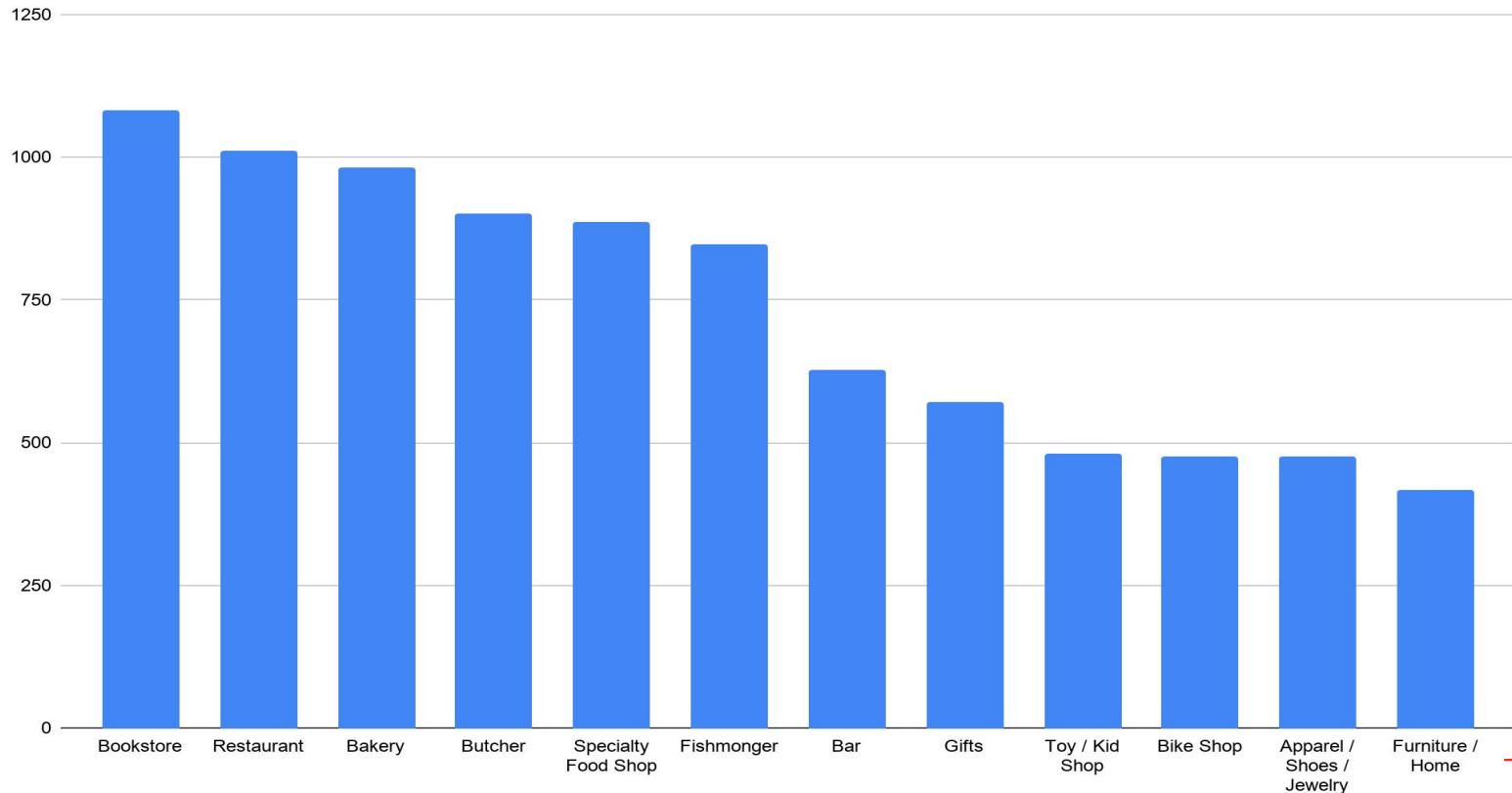
# Respondents crave new businesses



Derived from the question: "What do you think would help make Montague Street a more attractive and vibrant place?"

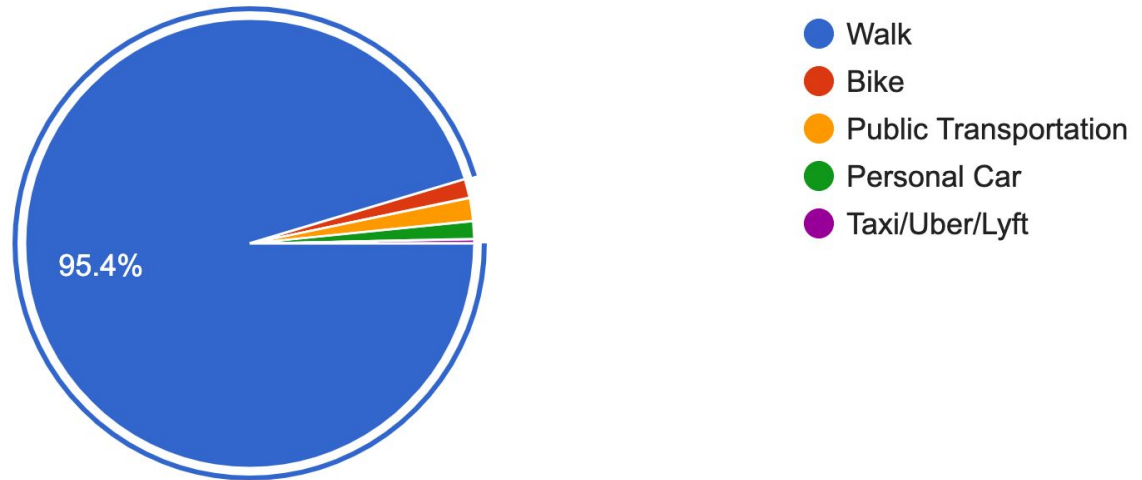


Almost 80% wants a local bookstore;  
and then they want restaurants/ cafés, and daily specialty food stores.

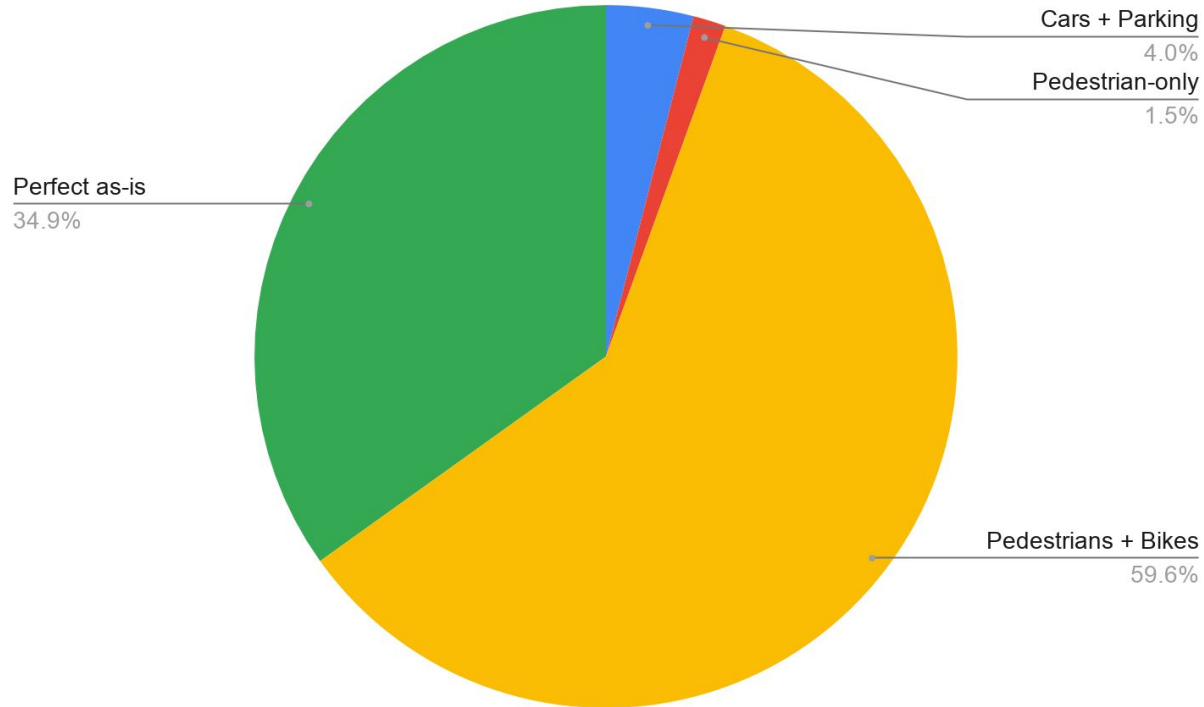


# How do they get there? They walk.

How do you usually access Montague Street for shopping or dining?



# It's therefore no surprise that many want to prioritize pedestrians and bikes on Montague



# Residents eagerly volunteered their time and resources to support local businesses

## Marketing and outreach

- Website design and management
- Photography / filmmaking
- Copywriting / editing
- PR
- Graphic design, fine art, art direction.
- Ecommerce, social media, blogging
- Local outreach to community
- Event planning
- Singing

## Back of House

- Business strategy
- Legal, including real estate law
- Tech support (web site, POS)
- Finance + Accounting / CPA
- Operations / organization
- Office management
- Training
- Product management

## Physical Plant

- Architectural design
- Interior design + decor
- Menu Graphics, Menu development
- Manual labor, cleaning, planting
- Carpentry, woodworking
- General contracting
- Composting / drop-off

## Neighborhood Services

- Urban redevelopment specializing in retail and restaurants
- Transportation planner
- Communication with electeds





Appendix - Comments

# They're nearly unanimous in wanting fewer vacant storefronts, fewer chains, and more high-quality, unique, local establishments.

*"The businesses need to be differentiated from the big stores in downtown Brooklyn"*

*"I'd love to see independent shops of high quality, not random chains or another random low-quality store."*

*"I do not find much I want to do on Montague. I tend to go toward Dumbo for exploring. More surprising retail."*

*"A better retail mix. I never go to Montague to shop, just to run errands. I'd love it to be a place you can spend an afternoon, get a coffee, shop in interesting stores, meet a friend, etc."*

*"High-quality shopping, including basics like a butcher and fish shop, good bakery, bookstore, restaurants worth going to."*

*"Better restaurants or bars (not just catering to lunchtime traffic)."*

*"Something unique that only BK Heights has"*

*"Smith and Court Streets have so much more to offer. We still leave BK Heights to go out to eat or for drinks because the Heights just doesn't have much of the same caliber."*

*"It could be a neighborhood destination filled with small local businesses that become the fabric of the community and serve a real purpose. For me, it is all about filling the storefronts rather than cosmetic changes. It has a lot of character and history and retailers should take advantage."*

*"Small independent businesses and fewer franchise chains."*

*"We need more exciting, inventive restaurants"*

*"More cafe-style dining..."*

*"Better restaurants, fewer take out places. A bistro is needed."*

*"Different retail mix providing opportunities for new small restaurants / bars / shops to expand from other brooklyn locations or start new. Pop-up shops and temp-art installations would take advantage of vacant spaces. Right now it feels like walking into the 90s, and if we didn't live in the neighborhood there is nothing that would bring us there."*

# Many shared a vision for the street as a European-style pedestrian plaza, with more public seating, outdoor dining, music, events

*“It should be a pedestrian-first street, accessible to cars and trucks for pick-up and delivery only.”*

*“Montague St needs to prioritize pedestrians who patronize local shops and restaurants! The one silver lining that Covid offered residents of NYC streets this year was Open Streets, the city-led program to give space to families and friends to patronize, eat, shop and enjoy their lives without fear of getting run over by a car.”*

*“More green space, bike lane or pedestrian only, and more shops.”*

*“Trash bags in decorative bins would be nice as would public art and more green space.”*

*“Turn Montague St into a pedestrian mall with greater diversity in types of businesses”*

*“It would be wonderful if it could have open air vendors and interesting food carts - more of a plaza feel like in many European cities or like Borough Market in London.”*

*“Historic information throughout the area would add character, as well as continuing to maintain the trees and flowers along the street.”*

*“A pedestrian connection to the park, more outdoor dining / less parking (ban cars), cohesive historic look to make it a destination experience.”*

*“Historic district-appropriate retail signage would be awesome”*

*“A bike lane or pedestrian-only would absolutely increase the desirability and access to the street.”*

*“No cars at all except local deliveries! Tables for dining on the street. Concerts on the street in the evenings by local musicians.”*

*“Public cafe chairs and tables - like in parks in Manhattan. Live music.”*

*“Closing Montague on weekends for green markets, flea markets, craft fairs and residential use would benefit the area”*

*“Public art, green space, bike lane, community events. Fewer cars, more outdoor dining.”*



Thank you!