



DOWNTOWN BROOKLYN PARTNERSHIP

QUARTERLY REPORT
OCTOBER 2025



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OPERATIONS

Revitalizing Fulton Mall

Construction on the Fulton Mall streetscape began in August 2024. Completed in two-block sections, the \$8 million investment has beautified Fulton Street with improvements that include:

- Distinctive curvilinear paving that is consistent with the Downtown Brooklyn public realm identity;
- Enlarged planting beds resulting in a 100% increase in planting space;
- 7,895 new perennial plantings, including oak leaf hydrangea, yarrow, coneflower, creeping juniper, and Japanese forest grass;
- Expanded tree beds and additional soil volume to help maximize tree size and increase tree lifespan;
- 39 new signature radial wood slat benches in 10 foot and 20-foot lengths; and
- An additional 24,083 square feet of permeable Belgian block paving around planting beds to improve stormwater and flood management in the neighborhood.

Refreshing Our Medians

DBP has been working with Chelsea Garden Center to refresh the planted areas in the medians along Adams and Flatbush. The new plantings feature hardy perennials and evergreens chosen to bring year-round greenery and seasonal color to these high-traffic corridors. These updates not only improve the look of the district but also create more resilient plant beds that can withstand the challenges of an urban environment.



The revitalization includes expanded tree beds and soil volume.

Operations (cont.)

Animating our Winter Lights

Limbic Media and City1 were selected to launch a new holiday lighting program for Downtown Brooklyn. Over the summer, we collaborated on design and testing, and the first phase will debut in November. For the first time, Fulton Mall, Abolitionist Place, and Court Street will shine with programmable LED displays, while our traditional lights will brighten Flatbush, Boerum/Adams, and Schermerhorn. We'll celebrate the new look at DTBK Gets Lit on November 25.

DBP is working with DSNY and community leaders to ensure the program meets Downtown Brooklyn's unique needs and will keep property owners, residents, and businesses updated as details emerge.



Rendering of new Fulton Mall LED holiday lights.

Downtown Brooklyn Next for Containerization

On September 16, Mayor Adams announced that Brooklyn Community District 2 will be the second neighborhood to fully containerize trash. DSNY will begin installing Empire Bins at schools in Fort Greene and Clinton Hill this fall, with a broader rollout to schools and large residential buildings next year. Smaller buildings will be offered a choice of Empire Bins or wheelie bins.



REAL ESTATE + PLANNING

Development Updates

As of early October 2025, Downtown Brooklyn development includes:

163 projects completed since the 2004 rezoning, including 26,853 housing units (of which 5,855 are affordable), 2.7 million sq. ft. of office space, and 2.5 million sq. ft. of retail.

13 projects under construction, including 2,829 housing units (including 589 affordable units) and 83.1 sq. ft. of retail.

26 projects planned, including at least 4,029 housing units (of which 946 of which are affordable).

Historic 2025 Housing Delivery

Downtown Brooklyn has delivered an astounding **3,703 residential units so far in 2025**, including 1,048 affordable units, with **another 1,183 homes expected by the end of the year**. This is a record high for housing built in a single year in Downtown Brooklyn, shattering the previous record of 2,925 units completed in 2022.

Recently Completed

The Brook at 565 Fulton Street: Witkoff and

Apollo have completed a portion of their residential tower and are currently leasing out some of its 591 units. Work on the project's ground-floor retail space is still ongoing.

The Everly / 180 Ashland Place (formerly 98 DeKalb Avenue): Rockrose's 49-story residential building with 569 units (171 of which are affordable) completed construction in the second quarter.

570 Fulton Street: Developing NY State's 163-unit project, located across from the BRIC House, is complete.

111 Willoughby: The Triangle Equities / Michaels Organization tower with 227 units (69 affordable) finished construction in Q2 and is actively leasing.

The Rocklyn / 20 Rockwell Place: Rabsky's residential tower featuring 1,044 units (331 affordable) has finished construction. Grocery store chain, Aldi, is preparing to occupy the building's ground floor.

240 Willoughby Street: The Rabsky Group's 300-unit residential project, located next to Fort Greene Park, has been completed and is now being occupied. The site was purchased for \$209.5M by a Joint Venture between Fetner Properties, MCB Real Estate,

Real Estate + Planning (cont.)

and Farallon Capital Management.

23 Rockwell: Brookstone Developers' 27-story building with 174 rental units, including 53 affordable units, is now accepting applications through the housing lottery.

Modavie / 88 Schermerhorn Street: The Jankos Group project with 58 residential units (17 affordable) is complete.

540 Atlantic Avenue: The 154-unit multi-family development by JCS Realty Group is currently marketing units.

150 Lawrence Street: The Twin Group Associates' 25-story, 100 unit residential building is complete.

developer plans an 81,000- square-foot development with rental apartments and ground floor retail.

141 Willoughby St: The office tower at 141 Willoughby Street, completed in 2023 by Savanna, is slated for partial conversion to residential. The tower has remained vacant since completion, leading to a foreclosure sale and the recent joint venture by BH3 Management and Capstone Equities. The project is expected to include over 200 residential units, with the first 7 floors remaining commercial. Construction is expected to begin in 2026.

Recently Announced

395 Flatbush Ave Ext: In August of 2025, 395 Flatbush Avenue Extension officially entered ULURP to rezone the site from C6-4 to a C6-12 District to allow for additional FAR. The proposal, which would replace the existing 7-story office building built in 1972, includes 1,262 dwelling units, approximately 141,280 square feet of commercial space, and 4,750 square feet of open space. Developers Rabina and Park Tower Group have a long-term ground lease with HPD for the property.

45 Nevins Street: Building owner Author Anderman, filed for permits to demolish the existing 3-story building. For more than two decades the building has been occupied by the Police Department's Special Victims Division. No new construction permits have been filed yet.

673-695 Fulton Street: Borough Developers signed a 99-year ground lease valued at \$1.4M annually at 673-695 Fulton Street. The



Alloy Development's One Third Avenue

Real Estate + Planning (cont.)



Van Leeuwen Ice Cream at City Point BKLYN

Retail

Downtown Brooklyn saw over a dozen new retail openings and several recent leasing announcements, including:

At the Ace Hotel Brooklyn, **Finer Sounds**, the only record store in Downtown Brooklyn, began operations. New sushi restaurant, **Sushi Koju**, opened in the courtyard of the hotel in September. This comes after **Lele's Roman**, serving upscale Italian fare, opened this past June as the hotel's anchor restaurant. Premium nail salon, **Luna Nails**, opened at Hoyt & Horn.

Van Leeuwen Ice Cream opened at City Point in early July. It has entrances inside the City Point concourse, and Albee Square West.

Chick-fil-A opened their second location in the neighborhood at 31 Smith Street in July. Quick service Mexican chain, **Qdoba**, opened at 57 Court Street. Additionally, **Dos Toros Taqueria**, will open at One Boerum Place, which will be its second location in Downtown Brooklyn.

Popular smoothy and açai chain, **OAKBER-**

RY, opened its doors at 230 Livingston St in July.

Le Cafe Coffee opened at 17 Hanover Pl, offering premium coffee and light fare. Another coffee shop, **Qahwah Time**, opened at 66 Court Street.

There have been several exciting announcements of businesses opening soon in the neighborhood, including:

Several new fitness studios are coming to the neighborhood. **Pure Barre**, which offers full-body workout classes combining elements of yoga, Pilates and ballet, has signed a 10-year lease for 1,517 square feet at Tishman Speyer's 11 Hoyt. Additionally, **Core Power Yoga** will be opening at 1 Willoughby Square, with its storefront on Albee Square West. Women's wellness studio, **BAB NYC**, took space within the GYM NYC space at 85 Livingston Street.

Sandwich shop, **Jimmy John's**, has signed a lease at 32 Court Street and is set to open this year.

Dos Toros Taqueria, will open at One Boerum Place. Also at One Boerum Place, **Quickway Hibachi**, will open in the coming months.

The healthy fast casual chain **Just Salad** is coming to City Point soon, with its storefront facing Albee Square W. **Swarvoski** has also signed a lease at City Point

Two new food establishments are coming to The Pioneer Building. Acai bowl and smoothie chain, **SoBol**, and pastry shop, **Brooklyn French Bakers**, signed leases at 41 Flatbush Avenue.

Real Estate + Planning (cont.)

Brooklyn Basketball Training Center

BSE Global, the parent company of the Brooklyn Nets and New York Liberty, recently opened a new basketball training center, directly across from Barclays Center. The 18,600-square-foot facility, located in the former Modell's space on Flatbush Avenue, brings an exciting new community amenity to Downtown Brooklyn.

The center will serve as the home of Brooklyn Basketball's after-school programs, offering age- and skill-based sessions for children ages 6–17 on weekdays, with dedicated all-girls training every Wednesday. In addition to after-school programs, the facility will host camps, clinics, and advanced training opportunities throughout the year.



Brooklyn Basketball Training Center ribbon-cutting ceremony.

Real Estate + Planning (cont.)

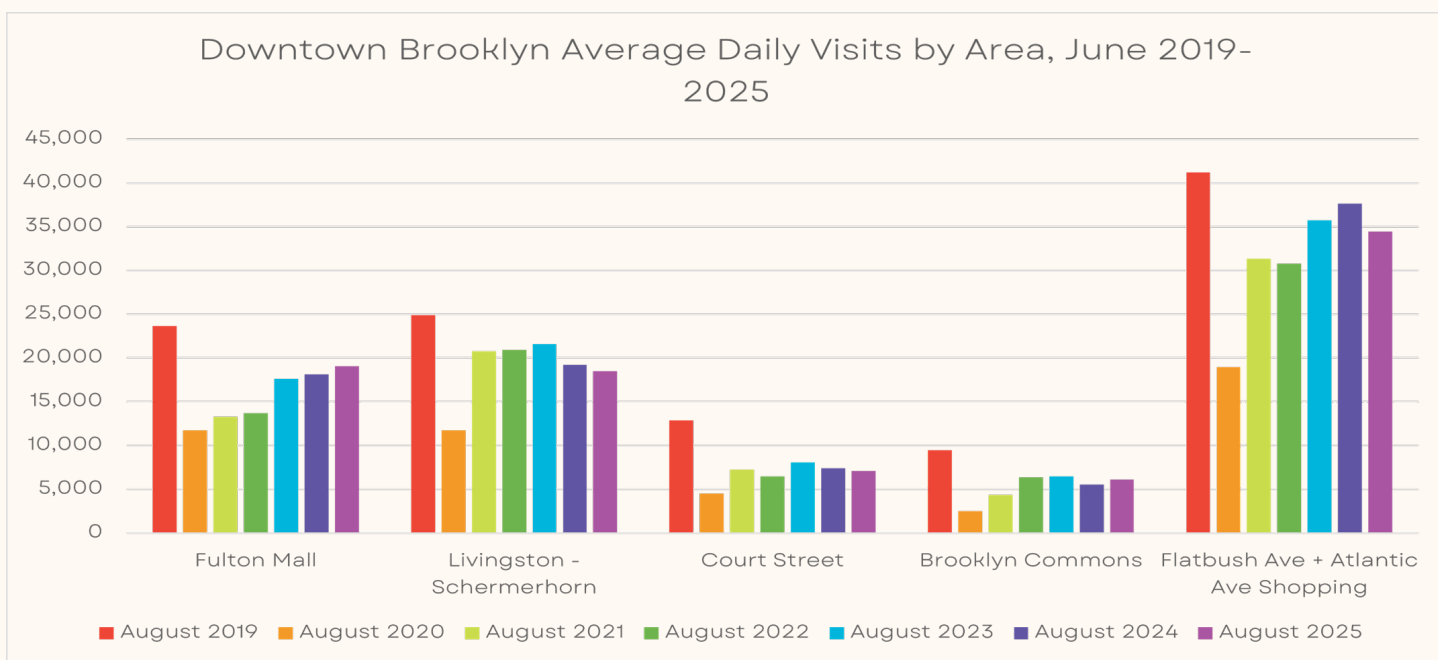
DTBK Visitation Data

Notable trends include:

Fulton Mall and Brooklyn Commons have seen increases in visitation compared to August of last year. Visitation levels for the corridors were 5.1% and 10.4% higher than those of August 2024, respectively. Fulton Mall has seen the strongest recovery post pandemic compared to other corridors in

the neighborhood, with consistent year-over-year growth.

Livingston – Schermerhorn, Court Street, and Flatbush + Atlantic Ave Shopping saw decreases in year-over-year visitation in August, seeing respective declines of 3.8%, 4.2%, and 8.6%.



Source: Placer.ai data tracks visits of over 10 minutes to each area, including visitors, employees, and residents.

Real Estate + Planning (cont.)

Foot traffic in Downtown Brooklyn's parks and plazas continue to show strong activity. Trends in August 2025 show:

Jay St + Brooklyn Commons saw average weekday visits between about 16,000 and 22,000 daily. Activity tended to peak at 12 pm, with additional spikes in foot traffic at 8 am and 5 pm.

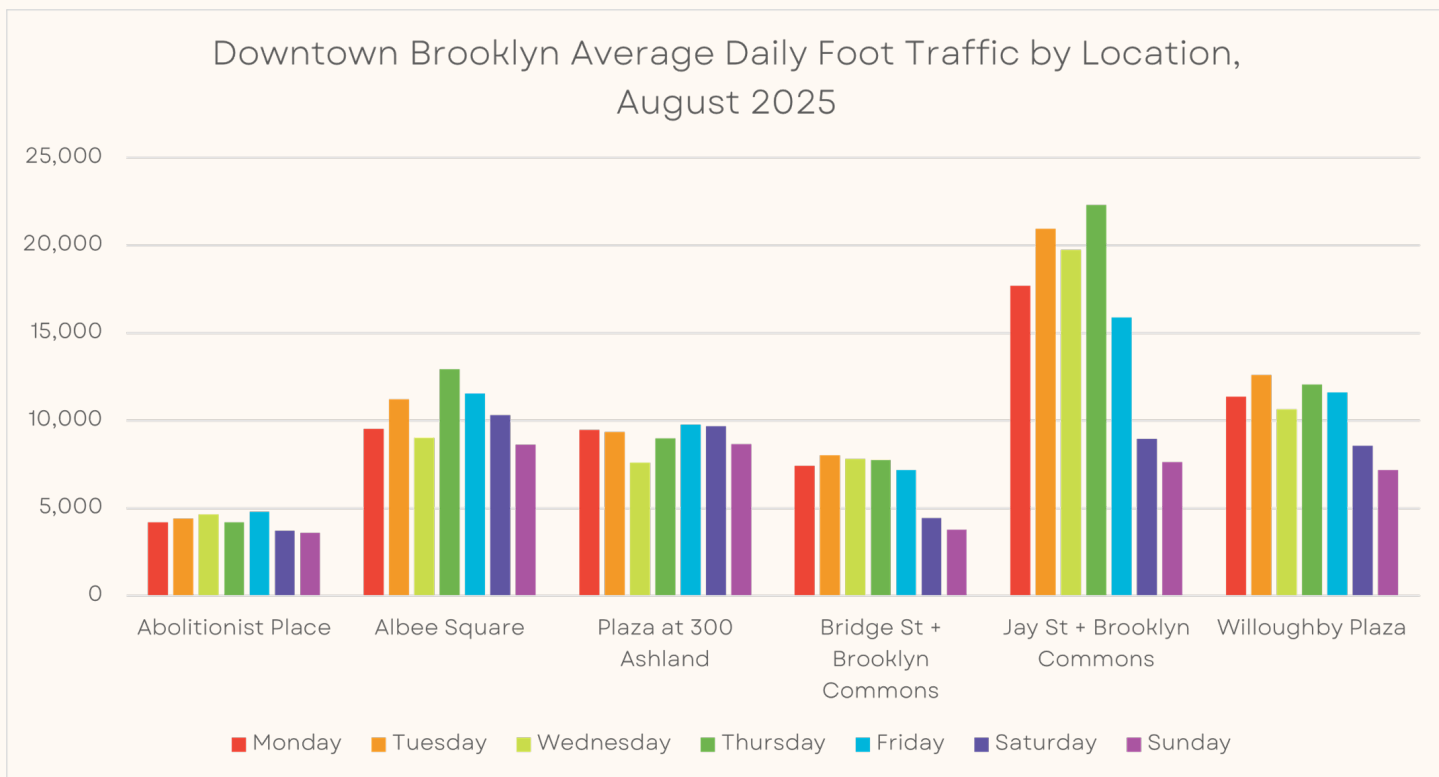
Willoughby Plaza experienced between about 7,000 and 13,000 pedestrians each day on average, with Tuesdays being the most active. Hourly foot traffic peaked around 1 p.m.

The Plaza at 300 Ashland saw between

8,000 and 10,000 visitors a day, with Saturday being the busiest day of the week. The plaza was typically most active around 5 p.m.

Daily visits to Albee Square were between about 9,000 and 13,000 on average, with pedestrian activity peaking on Fridays. 5 pm tended to be the busiest time on average.

Abolitionist Place experienced between 4,000 and 5,000 daily pedestrians, seeing the most activity on Fridays. The park was most active around 5 p.m.



Real Estate + Planning (cont.)

Subway Ridership

In August 2025, subway ridership across all Downtown Brooklyn stations saw a 4.5% increase year-over-year, with over 4,000 more subway trips in Downtown Brooklyn each day. August subway ridership has recovered 73.5% of 2019 levels. Takeaways include:

Hoyt-Schermerhorn (A,C,G) had the largest year-over-year increase in ridership, up 30.2% compared to August 2024, with over 1,800 more daily riders.

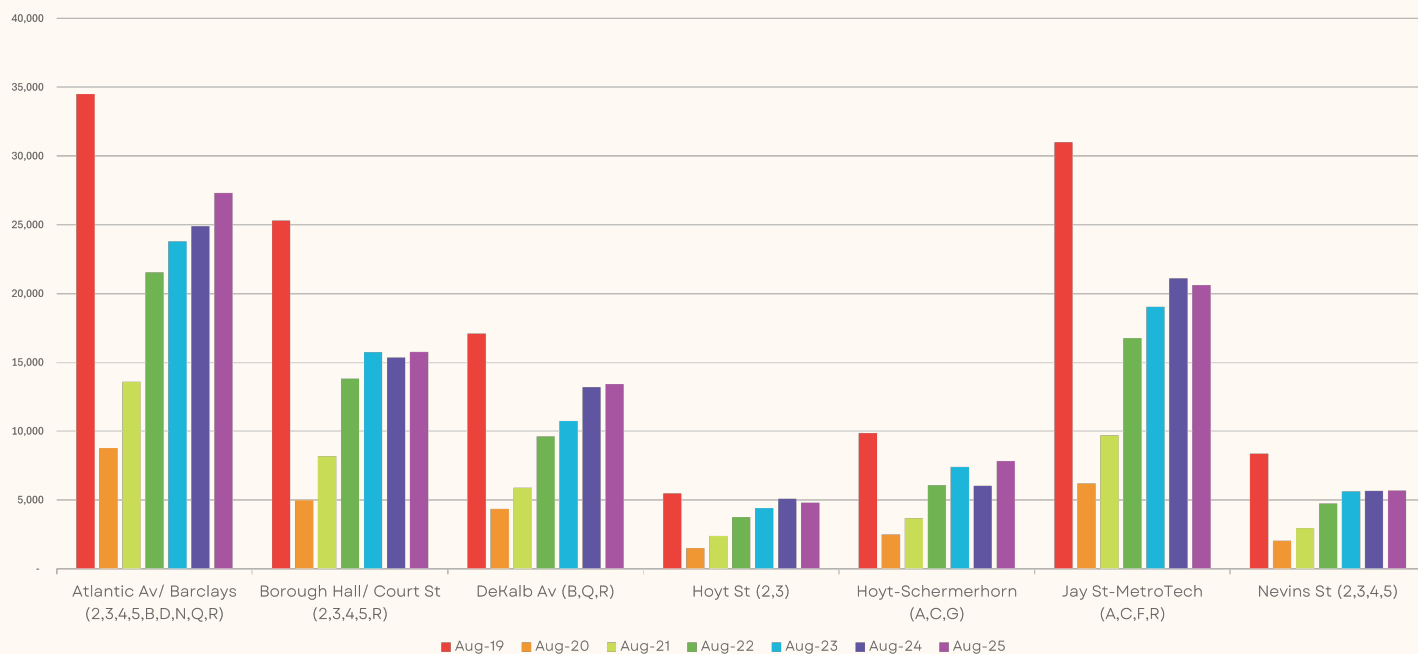
Hoyt St.(2,3) has experienced the strongest

pandemic recovery, with ridership numbers at 87.7% of pre-pandemic levels.

Other stations with ridership increases were Atlantic Av/ Barclays (2,3,4,5,B,D,N,Q,R) (9.7%), Court Street / Borough Hall (2,3,4,5,R) (2.8%), DeKalb Av (B,Q,R) (1.7%) and Nevins St (2,3,4,5) (0.4%).

Stations with declines in ridership year-over-year were Hoyt St (2,3) (-5.4%) and Nevins St (2,3,4,5) (-4.6%) and Jay St-Metro-Tech (A,C,F,R) (-2.4%).

Downtown Brooklyn Average Daily Subway Ridership by Station, August 2019-2025



Real Estate + Planning (cont.)

Citi Bike Ridership

In June 2025, Downtown Brooklyn recorded over 157,000 Citi Bike rides—a 4% year-over-year increase, with 6,069 additional riders. Ridership per station in June 2025 was nearly 600 rides higher on average compared to June 2024. Stations seeing the largest growth include

Willoughby St & Ashland Pl near Fort Greene Park, Willoughby St & Fleet Pl near LIU, Hanson Pl and Ashland Pl near Atlantic Terminal, DeKalb Ave and Hudson Ave near Brooklyn Paramount, and State St. and Smith St.

	June 2025	June 2024	YoY Change
Willoughby St. & Ashland Pl.	2,799	2,252	24.3%
Willoughby St. & Fleet Pl.	8,454	7,087	19.3%
Hanson Pl. & Ashland Pl.	17,848	15,600	14.4%
DeKalb Ave. & Hudson Ave.	8,918	7,839	13.8%
State St. & Smith St.	6,675	5,991	11.4%

Downtown Brooklyn Citi Bike Stations by Highest Year-Over-Year Growth (as percentage)





COMMUNITY PROGRAMMING

Our **Downtown Brooklyn Presents** program is committed to curating events that create inviting environments, allowing neighborhood residents and visitors to come together, share experiences, and celebrate the rich diversity of the Downtown Brooklyn community.

This season, we transformed our plazas and streets into lively and inviting spaces with over 150 free events, produced by our team and in partnership with valued collaborators. From the energetic allure of **Wednesday Wonders** at Abolitionist Place to the innovative sounds of **Future Music in Real Time** at Albee Square, there were countless opportunities to revel in live music and festivities. Jazz flourished this summer as we collaborated with the Office of Borough President Antonio Reynoso to host the **Lunchtime Jazz Concerts** at Columbus Park, offering a charming midday escape for both locals and visitors.

We were thrilled to present **Lunchtime Entertainment** at Brooklyn Commons Park. From captivating puppet shows to invigorating fitness classes and our dynamic dance series, **Fall into Step**, these engaging performances

brought a unique flair of excitement and energy to lunch breaks for both residents and visitors alike.

At The Plaza at 300 Ashland, we celebrated our sixth season of **Bare Feet with Mickela Mallozzi**. Photoville, in collaboration with the New York Immigration Coalition (NYIC), returns with “**New York Proud**,” a powerful public art initiative highlighting the essential contributions of immigrants in shaping New York City’s identity.



Hundreds gathered for Reading Rhythms at Abolitionist Place.

Community Programming (cont.)



Families dress up in costumes and watch puppet shows at **BKLYN BOO!**

Due to its overwhelming popularity, More Art's Stephanie Dinkins exhibition, **If We Don't, Who Will?** has been extended through November. We are also gearing up for the annual **Mile 8 NYC Marathon Cheering Station** at The Plaza.

Stay up to date with all the events happening in Downtown Brooklyn [here](#).

Our annual Halloween celebration, **BKLYN BOO!** will be held at Abolitionist Place. This family-friendly event will be filled with thrilling entertainment, puppets, and festive music. At Willoughby Plaza, **BQE Strings** provided an incredible afternoon soundtrack with their classical reinterpretations of contemporary pop hits. In November, we turn on the holiday lights and create a magical event at Albee Square that captures the spirit of the season. Both **BKLYN BOO!** and **DTBK Gets Lit!** are cherished traditions that unite our community in celebration.



MAKE IT IN BROOKLYN

Make It in Brooklyn (MIIB) is Downtown Brooklyn Partnership's initiative to support and highlight the borough's entrepreneurial spirit and connect local talent to opportunities. MIIB features signature events series such as Pitch Contests, Meetups, and Design Socials. Activities over the last quarter include:

MIIB Meetups

In July, Downtown Brooklyn businesses met at Sound + Fury Brewery and Kitchen to showcase their space and their house-brewed beer and craft cocktails. The event was attended by members of our hospitality and fitness community.



Networking at MIIB Design Socials.

In September, we organized a panel discussion at NYU Tandon's Maker EventSpace that explored the intersection of innovation, technology, and human-centered design. The conversation highlighted Brooklyn's position as a creative hub where diverse industries and perspectives converge to shape the future of product development.

MIIB Design Socials

MIIB visited the Spaces co-working facility at 15 MetroTech Center for a Design Social co-hosted with MIG. MIG, relatively new in New York, highlighted recent local work and emphasized their commitment to expanding the Brooklyn team. The event connected professionals from various local design firms, including Sasaki, W Architecture, 3x3, ORG, and SO - IL.

Business Support

Our retail canvassing initiative has been instrumental in mapping and the diverse retail landscape of Downtown Brooklyn. Through systematic outreach, we've identified key players in Brooklyn's entrepreneurial ecosystem while introducing MIIB as a resource for local business growth. This grassroots approach

Make It in Brooklyn (cont.)



Co-founders of Coffee Elf, winners of the 2025 Make It in Brooklyn Climate Tech Pitch Contest.

has allowed us to establish authentic relationships with business owners, from emerging startups to established retailers, ensuring they understand how Downtown Brooklyn Partnership can support their ventures through our programming, networking opportunities, and advocacy efforts.

The canvassing has also provided valuable insights into the specific challenges and opportunities facing Brooklyn businesses, informing our approach to future programming and partnerships. By meeting businesses where they are, we connect with business owners and managers, shared resources on assistance and support opportunities, distributed information on financial resources through our newsletter, and created digital presence opportunities on our website and social media platforms. This approach has enabled us to build a more comprehensive database of local

entrepreneurs who can both benefit from and contribute to the Make It in Brooklyn community.

Pitch Contests

This month, Downtown Brooklyn hosted a Climate Tech Pitch Contest at Hana House. Five startups that work at the intersection of climate and technology pitched their ideas to a panel of five expert judges. The featured solutions ranged from biomass transformation to food waste management to sustainable agriculture, creating an opportunity for the climate tech community to come together and provide constructive feedback on how these entrepreneurs could scale their businesses and drive meaningful environmental impact. Coffee Elf won the \$5,000 award for their solution to upcycle spent coffee grounds into eco-friendly products using green chemistry and biotech.



DIGITAL MARKETING

DBP's digital marketing across web, social media, and e-newsletters continues to promote Downtown Brooklyn as a great place to live, work, and play. Each of these channels played a role in strengthening the neighborhood's profile and engaging with the neighborhood's residents, visitors, and potential businesses, tenants, and residents.

Website

DowntownBrooklyn.com continues to serve as an important first stop for visitors, workers, and shoppers, recording a total of 126,000 views this quarter. Notably, visits to our events page increased by 16%, reflecting the seasonal interest in outdoor activities. Our most popular web pages this quarter are:

- Events page
- Shop and Dine
- Neighborhood Directory Map

Social Media

Instagram

We executed a robust Instagram campaign around DBP's events series, ***Downtown Brook-***

lyn Presents, producing more than two dozen reels in collaboration with artists, performers, and partner organizations. These videos collectively earned over 131,700 views, showcasing the vibrancy of Downtown Brooklyn's outdoor programming.

We also spotlighted businesses such as [Tangerine Yoga](#), [DIG](#), and [The Escape Game](#), driving audiences to our . Subsequently, our audience grew from 28,000 to 30,100 followers, a 7.5% increase over the quarter. Our top 3 Instagram posts of the last quarter:

- Announcement of new asphalt art, Fear No Frontier
- The announcement of Finer Sounds' opening
- A reel announcing Downtown Brooklyn Salsa at Abolitionist Place

X (formerly Twitter) and Facebook

We maintained an active presence on Twitter and Facebook. Through timely updates and engaging posts, we shared progress on public infrastructure upgrades, upcoming and ongoing public events, the opening of new businesses, and the installation of public art

Digital Marketing (cont.)

and other cultural offerings from the Brooklyn Cultural District.

Our top 3 X (formerly Twitter) posts of the last quarter:

- Housing lottery for 240 Willoughby Street
- Downtown Brooklyn skyline
- A birds-eye view of Fear No Frontier asphalt art at Jay St. MetroTech

Our top 3 Facebook posts of the last quarter:

- Announcement of all our summer Downtown Brooklyn Presents dance-related programming
- National Hot Dog Day post, announcing Fulton Hot Dog King's return
- Opening of Finer Sounds record store

LinkedIn

Our LinkedIn efforts this quarter focused on advocacy and advancing Make It in Brooklyn, using the platform to engage Brooklyn's business and creative communities. Posts spotlighting MIIB pitch contests, panels, and local founders expanded our reach through cross-engagement with speakers and partners.

We also highlighted broader initiatives, including our **HATCH** feature showcasing Downtown Brooklyn's innovation ecosystem and updates from our board meetings, where public figures join us to share updates on the district's ongoing growth and development. Together, these efforts strengthened Downtown Brooklyn Partnership's role as a hub for civic dialogue and collaboration.

Our top 3 LinkedIn posts of the last quarter:

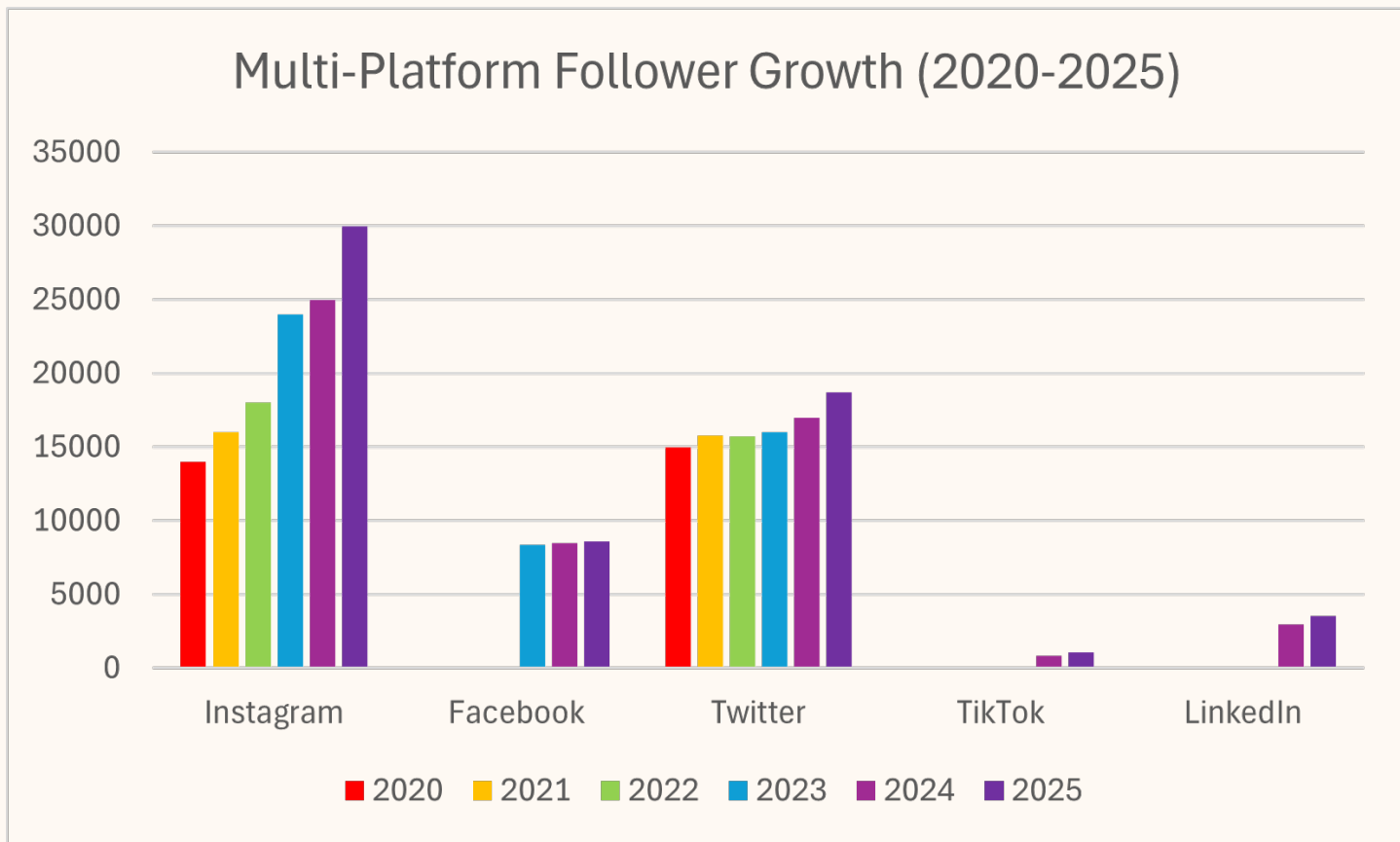
- Finalists announced for Make It in Brooklyn Climate Tech Pitch Contest
- Call for finalists for Make It in Brooklyn Climate Tech Pitch Contest
- Announcement of Make It in Brooklyn Design + Technology Panel

We're also developing a tailored TikTok strategy that embraces the platform's creative storytelling and community-driven spirit, positioning us to share Downtown Brooklyn's vibrancy in new and exciting ways.



Our MIIB partners shared their experiences participating in our events, which we amplified through re-posts to broaden visibility.

Digital Marketing (cont.)



E-newsletters

Our newsletters are a strong tool for community connection. This quarter we added 1,880 subscribers to The DTBK Beat audience. The more targeted Make It in Brooklyn audience saw a modest 0.85% increase, helping us maintain an engaged community of entrepreneurs and innovators.

We also regularly send blasts to Downtown Brooklyn businesses, sharing updates on new legislation, regulatory changes, and key resources to foster an informed and resilient small business community. Together, these lists broaden our ability to share updates, opportunities, and programming with targeted audiences.

Sign up for our e-newsletters

www.downtownbrooklyn.com/subscribe



PUBLIC SAFETY

DBP's Public Safety team regularly meets with the 84th and 88th Precincts, as well as the newly created Quality of Life Team (Q-Team), to continue fostering relationships and discussing issues affecting the Downtown Brooklyn community. Communications are maintained with various stakeholders to ensure areas of concern are properly addressed with focus on specific locations where safety concerns have been identified.

Efforts are also being made with the Q-Team to focus on illicit vending activities. Several enforcement actions have been executed resulting in fines and the temporary closure of several vending operations. Along with focusing on criminal activity, homelessness, and traffic situations, the Q-Team will focus efforts to address these vending issues and has been responsive to situations reported by Public Safety staff.

NYPD continues to post extra officers during school dismissals and will maintain a presence whenever school is in session. NYPD has advised that most larcenies in the area are related to stolen unattended items.

The Public Safety Department is also securing system design and cost proposals for a possible upgrade to the camera system. A patrol tour app is also being reviewed for implementation to enhance the method of filing incident reports, resulting in more efficient means of addressing adverse situations and retaining statistical information.



Photo: JDS Development Group

ABOUT

Downtown Brooklyn Partnership is a not-for-profit local development corporation that serves as the primary champion for Downtown Brooklyn as a world-class business, cultural, educational, residential, and retail destination.

Managing three Business Improvement Districts (BIDs) that cover Downtown Brooklyn – the MetroTech BID, Fulton Mall Improvement Association, and Court-Livingston-Schermerhorn BID – the Partnership’s diverse activities include attracting new businesses and improving the environment for existing companies, facilitating the construction of public spaces and streetscapes that promote an active and cohesive community, supporting and promoting Downtown Brooklyn’s cultural assets, and encouraging a sense of place and an engaged civic community.

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