

BROOKLYN EAGLE

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\$1.00



JEFF FEIN, senior vice president of leasing at Industry City.
Photo courtesy of Industry City



EAGLE FILE PHOTO BY PAUL FRANGIPANE

GOODNEWS BK in INDUSTRY CITY:
**Industry City Signs Four New Leases
Totaling 15,000 Square Feet**
— SEE PAGE 2 —

GOODNEWS BK **LOTS OF UPBEAT
REPORTS FROM ATLANTIC AVENUE**

BELOW: Solving problems on the street, even on one of the coldest days of the year: it's part of the job of **Kelly Carroll**, Executive of the Atlantic Ave. BID. She is seen here with **Lenny Forde**, owner of Little L's Pet Bakery, one of the many unusual Neighbors-in-Business on the avenue. *See inside back cover.* Photo courtesy of Atlantic Ave. BID



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How Eva Dayton Found The Right Spot On Atlantic Avenue For Her Vision To Open Consignment Brooklyn



Special from the Atlantic Ave. BID

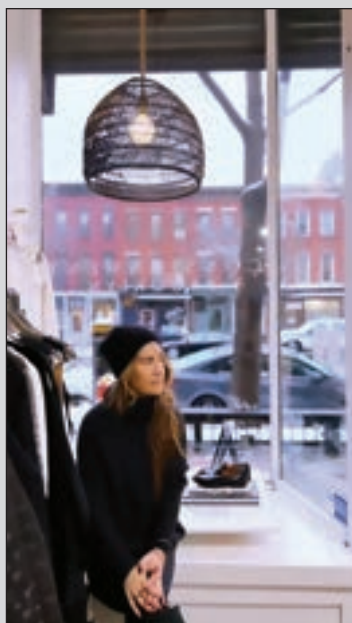
Eva Dayton first opened her business in 1999, after working in the fashion industry for years. At first, she focused on selling high-end merchandise from newer designers, which drew many people to come buy her unique pieces.

"I chose Atlantic Avenue because I was living here at the time and I just thought it was a really cool, interesting area." Back then, there were no shops like Eva's — only antique and vintage stores. "It was dead here," Eva explained.

She eventually started selling upscale consigned clothing after a successful closet sale of her and her friends' gently used pieces. Around 2003, Dayton moved to her current location at 371 Atlantic Avenue, where you can find impeccably merchandised clothing, accessories, shoes, and more. Her space didn't start out this way, though. Eva explained that 371 was totally abandoned, and strewn with beer bottles and other detritus. She renovated it into the pristine space it is today.

Everything in the store is one of a kind and is curated by Eva and her staff. Eva explained: "The curation is so important to this business. Most people are in-store shoppers. We want everybody to feel comfortable and casual. A lot of people come in here and they bring their friends and their families." As a small business owner, Eva believes that the key to success is being physically present in one's shop: "You have to be here. You have to show up for your business and your team. I am working really hard every damn day to make this business a success."

Her shop isn't the other thing Eva curates: she is an active community member and regularly chats with the



other business owners on her block. She started a curated text group chat in February 2020, right before the COVID-19 lockdown. A thread that was initially six people is now 26 people. "I love sharing with the community. I think that's what drives traffic to everyone". She sends customers to neighboring shops, and vice-versa, creating a culture of togetherness instead of competition.

"I have a great relationship with all of [the merchants] in different ways."

When you walk into Consignment Brooklyn, you are sure to be greeted warmly and offered superb customer service. Eva has many fond memories of her customers coming in over the years. "I've met so many cool people, and some of them are my friends now."

Consignment Brooklyn is open

every day from 11 AM to 6 p.m. Eva wants prospective customers to know that she and her staff will bend over back-ward to serve in a number of ways: for example, they will curate a rack for you; the shop can host special events like a girls' night out; and on special occasions, they will even close the shop for a private shopping experience.

To Make Street Corners Safer For Pedestrians BID Supports New Street Plan Called 'Daylighting'

Special from the Atlantic Ave. BID

The BID wrote to Brooklyn Community Board 2 in support of daylighting Atlantic Avenue, following the Dec. 21, 2023 Transportation and Public Safety Committee meeting. Daylighting was discussed at the meeting, particularly in how it has eliminated pedestrian fatalities in Hoboken, New Jersey—a compelling figure. Led by Executive Director Kelly Carroll, the BID submitted the following comments:

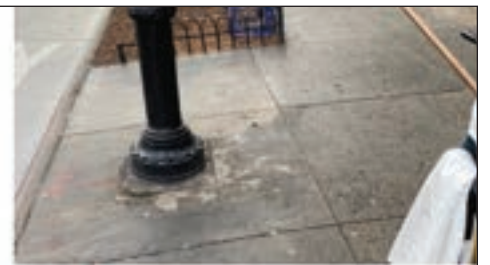
(1) While daylighting is not appropriate for every street, Atlantic Avenue is distinctive as it is a Vision Zero priority corridor. Vision Zero designation is supposed to mandate prioritization of pedestrian safety. To that end, daylighting intersections on Atlantic Avenue should be an obvious public safety choice. This tool will further address pedestrian safety at night, when visibility for drivers is lowest and the risk of pedestrian fatalities is therefore the highest. Captain Maffei of the 84th Precinct pointed out to us that because Atlantic Avenue's sidewalks are not illuminated properly, pedestrians emerging from dark sidewalks into the lit street creates an extremely dangerous condition. Daylighting would ameliorate this nighttime environment.

(2) Parking spaces for shoppers and business owners is an important issue for the Atlantic Avenue BID, so we surveyed the commercial corridor to determine the impact of daylighting on parking. We found that if implemented, daylighting would only remove seventeen spaces between Hicks Street and 4th Avenue, a 1.2-mile long expanse. Most intersections along Atlantic Avenue have bus stops and fire hydrants where parking is already not permitted. The loss of the spots will require some acclimatization by vehicular users, but we feel this adjustment is a meager one in the context of preserving human life in our commercial district.

RESIDENTS, SHOPPERS AND NEIGHBORS-IN-BUSINESS, REJOICE: Here Are Clean Team Updates

Special from Atlantic Ave. BID

In December, the BID's Clean Team provided 360 hours of supplementation sanitation for Atlantic Ave. They collected a total of 1,247 trash bags, representing over 43,645 pounds of trash removed. A total of 13 pieces graffiti were also removed, 292 storm drains were cleaned, and 48 stickers were removed. If you see a member of our Clean Team on Atlantic Ave, make sure to say thank you!



(3) That being said, daylighting will only function as a traffic safety tool if there is parking enforcement. Illegal parking by city employees in truck loading zones, at fire hydrants, and in other unauthorized spaces remains a perennial problem for our district, and is an issue that CB2 is deeply familiar with. We hope that daylighting Atlantic Avenue can be discussed at a future committee meeting, and implemented in the interest of a safer street for all.

New Monthly Mystery Detail



How well do you think you know Atlantic Avenue and the side streets in our district?

Each month, the BID features a Monthly Mystery Detail of a building or streetscape detail somewhere within our district. This month's detail is a terrazzo panel from a previous business. Do you know where it is?

To participate, simply email info@atlanticavebid.org with your answer of where the detail above is located and we will enter you in a drawing to win one of our brand-new, 100% cotton Atlantic Avenue tote bags! Custom designed by the Studio of Joshua Levi, these special bags match the new street banners that adorn Atlantic Avenue.

GOODNEWSBK on Atlantic Ave.



REAL ESTATE UPDATE: Reimagining 540 Atlantic Avenue's Demolition

Special from Atlantic Ave. BID

Last month, news broke that 540 Atlantic Avenue would be demolished and developed. The building was constructed by notable Brooklyn architect Frank Helme, who designed the Prospect Park Boathouse, among many other structures. The building originally was the home of the Brooklyn Daily Times, and it is one of two former factory buildings on Atlantic Avenue. The other factory building is the Ex Lax building, which is a remarkable example of adaptive reuse.

The proposed building is 8 stories high, while the exist-ing building is 5 stories. It would be more environmentally sustainable to build an add-ition on top of the existing building and build through the block to Pacific Street, rather than demolish the entire structure. Since the building is not a landmark, any addition or modification would be as of right and not be subject to a public review process. Given the desirability and panache of the Ex Lax residences, it seems myopic and a lost opportunity to throw the Avenue's only other factory building into a landfill. BID staff mocked up a rudimentary rendering of a glassy addition as an example of reusing the building.

This building is within the special Atlantic Avenue subdistrict of the Downtown Brooklyn Special Zoning District, which requires an approved replacement building per the zoning resolution once a demolition permit has been issued by the Department of Buildings. Thus far, no design schemes have been released.



GOOD NEWS: ATLANTIC AVENUE VACANCY RATE AT RECORD 'LOW'

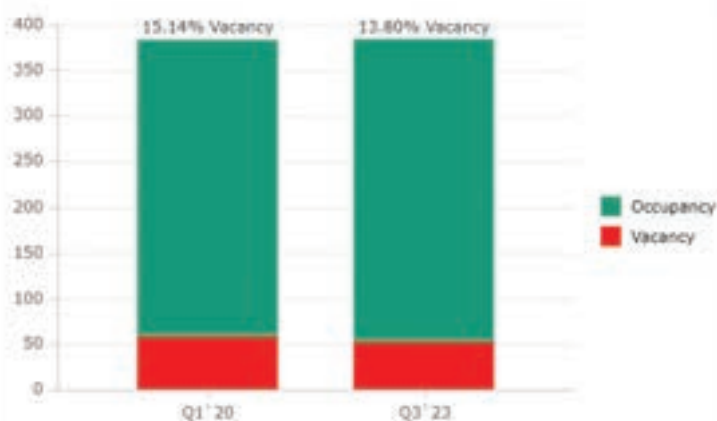
Special from Atlantic Ave. BID

After the COVID-19 Pandemic, many commercial corridors suffered great losses of small businesses and storefront tenants. Data from LiveXYZ shows that the BID's district vacancy rate is lower than pre-pandemic numbers, an enormous feat after

a challenging time.

While a majority of Atlantic Ave. storefronts are used, the street still has some that are open for businesses to join our community. If you are looking for a new space or know someone who is, simply reply to this email to get connected.

Occupancy and Vacancy Trends



Shoppers And Pedestrians No Longer Face 'Race For Safety' on Boerum Place

Countdown Clock Now Fixed

Special from the Atlantic Ave. BID

BID staff met with Captain Maffei and officers from the 84th Precinct and discussed Atlantic Avenue safety issues that pedestrians and shopkeepers face in the corridor. One of the items addressed was the dangerously short length of time at the pedestrian countdown clock at the crosswalk on the north side of Atlantic Avenue and Boerum Place. Crossing Boerum Place for seniors and caregivers with strollers was even more treacherous.

Now, pedestrians can cross this busy intersection without rushing to beat the countdown clock. The BID is thrilled to report that the crosswalk is timed adequately so that people of all ages can safely traverse this long intersection. This one effort is all part of a larger effort to make Atlantic Avenue a safer place. The BID and the entire community thank Captain

Maffei for swiftly implementing this crucial improvement.



**ATLANTIC
AVENUE**

**BUSINESS
IMPROVEMENT
DISTRICT**