

## APPENDIX A

### Final Report on Chinatown Business Surveys

Prepared by SIS International Research  
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# FINAL REPORT ON CHINATOWN BUSINESS SURVEYS



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Objective:

The primary objective of this study was to conduct interviews with owners of businesses in the downtown/Chinatown area of New York City in order to provide a socioeconomic analysis for an environmental impact statement. An important goal of the project was to ask the target respondents about their views on the Security Zone set up at 1 Police Plaza. Another focus was to evaluate whether or not business had stayed the same, gone up, or gone down in the past year [2005-2006].

Project Methodology:

In order to achieve the above objectives, we employed a face-to-face interview methodology. For a three week period, we had a team of 4-6 bi-lingual interviewers [Mandarin and Cantonese] span out across Chinatown business districts and speak with owners and managers of the stores within those areas. Stores were segmented by type and by the district they fell into. A total of N=306 interviews were completed. Please find below, the questionnaire administered to elicit the required feedback:

# Chinatown Business Survey

Date: \_\_\_\_\_

Business District: \_\_\_\_\_

Surveyor: \_\_\_\_\_

Good morning/afternoon. We are conducting a survey of businesses in Chinatown as part of a study of the effects of the street closures at Park Row. In coordination with the Chinese Chamber of Commerce, your business has been selected to participate in this survey. We would appreciate it if you could answer a few quick questions.

1. Business Surveyed: \_\_\_\_\_  
Name \_\_\_\_\_  
Address \_\_\_\_\_  
Type of Business \_\_\_\_\_  
Person Surveyed \_\_\_\_\_ Title \_\_\_\_\_
2. How long has this business been at this location? \_\_\_\_\_ years
3. Approximately how many people are employed here?  
Full time \_\_\_\_\_ Part  
time \_\_\_\_\_
4. Has business been improving, declining, or staying the same this year (2006) compared to last year (2005)?  
No change \_\_\_\_\_  
Minimal change \_\_\_\_\_  
Declined by more than 10%? \_\_\_\_\_ by less than 10% \_\_\_\_\_  
Improved by more than 10%? \_\_\_\_\_ by less than 10% \_\_\_\_\_
5. Do you intend to relocate within the next:  
  
0-3 years? \_\_\_\_\_ 3-6 years? \_\_\_\_\_ 6+ years? \_\_\_\_\_
6. Has the security zone around 1 Police Plaza affected your business?  
If yes, in what way? \_\_\_\_\_
7. Do you have any suggestions for improving your business conditions?  
\_\_\_\_\_  
\_\_\_\_\_
8. Any other suggestions you'd like to make?  
\_\_\_\_\_  
\_\_\_\_\_

Results:

<b>Table 1 - Business District*</b>	COUNT	PERCENTAGE
North of Canal Street	128	41.8 %
Historic Chinatown	74	24.2 %
East of Bowery	100	32.7 %
Security Zone	4	1.3 %
<b>Total</b>	<b>306</b>	<b>100.0 %</b>

\* Please see attached map for areas designated as North of Canal Street, Historic Chinatown, East of Bowery and Security Zone.

A sample of N=300<sup>+</sup> businesses and an even spread across the different districts suggests that our findings based on these interviews are statistically representative of the general Chinatown area.

<b>Table 2 - Type of Business</b>	COUNT	PERCENTAGE
Retail [clothes, sports goods, etc.]	94	30.7 %
Restaurants	57	18.6 %
Food Stores	25	8.2 %
Herbal/Plant Store	14	4.6 %
Aquarium	1	0.3 %
Jewelers	12	3.9 %
Hair Salon	29	9.5 %
Bank	0	0.0 %
Small office [Doctor, Lawyer, etc.]	5	1.6 %
Other	69	22.5 %
<b>Total</b>	<b>306</b>	<b>100.0 %</b>

Table 2 above shows that we achieved a reasonable spread across various business types, as well. A note should be made that despite the high percentage of interviews completed with restaurant Owners & Managers, a large majority of the restaurants were reluctant to provide time to be interviewed. Later tables seek to verify whether we witnessed any patterns between the type of business interviewed and their relative financial success during the past year.

<b>Table 3 - No. of years at this location</b>	COUNT
Less than a year	10
1-5 years	114
6-10 years	80
11-15 years	50
16-20 years	9
More than 20 years	43
<b>Total</b>	<b>306</b>

Below is a graphical representation of the previous table. A majority of businesses [64%] in Chinatown remained at their respective locations for somewhere between 1 and 10 years. A third of businesses interviewed have existed there for 10+ years.

Figure 1

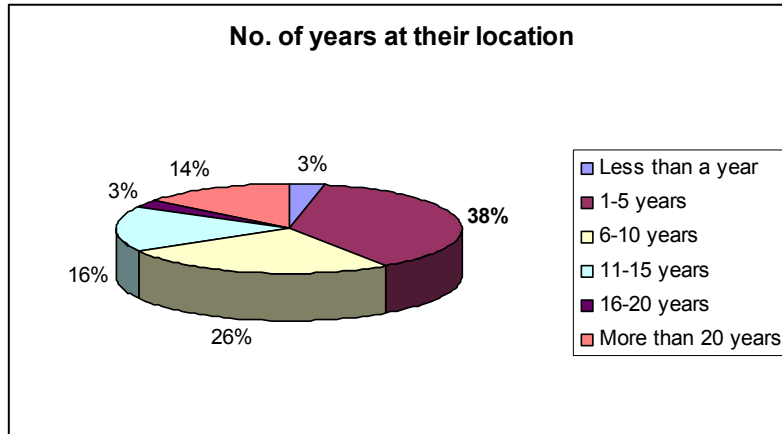


Table 4 - Employed Full time

	COUNT	PERCENTAGE
1	25	8.2 %
2	66	21.6 %
3	51	16.6 %
4	28	9.2 %
5	21	6.9 %
6 to 10	70	23%
11 to 20	35	11.4 %
21 to 40	6	1.9 %
More than 40	4	1.3 %
<b>Total</b>	<b>306</b>	<b>100.0 %</b>

Table 5 - Employed Part time

	COUNT	PERCENTAGE
None	216	70.6 %
1	33	10.8 %
2	22	7.2 %
3	10	3.3 %
4	6	2.0 %
5	6	2.0 %
6 to 20	12	4.0 %
21 to 40	1	0.3 %
More than 40	0	0.0 %
<b>Total</b>	<b>306</b>	<b>100.0 %</b>

Tables 4 and 5 illustrate the employment figures as shared by the owners and managers of the stores that were interviewed. It should be noted that these figures may not be completely accurate as many store owners were hesitant to talk about the number of people working at the store. To work around this, interviews sometimes prompted a response from the interviewee, e.g. “Are there approximately 5 full time employees, 10 employees, etc.

<b>Table 6 - Security Zone effect</b>	COUNT	PERCENTAGE
Yes	147	48.0 %
No	159	52.0 %
<b>Total</b>	<b>306</b>	<b>100.0 %</b>

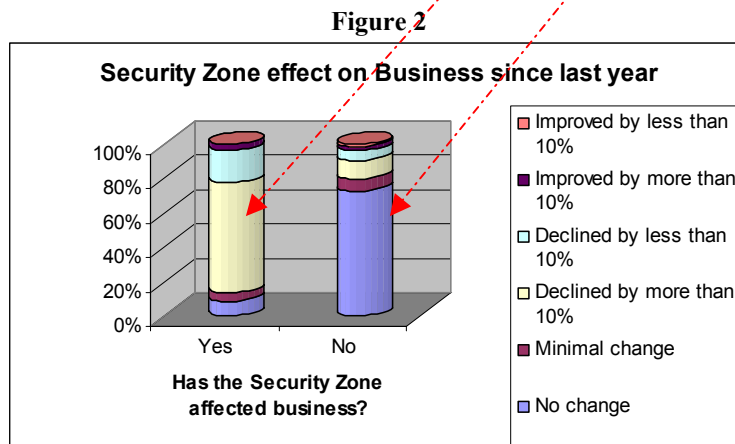
Table 6 suggests the view that the Security Zone set up at 1 Police Plaza has adversely affected business in the Chinatown area is almost an even split between those interviewed for this study.

<b>Table 7 - Business since last year</b>	COUNT	PERCENTAGE
<b>No change</b>	<b>129</b>	<b>42.2 %</b>
Minimal change	18	5.9 %
<b>Declined by more than 10%</b>	<b>111</b>	<b>36.3 %</b>
Declined by less than 10%	37	12.1 %
Improved by more than 10%	9	2.9 %
Improved by less than 10%	2	0.7 %
<b>Total</b>	<b>306</b>	<b>100.0 %</b>

Additionally, Table 7 suggests that respondents were also equally split as to whether business had gone down in the past year or simply stayed the same. These “even rifts” in business outlook necessitate cross-tabulation of our results to identify any existing factors that affect the type of response given by those interviewed.

A cross-tabulation to verify whether those respondents who felt the Security Zone has had an affect also felt that business had gone down in the past year, resulted in Table 8 and the corresponding graph below [Figure 2]. The evidence suggests that these perceptions are consistent with each other.

<b>Table 8 - Business since last year</b>	Security Zone Affect	
	Yes	No
No change	13	<b>116</b>
Minimal change	7	11
Declined by more than 10%	<b>94</b>	17
Declined by less than 10%	28	9
Improved by more than 10%	5	4
Improved by less than 10%	0	2
<b>Total</b>	<b>147</b>	<b>159</b>



One possibility was that these responses depended on which geographical district businesses were located in.

<b>Table 9 - Business since last year</b>	Business Districts			
	North of Canal Street	Historic Chinatown	East of Bowery	Security Zone
No change	45	22	61	1
Minimal change	12	5	1	0
Declined by more than 10%	47	32	30	2
Declined by less than 10%	17	12	8	0
Improved by more than 10%	5	3	0	1
Improved by less than 10%	2	0	0	0
<b>Total</b>	<b>128</b>	<b>74</b>	<b>100</b>	<b>4</b>



Business Districts

<b>Table 10 - Security Zone effect</b>	<b>North of Canal Street</b>	<b>Historic Chinatown</b>	<b>East of Bowery</b>	<b>Security Zone</b>
Yes	67	45	32	3
No	61	29	68	1
<b>Total</b>	128	74	100	4

Tables 9 and 10 above suggest that businesses in the North of Canal Street district were once again, split regarding their views on the affect of the Security Zone and the change in business prospects since last year. Respondents in the Historic Chinatown area tended to oppose the Security Zone set up and those in the East of Bowery district were not as affected by the Security Zone. However, we believe a weak correlation exists between location and the affects of the Security Zone or changes in business since last year.

**Table 11 - Business since last year**

	<b>Retail</b>		<b>Restaurants</b>		<b>Food Stores</b>		<b>Herbal/ Plant Store</b>		<b>Hair Salon</b>		<b>Other</b>	
No change	34	36.2 %	25	43.9 %	16	64.0 %	2	14.3 %	13	44.8 %	33	47.8 %
Minimal change	6	6.4 %	4	7.0 %	0	0.0 %	0	0.0 %	1	3.4 %	6	8.7 %
Declined by more than 10%	40	42.6 %	17	29.8 %	6	24.0 %	8	57.1 %	9	31.0 %	23	33.3 %
Declined by less than 10%	9	9.6 %	8	14.0 %	3	12.0 %	3	21.4 %	5	17.2 %	6	8.7 %
Improved by more than 10%	4	4.3 %	2	3.5 %	0	0.0 %	1	7.1 %	1	3.4 %	1	1.4 %
Improved by less than 10%	1	1.1 %	1	1.8 %	0	0.0 %	0	0.0 %	0	0.0 %	0	0.0 %
<b>Total</b>	94	100.0 %	57	100.0 %	25	100.0 %	14	100.0 %	29	100.0 %	69	100.0 %

Business Type

**Table 12 - Business location expectation**

	<b>Retail</b>		<b>Restaurants</b>		<b>Food Stores</b>		<b>Herbal/Plant Store</b>		<b>Hair Salon</b>		<b>Other</b>	
0-3 years	19	20.2 %	10	17.5 %	3	12.0 %	5	35.7 %	8	27.6 %	12	17.4 %
3-6 years	16	17.0 %	13	22.8 %	7	28.0 %	0	0.0 %	5	17.2 %	20	29.0 %
6+ years	59	62.8 %	34	59.6 %	15	60.0 %	9	64.3 %	16	55.2 %	37	53.6 %
<b>Total</b>	94	100.0 %	57	100.0 %	25	100.0 %	14	100.0 %	29	100.0 %	69	100.0 %

Business Type

**Table 13 - Security Zone effect**

	<b>Retail</b>		<b>Restaurants</b>		<b>Food Stores</b>		<b>Herbal/Plant Store</b>		<b>Hair Salon</b>		<b>Other</b>	
Yes	43	45.7 %	31	54.4 %	9	36.0 %	11	78.6 %	16	55.2 %	29	42.0 %
No	51	54.3 %	26	45.6 %	16	64.0 %	3	21.4 %	13	44.8 %	40	58.0 %
<b>Total</b>	94	100.0 %	57	100.0 %	25	100.0 %	14	100.0 %	29	100.0 %	69	100.0 %

Tables 11, 12 and 13 illustrate responses cross-tabulated against various business types [we have omitted business types that did not have statistically significant samples]. Other than retail stores, all other business types generally did not find drastic affects on business due to the Security Zone at 1 Police Plaza. Moreover, these businesses did not find reason to leave their current location of business within the near future.

Our quantitative findings suggest there is a weak relationship at best, between where businesses are located or the type of business interviewed and their respective views of the Security Zone or how business has changed over the past year. However, feedback from our interviewing team suggested that those who did feel that the Security Zone was affecting their business prospects were very vocal and felt strongly about their opinions. Below are some examples of feedback that respondents provided when asked how the Security Zone had affected their businesses.

Retail:

"Parking is too hard to find, so less customers."
"Rent goes up, business goes down every year. People go the WTC, come here at lunch, no more events. Weekdays are dead."
"Less customer, parking and tourist bus parking is a problem."
"Less people. Traffic is inconvenient. Area is quieter. Traffic blockage affects customers' choice to come to area."
"Difficult to get parking and people get tickets a lot."
"No tourist buses can park."
"Hard to get downtown, bad for deliveries."
"Less security, a lot of shoplifting."
"Sunday parking spots are taken up by residents."
"People from New Jersey and Brooklyn have difficulty coming here."
"No loading areas."
"Fewer sales, no tourists. Makes travel time more than 45 minutes."

### Restaurants:

"Caused loss in business by blocking roadways, making it hard for consumers to access area. Caused low profit and numerous changes in staff and management."
"Less business and clients down by Park Row Area."
"Many Chinese used to park often in that area on the weekends. Old customers do not come due to inconvenience."
"No buses pass by, less customers."
"People can't come conveniently."
"No parking at Park Row creates parking violations to customers."
"No parking for customers (municipal parking.) New Jersey customers go to Queens now."
"Fewer customers. Not enough parking spaces."
"Fewer tourists, less customers. North of Canal has much fewer customers since traffic is directed to areas around Grand Street. Those businesses around there will grow whereas, around here, it's dead."

### Jewelers:

"Chinatown is dead now. No parking, people don't come here, tourists don't come, not even from CT and NJ."
"Traffic restriction resulted in lass business."
"Traffic restriction decreases business and it has affected commute time."
"No parking, customers suffer from parking tickets."

Across business types, the main complaint from respondents was against the new traffic regulations that had been imposed since the set up of the Security Zone. There was a general consensus [even among those who did not feel that business had been strongly affected] that less parking space and traffic congestion made it difficult and less attractive to enter the Chinatown area.

Respondents were also asked what could be done to improve the situation. Below is a list of some of the suggestions provided by respondents separated by business district:

## North of Canal Street:

"Not allowing trucks parking there."
"Bring factories back."
"Lower the rent!"
"Stop the counterfeiting. More public events and more booths for tourists."
"Better parking, better use of traffic, more traffic officers."
"Improve parking; reopen public parking in park row."
"Less littering by tourists, lower rents, less counterfeiting."
"More promotions, maybe."
"More promotions attract more people."
"Clean up Chinatown."
"More parking in this area."
"More parking."
"Decrease real estate percentage."
"Build a big parking like, like Flushing."
"The whole problem is the area. People have to be drawn down here, not just one person. A joint promotion will help."
"Attract more people here."
"More festivities in Chinatown to bring back customers."
"Better traffic and more parking."
"Improve tourist attractions in lower Manhattan."
"Control gridlock traffic patterns on Canal and Bowery intersection."
"Stop filming around the area. Losing money."
"More focus on Chinatown businesses above Canal Street."
"Less traffic, more tourists."
"Increase funding for struggling businesses."
"Spread the word about businesses in Chinatown."
"Open up road blocks allowing big buses access."
"Biggest problem is parking. Compared to Flushing, which has more space that allow for more customers."
"No reason to close to Park Row. Don't know why they did it."
"Open up sidewalk finish construction."

"Open up the sidewalk."
"More parking and no tickets."
"Parking lot or temp parking."
"More funding for stores that are hit hard."
"Let tourist buses park on Mott."
"No pushcarts, no building hotels next door."
"Keep streets clean."
"Ease restrictions in the security zone."
"Don't close Park Row."
"More parking and get rid of the peddlers."
"No, but it's up to the government."
"Cleaner. No honking around Bowery."
"Better security as in less crime around area."
"Streets should be cleaner."
"Opening Park Row would lead to more tourists."
"Lower rents because restaurants are closing."
"More people should come by, we depend on tourists."
"Municipal funding to improve aesthetics."
"Make more promotions and cleaner streets."

Historic Chinatown:

"More parking."
Change street to park at certain time
"Open back up the streets."
"More parking, less construction."
"More business promotion for Chinatown."
"Open parking again, more parking."
"Open them back. They've taken over a municipal parking lot, so they do not need that space now."
"Less parking space after 9/11."
"Do not restrict zones."

""Inconvenient for residents. Too many meetings, no change.

"Attract more people to come. Metered parking should be cheaper. Should not allow truck parking in the area."

"Release the security zone and improve the traffic."

"Open Park Row."

"Opening Park Row will create hundreds of parking spaces."

"Less cop cars, more parking."

"Less tax, more promotion."

"Follow street signs according to parking. More parking meters."

"We need a parking lot like in Queens."

"Make Chinatown more commercial-friendly."

"If Park Row is open, it will make the area better."

"Better security and government support."

"Best for community to open Park Row. Don't let terrorism be a reason."

"Open Park Row. Tourists have no place to park therefore they do not come here."

### East of Bowery:

"Open park row to allow direct access to our store."

"Eliminate the 4 other salons on the block."

"More exposure and advertising for living in Chinatown to attract new tenants."

"Open up park row so people can do laundry here."

"Allow park row to open up for roadway to the school easier and less hectic."

"Release the security zone and more promotion."

"1. more parking spaces 2. more promotion 3. release the security zone"

"More parking, less cops giving tickets."

"Cheaper rent."

"Less ticketing."

"Better timing on meters."

"More parking space and improve parking in the area."

"Improve security around area."

"Cheaper rent and taxes."

"A lot of crime in area, shop theft; want more police in area."
"More parking spaces for loading/delivery."
"Attract more customers. More police to secure the area. More parking spaces."
"More parking spaces. Attract more customers."
"Just release the security zone."
"More promotion about Chinatown. More parking spaces."
"Attract more tourists to the area."
"More parking spaces. Provide allowances for investing businesses."
"More attractions/activities to promote Chinatown."
"Attract more customers. More parking spaces for loading."
"More customers. More activities."
"More parking spaces. More attractions in Chinatown to bring more business."
"More promotion of East of Bowery area and tour bus stops here."
"Increase the number of customers."

A review of the above responses supports our quantitative data. The majority of businesses in the North of Canal Street area seem to be more concerned with removing traffic congestion, increasing parking spaces and reducing the number of parking tickets handed out. In addition to similar complaints, the East of Bowery area focuses much more on increased promotion of Chinatown and related activities [festivities] and lowering rent than on the traffic problem. This illustrates a clear division in opinions across business district.