

**A. INTRODUCTION**

This chapter examines the proposed project's likely effects on population and housing characteristics, economic activity, and the commercial real estate market within potentially affected areas, and evaluates whether the project's effects could result in significant adverse socioeconomic impacts. The proposed project would redevelop the Kingsbridge Armory building—a historic landmark which is substantially vacant, apart from a small portion currently being used as a truck storage facility—with approximately 605,370 square feet of new uses. The proposed uses include approximately 377,235 square feet of retail and restaurant use, in addition to a cinema, fitness club, community facilities and parking spaces.

The objective of the analysis is to determine if the introduction of the uses planned under the proposed project would directly or indirectly impact population, housing stock, or economic activities in the local study area or in larger retail trade areas. These impacts could occur if the proposed project meets one or more of the following tests: (1) if the proposed project would lead to the direct displacement of residents such that the socioeconomic profile of the neighborhood would be substantially altered; (2) if the proposed project would lead to the displacement of substantial numbers of businesses or employees, or would displace a business that plays a critical role in the community; (3) if the proposed project would result in substantial new development that is markedly different from existing uses in a neighborhood; (4) if the proposed project would affect real estate market conditions not only on the site anticipated to be developed, but in a larger study area; or (5) if the proposed project would have a significant adverse effect on economic conditions in a specific industry.

As described in detail below, the analysis finds that the proposed project would not result in significant adverse impacts due to changes in socioeconomic conditions.

**B. METHODOLOGY**

The 2001 *City Environmental Quality Review (CEQR) Technical Manual* sets forth guidelines to determine if a socioeconomic impact analysis is appropriate. The *CEQR Technical Manual* suggests that residential development in excess of 200 units or commercial development in excess of 200,000 square feet should be assessed for their potential to cause significant adverse socioeconomic impacts. Since the proposed project would include more than 200,000 square feet of commercial space, a socioeconomic assessment was performed.

As prescribed by the *CEQR Technical Manual*, the analysis of the five areas of concern enumerated in Section A, above, begins with a preliminary assessment. The purpose of the preliminary assessment is to learn enough about the likely effects of the proposed project to either rule out the possibility of significant adverse impacts, or to determine that a more detailed analysis will be required to resolve that issue. For four of the five areas of socioeconomic concern—direct residential displacement, direct business displacement, indirect residential

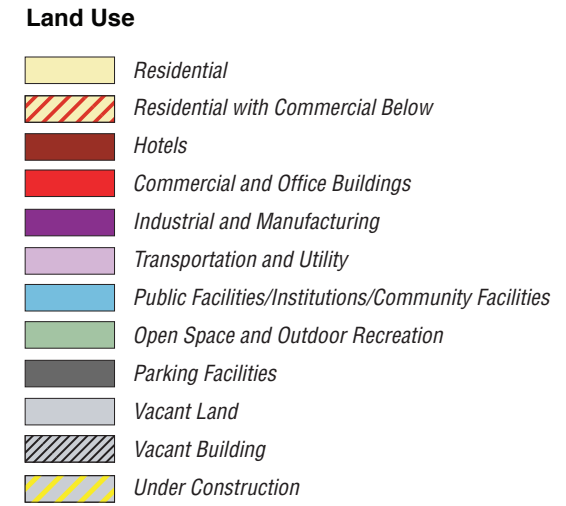
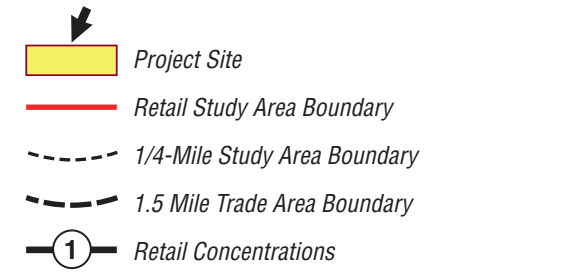
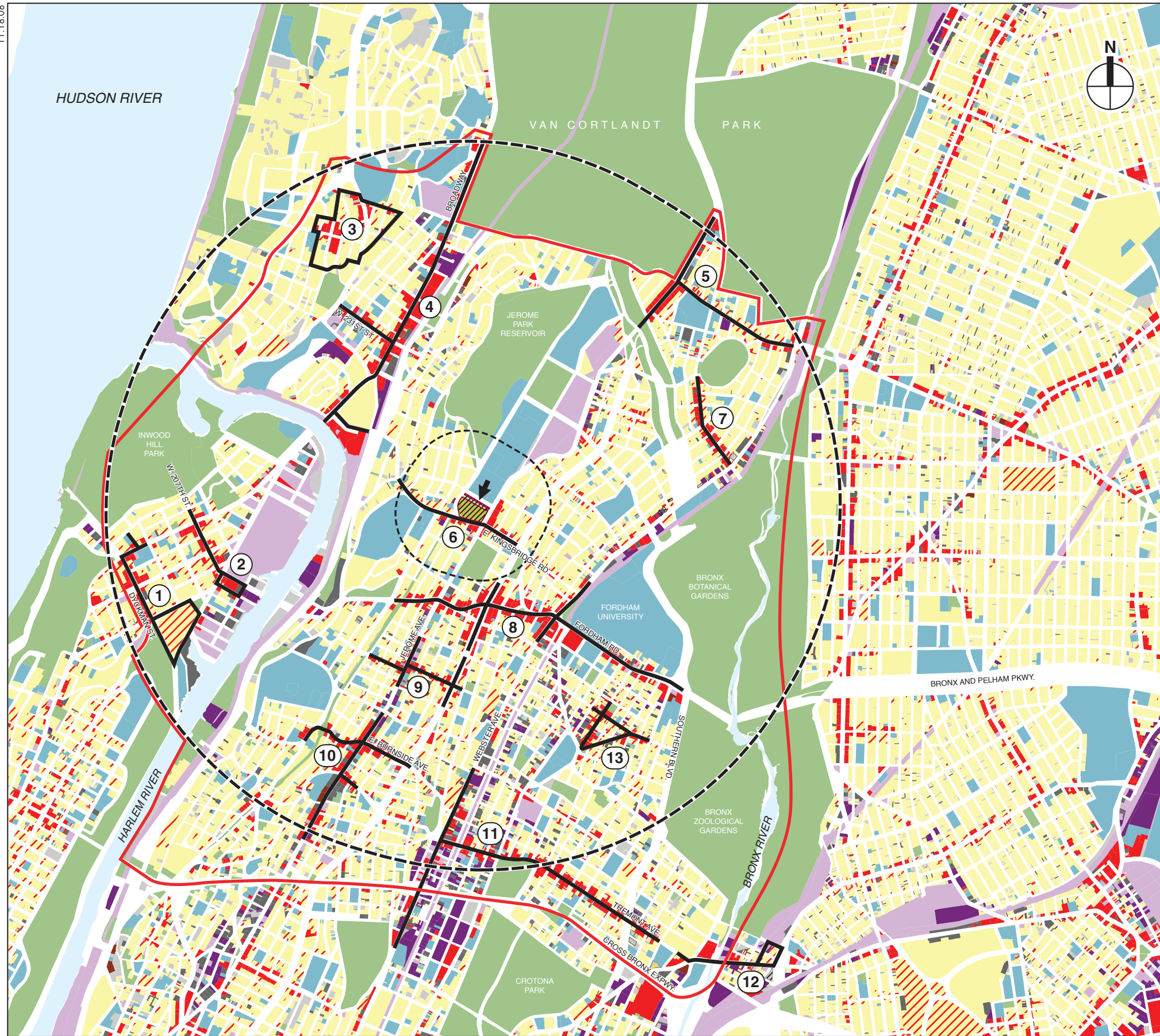
displacement, and adverse effects on specific industries—a preliminary assessment was sufficient to conclude that the proposed project would not result in any significant adverse impacts on socioeconomic conditions. The preliminary assessment of indirect business displacement, the fifth area of concern, concluded that the proposed project would not result in significant adverse impacts due to increased commercial rents, but that a detailed analysis of business displacement was required to determine if significant adverse impacts could occur due to competition.

The detailed analysis of indirect business displacement due to competition considers whether the proposed project would generate significant adverse impacts to neighborhood character due to displacement caused by competition with existing retail stores. As described in the *CEQR Technical Manual*, competitive economic impacts do not necessarily generate environmental concerns; competition can be an environmental concern when it has the potential to affect neighborhood character by affecting the viability of neighborhood shopping areas. As such, the analysis is framed in the context of existing conditions and evaluations of a) the future without the proposed project and b) the future with the proposed project in 2013. Specific development projects that will occur in the area in the future without the proposed project are identified, and the resulting socioeconomic changes—such as new commercial uses and changes in employment or retail sales—are described. Those conditions are then compared to the future with the proposed project to determine the potential for significant adverse impacts.

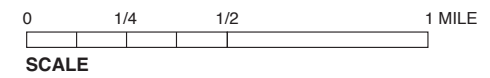
### STUDY AREA AND DATA SOURCES

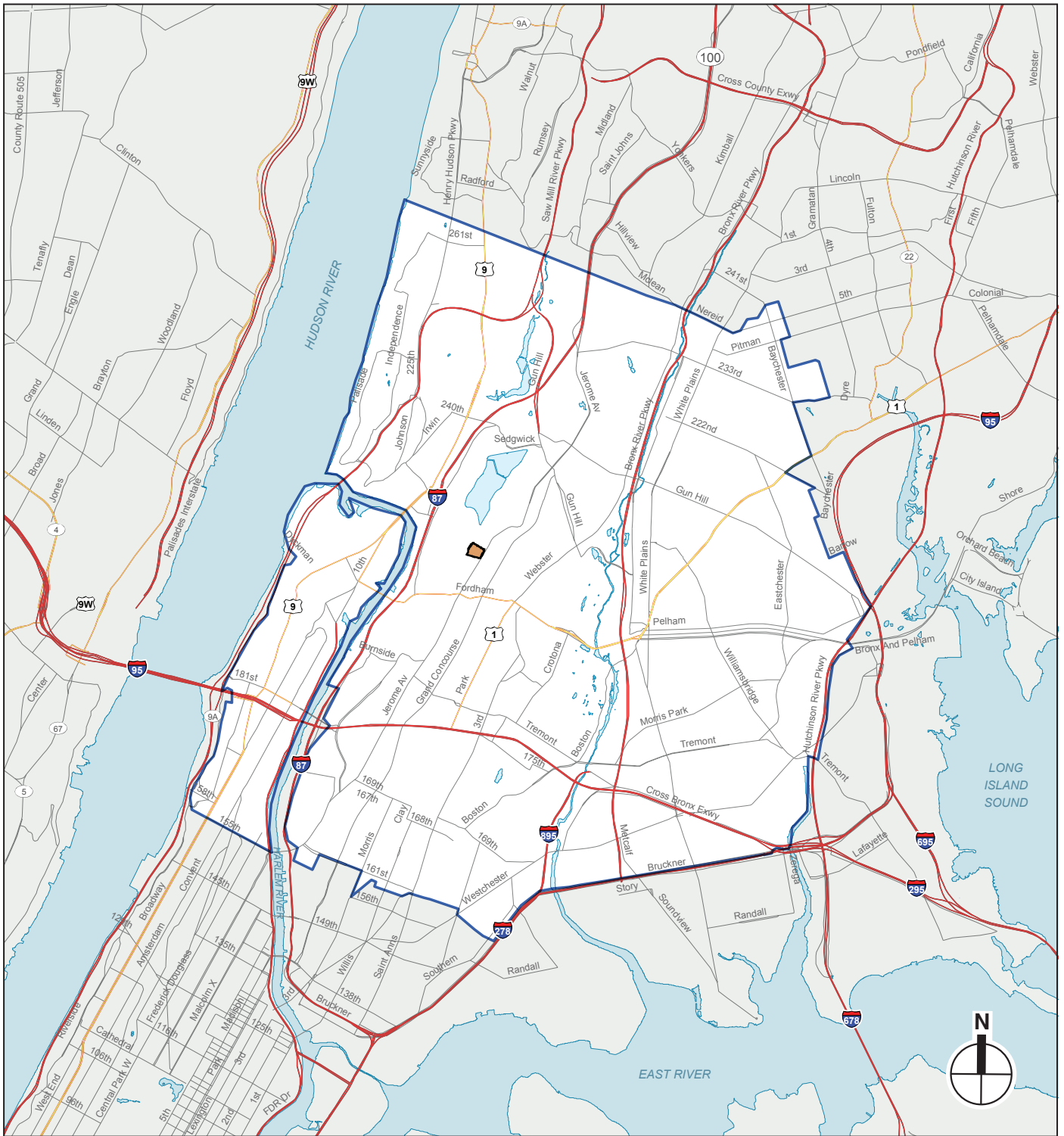
The proposed project has the potential to affect socioeconomic conditions within varying geographic study areas, depending upon the issue of concern. The study area used for the various components of the preliminary assessment mirror the ¼-mile study area used in Chapter 2, “Land Use, Zoning, and Public Policy.” However, the exact boundaries of the socioeconomic study areas were modified to match the census tracts that most closely delineate a ¼-mile radius surrounding the project site (see **Figure 3-1**). By conforming to census tract boundaries, the socioeconomic analysis is able to more accurately apply 2000 Census data in depicting the demographic characteristics of the surrounding area. Information used in the preliminary assessment was gathered from the U.S. Census Bureau’s 1990 and 2000 Censuses, New York City Department of Finance’s Real Property Assessment Data (RPAD) 2008 database, and from various field visits to the study area in the fall of 2008.

The detailed assessment of indirect business displacement due to competition considers the potential for the proposed project to adversely affect the viability of neighborhood shopping areas within an area larger than the ¼-mile study area. As described in the *CEQR Technical Manual*, an analysis of the potential effects of competition should encompass a primary trade area from which the bulk of the new store’s sales are likely to be derived. As described in detail in Section D, “Detailed Analysis” below, the “Primary Trade Area” for the proposed project is defined as an area that encompasses approximately a three-mile radius from the project site (see **Figure 3-2**), based on the regional attraction that would be created by the introduction of approximately 494,960 square feet of commercial and community facility space. To analyze potential impacts on local shopping concentrations in the vicinity of the project site, retail concentrations within a more local area (termed “the 1.5-Mile Trade Area”) were inventoried, and potential competitive effects of the proposed project on the character of these shopping areas were assessed.

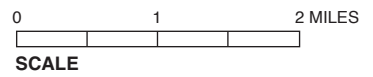


- Retail Concentrations**
- 1 Dyckman Street
  - 2 West 207th Street
  - 3 Riverdale
  - 4 Broadway/Marble Hill
  - 5 Jerome Avenue/Glen Hill Road
  - 6 Kingsbridge Road
  - 7 Brainbridge Avenue/East 204th Street
  - 8 Fordham Road
  - 9 East 183rd Street
  - 10 West Burnside Avenue/Jerome Avenue
  - 11 Tremont Avenue (western portion)
  - 12 Tremont Avenue (eastern portion)
  - 13 Arthur Avenue





- Project Site
- Primary Trade Area



Information used in the detailed analysis of indirect business displacement was gathered from a variety of sources. Characterizations of the retail stores in the Primary Trade Area are based on detailed field surveys conducted by AKRF, Inc. in September 2008 (retail survey summary forms are provided in **Appendix A, “Socioeconomic Conditions”**). Historic and current retail employment and sales data was obtained from the US Census Bureau’s Census of Retail Trade for the years 1997, 2002, and 2006 and County Business Patterns (2006).<sup>1</sup> The New York City Department of City Planning (DCP) was also contacted to acquire information on future commercial and residential developments scheduled to be constructed by 2013. Additional information on retail composition and average sales per square foot for department stores in the Eastern United States was obtained from the Urban Land Institute’s *Dollars & Cents of Shopping Centers: 2008*. Retail sales and expenditure data for the Primary Trade Area, Bronx, Manhattan, and New York City were obtained from ESRI, a national provider of geographic planning data.<sup>2</sup>

## **C. PRELIMINARY ASSESSMENT**

### **DIRECT RESIDENTIAL DISPLACEMENT**

The proposed project site does not contain any dwelling units; thus, no direct residential displacement would occur as a result of the proposed project. The proposed project would therefore not result in significant adverse impacts due to direct residential displacement, and no further analysis of this issue is required.

### **DIRECT BUSINESS AND INSTITUTIONAL DISPLACEMENT**

The project site is currently being used as a storage facility for graffiti removal trucks by the Mayor’s Office “Graffiti Free NYC” program. Independent of the proposed project, by 2013, this facility would be relocated to another City-owned property in the Bronx. The proposed project would therefore not result in any direct business and institutional displacement. The proposed project would therefore not result in significant adverse impacts due to direct business and institutional displacement, and no further analysis of this issue is required.

### **INDIRECT RESIDENTIAL DISPLACEMENT**

The analysis of indirect residential displacement considers whether the proposed project would increase property values and subsequently rents in an area, making it difficult for some existing residents to afford their homes. The preliminary assessment is based on the screening criteria outlined in Chapter 3B, Section 322.1 of the *CEQR Technical Manual*, which describes

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<sup>1</sup> Sales data was not yet available for 2006.

<sup>2</sup> ESRI is a geographic information system (GIS) software provider. ESRI Business Analyst is set of GIS tools and data designed for business applications, such as analyzing retail sales within a trade area. ESRI’s business data is extracted from a comprehensive list of businesses licensed from InfoUSA®, as well as data from the Directory of Major Malls, Inc. The business list contains information on more than 11 million U.S. businesses including name and location, franchise code, SIC code, number of employees, and sales volume. The data is current as of October 2008. InfoUSA® compiles business data from annual reports, county courthouse filings, SEC and 10k filings, and Secretary of State data and confirms it with phone calls to businesses.

circumstances that can generate potentially significant impacts. This section presents responses to the CEQR assessment criteria, which are numbered and italicized below.

***(1) Would the proposed project add substantial new population with different socioeconomic characteristics compared to the size and character of the existing population?***

The proposed project does not include a residential component, and therefore would not add any new population with different socioeconomic characteristics compared to the size and character of the existing population.

***(2) Would the proposed project directly displace uses or properties that have had a “blighting” effect on property values in the area?***

The current New York City truck storage use that would be relocated by 2013 has not had a “blighting” effect on property values in the area. The Kingsbridge Armory is listed on the State and National Registers of Historic Places and is a designated New York City Landmark. Beginning in 2000, the New York City Economic Development Corporation (EDC) has undertaken several restoration initiatives, including the restoration of the roof and rib elements, and masonry repairs to the headhouse and drill hall. While some physical conditions may still reflect some elements of blight—particularly with respect to exterior façade and ground sanitation—the project site is not uniquely blighted within the context of the study area; and the removal of uses from the project site would not be of a scale to affect property values in the surrounding area. The closest residential properties to the site—on West 195th Street and Reservoir Avenue, for example—reflect a good physical conditions concerning exterior façades, indicating that these properties are not currently suffering from blight.

Additional indicators that a property has had a “blighting” effect on property values may include limited development around the property, or high vacancy rates in the study area. Site visits as of September 2008 indicate several businesses along West Kingsbridge Road and University Avenue were undergoing façade renovations. New building construction was also observed on north side of West Kingsbridge Road between Jerome Avenue and the Grand Concourse. Total commercial vacancy in the ¼-mile area as of September 2008 was 6.1 percent—slightly lower than that of the 1.5-Mile Trade Area (10.0 percent). As indicated in Chapter 2, “Land Use, Zoning and Public Policy,” there are several multi-unit development projects in the study area that are expected to be completed by the 2013 build year, to contain a total of 201 dwelling units (see **Figure 2-3**). In sum, recent renovation and construction activities, in combination with a good physical quality of housing stock, are all indicators that the area surrounding the project site is not “blighted.”

***(3) Would the proposed project directly displace enough of one or more components of the population to alter the socioeconomic composition of the study area?***

As stated above, the proposed project would not directly displace any existing dwelling units, and therefore would not directly displace a population such that the socioeconomic character of the study area would be altered.

***(4) Would the proposed project introduce a substantial amount of a more costly type of housing compared to existing housing and housing expected to be built in the study area by the time the project is implemented?***

The proposed project does not include a residential component, and therefore would not introduce a more costly type of housing compared to existing housing in the study area.

***(5) Would the proposed project introduce a “critical mass” of non residential uses such that the surrounding area becomes more attractive as a residential neighborhood complex?***

Based on the reasonable worst case development scenario, the proposed project would introduce a total of 494,960 square feet of commercial and community facility space. As confirmed by an AKRF business survey conducted in September 2008, retail concentrations along West Kingsbridge Road, Jerome Avenue, and the Grand Concourse already contain a critical mass of retail uses such that the area is desirable to the existing residential population. As described below, while the proposed project would serve as an added convenience to the existing residential population, it would not increase the desirability of the surrounding area to the extent that residential property values would increase, making it difficult for some study area residents to continue to afford their homes.

As described in Chapter 1, “Project Description,” the reasonable worst case development scenario assumes approximately 377,235 square feet of the proposed project would be retail and restaurant space. Of this, approximately 281,675 square feet would be used for a combination of department store and non-department store shoppers’ goods, while approximately 31,560 square feet would be dedicated to eating and drinking uses. Out of 184 storefronts surveyed in the ¼-mile area, 26 businesses (14.1 percent) offer shoppers’ goods. These include a mixture of items such as general merchandise, clothing, furniture, electronics, sporting goods, and other miscellaneous goods. Additionally, there are 29 eating and drinking establishments (15.8 percent) in the ¼-mile area, offering a combination of full and limited service dining options. The proposed project would include shoppers’ goods and eating and drinking establishments that are similar to the goods and services that are currently offered by existing establishments in the ¼-mile study area. Therefore, while the proposed project’s shoppers’ goods stores and eating and drinking establishments would be new amenities, they would not represent new uses that would make the area substantially more attractive as a neighborhood complex.

The remaining approximately 64,000 square feet of retail space to be developed in the proposed project is assumed to be used for businesses offering convenience goods. For the purposes of creating a conservative analysis of potential socioeconomic impacts, it is assumed that a total of 60,000 square feet of the 64,000 square feet available would be allotted for a grocery store. Site visits identified a total of 11 supermarkets and other grocery stores within the ¼-mile study area. In addition, there are a number of delis, supermarkets, seafood, and produce markets—as well as other convenience goods such as florists and pet stores—available to residents living within the ¼-mile study area. Thus, the introduction of a new grocery store and other stores offering convenience goods at the proposed project would not represent new uses that would make the area substantially more attractive as a neighborhood complex.

In addition to new shoppers’ and convenience goods, the proposed project would develop approximately 57,485 square feet as a movie theater, 33,240 square feet as a health club, and 27,000 square feet as a community facility space. While these types of business are different in their product offerings, they do not consist of items or services needed on a daily basis by the local residential population. Therefore, they would not make the area a substantially more attractive place to live.

Overall, the proposed project would introduce retail uses similar to those that already exist in the study area, and amenities that do not currently exist in the study area but which would not necessarily be utilized by residents on a regular or daily basis. Therefore, the proposed project would not increase the desirability of the surrounding area to the extent that residential property

values would increase, making it difficult for some study area residents to continue to afford their homes.

***(6) Would the proposed project introduce a land use that could have a similar indirect effect if it is large enough or prominent enough or combines with other like uses to create a critical mass large enough to offset positive trends in the study area, to impede efforts to attract investment to the area, or to create a climate for disinvestment?***

The proposed project would not impose any type of change that would offset positive trends in the study areas, impede efforts to attract investment to the area, or create a climate for disinvestment. To the contrary, the proposed project would transform an underutilized site into a combination of uses that would include retail and restaurant space, entertainment, a fitness club, and community facilities. As stated in Chapter 1, “Project Description,” the proposed project would support the economic revitalization of the Kingsbridge Heights neighborhood of the Bronx by converting the large, substantially vacant Kingsbridge Armory into productive use. The proposed project would create new employment opportunities for local residents, would provide a new shopping opportunity for area residents, and would create economic and fiscal benefits to the City in the form of economic revitalization, increased employment opportunities, and tax revenue and provide a new shopping opportunity for area residents. In addition, the proposed project would provide a new approximately 30,000-square-foot public open space as well as a substantial amount of community facility space, which would serve the surrounding neighborhood.

### **CONCLUSION**

The preliminary assessment for indirect residential displacement demonstrates that the proposed project would not:

- add a substantial new population with different socioeconomic characteristics compared to the size and character of the existing population;
- introduce a substantial amount of a more costly type of housing compared to existing housing or housing expected to be built in the study area by the time the project is complete;
- directly displace uses or properties that have a “blighting” effect on property values in the area;
- directly displace enough of one component of the population to alter the socioeconomic composition of the study area;
- introduce a “critical mass” of non-residential uses such that the surrounding area becomes more attractive as a residential neighborhood complex; or
- introduce a land use that could offset positive trends in the study area, impede efforts to attract investment to the area, or create a climate for disinvestment.

Since the proposed project would not meet any of these conditions, which are cited in the *CEQR Technical Manual* as circumstances that can generate potentially significant impacts, it would not have the potential to result in significant adverse socioeconomic impacts due to indirect residential displacement. Therefore, a detailed analysis of this issue is not warranted.

### **INDIRECT BUSINESS AND INSTITUTIONAL DISPLACEMENT**

According to Section 322.2 of the *CEQR Technical Manual*, in most cases the issue for indirect displacement of businesses or institutions is that an action would increase property values and thus rents throughout the study area, making it difficult for some categories of businesses to



remain in the area. Such displacement can be of concern when it would result in changes to land use, population patterns, or community character. In addition, the *CEQR Technical Manual* also identifies competition as a potential indirect business and institutional displacement issue in cases where proposed new retail uses may overlap with an area's existing retail base and attract sales from existing stores. While these competitive socioeconomic impacts do not necessarily generate environmental concerns, they can become an environmental concern if they have the potential to adversely affect neighborhood character by affecting the viability of neighborhood shopping areas.

The preliminary assessment is based on the screening criteria outlined in Section 322.2 of the *CEQR Technical Manual*, which describe circumstances that can generate potentially significant impacts. The following section first presents an economic profile of the ¼-mile study area, and then responds to the CEQR screening criteria used to assess the potential significant adverse impacts.

This preliminary assessment finds that the proposed project would not result in significant adverse socioeconomic impacts related to indirect business and institutional displacement due to increased rents, but that there would be the potential for indirect displacement due to competition because the proposed project would introduce retail that would offer products and services similar to those offered at existing retail establishments nearby. Therefore, a detailed analysis of indirect business and institutional displacement due to competition is required (see Section F, "Detailed Analysis of Indirect Business Displacement due to Competition").

#### *ECONOMIC PROFILE OF THE STUDY AREA*

##### *¼-Mile Study Area Land Uses*

The study area has a variety of land uses, including commercial, residential, open space, and public facilities and institutional uses. These uses are described below, and in more detail in Chapter 2, "Land Use, Zoning and Public Policy."

The project site is located in the Kingsbridge Heights neighborhood of the Bronx, on the block bounded by West 195th Street, Reservoir Avenue, West Kingsbridge Road, and Jerome Avenue. The project site includes the largely vacant Armory as well as a portion of Reservoir Avenue and West 195th Street. A small portion of the Armory is currently dedicated to storage for graffiti removal trucks.

North of West 195th Street across from the project site, the study area includes a large, institutional superblock bounded by Reservoir Avenue to the west and Jerome Avenue to the east. This block contains Public School 86, Walton High School, Public School 340, and Lehman College. Northwest of the superblock is the 94-acre Jerome Park Reservoir, which is inaccessible to the public. The reservoir was built in 1906 as part of the New York City water supply system. Only a small southeast portion of the reservoir is within the study area.

The study area west of Reservoir Avenue and north of West Kingsbridge Road is largely residential, and is characterized by a mix of two- to three-story attached townhouses and detached homes, as well as five- to six-story apartment buildings.

The north side of West Kingsbridge Road, west of Reservoir Avenue, is characterized by six-story apartment buildings with ground-floor neighborhood retail, including beauty salons, restaurants, and supermarkets. These uses are generally found along East and West Kingsbridge Road; east of Reservoir Avenue they are often stand-alone commercial uses without residential

**The Shops at the Armory DEIS**

above. Both the north and south sides of East and West Kingsbridge Road throughout the study area are highly commercial in character, and form a retail concentration.

The southwest portion of the study area, west of Aqueduct Avenue West and south of West Kingsbridge Road, is characterized by several large institutional uses. East of the large institutional uses, between University Avenue and Aqueduct Avenue West, are primarily five- and six-story apartment buildings with ground-floor commercial uses on the south side of West Kingsbridge Road.

South of the project site across West Kingsbridge Road, the study area is generally characterized by two- to three-story attached and detached houses, and various smaller institutional uses.

Continuing east through the study area, Jerome Avenue is divided by the columns of the No. 4 train viaduct. Jerome Avenue divides Kingsbridge Road into west and east sections. The west side of Jerome Avenue south of West Kingsbridge Road is characterized by a mix of commercial, residential, and institutional uses and larger, six-story residential apartment buildings (with and without ground-floor retail), while the east side of Jerome Avenue is characterized by larger, six-story apartment buildings and large open spaces. In general, this northeast portion of the study area—which is roughly bounded by the Grand Concourse to the east—contains fewer single-family homes and more five- and six-story apartment buildings. A number of these apartment buildings have ground-floor retail.

*Study Area Employment*

According to census data, in 2000 approximately 3,567 workers were employed within the census tracts that are part of the ¼-mile study area. These workers represented approximately 1.3 percent of all employment in the Bronx (see **Table 3-1**).

**Table 3-1  
2000 Employment by Industry Sector**

Industry Sector	¼-Mile Study Area <sup>1</sup>		Bronx		New York City	
	Total Emp.	% of Total Emp.	Total Emp.	% of Total Emp.	Total Emp.	% of Total Emp.
Agriculture, forestry, fishing & hunting and mining	20	0.6	410	0.1	2,190	0.1
Construction	150	4.2	14,435	5.1	171,880	4.6
Manufacturing	74	2.1	12,205	4.3	226,420	6.0
Wholesale trade	20	0.6	9,585	3.4	119,075	3.2
Retail trade	620	17.4	24,500	8.7	306,865	8.2
Transportation and warehousing & utilities	165	4.6	16,995	6.0	248,485	6.6
Information	15	0.4	5,720	2.0	219,010	5.8
Finance, rental and leasing	309	8.7	14,635	5.2	488,170	13.0
Professional, scientific, management, administrative, and waste management	164	4.6	12,910	4.6	475,170	12.7
Educational, health and social services	1,430	40.1	121,330	43.2	838,210	22.3
Arts, entertainment, recreation, accommodation and food services	245	6.9	14,430	5.1	276,230	7.4
Other services (except public administration)	240	6.7	16,340	5.8	189,985	5.1
Public administration	115	3.2	17,140	6.1	191,285	5.1
Armed forces	0	0.0	300	0.1	2,150	0.1
<b>Total Workers</b>	<b>3,567</b>	<b>100.0</b>	<b>280,935</b>	<b>100.0</b>	<b>3,755,125</b>	<b>100.0</b>
<b>Notes:</b>	The employment figures do not include census tract 409, which contains Lehman College, PS 86 and PS 340. Due to the size of this census tract, including it would overestimate the employment figures in the education, health and social services category.					
<b>Sources:</b>	U.S. Census Bureau, 2000; Reverse Journey to Work data, Table CTPP2 P-3.					

As shown in **Table 3-1**, in 2000 40.1 percent of study area workers (1,430 jobs) were employed in the educational, health and social services sectors. Large employers in this sector include: the James J. Peters Department of Veterans Affairs Medical Center on the south side of West Kingsbridge Road between Webb and Sedgewick Avenues; Bethel Community Church, located on Claflin Avenue; Fordham Manor Dutch Reformed Church, located on Reservoir Avenue; the Jerome Park branch of the New York Public Library, located on Eames Place; and Public School 307, which is also located on Eames Place. Other employers in the educational, health and social services sector include the Harry and Jeanette Weinberg Campus of the Jewish Hospital Home and Hospital Lifecare System on the south side of West Kingsbridge Road between Webb and University Avenues, and the Kittay House, a nursing home, which is also located on the Harry and Jeanette Weinberg Campus superblock. Smaller institutional uses, such as the Kingdom Hall Church on Jerome Avenue, the Young Men's Buddhist Association of America on Davidson Avenue, Monroe College on Jerome Avenue, and the University Nursing Home on Grand Avenue, also contribute to the high percentage of workers employed in the educational, health and social services sectors in the study area.

The next largest employment sector in the study area is retail, accounting for 620 jobs (17.4 percent) of employment in the study area, which is higher than the Bronx and New York City averages of 8.7 percent and 8.2 percent employees in the retail sector, respectively.

Differences in the industry classification system used for the 1990 and 2000 Censuses make it difficult to compare industry-specific employment data across this time period.<sup>1</sup> However, a comparison of the 1990 and 2000 employment sectors indicates that between 1990 and 2000, total employment decreased in the study area from 3,943 jobs to 3,567 jobs. This was a decrease of 9.5 percent, compared to a decrease of 4.3 percent in the Bronx. Employment declines in the study area and the borough during this period are in contrast to New York City as a whole, as employment grew by about five percent between 1990 and 2000.

#### *CEQR SCREENING CRITERIA*

The following section responds to the screening criteria outlined in Chapter 3B, Section 322.2 of the *CEQR Technical Manual* (and numbered in italics below), which describes circumstances that can generate potentially significant adverse impacts due to indirect business and institutional displacement.

#### ***(1) Would the proposed project introduce enough of a new economic activity to alter existing economic patterns?***

The proposed project would alter the land use on the project site by redeveloping the substantially vacant Armory with approximately 494,960 square feet of commercial and community facility space. While the proposed uses would be substantial additions to the study area, they do not represent new types of land uses. Kingsbridge Road is a busy commercial thoroughfare which already contains retail and other commercial uses. More broadly, the study area already contains a variety of shoppers' and convenience goods, cinemas within close proximity, and community facility uses. Therefore, the proposed project is not expected to

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<sup>1</sup> The 1990 data is based on the Standard Industrial Classification (SIC) system and the 2000 data is based on the North American Industry Classification System (NAICS). There are significant differences in the way in which businesses were grouped into industry categories under the two classification systems, making it difficult to compare some industry data over time.

introduce enough of a different economic activity to alter existing economic patterns in the study area.

***(2) Would the proposed project add to the concentration of a particular sector of the local economy enough to alter or accelerate an ongoing trend to alter existing patterns?***

The proposed project would result in the development of approximately 494,960 square feet of commercial and community facility space. Given the size of the planned retail offering and the potential for overlap with products already offered at other retail establishments in the area, there is the potential for indirect business displacement due to competition. Following this analysis of indirect business displacement due to increased rents is an analysis of indirect business displacement due to competition, which is included in Section D, “Detailed Analysis of Indirect Business Displacement.”

Businesses most vulnerable to indirect displacement due to increased rents are typically those businesses whose uses are less compatible with the economic trends that are creating upward rent pressures in the study area; i.e., those businesses that tend to not directly benefit in terms of increased business activity from the market forces generating the increases in rent. The neighborhood surrounding the project site is mostly residential with an existing retail concentration. New retail uses coming to the area would therefore draw new retail customers to the study area, and existing retail uses could potentially capture additional sales.

Industrial uses within the study area would not capture any value from these customer trips, while a retail use could potentially capture additional sales from cross-shopping activity. Therefore, industrial uses in the study area could be considered vulnerable to indirect displacement, as a property owner could decide to convert an existing industrial property to a retail use. There is only one industrial business in the study area—an auto-body shop. In the event that this business would be indirectly displaced, it would not substantially affect this industry concentration of the local economy. This business does not contribute to neighborhood character in a socioeconomic sense and due to the size of the business, could be relocated without great difficulty.

As described above, the majority of the other uses in the study area are institutional. These are all established uses in the study area that would not be vulnerable to indirect displacement.

***(3) Would the proposed project displace uses or properties that have had a “blighting” effect on commercial property values in the area, leading to rises in commercial rents?***

As stated above, the project site contains an active use and does not impose poor physical conditions on the surrounding area. The Kingsbridge Armory is listed on the State and National Registers of Historic Places and is a designated New York City Landmark, and is currently undergoing restorations initiatives by EDC. While exterior façade and ground sanitation conditions may reflect some elements of blight, the project site is not uniquely blighted within the context of the study area; this is evidenced by new construction and renovations of commercial properties located on West Kingsbridge Road. The removal of substandard physical conditions and the existing use from the project site would not be of a scale to affect commercial property values in the surrounding area.

In addition, low vacancy rates in the area, as well as a total of 201 new residential units expected to be developed by 2013, suggest that the project site does not have a “blighting” effect on commercial property values in the area.

***(4) Would the proposed project directly displace uses of any type that directly support businesses in the study area or bring people to the area that form a customer base for local businesses?***

A small portion of the project site is currently used for storage of New York City's graffiti removal trucks. Independent of the proposed action, this use would be relocated to another City-owned location before the 2013 build year. The proposed project would therefore not displace uses of any type that directly support businesses in the study area.

***(5) Would the proposed project directly or indirectly displace residents, workers, or visitors who form the customer base of existing businesses in the study area?***

As described above in the analysis of direct business displacement, the proposed project would not directly displace any uses from the project site. The relocation of the current truck storage use would not have a substantial economic effect on businesses in the study area. The storage use is not unique to the area, nor does it have a substantial economic value to the area. Overall, the location of the project site is not critical to the success of the business using the site, or to the success of other area businesses. There are other suitable locations for vehicle storage in the immediate area, in the borough, and in the City more broadly such that the viability of any of the businesses and institutions would not be jeopardized by the displacement of this interim use. The proposed project would not directly displace residents, workers, or visitors. Likewise, while employees generated by the site's current truck storage use may patronize existing local businesses, the relocation of this use would not affect the overall customer base of businesses in the study area. Furthermore, the introduction of the proposed project would add approximately 1,208 workers to the project site, who would in effect increase the existing customer base and overall viability of businesses in the study area.

***(6) Would the proposed project introduce a land use that could have a similar indirect effect, through the lowering of property values if it is large enough or prominent enough, or combines with other like uses to create a critical mass large enough to offset positive trends in the study area, to impede efforts to attract investment to the area, or to create a climate for disinvestment?***

The proposed project would not offset positive trends in the study area, impede efforts to attract investment, or create a climate for disinvestment. The majority of the project site is currently vacant, and the proposed project would convert the Armory into productive use.

### ***CONCLUSION***

Based on the preliminary assessment presented above, the proposed project would not result in significant adverse indirect business displacement impacts due to increased rents. However, in the future with the proposed project there is the potential for overlap between the project's likely retail products and the existing retail base in the area, which could result in indirect displacement due to competition. A detailed analysis is necessary to determine whether the proposed project could lead to indirect business displacement, and whether such displacement, if it were to occur, would result in significant adverse impacts. This analysis is presented in Section D, "Detailed Analysis of Indirect Business Displacement due to Competition," below.

## **D. DETAILED ANALYSIS: INDIRECT BUSINESS DISPLACEMENT DUE TO COMPETITION**

According to Chapter 3B, Section 332.2 of the *CEQR Technical Manual*, development activity such as shopping facilities may attract sales from existing stores, and while these competitive socioeconomic impacts do not necessarily generate environmental concerns, they can become an environmental concern if they have the potential to affect neighborhood character by affecting the viability of neighborhood shopping areas. The proposed project's estimated 377,235 square feet of retail has the potential to result in indirect displacement due to competition. Therefore, the section below evaluates whether this potential indirect displacement from competition could result in significant adverse impacts.

In accordance with CEQR guidelines, the analysis is framed in the context of existing conditions and evaluations of a) the future without the proposed project and b) the future with the proposed project in 2013. The analysis begins with a description of retail employment and sales trends in the Bronx and New York City, a demographic profile of the proposed project's 3-mile Primary Trade Area, and a description of retail concentrations in a smaller 1.5-Mile Trade Area. Current retail expenditure potential and sales estimates are then presented for the Primary Trade Area and used to develop retail capture rates for different types of retail stores (e.g., shoppers' goods, convenience goods, eating and drinking establishments). These existing capture rates are compared to estimated capture rates in the future without and with the proposed project to determine the project's potential competitive impact on retail stores within the Primary Trade Area. Finally, this section examines the proposed project's potential competitive effects within the 1.5-Mile Trade Area to determine whether competition with stores in local shopping areas could undermine the viability of retail concentrations, thereby leading to potential significant adverse impacts to neighborhood character.

The analysis concludes that while the possibility of some limited indirect business displacement due to competition cannot be ruled out, any displacement that might occur would not substantially affect neighborhood character, and therefore would not be considered to be a significant adverse socioeconomic impact under CEQR.

### **EXISTING CONDITIONS**

#### *RETAIL EMPLOYMENT AND SALES TRENDS IN THE BRONX AND NEW YORK CITY*

This analysis assesses employment and sales in three major retail categories: shoppers' goods; convenience goods; and eating and drinking establishments. These categories were analyzed because the proposed project could introduce retail in each of these categories. Shoppers' goods are typically higher value goods—such as clothing, electronics, or furniture—for which consumers compare quality and price at more than one store before making a purchase. Data for department stores—a subset of the shoppers' goods category—is presented in the event that this use is introduced at the proposed site. Department stores are defined as large retail stores—commonly part of a retail chain—that are organized into different departments offering a variety of merchandise.<sup>1</sup>

Convenience goods are usually lower value goods that are purchased frequently and immediately, often near the workplace, with little or no comparison shopping. Like department

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<sup>1</sup> Princeton University Word Net, [www.wordnet.Princeton.edu](http://www.wordnet.Princeton.edu). Accessed October 30, 2008.

stores, grocery store data is distinguished within this category in the event that this use is introduced by the proposed project. Eating and drinking establishments include full and limited service restaurants, special food services, and drinking places containing alcoholic beverages. It is likely that restaurants, among retail uses to be introduced by the proposed project, would account for a portion of total sales and employment.

Between 1997 and 2006, the total number of persons employed at eating and drinking establishments, as well as stores selling shoppers' goods and convenience goods, increased by 18.4 percent in the Bronx. This was a total increase of 4,896 employees, from 26,590 in 1997 to 31,486 in 2006 (See **Table 3-2**). Total New York City employment within these retail sectors increased at an even faster rate of 32.5 percent over the same time period (see **Table 3-3**).

In terms of retail sales, in 2002, Bronx businesses sold roughly \$4.4 billion in goods and services in these categories, increasing total sales for these categories by 31.4 percent since 1997. In comparison, the City increased sales for these categories by 16.8 percent over the same time period. Over this period, total shoppers' goods sales in the Bronx increased by 79.0 percent, from \$894 million to \$1.6 billion. However, total department store sales decreased 11.1 percent, from \$307 million in 1997 to \$273 million in 2002 (see **Table 3-2**). A similar trend was present in grocery store sales over these same five years. While the more general convenience goods sales increased 13.4 percent in the Bronx, grocery sales fell 9.9 percent, from \$1.1 billion to \$1.0 billion between 1997 and 2002. Overall, sales among eating and drinking establishments increased 17.1 percent (\$475 million to \$556 million).

**Table 3-2  
Retail Employment and Sales in Bronx, NY 1997-2006**

Retail Category <sup>1</sup>	Employment			Sales in (millions of) 2008 dollars		
	1997	2002	2006	1997	2002	2006 <sup>2</sup>
Shoppers' Goods	9,085	9,407	10,513	\$894	\$1,600	NA
<i>Department Stores</i>	2,263	1,491	1,798	\$307	\$273	NA
Convenience Goods	9,492	8,572	10,311	\$1,981	\$2,246	NA
<i>Grocery stores</i>	5,385	4,801	5,812	\$1,122	\$1,010	NA
Eating & Drinking Establishments	8,013	9,487	10,662	\$475	\$556	NA
<b>Total<sup>3&amp;4</sup></b>	<b>26,590</b>	<b>27,466</b>	<b>31,486</b>	<b>\$3,350</b>	<b>\$4,402</b>	<b>NA</b>

**Notes:**

<sup>1</sup> Shoppers' Goods include general merchandise stores; apparel and accessory stores (including shoes); furniture and home furnishing stores; electronics and appliance stores; optical goods stores; sporting goods, hobby, book, and music stores; office supplies, stationery, and gift stores; used merchandise stores; and art dealers.  
Convenience Goods include food and beverage stores (including delis, bakeries, and supermarkets); drug and proprietary stores; florists; pet and pet supplies stores; and other miscellaneous store retailers.  
Eating and Drinking Establishments include full and limited service restaurants, special food services, and drinking places serving alcoholic beverages.

<sup>2</sup> Sales data from 2006 are not yet available from the Census of Retail Trade.

<sup>3</sup> Total does not reflect total employment or sales for all retail—only those retail categories included in Shoppers' Goods, Convenience Goods, and Eating and Drinking Establishments. Retail establishments not included in this total are: Auto-Related businesses, Building Materials and Garden Supply, and Non-Store Retailers.

<sup>4</sup> Totals may not add up due to rounding.

**Sources:** US Census Bureau, Economic Census 1997, 2002; County Business Patterns 2006

**Table 3-3**  
**Retail Employment and Sales in New York City 1997-2006**

Retail Category <sup>1</sup>	Employment			Sales in (millions of) 2008 dollars		
	1997	2002	2006	1997	2002	2006 <sup>2</sup>
Shoppers' Goods	105,499	114,305	145,814	\$23,104	\$26,017	NA
<i>Department Stores</i>	<i>21,254</i>	<i>16,190</i>	<i>19,649</i>	<i>\$4,480</i>	<i>\$3,576</i>	NA
Convenience Goods	76,634	83,777	99,849	\$16,492	\$20,040	NA
<i>Grocery Stores</i>	<i>40,867</i>	<i>43,720</i>	<i>49,397</i>	<i>\$8,646</i>	<i>\$8,959</i>	NA
Eating & Drinking Establishments	147,936	173,947	191,540	\$10,281	\$12,178	NA
<b>Total<sup>3&amp;4</sup></b>	<b>330,069</b>	<b>372,029</b>	<b>437,203</b>	<b>\$49,877</b>	<b>\$58,235</b>	<b>NA</b>
<b>Notes:</b>						
<sup>1</sup> Shoppers' Goods include general merchandise stores; apparel and accessory stores (including shoes); furniture and home furnishing stores; electronics and appliance stores; optical goods stores; sporting goods, hobby, book, and music stores; office supplies, stationery, and gift stores; used merchandise stores; and art dealers. Convenience Goods include food and beverage stores (including delis, bakeries, and supermarkets); drug and proprietary stores; florists; pet and pet supplies stores; and other miscellaneous store retailers. Eating and Drinking Establishments include full and limited service restaurants, special food services and drinking places serving alcoholic beverages.						
<sup>2</sup> Sales data from 2006 are not yet available from the Census of Retail Trade.						
<sup>3</sup> Total does not reflect total employment or sales for all retail—only those retail categories included in Shoppers' Goods, Convenience Goods, and Eating and Drinking Establishments. Retail establishments not included in this total are: Auto-Related businesses, Building Materials and Garden Supply, and Non-Store Retailers.						
<sup>4</sup> Totals may not add up due to rounding.						
<b>Sources:</b> US Census Bureau, Economic Census 1997, 2002; County Business Patterns 2006						

*DELINEATION OF TRADE AREAS*

As described in the *CEQR Technical Manual*, an analysis of the potential effects of competition should encompass a primary trade area from which the bulk of new stores' sales are likely to be derived. As defined by Urban Land Institute's *Shopping Center Development Handbook*, trade areas for shopping centers similar in size to the proposed project generally extend 12 miles from the project site, and typically can be reached within a 30-minute drive. Shopping centers expect to draw 70 to 80 percent of their regular customers from this trade area.

Trade areas for major retail projects in New York City are typically smaller than the national standards cited in the *Shopping Center Development Handbook*, due primarily to the density of development in the New York metropolitan region. A 12-mile radius from the project site in the Bronx extends throughout the Bronx and into portions of the Borough of Manhattan, Westchester County, and parts of eastern New Jersey. This would not be an appropriate trade area for the proposed project because many of those traveling from the more distant reaches of a 12-mile trade area would be traveling past destination retail concentrations of equal or greater size to reach the project site. For example, residents of Westchester County are more likely to regularly visit closer retail destinations such as those present within the cities of Yonkers and White Plains. Similarly, shoppers originating from New Jersey would need to cross the George Washington Bridge, whose \$8 toll would discourage regular shopping trips to the Bronx.

Thus, for the purposes of this analysis, the "Primary Trade Area" for the proposed project is assumed to be roughly a three-mile perimeter from the project site (see **Figure 3-2**).<sup>1</sup> This three-

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<sup>1</sup> The three-mile Primary Trade Area was modified to conform to major highways and census tract boundaries bordering the three-mile radius.



mile radius is bounded to the west and north by the boundaries of the Bronx, to the east by Baychester Road/Interstate 678, and to the south by Bruckner Boulevard and 161st Street. In addition, a small portion of the northern tip of Manhattan was included within this three-mile boundary, encompassing all areas north of West 155th Street. After accounting for physical boundaries, major highways and public transportation routes, the study area delineation also took into account the proximity of other large retail centers which offer potentially competitive retail goods to those expected at the proposed project, and which are easily accessible to residents of the Primary Trade Area. It is assumed that most residents living beyond these competitive retail centers would not be a part of the proposed project's regular customer base. Under these assumptions, it is expected that approximately 80 percent of the proposed project's customer base would be drawn from the Primary Trade Area.

There is an expectation that within the Primary Trade Area, the proposed project would draw a larger portion of its business from residents that live closest to the proposed project, as a result of more convenient access, shorter travel time and distance, and propensity to take advantage of a major shopping resource close to home. Those living farther from the proposed project would likely have a greater selection of large shopping resources in closer proximity to their homes. For this reason, the competition analysis focuses on both the Primary Trade Area and a smaller trade area within 1.5 miles of the project site, referred to as the "1.5-Mile Trade Area." As shown in **Figure 3-1**, this 1.5-mile area encompasses a total of 13 different retail concentrations, or subareas. Overall, this area captures portions of Riverdale, upper Manhattan, Marble Hill, Norwood, Bedford Park, University Heights, Fordham-Bedford, Belmont, East Tremont, West Farms, and Belmont.

#### *DEMOGRAPHIC PROFILE OF PRIMARY TRADE AREA*

Demographic factors can affect retail market potential. Changes in the number of people living in a trade area alters the potential customer pool; household income levels affect how much households spend on retail purchases; and car ownership or availability can affect where people shop. These three demographic/household characteristics are discussed below for the Primary Trade Area, and are used to inform the discussion on potential impacts of the proposed project.

##### *Population and Households*

In 2000, there were approximately 1.2 million people living in the Primary Trade Area, representing 92.7 percent of the entire Bronx population (see **Table 3-4**). Between 1990 and 2000, the area increased its residential population by 10.3 percent (a net increase of 115,462 residents), while total households increased by 7.4 percent (29,230 households). Population gains within the Primary Trade Area were similar to both the borough and city, whose residential populations increased by 10.7 and 9.4 percent, respectively. The Bronx gained a slightly higher percentage of households than the study area, growing 9.2 percent, while New York City as a whole grew by 7.2 percent.

Based on RPAD's 2008 database, a total of 17,996 residential units were added to the Primary Trade Area between 2000 and 2008, an indication that the total population increased during this time.

**Table 3-4**

**Population, Households, and Median Household Income in Primary Trade Area, Bronx and New York City, 1990 and 2000**

	1990	2000	Change 1990-2000	Percent Change 1990-2000
<b>Population</b>				
Primary Trade Area	1,120,125	1,235,587	115,462	10.3
Bronx	1,203,789	1,332,650	128,861	10.7
New York City	7,322,564	8,008,278	685,714	9.4
<b>Households</b>				
Primary Trade Area	397,665	426,895	29,230	7.4
Bronx	424,112	463,212	39,100	9.2
New York City	2,819,401	3,021,588	202,187	7.2
<b>Median Household Income</b>				
Primary Trade Area	\$37,634	\$35,238	(\$2,396)	-6.4%
Bronx	\$38,172	\$35,965	(\$2,207)	-5.8%
New York City	\$ 51,878	\$ 49,709	(\$2,168)	-4.2%
<b>Notes:</b> Median household income data is from 1989 and 1999 and is presented in 2008 constant dollars.				
<b>Sources:</b> US Census Bureau. 1990 and 2000 Census. Summary files 1 and 3, and ESRI, Inc.				

*Median Household Income*

In 2000, households in the Primary Trade Area earned a median income of \$35,238 (in 2008 dollars), which was 2.1 percent lower than the borough’s median income (\$35,965) and 41.1 percent lower than the median income for the city (\$49,709). All areas experienced real decreases in median household incomes between 1990 and 2000 (see **Table 3-4**). The Primary Trade Area decreased at a rate of 6.4 percent over this time period—higher than the overall borough and City’s decreases during this time.

*Vehicle Availability*

Vehicle availability can affect shopping habits. Households with access to at least one vehicle generally travel greater distances to make certain household purchases than households without access to a car. For example, a household with access to a car may drive to a wholesale club or major supermarket several miles from home to purchase food products to serve their needs for a week or more. Households without access to a car are more likely to shop at the grocery store closest to their home, and may be more likely to make more frequent trips, buying smaller quantities of food per trip than driving households.

When compared to the borough and the city, the Primary Trade Area had the smallest percentage of households with access to one or more vehicles. Within the Primary Trade Area, 33.5 percent of households had access to one or more vehicles, as compared to 38.4 percent in the Bronx and 44.3 percent in New York City (see **Table 3-5**). A total of 66.5 percent of residents living in the Primary Trade Area did not have access to a car, which was slightly higher than the Bronx (61.6 percent) and City overall (55.7 percent).

**Table 3-5**

**Vehicles Available for Use by Household Members in Primary Trade Area, Bronx  
and New York City, 2000**

	Households	Percent of Households
<b>Primary Trade Area</b>		
No Car	283,975	66.5
One Car	111,875	26.2
Two Cars	24,833	5.8
Three or More Cars	6,277	1.5
<b>Bronx</b>		
No Car	285,309	61.6
One Car	133,331	28.8
Two Cars	35,841	7.7
Three or More Cars	8,731	1.9
<b>New York City</b>		
No Car	1,682,946	55.7
One Car	955,165	31.6
Two Cars	305,267	10.1
Three or More Cars	78,210	2.6
<b>Notes:</b> Total households presented in this table are from Summary Tape File 3, which may not match total households presented in <b>Table 3-4</b> (from Summary Tape File 1).		
<b>Sources:</b> US Census Bureau. 1990 and 2000 Census. Summary files 1 and 3, and ESRI, Inc.		

#### *RETAIL CONCENTRATIONS IN THE 1.5-MILE TRADE AREA*

As described in the *CEQR Technical Manual*, competitive effects on stores closest to a project site can occur even when there are still substantial unspent expenditures within a trade area. While competition does not constitute a significant adverse impact under CEQR guidelines, when competition adversely affects neighborhood character, it could constitute a significant adverse impact. If the proposed project has the potential to affect the operations of competitive stores located on neighborhood commercial strips, and if these competitive stores anchor stores on those strips, there would be the potential for neighborhood character impacts. The *CEQR Technical Manual* also states that the number and variety of proposed non-anchor stores could accentuate the potential impacts.

The following section examines retail concentrations located within a more localized 1.5-Mile Trade Area to determine whether competition with stores in local shopping areas could undermine the viability of retail concentrations, thereby leading to significant adverse impacts to neighborhood character. The 1.5-Mile Trade Area was modified based on accessibility to the project site via major roadways and public transportation (see **Figure 3-1**).

#### *Retail Concentrations*

The retail concentrations described below were determined to have the greatest potential for significant adverse impacts due to competition from the proposed project. The principle characteristics of each retail area are presented with respect to merchandise selection. Retail concentrations (or subareas) within the 1.5-Mile Trade Area consist of a total of 3,428 retail businesses (see **Table 3-6**). The size of the 13 retail concentrations in the 1.5-Mile Trade Area vary considerably, ranging from 67 stores found on the eastern portion of Tremont Avenue, to 638 stores found on Fordham Road. Many of them function primarily to serve the surrounding residential population through their convenience goods and neighborhood service offerings. Overall, roughly a third of total storefronts surveyed (31.5 percent) offer primarily neighborhood services (see **Appendix A**). Roughly one fifth of all storefronts offer primarily shoppers' goods (21.2 percent).

**Table 3-6**  
**Retail Storefronts in the 1.5-Mile Study Area**

<b>Retail Category</b>	<b>Storefronts</b>	<b>Percent of Total</b>
Shoppers' Goods	727	21.2%
Building Materials, Hardware, & Garden Supply	50	1.5%
Auto-Related Trade	142	4.1%
Convenience Goods	605	17.7%
Eating and Drinking Places	480	14.0%
Neighborhood Services	1,080	31.5%
Vacant Storefronts	344	10.0%
<b>Total Storefronts</b>	<b>3,428</b>	<b>100.0%</b>
<b>Notes:</b> Tabulation includes storefronts within major retail concentrations within the 1.5-Mile Trade Area.		
<b>Source:</b> AKRF, Inc. field surveys conducted in September and October 2008.		

The majority of businesses found within a 1.5-Mile Trade Area are small in size. Some stores among the 13 subareas occupy much larger footprints, and are prominent icons within their respective commercial areas. These larger stores attract consumers from outside of the 1.5-Mile Area; some also attract from outside of the Primary Trade Area. Some contain parking lots for customers traveling far distances to purchase shoppers' goods and other products in bulk. One example of such an area is the shopping district along Broadway in Marble Hill. Overall the 1.5-Mile Trade Area is adequately serviced by public transportation, as several north/southbound train lines traverse the area. These include (from west to east): the No. 1, 4, B, D, 2, and 5 train lines.

*Area 1: Dyckman Street*

This retail concentration is located in the Inwood section of Manhattan, along Dyckman Street between 10th Avenue and Broadway/Seaman Avenue, and is roughly 1.5 miles southwest of the project site (see **Figure 3-1**). This portion of Manhattan is physically separated from the entire Bronx borough by the Harlem River, somewhat limiting the area's accessibility to the project site. The concentrations contain a total of 193 storefronts, consisting primarily of stores offering neighborhood services (29 percent) and shoppers' goods (24.9 percent). The majority of these businesses tend to be small in size and more neighborhood-oriented throughout the strip, catering to the surrounding residential population. Generally, stores in Area 1 are found on the ground floor of large residential structures. Within the shoppers' goods sector, the majority of retail pertains to clothing and clothing accessories. Many signs posted in windows of businesses within Area 1 are in Spanish, suggesting the majority of these establishments offering neighborhood services cater to a largely Spanish-speaking residential population. Major chains in Area 1 include CVS, Chase Bank, Dunkin' Donuts/Baskin Robbins, Payless and H+R Block. Area 1 is located between the Dyckman Street stop on the No. 1 train line, and the Dyckman Street station on the A train line.

*Area 2: West 207th Street*

The West 207th Street retail concentration is also located in Inwood, approximately 1.5 miles southwest of the project site. The survey covered the areas of West 207th Street between 9th Avenue and Broadway/Cooper Street, and West 206th Street between 9th and 10th Avenues. In total, this retail area contains 223 storefronts. Like the Dyckman Street retail concentration, the majority of these establishments occupy small lots, with nearly one-third providing primarily neighborhood services. Among these there are hair, nail, and skin care services and miscellaneous professional services such as travel agencies and tax services. The strip between Sherman and Vermilyea Avenues contains more commonly known retailers such as RadioShack

and RiteAid. Customers have access to metered on-street parking. A fair amount of pedestrian activity was noted in the area, likely due to its proximity to two train stations (i.e., the No. 1 and A train lines).

*Area 3: Riverdale*

Roughly 1.5 miles northwest of the project site, the Riverdale section of the northwest Bronx is a primarily residential area. The survey of this section covered the area roughly bounded by West 238th Street to the north, West 232nd Street to the south, Waldo Avenue to the east, and Netherland Avenue to the west. A total of 153 commercial businesses can be found concentrated along Johnson Avenue and Riverdale Street. There are many kosher establishments, particularly on Johnson Avenue. Retail in this area consists predominantly of 68 neighborhood service businesses (44.2 percent), mostly nail, hair, and skin care services and medical offices. Many medical offices are located within residential buildings. There are 35 full and limited service eating establishments, most of which are not chain restaurants. The vacancy rate of 5.8 percent is lower than other competing areas. Overall, Riverdale is quiet, with less pedestrian traffic than other nearby areas. Existing stores likely attract a local population based on the area's offerings. In addition, the area's connectivity is limited to the Riverdale Metro-North train station and a few local MTA bus routes.

*Area 4: Broadway/Marble Hill*

Marble Hill is located directly north of the Harlem River, approximately ¾-mile northwest of the project site. The survey covered the area roughly bounded by the Manhattan College Parkway to the north, the Harlem River to the south, the Major Deegan Expressway to the east, and Tibbett Avenue to the west. The Broadway retail concentration is an active retail corridor. Out of the 320 storefronts in this area, 109 (34.1 percent) are oriented toward providing neighborhood services. Shoppers' goods also are prevalent, comprising 20 percent of all storefronts. Within that category, clothing and clothing accessories have the highest concentration. The Broadway/Marble Hill retail concentration is accessible by public transportation, with four stops off the No. 1 train line, and the Marble Hill station on Metro-North at the southern end of the area. Portions of this area however, contain retail attracting mostly automobile-oriented consumers, as there are several parking lots associated with the retail uses, and many of the stores are not in close proximity to each other. Residential buildings are interspersed throughout.

The River Plaza Mall is the most prominent retail concentration, located at the corner of Broadway and West 225th Street. This mall contains ample parking for customers shopping at Target, Marshalls, and some small retail outlets, or eating at Applebee's. Throughout the remainder of the Broadway strip are a variety of national chains, including Loehmann's, Staples, RiteAid, Garden Gourmet, Stop and Shop, and IHOP.

*Area 5: Jerome Avenue/Gun Hill Road*

Situated roughly one mile northeast of the project site, this retail concentration is located in a portion of Norwood and Bedford Park. The survey covered the area on Jerome Avenue between the Mosholu Parkway North/Gun Hill Parkway and the intersection of Jerome and Bainbridge Avenues, as well as the area of Gun Hill Road between Knox Place and Webster Avenue. This retail concentration's consumer base consists of a local residential population as well as a number of employees working at two major hospitals within the area: the North Central Bronx Hospital and Montefiore Medical Center. Jerome Avenue lies underneath the elevated No. 4 train line, just north of the Mosholu Parkway stop. Out of the 215 storefronts in this area, the majority are neighborhood services (32.1 percent) and shoppers' goods (21.9 percent). The area's close proximity to two major hospitals may explain why a concentration of medical

## **The Shops at the Armory DEIS**

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offices and pharmacies (8) are located within this commercial area. Major national chains in this area include FootLocker, CVS, McDonald's, Payless, FYE, and GNC.

### *Area 6: Kingsbridge Road*

The proposed project is embedded in the Kingsbridge Road retail concentration located in the Kingsbridge Heights section of the Bronx. The retail concentration consists of small retail establishments, primarily those that offer neighborhood services, accounting for 72 out of the 184 storefronts (39 percent). West Kingsbridge Road between Sedgwick Road and Jerome Avenue include various local, non-franchise establishments, with the exception of a Popeye's and a Subway. East Kingsbridge Road between Morris Avenue and Grand Concourse contains mostly local, smaller retail stores and limited service eateries. About thirty percent of the stores sell convenience goods such as food and beverages. Many signs in this area are in Spanish, suggesting that these stores cater to the area's Spanish-speaking population. The Kingsbridge Road stop on the No. 4 train line is located in the middle of this retail area, at the intersection of Jerome Avenue and West Kingsbridge Road. Also located at this intersection are several chain retailers such as: Duane Reade, Associated Supermarket, Chase Bank, Dunkin' Donuts/Baskin Robbins, and McDonald's, all within close proximity to the subway stop.

### *Area 7: Bainbridge Avenue/East 204th Street*

Forming a portion of Norwood, this retail concentration is roughly one mile northeast of the project site. This retail concentration is located on Bainbridge Avenue/East 204th Street, between Van Cortlandt Avenue East and Webster Avenue. This strip includes several small local businesses primarily providing neighborhood services, which account for 41 percent of the 162 storefronts. Convenience goods, shoppers' goods, and eating and drinking establishments are evenly distributed, each comprising between 17 and 19 percent of total storefronts in the area. Limited service eateries comprise a mix of local stores and larger national chains such as Papa John's, McDonald's, and Dunkin' Donuts. There are a number of establishments catering to the Muslim population in the area. A vacancy rate of 2.5 percent is the lowest in all of the 13 retail concentrations. Overall, this retail concentration is not defined by any particular business in either type or size. Bx28 and Bx34 buses and the D train subway station at 205th Street offer good accessibility to this area via public transport.

### *Area 8: Fordham Road*

This retail concentration contains the most storefronts of any of the retail concentrations within the 1.5-Mile Trade Area. The survey of this large retail concentration covered the area on Fordham Road between Dr. Martin Luther King Junior Boulevard/University Avenue and Southern Boulevard, as well as the areas of Jerome Avenue between East/West 184th and East/West 190th Streets, Grand Concourse between East 184th and East 192nd Streets, and Webster Avenue between East 188th and East 195th Streets. Fordham Road, in its entirety, extends through University Heights, Fordham, and the Fordham-Bedford neighborhoods, and along the northern border of Belmont. This street is a major local transportation artery in the Primary Trade Area. Its bus lanes offer substantial connectivity to pedestrians, running from the Inwood section of Manhattan east to Bay Plaza in the Bronx via the Bx12 bus route. Overall, Fordham Road is a particularly wide road whose several lanes physically separate the neighborhoods located to the north and south.

Out of the 638 storefronts surveyed—from Dr. Martin Luther King Boulevard to the west, to Prospect Avenue to the east—230 (36.1 percent) primarily sell shoppers' goods. Businesses are a mixture of both small neighborhood establishments and large national chains. A total of 105 stores specialize in clothing, which comprise about 20 percent of all retail storefronts along the

strip. Many of these stores—such as Conway, Foot Locker, and Lane Bryant—and a number of large discount stores occupy large footprints, and largely serve as an anchor to all the businesses on Fordham Road.

The Bx12 bus, several subway stations including Fordham Road (No. 4, B and D train lines), and the University Heights Metro-North station (Hudson Line) offer good accessibility to this area .

*Area 9: East 183rd Street*

This commercial section of University Heights is situated roughly ¾-mile from the project site. Businesses were surveyed on East 183rd Street between Aqueduct Avenue to the west and Ryer Avenue to the east, as well as the areas of Jerome Avenue between East/West 182nd and East/West 184th Streets and Grand Concourse between East 182nd and East 184th Streets. Of the 280 storefronts, there is a predominance of neighborhood services and convenience goods establishments which primarily serve the surrounding high-density residential community. There are 24 convenience stores in this area. Of supermarkets and other grocery stores in this area, C-Town is the only major chain. East 183rd Street is physically narrow, with only two automobile lanes and very constricted parking. A fair amount of pedestrian traffic was noted. The corridor can be accessed via the No 4 train line at Jerome Avenue and 183rd Street, and B and D train lines at Grand Concourse between 182nd and 183rd Street. The Bx32 bus line dissects the East 183rd Street at Jerome Avenue.

*Area 10: West Burnside Avenue/Jerome Avenue*

The West Burnside Avenue/Jerome Avenue retail concentration covers West Burnside Avenue between Andrews Avenue South and Grand Concourse, as well as Jerome Avenue between East 175th Street and East 181st Street and Tremont Avenue between Jerome and Morris Avenues. Roughly one mile south of the project site, this corridor—forming part of the University Heights neighborhood—contains a total of 304 storefronts, with a mix of both large and small businesses. Eighty-three of these are classified as neighborhood services (27.3 percent), 54 are shoppers' goods stores, and another 54 are convenience goods stores (17.8 percent, respectively). Along Jerome Avenue, particularly between East 176th Street and East Tremont Avenue, are many auto-related businesses. Burnside Avenue consists of small-scale retail, with its west and east portions divided by the Morris Heights Health Center. Overall, this entire concentration of retail is dominated by automobile traffic, rather than pedestrians. Bx32 bus and the No 4 train subway station at Jerome Avenue and Burnside Avenue offer good accessibility to this area via public transportation.

*Area 11: Tremont Avenue (western portion)*

Nearly 1.5 miles south of the project site, this retail concentration encompasses Webster Avenue from just south of East Mount Eden Avenue to East 180th Street, as well as Tremont Avenue from Carter to Vyse Avenues. This retail concentration forms part of the East Tremont section of the Bronx. The retail strip has both heavy pedestrian and automobile traffic. There are a total of 407 storefronts that include a mix of small, local retail shops and large stores, such as Rainbow, Payless, and RiteAid. Neighborhood services and shoppers' goods stores comprise 28.7 percent and 21.6 percent of the storefronts within this retail sector. Limited service eating establishments in this area include McDonald's, Subway, and Dominos, as well as other, non-chain local eateries. Tremont Avenue contains most of the retail, convenience, and eating establishments, while the majority of the 43 auto-related trade businesses are located on Webster Avenue. Metro North's Harlem Line stops at the Tremont Station at Tremont Avenue and Parke Avenue, at the western end of the retail corridor. Bx40 and B42 buses run the length of Tremont Avenue between Webster Avenue and Vyse Avenue.

### *Area 12: Tremont Avenue (eastern portion)*

The survey of this area covers Tremont Avenue between Bryant Avenue and the Bronx River Parkway, as well as East 179th Street between Devoe and Bronx Park Avenues and Lebanon Street between Bronx Park and Morris Park Avenues. The retail concentration contains a total of 66 businesses. This corridor, located just less than two miles from the project site—though still part of the modified 1.5-Mile-Trade Area—is primarily served by automobile traffic coming from both Tremont Avenue and Boston Road, capturing a portion of through traffic to and from the Bronx River Parkway. In sum, convenience goods and neighborhood services accounted for 19.4 and 20.9 percent of businesses, respectively, while roughly one-fifth of the storefronts were vacant—the highest vacancy rate in all subareas surveyed (20.9 percent).

Near West Farms Square at the intersection of Boston and West Farms Roads is the East Tremont/West Farms Square subway station (No. 2 and No. 5 train lines), sitting atop a number of small neighborhood service establishments and other shops offering convenience goods, most notably a Pioneer Supermarket. West of West Farms Square is a diverse concentration of convenience goods and some neighborhood services; automobile uses and vacant buildings can be found at the east end of this area.

### *Area 13: Arthur Avenue*

Arthur Avenue—located in the broader community of Belmont—is commonly known as the “Little Italy” of the Bronx. This ethnic enclave, which is located roughly one mile southeast of the project site, serves its local residential population as well as patrons from the greater New York City area. Visitors are attracted to the many small-scale authentic Italian restaurants, cafes, and specialty shops that define the local neighborhood character. This retail concentration covers 273 storefronts on East 187th Street between Lorillard Place and Southern Boulevard, Arthur Avenue between Crescent Avenue and East 188th Street, Hughes Avenue between Crescent Avenue and East 188th Street, and Crescent Avenue between Hughes Avenue and East 187th Street. Similar to the greater Arthur Avenue area, East 187th Street is characterized primarily by neighborhood services and convenience goods storefronts, which account for 27.8 percent and 26.4 percent of retail storefronts in the area. There are also a few Albanian specialty stores located within this retail sector, whose products are similar to the neighboring Italian shops. Overall, these businesses are typically family-owned establishments. With the exception of Chase Bank and C-Town, there are no major chains in the area. The Arthur Avenue area is not well served by public transportation. Only Bx36 at East 180th Street and Bx40 and 42 at Tremont Avenue have bus stops at Arthur Avenue.

## *HOUSEHOLD RETAIL EXPENDITURE POTENTIAL AND TRADE AREA CAPTURE RATE*

Retail expenditure potential and sales estimates used to develop capture rates for the Primary Trade Area were provided by ESRI, a commercial data provider. Data reflect 2008 conditions and are presented in 2008 constant dollars.

In 2008, households in the Primary Trade Area will spend an estimated \$5.9 billion on retail goods that include shoppers’ goods, convenience goods, and eating and drinking establishments. Roughly 41.0 percent of that amount will be spent on shoppers’ goods, 35.8 percent on convenience goods, and 23.2 percent on eating and drinking establishments (see **Table 3-7**). Similarly, 45.2 percent of the total expenditure potential, or demand, in New York City will be spent on shoppers’ goods, while 30.9 percent will be spent on convenience goods and 23.9 percent will be spent on eating and drinking establishments.



**Table 3-7**

**Household Retail Demand in the Primary Trade Area,  
Bronx, Manhattan, and NYC, 2008<sup>1</sup>**

	Primary Trade Area		Kings County		Manhattan		New York City	
	Total Demand (in millions)	Demand per Household	Total Demand (in millions)	Demand per Household	Total Demand (in millions)	Demand per Household	Total Demand (in millions)	Demand per Household
Shoppers' Goods	\$2,401	\$5,493	\$2,498	\$5,238	\$11,748	\$15,213	\$27,410	\$8,800
<i>Department Stores</i>	\$205	\$469	\$252	\$528	\$393	\$509	\$1,549	\$497
Convenience Goods	\$2,095	\$4,795	\$2,407	\$5,048	\$6,068	\$7,858	\$18,731	\$6,013
<i>Grocery Stores</i>	\$1,361	\$3,115	\$1,614	\$3,384	\$2,975	\$3,853	\$11,559	\$3,711
Eating and Drinking Establishments	\$1,359	\$3,111	\$1,472	\$3,088	\$5,633	\$7,295	\$14,527	\$4,664
<b>Total Retail Demand<sup>2 &amp; 3</sup></b>	<b>\$5,855</b>	<b>\$13,399</b>	<b>\$6,377</b>	<b>\$13,374</b>	<b>\$23,450</b>	<b>\$30,367</b>	<b>\$60,669</b>	<b>\$19,477</b>
<b>Notes:</b>								
All values are presented in 2008 dollars.								
<sup>1</sup> Demand (retail expenditure potential) estimates the expected amount spent by consumers at retail establishments. Expenditure estimates based on Consumer Expenditure Survey conducted by the Bureau of Labor Statistics.								
<sup>2</sup> Total does not reflect total sales for all retail—only those retail categories included in Shoppers' Goods, Convenience Goods, and Eating and Drinking Establishments. Retail establishments not included in this total are: Auto-Related businesses, Building Materials and Garden Supplies, and Non-Store Retailers.								
<sup>3</sup> Totals may not add up due to rounding.								
<b>Sources:</b> ESRI, Inc.								

Based on 2008 ESRI data, the average household in the Primary Trade Area will spend an estimated \$13,399 on retail goods that fall within the shoppers' goods, convenience goods and eating and drinking establishment retail categories. Households in the Primary Trade Area will spend \$25 more than the overall borough, and \$6,078 less than households in New York City as a whole. On a per household basis in 2008, Primary Trade Area households will spend an estimated average of \$5,493 on shoppers' goods, \$4,795 on convenience goods, and \$3,111 on eating and drinking establishments. Of the \$5,493 spent on shoppers' goods, \$469 (8.5 percent) will be spent at department stores. The proportion of shoppers' goods expenditures estimated to be spent at department stores by Primary Trade Area residents (approximately 8.5 percent) is below the proportions predicted by ESRI for New York State (9.4 percent) and the United States (24.9 percent), indicating a greater tendency for Primary Trade Area residents to purchase department store-type merchandise in smaller shoppers' goods stores. Of the \$4,795 that will be spent on convenience goods, about \$3,115 (65.0 percent) will be spent on groceries.

The amount of money that Primary Trade Area residents will spend on goods in these retail categories (an estimated \$5.9 billion in 2008) is considered the Primary Trade Area demand or its retail expenditure potential. This expenditure potential can be compared with total retail sales in the Primary Trade Area to obtain a "capture rate." Capture rates are measures of business activity in a trade area, indicating the percentage of consumer expenditures for retail goods that are being captured by retailers in the trade area. If the total sales in the trade area are much lower than the area's expenditure potential, then residents are spending a large portion of their available dollars outside of the trade area, and the capture rate is low. If sales are closer in value to expenditure potential, then the area residents are likely spending a higher proportion of their available resources within the area, and the capture rate is high. In general, trade areas that are

**The Shops at the Armory DEIS**

satisfying the retail demand generated by trade area households have captured rates of between 70 and 80 percent.<sup>1</sup>

Capture rates are also affected by an inflow of money from people who do not live in the area. Some of the sales in the Primary Trade Area, for example, may be from people living in other areas of the Bronx, other New York City boroughs, and elsewhere, shopping at stores in the Primary Trade Area. It is not possible to know exactly who (residents or non-residents) is spending money in the area. This is particularly true for employment-intensive areas such as Fordham Road, where a large portion of shoppers do not live, but rather work in the area. This is the case for New York City as a whole, where the retail capture rate is approximately 102.1 percent, and the capture rate for shoppers' goods is 108.6 percent (See **Table 3-11**). Capture rates in New York City are heavily weighted by visitor spending in Manhattan, where, for example, the capture rate for shoppers' goods is 179.1 percent (See **Table 3-10**).

Despite these uncertainties about the origin of sales in any particular trade area, comparing expenditure and sales data provides a good indication of how much of a trade area's household expenditure and sales is being captured by trade area retailers. **Tables 3-8 to 3-11** compare retail expenditures by Primary Trade Area, the Bronx, Manhattan, and New York City residents with retail sales at stores in those areas, and present the resulting capture rates. Expenditure and sales amounts do not include other major retail categories, such as: auto related businesses, building materials and garden supplies, and non-store retailers.

Potential expenditures in the Primary Trade Area for the selected retail categories represent approximately 9.7 percent of the total demand for those categories in New York City. Retail sales represent approximately 5.7 percent of total sales in the selected retail categories in the entire city. The amount of retail demand currently not captured by retail stores in the Primary Trade Area is largest for shoppers' goods (\$1.2 billion) followed by eating and drinking establishments (\$564 million).

**Table 3-8**  
**Household Retail Expenditures and Total Retail Sales, Primary Trade Area, 2008<sup>3</sup>**

	Retail Sales in Primary Trade Area	Retail Demand from Primary Trade Area Households	Amount Not Being Captured in Primary Trade Area	Primary Trade Area Capture Rate
Shoppers' Goods	\$1,154	\$2,401	\$1,247	48.1%
<i>Department Stores</i>	\$133	\$205	\$72	64.9%
Convenience Goods	\$1,608	\$2,095	\$487	76.8%
<i>Grocery Stores</i>	\$1,066	\$1,361	\$295	78.3%
Eating and Drinking Establishments	\$795	\$1,359	\$564	58.5%
<b>Total<sup>1&amp;2</sup></b>	<b>\$3,556</b>	<b>\$5,855</b>	<b>\$2,299</b>	<b>60.7%</b>
<b>Notes:</b>				
<sup>1</sup> Total does not reflect total sales for all retail—only those retail categories included in Shoppers' Goods, Convenience Goods, and Eating and Drinking Establishments. Retail establishments not included in this total are: Auto-Related businesses, Building Materials and Garden Supplies, and Non-Store Retailers.				
<sup>2</sup> Totals may not add up due to rounding.				
<sup>3</sup> In millions of 2008 dollars.				
<b>Sources:</b> ESRI, Inc., 2008.				

<sup>1</sup> The *Shopping Center Development Handbook*, published by the Urban Land Institute, indicates that shopping centers can expect to draw between 70 and 80 percent of their regular customers from their primary trade area.

**Table 3-9  
Household Retail Expenditures and Total Retail Sales, Bronx, 2008**

	Retail Sales in Bronx <sup>1</sup>	Retail Demand from Bronx Households <sup>1</sup>	Amount Not Being Captured in Bronx <sup>1</sup>	Bronx Capture Rate
Shoppers' Goods	\$1,223	\$2,498	\$1,275	49.0%
<i>Department Stores</i>	\$148	\$252	\$104	58.7%
Convenience Goods	\$1,497	\$2,407	\$910	62.2%
<i>Grocery Stores</i>	\$900	\$1,614	\$714	55.8%
Eating and Drinking Establishments	\$875	\$1,472	\$597	59.4%
<b>Total<sup>2</sup></b>	<b>\$3,595</b>	<b>\$6,377</b>	<b>\$2,782</b>	<b>56.4%</b>
<b>Notes:</b>				
<sup>1</sup> All values are in millions of 2008 dollars.				
<sup>2</sup> Total does not reflect total sales for all retail—only those retail categories included in Shoppers' Goods, Convenience Goods, and Eating and Drinking Establishments. Retail establishments not included in this total are: Auto-Related businesses, Building Materials and Garden Supplies, and Non-Store Retailers.				
<b>Sources:</b> ESRI, Inc., 2008.				

**Table 3-10  
Household Retail Expenditures and Total Retail Sales, Manhattan, 2008**

	Retail Sales in Manhattan <sup>1</sup>	Retail Demand from Manhattan Households <sup>1</sup>	Amount Not Being Captured in Manhattan <sup>1</sup>	Manhattan Capture Rate
Shoppers' Goods	\$21,040	\$11,748	(\$9,292)	179.1%
<i>Department Stores</i>	\$1,109	\$393	(\$716)	282.2%
Convenience Goods	\$8,928	\$6,068	(\$2,860)	147.1%
<i>Grocery Stores</i>	\$3,866	\$2,975	(\$891)	129.9%
Eating and Drinking Establishments	\$9,529	\$5,633	(\$3,896)	169.2%
<b>Total<sup>2,3</sup></b>	<b>\$39,497</b>	<b>\$23,450</b>	<b>(\$16,047)</b>	<b>168.4%</b>
<b>Notes:</b>				
<sup>1</sup> All values are in millions of 2008 dollars.				
<sup>2</sup> Total does not reflect total sales for all retail—only those retail categories included in Shoppers' Goods, Convenience Goods, and Eating and Drinking Establishments. Retail establishments not included in this total are: Auto-Related businesses, Building Materials and Garden Supplies, and Non-Store Retailers.				
<sup>3</sup> Totals may not add up due to rounding.				
<b>Sources:</b> ESRI, Inc., 2008.				

**Table 3-11  
Household Retail Expenditures and Total Retail Sales, New York City, 2008**

	Retail Sales in New York City <sup>1</sup>	Retail Demand from New York City Households <sup>1</sup>	Amount Not Being Captured in New York City <sup>1</sup>	New York City Capture Rate <sup>1</sup>
Shoppers' Goods	\$29,769	\$27,410	(\$2,359)	108.6%
<i>Department Stores</i>	\$1,924	\$1,549	(\$375)	124.2%
Convenience Goods	\$17,271	\$18,731	\$1,460	92.2%
<i>Grocery Stores</i>	\$10,175	\$11,559	\$1,384	88.0%
Eating and Drinking Establishments	\$14,874	\$14,527	(\$347)	102.4%
<b>Total<sup>2,3</sup></b>	<b>\$61,913</b>	<b>\$60,669</b>	<b>(\$1,244)</b>	<b>102.1%</b>
<b>Notes:</b>				
<sup>1</sup> All values are in millions of 2008 dollars.				
<sup>2</sup> Total does not reflect total sales for all retail—only those retail categories included in Shoppers' Goods, Convenience Goods, and Eating and Drinking Establishments. Retail establishments not included in this total are: Auto-Related businesses, Building Materials and Garden Supplies, and Non-Store Retailers.				
<sup>3</sup> Totals may not add up due to rounding.				
<b>Sources:</b> ESRI, Inc., 2008.				

As shown in **Table 3-8**, total retail sales for shoppers' goods, convenience goods, and eating and drinking establishments in the Primary Trade Area are estimated to be \$3.6 billion in 2008, indicating that stores in the Primary Trade Area are capturing approximately 60.7 percent of total retail demand from Primary Trade Area households. This figure is slightly higher than the Bronx as a whole (56.4 percent), while significantly lower than Manhattan and New York City, whose capture rates are 168.4 percent and 102.1 percent, respectively. The high shoppers' goods and department store capture rates in particular for Manhattan and New York City, indicate a substantial inflow of expenditures from outside the New York City trade area, due in large part to the national/international retail attractions of these categories.

In 2008, Primary Trade Area convenience goods stores will capture an estimated 76.8 percent of the Primary Trade Area's retail expenditure potential for convenience goods. Grocery stores will capture 78.3 percent of total grocery expenditures, which is higher than the estimated capture rate for the Bronx as a whole (55.8 percent), yet lower than New York City as a whole (88.0 percent). Capture rates will be lowest among shoppers' goods in the Primary Trade Area (48.1 percent), which will be lower than the Bronx (49.0 percent).

While the Primary Trade Area's 78.3 percent grocery store capture rate would suggest that food stores are currently satisfying retail demand, there are wide discrepancies in grocery store expenditure flows within sub-sectors of the Primary Trade Area. There is a substantial outflow of grocery store sales within the northern half of the Primary Trade Area (i.e., portions of the Primary Trade Area north of Manhattan, Fordham Road, and Pelham Parkway North); this area is capturing an estimated 41 percent of grocery store demand, with almost \$361 million in grocery store sales flowing out of the area. While some of this outflow is being captured by grocery stores within the southern portion of the Primary Trade Area and other areas of New York City, there also is likely to be substantial leakage of sales dollars from the Bronx to southern Westchester County. Conversely, the Manhattan portion of the Primary Trade Area has a grocery store capture rate of approximately 215 percent, indicating that the area is attracting sales from residents south of the Primary Trade Area in Manhattan and within the Bronx portion of the Primary Trade Area. If Manhattan was not included within the Primary Trade Area delineation, the existing grocery store capture rate would be an estimated 70.1 percent.

### *2013 FUTURE WITHOUT THE PROPOSED PROJECT*

The primary changes that may affect retail market conditions in the Primary Trade Area in the future without the proposed project are population changes—which could increase household expenditure potential and generate additional demand for retail goods—and new retail projects, which would expand the retail inventory. Anticipated population and retail market changes are discussed below, along with changes expected to occur on the project site in the future without the proposed project.

#### *Project Site*

As described in Chapter 2, "Land Use, Zoning and Public Policy" the project site would remain substantially vacant in the future without the proposed project. A small portion of the Armory would continue to be used for graffiti removal truck storage, and a small area at the southeast corner of the project site would continue to be utilized for a small community garden. Thus, the population on the project site is not expected to grow by 2013 as a direct result of future activity on this site.

*Primary Trade Area*

Between 2008 and 2013, ESRI projects that a total of 5,793 households will be added to the Primary Trade Area. As shown in **Table 3-7**, Primary Trade Area households spend an estimated \$13,399 per year on the retail categories of shoppers’ goods, convenience goods, and eating and drinking establishments. If the additional households spend the same amount per year as existing households in 2008, the retail demand of the Primary Trade Area will increase by \$77.6 million in 2013.

**Table 3-12** lists four retail projects that are anticipated to be developed within the Primary Trade Area by 2013, the build year for the proposed project. The estimated sales from these projects determine how total retail sales will increase in the future without the proposed project. In sum, estimated retail sales at these projects will amount to an estimated \$204.6 million in shoppers’ goods, \$60.7 million in convenience goods and \$3 million at eating and drinking establishments, for a total of \$268.3 million in additional retail sales in the Primary Trade Area.

**Table 3-12**  
**Estimated Sales Captured by Primary Trade Area Residents from Retail Projects to be Built in the Primary Trade Area by 2013**

	Retail Square Feet	Estimated Sales (Millions of 2008 Dollars)
<b>Broadway Plaza (230th and Broadway)</b>		
Shoppers' Goods	166,000	\$78.5
<b>242nd and Broadway</b>		
Convenience Goods	33,000	\$21.6
Grocery Stores	33,000	\$21.6
<b>Shops at Fordham Place</b>		
Shoppers' Goods	94,418	\$44.7
<b>Bronx Terminal Market<sup>1</sup></b>		
Shoppers' Goods	687,155	\$81.4
Department Stores	115,793	\$14.6
Convenience Goods	143,978	\$39.1
Eating and Drinking Establishments	28,429	\$3.0
<b>Total</b>	<b>1,152,980</b>	<b>\$268.3</b>
<b>Notes:</b>		
<sup>1</sup> A total of 65 percent of total retail sales from the Bronx Terminal Market was included within total sales of retail projects to be built in the Primary Trade Area by 2013. This portion reflects a total percentage of households within the Bronx Terminal Market primary trade area that lie within the proposed project's primary trade area.		
<b>Sources:</b>		
Sales estimates were derived using per-square foot estimates from Urban Land Institute, <i>Dollars and Cents of Shopping Centers: 2006 and 2008</i> ; Gateway Center at Bronx Terminal Market FEIS, AKRF, Inc.		

*2013 FUTURE WITH THE PROPOSED PROJECT*

*Estimated Sales With the Proposed Project*

As described above, the retail development currently planned for the project site is a 605,370-square-foot redevelopment of the Kingsbridge Armory. **Table 3-13** represents what is considered to be the reasonable development scenario for the purposes of providing a conservative analysis of potential socioeconomic impacts. Given that specific tenants and store sizes for the proposed development have not yet been determined, this analysis is based on a program that includes 162,415 square feet of space for a department store, and approximately 60,000 square feet for a grocery store. Approximately 154,820 square feet is assumed to be allocated to small and mid-sized retail stores. Total retail sales for the proposed project are estimated at \$164.1 million annually. Based on the project site’s proximity to major highways and public transportation routes, it is assumed that an estimated 20 percent of potential customers would come from outside of the Primary Trade Area. As such, a total of \$131.2 (80 percent of total estimated sales) would be captured within the Primary Trade Area annually.

**Table 3-13**

**Estimated Retail Sales under Proposed Project Reasonable Worst-Case Development Scenario**

	Retail Square Feet	Sales Per Square Foot	Estimated Sales <sup>1,2</sup>	Estimated Sales Likely to be Captured within the Primary Trade Area <sup>1,2</sup>
<b>Shoppers' Goods</b>	<b>281,675</b>		<b>\$97.6</b>	<b>\$78.1</b>
<i>Department Stores</i>	162,415	\$250	\$40.6	\$32.5
<i>Other Shoppers' Goods</i>	119,260	\$478	\$57.0	
<b>Convenience Goods</b>	<b>64,000</b>		<b>\$43.2</b>	<b>\$34.5</b>
<i>Grocery</i>	60,000	\$688	\$41.3	\$33.0
<i>Non-Grocery</i>	4,000	\$478	\$1.9	\$1.5
<b>Eating and Drinking Establishments</b>	<b>31,560</b>	<b>\$738</b>	<b>\$23.3</b>	<b>\$18.6</b>
<b>Total</b>	<b>377,235</b>		<b>\$164.1</b>	<b>\$131.2</b>
<b>Notes:</b>				
<sup>1</sup> In millions of 2008 dollars.				
<b>Sources:</b>				
<sup>2</sup> Sales estimates were derived using per-square foot estimates from Urban Land Institute, <i>Dollars and Cents of Shopping Centers: 2008</i> .				

Sales per square foot for all retail categories were based on the upper decile of stores found in comparably sized shopping centers in the Urban Land Institute *Dollars and Cents of Shopping Centers: 2008*. The portion of proposed retail selling general shoppers' and non-grocery convenience goods was estimated at \$478 per square foot (See **Table 3-13**). Proposed department and grocery store sales were estimated at \$250 and \$688 per square foot, respectively. Eating and drinking establishment sales were estimated to be \$875 for restaurants selling liquor, and \$577 for restaurants not selling liquor.

*Estimated Changes in Trade Area Capture Rates*

**Table 3-14** illustrates existing conditions, future conditions in 2013 without the proposed project, and future conditions in 2013 with the proposed project in the Primary Trade Area. As described above, in the future without the proposed project, total retail demand is expected to increase by \$78 million due to an increase of 5,793 households in the Primary Trade Area. Total retail sales for shoppers' goods are projected to increase by approximately \$204.6 million to approximately \$1.4 billion, while total retail sales for convenience goods are estimated to increase by \$60 million to approximately \$1.7 billion. Eating and drinking establishments are projected to increase sales by \$3 million to \$798 million. By 2013, department store sales are anticipated to increase \$14.6 million to roughly \$147 million. With the exception of eating and drinking establishments—which decreased by 0.6 percentage points—retail capture rates are projected to increase in all retail categories and subcategories between 2008 and 2013. Over these five years, the Primary Trade Area would be expected to increase its capture rate by 3.8 percentage points for total retail sales analyzed.

In the future with the proposed project, the overall capture rate is projected to increase by 2.2 percentage points, reaching a total capture of 66.7 percent of Primary Trade Area consumer expenditure potential. The capture rate for shoppers' goods would increase by 3.2 percentage points, to 59.0 percent. Convenience goods and eating and drinking establishment capture rates would increase by 1.6 and 1.4 percentage points, respectively.

**Table 3-14**

**Comparison of Estimated Retail Capture Rates in Primary Trade Area**

	Retail Sales in the Primary Trade Area <sup>1</sup>	Retail Demand from Primary Trade Area Households <sup>1</sup>	Primary Trade Area Capture Rate
<b>Existing Conditions</b>			
Shoppers' Goods	\$1,154	\$2,401	48.1%
<i>Department Stores</i>	\$133	\$205	64.7%
Convenience Goods	\$1,608	\$2,095	76.7%
<i>Grocery Stores</i>	\$1,066	\$1,361	78.3%
Eating and Drinking Establishments	\$795	\$1,359	58.5%
<b>Total</b>	<b>\$3,556</b>	<b>\$5,855</b>	<b>60.7%</b>
<b>Future Without the Proposed Project</b>			
Shoppers' Goods	\$1,358	\$2,432	55.8%
<i>Department Stores</i>	\$147	\$208	70.9%
Convenience Goods	\$1,668	\$2,123	78.6%
<i>Grocery Stores</i>	\$1,127	\$1,379	81.7%
Eating and Drinking Establishments	\$798	\$1,377	57.9%
<b>Total</b>	<b>\$3,825</b>	<b>\$5,933</b>	<b>64.5%</b>
<b>Future With the Proposed Project</b>			
Shoppers' Goods	\$1,436	\$2,432	59.0%
<i>Department Stores</i>	\$180	\$208	86.5%
Convenience Goods	\$1,703	\$2,123	80.2%
<i>Grocery Stores</i>	\$1,160	\$1,379	84.1%
Eating and Drinking Establishments	\$817	\$1,377	59.3%
<b>Total<sup>2</sup></b>	<b>\$3,956</b>	<b>\$5,933</b>	<b>66.7%</b>
<b>Notes:</b> <sup>1</sup> In millions of dollars. Dollar values are presented in 2008 dollars. <sup>2</sup> Totals may not add up due to rounding.			
<b>Sources:</b> See source notes for <b>Tables 3-8 through 3-13.</b>			

Grocery store sales from the proposed project would contribute to an overall capture rate of 84.1 percent, an increase of 2.4 percentage points. While the projected grocery store capture rate is higher than typically expected of a primary trade area that is satisfying retail demand, the capture rate is heavily weighted by grocery stores sales in the Manhattan portion of the Primary Trade Area, where the grocery store capture rate is in excess of 200 percent. It is expected that a grocery store use at the project site would attract sales largely from the under-served portion of the Primary Trade Area, which currently has an estimated grocery store capture rate of about 41 percent and experiences an outflow of grocery store sales dollars estimated to be \$361 million annually. A grocery store use at the project site also could capture substantial sales from portions of the Bronx outside the Primary Trade Area, most notably from residents east of Baychester Road/Interstate 678 where there currently is consumer outflow to southern Westchester County.

A study conducted by DCP in 2008—with the assistance of EDC, the New York City Department of Health and Mental Hygiene (DOH), and the New York City Food Policy Coordinator (FPC)—affirms that there is room for growth in the Primary Trade Area's grocery store sector. The study, titled "Going to Market; New York City's Neighborhood Grocery Store and Supermarket Shortage," assessed the need for new neighborhood grocery stores and supermarkets across the City, accounting for areas that have the highest levels of diet-related diseases and the largest populations with limited access to fresh foods.<sup>1</sup> One of the metrics used

<sup>1</sup> Study available at [http://www.nyc.gov/html/dcp/pdf/supermarket\\_access/presentation\\_2008\\_10\\_29.pdf](http://www.nyc.gov/html/dcp/pdf/supermarket_access/presentation_2008_10_29.pdf). Site last accessed on April 7, 2009.

in the study is a ratio of grocery store area (in square feet) to population (per 10,000 persons). According to the study, the average citywide ratio is 15,000 square feet of grocery store per 10,000 persons, while the DCP planning standard is 30,000 square feet per 10,000 persons. The ratios for the community district in which the proposed project site is located, as well as each of the adjacent community districts, are less than the citywide average, and substantially less than the DCP planning goal. This is one indication that the Primary Trade Area could support additional grocery store retail.

Finally, department store sales would yield the highest capture rate for all retail categories (86.5 percent), an increase of 15.6 percentage points over the future without the proposed project. While this is a higher capture rate than is typical for a primary trade area, the relatively low 59.0 percent capture rate for the shoppers' goods category (of which department stores are a subcategory) suggests that a department store, were one to be located within the proposed project, could capture some of the substantial outflow in Primary Trade Area consumer spending on shoppers' goods as an overall category.

### *POTENTIAL IMPACTS ON LOCAL SHOPPING AREAS*

As described in the *CEQR Technical Manual*, competitive effects on stores closest to a project site can occur even when there are still substantial unspent dollars within a trade area. While competition does not constitute a significant adverse impact under CEQR guidelines, when competition adversely affects neighborhood character, it could constitute a significant adverse impact. If the proposed project has the potential to affect the operations of competitive stores located on neighborhood commercial strips, and if these competitive stores anchor the neighborhood commercial strips, there would be the potential for neighborhood character impacts. The *CEQR Technical Manual* also states that the number and variety of proposed non-anchor stores could accentuate the potential for impacts.

This section examines the proposed project's potential competitive effects within the 1.5-Mile Trade Area to determine whether competition with stores in local shopping areas could undermine the viability of retail concentrations, thereby leading to significant adverse impacts to neighborhood character. As shown in **Figure 3-1**, the 1.5-Mile Trade Area encompasses 13 of the retail concentrations identified within the Primary Trade Area.

The analysis focuses on grocery stores in particular, because grocery stores often serve as anchors for retail concentrations. As described above, for the purposes of this analysis it is assumed that the proposed project could include an approximately 60,000-square-foot grocery store. Retail concentrations within the 1.5-Mile Trade Area contain a wide variety of food and beverage stores, including several supermarkets as well as smaller independent stores such as delis and grocery stores, meat and fish markets, fruit and vegetable markets, and specialty markets. Supermarkets in the 1.5-Mile Trade Area include a few large chain supermarkets, such as Pathmark and Stop & Shop. Some of these supermarkets are located within major retail concentrations, and some are located in free-standing buildings in primarily residential neighborhoods. In addition, there are many smaller supermarket chains, such as Associated, C-Town, and Met Food, which are often located on major shopping streets.

Based on retail surveys conducted, there are approximately 450 food stores in the 1.5-Mile Trade Area. Of those, roughly 141 are grocery stores, bodegas, or supermarkets selling a variety of grocery items, 177 are convenience stores, 42 are meat or fish markets, 21 are fruit and vegetable markets, 37 are specialty food stores, and 32 are beer, wine, and liquor stores. **Table 3-19** lists the names and addresses of selected supermarkets located in the 1.5-Mile Trade Area.



**Figure 3-3** shows the location of these supermarkets and their geographic relationship to the major retail concentrations surveyed as part of this study.

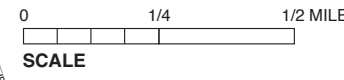
Overall, for the reasons described below, the amount of competitive business displacement of grocery stores and local retail stores more generally would be minimal in the future with the proposed project. The proposed project is not anticipated to jeopardize the viability of any neighborhood retail strips and is not expected to diminish the level of services provided. Therefore, the proposed project would not be expected to result in significant adverse impacts due to competition.

*Local stores would remain more convenient to many shoppers.* In the future with the proposed project, local area residents would continue to make a majority of their shopping trips to stores closest to their homes and closest to public transportation. As described above, approximately 66.5 percent of households in the Primary Trade Area do not have access to a vehicle. Although some of these non-vehicle households will make trips to area supermarkets occasionally (in cars with friends or family, or by private car service), they are not likely to do their more frequent grocery shopping there. These households are likely to continue to do a majority of their food shopping at grocery stores closest to their homes and to public transportation. It is therefore unlikely that a large portion of consumer sales would be diverted from local grocery stores to the proposed retail development. Many residents, especially those without access to a car, would continue to do the majority of their grocery shopping at the stores on local retail concentrations because they would remain more convenient.

In addition, the central locations of local grocery stores place them at an advantage over the proposed project in some respects. Residents are likely to combine shopping trips for groceries with errands such as trips to the bank or dry cleaner, and may also shop for retail goods such as clothing, shoes, or books on the same trip. Many of the smaller grocery stores in the 1.5-Mile Trade Area are located along major commercial corridors that offer a variety of convenience goods, shoppers' goods, and neighborhood services, or in small retail clusters that include other basic convenience goods stores. While the project site is located along a commercial concentration and in close proximity to public transportation, many residents, even those with access to a car, would continue to do the majority of their grocery shopping at these supermarkets because of the opportunity they provide for easily combining trips.

The development of a grocery store as part of the retail mix of the proposed project would not be expected to have a significant adverse effect on the area's small and medium-sized food and beverage stores. Meat and fish markets and other specialty food stores are generally patronized by the neighborhood residents who value the convenience of shopping at a smaller store located near their home as well as the high quality of goods and personal service that can be offered by stores that specialize in certain food products. A grocery store at the proposed project—possibly a large chain supermarket—would not offer this same convenience or specialized service.

Small- to medium-sized, independently-owned grocery stores, bodegas, and delis serve a retail function similar to specialty food stores, though they offer a wider variety of food items. In general, these smaller stores tend to act as convenience stores, where customers make frequent trips and purchase fewer items that are in immediate demand, such as milk or bread, or housekeeping supplies such as light bulbs. While shoppers may sometimes purchase these types of goods at large chain supermarkets, they typically do not make frequent trips for convenience goods to large supermarkets that are long distances from their homes. Instead, they are likely to continue to fill their more frequent convenience food and beverage needs at smaller, nearby grocery stores.



-  Project Site
-  1/4-Mile Study Area Boundary
-  1.5 Mile Trade Area Boundary
-  Supermarket
-  Retail Concentrations

**Supermarkets**

- A** Associated
- B** Associated
- C** C Town
- D** C Town
- E** Met Food
- F** Bravo
- G** Pioneer
- H** Foodtown
- I** Associated
- J** Stop & Shop
- K** Pathmark
- L** Compare Foods
- M** Foodtown

**Retail Concentrations**

- 1** Dyckman Street
- 2** West 207th Street
- 3** Riverdale
- 4** Broadway/Marble Hill
- 5** Jerome Avenue/Glen Hill Road
- 6** Kingsbridge Road
- 7** Brainbridge Avenue/East 204th Street
- 8** Fordham Road
- 9** East 183rd Street
- 10** West Burnside Avenue/Jerome Avenue
- 11** Tremont Avenue (western portion)
- 12** Tremont Avenue (eastern portion) - not shown on this map
- 13** Arthur Avenue

Major Supermarkets  
within the 1.5 Mile Trade Area  
Figure 3-3

## The Shops at the Armory DEIS

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*Many local shopping areas cater to specific ethnic groups.* Many neighborhoods in the 1.5-Mile Trade Area have a distinct character in terms of the income level and ethnic background of their residents. These retail concentrations reflect the income and ethnic patterns of their local neighborhoods, with local retailers specializing in specialty goods and services familiar to specific ethnic communities and frequently doing business in a foreign language. For example, the Dyckman and Riverdale retail concentrations cater to Hispanic and Jewish ethnic populations, respectively. By focusing on a specific—and in some cases geographically small—local market area, these retail concentrations in the 1.5-Mile Trade Area have maintained strong local support.

*There is an outflow of consumer spending.* The capture rate analysis presented above indicates that sales from a new grocery store within the proposed project would have only a modest effect on the capture rate for food stores in the Primary Trade Area. As shown in **Table 3-14**, the proposed project would increase the food store capture rate in the Primary Trade Area by only 2.4 percentage points over conditions in the future without the proposed project, and only 3.4 percentage points over existing conditions. In the future with the proposed project, the food store capture rate is estimated at approximately 84 percent, indicating that about 16 percent of the household expenditure potential for grocery items would continue to flow out of the Primary Trade Area. Although a capture rate of 84 percent is somewhat higher than the 70 to 80 percent typical for trade areas that are satisfying the retail demand generated by trade area households, it is common for convenience goods stores in general and food stores in particular to have higher capture rates than shoppers' goods stores because people tend to purchase convenience goods at stores that are close to home. Based upon the capture rates presented in **Table 3-14**, it is expected that the proposed project would attract sales dollars that are currently flowing out of the trade area rather than diverting sales dollars from local grocery stores in the area. In addition, as described above, a 2008 study conducted by DCP with EDC, DOH, and FPC indicates that the ratio of grocery store area to population in the project site's community district and surrounding community districts is lower than the citywide average and substantially lower than the DCP planning goal, indicating that the Primary Trade Area can support additional grocery store retail.

*Many local shopping areas are located in close proximity to transportation hubs.* Retail concentrations such as Fordham Road, East 183rd Street, and West Burnside Avenue/Jerome Avenue, in addition to being located near residential areas, are also located at or near transportation hubs, and draw business from foot traffic to and from the transportation hub. With their close proximity to bus routes and subway lines, these areas would not be significantly affected by the proposed project, as residential and commuter populations would continue to find it convenient to shop with these retail concentrations.

*Many retail strips are located within major residential areas or central business districts.* Many of the retail concentrations in the 1.5-Mile Trade Area, such as West Burnside Avenue/Jerome Avenue, Broadway/Marble Hill and Fordham Road, are also surrounded by dense residential neighborhoods and would continue to draw significant numbers of customers from the local population. In addition, the commercial districts associated with these retail concentrations include office, institutional, and community facility uses that would continue to generate employee populations that support these shopping areas. Thus, it is unlikely that they would be significantly affected by the proposed project.

*Individual supermarkets in the 1.5-Mile Trade Area are not critical to the survival of local shopping areas or essential to the character of surrounding neighborhoods.* As described above,

indirect displacement due to competition in itself does not constitute a significant adverse impact under CEQR guidelines. Only if a proposed store has the potential to affect neighborhood character by affecting the viability of neighborhood shopping areas is there a potential for a significant socioeconomic adverse impact. The 1.5-Mile Trade Area contains approximately 141 supermarkets and other grocery stores, of which 13 are larger chain supermarkets (see **Table 3-15**). Smaller supermarkets with less than 10,000 square feet of space primarily serve the convenience shopping needs of local residents, i.e., frequent trips for smaller purchases, and so would not directly compete with a grocery store within the proposed project. Even though one or more of these smaller supermarkets may be present on a local shopping street, they do not typically anchor the commercial mix and are not critical to the survival of surrounding stores, and so would not adversely alter neighborhood character even if they were to be negatively affected by competition. The section below outlines characteristics of the selected supermarkets in the 1.5-Mile Trade Area and evaluates the extent to which they might be vulnerable to competition from a potential grocery store within the proposed project. Overall, the proposed project is not expected to alter the number of businesses and services that are located within the retail concentrations, and the number of food stores or vacant storefronts is not expected to substantially change as a result of the proposed project.

*Associated Supermarket at East Kingsbridge Road and Jerome Avenue:* This approximately 25,000-square-foot supermarket, with an attached parking lot and entrances on both East Kingsbridge Road and Jerome Avenue, is located within the Kingsbridge Road retail concentration, at Jerome Avenue, directly across from the Kingsbridge Armory. This retail concentration’s mix of convenience goods, neighborhood services, and eating and drinking places is likely to attract frequent trips for neighborhood services and for convenience goods. The customer base for this retail concentration consists of mostly local residents living in the densely populated Kingsbridge Heights, Fordham, and University Heights areas of the Bronx. While this supermarket does not cater solely to the surrounding Hispanic population, there are several window advertisements for Hispanic products. This retail corridor is close to the No. 4, B and F train lines with stops only one to three blocks away, and therefore is likely to attract customers who use mass transit.

**Table 3-15**  
**Selected Supermarkets within the 1.5-Mile Trade Area**

Name	Map Letter <sup>1</sup>	Address	Approximate Distance from Project Site (miles)	Associated Retail Corridor
Associated	A	15 E Kingsbridge Road	0.1	6 – Study Area
Associated	B	2467 Jerome Avenue	0.4	8 – Fordham Road
C Town	C	30 E 198th Street	0.4	N/A
C Town	D	2891 Sedgwick Avenue	0.6	N/A
Met Food	E	277 E 198th Street	0.7	N/A
Bravo	F	2285 Grand Concourse	0.9	N/A
Pioneer	G	410 Bedford Park Boulevard	1.2	N/A
Foodtown	H	5555 Broadway	1.0	4 – Broadway/Marble Hill
Associated	I	40 W Burnside Ave	1.2	10 – West Burnside Avenue/Jerome Avenue
Stop & Shop	J	5716 Broadway	1.3	4 – Broadway/Marble Hill
Pathmark	K	410 W 207th St	1.3	2 – West 207th Street
Compare Foods	L	3815 9th Ave (Manhattan)	1.4	N/A
Foodtown	M	283 E 204th St (Manhattan)	1.4	7 – Bainbridge Avenue/East 204th Street

**Notes:** <sup>1</sup>See **Figure 3-3**.  
All supermarkets included in this table are estimated to be at least 10,000 square feet in size.  
**Sources:** Yahoo! Yellow Pages; store square footage based on RPAD data and estimates from aerial photography.

*Associated Supermarket at Jerome Avenue and Fordham Road:* This approximately 15,000-square-foot supermarket is located on the west side of Jerome Avenue near Fordham Road. It is located within the Fordham Road retail concentration, which is the dominant retail concentration in the Primary Trade Area with 638 total storefronts. The customer base for this commercial corridor is mostly local residents living in the densely populated Fordham and University Heights areas of the Bronx. This retail concentration is comprised mainly of stores providing shoppers' goods (36.1 percent) and neighborhood services (27.9 percent). Thus, this supermarket is attractive to customers who prefer to combine grocery trips with trips for other neighborhood services and shoppers' goods. This retail concentration is close to multiple bus stops and a No. 4 subway station is less than one block away from the Associated; therefore, this supermarket is therefore likely to attract customers who use mass transit.

*C-Town Supermarket on East 198th Street between Creston Avenue and Jerome Avenue:* This C-Town is located at the southwest corner at the intersection of East 198th Street and Creston Avenue, in the densely populated Bedford Park section of the Bronx. This supermarket is not located within a surveyed retail concentration. The store displays several window advertisements dedicated to the promotion of Hispanic food and beverage products. This supermarket is close to multiple bus stops (Bx1, Bx2, BxM4A, and BxM4B) and the Bedford Park Boulevard subway station (B and D train lines). In addition, it offers one-hour free parking at an off-site location (28-01 Jerome Avenue, at the corner of East 198th Street).

*C-Town Supermarket on Sedgwick Avenue south of West 231st Street:* This C-Town, located on the west side of Sedgwick Avenue, is not located within a surveyed retail concentration, but is part of a small retail cluster which also includes a beauty center, limited-service restaurant, and convenience store/deli. The surrounding area is largely residential, and public open space (Jerome Park Reservoir and Fort Independence Park) is located across the street. While there are no subway stations in close proximity to the C-Town, the Bx03 bus line does run with frequent stops along Sedgwick Avenue. Because this grocery store is co-located with only three other stores and is several blocks from larger retail concentrations, it functions as the anchor for the retail cluster in which it is located. If this store were to be indirectly displaced through competition with the proposed project, the beauty center, restaurant, and convenience store/deli located nearby could be in jeopardy of losing a substantial portion of their customer base. However, the potential displacement of these uses, were it to occur, would not have a substantial effect on neighborhood character. Employment at these four businesses does not represent a significant portion of employment in the 1.5-Mile Trade Area, nor do any of the businesses define the character of the neighborhood, which is predominately residential and open space.

*Met Food Supermarket on East 198th Street between Briggs and Bainbridge Avenues:* This supermarket is located northwest of the project site at the intersection of East 198th Street and Bainbridge Avenue. It is located in a largely residential area, only two blocks from a school, but it is not located within a surveyed retail concentration. While it is not part of a retail concentration, there are numerous retail establishments located along East 198th Street and it is likely that this supermarket would continue to attract customers who prefer to combine grocery trips with trips for other services and goods. While there are no subway stations in close proximity to this Met Food, there is a Bx34 bus stop on Bainbridge Avenue across the street from the supermarket.

*Bravo Supermarket on Grand Concourse south of East 183rd Street:* While not located directly within a surveyed retail concentration, this supermarket is located between the Fordham Road, East 183rd Street, and Arthur Avenue retail concentrations on the west side of Grand Concourse,

which is a major north-south artery consisting of six lanes. Residential and retail uses are present along both sides of Grand Concourse. Immediately to the south of this supermarket are a party supply store, a family clothing store, a real estate office, a travel agency, and a barber shop. The customer base for this retail concentration is mostly local residents living in the densely populated Fordham neighborhood of the Bronx. This Bravo is located less than one block away from a subway station (B and D train lines) and therefore is likely to attract customers who use mass transit.

*Foodtown Supermarket on Broadway south of West 231st Street:* This Foodtown, located on the west side of Broadway between Kimberly Place and West 231st Street, is situated within the Broadway/Marble Hill retail concentration. Neighborhood services make up approximately 34.1 percent of the 320 total storefronts in this busy retail corridor. In addition to neighborhood services, this retail corridor contains a large number of shoppers' goods (20.0 percent) and convenience goods (15.9 percent), and this mix would continue to attract shoppers to this retail corridor. The customer base for this retail corridor is mostly local residents living in the densely populated Kingsbridge Heights and Marble Hill neighborhoods of the Bronx. The Broadway/Marble Hill retail concentration is close to the No. 1 train line with a station less than one block away, and would continue to attract customers who use mass transit.

*Pioneer Supermarket on Bedford Park Boulevard north of East 199th Street:* This supermarket, located at the southeast corner of Bedford Park Boulevard and Webster Avenue, is not located within a surveyed retail concentration. This Pioneer primarily serves the densely-populated Bedford Park neighborhood of the Bronx and provides attached, off-street parking via an entrance on Webster Avenue. There are several window advertisements dedicated to the promotion of Hispanic food and beverage products, and a number of signs are illustrated in both English and Spanish (e.g., "Exit/Salida"). This supermarket may attract customers who use mass transit, as a Metro-North Harlem Line station (Botanical Garden) is located less than one block away and the Bx26, Bx41, and Bx55 buses run through the surrounding area.

*Associated Supermarket on West Burnside Avenue east of Grand Avenue:* This supermarket, located on West Burnside Avenue between Grand and Davidson Avenues, is part of the West Burnside Avenue/Jerome Avenue retail concentration. This concentration contains approximately 304 storefronts, a majority of which offer neighborhood services (27.3 percent), shoppers' goods (17.8 percent), and convenience goods (17.8 percent). This Associated primarily serves the densely populated Morris Heights and Fordham neighborhoods of the Bronx. This retail concentration is close to the No. 4, B, and D train lines with stations located between less than two blocks and five blocks away, and would attract customers who use mass transit.

*Stop & Shop Supermarket on Broadway north of West 234th Street:* A 27,000-square-foot store with a large accessory parking lot, this Stop & Shop is one of the largest supermarkets in the 1.5-Mile Trade Area. The store is located on the east side of Broadway just north of West 234th Street and is part of the Broadway/Marble Hill retail concentration. Neighborhood services make up approximately 34.1 percent of the 320 total storefronts in this retail corridor. In addition to neighborhood services, this retail concentration contains a large number of shoppers' goods (20.0 percent) and convenience goods (15.9 percent). The customer base for this retail corridor is mostly comprised of local residents living in the densely populated Kingsbridge Heights and Marble Hill areas of the Bronx. Four subway stations (No. 1 train line) run along this retail corridor/concentration, which would continue to attract customers who use mass transit.

## The Shops at the Armory DEIS

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*Pathmark Supermarket on West 207th Street in Manhattan west of 9th Avenue:* At approximately 46,000 square feet, this supermarket is the largest supermarket surveyed within the 1.5-Mile Trade Area. This supermarket is located along the West 207th Street retail concentration, at the southwest corner of West 207th Street and 9th Avenue. Approximately 77 (34.5 percent) of the 223 storefronts in this retail concentration provide neighborhood services. In addition to neighborhood services, the West 207th Street Retail Concentration is characterized by shoppers' goods stores (19.7 percent), convenience goods stores (17.0 percent), and eating and drinking establishments (13.5 percent). Thus, this supermarket is likely to attract customers who prefer to combine grocery trips with trips for other neighborhood services and shoppers' goods. This supermarket also includes a large, attached off-street parking lot and additional rooftop parking. Two subway stations are located within this retail corridor (No. 1 and A train lines), which would continue to attract customers who use mass transit as well as those who prefer to drive to their shopping destinations.

*Compare Foods Supermarket on 9th Avenue south of West 206th Street:* The Compare Foods supermarket is located along 9th Avenue between West 205th and 206th Streets, one block from the Pathmark on West 207th Street and just outside of the West 207th Street retail concentration. As described above, this retail concentration is comprised largely of neighborhood services and is likely to attract customers who combine grocery trips with shopping trips for other items. While this supermarket provides no off-street parking, metered parking exists on both avenues and cross streets in the surrounding area. Several Hispanic food and beverage products were displayed along the front facade of this supermarket at the time of the survey. A subway station (No. 1 train line) is located only three blocks from the supermarket.

*Foodtown on East 204th Street east of Bainbridge Avenue:* This Foodtown is located on the north side of East 204th Street between Bainbridge and Perry Avenues. The store is located within the Bainbridge Avenue/East 204th Street retail concentration which contains approximately 162 total storefronts, composed of 41.4 percent neighborhood services stores, 24.8 percent convenience goods stores, 16.7 percent shoppers' goods stores, and 16.7 percent eating and drinking places. Thus, this supermarket is likely to cater to shoppers who prefer to combine grocery trips with trips for other neighborhood services, convenience goods, shoppers' goods, and eating and drinking establishments. This retail concentration is close to the D line with a station one block away, and is therefore convenient for customers who use mass transit. This retail corridor primarily serves the densely-populated Bedford Park neighborhood of the Bronx.

In conclusion, competitive pressure generated by a potential large chain supermarket, were one to be located within the proposed project, would be felt most strongly by major supermarkets within the 1.5-Mile Trade Area. Smaller food stores and shoppers' goods stores are likely to experience more moderate competitive pressure, if any, and neighborhood services stores and eating and drinking places are not expected to be significantly affected. Local residents would continue to shop at existing grocery stores for reasons cited above: convenience, public transit accessibility, size, free parking availability, and supply of ethnic food and beverage products. The proposed project is not expected to alter the number of businesses and services that are located in retail concentrations within the 1.5-Mile Trade Area, and vacancy rates are not expected to notably change in the future with the proposed project. While the possibility of some limited indirect business displacement due to competition cannot be ruled out, any displacement that might occur would not have a significant negative effect on neighborhood character, and therefore would not be considered to be a significant adverse socioeconomic impact under CEQR.

## E. CONCLUSION

The analysis finds that the proposed project would not result in significant adverse socioeconomic impacts with respect to any of the five areas of socioeconomic concern outlined in the *CEQR Technical Manual*. The proposed project:

- Would not directly displace any residential population.
- Would not directly displace any businesses, institutions, or employees, nor would it directly displace businesses or institutions that are unusually important to the local area.
- Would not substantially alter or accelerate residential or commercial trends in the local study area such that significant indirect displacement would result.
- Would not significantly affect conditions in the real estate market.
- Would not adversely affect economic conditions in a specific industry.

The products offered at the stores within the proposed Shops at the Armory would overlap with products sold at existing retail stores within the 1.5-Mile Trade Area; however, the increased capture rates resulting from the proposed project would be modest. The analysis indicates that it is unlikely the proposed project would lead to indirect business displacement due to competition. Even if indirect displacement were to occur, it would not substantially affect neighborhood character and therefore would not be considered a significant adverse impact under CEQR. Overall, as stated above, changes in socioeconomic conditions as a result of this project would not result in any significant adverse impacts under CEQR. \*