

FRESH By the Numbers

Food Retail Expansion to Support Health now serves 1.2M New Yorkers & growing

February 2023



Celebrating FRESH Food Retail Expansion to Support Health

Every New Yorker deserves to have fresh food available to them within walking distance of their home – and since 2009, the City of New York has been working to make this a reality.

An essential aspect of this work is the Food Retail Expansion to Support Health program, or "FRESH," **which directly supports the development and retention of accessible food stores** that provide fresh fruit, meats, vegetables, and other perishable goods, in addition to a full range of groceries.

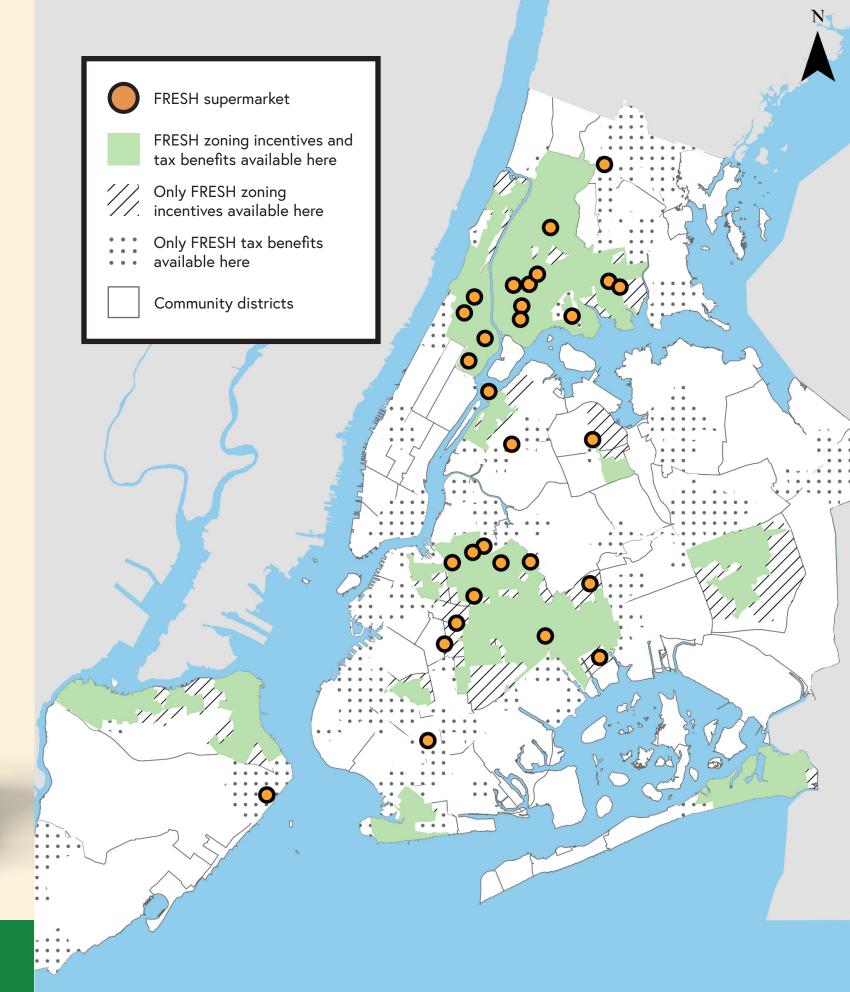
The FRESH program offers zoning incentives and tax benefits to property owners who agree to build a full-service food market in New York City's communities where access to fresh food is limited. A lack of fresh food has a long-term negative impact on the health of New Yorkers, including shorter life expectancy than those who have access to fresh food.

The news

So far, the program has incentivized the opening of **30 FRESH stores within walking distance of 1.2 million previously underserved New Yorkers.** Brooklyn, the city's most populous borough, has seen the most FRESH stores opened. About 450,000 Brooklynites live within one-half mile of a FRESH store.

We now have another 21 FRESH stores in various stages of development following a successful expansion of the program in 2021. These coming stores will offer fresh food choices to another 300,000 New Yorkers in underserved communities.







FRESH Successes at a Glance

How the FRESH Program Started and How It Works

Working with the New York City Council and the five Borough Presidents, the New York City Department of City Planning and the New York City Economic Development Corporation collaborated on FRESH in response to the 2008 citywide **Going to**Market study. This study highlighted the widespread shortage of neighborhood grocery stores providing fresh food options in several communities of New York City.

The FRESH program offers incentives to property owners who agree to build a fresh food grocery store in communities identified as having a high need for new grocery options. Need is defined by a lack of adequate grocery store square footage for the population or no grocery options within a comfortable walking distance. In exchange for creating a full-service grocery store, the building in which the grocery store is located can be slightly larger than is allowed by the underlying zoning and provide less parking than is typically required for a grocery store.

The zoning incentive was first rolled out in 2009 across 20 Community Districts in all boroughs, except Staten Island, which was added in 2021. In addition, certain tax breaks are available to qualifying FRESH food stores, which lowers the cost of owning, leasing, developing, and renovating retail grocery space.

The New York City Economic Development Corporation administers those tax benefits via the New York City Industrial Development Agency. The tax benefits can be utilized with or separately from the zoning incentives.



30 FRESH supermarkets

have opened thanks to the program



1.2 million New Yorkers

live within one half-mile of a FRESH market



These 30 stores translate to **884,215 square feet of grocery store space** — as much space as about 15 football fields.

Brooklyn has seen the most FRESH stores opened since 2009. Today, about **450,000 New Yorkers** live within one-half mile of a FRESH store in Brooklyn, the city's most populous borough.

An additional 21 FRESH stores are in the pipeline for opening in the future.

All FRESH stores currently open or in the works would translate to grocery store space equivalent to:





The size of the Chrysler Building







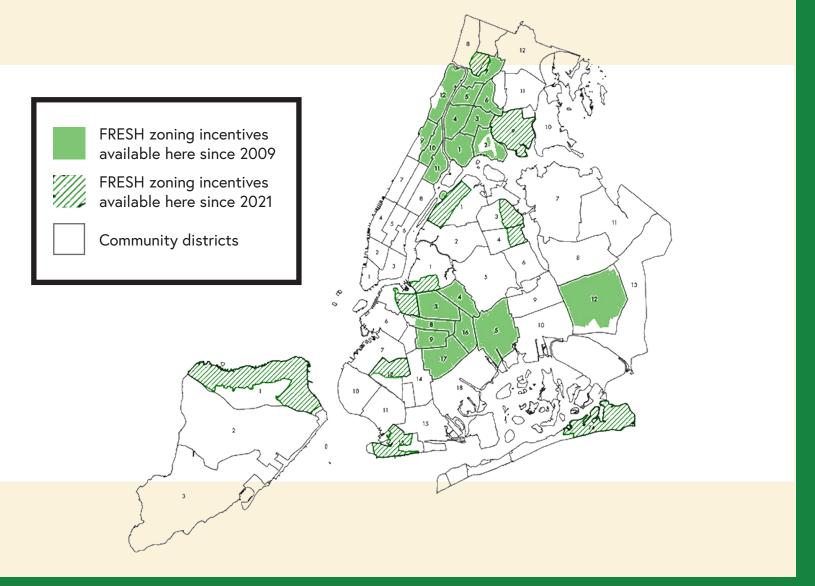


FRESH Expansion

In December 2021, FRESH eligibility expanded to parts of 11 additional New York City Community Districts.

The primary purpose of the update was to incentivize the creation of supermarkets in even more areas of New York City that are still underserved, according to an updated Supermarket Needs Index. Encouraging the development of full-sized supermarkets empowers consumers, increases access, and may provide additional food options through increased competition.

Of the 21 FRESH stores in various stages of development right now, five are within the newly expanded areas, and may soon bring fresh food and more grocery options to Fort Greene and Williamsburg in Brookyn, and Astoria and Corona in Queens.



Where are FRESH stores today?

Supermarket operators have set up shop in the following neighborhoods across the city.

The Bronx

Big Farm Wholesale, 515 Bryant Ave.

Food Bazaar, 238 E161st St.

Food Universe, 3470 Third Ave.

Food Bazaar, 445 East 163rd St.

New Era Foods, 345 St. Ann's Ave.

ShopRite Associates, 1994 Bruckner Blvd.

SuperFresh, 459, East 149th St.

Western Beef, 1851-1859 Bruckner Blvd.

Western Beef, 2044 Webster Ave.

Western Beef, 3629 White Plains Road

Brooklyn

Bogopa BTM, 221-251 McKibbin St.

Moisha's Kosher Discount Supermarket, 305-325 Avenue M

Food Bazaar, 17-59 Ridgewood Place

Food Bazaar, 417 Junius St.

Food Bazaar, 21 Manhattan Ave.

ShopRite Associates, 590 Gateway Drive

Union Market, 1535 Bedford Ave.

Lincoln Market, 33 Lincoln Road

Met Fresh, 410 Tompkins Ave.

Associated Marketplace, 605 Hart St.

Hatzlacha Supermarket, 744 Bedford Ave.

Western Beef Retail, 814 Jamaica Ave.

Manhattan

Ideal Food Basket, 1635 Lexington Ave.

FoodTown, 2211 Third Ave.

Ctown Supermarkets, 2395 Frederick Douglass Blvd.

Key Food, 2630 Frederick Douglass Blvd.

Queens

Food Bazaar, 34-20 Junction Blvd.

Food Bazaar, 42-02 Northern Blvd.

Brooklyn Harvest 26-01, 1st St.

Staten Island

Key Food, 300 Sand Lane







Help Bring FRESH to More Communities

The FRESH program has provided a significant benefit to New York City since it was created in 2009 - bringing fresh, high-quality groceries to underserved areas and improving the health of the city's residents.

This report is meant help keep New Yorkers up-to-date on the progress of the FRESH program as well as where these stores can be found. FRESH is a great opportunity for landowners to provide a much-needed resource to many communities across the city with the benefit of zoning incentives to construct slightly larger buildings and potential tax breaks. We highly encourage landowners to pursue including a FRESH store as part of their developments if applicable. Applications have been submitted in newly expanded areas, bringing fresh food and more grocery options to Astoria, Williamsburg, Corona, and Fort Greene.

Get in touch

Effective in increasing access to healthy food for all New Yorkers, FRESH is open for business and will continue to work with applicants to open new stores in underserved areas of the city. As well as accommodating traditional fresh food grocery stores, FRESH encourages partnerships with alternative organizations that want to provide fresh food to their communities, including food co-ops, food hubs, pantries, and other fresh food-related uses.

Please get in touch with **FRESH_Info@planning.nyc.gov** to learn more about the FRESH zoning incentive program. For more information on the FRESH tax benefits program, please visit edc.nyc/fresh-contact-form.

Learn more

Visit nyc.gov/FRESH for interactive maps and detailed information about the requirements of the FRESH zoning incentive program from the NYC Department of City Planning.







