



CROWN HEIGHTS

BROOKLYN

Commercial District Needs Assessment



NYC
Small Business
Services

careers
businesses
neighborhoods



Bridge Street Development Corporation



ABOUT CROWN HEIGHTS

Background

Avenue NYC is a competitive grant program created by the **NYC Department of Small Business Services** to fund and build the capacity of community-based development organizations to execute commercial revitalization initiatives. Avenue NYC is funded through the U.S. Department of Housing and Urban Development's Community Development Block Grant (CDBG) Program, which targets investments in low- and moderate-income neighborhoods.

Avenue NYC Commercial Revitalization grants provide multi-year commitments aimed at building the capacity of partner organizations to better understand neighborhood needs, develop impactful programs, and sustain their work in the community for at least three years.

The **Commercial District Needs Assessment (CDNA)** highlights a neighborhood's existing business landscape and consumer characteristics.

This CDNA features the commercial corridors of **Crown Heights**, including **Utica Avenue, Kingston Avenue, Nostrand** and **Franklin avenues** between **Atlantic Avenue** and **Eastern Parkway**, and **Atlantic Avenue** between **Franklin** and **Utica avenues**, and was conducted in partnership with **Bridge Street Development Corporation** between September 2022 and June 2023.

Key issues and opportunities identified through this assessment will help prioritize SBS-supported local investments, and serve as an informational and marketing resource for the neighborhood.

In This Report

Existing conditions, business data, and qualitative depictions of the neighborhood were gathered from more than **748 surveys** and various stakeholder meetings with neighborhood merchants, shoppers, street vendors, property owners, and residents.

Jump to...

Key Findings	4-5
Business Inventory	6
What Merchants Say	7, 11-12
Business Outlook	13-14
What Shoppers Say	12
Physical Environment	15
Data Appendix	16-19

Located in Central Brooklyn, Crown Heights is home to a myriad of community and cultural assets that serve New Yorkers of all ages. Bounded by Prospect Heights, Brownsville, Ocean Hill, Bedford-Stuyvesant, and Prospect-Lefferts Gardens, the neighborhood is often categorized by residents into "North" and "South" sections divided by Eastern Parkway.

Crown Heights experienced a development evolution at the turn of the 20th Century. From 1890 to 1920, it was one of the wealthiest neighborhoods in Brooklyn thanks to new transportation options including the Brooklyn Bridge and Eastern Parkway. In the 1930s, the A train connected Crown Heights and Bedford-Stuyvesant directly to Harlem, helping to establish the largest Black community in Brooklyn. Caribbean immigrants subsequently settled in Crown Heights and neighboring Flatbush to create the largest Caribbean diaspora community in the world. During the 1940s and 1950s, Chabad-Lubavitch Hasidic Jews also settled in Crown Heights South to make it the home of the Worldwide Headquarters of the Chabad-Lubavitch Hasidic Jewish movement. By the late 1960s, white flight to the suburbs created an economic vacuum that would plague Crown Heights with disinvestment and neglect. Crown Heights was troubled for years by negative perceptions following the 1991 riots, although local advocates from the Black and Jewish communities organized during this time and created tools for revitalizing race relations and their shared community. Despite its challenges, Crown Heights has become a vibrant center for the many cultures it represents today.

The neighborhood contains a diverse mix of business types along its core commercial corridors: Franklin, Nostrand, Kingston, and Utica avenues. These corridors contain many necessities and comforts that make them desirable for residents and visitors alike, offering retail stores, restaurants, hair salons, and professional services — many of which are owned by women or people of color. The commercial hub of the Chabad-Lubavitch Jewish population lies roughly along Kingston Avenue between Eastern Parkway and Empire Boulevard. Atlantic Avenue hosts auto repair, storage, and wholesale warehouse spaces. With more than 10 MTA bus routes, access to the 2, 3, 4, and 5 subway lines, the Long Island Rail Road, and "Dollar Van" routes, abundant transportation options make it easy to travel to and across the neighborhood.

Neighborhood Demographics

See more on page 16

With a population of roughly 161,000, Crown Heights is demographically and socioeconomically diverse, with Black, West Indian, and Jewish residents making up the predominate ethnic groups. 30% of residents are foreign born, and of those, more than 67% are from the Caribbean. During the Jewish high holidays, the worldwide headquarters of the Chabad-Lubavitch Hasidic Jewish movement can draw more than 100,000 international visitors to the neighborhood. While much of the community is comprised of long-standing, multigenerational residents, rapid gentrification in the 2010s catalyzed the introduction of younger, newer residents. Eager property developers and aggressive buyouts threaten the residential stability of the neighborhood. The neighborhood's economic dynamics can be seen by its median household income of \$63,069 compared to \$67,753 in Brooklyn and \$70,663 in New York City.

Future Opportunities

See more on page 5

With convenient public transportation and a plethora of cultural institutions including the Brooklyn Children's Museum, the Jewish Children's Museum, Medgar Evers College, the Major R. Owens Health & Wellness Community Center, Brooklyn Museum, and access to Prospect Park, there are abundant investment opportunities for entrepreneurs and families in Crown Heights. Simultaneously, as the home of the annual West Indian American Day Carnival along Eastern Parkway and the Chabad-Lubavitch world headquarters, Crown Heights is also a popular tourist destination. Ongoing conversations between local elected officials, Community Board 8, and the NYC Department of City Planning have opened the possibility of future commercial revitalization and housing opportunities through the Atlantic Avenue Mixed Use Plan. Through this and other private investments, Crown Heights is expected to gain thousands of new housing units, further bolstering the neighborhood's vibrant economic landscape. At the same time, new entrepreneurs continue to grow Crown Heights' economic base and enhance the rich tapestry of the neighborhood.

Crown Heights



▲ Points of Interest

- Assessed Commercial Corridors
- Parks and Public Spaces
- Arts & Cultural Destinations
- Business Improvement Districts
- Public Facilities

▲ Notable Places



Neighborhood Events

- Brooklyn Museum First Saturdays
- Crown Heights Halloween Dog Parade
- Crown Heights North Association Jazz Soiree
- Holiday Tree Lighting at Brower Park
- Lag B'Omer Parade
- National Night Out at Brower Park
- One Crown Heights Neighborhood Festival
- Simchas Bais Hashoeva
- West Indian American Day Carnival and Parade

Merchant & Community Groups

- Bridge Street Development Corporation
- Crown Heights Jewish Community Council
- Crown Heights North Association
- Franklin Avenue Merchants Association
- Local Development Corporation of Crown Heights
- National Committee for Furtherance of Jewish Education
- Neighbors in Action
- North Nostrand Avenue Merchants Association
- One Crown Heights

KEY FINDINGS & OPPORTUNITIES

Strengths

- ▶ A rich tapestry of cultural and historical influences, along with historic brownstone architecture and walkable streetscapes, gives Crown Heights its unique character
- ▶ Diversity of shops and retail clusters – auto repair, retail, bodegas, and a plethora of restaurants and bars – offer a wide range of commercial options for shoppers. The proximity and variety of dining and nightlife options along Nostrand and Franklin avenues makes Crown Heights a top destination in Central Brooklyn
- ▶ The concentration of cultural institutions – the Brooklyn Children’s Museum, Jewish Children’s Museum, Brooklyn Museum, and Prospect Park – around Eastern Parkway makes Crown Heights a popular family-friendly district
- ▶ Home to a significant number of minority-owned businesses that reflect the African American, Caribbean, and Jewish cultures of the neighborhood. Ties between shoppers and businesses are strong with high levels of cultural, linguistic, and religious diversity among both shoppers and store owners
- ▶ There are multiple community-based organizations dedicated to supporting the neighborhood and local merchants
- ▶ Shoppers find Crown Heights generally accessible and walkable, with an abundance of public transportation options including multiple subway and bus routes and a LIRR station
- ▶ Educational and cultural institutions such as CUNY’s Medgar Evers College and the new Major R. Owens Health & Wellness Community Center serve as strong partners for ongoing commercial revitalization efforts

Challenges

- ▶ There are significant issues with illegal dumping and garbage pickup throughout all corridors in the district. Graffiti and poorly maintained storefronts create an unappealing environment to shop, contributing to customers and residents shopping elsewhere
- ▶ A substantial number of businesses do not have a website or digital presence, limiting their ability to compete with online retailers
- ▶ Narrow, unclean and broken sidewalks, double parking, and high-speed traffic make Atlantic Avenue hostile toward pedestrians. This lack of walkability leads to the area feeling unsafe as there are few who walk or bike on this corridor, especially at night
- ▶ Safety is an issue along some corridors, as some consumers feel unsafe at night and some areas have issues with sufficient street lighting. Shoplifting has been an issue for some merchants on Kingston and Utica avenues
- ▶ Community members have expressed concern that changes such as street cleaning or improved safety and accessibility would invite gentrifiers rather than serve the existing community, potentially hindering inclusive and positive improvements
- ▶ There is a strong need for supermarkets and healthier food options that are affordable for long-standing residents



Destination Nostrand Street Fair



Medgar Evers College



West Indian American Day Carnival



Nostrand Avenue



Public Art



Historic Architecture



Chabad-Lubavitch World Headquarters



Utica Avenue

Opportunities

- ▶ Organize merchants on commercial corridors to build capacity, pool resources, increase customer foot traffic, and advocate for systemic change for small businesses at the local government level. Explore establishing merchants associations, Business Improvement Districts (BIDs), or other economic development organizations to support small businesses and develop short and long term commercial revitalization strategies
- ▶ Clean, beautify, and maintain streets across the district and install additional litter baskets to promote a clean neighborhood and prevent littering
- ▶ Help businesses start or grow their online presence and e-commerce platforms through innovative workforce development partnerships that provide vital, hands-on technical assistance
- ▶ Create safer streets by preventing double parking and implementing traffic calming measures on key corridors such as Atlantic Avenue. Foster improved traffic flow by creating dedicated loading and unloading areas for businesses and enforce bus lane restrictions along Select Bus Service corridors
- ▶ Improve street lighting and adjust crosswalk timing to prioritize pedestrian safety
- ▶ Attract new businesses to fill vacant storefronts and develop new strategies and incentives to recruit stores that diversify the retail mix and respond to local residents' needs
- ▶ Develop a storefront improvement program to upgrade exterior storefront façades, assist with construction, and remove graffiti
- ▶ Create a local job board and invest in training local residents to encourage small businesses to hire locally

What's Next?

To address these key findings and opportunities, Avenue NYC Grants have been awarded by SBS to nonprofit organizations.

For more information, visit: nyc.gov/avenuenyc

BUSINESS LANDSCAPE: CROWN HEIGHTS

Business Inventory

983

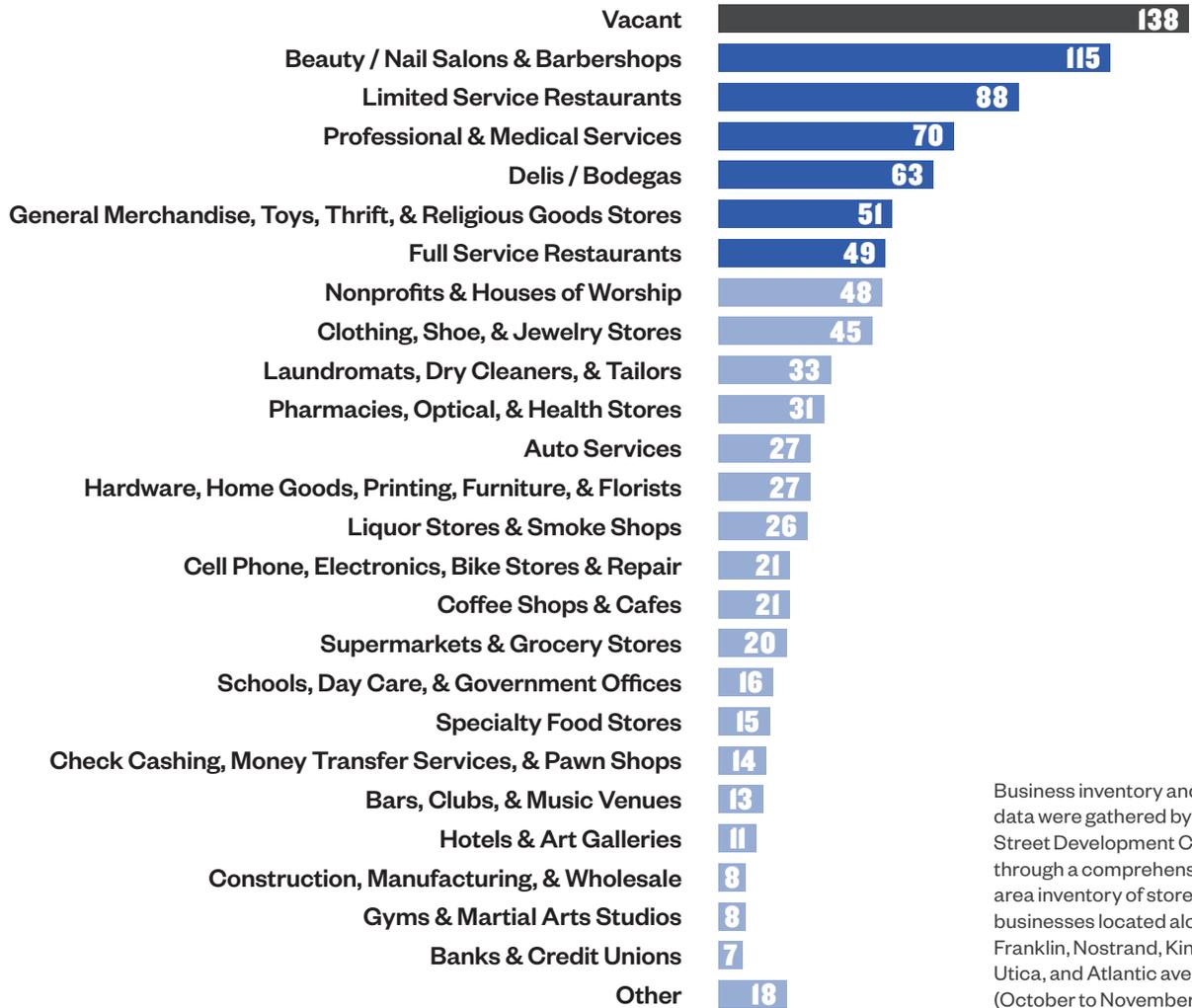
Total Number of Storefronts

14.0%

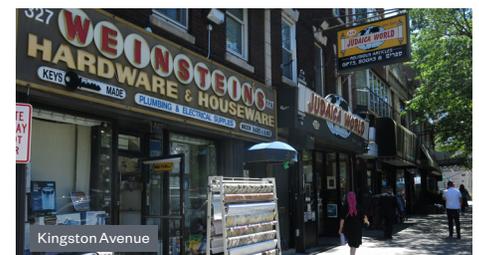
Storefront Vacancy*

*Note: In 2022, New York City's 76 Business Improvement Districts reported an average ground floor vacancy rate of 11.6% and median ground floor vacancy rate of 10.1% (SBS BIDs Trends Report, FY22).

Storefront & Retail Mix

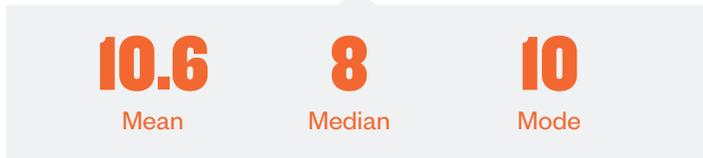
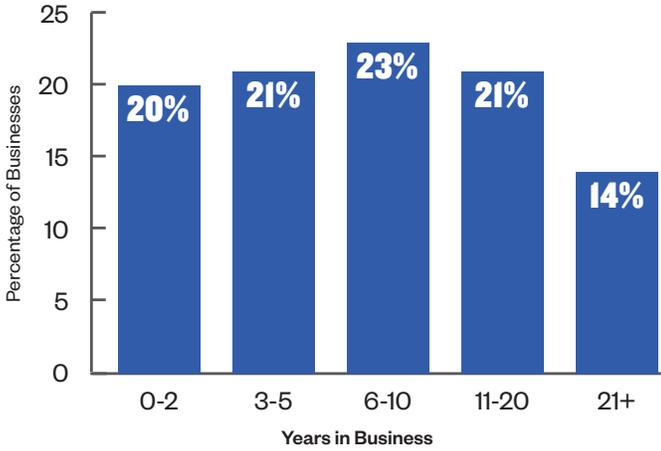


Business inventory and retail mix data were gathered by Bridge Street Development Corporation through a comprehensive area inventory of storefront businesses located along Franklin, Nostrand, Kingston, Utica, and Atlantic avenues (October to November 2022).



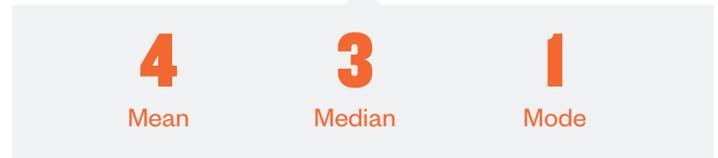
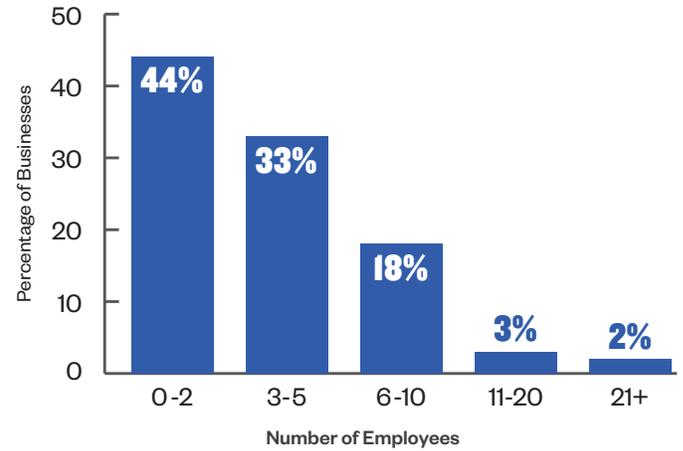
What We've Heard from Crown Heights Merchants

How many years have you been in business here?



Note: The mean is the average of all responses, the median is the middle number when all responses are arranged in ascending order, and the mode is the most common response.

How many full-time employees do you have?



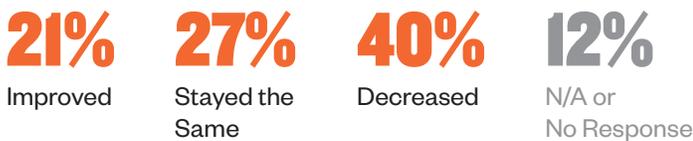
Do you own or rent your property?



Does your business currently have a website?



Over the past year, has your business improved, stayed the same, or decreased?



What kinds of resources would help you grow your business?

Resource	% Merchant Responses
Marketing Support	59%
Access to Financing	47%
Space Improvements	30%
Lease Support	25%
New Equipment	18%
Training for Staff	15%
Legal Services	11%
Other	11%

In the coming year, do you plan to expand, stay, relocate, or close?



Source: Based on 229 merchant surveys conducted by Bridge Street Development Corporation from December 2022 to February 2023.

BUSINESS LANDSCAPE

Atlantic Avenue

Business Inventory



Storefront Conditions



Most Common Businesses



What changes need to occur on or around your corridor to attract more shoppers?



Franklin Avenue

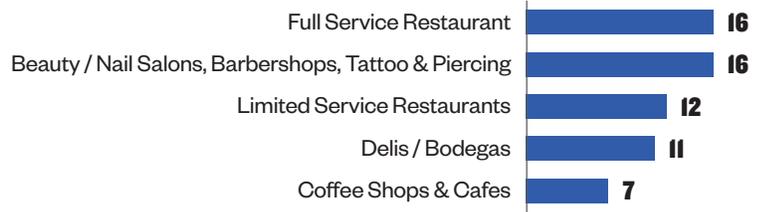
Business Inventory



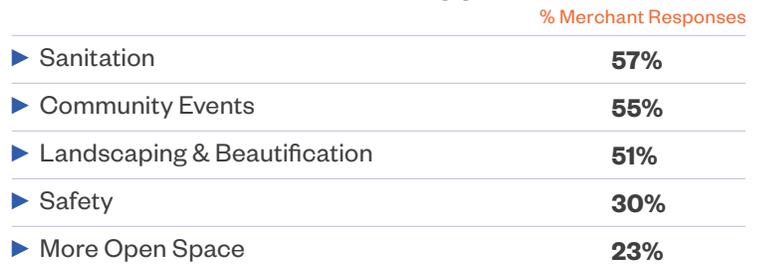
Storefront Conditions



Most Common Businesses



What changes need to occur on or around your corridor to attract more shoppers?



Kingston Avenue

Business Inventory



Storefront Conditions



Most Common Businesses

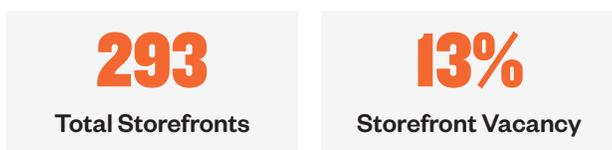


What changes need to occur on or around your corridor to attract more shoppers?



Nostrand Avenue

Business Inventory



Storefront Conditions



Most Common Businesses



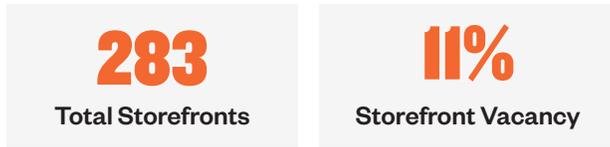
What changes need to occur on or around your corridor to attract more shoppers?



BUSINESS LANDSCAPE

Utica Avenue

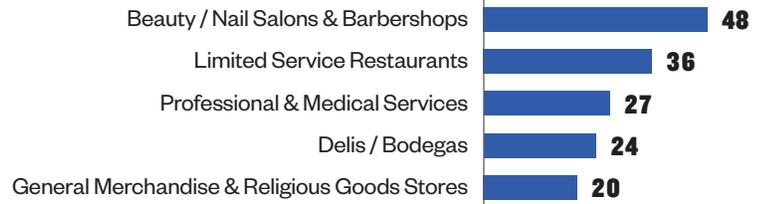
Business Inventory



Storefront Conditions



Most Common Businesses



What changes need to occur on or around your corridor to attract more shoppers?



What We've Heard from Crown Heights Merchants

Do you live in Crown Heights?



Are you a minority or woman-owned business?



What We've Heard from Crown Heights Merchants

What do you like about the commercial district?

"For my purposes there is a great animal-loving community in Crown Heights. Franklin Avenue is also an accessible strip that is large enough to offer variety and small enough to feel homey."

"It is community oriented, it's not a block or a street like other commercial districts — this is a community destination."

"The residential buildings and college nearby bring repeat customers."

"I like it because it's lively, convenient, and near trains."

"Love the diversity of the restaurants and stores. Every shop owner is friendly and collaborative — they're not just chains, either (real mom & pops)."

"Kingston Avenue is a place with lots of tourism, students, and rabbis, which means lots of visitors. That's where the money comes from."

"The merchants and working together on different initiatives."

"Concentration of businesses with easy access and convenient parking."

"Lots of residencies in close vicinity, proximity to parks and museums."

"Diversity of small business owners."

"I like the people, the other businesses, the population density, the neighborhood feel."

What makes the Crown Heights commercial district unique?

"A lot of different cultures are in this area making up a big community."

"Brooklyn can bring it & it's bringing it. Everything is here and we've been here forever — though it's transitioning."

"Proximity to the park and museum."

"Diversity, live music, Brooklyn Children's Museum. Access to shopping areas."

"Its especially strong neighborhood associations!"

"It's such a wonderful melting pot, I hope it gets to stay that way. Affordable housing is very important. As well as affordable commercial lease opportunities."

"The geographic location — it's in the center of Brooklyn. It's a diverse cultural center."

"This neighborhood is unique due to the majority of minority-owned businesses along with the pedestrian volume."

"There is a really nice neighborhood vibe, with great, diverse people."

"Access to buses and trains, lots of different people."

"Embodiment of unity. All races & religions coming together 24 hrs/day."

BUSINESS LANDSCAPE

What We've Heard from Crown Heights Merchants and Shoppers

What changes would you like to see to improve the Crown Heights commercial district?

"More activities and stores for teens, young adults."

"Better lighting, cleaner streets, making merchants more responsible for cleaning in front of their storefronts in the morning and evening upon closing."

"Addressing garbage and rats. Improving transportation options. Filling empty storefronts."

"Better store signage and perhaps adding artistry to the roll up gates."

"Creating small park-like areas and places for people to hang out/sit outside will improve the overall vibe of the neighborhood and also encourage people to buy more if they're here."

"Traffic calming, enforcement of double-parking, enforcement of noise from traffic, more bike lanes, Open Streets like on Vanderbilt Avenue to encourage outdoor dining and shopping."

"Many buildings appear to be in disrepair — revamping store fronts I think would make spaces much more inviting."

"Collaboration and partnership with our new library branch at the Brooklyn Children's Museum once it opens."

"Better food choices, more fresh fruits & vegetables."

"Community events and creative spaces, more affordable and quality fruits."

"Foot patrol from the police would provide safety support for everyone."

What changes need to occur in Crown Heights to attract more visitors/shoppers?

	% Merchant Response	% Consumer Response
▶ Safety	49%	45%
▶ Sanitation	48%	57%
▶ Landscaping / Beautification	39%	53%
▶ Community Events	32%	44%
▶ Street Lighting	28%	36%
▶ Graffiti Removal	22%	22%
▶ Storefront Improvements	21%	43%
▶ Merchant Collaboration	19%	34%
▶ Other	18%	13%
▶ More Open Space	16%	30%
▶ Transportation Improvements	8%	24%

Source: Based on 229 merchant surveys and 519 consumer surveys conducted by Bridge Street Development Corporation in Winter 2022-2023.

Crown Heights Retail Demand

Residents spend

\$5.27B

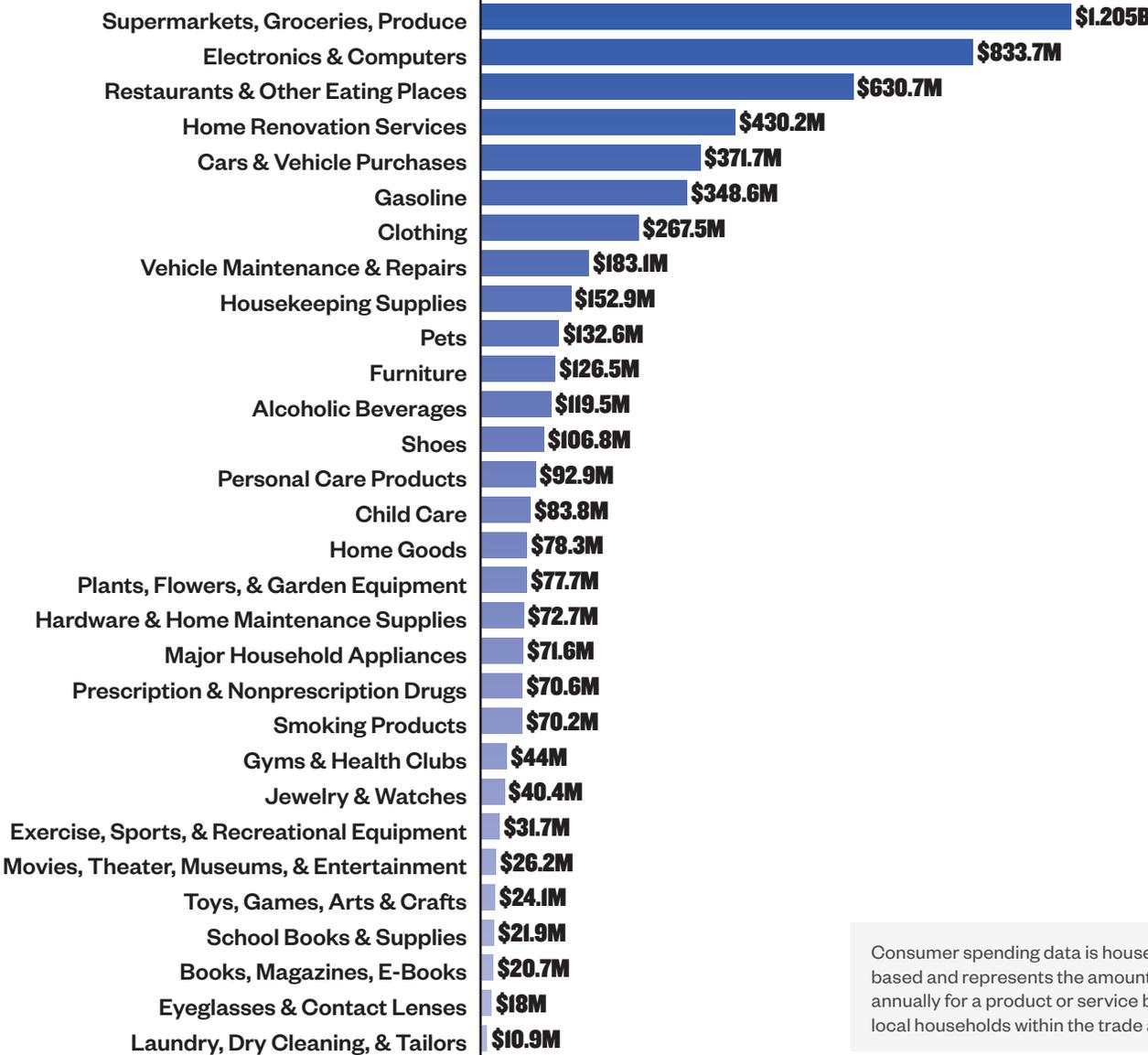
each year on retail goods and services in 2023

Residents will spend

\$6.17B

each year on retail goods and services by 2028

2023 Consumer Spending



Consumer spending data is household-based and represents the amount spent annually for a product or service by all local households within the trade area.

Source: ESRI forecasts for 2023 and 2028; Consumer Spending data are derived from the 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics.

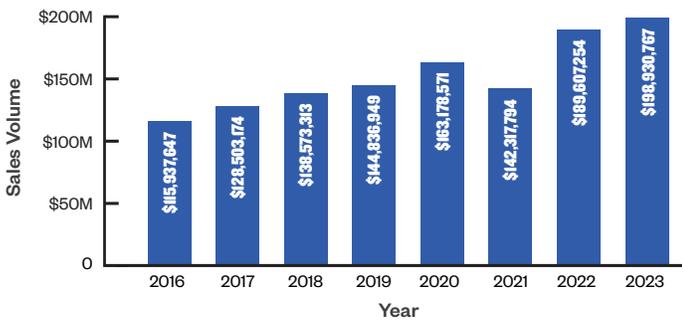
BUSINESS OUTLOOK

Business Trends

Change in Total Business Sales, 2016-2023



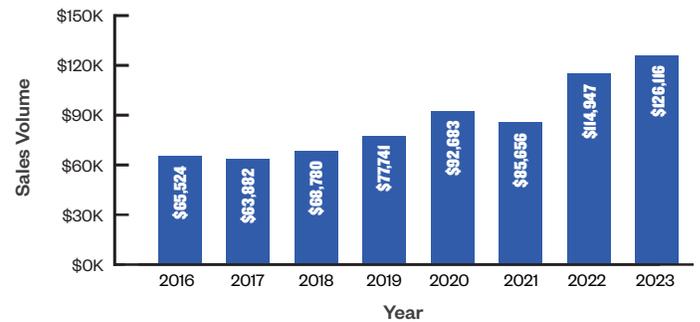
Crown Heights Total Business Sales



Change in Median Sales by Business, 2016-2023



Crown Heights Median Sales by Business



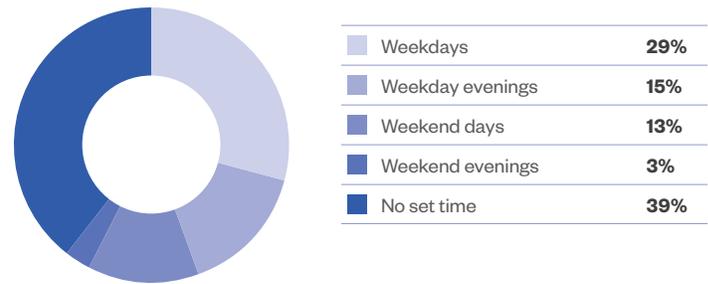
*Year 2023 reflects data gathered up until March 2023. Source: Division of Tax Policy, NYC Department of Finance

What We've Heard from Shoppers

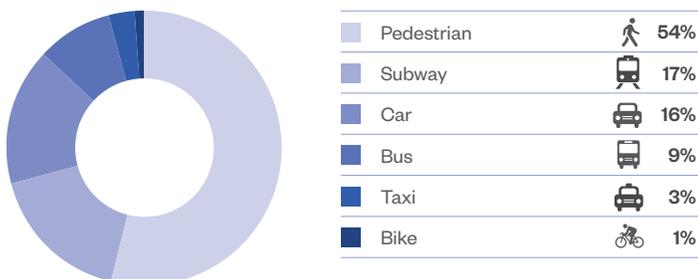
What additional types of businesses would you like to see in Crown Heights?

- ▶ Restaurants 
- ▶ Clothing & Shoe Stores 
- ▶ Supermarkets 
- ▶ Coffee Shops and Cafes 
- ▶ Gyms and Wellness Spaces 
- ▶ Book Stores 

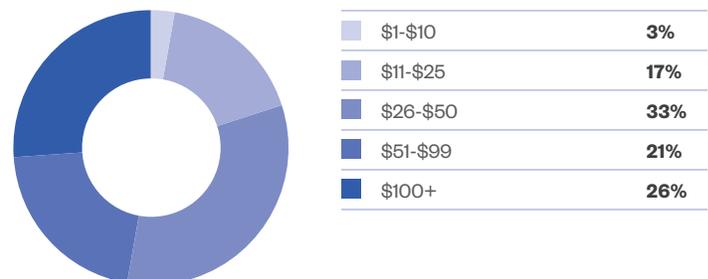
When do you usually shop in Crown Heights?



How do you usually travel to Crown Heights?

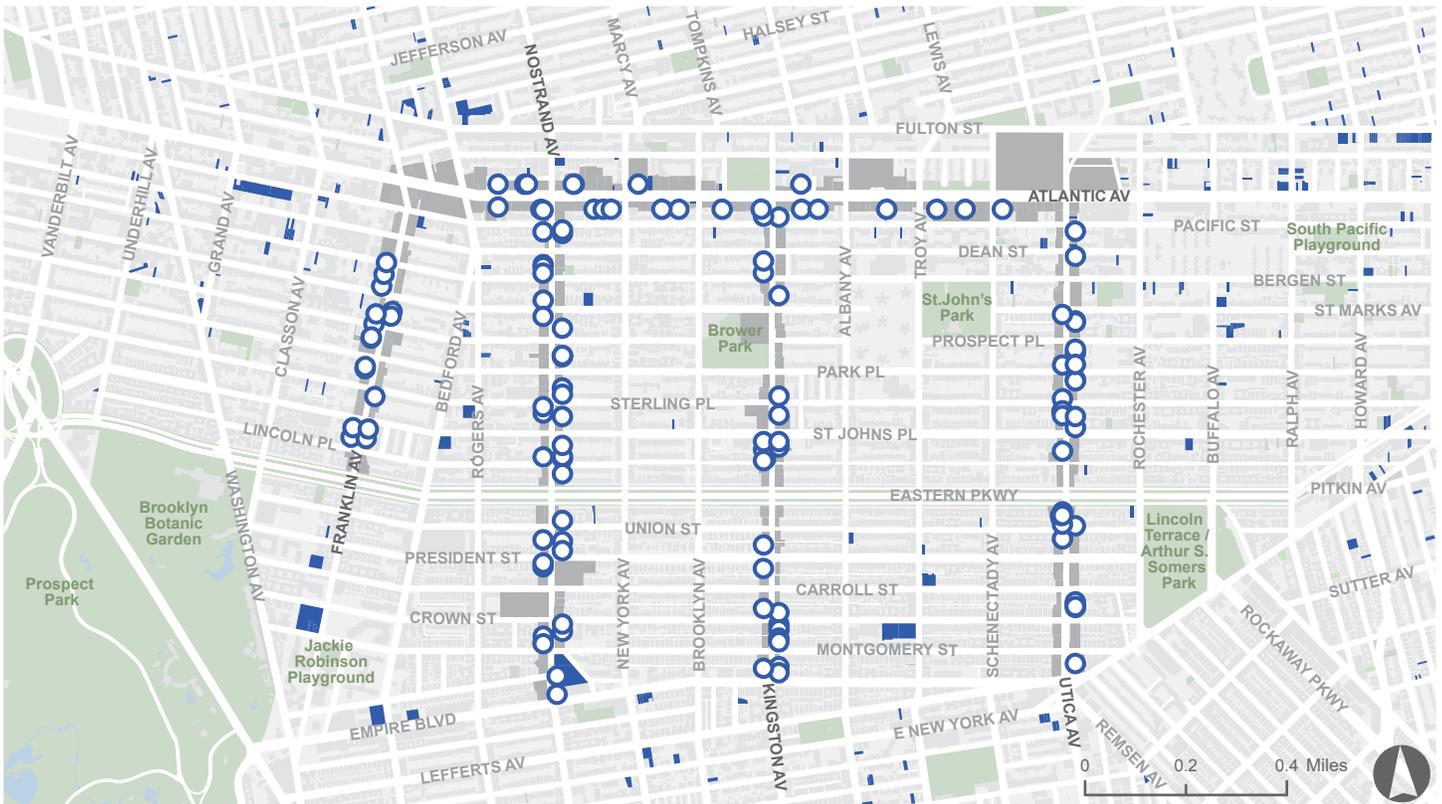


How much do you typically spend when you shop in Crown Heights?



Source: Based on 519 consumer surveys conducted by Bridge Street Development Corporation in Winter 2022.

Storefront Vacancies

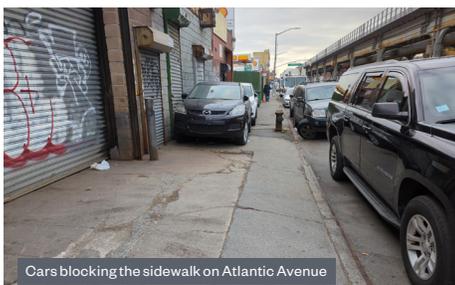


- Vacant Lots
- Vacant Storefronts
- Parks & Open Spaces

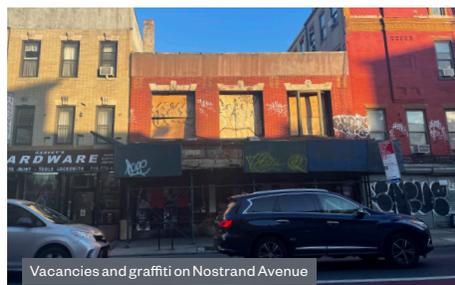
An analysis of 983 storefronts on commercial corridors throughout Crown Heights, including Utica, Atlantic, Kingston, Nostrand, and Franklin avenues between Atlantic Avenue and Eastern Parkway, revealed that 37% of storefronts are in poor condition, 32% are in average condition, and 32% are in good condition.

Streetscape Observations

- ▶ A dearth of trees results in a lack of shade and cooling on hot days.
- ▶ Graffiti on vacant and poorly maintained storefronts creates an unappealing environment to shop in.
- ▶ Nostrand Avenue benefits from well-maintained businesses and a wide retail mix with plentiful outdoor dining options.
- ▶ Retail continuity is maintained on most corridors, broken only by the occasional vacant storefront. However, there are wide sections of Atlantic and Kingston avenues which do not have businesses.
- ▶ Improving street lighting would greatly improve perceptions of safety and walkability.
- ▶ There are significant issues with illegal dumping and garbage pickup throughout the corridors in the district. While many corridors have trash cans, there is litter on sidewalks, in tree pits, and on streets.
- ▶ Utica, Nostrand, Kingston, and Atlantic avenues experience exceptionally heavy vehicle and foot traffic throughout the day, and heavy bike traffic from restaurants to delivery locations. Atlantic Avenue's narrow, unclean, broken sidewalks are often blocked by parked cars, making it hostile for pedestrians.
- ▶ Retail mix varies by the block, as does the density and attractiveness of storefronts. The greatest density of storefronts can be found close to subway stops.



Cars blocking the sidewalk on Atlantic Avenue



Vacancies and graffiti on Nostrand Avenue



Litter

DATA APPENDIX

Study Area Boundaries

Assessed Commercial Corridors

Primary data on Crown Heights storefront businesses presented on pg. 6-10 was gathered along the following commercial corridors:

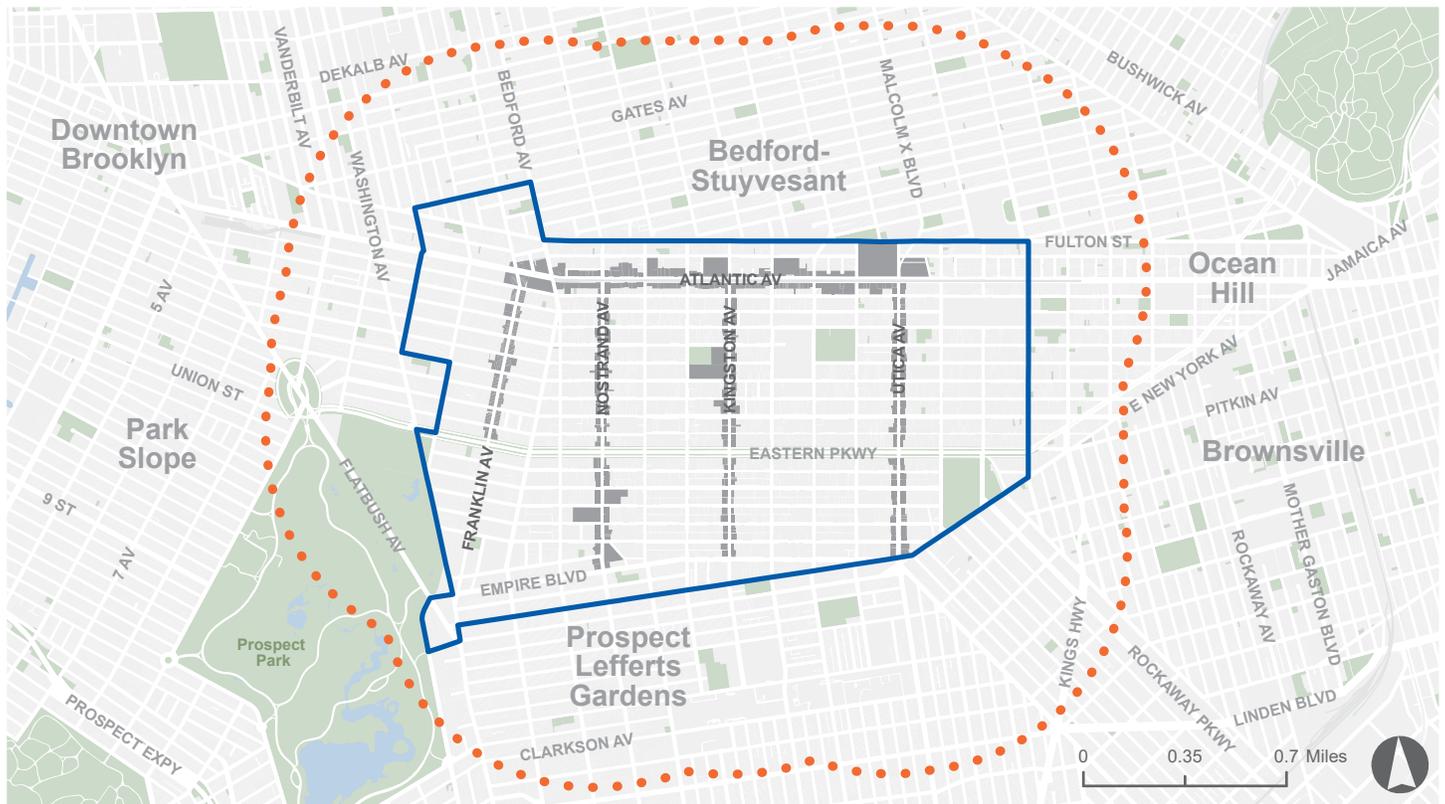
- ▶ Franklin Avenue between Atlantic Avenue and Eastern Parkway
- ▶ Nostrand Avenue between Atlantic Avenue and Empire Boulevard
- ▶ Kingston Avenue between Atlantic Avenue and Empire Boulevard
- ▶ Utica Avenue between Atlantic Avenue and Empire Boulevard
- ▶ Atlantic Avenue between Classon and Rochester avenues

Crown Heights Area

Demographic and employment data on pg. 16-17 represents the population within the Crown Heights neighborhood context area.

Trade Area

Consumer spending data on pg. 13 corresponds to the 0.75 mile trade area.



Area Demographics

Total Population

161,197	Crown Heights
2,712,360	Brooklyn
8,736,047	New York City

Population Density (per square mile)

64,479	Crown Heights
39,028	Brooklyn
28,893	New York City

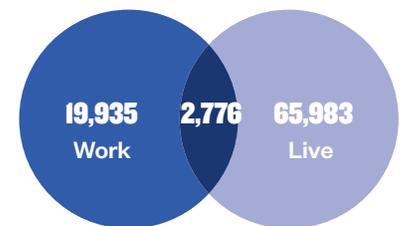
Average Household Size

2.47	Crown Heights
2.71	Brooklyn
2.63	New York City

Car Ownership

31.1%	Crown Heights
44.7%	Brooklyn
45.5%	New York City

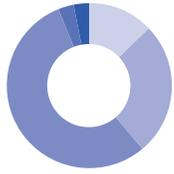
Commuting Patterns



19,935	Work in Crown Heights, live elsewhere
2,776	Live & Work in Crown Heights
65,983	Live in Crown Heights, work elsewhere

Area Demographics

Race/Background



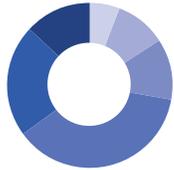
	Crown Heights	Brooklyn	NYC
Hispanic or Latino (of any race)	13%	19%	29%
White alone	26%	37%	32%
Black or African American alone	55%	29%	21%
Asian alone	3%	12%	14%
Two or more races	3%	3%	3%
Some other race alone	0%	0%	1%
American Indian and Alaska Native alone	0%	0%	0%
Native Hawaiian and Other Pacific Islander	0%	0%	0%

Educational Attainment



	Crown Heights	Brooklyn	NYC
12th Grade or Less, No Diploma	15%	16%	17%
High School Graduate	23%	25%	24%
Some College, No Degree	15%	13%	14%
Associate's Degree	6%	6%	7%
Bachelor's Degree	25%	24%	23%
Graduate or Professional Degree	16%	16%	17%

Population Age



	Crown Heights	Brooklyn	NYC
Under 5 Years	6%	7%	6%
5-14 Years	10%	12%	11%
15-24 Years	12%	11%	12%
25-44 Years	37%	32%	31%
45-64 Years	22%	23%	25%
65+ Years	13%	15%	15%

Median Age

34.3	Crown Heights
35.7	Brooklyn
37.3	New York City

Foreign-Born Population

30%	Crown Heights
35%	Brooklyn
36%	New York City

Income

Median Household Income

\$63,069	Crown Heights
\$67,753	Brooklyn
\$70,663	New York City

Pop. Below Poverty Line

19%	Crown Heights
19%	Brooklyn
17%	New York City

Employment

Population in Labor Force

67%	Crown Heights
64%	Brooklyn
63%	New York City

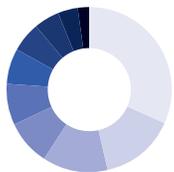
Unemployment*

5.5%	Crown Heights
4.5%	Brooklyn
4.7%	New York City

*Note: As of May 2023, the unemployment rate is 5.4% for Brooklyn and 5.1% for New York City (NYSDOL); updated neighborhood-level data for Crown Heights is not available.

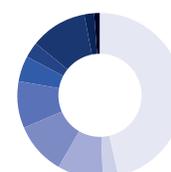
Local Jobs and Employment

Local Residents' Employment



Educational Services, Health Care, Social Assistance	32%
Professional, Scientific, & Technical Services	15%
Other Services	13%
Accommodation, Food Services, Arts, Entertainment	9%
Retail Trade	8%
Finance, Insurance, Real Estate	7%
Transportation, Warehousing, Utilities	6%
Public Administration	5%
Construction	4%
Manufacturing	2%

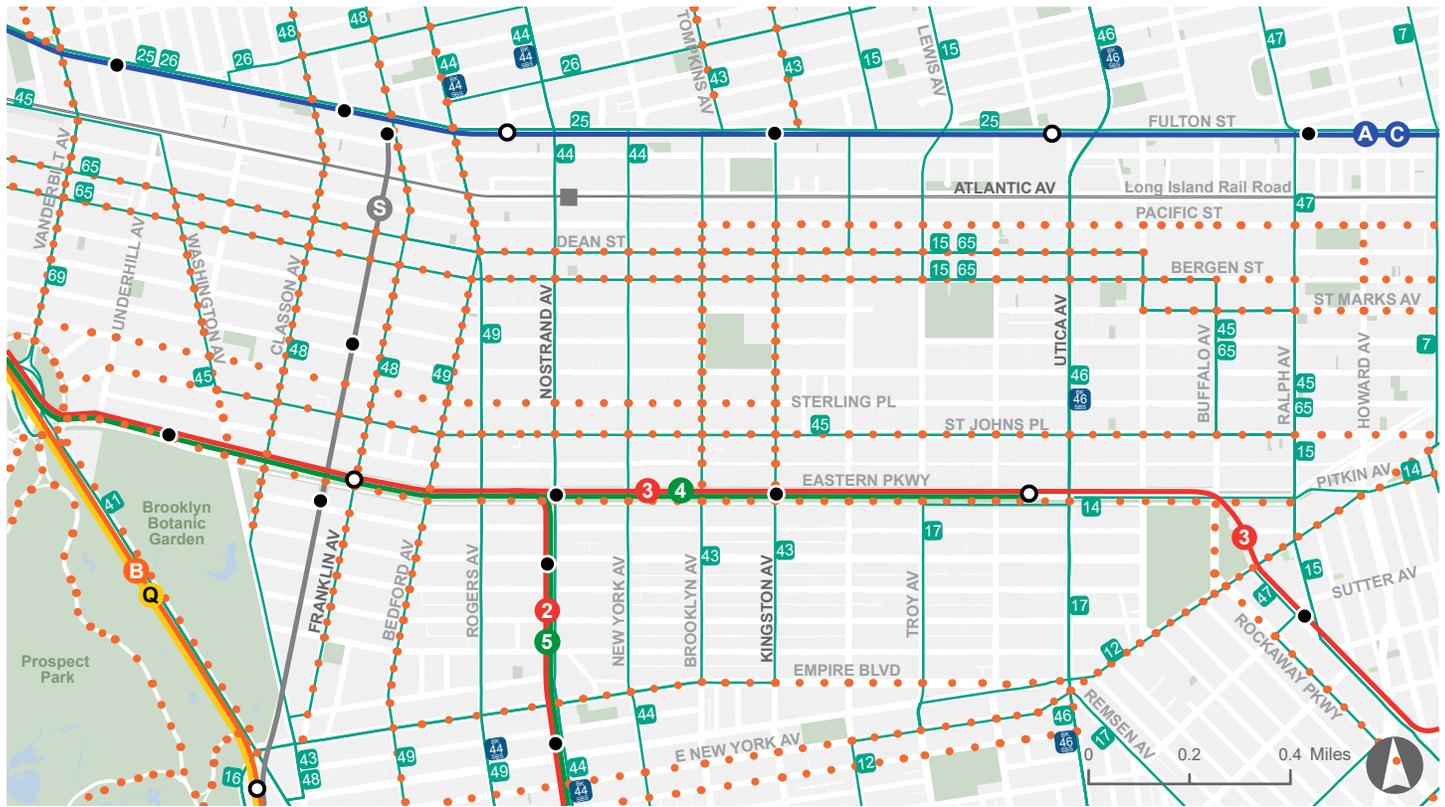
Jobs Located in Crown Heights



Educational Services, Health Care, Social Assistance	46%
Professional, Scientific, & Technical Services	3%
Other Services	9%
Accommodation, Food Services, Arts, Entertainment	10%
Retail Trade	9%
Finance, Insurance, Real Estate	5%
Transportation, Warehousing, Utilities	3%
Public Administration	11%
Construction	2%
Manufacturing	1%

DATA APPENDIX

Crown Heights Transportation



▲ Crown Heights Transportation



Average Weekday Bus Ridership (2022)

3,129	B7	5,461	B43
7,089	B12	17,966	B44
10,127	B15	3,093	B45
4,127	B16	18,833	B46
5,743	B17	5,401	B47
3,129	B25	1,962	B48
5,223	B26	7,333	B49
4,806	B35	2,127	B65

Average Daily Vehicular Traffic (2019)

44,610	Eastern Parkway from Nostrand to Utica avenues
10,156	Brooklyn Avenue from Eastern Parkway to Empire Boulevard
9,083	Troy Avenue from Empire Boulevard to Fulton Street

Average Weekday Subway Ridership (2022)

14,663	3 4 Crown Heights-Utica Avenue
10,428	A C Nostrand Avenue
8,338	A C Utica Avenue
3,626	2 5 Sterling Street
3,289	C S Franklin Avenue

Source: MTA 2022; NYS DOT, 2019 Annual Average Daily Traffic data

Recent SBS Neighborhood Investments

- ▶ *Commercial Revitalization*, Avenue NYC multi-year grant of \$300,000 awarded to Bridge Street Development Corporation, 2022-2025.
- ▶ *Merchant Organizing*, Strategic Impact Grant of \$200,000 awarded to Bridge Street Development Corporation, 2023.

Existing Plans & Studies

- Atlantic Avenue Mixed Use Neighborhood Plan*, NYC Department of City Planning 2023 (in progress)
- The Atlantic Avenue Mixed-Use Plan Community Vision and Priorities Report*, NYC Department of City Planning, 2022
- Crown Heights and Prospect Heights Community Health Profiles*, NYC Department of Health, 2018
- South Crown Heights and Lefferts Gardens Community Health Profiles*, NYC Department of Health, 2018
- Crown Heights and Prospect Heights Community Health Profiles*, NYC Department of Health, 2018
- Pedestrian Safety Action Plan, Vision Zero, Crown Heights - Brownsville Case Study*, NYC Department of Transportation, 2015
- Crown Heights West Rezoning*, NYC Department of City Planning, 2013

Sources

- ESRI and Consumer Expenditure Surveys, Bureau of Labor Statistics. 2023 ESRI Retail Demand Outlook.
- Metropolitan Transportation Authority, 2022. Average Weekday Subway Ridership and Average Monthly Bus Ridership.
- NYS Department of Labor. May 2023. Unemployment Rate Rankings by County.
- NYS Department of Transportation. 2019 Annual Average Daily Traffic, using Traffic Data Viewer.
- NYC Department of Finance, Division of Tax Policy, using data from NYS Department of Taxation and Finance. Business sales are reported by tax year, which runs from March 1st to February 28th. Sales data are compiled from sales tax returns, which are rolled up by tax filer within a year, excluding returns with negative sales amounts. For each year, each tax filer is reported according to the address listed on their latest return. Large outliers were removed from the analysis, and the top 5% of filers from Manhattan and the top 1% of filers from the outer boroughs by sales were removed.
- NYC Department of Small Business Services. Fiscal Year 2022. Business Improvement Districts Trends Report.
- U.S. Census Bureau. 2020. OnTheMap Application. Longitudinal-Employer Household Dynamics Program.
- U.S. Census Bureau. American Community Survey, 2021 American Community Survey 5-Year Estimates, using NYC Population FactFinder. Crown Heights Census Tracts: 343, 345, 347, 357.01, 323, 337.01, 353.01, 353.02, 213, 217, 219, 221, 227, 247, 271, 307, 299, 305, 333, 309, 311, 313, 315, 317.01, 317.02, 319, 321, 325, 327, 329, 331, 335, 337.02, 339, 341, 349.01, 349.02, 351.01, 351.02, 355, 357.02, 359.
- Photo Credits: Wikimedia Commons: Jim Henderson, Ajay Suresh, Epicgenius, Elisa Rolle, Jules Antonio, DanTD, Fordmadoxfraud. Bridge Street Development Corporation: Conor Hassett. NYC SBS: Andrew Marcus, Matthew O'Malley.

ABOUT SBS

The NYC Department of Small Business Services helps unlock economic potential and create economic security for all New Yorkers by connecting New Yorkers to good jobs, creating stronger businesses, and building a fairer economy in neighborhoods across the five boroughs.

ACKNOWLEDGMENTS

We would like to recognize and thank the following individuals and organizations for their contributions to the development of the Crown Heights Commercial District Needs Assessment:

77th Precinct Community Council
Assemblymember Brian Cunningham
Assemblymember Stefani Zinerman
Bridge Street Development Corporation
Brooklyn Borough President Antonio Reynoso
Brooklyn Chamber of Commerce
Brooklyn Community Boards 8 and 9
Crown Heights Merchants
Crown Heights North Association
Crown Heights Shoppers and Residents
NYC Council Member Chi Ossé
NYC Council Member Crystal Hudson
North Nostrand Avenue Merchants Association