



# BAY RIDGE BROOKLYN

Commercial District Needs Assessment



careers  
businesses  
neighborhoods



Bay Ridge 5th Avenue BID



# ABOUT BAY RIDGE

## 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 **5th Avenue, 3rd Avenue, 4th Avenue, and 86th Street** commercial corridors in **Bay Ridge**, and was conducted in partnership with **Bay Ridge 5th Avenue BID** between August 2019 and March 2020.

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 **498 surveys** and various stakeholder meetings with neighborhood merchants, shoppers, workers, property owners, and residents.

*Jump to...*

Key Findings & Opportunities	4-5
Business Landscape	6
What Merchants Say	7-8, 10-11
Business Outlook	12-13
What Shoppers Say	9, 13
Physical Environment	14-15
Data Appendix	16-18

Bay Ridge, situated in the southwest corner of Brooklyn, has long been considered a quiet bedroom community and residential suburb of Manhattan. Since its beginnings as a rural farming community in the 18th and early 19th centuries, Bay Ridge has developed into a denser, urbanized neighborhood, though many residents say it has maintained some of its quaint village-like features. Bounded by the Gowanus Expressway, the Belt Parkway, and ample waterfront park space, Bay Ridge's car-bound commuters and leisure seekers are able to enjoy iconic views of the Verrazzano-Narrows Bridge and New York Harbor. A NYC Ferry stop at the American Veterans Memorial Pier, several bus routes, and the R subway line connect Bay Ridge's commercial corridors and residential neighborhoods to other parts of Brooklyn, Staten Island, and Manhattan. This small-town feel in the big city affords Bay Ridge the local advantages of cultural diversity, accessibility, and a strong sense of community pride.

Bay Ridge's commercial corridors each have a unique identity and serve a niche within the local economy. 3rd Avenue is best known for its various dining options and has been dubbed Bay Ridge's "restaurant row." Department stores and national retailers anchor 86th Street — Bay Ridge's first Business Improvement District (BID) and a commercial strip that is considered an outdoor shopping mall. In recent years, 5th Avenue has transitioned from hosting high profile boutiques and retail to more personal care and professional service businesses. Additionally, many Arabic, Asian/Chinese, Greek, and Italian-owned eating establishments, as well as clothing, jewelry, and home goods retailers have laid their roots on 5th Avenue, creating a culturally diverse shopping and dining experience. Together, all of Bay Ridge's commercial corridors supply an array of offerings, attract different types of consumers, and generate differing volumes of foot traffic throughout the day.

Residents in Bay Ridge, particularly long-time residents, are passionate about their community, as proven by the numerous community events and civic organizations that contribute to the overall social fabric of the neighborhood. This neighborhood civic pride is also shown by immigrants who have recently moved to Bay Ridge and are very active in building new networks and organizations that provide support for and celebrate changes in the community. The unique dynamic between long-time residents and new arrivals highlights Bay Ridge's past, present, and future, presenting many opportunities for further community building and collaboration.

## Neighborhood Demographics

See more on page 16

Bay Ridge is a wonderfully diverse community defined by people of varying ethnicities, national origins, and income levels. Of the community's roughly 78,000 residents, 34% are foreign-born and 52% speak a language other than English at home, including Arabic, Chinese, Greek, Italian, Polish, Russian, and Spanish. Bay Ridge is also home to the largest Arab community in NYC — 10% of the community's population is of Arab ancestry. Similar to other South Brooklyn neighborhoods, Bay Ridge has been described as a Naturally Occurring Retirement Community (NORC) with a significant population of longtime residents aged 65 and older who have aged in place.

## Future Opportunities

See more on page 5

As Bay Ridge's Arab, Asian, and Hispanic communities continue to grow and thrive, the neighborhood can increasingly capitalize on unique offerings and experiences, making it a destination unto its own in NYC. As a neighborhood that has maintained a diverse consumer market, there will continue to be opportunities for a variety of new businesses to establish themselves. Likewise, with guidance and adaptation, legacy businesses can leverage Bay Ridge's diversity to acquire new clientele. Local artists, community organizations, businesses, and civic-minded residents provide a foundation for future community action including public events, cultural programming, and placemaking efforts that will set Bay Ridge apart from other neighboring communities.

## Bay Ridge



### ▲ Points of Interest

- Assessed Commercial Corridor
- Sunset Park 5th Avenue BID
- Bay Ridge 5th Avenue BID
- 86th Street BID
- Arts & Cultural Destinations
- Public Facilities

### Merchant & Business Groups

- Merchants of 3rd Avenue
- 86th Street BID
- Arab American Association of New York
- Bay Ridge 5th Avenue BID
- Yemeni American Merchants Association

### ◀ Notable Places



Doctors' Row Historic District



Shore Road Promenade



Leif Ericson Park



Verrazano-Narrows Bridge



Veteran's Memorial Pier in Shore Road Park

# KEY FINDINGS & OPPORTUNITIES

## Strengths

- ▶ High level of civic engagement and volunteerism among residents and merchants provides a strong foundation for community-driven action
- ▶ Historic anchor businesses and a celebrated legacy of immigrant entrepreneurship provide support for the local economy
- ▶ Numerous community events including street festivals, weekend walks, and parades contribute to the overall sense of place and community identity
- ▶ Relatively low storefront vacancy rate (6%) compared to other neighborhoods
- ▶ Abundant dining options reflect the neighborhood's diverse demographics
- ▶ A wide array of transit options connects residents to employment and commercial centers beyond the neighborhood
- ▶ Small town feeling supports a sense of safety and provides a welcoming atmosphere for young people, families, and seniors alike
- ▶ Active and growing arts community contributes to the neighborhood's vibrancy

## Challenges

- ▶ Perceived lack of business diversity fueled by residents' desire for more specialty food grocers and bakeries, dining, and retail options
- ▶ Minimal online presence indicates many businesses are unfamiliar with digital marketing tools and unprepared to compete in an online environment
- ▶ Changing consumer demographics and tastes require merchants to be responsive and capable of adapting
- ▶ Lack of parking, speeding, and road congestion negatively impact the commute for those who prefer driving to their shopping destinations
- ▶ Illegal dumping and unsatisfactory trash management are visible issues throughout the district
- ▶ Insufficient compliance with regulations suggests businesses need introduction to resources and additional help navigating government





Holiday Lighting on 5th Avenue



Municipal Parking Garage on 86th Street



Fun on 5th Festival



Ragamuffin Parade on 3rd Avenue

## Opportunities

- ▶ Partner with property owners, realtors, and entrepreneurs to attract new types of businesses to the neighborhood to meet local needs
- ▶ Explore innovative uses of vacant commercial spaces that include off-hour co-working spaces, experiential retail opportunities, shared spaces, and pop-up shops or galleries
- ▶ Highlight the neighborhood's diversity and cultural assets to market the district to residents, visitors, and entrepreneurs
- ▶ Encourage increased collaboration between merchants through networking events, knowledge sharing workshops, and cross-promotional opportunities
- ▶ Create and implement a comprehensive strategy that addresses cleanliness through stewardship, anti-litter initiatives, cleanup events, and educational resources for merchants and residents
- ▶ Provide merchants with digital marketing resources that can both grow their business and make it more resilient
- ▶ Prioritize COVID-19 commercial revitalization response activities by deploying actionable strategies that will enhance the economic recovery and long-term resiliency of the commercial district
- ▶ Find ways of offering more direct guidance and education for resolving compliance challenges
- ▶ Take advantage of NYC Ferry connection to bring visitors from outside the neighborhood to Bay Ridge
- ▶ Leverage partnerships with local artists and organizations to design strategies that help define, unify, and connect the neighborhood through public realm improvements including thematic signage and arts and cultural programming

### 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](https://nyc.gov/avenuenyc)

# BUSINESS LANDSCAPE: BAY RIDGE

## Business Inventory

**1,142**

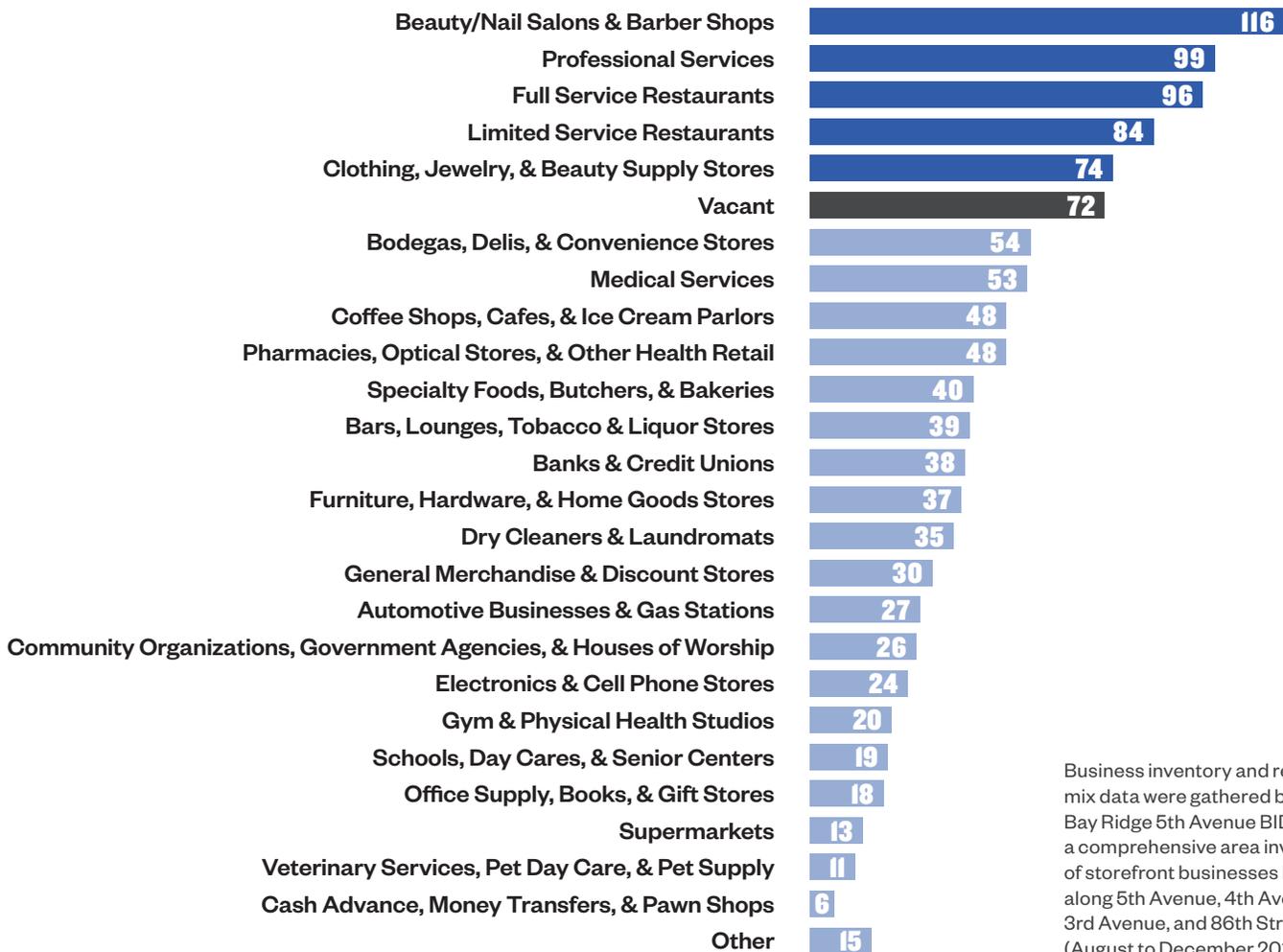
Total Number of Storefronts

**6%**

Storefront Vacancy\*

\*Note: In 2019, New York City's 76 Business Improvement Districts reported an average ground floor vacancy rate of 9.1% and median ground floor vacancy rate of 8.4% (SBS BID Trends Report, 2019).

## Storefront & Retail Mix\*

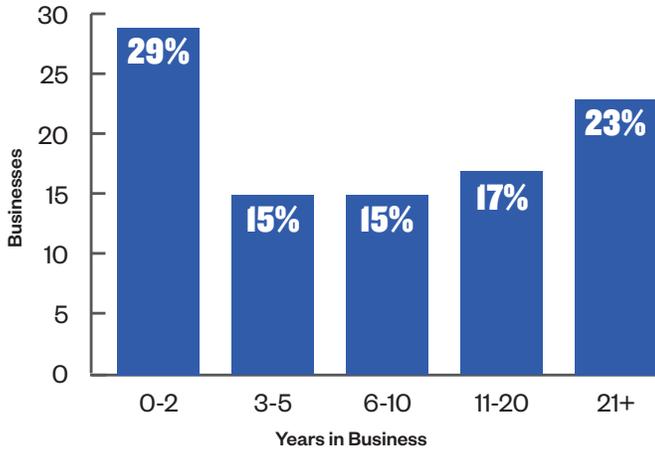


Business inventory and retail mix data were gathered by Bay Ridge 5th Avenue BID through a comprehensive area inventory of storefront businesses located along 5th Avenue, 4th Avenue, 3rd Avenue, and 86th Street (August to December 2019).

**\*The data and findings presented in this report were gathered before the COVID-19 pandemic.** The economic impact of the COVID-19 outbreak has negatively affected 90% of small business owners nationally. Across New York City, purchases of local goods and services at brick-and-mortar stores declined by 24.9% in March 2020 compared to March 2019. With the exception of grocery stores and pharmacies, spending in all other retail categories declined significantly during the pandemic. During this time, in Bay Ridge, approximately 400 essential businesses remained open for service out of a total of 1,142 storefront businesses. As of June 2020, federal, state, and city resources have been and continue to be developed to support businesses during this extremely challenging time, but many businesses continue to struggle or remain closed. SBS and community partners, including Bay Ridge 5th Avenue BID, are working to develop new programs to support businesses and help Bay Ridge's commercial corridors recover from this crisis.

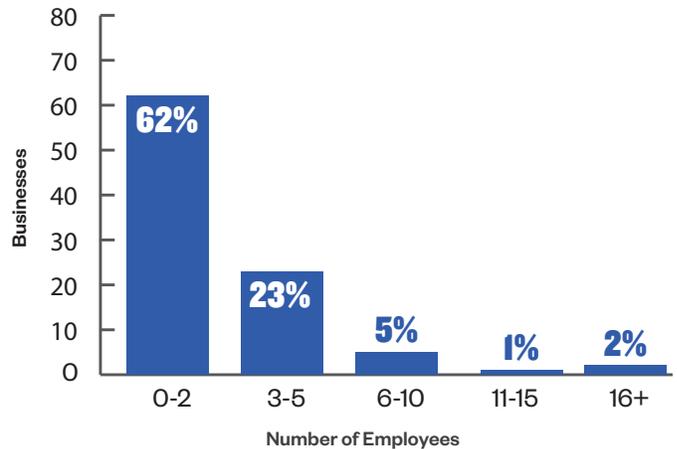
# What We've Heard from Bay Ridge Merchants

## 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?



## What kinds of resources would help you grow your business?

	% Merchant Responses
▶ Marketing support	30%
▶ Space/storefront improvements	11%
▶ Access to financing	10%
▶ Assistance with regulatory compliance	8%
▶ Training for staff	8%
▶ New equipment	5%
▶ Childcare/Health insurance support	3%
▶ Immigration/ESL language assistance	3%
▶ Legal/lease support	4%
▶ Other services	13%

## Do you own or rent your property?



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



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

	% Merchant Responses
▶ Parking	22%
▶ Community events	10%
▶ Safety	9%
▶ Storefront improvements	7%
▶ Business to business communication	6%
▶ Landscaping/beautification	6%
▶ Sanitation	4%

Source: Based on 152 merchant surveys conducted by Bay Ridge 5th Avenue BID from July to December 2019.

# BUSINESS LANDSCAPE

## What We've Heard From Bay Ridge Merchants

What changes would you suggest to improve Bay Ridge's commercial districts for residents, pedestrians, and shoppers?

"Reduce noise pollution."

"More variety of businesses."

"Improved signage and wayfinding."

"Help for businesses to compete with online retailers."

"Homeless outreach and mental health services."

What do you like about the commercial district?

"Diverse community."

"Bustling commercial corridors."

"Everything you need is here."

"Small town feel with a lot of long-time residents."

"Easy to get to."

What makes the Bay Ridge commercial district unique?

"Good location."

"More peaceful and community oriented than in other neighborhoods."

"Safe and clean."

"A lot of restaurants that have been around for a long time."

"Multicultural businesses."

What are the most pressing needs of businesses on this corridor?

"Competition with online retailers like Amazon."

"Increasing foot traffic."

"More parking for customers."

"More merchant collaboration on events and local marketing."

"More affordable rent."

## What We've Heard From Bay Ridge Shoppers

What changes would you suggest to improve the Bay Ridge commercial district for residents, pedestrians, and shoppers?

"Trader Joe's and a packaging-free store would complete life!"

"Would be nice to have more music and visual arts such as murals and sculptures."

"Get the rents lowered so that mom and pop stores can survive."

"Would love to see more greenery and flowers in our neighborhood."

"Safer streets. Traffic is dangerous for pedestrians, particularly cars turning aggressively into cross walks and running red lights."

"Businesses would see more weeknight traffic if they were open later. People don't get home on the subway until 7 p.m., when shops are often already closed."

"Create a plaza on 86th Street to make the intersection safer."

"There are too many nail salons. We need more variety of businesses."

"There needs to be more parking."

"There are a number of empty storefronts that could be used for pop-up stores, especially around the holidays, to build more foot traffic."

"A ferry stop could be added just under the Verrazzano bridge to bring business to the area."

"We could use a larger farmers market that is not at the end of the neighborhood."

"Make 5th Avenue more inviting in the evenings because it does not feel safe at night."

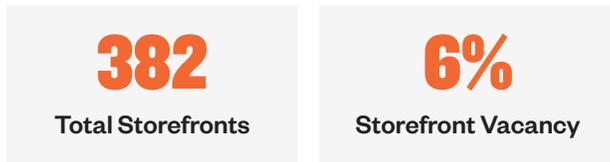
"A senior shuttle bus because the wait for the regular bus is terrible."

"We need bike lanes and a bike rack or two would also be nice."

# BUSINESS LANDSCAPE

## What We've Heard from 5th Avenue Merchants

### Business Inventory & Retail Mix



### Do you own or rent your property?



Source: Based on 72 merchant surveys conducted by Bay Ridge 5th Avenue BID in 2019.

### Most Common Businesses

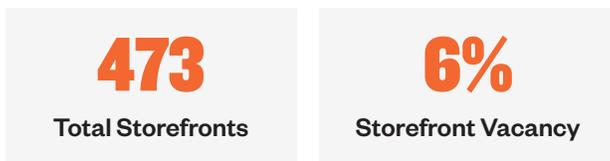


### What changes need to occur on or around your corridor to attract more shoppers?



## What We've Heard from 3rd Avenue Merchants

### Business Inventory & Retail Mix

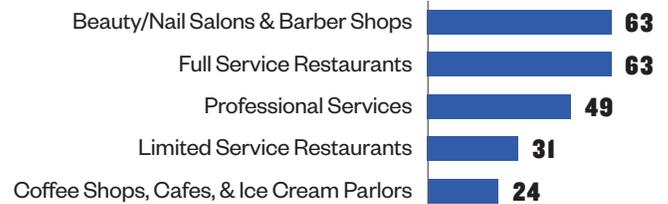


### Do you own or rent your property?

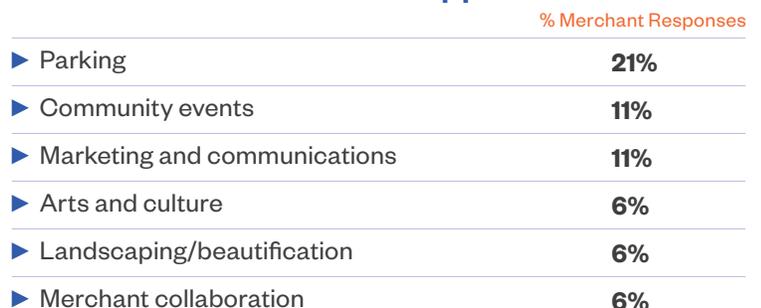


Source: Based on 54 merchant surveys conducted by Bay Ridge 5th Avenue BID in 2019.

### Most Common Businesses

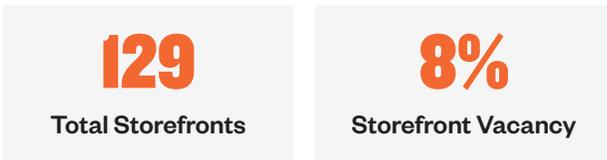


### What changes need to occur on or around your corridor to attract more shoppers?

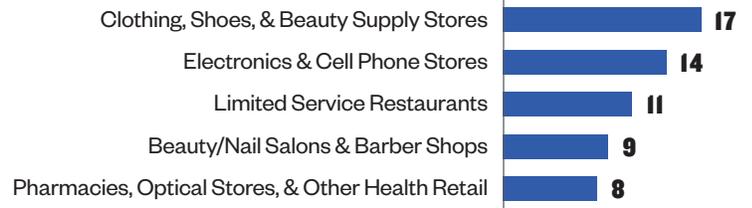


# What We've Heard from 86th Street Merchants

## Business Inventory & Retail Mix



## Most Common Businesses



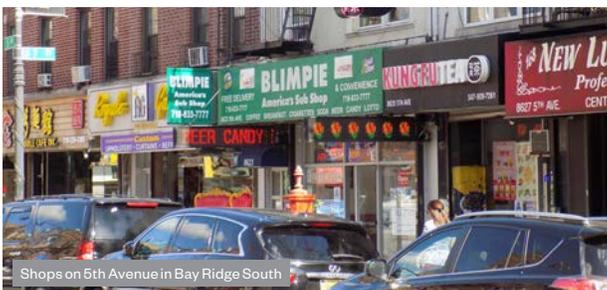
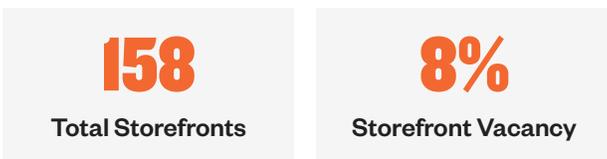
## What changes need to occur on or around your corridor to attract more shoppers?



Source: Based on 12 merchant surveys conducted on 86th Street by Bay Ridge 5th Avenue BID in 2019.

# What We've Heard from Bay Ridge South Merchants\*

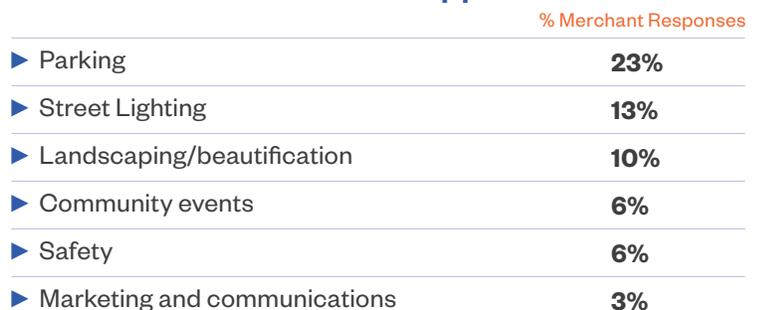
## Business Inventory & Retail Mix



## Most Common Businesses



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



\*Note: Boundaries for Bay Ridge South are specified on the Streetscape Conditions map on page 14 of this report.  
Source: Based on 12 merchant surveys conducted by Bay Ridge 5th Avenue BID in 2019.

# BUSINESS OUTLOOK

## Bay Ridge Retail Opportunity

Residents spend

**\$2.2B**

each year in goods and services

Local businesses make

**\$1.7B**

each year in retail sales

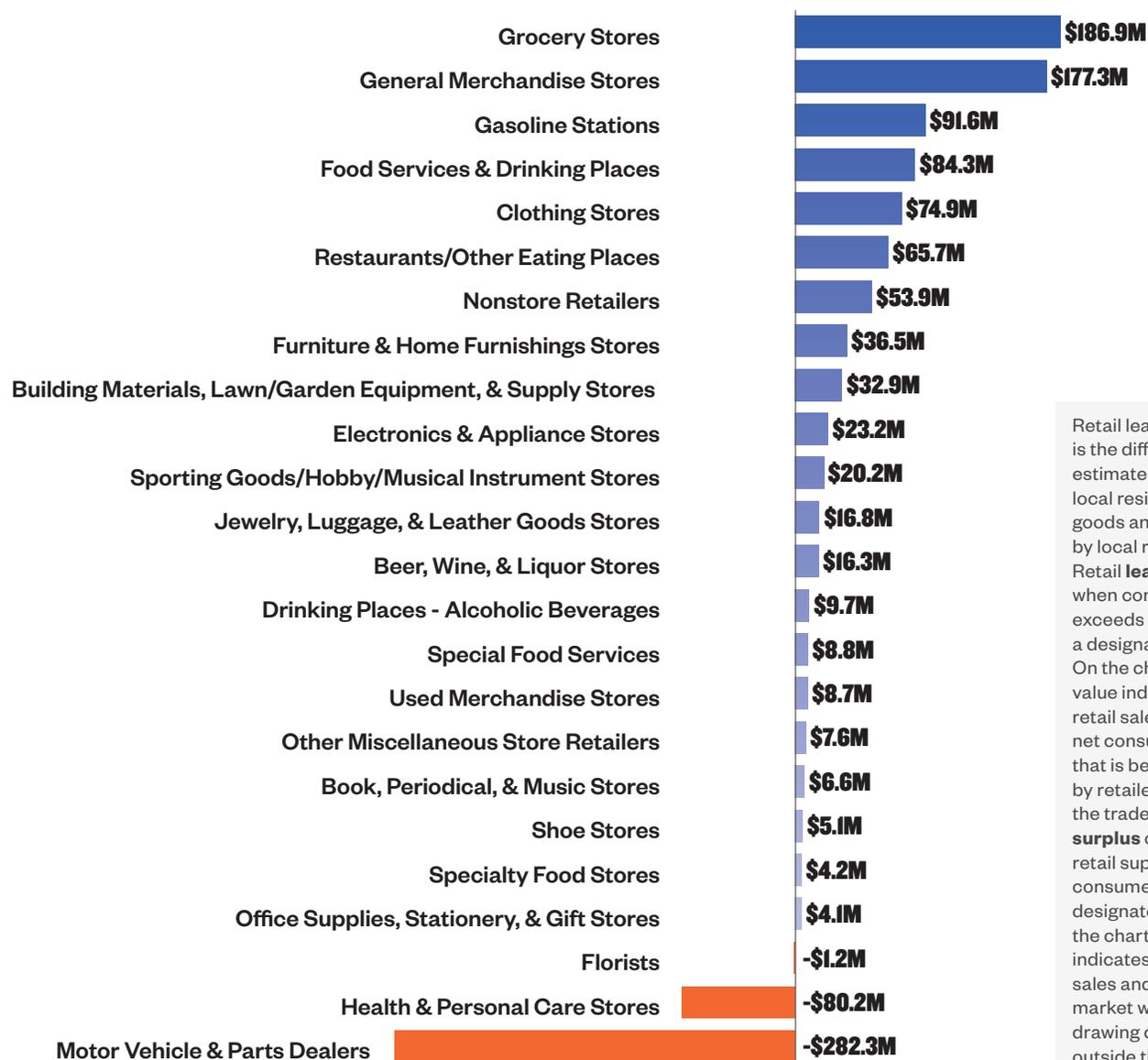
Every year,

**\$487.3M**

is spent outside the neighborhood

### Retail Leakage & Surplus

← Surplus \$0 Leakage →



Retail leakage and surplus is the difference between estimated spending by local residents on retail goods and estimated sales by local retail businesses. Retail **leakage** occurs when consumer demand exceeds retail supply in a designated trade area. On the chart, a positive value indicates leakage of retail sales and represents net consumer spending that is being captured by retailers outside of the trade area. Retail **surplus** occurs when retail supply exceeds consumer demand in a designated trade area. On the chart, a negative value indicates a surplus of retail sales and may signify a market where retailers are drawing customers from outside the trade area.

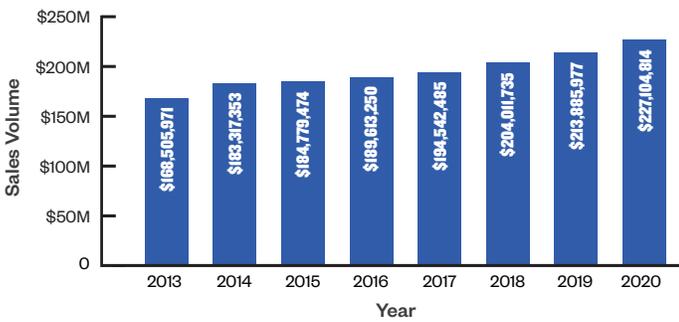
Source: ESRI and Infogroup, 2020

# Business Trends

## Change in Total Business Sales, 2013-2020



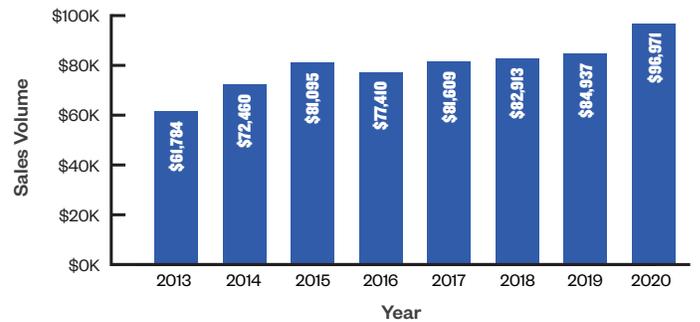
### Bay Ridge Total Business Sales\*



## Change in Median Sales by Business, 2013-2020



### Bay Ridge Median Sales by Business\*



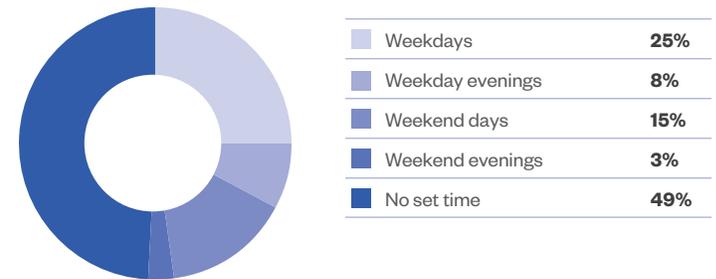
\*Year 2020 reflects data gathered up until March 2020. Source: Division of Tax Policy, NYC Department of Finance

# What We've Heard from Shoppers

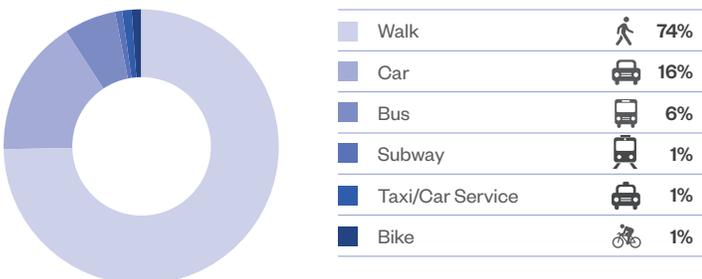
## What additional types of businesses would you like to see in Bay Ridge?

- ▶ Clothing Stores 
- ▶ Restaurants 
- ▶ Bookstores 
- ▶ Supermarkets 
- ▶ Bakeries 

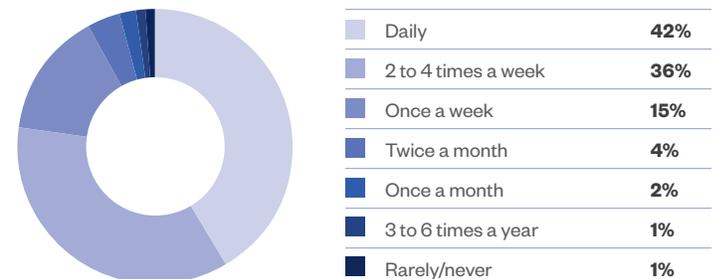
## When do you usually shop in Bay Ridge?



## How do you usually get to Bay Ridge?



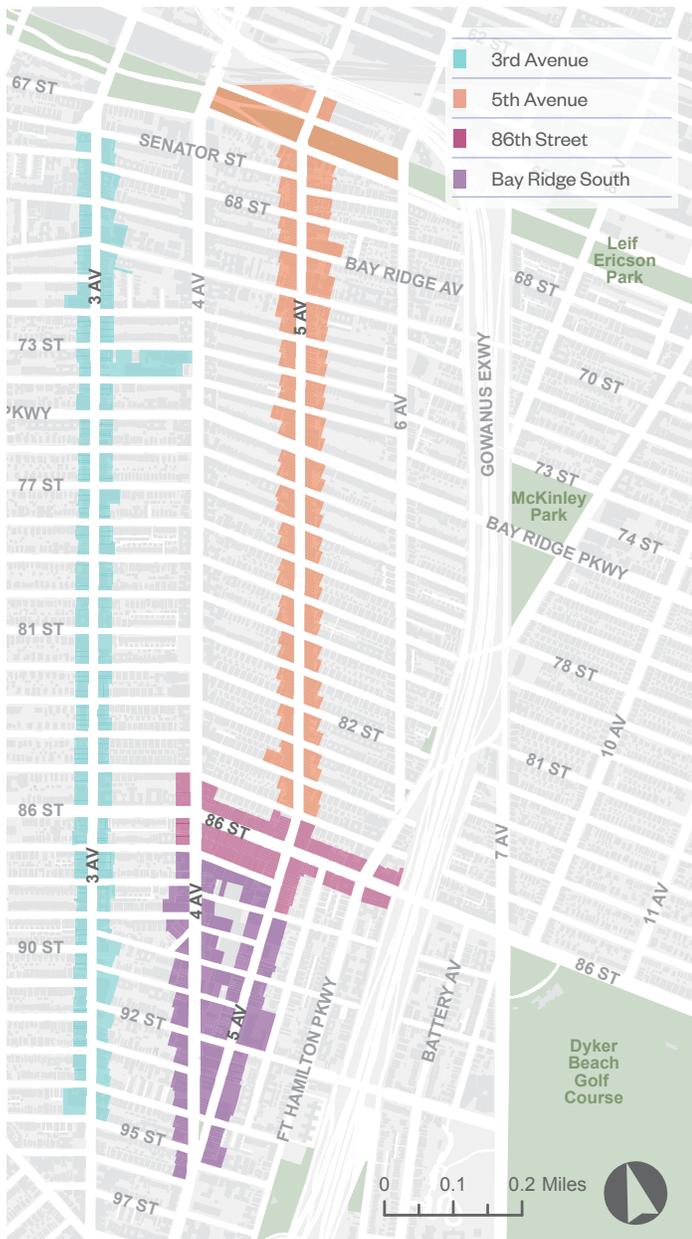
## How often do you shop in Bay Ridge?



Source: Based on 346 consumer surveys conducted by Bay Ridge 5th Avenue BID in Fall 2019.

# PHYSICAL ENVIRONMENT

## Streetscape Conditions



### Observations

#### 3rd Avenue

- ▶ An analysis of 473 storefronts along 3rd Avenue revealed 41% in good condition, 21% in fair condition, 38% in poor condition, and 6% vacant.
- ▶ Double parking and illegal parking, such as in front of a fire hydrant or in a bus stop, is common especially in the evenings.
- ▶ Many sidewalks have minimal litter but have cracks and weeds sprouting. Household trash dumped in litter baskets is a recurring problem along all the corridors. Certain areas have concentrations of litter that require more frequent trash pickup or the installation of new litter baskets.

#### 86th Street

- ▶ An analysis of 129 storefronts along 86th Street revealed 38% in good condition, 18% in fair condition, 44% in poor condition, and 8% vacant.
- ▶ 86th Street has high traffic intersections with frequently speeding cars, buses, and a high volume of pedestrians. These intersections could be improved to be more pedestrian, transit, and bike friendly.
- ▶ Fading crosswalks and cracked roadbeds are prevalent.

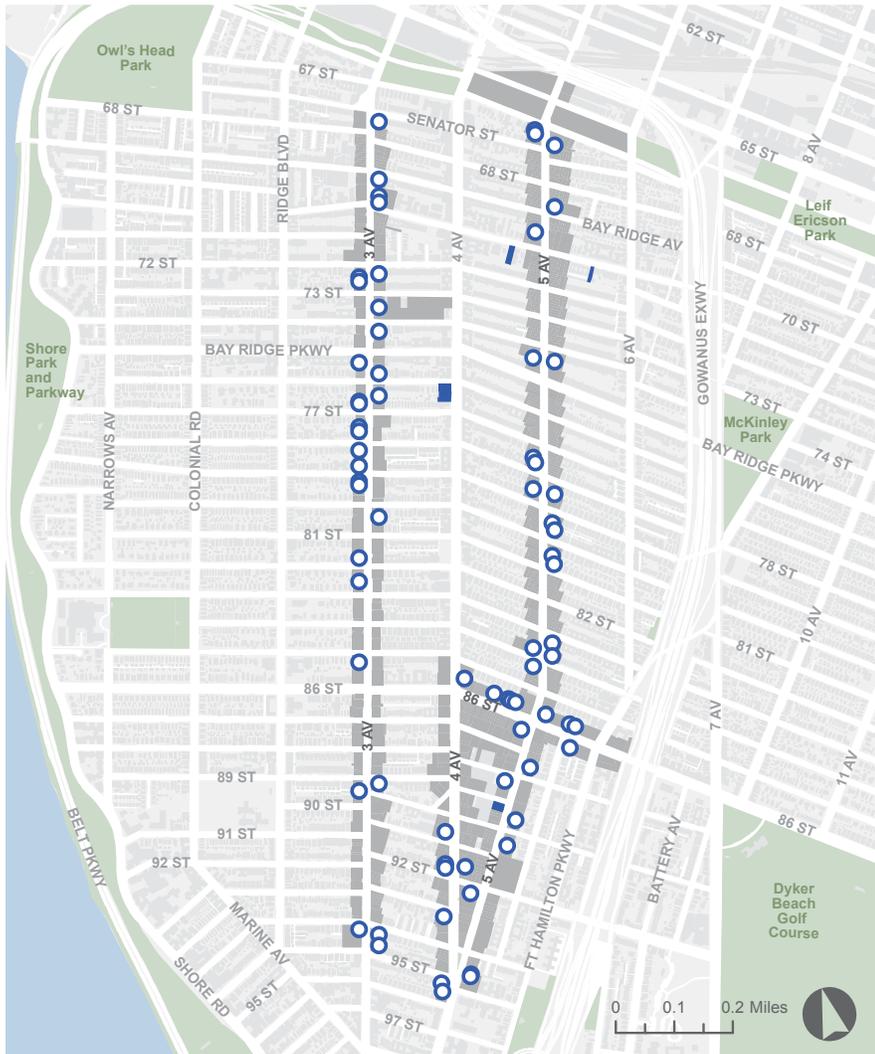
#### 5th Avenue

- ▶ An analysis of 382 storefronts along 5th Avenue revealed 30% in good condition, 23% in fair condition, 47% in poor condition, and 6% vacant.
- ▶ Fading crosswalks and cracked roadbeds are prevalent.
- ▶ 5th Avenue has ample sidewalk furniture, but other corridors lack street furniture and could benefit from new amenities. Many tree pits are buckling, full of weeds, or empty.

#### Bay Ridge South

- ▶ An analysis of 158 storefronts along the 5th and 4th Avenue corridors south of 86th Street revealed 30% in good condition, 28% in fair condition, 42% in poor condition, and 8% vacant.
- ▶ Street lighting is mostly well spaced and adequate throughout the corridors except in Bay Ridge South, where more is needed.
- ▶ Foot traffic is sparse but increases closer to 86th Street.

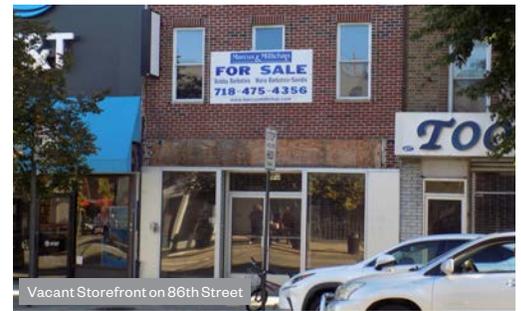
# Storefront Vacancies



■ Vacant Lots      ○ Vacant Storefronts      ■ Parks & Open Spaces

An analysis of 1,142 storefronts along 3rd Avenue, 4th Avenue, 5th Avenue, and 86th Street revealed that 42% of storefronts are in poor condition, 22% are in average condition, and 36% are in good condition.

# Observations



Vacant Storefront on 86th Street



Graffiti on 3rd Avenue



Sidewalk Stains on 5th Avenue



Unmaintained Tree Pit on 5th Avenue

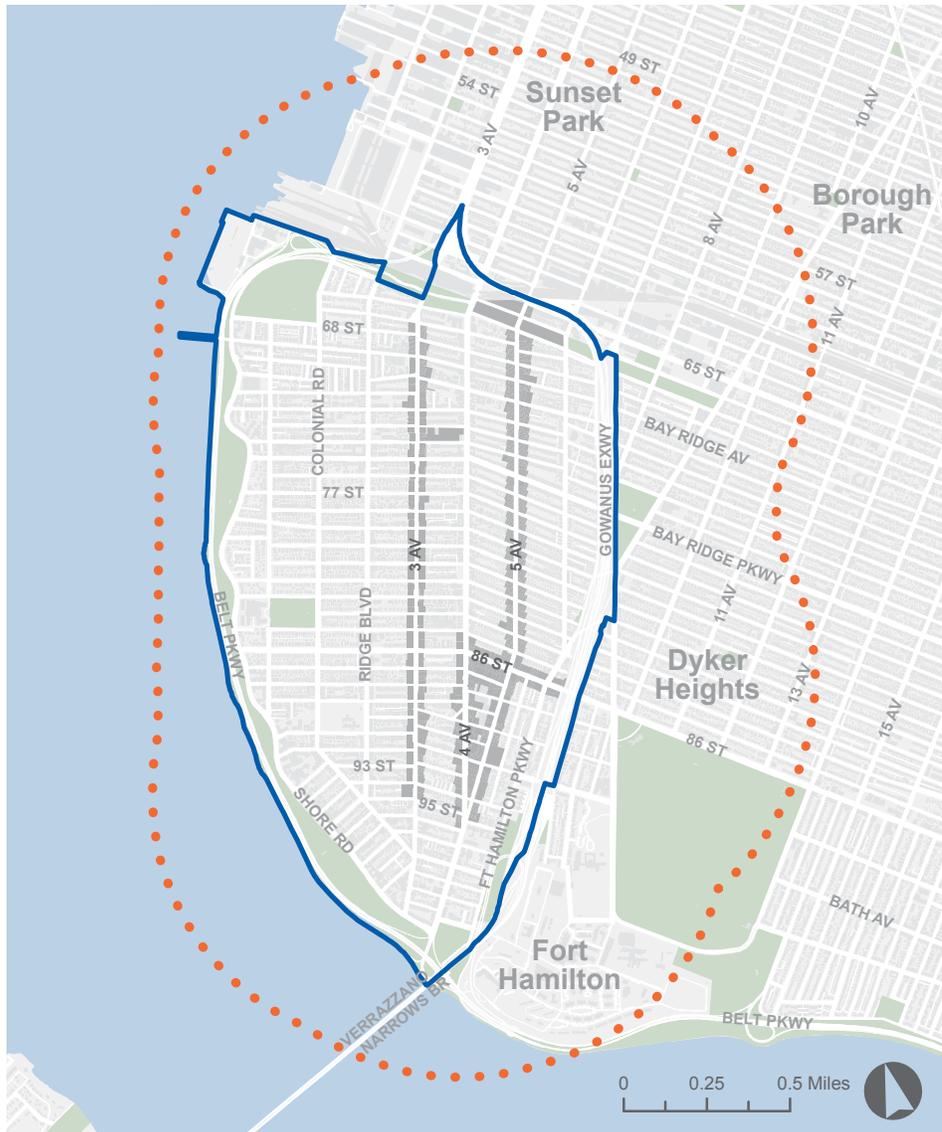


Cars Parked on 4th Avenue Sidewalk

# DATA APPENDIX

## Study Area Boundaries

<p>■ Assessed Commercial Corridors</p>	<p>— Bay Ridge Context Area</p>	<p>... Trade Area</p>
<p>Primary data on Bay Ridge storefront businesses presented on pages 6 and 10-11 was gathered along the following commercial corridors: 3rd Avenue, 4th Avenue, 5th Avenue, and 86th Street.</p>	<p>Demographic and employment data on pages 16-17 represents the population within the Bay Ridge neighborhood context area.</p>	<p>Retail leakage, surplus, and retail opportunity on page 12 corresponds with the 0.25 mile trade area.</p>



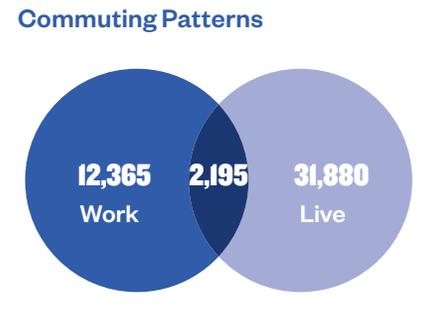
## Area Demographics

<b>Total Population</b>	
<b>78,118</b>	Bay Ridge
<b>2,600,315</b>	Brooklyn
<b>8,443,713</b>	New York City

<b>Population Density (per square mile)</b>	
<b>37,341</b>	Bay Ridge
<b>36,034</b>	Brooklyn
<b>71,507</b>	New York City

<b>Average Household Size</b>	
<b>2.37</b>	Bay Ridge
<b>2.69</b>	Brooklyn
<b>2.62</b>	New York City

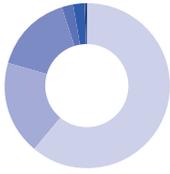
<b>Car Ownership</b>	
<b>54%</b>	Bay Ridge
<b>44%</b>	Brooklyn
<b>45.4%</b>	New York City



<b>12,365</b>	Work in Bay Ridge, live elsewhere
<b>2,195</b>	Live & Work in Bay Ridge
<b>31,880</b>	Live in Bay Ridge, work elsewhere

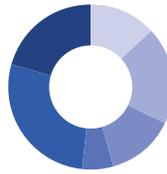
# Area Demographics

## Race/Background



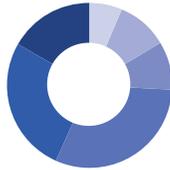
	Bay Ridge	BK	NYC
White alone	61.1%	36.2%	32.0%
Hispanic or Latino (of any race)	18.3%	19.2%	29.0%
Asian alone	15.7%	11.7%	14.0%
Black alone	2.2%	30.3%	22.0%
Two or more races	2.2%	2.0%	2.0%
Some other race alone	0.2%	0.4%	1.0%
American Indian and Alaska Native alone	0.2%	0.1%	0%
Native Hawaiian and Other Pacific Islander	0%	0%	0%

## Educational Attainment



	Bay Ridge	BK	NYC
12th Grade or Less, No Diploma	13.2%	18.4%	18%
High School Graduate	19.1%	25.6%	24%
Some College, No Degree	13.3%	13.4%	14%
Associate's Degree	6.1%	6.1%	6%
Bachelor's Degree	27.8%	22%	22%
Graduate or Professional Degree	20.5%	14.5%	16%

## Population Age



	Bay Ridge	BK	NYC
Under 5 Years	6.5%	7.5%	7%
5-14 Years	10.1%	12.1%	11%
15-24 Years	9.4%	12.0%	12%
25-44 Years	30.8%	32.1%	31%
45-64 Years	26.8%	23.0%	25%
65+ Years	16.5%	13.2%	14%

## Median Age

<b>39.9</b>	Bay Ridge
<b>35.1</b>	Brooklyn
<b>36.5</b>	New York City

## Foreign-Born Population

<b>34.2%</b>	Bay Ridge
<b>36.5%</b>	Brooklyn
<b>37%</b>	New York City

## Income

### Median Household Income

<b>\$70,496</b>	Bay Ridge
<b>\$56,437</b>	Brooklyn
<b>\$60,762</b>	New York City

### Pop. Below Poverty Line

<b>15.1%</b>	Bay Ridge
<b>21.1%</b>	Brooklyn
<b>19%</b>	New York City

## Employment

### Population in Labor Force

<b>64.6%</b>	Bay Ridge
<b>63.5%</b>	Brooklyn
<b>64%</b>	New York City

### Unemployment

<b>5.8%</b>	Bay Ridge
<b>7%</b>	Brooklyn
<b>6.9%</b>	New York City

\*Note: As of November 2018, the unemployment rate is 3.3% for Brooklyn and 3.7% for New York City (NYSDOL); updated neighborhood-level data for Bay Ridge is not available.

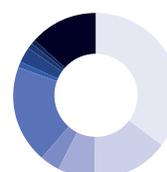
## Local Jobs and Employment

### Local Residents' Employment



Educational Services, Health Care, Social Assistance	27%
Accommodation, Food Services, Arts, & Entertainment	11%
Finance, Insurance, Real Estate	11%
Professional, Scientific, & Technical Services	9%
Retail Trade	8%
Public Administration	5%
Construction	4%
Transportation, Warehousing, Utilities	3%
Manufacturing	2%
Other Services	18%

### Jobs Located in Bay Ridge



Educational Services, Health Care, Social Assistance	35%
Accommodation, Food Services, Arts, & Entertainment	15%
Finance, Insurance, Real Estate	7%
Professional, Scientific, & Technical Services	4%
Retail Trade	19%
Public Administration	1%
Construction	3%
Transportation, Warehousing, Utilities	1%
Manufacturing	1%
Other Services	13%

# DATA APPENDIX

## Bay Ridge Transportation



### ▲ Bay Ridge Transportation



### Average Weekday Subway Ridership (2018)

<b>7,236</b>	<b>R</b>	Bay Ridge Avenue
<b>5,612</b>	<b>R</b>	77th Street
<b>11,338</b>	<b>R</b>	86th Street
<b>5,812</b>	<b>R</b>	95th Street

### MTA Annual Bus Ridership (2018)

<b>5,745,130</b>	B1
<b>1,918,670</b>	B4
<b>5,841,353</b>	B8
<b>4,625,342</b>	B9
<b>1,883,862</b>	B16
<b>721,696</b>	B37
<b>3,848,405</b>	B63
<b>1,786,555</b>	B64
<b>2,774,088</b>	S53
<b>3,562,610</b>	S79 SBS
<b>929,295</b>	S93
<b>797,719</b>	x27/37

### Vehicular Traffic

<b>15,991</b>	Average daily vehicles on 4th Avenue between 67th and 86th streets
<b>17,639</b>	Average daily vehicles on 86th Street between Fort Hamilton Parkway and 4th Avenue
<b>6,846</b>	Average daily vehicles on 86th Street between Shore Road and 4th Avenue
<b>7,074</b>	Average daily vehicles on 5th Avenue between 4th Avenue and 93rd Street
<b>12,335</b>	Average daily vehicles on 4th Avenue between 86th and 101st streets
<b>8,238</b>	Average daily vehicles on 3rd Avenue between 67th Street and Shore Road

Source: MTA 2018; NYS DOT, 2016 Annual Average Daily Traffic data.

## Recent SBS Investments in the Neighborhood

- ▶ *Commercial Revitalization*, Avenue NYC grant awarded to Bay Ridge 5th Avenue BID, 2020.
- ▶ *Neighborhood 360° Fellows Host Organization*, awarded to Bay Ridge 5th Avenue BID, 2019-2020.

## Existing Plans & Studies

*Special Bay Ridge District Rezoning*, NYC Department of City Planning, 2005.

## Sources

ESRI and Infogroup, Inc. 2020 ESRI Retail MarketPlace Profile.

JPMorgan Chase Institute, "The Early Impact of COVID-19 on Local Commerce: Changes in Spend Across Neighborhoods and Online," June 2020, <https://institute.jpmorganchase.com/institute/research/cities-local-communities/early-impact-covid-19-local-commerce>

Metropolitan Transportation Authority. 2018. Average Weekday Subway Ridership and Annual Bus Ridership.

National Federation of Independent Business, April 9, 2020,

<https://www.nfib.com/content/press-release/economy/70-percent-of-small-businesses-applied-for-ppp-loans-nearly-half-applied-for-eidl/>

NYS Department of Labor. January 2020. Unemployment Rate Rankings by County.

NYS Department of Transportation. 2016 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 2019. Business Improvement Districts Trends Report.

U.S. Census Bureau. 2017. OnTheMap Application. Longitudinal-Employer Household Dynamics Program.

U.S. Census Bureau. American Community Survey, 2018 American Community Survey 5-Year Estimates, using NYC Population FactFinder. Bay Ridge Census Tracts: 68, 66, 130, 136, 50, 52.01, 38, 46, 52.02, 58, 60, 134, 70, 160, 30, 36, 64, 126, 138, 162, 62, 142, 54, 56.01, 44, 34, 56.02.

Photo Credits: © 3rd Avenue Merchant's Association; Bay Ridge 5th Avenue BID; NYC Department of Parks and Recreation.

## 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 thriving 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 Bay Ridge Commercial District Needs Assessment:

Brooklyn Borough President Eric Adams  
NYC Council Member Justin Brannan  
Brooklyn Community Board 10  
Bay Ridge 5th Avenue BID  
86th Street BID  
3rd Avenue Merchants Association  
Yemeni American Merchants Association  
Bay Ridge Merchants  
Bay Ridge Shoppers and Residents