



CHINATOWN

MANHATTAN

Commercial District Needs Assessment



NYC
Small Business
Services

careers
businesses
neighborhoods

in
partnership
with

Chinatown BID
Think!Chinatown



ABOUT CHINATOWN

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 commercial corridors throughout **Chinatown**, including the area between **Broome Street, Allen Street, Madison Street, Baxter Street,** and **Broadway**, and was conducted in partnership with the **Chinatown BID** and **Think!Chinatown** between November 2021 and June 2022.

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 **740 surveys** and various stakeholder meetings with neighborhood merchants, shoppers, street vendors, property owners, and residents.

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Located in the heart of Lower Manhattan, Chinatown is a quintessential part of New York's cultural fabric and commercial activity. Established by immigrants primarily from the Toisan, Guangdong province of China in the 1870s, Chinatown has grown from its historic, three-block core centered on Mott, Pell, and Doyers streets to encompass more than 55 square blocks stretching from the Civic Center to SoHo, Little Italy, the Lower East Side, and Two Bridges.

Over the past 200 years, the neighborhood has been home to many diverse groups, including African Americans, Irish, German, Jewish, and Italian immigrants, yet Chinese immigrants faced heightened legal discrimination. The many Chinese Exclusion laws (1875-1965), which comprised the United States' first race-based exclusionary immigration policy, cast a long shadow on Chinatown's society, culture, and economy. Disadvantaged by American law and separated from their families, Chinese immigrant men were forced to carve out places of safety by building their own infrastructure of social security, financing, cultural practices, governance, and protection in Chinatown. After nearly a century of isolation, the Immigration and Nationality Act of 1965 enabled Chinatown to welcome new waves of immigrants. By the 1980s, newcomers from Hong Kong, Fuzhou, other parts of China, and Vietnam launched new businesses, resulting in bustling commercial corridors along East Broadway and Grand Street.

Chinatown's historic streetscape and tenement buildings provide a unique experience for residents, shoppers, and visitors, and have enabled the growth of numerous multigenerational family-owned businesses. Chinese entrepreneurs have developed a robust economy that includes import shops, food manufacturers, groceries, bakeries, herb shops, street vendors, and restaurants that sell culturally specific goods and serve locals, the greater Chinese diaspora, and non-Chinese customers alike. An abundance of medical and professional offerings such as doctors, accountants, lawyers, pharmacies, beauty salons, and opticians provide services in multiple languages and specialize in the needs of Asian clientele. The mixed-use diversity of Chinatown's built environment is exemplified by buildings that house family, regional, or business associations, along with retail, restaurants, services, communal meeting spaces, ancestral halls, and affordable housing all under one roof.

Nighborhood Demographics

See more on page 16

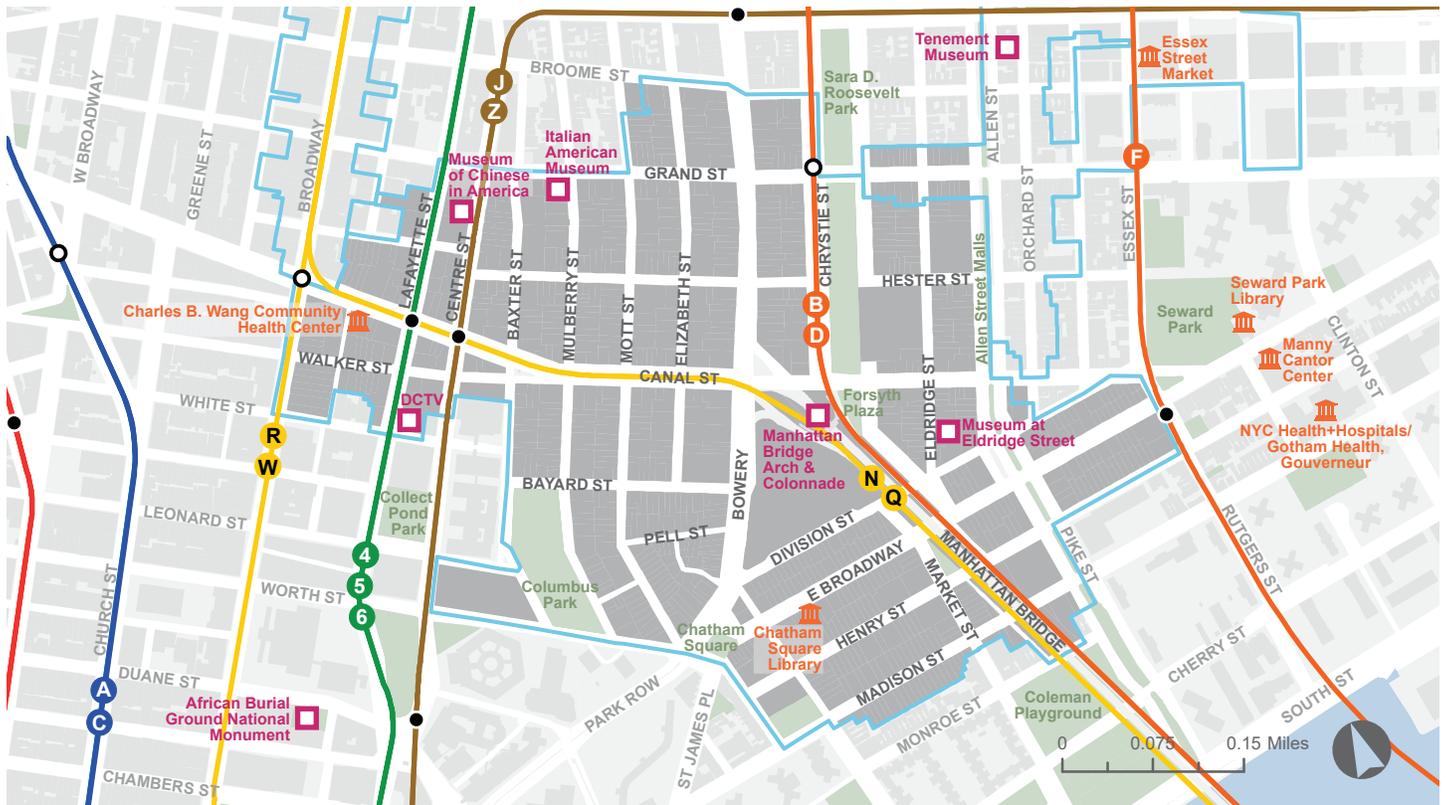
Chinatown is a socioeconomically diverse community. Among the 57,159 residents, 60% are Asian, 18% are white, 13% are Hispanic or Latinx, and 6% are African American. With 24% of residents over the age of 65, Chinatown is also home to many senior citizens and multigenerational households. The neighborhood's median household income of \$35,805 is significantly lower than that of Manhattan (\$86,553) and New York City (\$63,998), and is reflected in the fact that 28% of residents live below the poverty line. In recent years, Chinatown has experienced changes in the cultural landscape of the community; the addition of new, more affluent residents has raised fears of displacement for long-time residents, and the appeal of more affordable housing in Chinese enclaves in other boroughs has attracted newer waves of immigrant families. Between 2010 and 2020, Chinatown's Asian population declined by 10%. However, 80% of local businesses continue to serve the Chinese community, and several family-owned businesses have seen younger generations step into leadership roles to sustain and upgrade their businesses to appeal to a new generation of customers.

Future Opportunities

See more on page 5

Chinatown remains a cultural hub for Asian Americans from across the country and beyond. During the COVID-19 pandemic, as the entire city suffered economically, Chinatown businesses and residents were further impacted by anti-Asian discrimination and hate crimes. In response, Chinatown has received a surge of activist support and an increase in community organizations that are working to protect and empower the people, culture, and small businesses that make the neighborhood unique. In 2021, Chinatown was awarded a \$20 million Downtown Revitalization Initiative grant from New York State to fund commercial revitalization projects, and a coalition of organizations are currently working to develop and execute these programs. Furthermore, neighbors are investing in arts and cultural programming, improving the public realm, and participating in the Open Streets and Open Restaurants programs to enhance Chinatown's vibrant residential and commercial environment. Despite development pressure, public and private investments that incorporate meaningful community collaboration and engagement will help guide the neighborhood's recovery and ensure that Chinatown remains a cultural and economic center in the years ahead.

Chinatown



▲ Points of Interest

- Assessed Commercial Corridors
- Business Improvement Districts
- Notable Places
- Public Facilities
- Parks and Public Spaces

▲ Notable Places



Merchant & Community Groups

- Asian Americans for Equality
- Chinatown BID
- Chinatown Manpower Project
- Chinatown Partnership
- Chinese American Planning Council
- Chinese American Restaurant Association
- Chinese Chamber of Commerce of New York
- Chinese Consolidated Benevolent Association
- Chinese Merchants Association
- Fay Chow Merchants Association
- Renaissance Economic Development Corporation
- Tai Look Merchants Association
- Think!Chinatown
- Welcome to Chinatown

Neighborhood Events

- Car Free Earth Day Open Streets
- Chinatown Arts Festival
- Chinatown Block Party
- Chinatown Night Market
- Chinatown Youth Initiatives Annual Summit & Cleanup
- Disability Pride NYC Parade
- Egg Rolls, Egg Creams, and Empanadas Street Festival
- Feast of San Gennaro
- Lunar New Year Celebrations: Firecracker Ceremony, Lantern Festival, Super Saturday, Parade
- Marco Polo Festival
- Mid Autumn-Moon Festival
- Small Business Saturday
- World Health Qigong Day

KEY FINDINGS & OPPORTUNITIES

Strengths

- ▶ History, culture, and intergenerational connections all contribute to a strong, deep, and layered sense of community, making this the cultural home and place of belonging and celebration for Chinese Americans and the greater Asian diaspora
- ▶ Historic tenement buildings, walkable streetscape, and merchants' creative use of limited space produce a unique, densely packed shopping environment. Small storefront spaces have helped perpetuate the neighborhood's tradition of entrepreneurship and the development of new small businesses
- ▶ Convenient transportation hub served by 10 subways, multiple public bus routes and private Chinatown van lines, and several interstate bus companies
- ▶ Businesses offer a full range of affordable food, goods, and services that cater to the needs of Asian Americans and attract consumers from a wide geography
- ▶ Successive waves of immigration and entrepreneurship have made Chinatown a starting point for businesses to grow and thrive for generations. Merchants' commitment to and love of Chinatown is demonstrated in many multigenerational stores being in business for decades
- ▶ A new, younger generation of Chinese Americans are engaged and invested in the economic stability and sustainability of Chinatown
- ▶ Property ownership by family associations and Chinese American families has provided a stabilizing force for the Chinatown community by preserving affordable housing and retail space inclusive of Asian American communities
- ▶ Chinatown is home to a network of wholesale and food supply businesses that serve both local and regional industries and reinforce connections to the neighborhood

Challenges

- ▶ Density of commercial activity and limited sidewalk space create challenges related to sanitation and street cleanliness, and leave many blocks with no greenery. Major vehicular thoroughfares suffer from air and noise pollution
- ▶ Proximity to the Civic Center leads to competition from government agencies for parking and disrupts the continuity of commercial storefront activity
- ▶ Merchants' limited technology skills hinder businesses from using credit cards or digital sales technology and prevent some customers from patronizing businesses
- ▶ Language, cultural barriers, and less formalized business practices inhibit access to public resources for merchants and residents and prevent businesses from reaching additional customers
- ▶ Rent-stabilized housing units, rising property assessments, and property maintenance costs produce significant financial pressure on storefront businesses to pay rents that make small property ownership sustainable for Chinatown families
- ▶ Most businesses are still struggling to recover from the labor shortage and supply chain disruption experienced during the COVID-19 pandemic
- ▶ Inadequate wayfinding, street furniture, and pedestrian space cause transportation nodes to become overcrowded or difficult to locate for visitors
- ▶ An increase in anti-Asian crime has presented safety concerns for merchants, residents, and consumers, and inadequate lighting throughout the district causes streetscapes to appear unwelcoming or unsafe at night
- ▶ Small property owners are forced to contend with numerous regulatory challenges and violations, resulting in additional displacement pressure
- ▶ Major connectivity barriers prevent circulation into and within the neighborhood, including the vehicular closure of Park Row, inaccessibility of the Confucius Plaza courtyard, the construction of a new jail, and the concentration of court buildings





Chrystie Street



Lunar New Year Celebration



Dry Goods Store



Chinatown Night Market Performance

Opportunities

- ▶ Better connect small property owners with resources to maintain rent-stabilized apartments and create new policies or tax incentives to keep commercial rents affordable on the ground floor, especially for legacy businesses
- ▶ Green and beautify Chinatown's sidewalks and mitigate sanitation challenges by creating innovative programs and campaigns that are tailored to the dense built environment
- ▶ Provide technical assistance and culturally competent outreach to merchants to access public and private resources, and create a campaign highlighting the benefits of adopting digital payment methods
- ▶ Create more public space by adapting streetscapes and widening sidewalks to improve pedestrian safety, pilot designs of new display stands for merchants and vendors, and provide more opportunities to host outdoor arts and cultural programs
- ▶ Enhance curbside management to reflect businesses' loading needs and foster more coordinated and efficient curbside use, including tactics related to commercial waste management and placard abuse
- ▶ Foster connections between arts activity and businesses, activate vacant storefronts with pop-ups and public art, create a directory to draw attention to the variety of local cultural activities, and support the creation of a cultural center that brings people to Chinatown
- ▶ Develop new marketing and placekeeping strategies that promote the unique clusters of retail and professional businesses, and educate consumers on the cultural significance of products and services to encourage deeper, more sustained commercial engagement
- ▶ Execute promotional campaigns targeted to surrounding neighborhoods and travelers who use interstate bus companies to grow the consumer base
- ▶ Install new lighting and safety infrastructure, and implement more public space activations in the evening to enhance nighttime commercial activity and provide a better sense of safety
- ▶ Enhance connectivity between surrounding neighborhoods, the historic core of Chinatown, and eastern corridors through wayfinding and enhanced pedestrian and bike infrastructure

What's Next?

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

For more information, visit: nyc.gov/avenuenyc

BUSINESS LANDSCAPE: CHINATOWN

Business Inventory

1,803

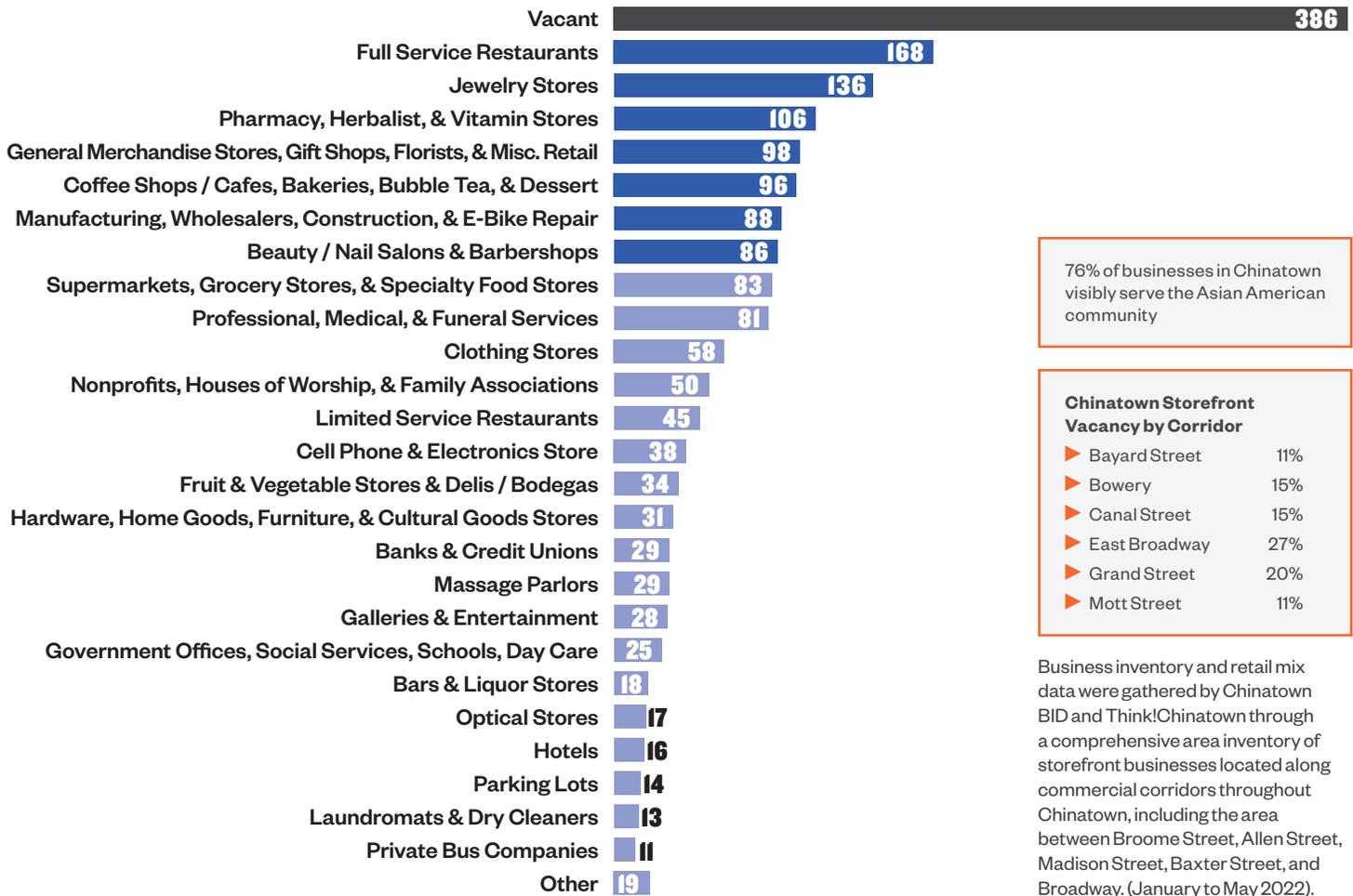
Total Number of Storefronts

21.4%

Storefront Vacancy*

*Note: In 2021, New York City's 76 Business Improvement Districts reported an average ground floor vacancy rate of 13% and median ground floor vacancy rate of 11% (SBS BIDs Trends Report, FY21).

Storefront & Retail Mix

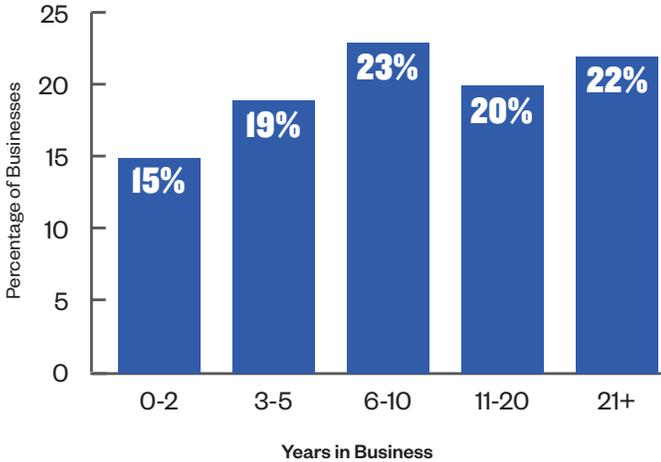


Business inventory and retail mix data were gathered by Chinatown BID and Think!Chinatown through a comprehensive area inventory of storefront businesses located along commercial corridors throughout Chinatown, including the area between Broome Street, Allen Street, Madison Street, Baxter Street, and Broadway. (January to May 2022).



What We've Heard from Chinatown Merchants

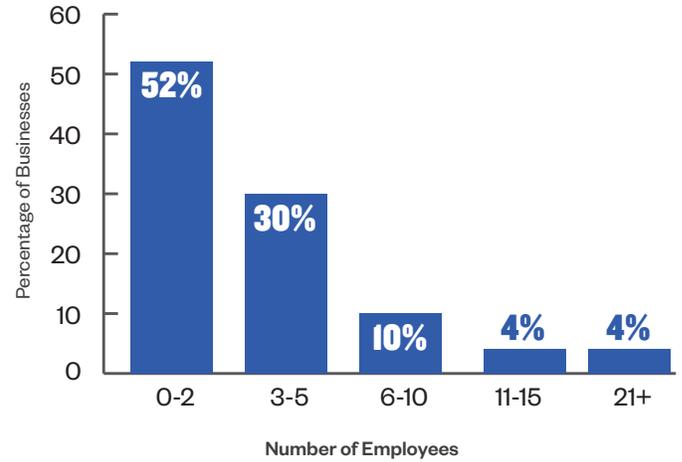
How many years have you been in business here?



14.8 Mean
10 Median
10 Mode

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?



4.8 Mean
2 Median
1 Mode

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	47%
▶ Lease support	41%
▶ Access to financing	32%
▶ Space improvements	21%
▶ New equipment	18%
▶ Legal services	14%
▶ Training for staff	13%
▶ Other	7%

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



Source: Based on 215 merchant surveys conducted by the Chinatown BID and Think!Chinatown in Winter and Spring 2022.

BUSINESS LANDSCAPE

Street Vendor Study

Chinatown street vendors actively contribute to the vibrant streetscape of the commercial district, attracting foot traffic and providing an enhanced sense of safety. Vendors tend to operate on major commercial corridors: produce vendors on Canal, Mott, and Hester streets and East Broadway; vendors of plants, clothing, and household items on Grand Street and the Bowery; and vendors of counterfeit goods on corridors that attract tourists. Street vendors also carve out their own space by bringing economic vitality to what would otherwise be a neglected, underused area on Forsyth Street. Vendors along Forsyth Plaza organically cluster their stands to create a destination market featuring affordable fresh produce. The street vendor inventory provides a snapshot of the number and types of vendors active in Chinatown and indicates the strong contribution they provide to the local economy. Vendors were surveyed in June and July 2022, with responses capturing the enterprising nature of street vendors who have created their own economic opportunities despite limited capital, language abilities, and business support.

Street vending has provided a lifeline in the Chinatown community; during the COVID-19 pandemic vendors continued to serve the community, and furloughed food service workers were able to take up street vending to make ends meet. The survey also illuminated opportunities for street vendors to operate with more stability and increased compliance, with a desire for increased vendor permits and in-language technical assistance. Street vending is an essential part of Chinatown's local economy and should be incorporated in neighborhood planning, policies, development, and business services.

Total
Number of
Street
Vendors

132

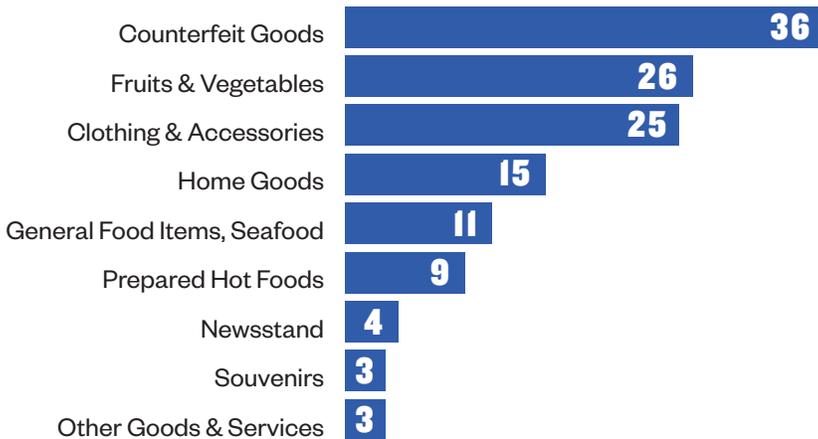
Average
Number of
Years Spent
Vending

11.6

66%

of Street Vendors surveyed
work 6 or 7 days per week

Street Vendor Retail Mix



Do you live in this neighborhood?

52%

Yes

48%

No

Is vending your only source of income?

93%

Yes

7%

No



This information was gathered by Think!Chinatown in April-May 2022. The presence of each stationary street vendor (food truck, food cart, pushcart, tables, and stands) and those using no equipment (e.g. selling out of a cooler) was documented through on-the-ground observations.

What We've Heard From Chinatown Street Vendors

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



When is your business open?



What language do you speak at home?

▶ Cantonese	59%
▶ Mandarin	48%
▶ English	39%
▶ Taishanese/Hoisanese	37%
▶ Fuzhounese	17%
▶ Bengali	13%
▶ Vietnamese	7%
▶ Korean	2%
▶ Spanish	2%
▶ Wenzhounese	2%

What are the 3 biggest challenges facing your business?

▶ Crime, Safety, Theft	63%
▶ Government regulations (lack of licenses/permits)	48%
▶ Fines and tickets	43%
▶ Language barriers	43%
▶ Lack of transparent rules	13%
▶ Sanitation and cleanliness	11%
▶ Homelessness	9%
▶ Access to loans/credit/financing	4%
▶ Problems with brick-and-mortar businesses	4%

What makes this location attractive for your type of business?

- ▶ "Good foot traffic."
- ▶ "A lot of other vendors sell on the same street, so it has a market feel."
- ▶ "I live here, shop here, so it is convenient. Also, I don't speak English, so I can't do business anywhere else."
- ▶ "Nearby customers all speak Fuzhounese."
- ▶ "Many tourists in this location, good business."
- ▶ "Other vendors who support me, and I also support them when they are busy and I'm not."
- ▶ "Lots of other vendors."
- ▶ "Wide sidewalk."

What kinds of resources would help you grow your business?

▶ Access to licenses / permits	65%
▶ Access to financing	15%
▶ Legal support	15%
▶ Marketing support	7%
▶ New equipment (e.g., cart, truck, etc.)	4%
▶ Technology improvements (mobile payment, etc.)	4%
▶ Other	15%

BUSINESS LANDSCAPE

What We've Heard from Chinatown Merchants

What do you like about the commercial district?

"It's a melting pot. A lot of different cultures in one place. Chinatown is home, it's where I feel safe while growing up, lots of history."

"Grew up around area, everyone knows each other, easy access to/from bridges, tunnels, bus/subway stops."

"Can function without speaking English."

"I love the sense of community and how close everyone in the community is."

"Good location."

"I choose to continue to operate in Chinatown because where else can I continue to serve a community I love while still having to be the best that I can be on a daily basis."

"I love that the produce is fresh and there is an enormous variety."

"Asian community, variety of cuisines, a lot of foot traffic."

"It's still got charm and grit. Neighboring business owners know each other. We grew up here and we want to see Chinatown thrive."

"This neighborhood thrives because it serves both those who live in the area and tourists. Both are needed in order to keep Chinatown successful."

What makes the Chinatown commercial district unique?

"Customers understand and appreciate Asian culture and cuisine."

"It is built by and for immigrants."

"The people, food, and culture! Chinatown has hundreds of years of history."

"Central location with train nearby, unique spaces for businesses, relatively safe, friendly neighbors."

"History of my family. It's where we started."

"Convenient to see doctors, visit pharmacy, and receive services locally."

"Its culture. Food and fresh groceries and herbs."

"I am born and bred in Chinatown and grew to understand the value and goodness of people here."

"Variety of good food and specialty Asian shops. Being in a community that I feel more comfortable in due to language barrier."

"Doing business here in Chinatown is mainly word of mouth. Once a customer trusts you, you can always count on them bringing their friends or family into the business."

"It is an immersive experience. Intimacy and neighborhood feeling of the streets."

What We've Heard from Chinatown Merchants and Shoppers

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

“Address anti-Asian violence in the city and on streets with a highly visible and effective prevention program.”

“I think street beautification would help a lot. Streets need to be cleaned and the garbage picked up more often than other neighborhoods.”

“A guide explaining history and features of a particular establishment, like a guide in a mall.”

“Outdoor cultural events, educational events, and street fairs.”

“Improve local businesses’ internet or social media presence and activity.”

“More collaborations with organizations/better social media to get word out of offerings!”

“More public displays or artwork (similar to the lanterns and murals).”

“Fix Canal Street! Too many cars. Need to widen sidewalks, add trees, and add bike lanes.”

“More nightlife to encourage life and activity in the later hours.”

“Block parties! Food crawl, community partnerships, and events.”

“More cultural, community, and art spaces.”

“More Open Streets! Close off streets to car traffic on certain days.”

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

	% Merchant Response	% Consumer Response
▶ Safety	64%	54%
▶ Street beautification	46%	44%
▶ Sanitation	44%	52%
▶ Transportation improvements	30%	24%
▶ Community events	27%	41%
▶ Street lighting	27%	27%
▶ More arts & cultural programming	18%	41%
▶ Merchant collaboration	17%	23%
▶ Building storefront renovation	14%	19%
▶ Graffiti removal	13%	20%
▶ More open space	13%	32%
▶ Other	11%	9%

Source: Based on 215 merchant surveys and 479 consumer surveys conducted by the Chinatown BID and Think!Chinatown in Spring 2022.

BUSINESS OUTLOOK

Chinatown Retail Demand

Residents spend

\$1.15B

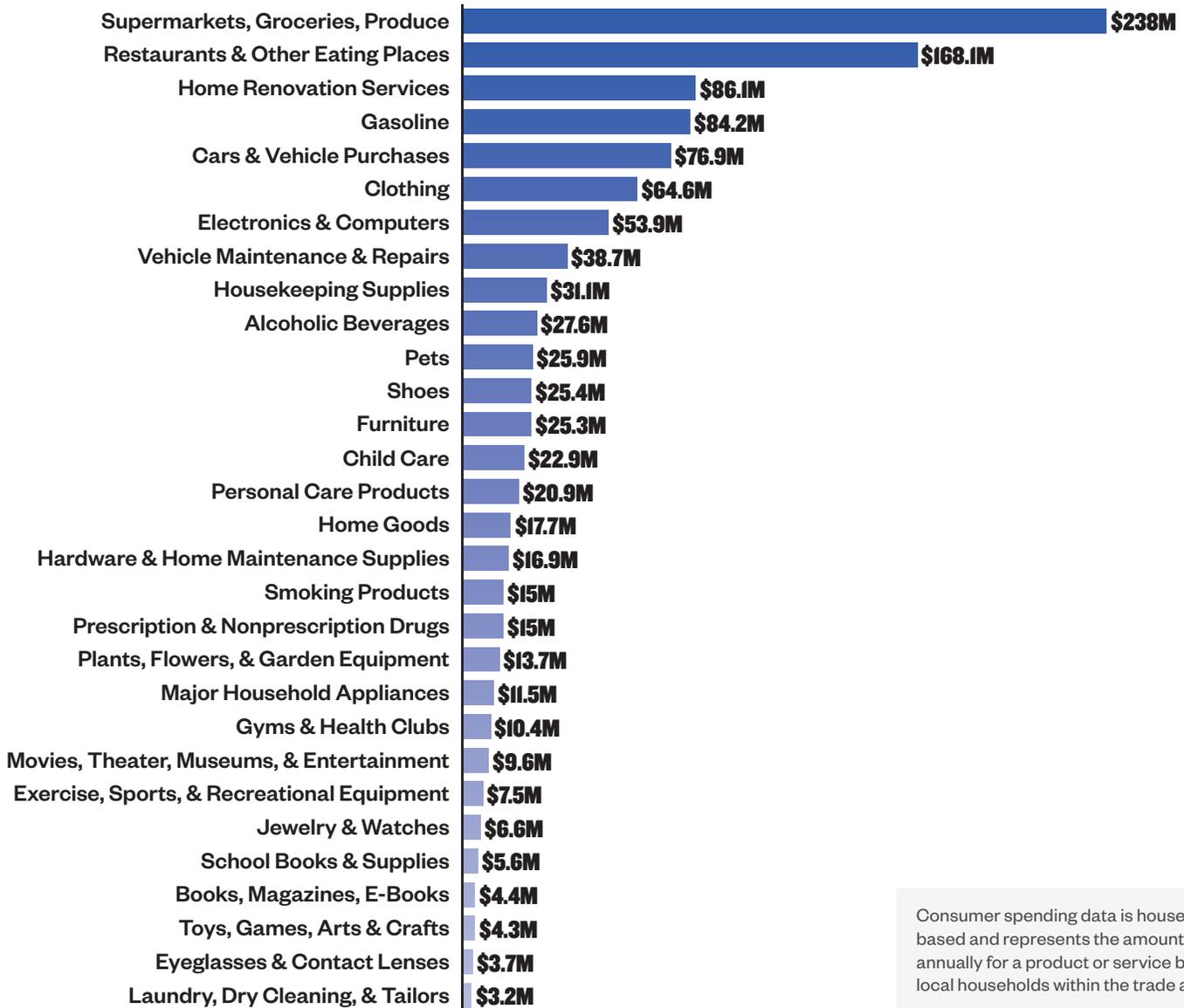
each year on retail goods and services

Residents will spend

\$1.33B

each year on retail goods and services by 2027

2022 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 2022 and 2027; Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics.

Business Trends

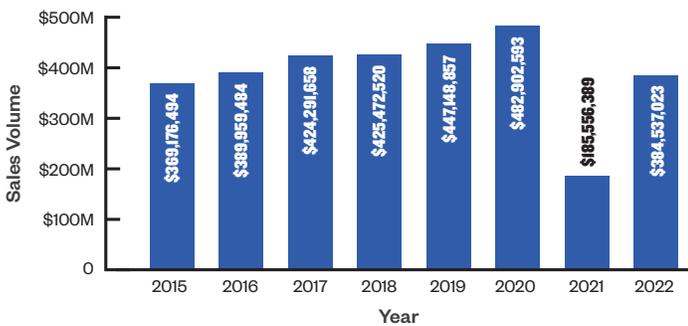
Change in Total Business Sales, 2015-2022



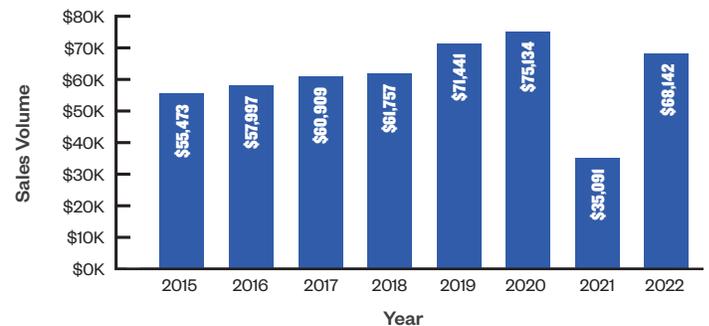
Change in Median Sales by Business, 2015-2022



Chinatown Total Business Sales*



Chinatown Median Sales by Business*



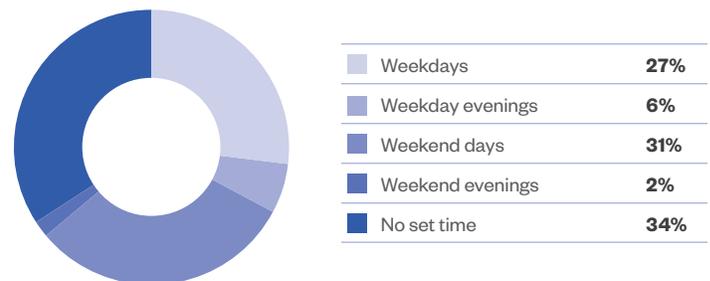
*Year 2022 reflects data gathered up until March 2022. Source: Division of Tax Policy, NYC Department of Finance

What We've Heard from Shoppers

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

- ▶ Diverse restaurants from across Asia 
- ▶ Art and cultural spaces 
- ▶ Supermarkets and specialty food stores 
- ▶ Asian cultural goods stores 
- ▶ Theaters, movies 
- ▶ Clothing stores 

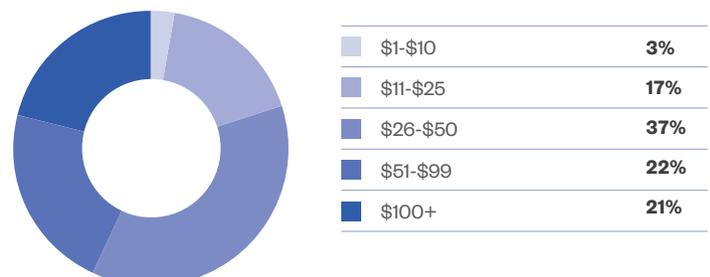
When do you usually shop in Chinatown?



What are the top three ways you travel to Chinatown?

Subway 	79%	Taxi/Ride Share 	11%
Walk 	64%	Chinatown Bus/Van 	7%
Personal Car 	29%	E-Bike/Scooter 	2%
MTA Bus 	22%	Ferry 	2%
Bike 	13%	Interstate Bus 	1%

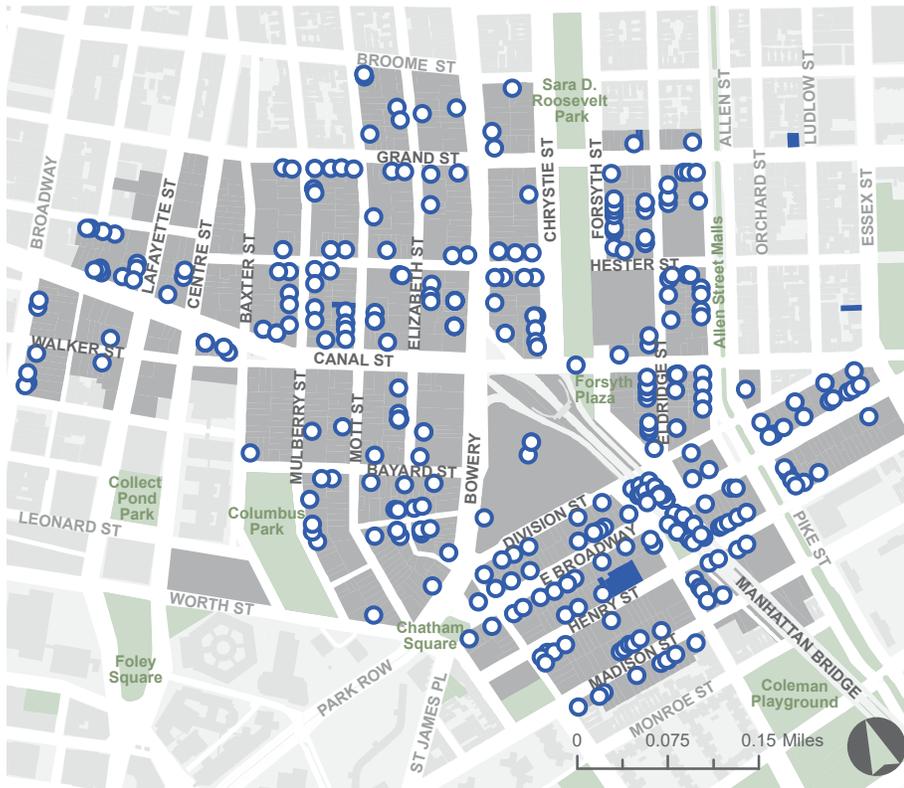
How much do you typically spend when you shop in Chinatown?



Source: Based on 479 consumer surveys conducted by the Chinatown BID and Think!Chinatown in Spring 2022.

PHYSICAL ENVIRONMENT

Storefront Vacancies



■ Vacant Lots ○ Vacant Storefronts ■ Parks & Open Spaces

An analysis of 1,835 storefronts on commercial corridors throughout Chinatown, including the area between Broome Street, Allen Street, Madison Street, Baxter Street, and Broadway, revealed that 6% of storefronts are in poor condition, 34% are in average condition, and 60% are in good condition.

Streetscape Observations

- ▶ Despite a high storefront vacancy rate (21.4%), the density of businesses on most streets provides a seamless experience of commercial activity.
- ▶ Businesses and vendors have adapted limited sidewalk space to offer outdoor shopping options typical of Asian communities. Merchants who manage goods in front of their storefronts contribute to feelings of security on the street.
- ▶ While Sara D. Roosevelt Park and Columbus Park serve as public space retreats, many streets lack greenery and seating and fail to provide sufficient pedestrian space, especially for less mobile and aging people.
- ▶ Large piles of garbage bags fill Chinatown's narrow sidewalks and increase unsanitary conditions. Inappropriate and illegal dumping is a common issue.
- ▶ While some storefronts provide ambient lighting, reduced foot traffic and inadequate street lighting during evening hours creates a poor sense of safety.
- ▶ Historic architecture, elaborate multilingual signs, and a dense merchandising style enhance the visual appeal for consumers and define Chinatown's distinctive commercial character.
- ▶ The Allen Street Malls' neglect and disrepair makes the linear space feel more like a rift that divides two sides of the same street rather than a connector that bridges Chinatown and the Lower East Side. Major thoroughfares including the Bowery and Canal Street similarly divide the neighborhood and should be improved to enable better pedestrian connections.
- ▶ East Broadway and Division Street under the Manhattan Bridge overpass are dark, loud, and suffer from poor perceptions of safety.
- ▶ Lack of public access to the Confucius Plaza courtyard deters pedestrian circulation in an important Chinatown node; the vehicular closure around Park Row similarly prevents access and visibility from neighborhoods to the south, and unsafe crossing conditions at Kimlau Square all produce a barrier between the historic core and eastern corridors of Chinatown.
- ▶ Mental health, homelessness, and public health challenges are visible issues on various corridors and in parks.
- ▶ Outdoor dining has proven popular with businesses and consumers and generally adds vibrancy to the streetscape. However, outdoor structures can produce sanitation, safety, and infrastructural challenges if not properly maintained, which has been a challenge for some small businesses.

Public Space Study: Forsyth Plaza

Forsyth Plaza is situated along Forsyth Street next to the iconic entrance to the Manhattan Bridge and connects two main commercial corridors of Chinatown: Canal Street and East Broadway. The plaza is long and narrow, bounded by the eastern side of the Manhattan Bridge roadway and bike path. In 2018, the NYC Department of Transportation completed a \$3.6 million capital project to renovate the plaza. The upper-level area features 10,000 square feet of elevated public space, trees, plantings, movable chairs and tables, edge seating, lighting, and a drinking fountain. The lower level is home to a bustling daytime produce market which has provided affordable fresh fruits and vegetables to the community since 2005. The two spaces are connected by a long ADA accessible ramp along Forsyth Street as well as inviting steps on the corner of Canal Street that are often used as seating.

Forsyth Plaza primarily serves locals, with the vast majority of users living or working in the neighborhood. Visitors appreciate the plaza's convenience and vendors' variety of affordable produce. However, visibility into the plaza is an issue, as the upper level is not visible from the street level and the area lacks activity after the vendor market closes in the late afternoon. Visitors also expressed concerns about homelessness, security, and sanitation. Since 2021, Think!Chinatown has partnered with Asian Americans for Equality through the Neighborhoods Now initiative to bring a seasonal night market to Forsyth Plaza, offering cultural programming and nighttime activity that enlivens the space while supporting Asian American small and micro businesses. The New York State Downtown Revitalization Initiative offers additional opportunities to enhance Forsyth Plaza, with proposals that include more lighting and additional electricity and water access on the plaza to facilitate more community events.



Forsyth Plaza



Produce Market



Night Market

How often do you visit this plaza?



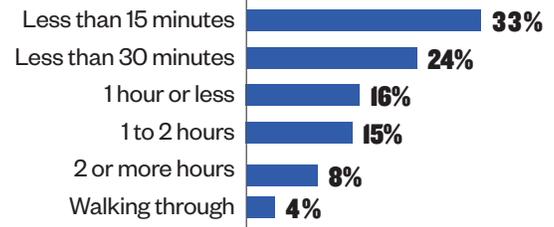
When visiting this space, do you shop at nearby businesses?



How do you typically use this space?

	% Space User Responses
▶ Shopping	94%
▶ Exercising	64%
▶ Socializing / Meeting friends	62%
▶ Commuting / Passing through	17%
▶ Other	4%

How much time do you typically spend here?



Source: Based on 136 plaza user surveys conducted by Think!Chinatown in Spring 2022.

DATA APPENDIX

Study Area Boundaries

■ Assessed Commercial Corridors

Primary data on Chinatown storefront businesses presented on pg. 6-7 was gathered along commercial corridors throughout Chinatown within the area between Broome Street, Allen Street, Madison Street, Baxter Street, and Broadway.

— Chinatown Context Area

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

●●● Trade Area

Consumer spending data on pg. 12 corresponds to the 0.25 mile trade area.



Area Demographics

Total Population

57,159	Chinatown
1,631,993	Manhattan
8,419,316	New York City

Population Density (per square mile)

79,400	Chinatown
71,486	Manhattan
27,845	New York City

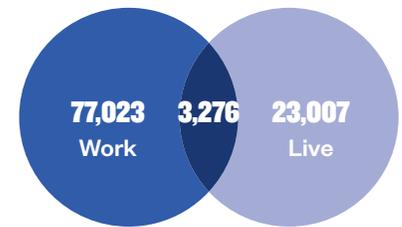
Average Household Size

2.30	Chinatown
2.07	Manhattan
2.60	New York City

Car Ownership

13.8%	Chinatown
23.0%	Manhattan
45.4%	New York City

Commuting Patterns



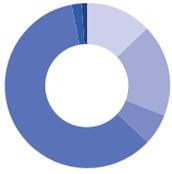
77,023 Work in Chinatown, live elsewhere

3,276 Live & Work in Chinatown

23,007 Live in Chinatown and work elsewhere

Area Demographics

Race/Background



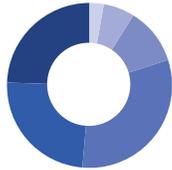
	Chinatown	MN	NYC
Hispanic or Latino (of any race)	13%	26%	29%
White alone	18%	47%	32%
Black or African American alone	6%	13%	22%
Asian alone	60%	12%	14%
Two or more races	2%	2%	2%
Some other race alone	0%	0%	1%
American Indian and Alaska Native alone	1%	0%	0%
Native Hawaiian and Other Pacific Islander	0%	0%	0%

Educational Attainment



	Chinatown	MN	NYC
12th Grade or Less, No Diploma	42%	13%	18%
High School Graduate	16%	12%	24%
Some College, No Degree	7%	10%	14%
Associate's Degree	4%	4%	6%
Bachelor's Degree	22%	32%	22%
Graduate or Professional Degree	10%	30%	16%

Population Age



	Chinatown	MN	NYC
Under 5 Years	3%	5%	6%
5-14 Years	6%	7%	11%
15-24 Years	11%	11%	12%
25-44 Years	31%	37%	31%
45-64 Years	24%	24%	25%
65+ Years	24%	16%	15%

Median Age

43.6	Chinatown
37.5	Manhattan
36.7	New York City

Foreign-Born Population

52%	Chinatown
29%	Manhattan
37%	New York City

Income

Median Household Income

\$35,805	Chinatown
\$86,553	Manhattan
\$63,998	New York City

Pop. Below Poverty Line

28%	Chinatown
16%	Manhattan
18%	New York City

Employment

Population in Labor Force

53%	Chinatown
67%	Manhattan
64%	New York City

Unemployment*

5.6%	Chinatown
5.2%	Manhattan
6.3%	New York City

*Note: As of May 2022, the unemployment rate is 4.4% for Manhattan and 5.7% for New York City (NYS DOL); updated neighborhood-level data for Chinatown is not available.

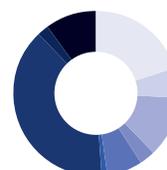
Local Jobs and Employment

Local Residents' Employment



Educational Services, Health Care, Social Assistance	19%
Professional, Scientific, & Technical Services	18%
Accommodation, Food Services, Arts, & Entertainment	18%
Finance, Insurance, Real Estate	11%
Retail Trade	10%
Manufacturing	5%
Transportation, Warehousing, Utilities	4%
Public Administration	2%
Construction	2%
Other Services	11%

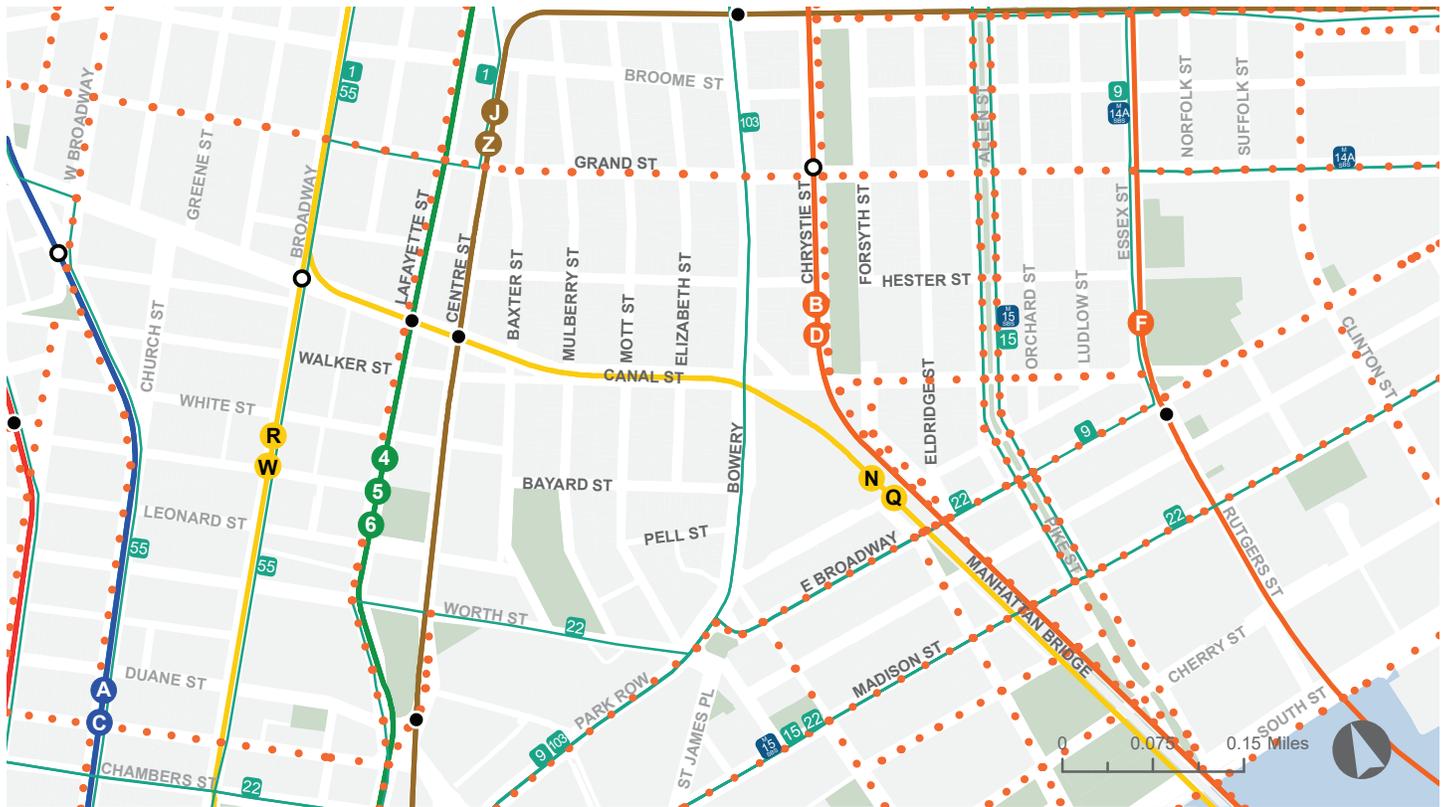
Jobs Located in Chinatown



Educational Services, Health Care, Social Assistance	20%
Professional, Scientific, & Technical Services	6%
Accommodation, Food Services, Arts, & Entertainment	12%
Finance, Insurance, Real Estate	3%
Retail Trade	7%
Manufacturing	1%
Transportation, Warehousing, Utilities	0%
Public Administration	39%
Construction	2%
Other Services	10%

DATA APPENDIX

Chinatown Transportation



▲ Chinatown Transportation

— Bus Routes

... Bicycle Lanes

— NYC Subway

Average Monthly Bus Ridership (2021)

31,227	M9
57,301	M14A SBS
83,710	M15 Local
151,436	M15 SBS
11,135	M22
8,143	M55
49,945	M103

Pedestrian Counts (2021)

Forsyth Street between Canal and Division streets	
844	Weekday Morning
2,607	Weekday Afternoon
1,880	Weekend

Average Weekday Subway Ridership (2021)

10,976	B D	Grand St
17,929	N Q R W J Z 6	Canal St
6,371	F	East Broadway
1,549	J Z	Bowery
10,392	J Z 4 5 6	Brooklyn Bridge-City Hall/Chambers St

Bicycle Ridership (2021)

Manhattan Bridge Bike Path	
2,551	Winter Daily Average
5,318	Spring Daily Average
5,635	Summer Daily Average
4,109	Fall Daily Average

Average Daily Vehicular Traffic (2019)

17,937	Bowery between Division and Delancey streets
34,398	Canal Street between West and Allen streets
9,333	Chrystie Street between Canal and East Houston streets
9,193	East Broadway between Bowery and Grand Street
9,431	Grand Street between Bowery and FDR Drive
2,507	Hester Street between Centre and Chrystie streets
49,627	Manhattan Bridge
2,831	Mott Street between Worth and Bleecker streets

Source: MTA 2021; NYS DOT, 2019 Annual Average Daily Traffic data, NYC DOT 2022.

Recent SBS Neighborhood Investments

- ▶ *Commercial Revitalization, Avenue NYC* multi-year grant of \$300,000 awarded to Think!Chinatown, 2021-2024.
- ▶ *Commercial Revitalization, Avenue NYC* single-year grant of \$100,000 awarded to Chinatown BID, 2021-2022.
- ▶ *Open Streets*, Grant of \$28,000 awarded to Chinatown BID, 2021.
- ▶ *COVID-19 Commercial District Support*, Strategic Impact Grant of \$20,000 awarded to Think!Chinatown, 2021.
- ▶ *COVID-19 Commercial District Support*, Strategic Impact Grant of \$20,000 awarded to Welcome to Chinatown, 2021.
- ▶ *Neighborhood 360° Fellows Host Organization*, awarded to Chinatown Partnership, 2017-2018.
- ▶ *Neighborhood Challenge*, Grant of \$100,000 awarded to Chinatown Partnership, Think!Chinatown, and Postlight, 2017.

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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.

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Chinatown Merchants and Street Vendors
Chinatown Shoppers and Residents