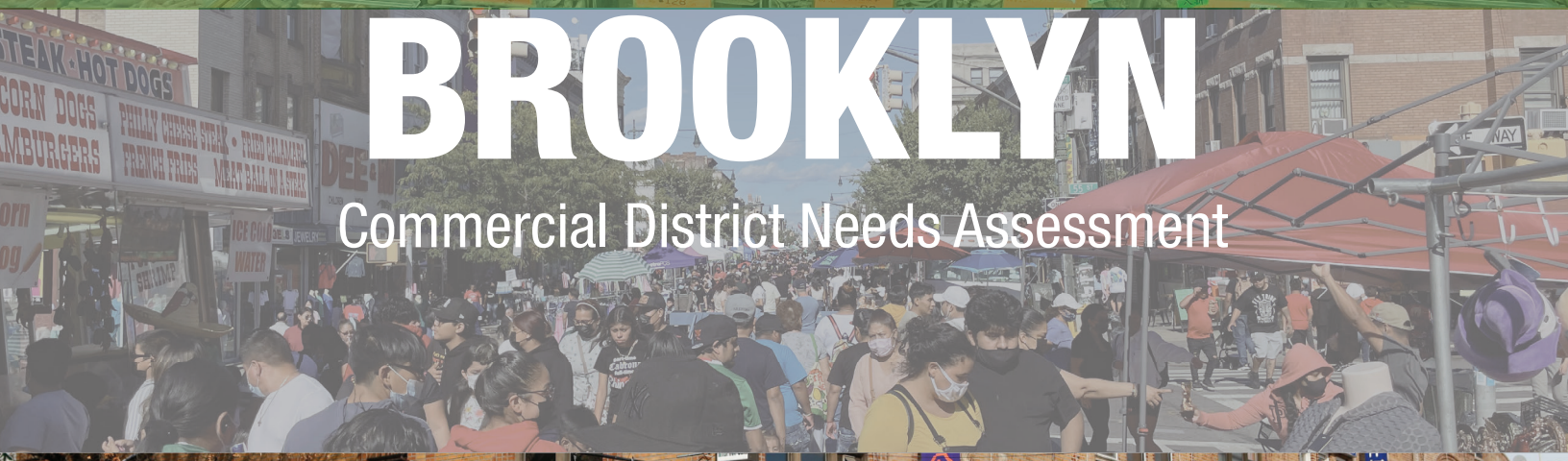
SUNSET PARK BROOKLYN

Commercial District Needs Assessment



NYC Small Business Services | careers businesses **neighborhoods**

in partnership with

Asian Americans for Equality (AAFE)
Brooklyn Chinese-American Association (BCA)
Sunset Park BID

ABOUT SUNSET PARK

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 **3rd**, **4th**, **5th**, **7th**, and **8th avenues**, **39th Street**, and **65th Street** in **Sunset Park**, and was conducted in partnership with **Asian Americans For Equality**, **Brooklyn Chinese-American Association**, and the **Sunset Park BID** between September 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.

Background

Located in South Brooklyn, Sunset Park is a culturally diverse neighborhood surrounded by Park Slope and Green-Wood Cemetery to the north, Borough Park to the east, Bay Ridge to the south, and Upper New York Bay to the west. Home to the eponymous public park, Sunset Park boasts historic row houses, a large concentration of industrial space, community-based organizations, and small businesses that cater to its multigenerational and immigrant community.

Before European settlement, the area was part of an important set of trails that traversed Brooklyn and enabled the Lenape Native Americans to form trade routes connecting to other areas. Sunset Park was primarily used for agriculture and farming until the middle of the 19th century. Transportation improvements, particularly the extension of the 5th Avenue elevated railroad through the neighborhood in 1893 and the opening of the subway along 4th Avenue in 1915, helped initiate development, with many middle-class row houses and multiple industrial centers developed in the 1890s through the 1920s. Home to waves of Scandinavian, Irish, and Italian immigrants, the neighborhood experienced a decline in the late 1940s and 1950s due to shifting industrial practices and the disruptive development of the Gowanus Expressway. Although Sunset Park was negatively impacted by redlining, suburbanization, and the decline of waterfront industry following World War II, new residents revitalized the community as it evolved from majority White to majority Latinx and Asian. Incoming immigrant communities included Puerto Ricans who settled in Sunset Park starting in the 1950s as well as Chinese, Mexican, Ecuadorian, and Dominican immigrants who began arriving in large numbers in the 1980s. The influx of new Chinese residents led to the formation of Brooklyn's first, and New York City's third, Chinatown along 7th and 8th avenues.

Sunset Park is home to several commercial corridors that each maintain a unique identity and serve a diverse clientele. 3rd Avenue remains an industrial hub and serves as the eastern border of the Southwest Brooklyn Industrial Business Zone. 4th Avenue, on the other hand, has an emerging retail presence. In the dense commercial core of the neighborhood, 5th Avenue from 39th Street to 65th Street has a high concentration of Latinx businesses and is home to the neighborhood's only Business Improvement District (BID). 7th and 8th avenues feature Brooklyn's Chinatown where residents and visitors can conveniently shop, dine, and access professional services from unique small businesses and entrepreneurs in Chinese and other languages. The neighborhood is easily accessible by subway via the D, N, and R trains as well as multiple bus lines and the NYC Ferry. In addition, the neighborhood is served by private bus routes that connect residents and employees to the other major Chinatowns in Manhattan and Queens.

Neighborhood Demographics

See more on page 16

Sunset Park is a densely inhabited neighborhood with a diverse and growing population of more than 101,000 residents. Historically it has been considered home to a wide array of middle-class immigrant communities. The neighborhood's residents are 45% Hispanic/Latinx, 39% Asian, 12% white, 2% African American, and 1% some other race. Reflecting the neighborhood's immigrant history, 54% of residents identify as foreign-born.

Future Opportunities

See more on page 5

As Sunset Park's immigrant communities, particularly Asian and Hispanic/Latinx, continue to grow and thrive, the neighborhood is expected to maintain a diverse and vigorous consumer market. The neighborhood is receiving new investments that include the redevelopment of the Sunset Park branch of the Brooklyn Public Library and multiple new mixed-use affordable housing projects being developed along 4th Avenue. This growth and energy can be harnessed to ensure improvements in the quality of life for longtime residents and businesses. Civic-minded residents, community groups, and businesses are the heart of the neighborhood, forever setting Sunset Park apart.

In This Report

Existing conditions, business data, and qualitative depictions of the neighborhood were gathered from more than **1,400 surveys** and various stakeholder meetings with neighborhood merchants, shoppers, workers, property owners, and residents.

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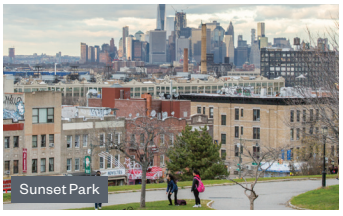
Sunset Park

◀ Notable Places



▲ Points of Interest

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

Merchant & Business Groups

- Asian Americans for Equality (AAFE)
- Brooklyn Chinese-American Association (BCA)
- Chinese-American Planning Council
- Friends of Sunset Park
- Fifth Avenue Committee
- Sunset Park BID

Neighborhood Events

- Annual 5th Avenue Street Festival
- Holiday Tree Lighting
- Lunar New Year Celebration
- Mexican Independence Day Parade
- Mid-Autumn Festival
- Puerto Rican Day Parade

KEY FINDINGS & OPPORTUNITIES

Strengths

- Long-standing small businesses throughout the district include many merchants who live and hire locally
- Planned and newly constructed residential and commercial developments are set to bring additional residents, businesses, and resources to the neighborhood
- Diverse small businesses reflect the neighborhood's multitude of cultural identities, particularly the rapidly growing Asian and Hispanic/Latinx communities
- Concentration of Asian health and professional services along 7th and 8th avenues serve a wide range of speakers of different languages and dialects
- Easily accessible by public transportation with three subway lines and multiple bus routes serving the neighborhood
- Nearby green spaces, including Sunset Park, Bush Terminal Piers Park, and the Green-Wood Cemetery, provide much needed open space in a bustling commercial and residential neighborhood
- Variety of building footprints, especially along 3rd and 4th avenues, allow for a unique mix of industrial and commercial businesses to coexist

Challenges

- Language barriers prevent some entrepreneurs and existing businesses from accessing public and private resources to help them start and grow their businesses
- Persistent sanitation issues, including overflowing litter baskets and illegal dumping, create unsanitary and unsightly conditions along the corridors
- Lack of guidelines on street vending regulations has led to tension between storefront businesses and street vendors, particularly on 7th and 8th avenues
- Lack of cultural anchors, such as theaters, museums, galleries, and community centers, leaves the community without central gathering spaces and masks the rich cultural activity in Sunset Park
- Lack of open spaces along the 7th and 8th avenue commercial corridors makes it challenging to host community events
- Crime and safety concerns, especially anti-Asian hate incidents, negatively impact the shopping experience and habits of both merchants and residents in the neighborhood
- Cash-only businesses and limited English proficiency of some merchants potentially hinder their ability to grow their business beyond their core clientele
- Traffic congestion, limited commercial loading zones, and double parking create dangerous conditions for pedestrians and bikers
- 3rd Avenue under the Gowanus Expressway suffers from poor lighting as well as noise and air pollution, creating unpleasant conditions for both merchants and shoppers and dividing the neighborhood from the waterfront

5th Avenue

Family Day Carnival

Sunset Park Cleanup Day

Halloween Parade

8th Avenue

5th Avenue

Lunar New Year Lion Dance Performance

Sidewalk Vending on 8th Avenue

Opportunities

- Create opportunities for merchants to grow their businesses, such as connecting them to M/WBE certification, financial and legal support, and new marketing channels
- Support activities to promote merchant collaboration, including partnering to host public street events and fairs
- Invest in supplemental sanitation to improve the cleanliness of the commercial corridors and address the litter and graffiti problems in the neighborhood
- Work with City agencies and street vendors to develop clear street vending regulations and guidelines
- Develop neighborhood wayfinding with local attractions and retail options to better market the neighborhood
- Foster collaboration between merchants and residents to address neighborhood needs
- Improve ongoing collaboration and coordination with the NYPD to prevent and respond to local incidents
- Develop workshops and programs, as well as explore grant opportunities, for storefront façade improvements for businesses
- Partner with City agencies and neighborhood stakeholders to develop solutions to alleviate vehicle congestion and pedestrian safety issues

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: SUNSET PARK

Business Inventory

1,580
Total Number of Storefronts

11.3%
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 in partnership with Asian Americans For Equality, Brooklyn Chinese-American Association, and the Sunset Park BID through a comprehensive area inventory of storefront businesses located along 3rd, 4th, 5th, 7th, and 8th avenues, 39th Street, and 65th Street in Sunset Park. The storefront data presented here is from Winter 2021.

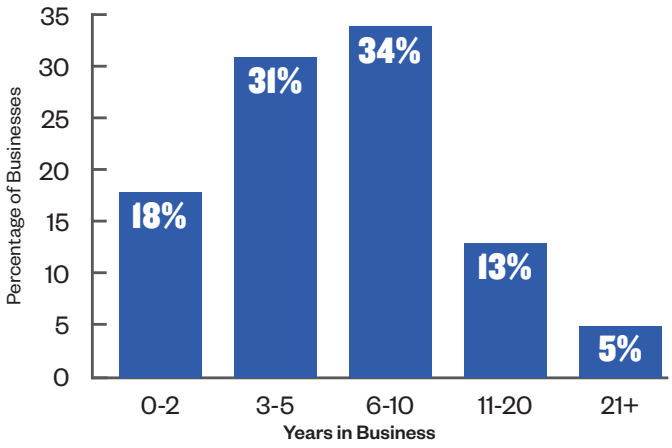
5th Avenue

La Gran Via Bakery

7th Avenue

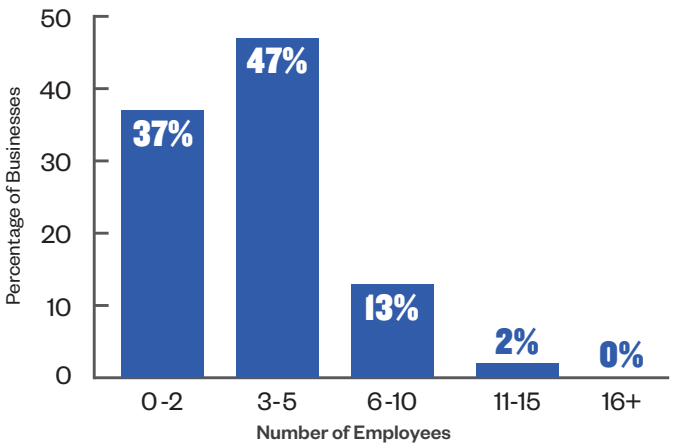
What We've Heard from Sunset Park Merchants

How many years have you been in business here?



7.5 Mean | **6** Median | **4** Mode

How many full-time employees do you have?



3.6 Mean | **3** Median | **2** 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.

Do you own or rent your property?

76% Rent

7% Own

17% No Response

Does your business currently have a website?

18% Yes

82% No

Are you certified as an M/WBE?

2% Yes

98% No

Does your business currently use social media?

32% Yes

68% No

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

1% Improved

18% Stayed the Same

76% Decreased

5% N/A or No Response

If your businesses has a website, do you sell online (e-commerce)?

33% Yes

67% No

Source: Based on 887 merchant surveys conducted by Asian Americans For Equality, Brooklyn Chinese-American Association, and the Sunset Park BID in Winter 2021 and Spring 2022.

BUSINESS LANDSCAPE

4th Avenue

Business Inventory

232
Total Storefronts

5%
Storefront Vacancy

Storefront Conditions

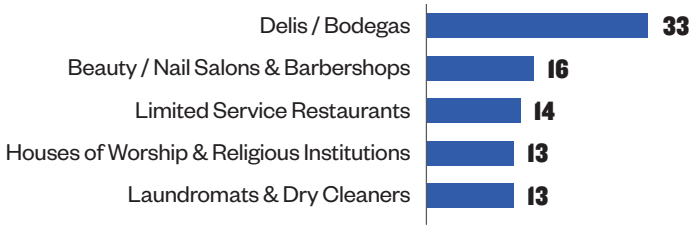
22%
Poor

52%
Average

26%
Good

4th Avenue

Most Common Businesses



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

	% Merchant Responses
▶ Landscaping & Beautification	82%
▶ Transportation Improvements	75%
▶ Community Events	62%
▶ Storefront Improvements	47%
▶ Merchant Collaboration	43%
▶ Safety	43%

5th Avenue

Business Inventory

445
Total Storefronts

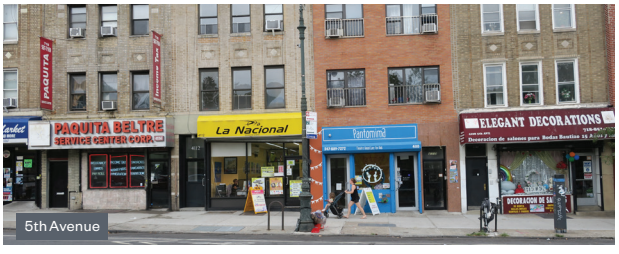
7%
Storefront Vacancy

Storefront Conditions

56%
Poor

31%
Average

13%
Good



5th Avenue

Most Common Businesses

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

	% Merchant Responses
▶ Safety	70%
▶ Sanitation	67%
▶ Community Events	32%
▶ Landscaping & Beautification	29%
▶ Storefront Improvements	23%
▶ Street Lighting	16%

3rd Avenue

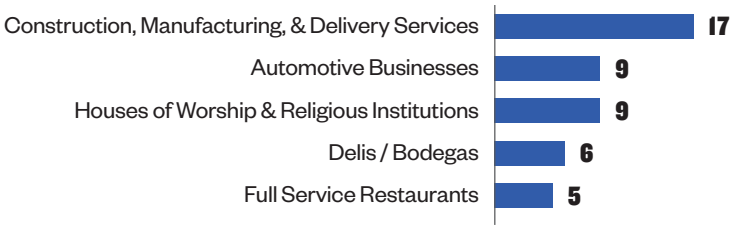
Business Inventory

97
Total Storefronts

11%
Storefront Vacancy

3rd Avenue

Most Common Businesses



Storefront Conditions

11%
Poor

68%
Average

21%
Good

39th Street

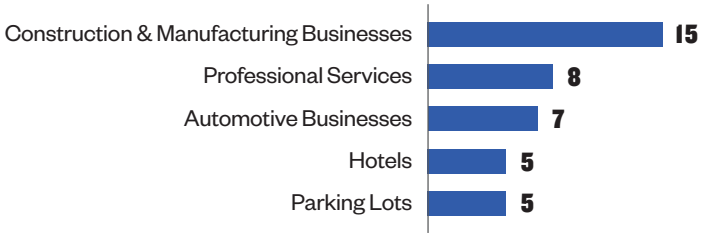
Business Inventory

72
Total Storefronts

15%
Storefront Vacancy

39th Street

Most Common Businesses



Storefront Conditions

81%
Poor

13%
Average

7%
Good

65th Street

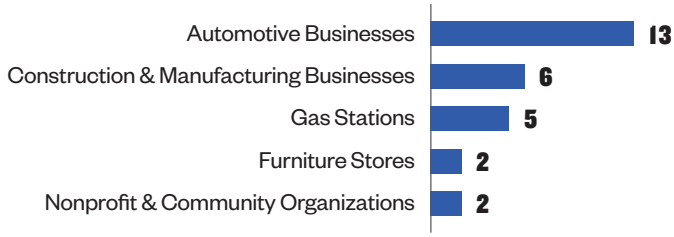
Business Inventory

42
Total Storefronts

17%
Storefront Vacancy

65th Street

Most Common Businesses



Storefront Conditions

81%
Poor

17%
Average

2%
Good

BUSINESS LANDSCAPE

7th Avenue

Business Inventory

230
Total Storefronts

14%
Storefront Vacancy

Storefront Conditions

17%
Poor

45%
Average

38%
Good

Most Common Businesses

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

	% Merchant Responses
▶ Landscaping & Beautification	72%
▶ Transportation Improvements	40%
▶ Community Events	29%
▶ Safety	29%
▶ Street Lighting	13%
▶ Sanitation	3%

8th Avenue

Business Inventory

455
Total Storefronts

16%
Storefront Vacancy

Storefront Conditions

35%
Poor

44%
Average

21%
Good

Most Common Businesses

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

	% Merchant Responses
▶ Landscaping & Beautification	68%
▶ Safety	68%
▶ Community Events	54%
▶ Sanitation	35%
▶ Street Lighting	30%
▶ Transportation Improvements	27%

What We've Heard from Sunset Park Merchants

What do you like about the commercial district?

"Everything you need is here."

"Good to do business here."

"Rich Hispanic heritage."

"Good for small stores with higher foot traffic on weekends."

"There's a huge Hispanic community and overall diversity of cultures. It feels like we know every other merchant in the district."

"It's a melting pot.... There is space for everyone and there is respect and interest for other's culture."

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

"Small town. Family oriented. Working class."

"This commercial district is a great place to be a part of. So many unique shops to go to including new, old, and innovative ones."

"I love everything here."

What makes the Sunset Park commercial district unique?

"Latino Strong."

"This community has everything I need, including doctors office, pharmacy, food and grocery, also most important speak same language."

"Easy to do anything at day time, a lot of medical office and they speak Chinese."

"It's very safe and low crime rate and the community is together."

"Its cultural variety."

"Collaborations between neighboring small businesses."

"Friendly people and neighbors."

"Asian community."

"Sunset Park - the park."

"Independent stores."

"The restaurants, the food, the people."

BUSINESS LANDSCAPE

What We've Heard from Sunset Park Merchants and Shoppers

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

"Stop all the double parking! It is not safe for bikes or pedestrians or cars!"

"More landscaping and community events."

"Decorate the streets and add more street lights at night."

"Clean the sidewalks and streets."

"Create a place for community business information."

"More housing would bring more people and lower rent."

"I think Industry City should collaborate with local businesses. Maybe they can do pop ups at IC or advertise for local spots down there."

"More diversity of retail options."

"Update Sunset Park BID's website more to show offerings and events (similar to Industry City's). Advertise the neighborhood offerings similar to Atlantic Avenue Local Development Corp. on social media and advertise more community events."

"Transportation improvements."

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

	% Merchant Response	% Consumer Response
▶ Landscaping/beautification	64%	48%
▶ Safety	62%	51%
▶ Community events	43%	48%
▶ Transportation improvements	33%	39%
▶ Sanitation, street cleaning	30%	64%
▶ Storefront improvements	20%	40%
▶ Street lighting	19%	19%
▶ More open space	17%	41%
▶ Graffiti removal	7%	10%
▶ Merchant collaboration	6%	20%
▶ Other	1%	4%

Source: Based on 887 merchant surveys and 536 consumer surveys conducted by Asian Americans For Equality, Brooklyn Chinese-American Association, and the Sunset Park BID in Winter 2021 and Spring 2022.

Sunset Park Retail Demand

Residents spend

$2.24B

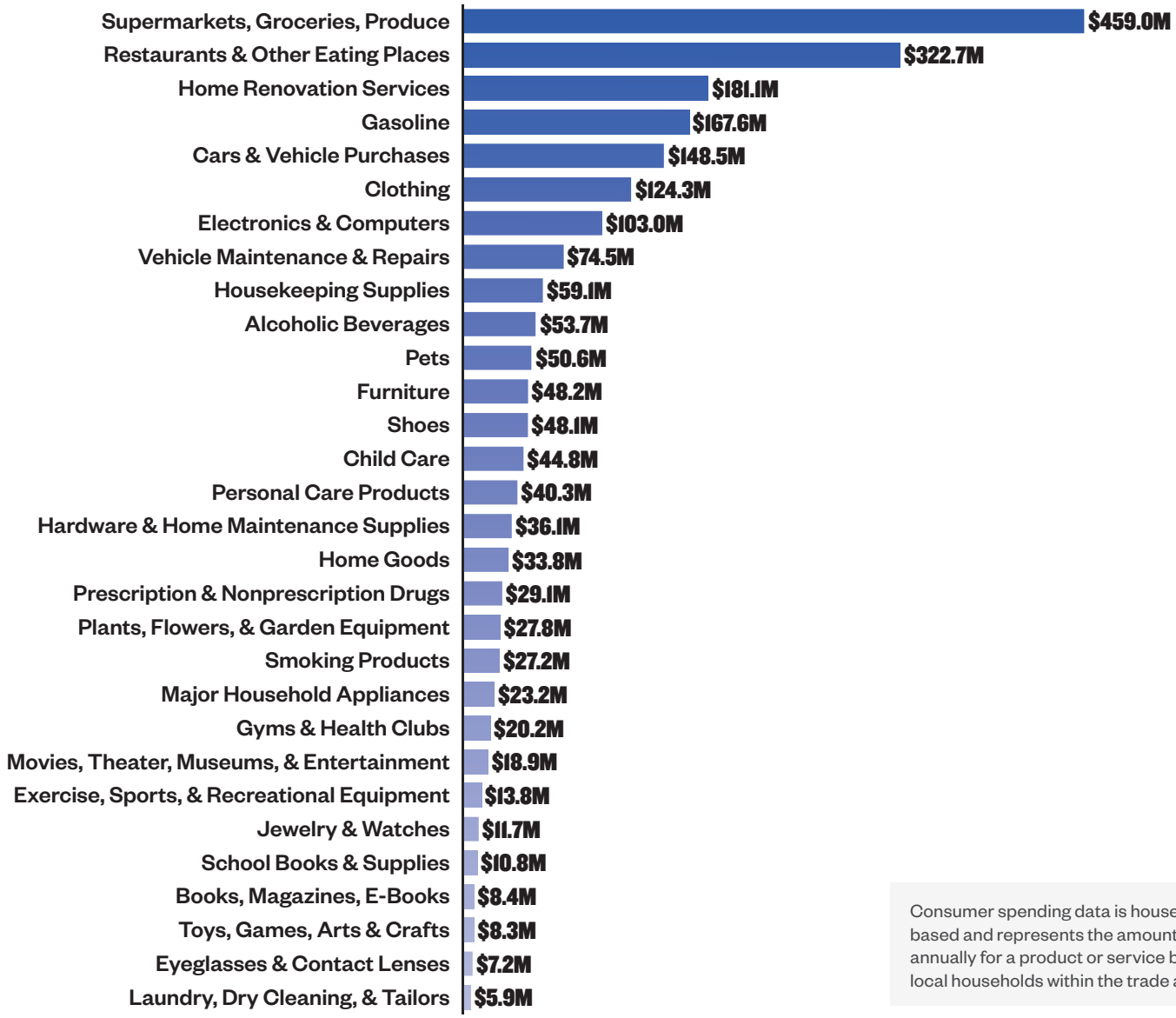
each year on retail goods and services

Residents will spend

$2.57B

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 OUTLOOK

Business Trends

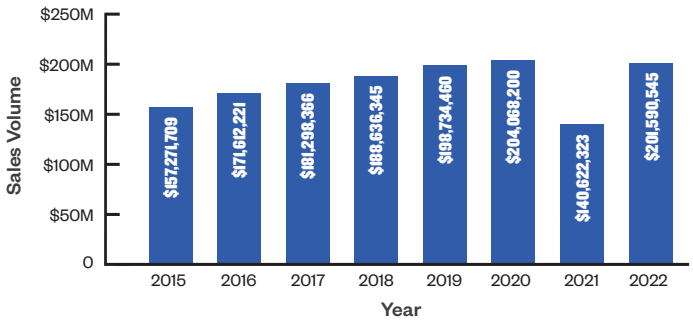
Change in Total Business Sales, 2015-2022

Sunset Park	Brooklyn	NYC
▲ 28%	▲ 43%	▲ 17%

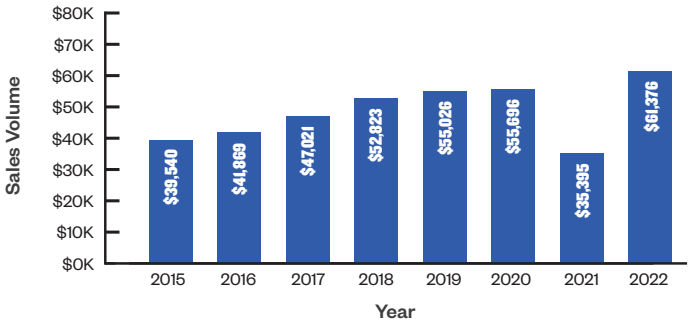
Change in Median Sales by Business, 2015-2022

Sunset Park	Brooklyn	NYC
▲ 55%	▲ 55%	▲ 43%

Sunset Park Total Business Sales*



Sunset Park Median Sales by Business*



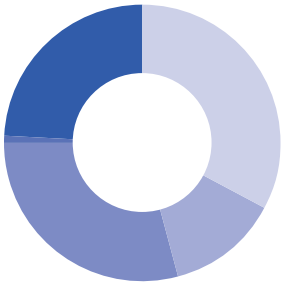
*Year 2022 reflects data gathered up until March 2022. Source: Division of Tax Policy, NYC Department of Finance

What We've Heard from Shoppers

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

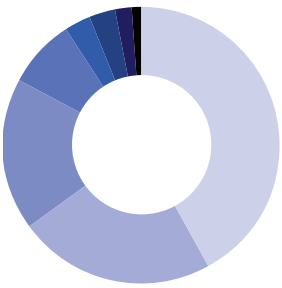
- Fast food
- Book stores
- Education center
- Gym
- Shopping mall
- Coffee shops & cafes

When do you usually shop in Sunset Park?



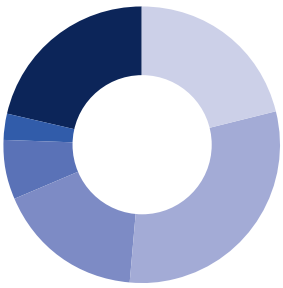
Weekdays	33%
Weekday evenings	13%
Weekend days	29%
Weekend evenings	1%
No set time	24%

How do you usually travel to Sunset Park?



Walk	48%
Personal Car	28%
Subway	16%
Bus	4%
Bike	4%
Taxi/Ride Share	1%

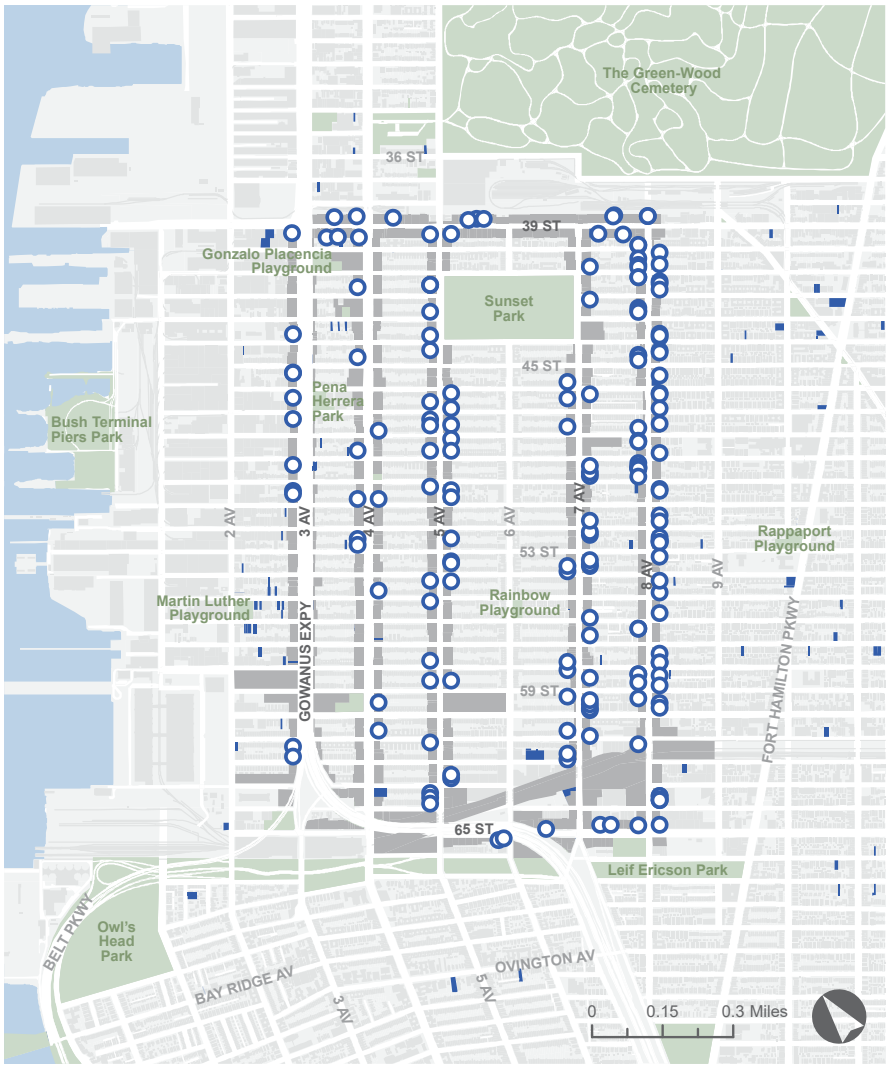
How often do you shop in Sunset Park?



Daily	21%
2 to 4 times a week	30%
Once a week	17%
Twice a month	7%
Once a month	3%
3 to 6 times a year	0%
Not Regularly	21%

Source: Based on 536 consumer surveys conducted by Asian Americans For Equality, Brooklyn Chinese-American Association, and the Sunset Park BID in Winter 2021 and Spring 2022.

Storefront Vacancies



Vacant Lots | Vacant Storefronts | Parks & Open Spaces

An analysis of 1,580 storefronts along 3rd, 4th, 5th, 7th, and 8th avenues, 39th Street, and 65th Street revealed that 39% of storefronts are in poor condition, 41% are in average condition, and 21% are in good condition.

Illegal Dumping

Storefront Mural

Crowded Sidewalks along 8th Avenue

Sidewalk Trash

Broken Curbs

Streetscape Observations

3rd Avenue & 4th Avenue

- Due to a higher concentration of industrial businesses on 3rd and 4th avenues, cars often double park and cause congestion.
- Floating parking lane protects the bike lane, making it safer for riders.
- Variety of business footprints allows for industrial, commercial, and residential uses to coexist.

5th Avenue

- Broken sidewalks and missing curbs are prevalent.
- Abandoned Open Restaurant sheds are common.
- Street trees are in need of care along the corridor.

7th Avenue & 8th Avenue

- Overflowing trash cans and illegal dumping create unsanitary and unsightly conditions.
- Sidewalk vendors cause congestion on the sidewalk making it difficult to navigate the corridor.
- Sidewalks and tree pits are in good condition.

DATA APPENDIX

Study Area Boundaries

Assessed Commercial Corridors

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

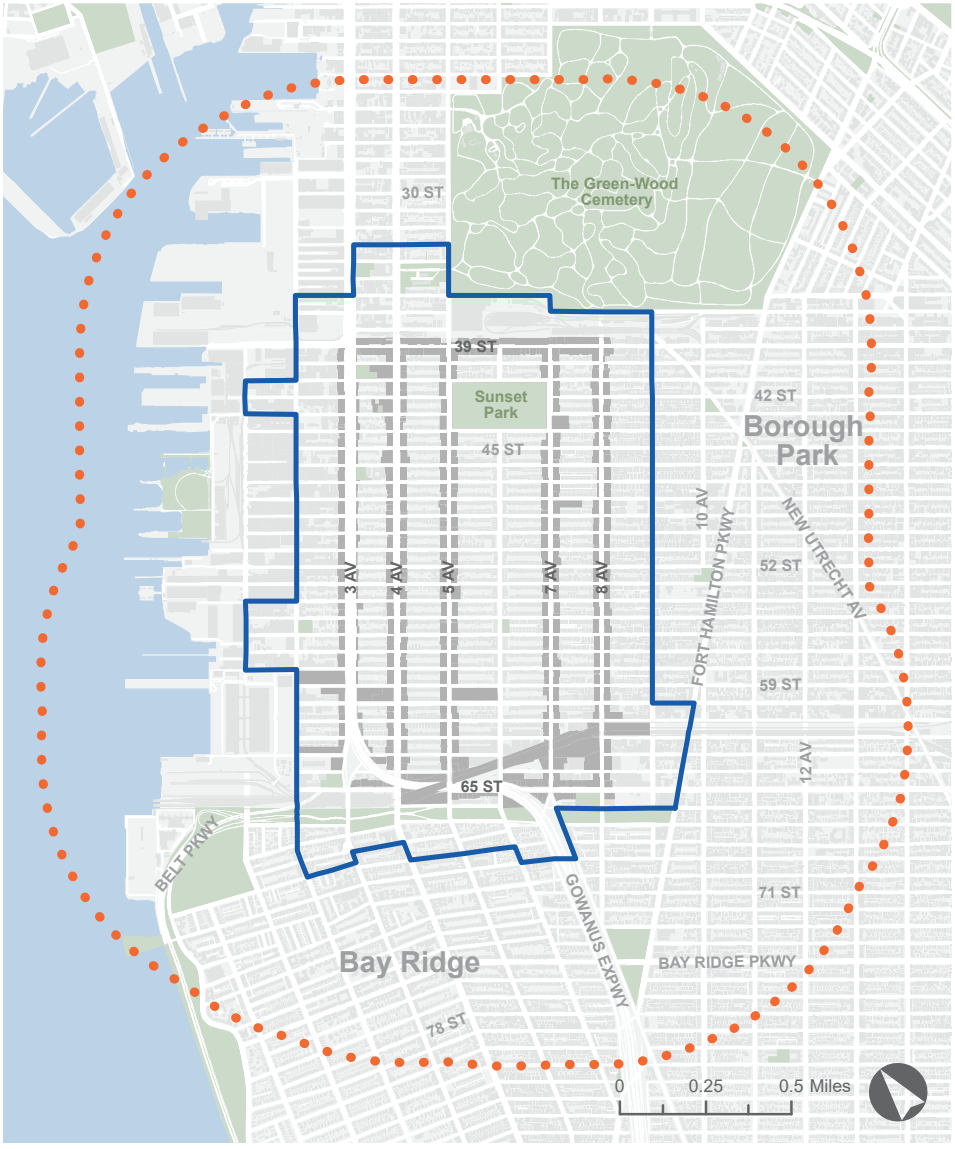
- 3rd Avenue between 39th and 65th streets
- 4th Avenue between 39th and 65th streets
- 5th Avenue between 39th and 65th streets
- 7th Avenue between 39th and 65th streets
- 8th Avenue between 39th and 65th streets
- 39th Street between 3rd and 8th avenues
- 65th Street between 3rd and 8th avenues

Sunset Park Context Area

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

Trade Area

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



Area Demographics

Total Population

101,841	Sunset Park
2,589,974	Brooklyn
8,419,316	New York City

Population Density (per square mile)

58,210	Sunset Park
37,267	Brooklyn
27,845	New York City

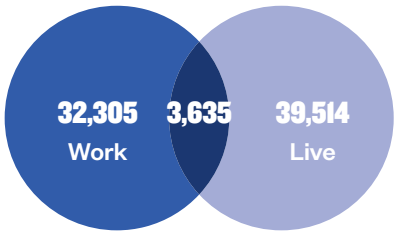
Average Household Size

3.33	Sunset Park
2.66	Brooklyn
2.60	New York City

Car Ownership

34.7%	Sunset Park
44.3%	Brooklyn
45.4%	New York City

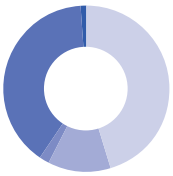
Commuting Patterns



32,305	**Work** in Sunset Park, live elsewhere
3,635	**Live & Work** in Sunset Park
39,514	**Live** in Sunset Park, work elsewhere

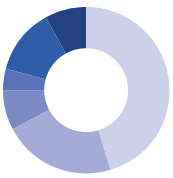
Area Demographics

Race/Background



	Sunset Park	Brooklyn	NYC
Hispanic or Latino (of any race)	45%	19%	29%
White alone	12%	36%	32%
Black or African American alone	2%	30%	22%
Asian alone	39%	12%	14%
Two or more races	1%	2%	2%
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



	Sunset Park	Brooklyn	NYC
12th Grade or Less, No Diploma	46%	18%	18%
High School Graduate	22%	26%	24%
Some College, No Degree	8%	13%	14%
Associate's Degree	4%	6%	6%
Bachelor's Degree	13%	23%	22%
Graduate or Professional Degree	8%	15%	16%

Population Age

	Sunset Park	Brooklyn	NYC
Under 5 Years	7%	7%	6%
5–14 Years	14%	12%	11%
15–24 Years	11%	12%	12%
25–44 Years	34%	32%	31%
45–64 Years	23%	23%	25%
65+ Years	11%	14%	15%

Median Age

34.8	Sunset Park
35.2	Brooklyn
36.7	New York City

Foreign-Born Population

54%	Sunset Park
36%	Brooklyn
37%	New York City

Income

Median Household Income

$50,270	Sunset Park
$60,231	Brooklyn
$63,998	New York City

Pop. Below Poverty Line

23%	Sunset Park
16%	Brooklyn
18%	New York City

Employment

Population in Labor Force

65%	Sunset Park
64%	Brooklyn
64%	New York City

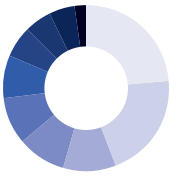
Unemployment*

6.0%	Sunset Park
6.2%	Brooklyn
6.3%	New York City

*Note: As of May 2022, the unemployment rate is 5.8% for Brooklyn and 5.7% for New York City (NYSDOL); updated neighborhood-level data for Sunset Park is not available.

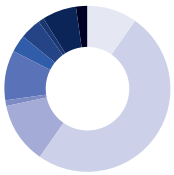
Local Jobs and Employment

Local Residents' Employment



Accommodation, Food Services, Arts, & Entertainment	23%
Educational Services, Health Care, Social Assistance	20%
Retail Trade	10%
Professional, Scientific, & Technical Services	9%
Construction	9%
Other Services	8%
Manufacturing	6%
Transportation, Warehousing, Utilities	5%
Finance, Insurance, Real Estate	5%
Public Administration	2%

Jobs Located in Sunset Park

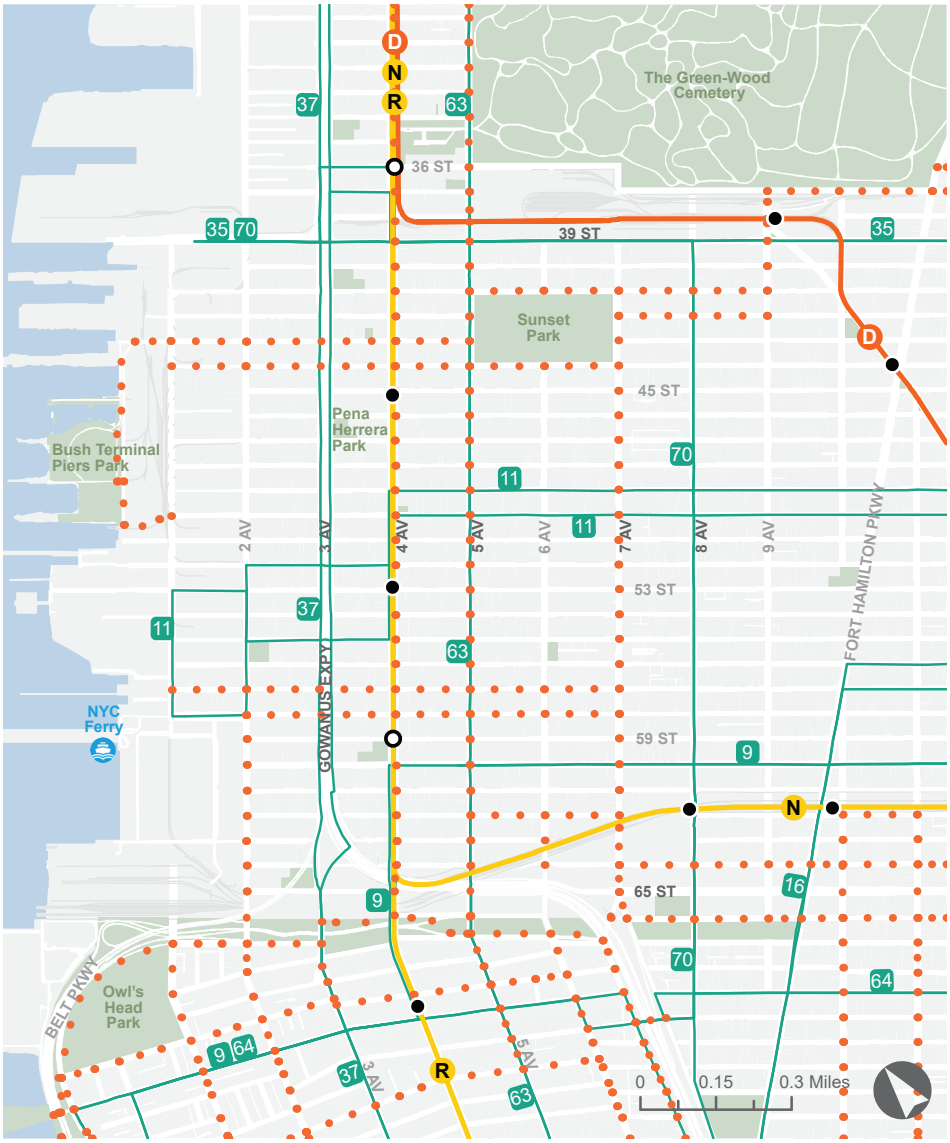


Accommodation, Food Services, Arts, & Entertainment	9%
Educational Services, Health Care, Social Assistance	46%
Retail Trade	11%
Professional, Scientific, & Technical Services	1%
Construction	9%
Other Services	3%
Manufacturing	4%
Transportation, Warehousing, Utilities	1%
Finance, Insurance, Real Estate	6%
Public Administration	2%

Source: US Census Bureau, 2015-2019 American Community Survey; 2019 OnTheMap Application; NYS Department of Labor, May 2021.

DATA APPENDIX

Sunset Park Transportation



▲ Sunset Park Transportation

Bus Routes | NYC Subway | Bicycle Lanes

Average Weekday Subway Ridership (2021)

4,180	R	45th Street
4,985	R	53rd Street
6,938	N R	59th Street
7,507	N R D	36th Street
5,346	N	8th Avenue
3,130	N	Fort Hamilton Pkwy

Average Monthly Bus Ridership (2021)

77,894	B9
63,527	B11
33,521	B16
189,822	B35
13,806	B37
65,204	B63
31,466	B64
32,368	B70

Average Daily Vehicular Traffic (2019)

35,967	3rd Avenue between 37th and 65th streets
17,668	4th Avenue between 38th and 65th streets
6,741	5th Avenue between 39th Street and 95th Street
8,766	7th Avenue between 39th and 65th streets
10,271	8th Avenue between 39th and 73rd streets

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

Recent SBS Neighborhood Investments

- *Commercial Revitalization,* Avenue NYC multi-year grant of $300,000 awarded to Brooklyn Chinese-American Association, 2021-2024.
- *Commercial Revitalization,* Avenue NYC single year grant of $100,000 awarded to Asian Americans for Equality, 2021-2022.
- *Commercial Revitalization,* Avenue NYC single year grant of $100,000 awarded to Sunset Park BID, 2021-2022.
- *COVID-19 Commercial District Support,* Strategic Impact Grant of $20,000 awarded to Brooklyn Chinese-American Association, 2021.
- *COVID-19 Commercial District Support,* Strategic Impact Grant of $20,000 awarded to Southwest Brooklyn Industrial Development Corp., 2021.
- *Open Street*, Grant of $14,825 awarded to Sunset Park BID, 2021.

Existing Plans & Studies

Sunset Park Participatory Action Research (PAR) Project, NYC Department of Education, 2022 (in progress).

Bridging the Gap: Connecting Sunset Park Residents to a Changing Workplace, Opportunities for a Better Tomorrow (OBT), Perch Advisors, & NYC Economic Development Corporation, 2020.

2020 Sunset Park Housing Conditions, Fifth Avenue Committee, 2020.

Sunset Park Upland Connectors Project, NYC Department of Transportation and UPROSE, 2017.

Sunset Park Brownfield Opportunity Area Study, UPROSE, NYSDOS Brownfield Opportunity Area (BOA) Program, Southwest Brooklyn Industrial Development Corporation, & WXY Studio Architecture, 2013.

Sunset Park Vision Plan, NYC Economic Development Corporation, 2009.

Sources

ESRI and Consumer Expenditure Surveys, Bureau of Labor Statistics. 2022 ESRI Retail Demand Outlook.

Metropolitan Transportation Authority, 2021. Average Weekday Subway Ridership and Average Monthly Bus Ridership.

NYS Department of Labor. May 2022. 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 2021. Business Improvement Districts Trends Report.

U.S. Census Bureau. 2019. OnTheMap Application. Longitudinal-Employer Household Dynamics Program.

U.S. Census Bureau. American Community Survey, 2019 American Community Survey 5-Year Estimates, using NYC Population FactFinder. Sunset Park Census Tracts: 20, 106.01, 106.02, 108.01, 108.02, 2, 22, 70, 104.02, 72, 74, 76, 78, 80, 82, 84, 86, 88, 90.01, 90.02, 92.01, 92.02, 94.01, 94.02, 96, 98, 100, 102, 104.01, 118, 120, 122, 126

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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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Asian Americans for Equality
Brooklyn Chinese-American Association
Sunset Park BID
Sunset Park Merchants
Sunset Park Shoppers and Residents

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