

CONEY ISLAND BROOKLYN

Commercial District Needs Assessment



careers
businesses
neighborhoods



The Alliance for Coney Island



ABOUT CONEY ISLAND



The Neighborhood 360° program was created by the **NYC Department of Small Business Services** to identify, develop, and launch commercial revitalization projects in partnership with local stakeholders. Through proactive planning and targeted investments, Neighborhood 360° supports projects that strengthen and revitalize the streets, small businesses, and community-based organizations that anchor New York City neighborhoods.

The Neighborhood 360° **Commercial District Needs Assessment (CDNA)** highlights a neighborhood's existing business landscape and consumer characteristics.

This CDNA features the **Mermaid Avenue, Surf Avenue, Neptune Avenue, Stillwell Avenue**, and the **Riegelmann Boardwalk** commercial corridors in **Coney Island**, and was conducted in partnership with the **Alliance for Coney Island** between February and June 2017.

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

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Background

Coney Island is a world-renowned neighborhood and seaside destination located on the westernmost tip of the Southern Brooklyn peninsula. Known as “The People’s Playground” for generations, Coney Island is home to one of New York City’s best-known beaches, an amusement district, and a 2.5-mile long boardwalk that connects to neighboring Brighton Beach.

During the early 20th century, Coney Island was the largest amusement attraction in the United States, bringing thrill-seekers, performers, and tourists from around the world. Designated historic landmarks (including Deno’s Wonder Wheel, the Parachute Jump, and the Cyclone Roller Coaster), the nonprofit arts organization Coney Island USA, performances, parades, and other events celebrate Coney Island’s unique history and capture the eccentric spirit of the neighborhood. Coney Island is also anchored by many cultural and recreational institutions, including the New York Aquarium, MCU Park (home to the Brooklyn Cyclones and the New York Cosmos), the Ford Amphitheater, and the YMCA.

While these attractions offer plenty for visitors to do during the summer months, Coney Island has three distinctive commercial corridors that serve the everyday needs of residents. Mermaid Avenue is the neighborhood’s primary commercial corridor with a mix of retail and community-serving storefront businesses. Low-rise mixed-use buildings, attached one- and two-family homes, and one-story commercial buildings are prevalent on Mermaid Avenue. Running parallel to the north, Neptune Avenue is home to a cluster of automotive businesses (auto repair shops, garages, lots), and low-rise mixed-use buildings. To the south, the amusement district is concentrated around Surf Avenue, Stillwell Avenue, and the Riegelmann Boardwalk. The western part of Surf Avenue is home to high-rise residential buildings and facilities for senior citizens. Residents and visitors can connect to each of these corridors through the subway and bus terminal located on Stillwell Avenue.

In 2012, the Coney Island community was hit by Hurricane Sandy, which was one of the most difficult challenges it has ever faced. Most businesses were devastated, yet merchants rallied together to survive and rebuild. Many businesses were able to reopen and continue to operate today because of loyal customers and local recovery efforts.

Neighborhood Demographics

See more on page 17

Coney Island has a rich history of diverse immigrant communities spanning across Eastern Europe, the Caribbean, Latin America, Asia, and South Asia. Of the 32,000 residents, 37% are White, 27% are African American, 23% are Hispanic or Latino, and 11% are Asian. It is common to hear many languages spoken among local residents, including Russian, Mandarin, Spanish, and Arabic. Coney Island is also home to a high concentration of housing and facilities for senior citizens. As a result, the neighborhood population over 65 years old (20%) is almost twice that of both Brooklyn (12%) and New York City (12%). Despite the economic challenges of this aging population, as well as relatively high unemployment and low median household income compared to Brooklyn overall, Coney Island has a strong base of community organizations working to invest in the future of the neighborhood.

Future Opportunities

See more on page 5

Historic gems, iconic anchors, and a steady population of residents are the backbone of Coney Island’s vitality. Members of the community sustain local businesses, and **more than 5 million annual visitors** help boost the local economy. Several major new mixed-use developments are currently underway throughout the district, which will expand available commercial and residential space. New and planned entertainment destinations include the Ford Amphitheater and the New York Aquarium’s 50,000 square foot Ocean Wonders: Sharks! exhibit. Despite local challenges, **more than \$400 million** in public and private investments will help the Coney Island commercial district continue to grow in the years ahead.

Coney Island



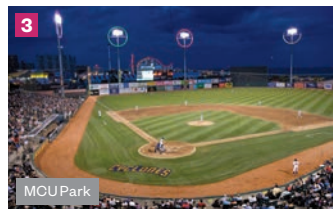
▲ Points of Interest

- Assessed Commercial Corridors
- Amusements & Entertainment
- Public Facilities
- Current & Planned Developments

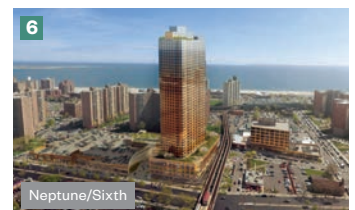
Neighborhood Events

- Mermaid Parade
- Nathan's Hot Dog Eating Contest
- Coney Island Flicks on the Beach
- Coney Island Sand Sculpting Contest
- Coney Island Children's Halloween Parade
- New Year's Eve Celebration
- Friday Night Fireworks
- Blessing of the Rides

▲ Notable Places



▲ Current & Planned Developments



KEY FINDINGS & OPPORTUNITIES

Strengths

- ▶ Many long-standing small businesses throughout the district. Businesses have a strong sense of community and connection to Coney Island and local residents
- ▶ Home to popular anchors, including the New York Aquarium, YMCA, the Ford Amphitheater, and the world-renowned Coney Island amusement district
- ▶ Internationally-known summer destination that attracts more than 5 million visitors each year
- ▶ Rich culture and history of the beach and boardwalk
- ▶ New public and private investments in residential, commercial, and infrastructure developments
- ▶ Transportation hub with 85,000+ daily riders on four subway lines and seven MTA bus routes
- ▶ Well-maintained and accessible public spaces throughout the district

Challenges

- ▶ Perceptions of safety are poor, especially at night
- ▶ Coney Island remains a primarily seasonal attraction, so the number of visitors to the district fluctuates, making it difficult for businesses to reach their sales goals during the winter months
- ▶ There is a strong need for more shopping and healthy food options, which causes residents to shop outside of the neighborhood
- ▶ Public spaces, though abundant and easily accessible, are underutilized by both residents and visitors
- ▶ Vacant lots, vacant storefronts, and non-commercial uses visibly disrupt the continuity of retail corridors
- ▶ High proportion of storefronts are in need of physical improvements
- ▶ Many seasonal visitors do not patronize businesses outside of the amusement district





Mermaid Parade



Ford Amphitheater



Sneaker Town USA



Mermaid Avenue Commercial Corridor

Opportunities

- ▶ Fill vacant storefronts with new businesses that will meet the needs of local residents and tap into their spending power
- ▶ Activate underutilized public spaces and create opportunities for community programming
- ▶ Clean, beautify, and maintain streets and sidewalks
- ▶ Implement programming, wayfinding, and marketing to encourage visitors to explore businesses on Mermaid and Neptune avenues
- ▶ Improve lighting along commercial corridors and side streets to address safety concerns and foster connections across the district
- ▶ Leverage the diversity of the community to promote entrepreneurship and expand on Coney Island’s reputation as a unique destination
- ▶ Increase communication among merchants and expand services to support business growth
- ▶ Build the capacity of community-based economic development organizations and leverage the strong interest for merchant collaboration

Want to Learn More?

SBS offers a range of grant programs to help community-based organizations strengthen and revitalize commercial districts.

For more information, visit: nyc.gov/neighborhoods

BUSINESS LANDSCAPE

Business Inventory

287

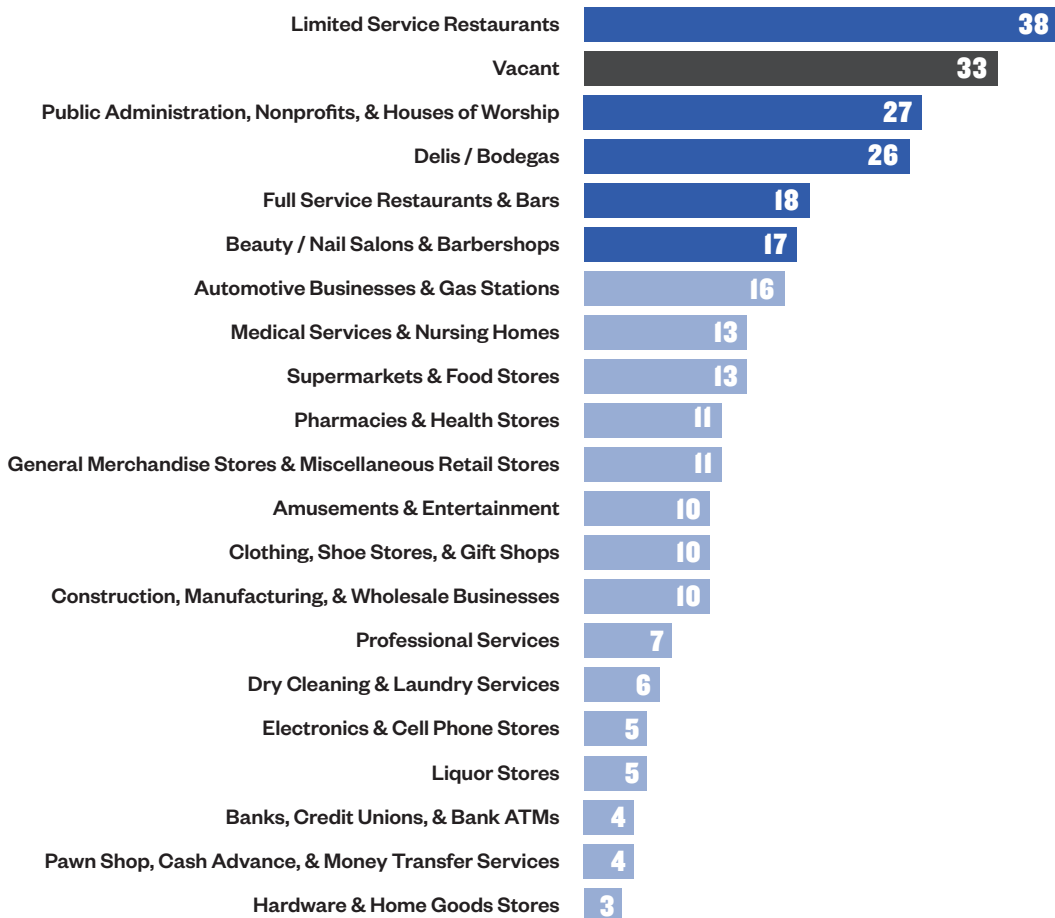
Total Number of Storefronts

11.5%

Storefront Vacancy*

Storefront & Retail Mix

*Note: In 2016, New York City's 73 Business Improvement Districts reported an average ground floor vacancy rate of 6.8% and median ground floor vacancy rate of 6.4% (SBS BIDs Trends Report, 2016).



Despite Coney Island's seasonal popularity, 87% of businesses surveyed are open year-round.

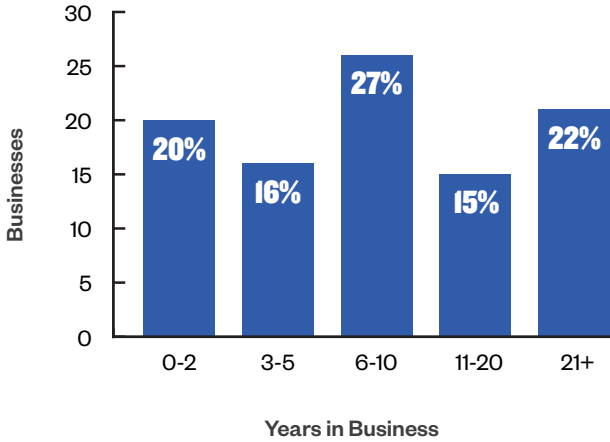
Coney Island businesses and residents are only served by one full service bank and one credit union.

Business inventory and retail mix data were gathered by the Alliance for Coney Island through a comprehensive area inventory of storefront businesses located along Mermaid Avenue, Surf Avenue, Neptune Avenue, Stillwell Avenue, and the Riegelmann Boardwalk (February to June 2017).



What We've Heard from Coney Island Merchants

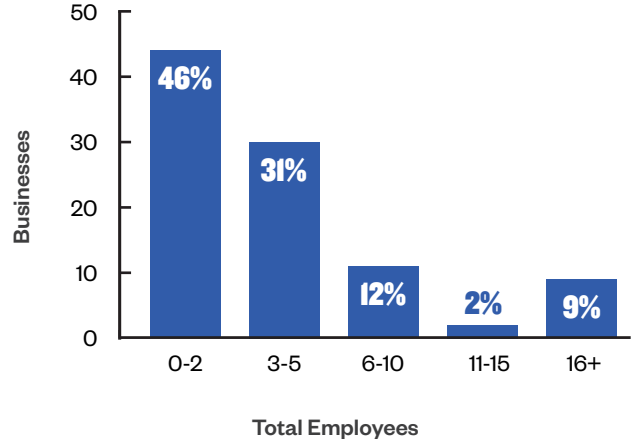
How many years have you been in business here?



16 Mean
8 Median
10 Mode
 15 businesses surveyed have been in the neighborhood for more than 40 years

*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?



Amusements and entertainment destinations hire more than 900 part time employees during the summer season

Do you own or rent your property?

75% Rent
19% Own
6% No Response

What kinds of resources would help you grow your business?

	% Merchant Responses
▶ Marketing support	31%
▶ Space improvements	17%
▶ New equipment	14%
▶ Training for staff	9%
▶ Legal/lease support	8%
▶ Access to financing	7%
▶ Assistance with regulatory compliance	7%
▶ Other services	7%

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

23% Improved
47% Stayed the Same
17% Decreased
13% N/A or No Response

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

10% Expand
80% Stay
2% Relocate
1% Close
7% No Response

Source: Based on 118 merchant surveys conducted by the Alliance for Coney Island in Spring 2017.

BUSINESS LANDSCAPE

Coney Island Amusement District

For more than a century the Coney Island amusement district has attracted visitors from around the world and continues to offer a unique variety of culture, thrills, performances, and rides. Within the 10 different amusement and entertainment operators there are 51 rides, including two roller coasters, two carousels, two bumper car tracks, and two go-kart tracks. In addition, there are 26 games, two arcades, and a mini golf course. More than 5 million people visit Coney Island each year.



Thunderbolt and Cyclone Roller Coaster



Coney Island Circus Sideshow



Games

Rides

Luna Park Luna Park operates over 30 rides, including the landmark Cyclone Roller Coaster and the new Thunderbolt Roller Coaster, as well as other thrill and kiddie rides.

Deno's Wonder Wheel Since 1920, the 150-foot-tall Wonder Wheel has been the main attraction at Deno's Wonder Wheel Park. Located on the boardwalk, this park contains a mix of kiddie and adult thrill rides, including bumper cars, a carousel, and a Spook-a-Rama ride.

History and Culture

Coney Island Circus Sideshow The nonprofit arts organization Coney Island USA celebrates the unique cultural history of Coney Island through its "Sideshows by the Seashore" program. Performances include contortionists, magicians, escape artists, fire swallows, and other human oddities.

Coney Island Museum Operated by Coney Island USA, the Coney Island Museum is an innovative exhibition space dedicated to preserving the history of the commerce and culture of Coney Island as "The People's Playground."

The Coney Art Walls The Coney Art Walls is an outdoor museum featuring live performances, food vendors, and a growing collection of murals from leading painters and sculptors.

Boardwalk and Amusements

Games Arcade and carnival-style games, including pinball, Whac-a-Mole, Goblet Toss, Skee Ball, and shooting galleries all line the Coney Island boardwalk and amusement district.

MCU Park Home to the Brooklyn Cyclones and New York Cosmos, MCU Park is a seaside stadium that offers affordable entertainment with picturesque views of the beach and amusement district.

New York Aquarium The New York Aquarium serves as an educational and entertainment institution for all ages, and is committed to the cause of wildlife conservation. It is the oldest continually operating aquarium in the United States.

What We've Heard from Mermaid Avenue Merchants

Business Inventory

145

Total Storefronts

9%

Storefront Vacancy

Do you own or rent your property?

78%

Rent

18%

Own

4%

No Response



Wilensky Hardware

Most Common Businesses



Long-Standing Businesses

	Years
▶ Wilensky Hardware (2126 Mermaid Ave.)	97
▶ Friscia Pharmacy (1505 Mermaid Ave.)	97
▶ Sneaker Town USA (1504 Mermaid Ave.)	46
▶ Island Medical (2101 Mermaid Ave.)	45
▶ Mermaid Pharmacy (2109 Mermaid Ave.)	45

What We've Heard from Surf Avenue Merchants

Business Inventory

48

Total Storefronts

19%

Storefront Vacancy

Do you own or rent your property?

69%

Rent

25%

Own

6%

No Response



Nathan's Famous

Most Common Businesses



Long-Standing Businesses

	Years
▶ Nathan's Famous (1310 Surf Ave.)	101
▶ New York Aquarium (602 Surf Ave.)	50
▶ Eldorado Auto Skooter (1216 Surf Ave.)	45

Source: Based on 118 merchant surveys conducted by the Alliance for Coney Island in Spring 2017.

BUSINESS LANDSCAPE

What We've Heard from Coney Island Merchants

What do you like about the commercial corridor?

"It's a unique summer fun destination. Millions of visitors come to the beach and enjoy the attractions."

"Residents are friendly."

"It doesn't get any better than the Coney Island boardwalk when the season is in full swing."

"It's a small community and most people know each other."

"The diversity of the people."

"Customers are loyal."

"The unlimited tourist potential."

"Coney Island has many affordable attractions for families and people of all ages."

"It's a beach community, family-oriented, and has access to four major trains."

How is this district different from other commercial districts?

"Coney Island is culturally diverse and the community sense is strong."

"It's a close-knit community."

"There is the beach, the boardwalk, and the rich history."

"It's a seasonal district, with seasonal sales. Business is dead in the winter."

"Very old and very historic community."

What We've Heard from Coney Island Shoppers

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

"Storefront improvements, better window displays, and lighting to improve security."

"More security and cleaner streets."

"Businesses need help to grow, step-by-step."

"We need healthier food options, like a juice bar or a salad bar."

"We need marketing strategies. Coney Island has great potential on the west end, it just needs some TLC."

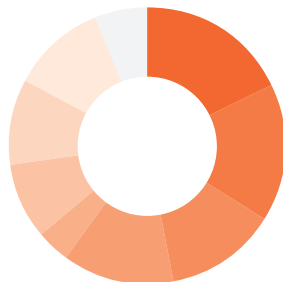
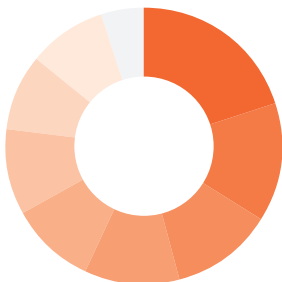
"More variety in the types of businesses."

"More events to attract visitors from other communities, such as children's events, flea markets, concerts, or book fairs."

What changes need to occur to attract more visitors/shoppers to the Coney Island commercial district?

% Merchant Response

% Consumer Response



	% Merchant Response	% Consumer Response
Safety	20%	18%
Beautification	14%	16%
Parking	12%	13%
Sanitation	11%	13%
District Marketing	10%	4%
Lighting	10%	9%
Community Events	9%	10%
Storefront Improvements	9%	11%
Merchant Collaboration	5%	6%

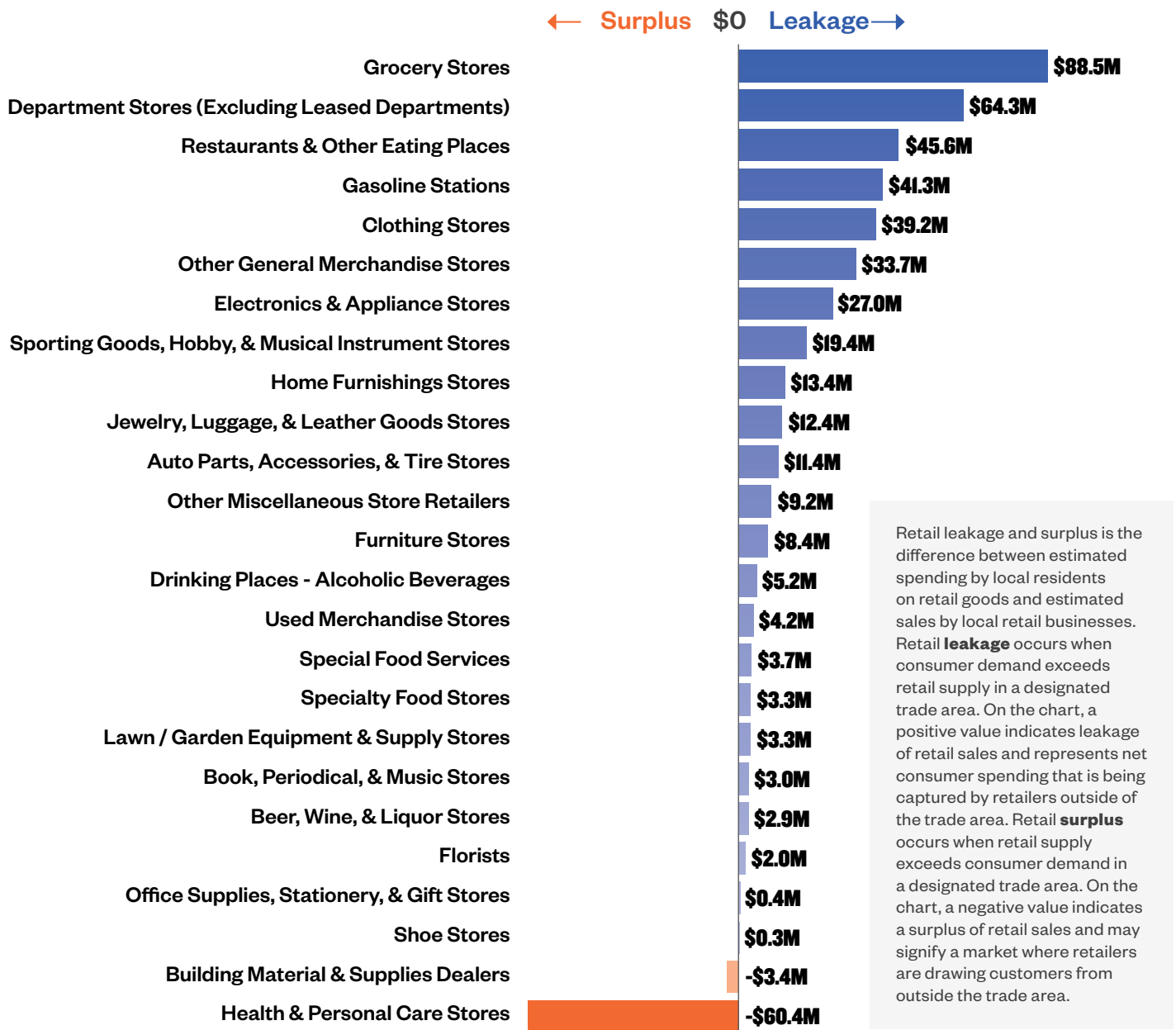
Source: Based on 118 merchant surveys and 329 consumer surveys conducted by the Alliance for Coney Island in Spring 2017.

BUSINESS OUTLOOK

Coney Island Retail Opportunity



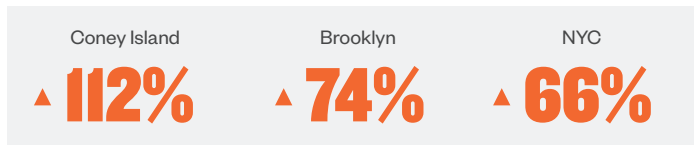
Retail Leakage & Surplus



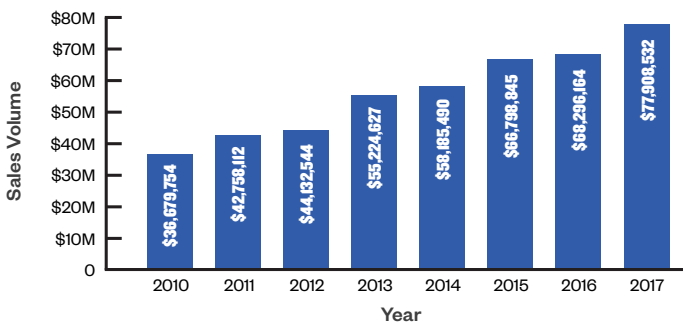
Source: ESRI and Infogroup, August 2017.

Business Trends

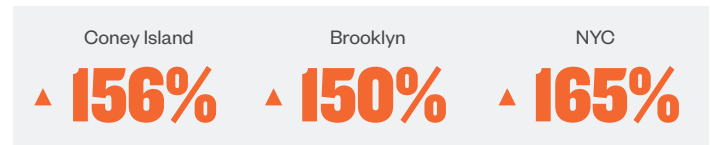
Change in Total Business Sales, 2010-2017



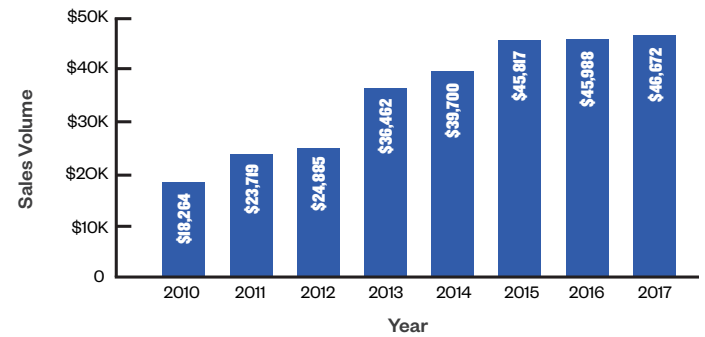
Coney Island Total Business Sales



Change in Median Sales by Business, 2010-2017










Coney Island Median Sales by Business



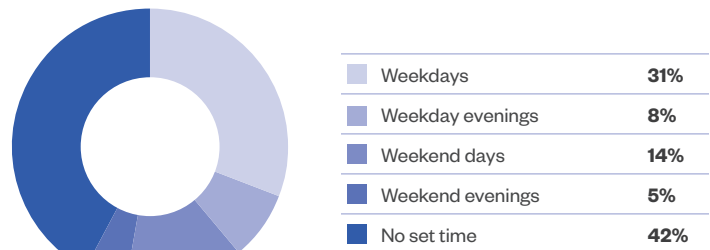
Source: Division of Tax Policy, NYC Department of Finance

What We've Heard from Shoppers

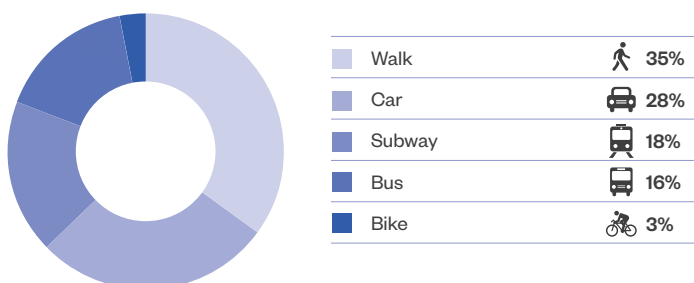
What additional types of businesses would you like to see in Coney Island?

- ▶ Clothing, shoe stores 
- ▶ Restaurants, cafés 
- ▶ Healthy food options, fresh produce 
- ▶ Fish/seafood market & restaurant 
- ▶ Bank 
- ▶ Supermarket 
- ▶ Bakery 

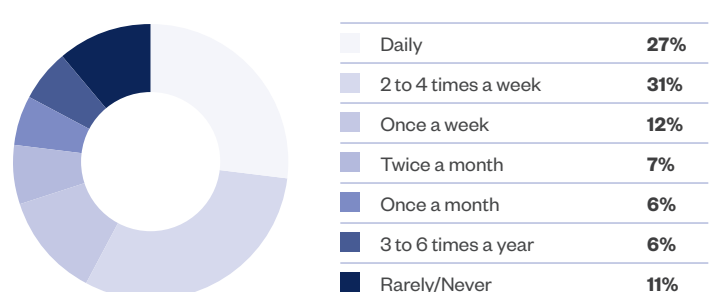
When do you usually shop in Coney Island?



How do you usually get to Coney Island?



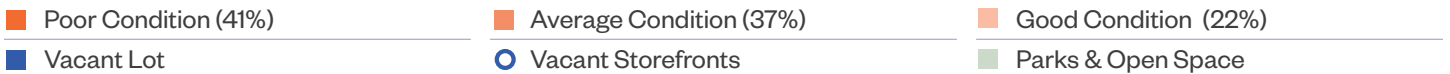
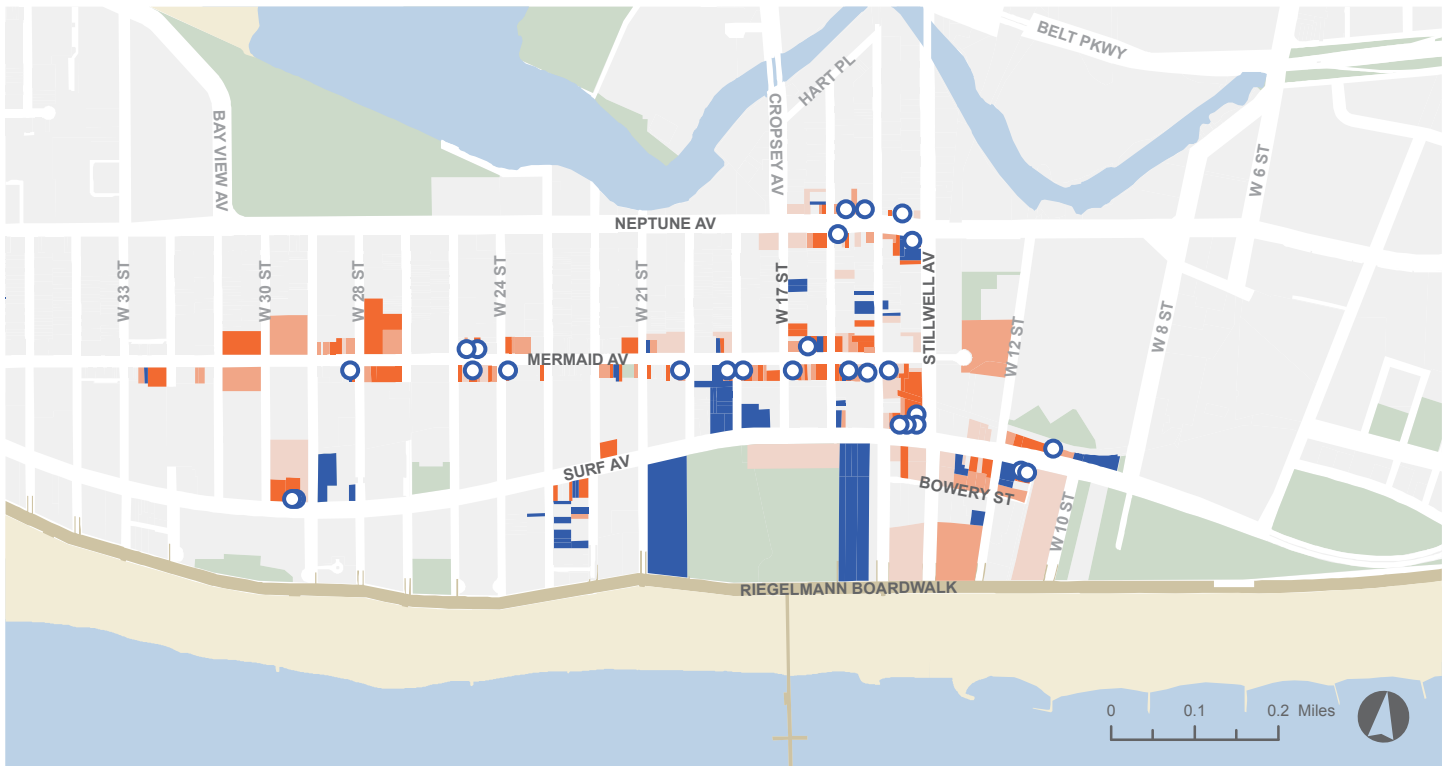
How often do you shop in Coney Island?



Source: Based on 329 consumer surveys conducted by the Alliance for Coney Island in Spring 2017.

PHYSICAL ENVIRONMENT

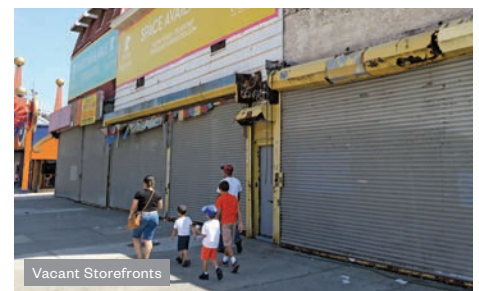
Storefront Conditions



An analysis of 287 storefronts along Mermaid Avenue, Surf Avenue, Neptune Avenue, Stillwell Avenue, and the Riegelmann Boardwalk revealed that 41% of storefronts are in poor condition, 37% are in average condition, and 22% are in good condition.

Streetscape Observations

- ▶ A relatively high storefront vacancy rate of 11.5%, as well as 30 vacant lots, disrupts the continuity of the commercial corridors and discourages foot traffic.
- ▶ Major infrastructure projects currently under construction impact sidewalk and street conditions. As work is completed, sidewalks and roadways have been repaved.
- ▶ More than 50 incidents of graffiti were identified, including stickers on walls, light posts, signage, and storefronts.
- ▶ Litter and trash management issues are highly visible along certain commercial corridors, especially around corners and tree pits.
- ▶ Surf Avenue and the Riegelmann Boardwalk are active corridors and include many amenities, such as street furniture, public art, and district signage. These amenities do not extend to Coney Island's other commercial corridors.
- ▶ The Stillwell Avenue train station is generally clean and well maintained. The rail terminal and elevated lines create a physical barrier at the end of Mermaid Avenue.



Public Space Conditions

Coney Island is home to a number of easily accessible and well-maintained public spaces. These spaces are varied in use and type, including small community gardens that are managed by local residents, large parks and playgrounds, plazas that connect visitors to the boardwalk and beach area, and a waterfront pier. Overall, aside from the boardwalk and beach, most of these public spaces were found to be underutilized. However, these spaces could be activated through cultural programs, markets, or other community events.



Santos Community Garden



Pat Auletta Steeplechase Pier



Stillwell Avenue Plaza



Seaside Park



Surf Playground



Coney Island Beach

Public Spaces

- ▶ **Community Gardens** provide a green and peaceful retreat from the streets and sidewalks in the commercial district. The Santos Community Garden provides vegetables to community residents, and locals gather there to listen to live music on some evenings. The Surfside Multicultural Garden Coalition is a communal garden maintained by 50 members who share duties in keeping the garden vibrant and successful.
- ▶ **The Boardwalk and Beach** offer a wide variety of activities, such as games, food, sports, and exercise. Many community programs are hosted on the beach during the summer, including the Coney Island Flicks on the Beach, the Sand Sculpting Contest, and Friday Night Fireworks.
- ▶ **The Pat Auletta Steeplechase Pier** offers a unique perspective that allows visitors to walk out onto the ocean and enjoy views of Coney Island from the water. Local residents regularly fish off the pier.
- ▶ **Plazas** create gathering spaces for people to use in a variety of ways. An analysis of public spaces in the Coney Island commercial district found that many plazas were used mostly by employees of nearby businesses during their break and mealtimes. Most plazas lack shade or protection from the elements.
- ▶ **Parks** in the district offer a quiet sitting area for adults and senior citizens, or a play area for local children. Seaside Park is a recently renovated space adjacent to the boardwalk, with new amenities including water fountains, restrooms, and recycling and trash receptacles.
- ▶ **Playgrounds** in the commercial district are primarily used by local elementary schools, but on weekends local residents often host family outings, barbecues, and parties as well. Surf Playground, on the western side of Coney Island, serves neighborhood residents and children.

DATA APPENDIX

Study Area Boundaries

Assessed Commercial Corridors

Primary data on Coney Island storefront businesses presented on pg. 6-7 was gathered along the following corridors:

- ▶ Mermaid Ave.: Stillwell Ave. to W 33 St.
- ▶ Surf Ave.: W 5 St. to W 30 St.
- ▶ Neptune Ave.: W 12 St. to Cropsey Ave.
- ▶ Stillwell Ave.: Neptune Ave. to the Boardwalk
- ▶ W 15 St., W 16 St., and W 17 St.: Neptune Ave. to Mermaid Ave.
- ▶ W 12 St.: Neptune Ave. to Surf Ave.
- ▶ Amusement area bounded by Surf Ave. W 5 St., Riegelmann Boardwalk, and W 22 St.

Coney Island Context Area

Demographic and employment data on pg. 16-17 correspond to the Coney Island neighborhood context area.

Trade Area

Retail leakage, surplus, and retail opportunity data on pg. 12 correspond to the 0.75 mile trade area.



Area Demographics

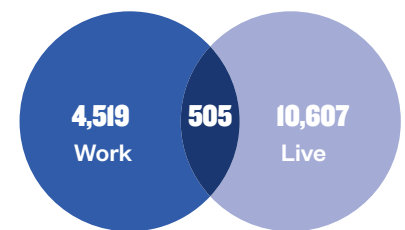
Total Population

32,041	Coney Island
2,570,801	Brooklyn
8,354,889	New York City

Average Household Size

2.49	Coney Island
2.74	Brooklyn
2.64	New York City

Commuting Patterns



Population Density (per square mile)

21,862	Coney Island
36,991	Brooklyn
27,632	New York City

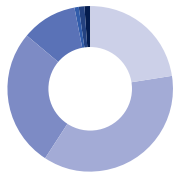
Car Ownership

33%	Coney Island
43%	Brooklyn
45%	New York City

4,519	Work in Coney Island, live elsewhere
505	Live & Work in Coney Island
10,607	Live in Coney Island, work elsewhere

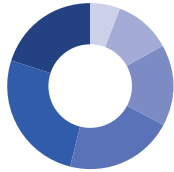
Area Demographics

Race / Background



	Coney Island	BK	NYC
Hispanic or Latino (of any race)	23%	20%	29%
White alone	37%	36%	33%
Black or African American alone	27%	32%	22%
Asian alone	11%	11%	13%
Two or more races	1%	1%	2%
Some other race alone	1%	0%	1%
American Indian and Alaska Native	0%	0%	0%
Native Hawaiian and Other Pacific Islander	0%	0%	0%

Population Age



	Coney Island	BK	NYC
Under 5 Years	6%	7%	7%
5-14 Years	11%	12%	11%
15-24 Years	16%	14%	14%
25-44 Years	21%	31%	31%
45-64 Years	26%	24%	25%
65+ Years	20%	12%	12%

Income

Median Household Income

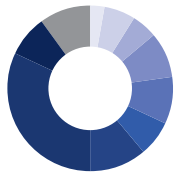
\$24,113	Coney Island
\$46,958	Brooklyn
\$52,737	New York City

Pop. Below Poverty Line

36%	Coney Island
23%	Brooklyn
21%	New York City

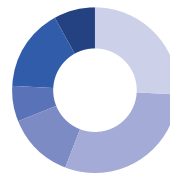
Local Jobs and Employment

Local Residents' Employment



Public Administration	3%
Construction	6%
Manufacturing	5%
Retail Trade	9%
Transportation, Warehousing, Utilities	9%
Finance, Insurance, Real Estate	7%
Professional, Scientific, & Technical Services	11%
Educational Services, Health Care, Social Assistance	32%
Accommodation, Food Services, Arts, Entertainment	8%
Other Services	10%

Educational Attainment



	Coney Island	BK	NYC
12th Grade or Less, No Diploma	26%	21%	20%
High School Graduate	30%	27%	25%
Some College, No Degree	13%	14%	14%
Associate's Degree	7%	6%	6%
Bachelor's Degree	16%	20%	21%
Graduate or Professional Degree	8%	12%	14%

Median Age

41.9	Coney Island
34.3	Brooklyn
35.7	New York City

Foreign-Born Population

37%	Coney Island
38%	Brooklyn
37%	New York City

Employment

Population in Labor Force

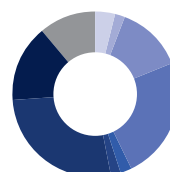
50%	Coney Island
63%	Brooklyn
63%	New York City

Unemployment*

19.1%	Coney Island
10.6%	Brooklyn
10.3%	New York City

*Note: Unemployment figures are based on data from 2010-2014. As of June 2017, the unemployment rate is 4.5% for Brooklyn and 4.4% for New York City (NYSDOL); updated neighborhood-level data for Coney Island is not available.

Jobs Located in Coney Island



Public Administration	0%
Construction	4%
Manufacturing	2%
Retail Trade	13%
Transportation, Warehousing, Utilities	24%
Finance, Insurance, Real Estate	2%
Professional, Scientific, & Technical Services	2%
Educational Services, Health Care, Social Assistance	27%
Accommodation, Food Services, Arts, Entertainment	15%
Other Services	11%

DATA APPENDIX

Coney Island Transportation



▲ Coney Island Transportation

— Bus Routes

... Bicycle Lanes

— NYC Subway

MTA Annual Bus Ridership (2016)

4.2M	B36
1.9M	B64
4.7M	B68
1.3M	B74
8.7M	B82

Bus Routes

5	Total MTA Bus Routes
2	Express Bus Routes X28, X38

Vehicular Traffic (2015)

31,160	Average daily vehicles on the Cropsey Avenue Bridge
14,421	Average daily vehicles on Neptune Avenue between Cropsey Avenue and W 37th Street
9,749	Average daily vehicles on Mermaid Avenue between Stillwell Avenue and W 37th Street
13,607	Average daily vehicles on Surf Avenue between Stillwell Avenue and W 17th Street
7,262	Average daily vehicles on Surf Avenue between W 17th Street and W 37th Street
6,636	Average daily vehicles on Stillwell Avenue between Neptune Avenue and Surf Avenue

Average Weekday Subway Ridership (2016)

14,098	D F N Q	Coney Island - Stillwell Ave. Station
2,421	F Q	West 8 St. NY Aquarium Station

Average Weekday Subway Ridership Summer Season (2016)

18,561	D F N Q	Coney Island - Stillwell Ave. Station
3,140	F Q	West 8 St. NY Aquarium Station

Sources: MTA 2016; NYS DOT, 2015 Annual Average Daily Traffic data.

Recent SBS Investments in the Neighborhood

- ▶ *Mermaid Avenue Shopping Incentives and Public Programs*, Avenue NYC placemaking grant of \$20,000 awarded to the Alliance for Coney Island, 2016.
- ▶ *Mermaid Avenue Retail Market Analysis and Attraction*, Avenue NYC business attraction grant of \$30,000 awarded to Astella Development Corporation, 2015.
- ▶ *Sandy Recovery Workforce1 Career Center in Coney Island*, 1906 Mermaid Avenue, 2nd Floor, opened 2015.
- ▶ *Mermaid Avenue Vacancy Assessment and Hurricane Sandy Recovery*, Avenue NYC business attraction grant of \$45,000 awarded to Astella Development Corporation, 2014.
- ▶ *Hurricane Sandy Small Business Storefront Improvement Program*, more than \$170,000 allocated to 16 businesses, 2013-2014.
- ▶ *Organize Coney Island Board of Trade*, Avenue NYC merchant organizing grant of \$15,000 awarded to Astella Development Corporation, 2013.

Current & Planned Developments

Neptune/Sixth

- ▶ Mixed-use project with a 40-story residential building that will be the tallest in Coney Island
- ▶ Phase 1 opening 2018
- ▶ Includes more than 250,000 square feet of retail and commercial space

Ocean Dreams

- ▶ Mixed-use waterfront project with a 21-story residential tower
- ▶ Opening date not yet announced
- ▶ Includes retail and residential amenities

Existing Plans & Studies

Coney Island Creek Resiliency Study, NYC Economic Development Corporation and NYC Mayor's Office of Recovery and Resiliency, 2016.

A Stronger, More Resilient New York: Southern Brooklyn, NYC Special Initiative for Rebuilding and Resiliency, 2013.

Coney Island Comprehensive Rezoning Plan, NYC Department of City Planning, 2009.

Coney Island Strategic Plan, Coney Island Development Corporation, 2005.

Sources

ESRI and Infogroup, Inc. August 2017 ESRI Retail MarketPlace Profile.

Infogroup, Inc. 2017. From ReferenceUSA database.

Metropolitan Transportation Authority. 2016. Average Weekday Subway Ridership and Annual Bus Ridership. Summer includes Memorial Day through Labor Day.

NYS Department of Labor. June 2017. Unemployment Rate Rankings by County.

NYS Department of Transportation. 2015 Annual Average Daily Traffic, using Traffic Data Viewer.

NYC Department of Finance, Division of Tax Policy, using data from NY State 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. The top 1% of filers were removed from sales data.

NYC Department of Small Business Services. Fiscal Year 2016. Business Improvement Districts Trends Report.

U.S. Census Bureau. 2016. OnTheMap Application. Longitudinal-Employer Household Dynamics Program.

U.S. Census Bureau. American Community Survey, 2014 American Community Survey 4-Year Estimates, using NYC Census FactFinder. Coney Island Census Tracts: 326, 328, 330, 336, 340, 342, 348, 350, 352.

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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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