



# EAST NEW YORK BROOKLYN

Commercial District Needs Assessment



Bill de Blasio  
Mayor  
Gregg Bishop  
Commissioner



Cypress Hills LDC  
Highland Park CDC  
LDC of East New York





# ABOUT EAST NEW YORK



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 **Fulton Street, Atlantic Avenue, Liberty Avenue, and Pitkin Avenue** commercial corridors in **East New York**, and was conducted in partnership with the **Cypress Hills Local Development Corporation, Highland Park Community Development Corporation**, and the **Local Development Corporation of East New York** between December 2015 and May 2016.

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

### Jump to...

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## Background

Located in northeast Brooklyn, East New York is a diverse and growing neighborhood that is centrally located between Downtown Brooklyn, Downtown Jamaica, and JFK International Airport. East New York and its neighboring communities of Brownsville, Cypress Hills, and Ocean Hill were once part of the town of New Lots before being annexed by Brooklyn in the late 19th century. This shared neighborhood history and the merging of local and regional rail lines and roadways at Broadway Junction makes East New York an intersection of culture and commerce.

With strong roots in manufacturing, East New York was once deemed Brooklyn's "Little Pittsburgh" due to its many steel fabrication and other industrial businesses in the early twentieth century. Freight and passenger rail lines running along Van Sinderen Avenue led to the development of warehouses, factories, and lofts that are still visible in what is now known as the East New York Industrial Business Zone (IBZ) and the East Brooklyn Business Improvement District (BID). Spanning 40 blocks, the East New York IBZ remains a local economic engine that is currently home to 250 businesses and 3,000 jobs.

Adjacent to the IBZ and East New York's commercial corridors is Broadway Junction, a major entry and transfer point for the East New York commercial district. The Junction is a distinguishable transportation hub, connecting five subway lines (A/C/J/Z/L) and multiple MTA bus routes, in addition to acting as a regional connector to the greater metropolitan area via the Long Island Railroad and the Jackie Robinson Parkway.

East New York is served by four main commercial corridors. Atlantic Avenue, one of Brooklyn's busiest thoroughfares, is currently lined with a mix of manufacturers, fast-food, depots, and automotive businesses that serve a regional customer base. Pitkin and Liberty Avenues currently have limited retail continuity and are defined by concentrations of commercial, residential, industrial, and religious uses, interspersed across the two corridors. Fulton Street, located under the elevated J/Z train, is home to a vibrant mix of local retail, where East New York residents frequent the corridor to dine at authentic cultural and ethnic restaurants and purchase household goods, and hair and beauty services.

## Neighborhood Demographics

See more on page 17

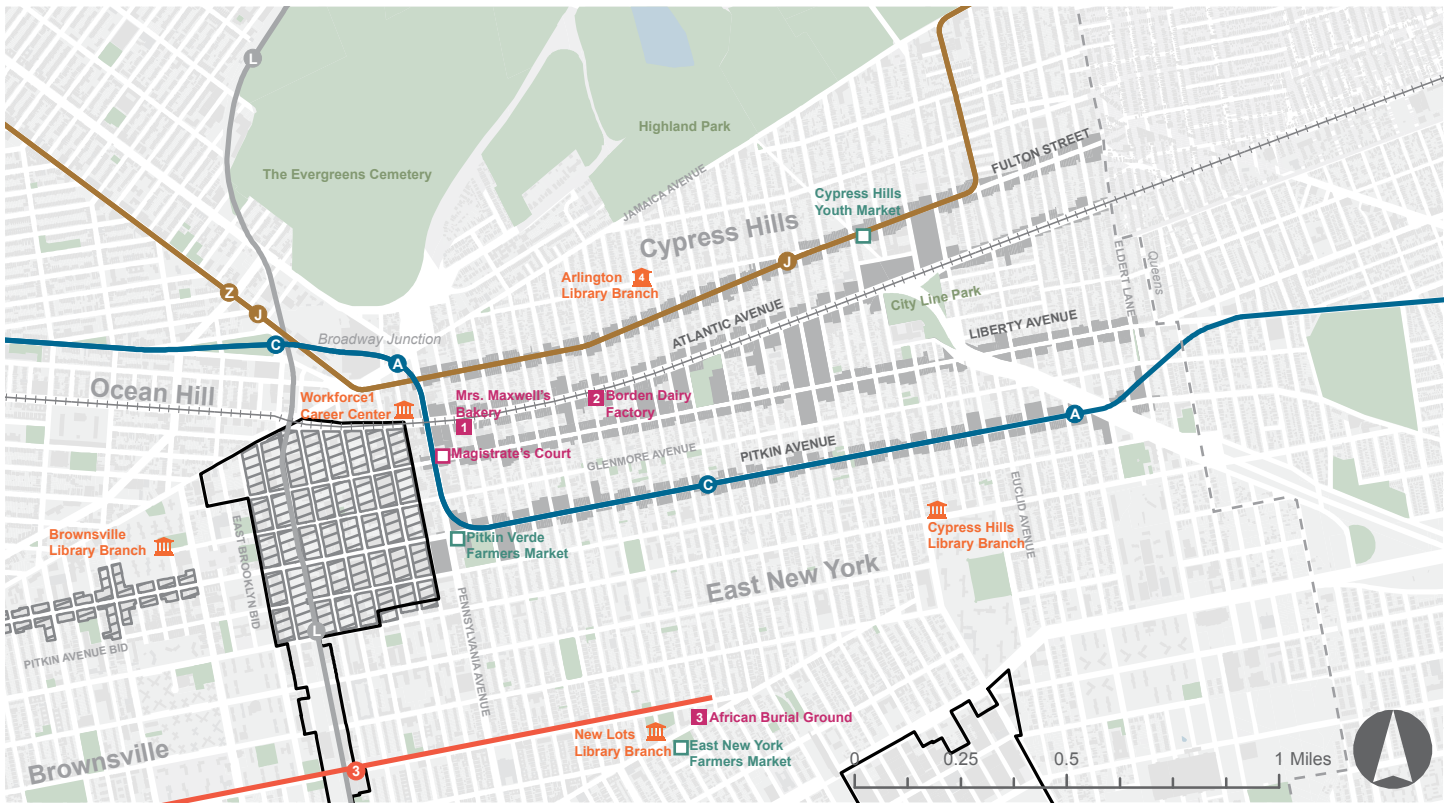
The East New York community is composed of a rich agglomeration of cultures. Historically a center of commerce to vibrant immigrant communities, East New York is now home to more than 79,566 residents and a growing community of African and Caribbean Americans, Bangladeshis, Dominicans, and Puerto Ricans. There are numerous houses of worship located throughout East New York, which also add to the neighborhood's unique urban fabric. Despite challenges of lower incomes and higher unemployment compared to the New York City average, there are many community-based organizations that actively invest in the social and economic development of East New York and its residents, creating invaluable social capital for building a more resilient and equitable future.

## Future Opportunities

See more on page 5

As a result of the 2016 approval of the **East New York Neighborhood Plan** and rezoning proposal, the City of New York has committed **\$267 million in neighborhood investments** to promote affordable housing, economic development, and improved community resources in East New York. Specific commitments include the development of a new school, community and childcare centers, programs to strengthen the IBZ, and other infrastructure improvements. The rezoning, which is projected to add an estimated **5,800 housing units** and **more than 400,000 square feet of new commercial space** over the next 15 years, will provide a more diverse mix of retail for residents and new spaces for small businesses and entrepreneurs to grow and thrive.

## East New York



### ▲ Points of Interest

- Assessed Commercial Corridors
- /// Business Improvement Districts (BIDs)
- Industrial Business Zones (IBZs)
- 🏛️ Public Facilities
- 🏢 Noteworthy Sites
- 🏪 Community Markets

### Merchant and Business Groups

- Cypress Hills Local Development Corporation
- Cypress Hills Business Partners
- East Brooklyn Business Improvement District
- East New York Restoration Local Development Corporation
- Local Development Corporation of East New York

### ▲ Notable Places





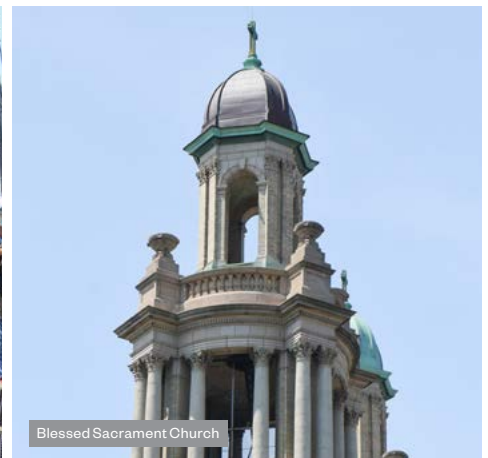
# KEY FINDINGS & OPPORTUNITIES

## Strengths

- ▶ Accessibility to multiple modes of transportation at Broadway Junction, including five MTA subway lines, the LIRR, and six bus lines
- ▶ Proximity to 141 acres of active and passive recreational uses at Highland Park
- ▶ High rate of property ownership among merchants (29%) in the study area
- ▶ Stable and growing business sales reported by local merchants
- ▶ Culturally diverse businesses and residents, with a large youth population
- ▶ Strong sense of civic pride among residents, businesses, and local institutions
- ▶ Proximity to the East Brooklyn Industrial Park, a source of diverse job opportunities

## Challenges

- ▶ Negative perceptions of crime and public safety contribute to shorter business hours and fewer shoppers on retail corridors
- ▶ Limited access to healthy food options and fresh grocers
- ▶ Disinvestment in local storefront façades
- ▶ Lack of businesses and entertainment options that cater to families
- ▶ Minimal street furniture on retail corridors limit the pedestrian and shopper experience
- ▶ Litter is a visible issue in front of storefronts and in tree pits
- ▶ Very few commercial banking options and professional service offices (e.g. doctors/dentists)
- ▶ High storefront vacancy rates on secondary commercial corridors (18.9% vacancy on Liberty Avenue)





Cypress Hills Youth Market



Broadway Junction Subway Entrance



We Mean Business Campaign



Hand on Blue Mural, Fulton Street

## Opportunities

- ▶ Utilize grassroots partnerships, educational campaigns, and targeted interventions to keep streets, sidewalks, and storefronts clean of litter and graffiti
- ▶ Recruit diverse, family-oriented businesses to enhance the daily shopping experience for East New York families
- ▶ Facilitate “shop & buy local” connections between East New York IBZ businesses, local retailers, and future mixed-use developments
- ▶ Develop district-wide marketing campaigns, programming, and events that highlight the neighborhood’s unique restaurants, arts / cultural groups, historical landmarks, and specialized goods
- ▶ Organize merchants within the commercial district to advocate for business needs, access support services, and shepherd inclusive commercial revitalization efforts
- ▶ Optimize East New York’s connectivity advantages through district-wide wayfinding / signage that better links commercial corridors with transit
- ▶ Maximize the social capital of East New York by building the capacity of community-based organizations
- ▶ Animate underutilized public spaces and identify locations for street furniture placement

### What’s Next?

To address these key findings and opportunities, Neighborhood 360° Grants will be made available by SBS to not-for-profit organizations.

For more information, visit: [nyc.gov/neighborhood360](http://nyc.gov/neighborhood360)



# BUSINESS LANDSCAPE: EAST NEW YORK

## Business Inventory

# 802

Total Number of Storefronts

# 11%

Storefront Vacancy\*

\*Note: In 2015, New York City's 69 Business Improvement Districts reported an average ground floor vacancy rate of 8.3% and median ground floor vacancy of 5.6% (SBS BIDs Trends Report, 2015).

## Storefront & Retail Mix



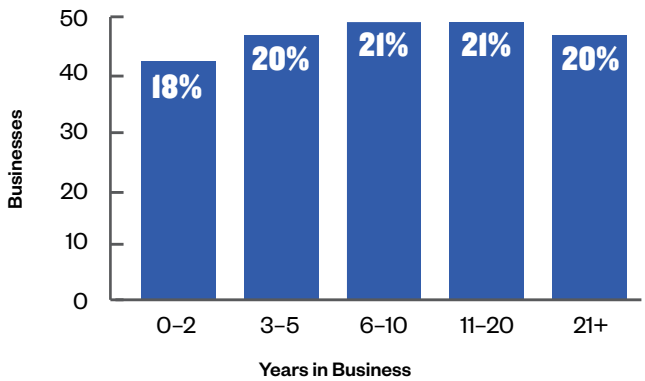
Despite the expansive service offerings in East New York, the community is severely lacking in access to professional services (e.g. doctor's and dentist's offices) and commercial banking options.

Business inventory and retail mix data shown opposite were gathered by Cypress Hills Local Development Corporation, Highland Park Community Development Corporation, and the Local Development Corporation of East New York through a comprehensive area inventory of storefront businesses located along Fulton Street, Atlantic Avenue, Liberty Avenue, and Pitkin Avenue between Pennsylvania Avenue and Eldert Lane (December 2015 to May 2016).



# What We've Heard from East New York Merchants

## How many years have you been in business here?



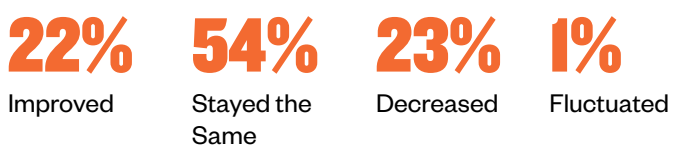
## How many employees do you have?



## Do you own or rent your property?



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



## What changes need to occur to bring more people to your shop or use your services?

	% Merchant Responses
▶ Safety	25%
▶ Sanitation	18%
▶ Storefront improvements	16%
▶ Parking	15%
▶ Better landscaping	13%
▶ Business-to-business communication	8%
▶ Community events	5%

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

	% Merchant Responses
▶ Financing	28%
▶ Marketing support	27%
▶ Space improvements	22%
▶ New equipment	13%
▶ Legal support	6%
▶ Assistance with regulatory compliance	3%
▶ Training for staff	3%



Source: Based on 239 merchant surveys conducted by Cypress Hills Local Development Corporation, Highland Park Community Development Corporation, and the Local Development Corporation of East New York in Winter 2016.

# BUSINESS LANDSCAPE: EAST NEW YORK

## What We've Heard from East New York Merchants

### What do you like about the commercial corridor?

"The combination of retail and residential. I think the project [Neighborhood 360°] will help foot traffic. Shoppers and residents make the corridor more friendly."

"Big dynamic avenue."

"I love that it's a busy location, attracts a lot of people going through here."

"There is a lot of commercial traffic that we can connect with. It is a vibrant commercial community. We are centralized in the 5 boroughs. Can go anywhere."

"It has great potential."

"Public transportation nearby main thoroughfare."

### What are the most pressing needs on the corridor?

"Atlantic Avenue needs more diverse restaurants, food markets, and retail spaces."

"Better streetscapes to improve pedestrian experience."

"Security."

"Need for additional retail."

"More traffic lights and evening lighting."



## What We've Heard from East New York Shoppers

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

"Unity among business owners to improve the commercial district – street lighting, green areas, parks, community events."

"Ensuring more safety with more street lighting."

"Better street lighting at night, trash cans on the train platforms, affordable parking."

"Diversity in food options, greenscape, park benches, sanitation."

"Diversity in food and commercial offerings, improve the cleanliness of sidewalks. Protections for minority-owned small businesses when the community becomes more diverse."

"More youth-friendly spaces and healthy food choices."

"Community spirit-building events, like street fairs and concerts. More wealth building seminars, community outreach, and networking events... so the community can get to know one another and build relationships."

"More banks, food choices, and retail stores."

"More street lights for late night pedestrians."

## What We've Heard from Atlantic Avenue Merchants

### Business Inventory

**229**

Total Storefronts

**10%**

Storefront Vacancy

### Do you own or rent your property?

**62%**

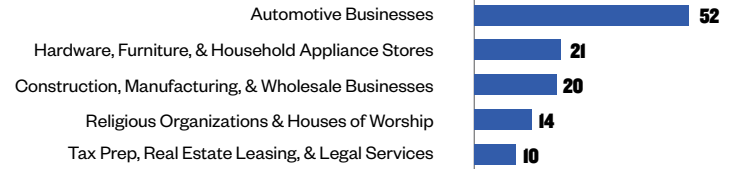
Rent

**38%**

Own



### Most Common Businesses



### Long-Standing Businesses

	Years
▶ East New York Hardware (2753 Atlantic Ave.)	96
▶ Elm Plumbing (2764 Atlantic Ave.)	70
▶ City National Bank (2815 Atlantic Ave.)	15

City National Bank was developed in 1971 as a response to the economic disparity faced by African Americans in Newark, New Jersey. Its mission is to make credit and banking services accessible to historically marginalized communities. Today, City National Bank has a branch on Atlantic Avenue serving the greater East New York community.

## What We've Heard from Fulton Street Merchants

### Business Inventory

**346**

Total Storefronts

**11%**

Storefront Vacancy

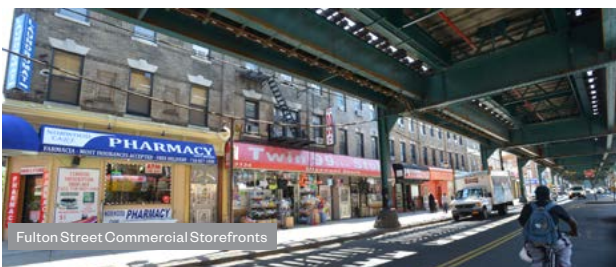
### Do you own or rent your property?

**75%**

Rent

**25%**

Own



### Most Common Businesses



### Long-Standing Businesses

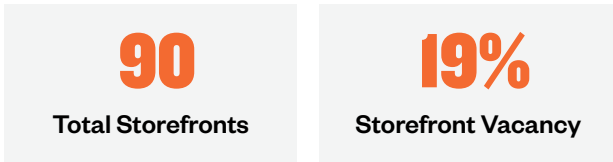
	Years
▶ Crane Cooling Corporation (2849 Fulton St.)	65
▶ Cypress Plumbing & Heating Supply Co (3304 Fulton St.)	50
▶ Cypress Hills Senior Center (3208 Fulton St.)	44
▶ Angela's Pizzeria (3435 Fulton St.)	44
▶ Naya Super Dry Cleaners (2816 Fulton St.)	40

Source: Based on 45 Atlantic Avenue merchant surveys conducted by the LDC of East New York and 103 Fulton Street merchant surveys conducted by Cypress Hills LDC in Winter 2016.

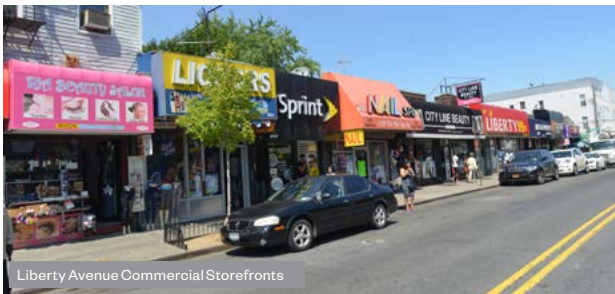


## What We've Heard from Liberty Avenue Merchants

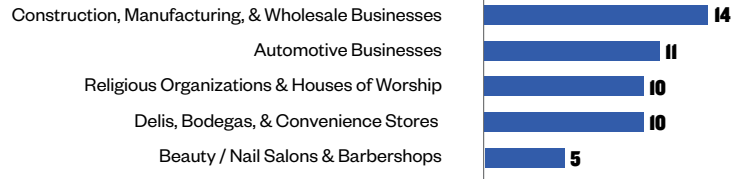
### Business Inventory



### Do you own or rent your property?



### Most Common Businesses

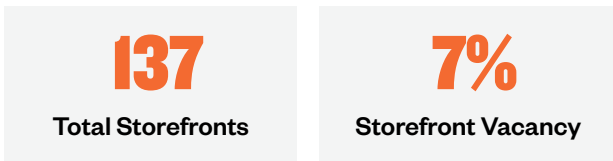


### Long-Standing Businesses

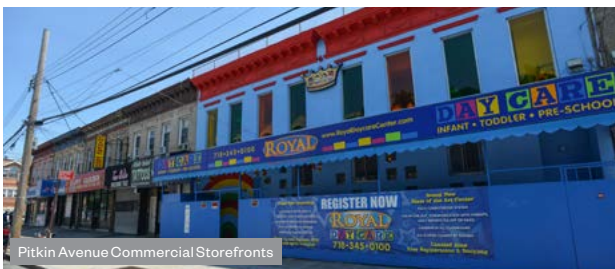
	Years
▶ Joe's Pizzeria & Restaurant (1121 Liberty Ave.)	37
▶ Louise's Furniture & Flea Market (450 Liberty Ave.)	35
▶ Liberty Grand Caffe (1170 Liberty Ave.)	34
▶ City Line Party (1154 Liberty Ave.)	32
▶ S&D Kids (1145 Liberty Ave.)	32

## What We've Heard from Pitkin Avenue Merchants

### Business Inventory



### Do you own or rent your property?



### Most Common Businesses



### Long-Standing Businesses

	Years
▶ 810 Car Service Corp. (2672 Pitkin Ave.)	53
▶ Sampson Funeral Services, Inc. (2601 Pitkin Ave.)	38
▶ CG's Hardware Store (2376 Pitkin Ave.)	35
▶ Liriano's Tire Shop (2371 Pitkin Ave.)	33

Source: Based on 50 Liberty Avenue merchant surveys and 41 Pitkin Avenue merchant surveys conducted by Highland Park Community Development Corporation in Winter 2016.

# BUSINESS OUTLOOK

## East New York Retail Opportunity

Residents spend

**\$1.65B**

each year in  
goods and services

Local businesses make

**\$1.06B**

each year in  
retail sales

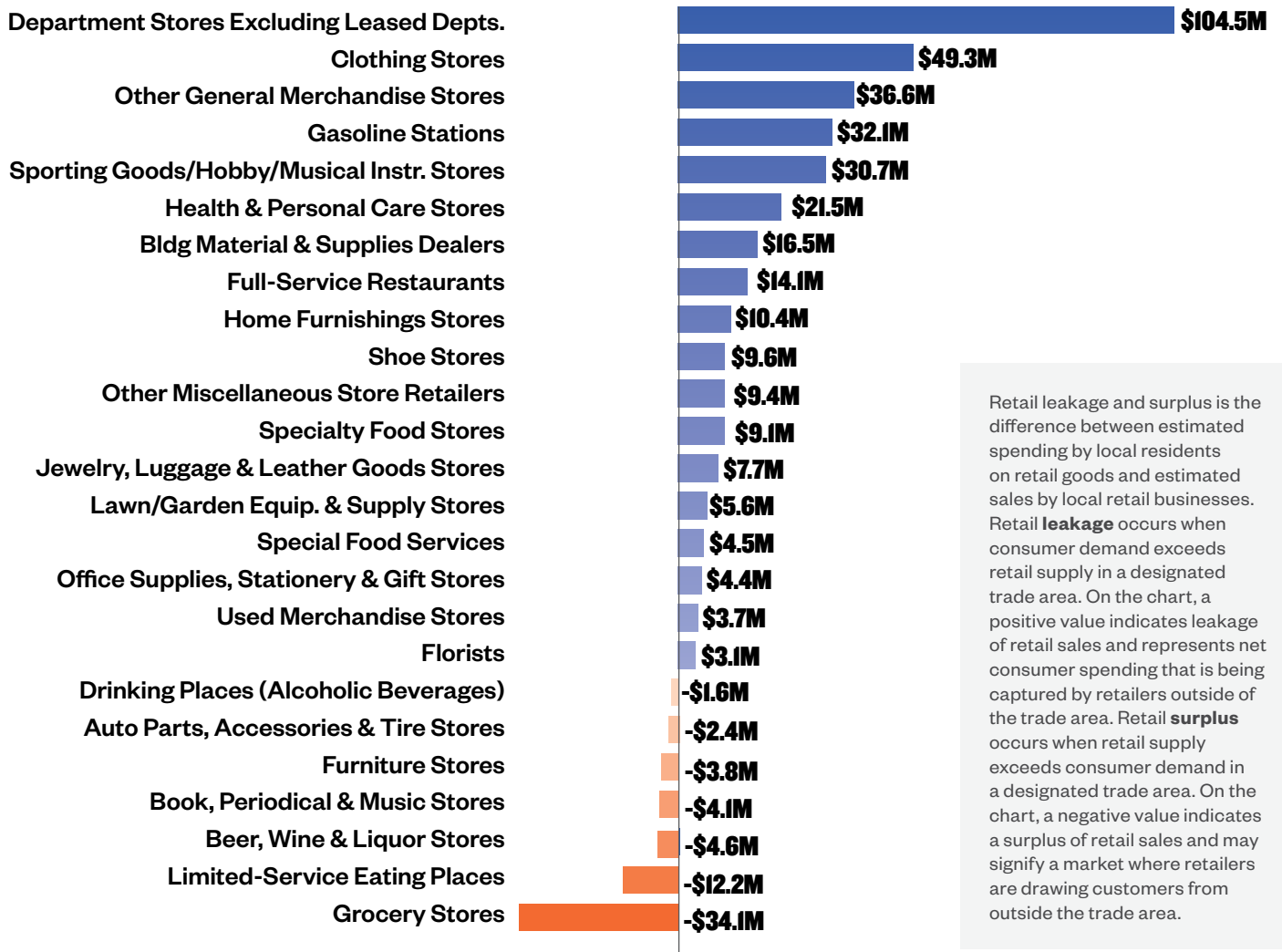
Every year,

**\$591.0M**

is spent outside  
the neighborhood

### Retail Leakage & Surplus

← Surplus \$0 Leakage →



Source: ESRI and Infogroup, August 2016.

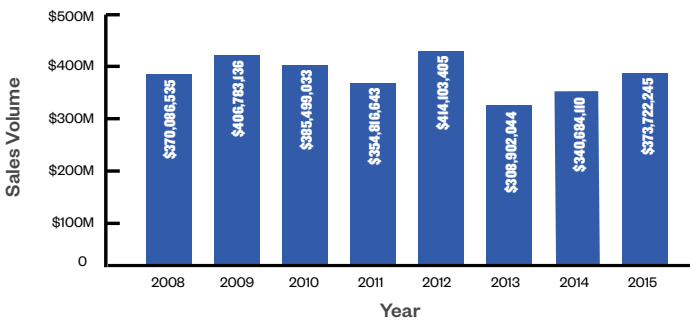


# Business Trends

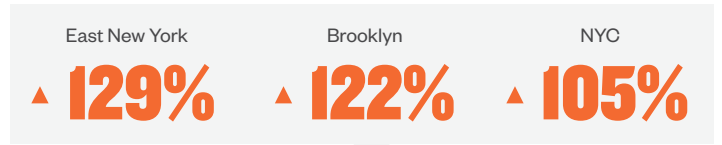
Change in Total Business Sales, 2008-2015



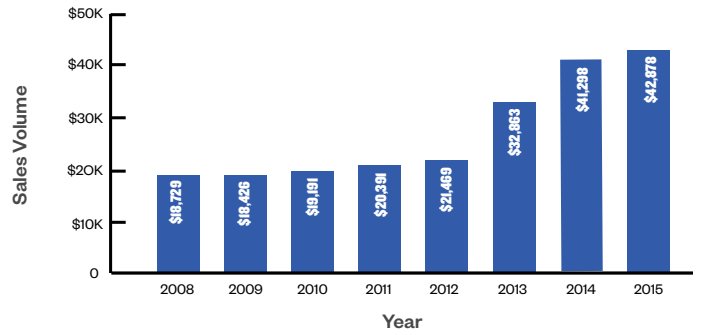
East New York Total Business Sales



Change in Median Sales by Business, 2008-2015








East New York Median Sales by Business



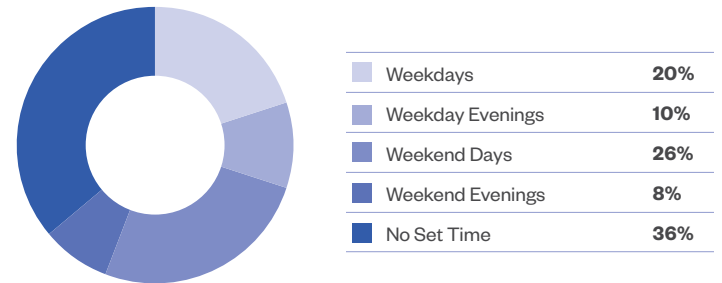
Source: Division of Tax Policy, NYC Department of Finance.

# What We've Heard from Shoppers

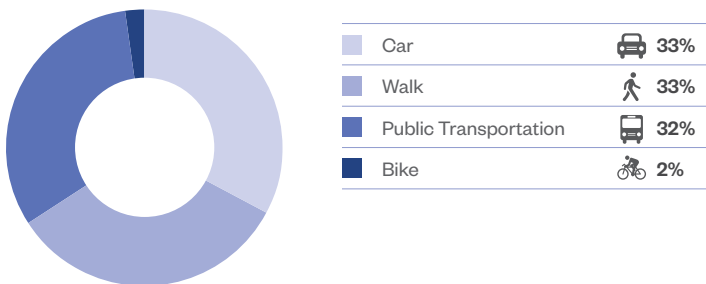
## What additional types of businesses would you like to see in East New York?

- ▶ Healthy food options 
- ▶ Restaurants 
- ▶ Retail 
- ▶ Family/kid-friendly activities and businesses 
- ▶ Bank 

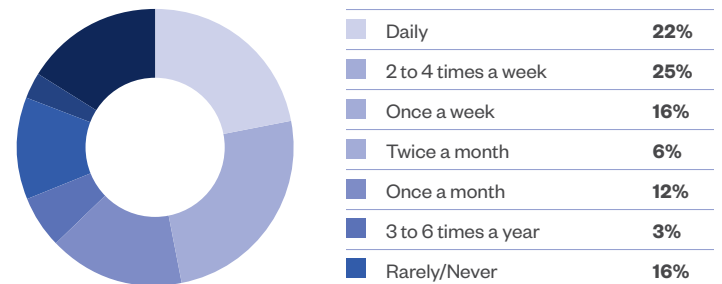
## When do you usually shop in East New York?



## How do you usually get to East New York?



## How often do you visit East New York?



Source: Based on 299 consumer surveys conducted by Cypress Hills LDC, Highland Park Community Development Corporation, and the LDC of East New York in Winter 2016.

# PHYSICAL ENVIRONMENT

## Streetscape Conditions



Streetscape conditions depicted above represent a block-by-block analysis of physical observations including street lighting, street furniture, tree conditions, perceptions of safety, trash management, graffiti and signs of vandalism, parks, and plazas.

## Observations

### Fulton Street

- ❶ Poor perception of public safety between Eldert Lane and Chestnut Street due to the high number of vacant storefronts
- ▶ No benches or other seating amenities located on the 35 block corridor
- ▶ No trees along the Fulton Street corridor due mainly to the elevated train. Opportunities do exist for installation of planters and lower-scale greenery
- ▶ Insufficient street lighting under the elevated subway

### Atlantic Avenue

- ❷ Presence of auto businesses restricts roadside parking and pedestrian movement
- ▶ Only three standing bus shelters exist along Atlantic Avenue's 30 active bus stops

### Liberty Avenue

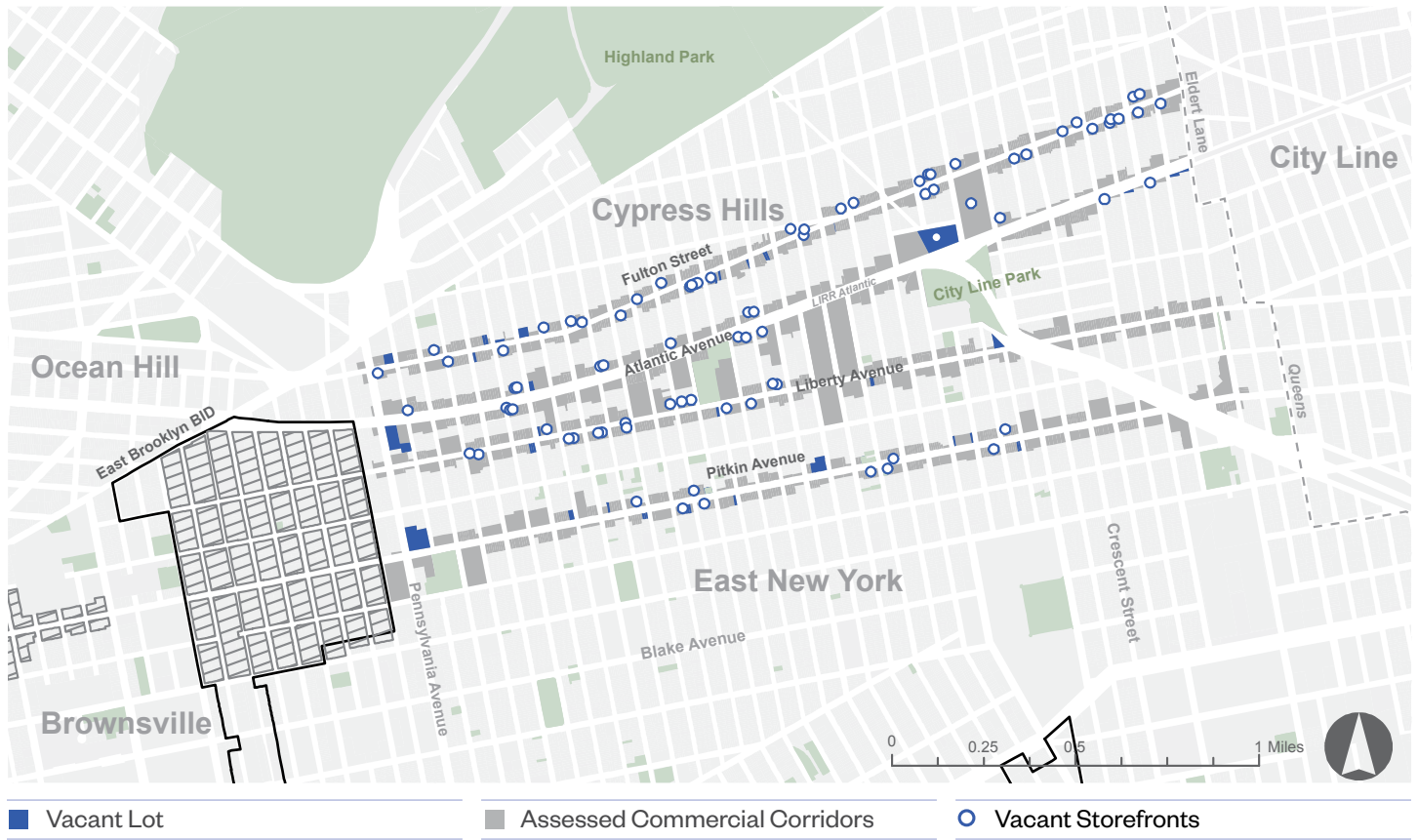
- ❸ High concentrations of graffiti
- ❹ Presence of scrap yards and building scaffolding create perception of the corridor being unsafe and in disrepair
- ❺ Liberty Avenue and Logan Street is a very active block surrounded predominantly by residential uses. At this intersection, the overall street conditions are above average
- ▶ Absence of seating and other street furniture limits the use of the corridor by local senior citizens

### Pitkin Avenue

- ▶ Absence of seating, street furniture, and bus stop shelters along the corridor
- ▶ A new bike lane runs along the majority of Pitkin Avenue between Pennsylvania Avenue and Fountain Avenue

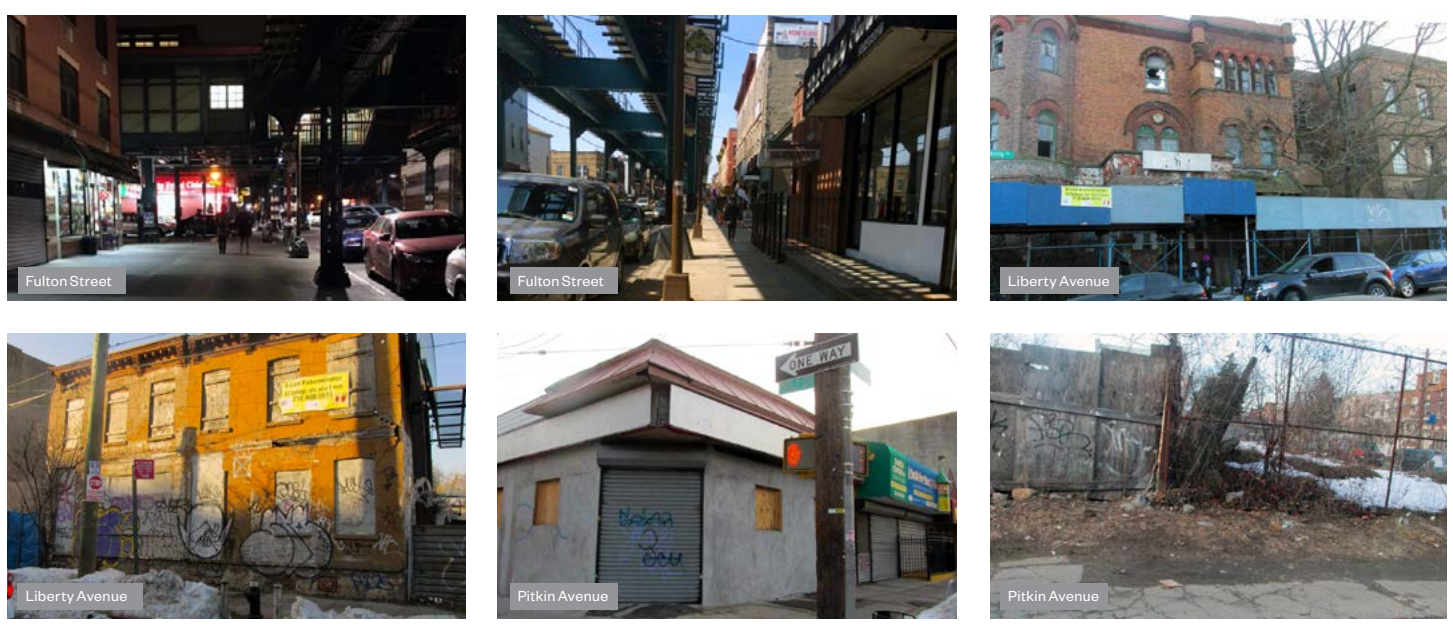


# Storefront Vacancies



An analysis of 802 storefronts along Fulton Street, Atlantic Avenue, Liberty Avenue, and Pitkin Avenue revealed that 40% of storefronts are in poor condition, 36% are in average condition, and 24% are in good condition.

## Observations



# DATA APPENDIX

## Study Area Boundaries

### Assessed Commercial Corridors

Primary data on East New York storefront businesses presented on pg. 6-7, 10-11 was gathered along Fulton Street, Atlantic Avenue, Liberty Avenue, and Pitkin Avenue between Pennsylvania Avenue and Eldert Lane.

### East New York Context Area

Demographic and employment data from pg. 16-17 represents the population within the East New York neighborhood study area.

### Trade Area

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



## Area Demographics

### Total Population

<b>79,566</b>	East New York
<b>2,539,789</b>	Brooklyn
<b>8,268,999</b>	New York City

### Population Density (per square mile)

<b>40,719</b>	East New York
<b>50,025</b>	Brooklyn
<b>27,027</b>	New York City

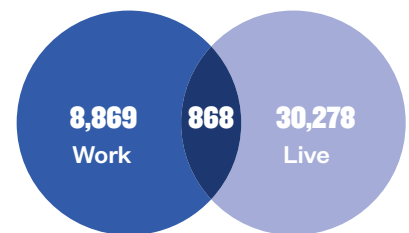
### Average Household Size

<b>3.3</b>	East New York
<b>2.7</b>	Brooklyn
<b>2.6</b>	New York City

### Car Ownership

<b>41%</b>	East New York
<b>43%</b>	Brooklyn
<b>45%</b>	New York City

### Commuting Patterns



**8,869** Work in East New York, live elsewhere

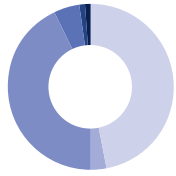
**868** Live & Work in East New York

**30,278** Live in East New York, work elsewhere

# DATA APPENDIX

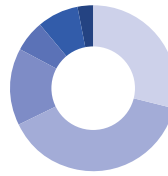
## Area Demographics

### Race / Background



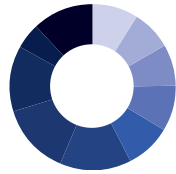
	East New York	BK	NYC
Hispanic or Latino (of any race)	47%	20%	29%
White alone	3%	36%	33%
Black or African American alone	43%	32%	23%
Asian alone	5%	11%	13%
Native Hawaiian and Other Pacific Islander	0%	0%	0%
American Indian and Alaska Native alone	0%	0%	0%
Some other race alone	1%	0%	1%
Two or more races	1%	1%	1%

### Educational Attainment



	East New York	BK	NYC
12th Grade or Less, No Diploma	29%	22%	20%
High School Graduate	39%	27%	25%
Some College, No Degree	15%	14%	15%
Associate's Degree	6%	6%	6%
Bachelor's Degree	8%	19%	20%
Graduate or Professional Degree	3%	12%	14%

### Population Age



	East New York	BK	NYC
Under 5 Years	9%	7%	7%
5-14 Years	16%	13%	11%
15-24 Years	18%	14%	14%
25-44 Years	28%	31%	31%
45-64 Years	22%	24%	25%
65+ Years	8%	12%	12%

### Median Age

<b>30.4</b>	East New York
<b>34.2</b>	Brooklyn
<b>35.6</b>	New York City

### Foreign-Born Population

<b>39%</b>	East New York
<b>38%</b>	Brooklyn
<b>37%</b>	New York City

## Income

### Median Household Income

<b>\$35,485</b>	East New York
<b>\$46,085</b>	Brooklyn
<b>\$52,259</b>	New York City

### Pop. Below Poverty Line

<b>33%</b>	East New York
<b>23%</b>	Brooklyn
<b>20%</b>	New York City

## Employment

### Population in Labor Force

<b>56%</b>	East New York
<b>62%</b>	Brooklyn
<b>63%</b>	New York City

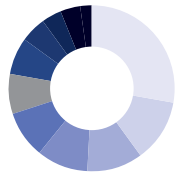
### Unemployment\*

<b>12.3%</b>	East New York
<b>10.9%</b>	Brooklyn
<b>10.6%</b>	New York City

\*Note: The unemployment rate is 5.2% for Brooklyn and 5.1% for New York City as of June 2016 (NYSDOL); updated neighborhood-level data for East New York is not available.

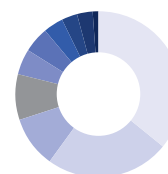
## Local Jobs and Employment

### Local Residents' Employment



Educational Services, Health Care, Social Assistance	28%
Retail Trade	12%
Professional, Scientific, & Technical Services	11%
Accommodation, Food Services, Arts, Entertainment	10%
Transportation, Warehousing, Utilities	9%
Other	8%
Construction	7%
Finance, Insurance, Real Estate	5%
Manufacturing	4%
Public Administration	4%
Wholesale Trade	2%

### Jobs Located in East New York

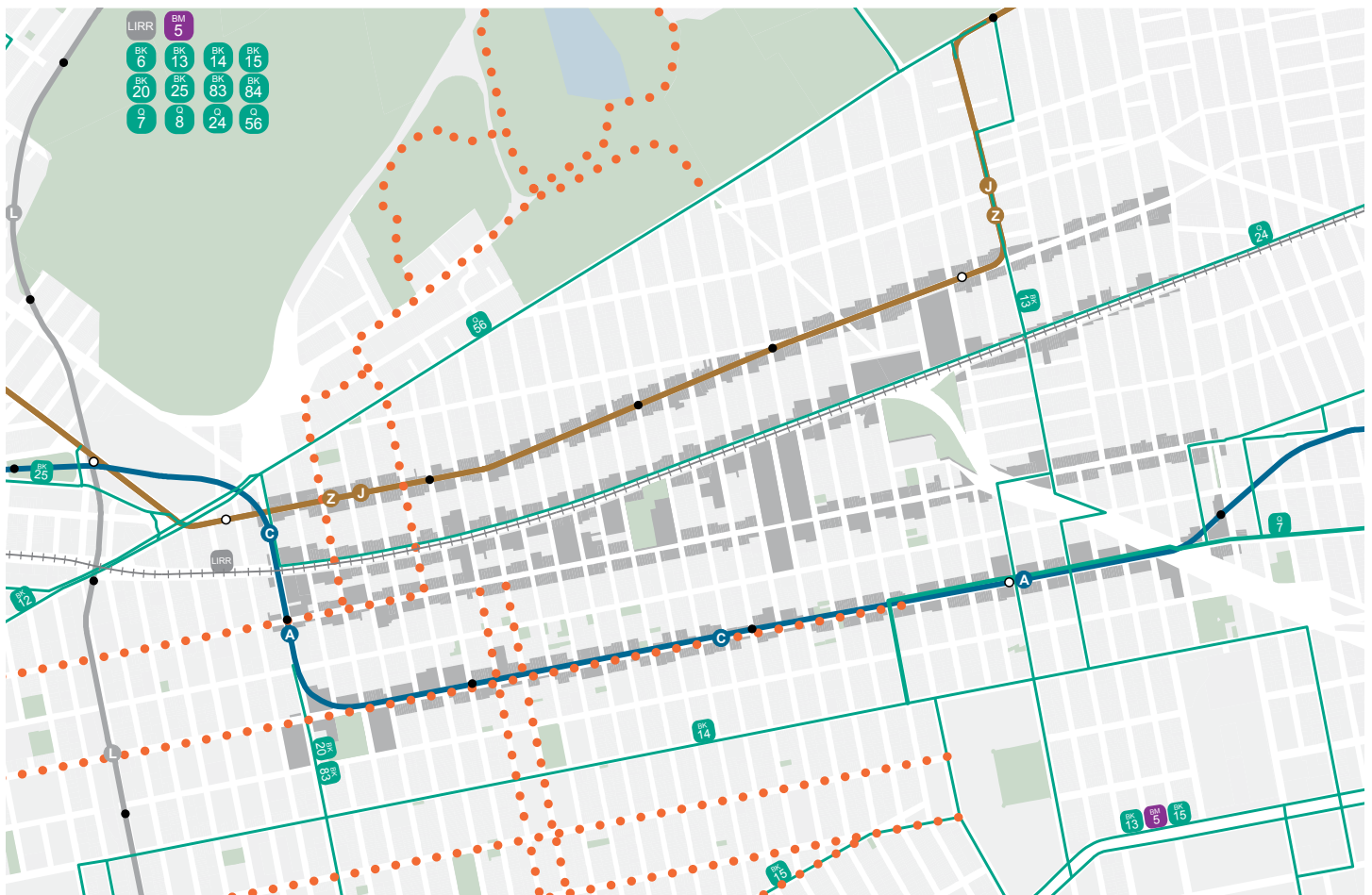


Transportation, Warehousing, Utilities	36%
Educational Services, Health Care, Social Assistance	24%
Retail Trade	10%
Other	9%
Manufacturing	5%
Accommodation, Food Services, Arts, Entertainment	5%
Wholesale Trade	4%
Construction	3%
Finance, Insurance, Real Estate	3%
Professional, Scientific, & Technical Services	1%
Public Administration	0%



# DATA APPENDIX

## East New York Transportation



### ▲ East New York Transportation



#### MTA Annual Bus Ridership (2015)

<b>13,226,183</b>	B6
<b>7,267,716</b>	B15
<b>3,205,785</b>	B25
<b>2,787,584</b>	Q24
<b>2,767,094</b>	B83

#### Bus Routes

<b>13</b>	Total MTA Bus Routes
<b>1</b>	Express Bus Route BM5

#### Vehicular Traffic (2014)

<b>44,988</b>	Average daily vehicles at Atlantic Avenue between Pennsylvania Avenue and Norwood Avenue
<b>71,980</b>	Average daily vehicles at Jackie Robinson Parkway and Jamaica Avenue
<b>39,773</b>	Average daily vehicles at Conduit Boulevard and Atlantic Avenue
<b>36,204</b>	Average daily vehicles at Pennsylvania Avenue between Jamaica Avenue and Atlantic Avenue
<b>30,155</b>	Average daily vehicles at Pennsylvania Avenue between Atlantic Avenue and New Lots Avenue

#### Average Weekday Subway Ridership (2015)

<b>11,014</b>	<b>A C</b> Euclid Ave. station
<b>9,251</b>	<b>A C J Z L</b> Broadway Junction station
<b>7,133</b>	<b>3</b> New Lots Ave. station
<b>6,997</b>	<b>3</b> Pennsylvania Ave. station
<b>5,073</b>	<b>J Z</b> Crescent St. station

Sources: MTA 2015; NYC DOT May, 2016; NY State DOT, 2014 Annual Average Daily Traffic data.

## Recent SBS Investments in the Neighborhood

- ▶ *Neighborhood 360 Fellowship Host Organization*, awarded to the Cypress Hills Local Development Corporation, 2016.
- ▶ *House Call Business Retention Program for Small & Growing Businesses*, Avenue NYC business retention grant of \$35,000 awarded to the Local Development Corporation of East New York, 2015.
- ▶ *Identity Design Action: East New York. We Mean Business, Unite to Stay*, Neighborhood Challenge merchant organizing grant of \$60,000 awarded to AIGA/NY and the Local Development Corporation of East New York, 2015.
- ▶ *Retail Ready Events and Business Prospecting*, Avenue NYC business attraction grant of \$30,000 awarded to the Local Development Corporation of East New York, 2014.
- ▶ *Retail Market Analysis/Retail Recruitment Campaign*, Avenue NYC business attraction grant of \$45,000 awarded to the Local Development Corporation of East New York, 2013.
- ▶ *Pitkin Avenue Business Group*, Avenue NYC merchant organizing grant of \$30,000 awarded to the Cypress Hills Local Development Corporation, 2012.
- ▶ *East Brooklyn Ready for Business Campaign*, Avenue NYC business attraction grant of \$25,000 awarded to the Local Development Corporation of East New York, 2012.
- ▶ *Pitkin Avenue Business Group*, Avenue NYC merchant organizing grant of \$20,000 awarded to the Cypress Hills Local Development Corporation, 2011.
- ▶ *Lots Happenin' Artists & Vendors Showcase*, Avenue NYC placemaking grant of \$20,000 awarded to the Cypress Hills Local Development Corporation, 2011.

## Existing Plans & Studies

*Dinsmore-Chesnut Community Visioning Report*, NYC Housing Preservation & Development, 2016 (in progress).

*East New York Industrial Business Zone Plan*, NYC Economic Development Corporation, 2016.

*East New York Neighborhood Plan*, NYC Department of City Planning, 2016.

*East New York Neighborhood Rezoning Community Plan*, Cypress Hills Local Development Corporation, 2015.

*Highland Park - East New York Transportation Study*, NYC Department of Transportation, 2015.

*Sustainable Communities - East New York*, NYC Department of City Planning, 2014.

## Sources

ESRI Infogroup, Inc. August 2016 ESRI Retail MarketPlace Profile.

Infogroup, Inc. 2016. From ReferenceUSA database.

Metropolitan Transportation Authority. 2015. Average Weekday Subway Ridership and Annual Bus Ridership.

NYS Department of Labor. June 2016. Unemployment Rate Rankings by County.

NYS Department of Transportation. 2014 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.

NYC Department of Small Business Services. Fiscal Year 2015. Business Improvement Districts Trends Report.

NYC Department of Transportation. May 2016. Bi-Annual Pedestrian Counts.

U.S. Census Bureau. 2014. OnTheMap Application. Longitudinal-Employer Household Dynamics Program (LEHD). Commuting Pattern data is representative of LEHD Origin-Destination Employment Statistics for the second quarter of 2014. LEHD data is based on different administrative sources, primarily Unemployment Insurance (UI) earnings data and the Quarterly Census of Employment and Wages (QCEW), and other censuses/surveys. In this context, only the highest paying job that is held over two consecutive quarters by an individual worker is counted toward worker flows into, out of, and within the context area.

U.S. Census Bureau. American Community Survey, 2013 American Community Survey 4-Year Estimates, using NYC Census FactFinder. East New York Census Tracts: 1146, 1150, 1152, 1156, 1158, 1160, 1162, 1164, 1166, 1168, 1170, 1172.01, 1172.02, 1192, 1194, 1176.02, 1178, 1190, 1196, 1144, 1174, 1176.01, 1198, 1184, 1200, 1142.01, 1186.

Photo Credits: ©Cypress Hills Local Development Corporation: Raquel Olivares, Viarlenis Acosta. Highland Park Community Development Corporation: Shakeena Smith. The Local Development Corporation of East New York: Joel Oporta. 3X3 Design. NYC Department of Parks and Recreation. NYC Economic Development Corporation.



## 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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