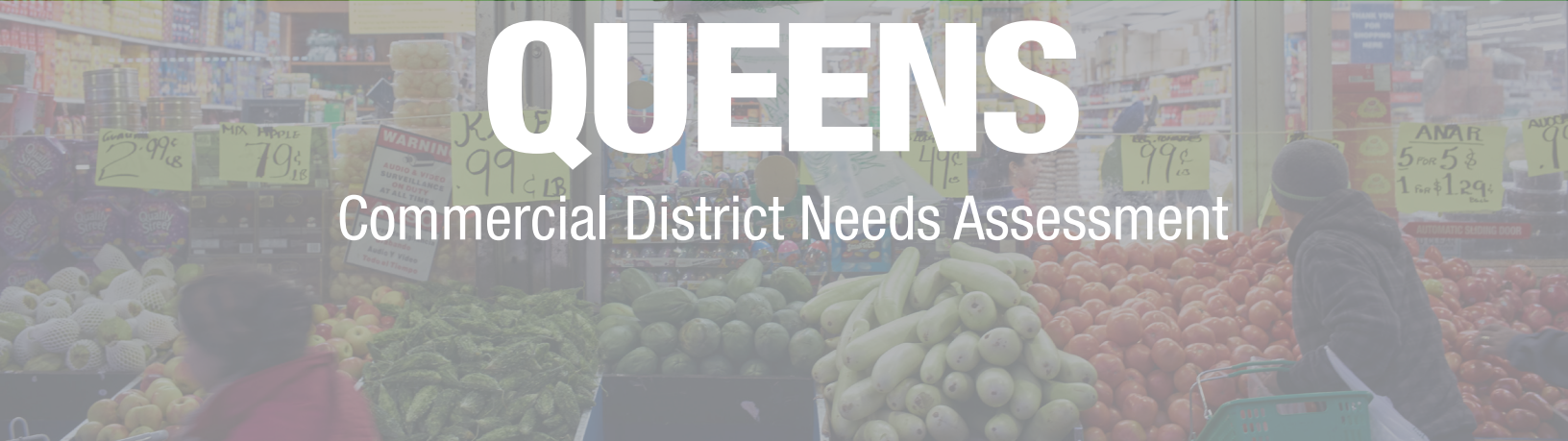




# JACKSON HEIGHTS QUEENS

Commercial District Needs Assessment



**NYC**  
Small Business  
Services

Bill de Blasio  
Mayor  
Gregg Bishop  
Commissioner



Chhaya Community Development Corporation  
Street Vendor Project



# ABOUT JACKSON HEIGHTS

## Background

Avenue NYC is a competitive grant program created by the NYC Department of Small Business Services to fund and build the capacity of community-based development organizations to execute commercial revitalization initiatives. Avenue NYC is funded through the U.S. Department of Housing and Urban Development's Community Development Block Grant (CDBG) Program, which targets investments in low- and moderate-income neighborhoods.

Avenue NYC Commercial Revitalization grants provide multi-year commitments aimed at building the capacity of partner organizations to better understand neighborhood needs, develop impactful programs, and sustain their work in the community for at least three years.

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

This CDNA features **37 Avenue, Roosevelt Avenue, Broadway, 72, 73, 74, 75, 76, 77,** and **82 Streets** in Jackson Heights and was conducted in partnership with **Chhaya Community Development Corporation** between July 2018 and April 2019.

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

#### Jump to...

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Business Inventory	6
What Merchants Say	7, 11-12
Business Outlook	13-14
What Shoppers Say	12, 14
Physical Environment	15
Data Appendix	16-18

Located in northwest Queens, Jackson Heights is a bustling, commercially dense neighborhood that is considered to be one of the most diverse communities in the country. Immigrants from South and East Asia, Latin America, and much of the rest of the world have shaped this neighborhood into a culturally rich area, with 160 languages spoken and diverse commercial activity. The commercial district is anchored on the west by the Jackson Heights-Roosevelt Avenue/74th Street-Broadway transportation hub with five different subway lines and several buses, including a direct connection to LaGuardia Airport. The district extends east along 37th Avenue and Roosevelt Avenue to 82nd Street, another major area of commercial activity.

Jackson Heights was originally developed as a middle- and upper-income neighborhood between the 1920s and 1940s, along the path of the recently built 7 train line. It was the first community in the United States developed with garden apartments, which are located in large cooperative apartment buildings with internal courtyard gardens that remain to this day. These unique buildings led to the neighborhood's designation as a NYC and national historic district in 1993. The passage of the Immigration and Nationality Act of 1965 saw a dramatic increase in immigrants settling in Queens and by the 1970s, Latino immigrants settled along Roosevelt Avenue and Indians began establishing businesses on 74th Street. The neighborhood continued to grow throughout the 1980s and 1990s, welcoming more Gujarati, Pakistani, and Punjabi residents. The late 1990s and early 2000s made way for Bangladeshi, Nepali, and Tibetan businesses and residents.

Several long-standing Indian businesses still operate on 74th Street which serves as the heart of Queens' Little India, offering clothing, jewelry, housewares, books, and food. The South Asian-serving corridor has also grown to include 72nd and 73rd streets along both Roosevelt and 37th avenues, with newer restaurants established by Tibetan and Nepali immigrants. Further east along Roosevelt Avenue are established Mexican, Ecuadorian, and Peruvian restaurants, Latin American clothing and gift shops, and Spanish-language professional services. 82nd Street offers convenient and affordable shopping at national and local retail stores, and 37th Avenue is home to many Colombian and Argentine businesses. Street vending is prevalent throughout the entire district and contributes to the neighborhood's unique character. In addition to the variety of cuisines, there are several language-accessible, family-run, and affordable professional services that support the immigrant population, including lawyers, accountants, and doctors.

## Neighborhood Demographics

See more on page 16

Jackson Heights is a neighborhood that exemplifies diversity. Of the 77,000 residents, 64% are foreign-born, which is higher than Queens as a whole (48%). The local population is 50% Hispanic or Latino, 32% Asian, 15% White, and 1% African American. The mix of immigrant cultures can be seen in the unique, vibrant restaurants and stores in the commercial district.

## Future Opportunities

See more on page 5

Jackson Heights continues to attract immigrants and new residents, with the latest influx coming from Nepal and Tibet. The commercial district keeps expanding southward, with more businesses along Broadway and Woodside Avenue, in the directions of both Elmhurst and Woodside. As with other neighborhoods in New York, Jackson Heights is increasingly becoming less affordable for middle-income households. Yet, the community works to preserve its diverse and affordable grocery shopping, dining, and retail options. The commercial district's ongoing growth and persistence is aided by a variety of community and merchant associations that work to ensure that Jackson Heights remains a vibrant and welcoming place for all.

## Jackson Heights



### ▲ Points of Interest

- Assessed Commercial Corridors
- Business Improvement District
- Public Facilities
- Parks and Public Spaces

### Neighborhood Events

- Chatpati Mela
- Diwali and Dashain celebrations
- Flower Parade (Desfile de las Flores)
- Halloween Parade
- Pahela Baisakh
- Queens Pride
- Ramadan, Eid, and Chaand Raat celebrations
- Viva la Comida

### ▲ Notable Places



### Merchant & Business Groups

- 74th Street Merchants Association
- 82nd Street Partnership
- Business Center for New Americans
- Jackson Heights Bangladeshi Business Association
- Jackson Heights Merchants Association
- Queens Business Outreach Center
- Renaissance Economic Development Corporation

# KEY FINDINGS & OPPORTUNITIES

## Strengths

- ▶ Established regional shopping destination with a unique concentration of specialty businesses and culturally relevant professional services
- ▶ Recognized as one of the most diverse neighborhoods in the city and entire country, which attracts both shoppers and entrepreneurs
- ▶ Long-standing small businesses with deep roots in the South Asian and Latino immigrant communities provide the community with a unique character
- ▶ Excellent transportation access with five subway lines and seven bus routes serving the neighborhood, as well as a direct connection to LaGuardia Airport and the Brooklyn-Queens Expressway
- ▶ Unique historic district that contains landmark architectural styles including garden apartments
- ▶ Assorted cultural festivals and activities throughout the year feature the local community's music, art, and food
- ▶ Numerous community-based organizations and grassroots groups are active in the neighborhood

## Challenges

- ▶ Concentration of pedestrians, bikes, vehicles, and buses compete for limited street space, especially around 74th Street and under the elevated train along Roosevelt Avenue
- ▶ Visible litter and unclean sidewalks, particularly in areas with heavy foot traffic
- ▶ Pedestrian foot traffic is concentrated on relatively small, crowded sidewalks, which generally lack street furniture or amenities
- ▶ Dark corridors, particularly under the elevated train structure along Roosevelt Avenue, make the area less appealing at night
- ▶ The neighborhood lacks sufficient public space to accommodate the variety of planned and informal activities conducted by residents and shoppers
- ▶ Outreach efforts to provide resources to merchants and vendors do not always overcome language barriers



74th Street Storefronts



Produce Market



Himalayan Yak Restaurant



Diversity Plaza



Roosevelt Avenue



Chatpati Mela



Jewelry Store



82nd Street

## Opportunities

- ▶ Clean, beautify, and maintain the streetscape to make it more pleasant for shoppers and pedestrians
- ▶ Encourage community-wide cultural programming that highlights new and long-standing merchants and vendors
- ▶ Explore opportunities to create new open spaces, including through temporary activations
- ▶ Market the neighborhood's unique and evolving immigrant communities to promote the variety of businesses and cultural destinations
- ▶ Develop placemaking programs to enhance the lighting and visual appeal under the elevated train structure along Roosevelt Avenue
- ▶ Increase communication and collaboration among merchants and street vendors, connect entrepreneurs to resources, increase civic engagement, and organize around policies that affect them
- ▶ Install benches and street furniture to make the corridor more comfortable for families and seniors
- ▶ Build the capacity of merchant and community-based organizations and foster partnerships among them

### What's Next?

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

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

# BUSINESS LANDSCAPE

## Business Inventory

# 1,053

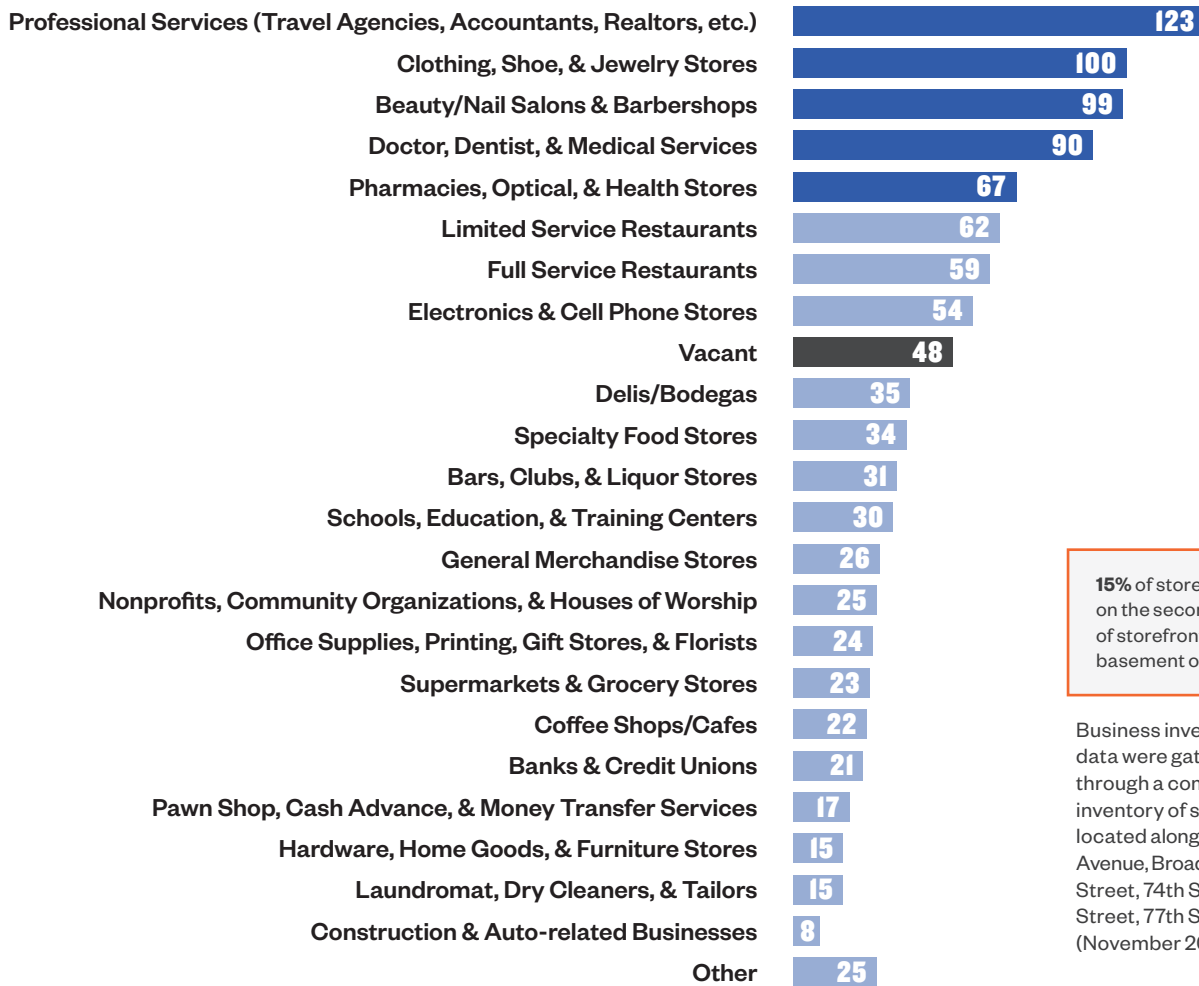
Total Number of Storefronts

# 4.6%

Storefront Vacancy\*

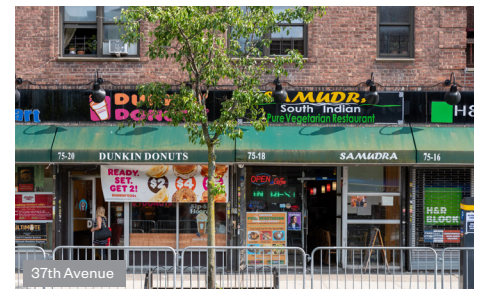
\*Note: In 2018, New York City's 76 Business Improvement Districts reported an average ground floor vacancy rate of 8.9% and median ground floor vacancy rate of 7.3% (SBS BIDs Trends Report, 2018).

## Storefront & Retail Mix



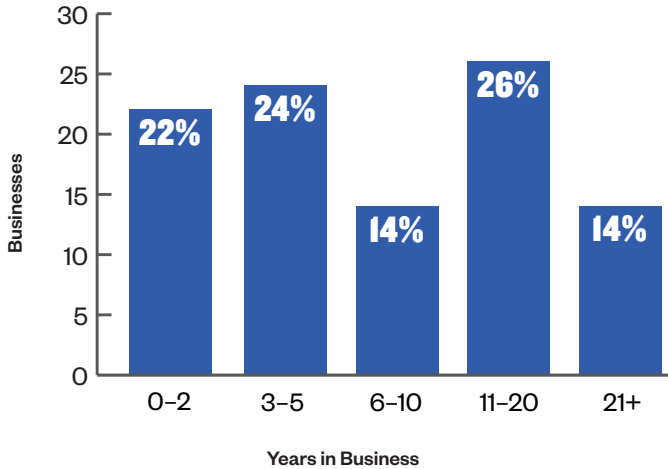
15% of storefronts are located on the second floor, and 3% of storefronts are located in a basement or lower level.

Business inventory and retail mix data were gathered by Chhaya CDC through a comprehensive area inventory of storefront businesses located along 37th Avenue, Roosevelt Avenue, Broadway, 72nd Street, 73rd Street, 74th Street, 75th Street, 76th Street, 77th Street, and 82nd Street. (November 2018 to February 2019).



# What We've Heard from Jackson Heights Merchants

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

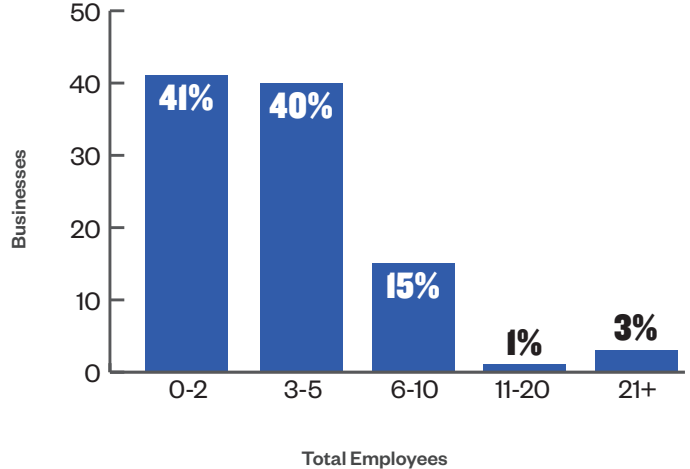


**11** Mean  
**8** Median  
**3** Mode

12 businesses surveyed have been in the neighborhood for more than 30 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 employees do you have?

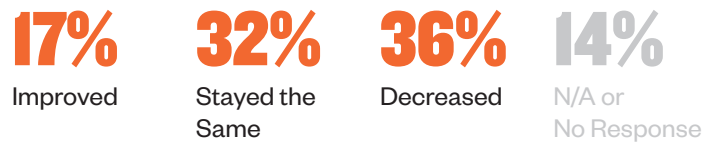


**4** Mean  
**3** Median  
**3** Mode

## Do you own or rent your property?



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



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



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

% Merchant Responses

▶ Marketing support	<b>25%</b>
▶ Lease support	<b>22%</b>
▶ Access to financing	<b>17%</b>
▶ New equipment	<b>10%</b>
▶ Other	<b>8%</b>
▶ Training for staff	<b>8%</b>
▶ Legal services	<b>5%</b>
▶ Assistance with regulatory compliance	<b>5%</b>

Source: Based on 118 merchant surveys conducted by Chhaya CDC in Winter 2019.

# BUSINESS LANDSCAPE

## Street Vendor Study

The street vendors of Jackson Heights actively contribute to the vibrancy of the commercial district. Pockets of vendors, diverse in trade and background, cluster on the corners of 74th, 82nd, and 90th streets as well as along Roosevelt and 37th avenues. The street vendor inventory provides a snapshot of vendor count and type in this bustling neighborhood and mirrors the diversity and variety of the neighborhood's offerings, with vendors selling everything from prayer mats to elotes. Vendors were also surveyed (with language interpretation support) between May and July 2019, and their responses reveal insights into vendor experiences, challenges, and opportunities. A greater familiarity with the mix of street vendors and their offerings can allow for a better understanding of the full range of goods and services available to local consumers and better align inclusive commercial revitalization strategies for all stakeholders within the commercial district.

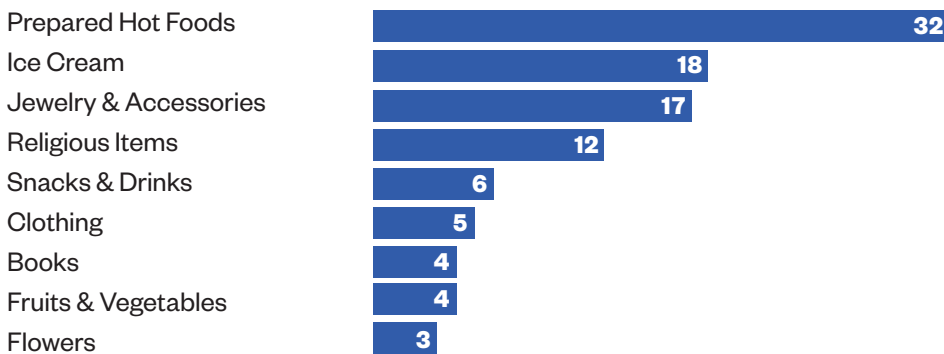
Total  
Number of  
Street  
Vendors

101

Average  
Number of  
Years Spent  
Vending

8.2

### Street Vendor Retail Mix



This information was gathered by the Street Vendor Project on Sunday, June 9, 2019, at 3 p.m. with a high temperature of 78 degrees. The presence of each stationary street vendor (food truck, food cart, pushcart, tables, and stands) was documented through on-the-ground observations. Vendors in movement were excluded from this study.

### Vendor Types by Equipment



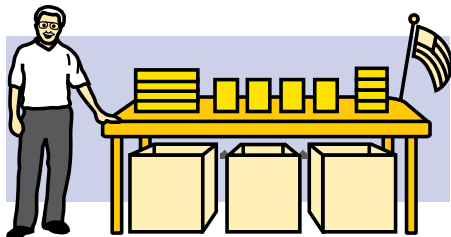
**Food Truck** vendors prepare and sell meals, offering a large selection of products



**Food Cart** vendors prepare and sell meals, offering a large selection of products



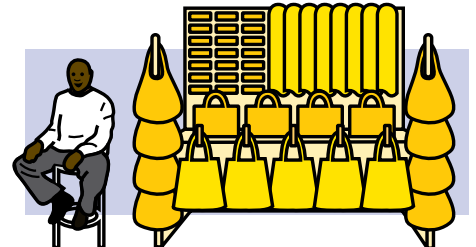
**Pushcart** vendors typically sell a limited selection of prepared foods, drinks, and/or accessories



**Table** vendors sell accessories and/or small merchandise



**Cooler** vendors sell drinks, ice cream, and snacks



**Stand** vendors sell fruits, vegetables, and sometimes drinks, plants, or accessories

Vendor illustrations used courtesy of the Center for Urban Pedagogy (CUP) and are excerpted from Vendor Power!, a collaboration of CUP, The Street Vendor Project, and designer Candy Chang. The project, which folds out to a large-scale poster, decodes the rules and regulations for New York's street vendors so they can understand their rights and avoid unnecessary fines.



# What We've Heard from Jackson Heights Street Vendors

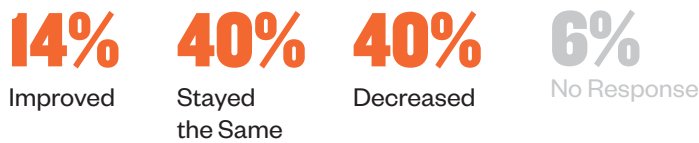
## Do you live in this neighborhood?



## Is vending your only source of income?



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



## Why do you choose to vend?

▶ Schedule flexibility	<b>31%</b>
▶ Enjoy vending	<b>20%</b>
▶ Cannot find another job	<b>18%</b>
▶ Family care	<b>14%</b>
▶ Money is better than other jobs	<b>10%</b>
▶ Opportunity to produce own merchandise	<b>4%</b>
▶ Other	<b>2%</b>

## What language do you speak at home?

▶ Afghani
▶ Bangla
▶ Chinese
▶ Dari
▶ English
▶ Hindi
▶ Nepali
▶ Spanish
▶ Urdu



Source: Based on 50 street vendor surveys conducted by the Street Vendor Project and Chhaya CDC between April and July 2019. Surveys were conducted interview-style and in the language most appropriate, when possible.

# BUSINESS LANDSCAPE

## What We've Heard from Jackson Heights Street Vendors



Cart Vendor



Stand Vendor

### What are the three biggest challenges facing your business?

- ▶ Government regulations (lack of licenses & permits) **30%**
- ▶ Fines and tickets **29%**
- ▶ Sanitation and cleanliness **16%**
- ▶ Problems with brick and mortar businesses **6%**
- ▶ Restricted streets **3%**
- ▶ Access to loans/credit/financing **2%**
- ▶ Crime/safety **2%**
- ▶ Marketing/advertising costs **1%**
- ▶ Other **9%**

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

- ▶ Legal support **32%**
- ▶ Assistance with regulatory compliance **20%**
- ▶ New equipment (cart, truck, etc.) **18%**
- ▶ Marketing support **7%**
- ▶ Access to financing **6%**
- ▶ Technology improvements (mobile payment) **4%**
- ▶ Other **12%**



Stand Vendor



Table Vendor

## What We've Heard from Jackson Heights Merchants

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

"Busy and diverse neighborhood."

"Good public transportation."

"A lot of foot traffic."

"Loyal customers who keep on coming back."

"People are friendly and visitors come from all over the U.S. and other boroughs."

"Diversity of culture."

"Easy to get most of your daily needs."

"Very strong community ties. Most merchants and residents work together."

"This is like an Indian shopping center for jewelry, clothing, and food markets."

## What We've Heard from Jackson Heights Street Vendors

### What makes this location attractive for your type of business?

"The train is nearby and a lot of people pass by."

"Convenient for community members of all backgrounds."

"Good relationship with other businesses."

"A lot of Spanish speaking customers."

"My father started the business here 15 years ago."

"A lot of Bengali people live nearby. I speak Bangla as well and people know me."

"I have the opportunity to serve the people from my community."

"I sell things that community members can benefit from or need on a regular basis."

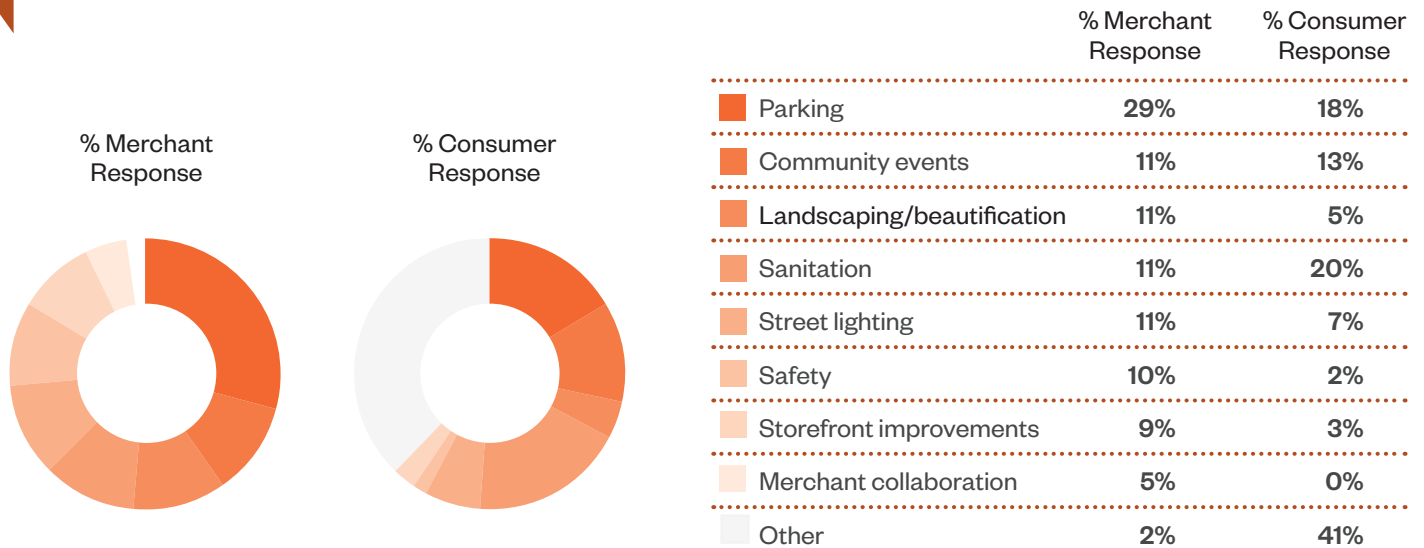
# BUSINESS LANDSCAPE

## What We've Heard from Jackson Heights Shoppers

### What changes need to occur to attract more visitors/shoppers?



### What changes need to occur to attract more visitors/shoppers?



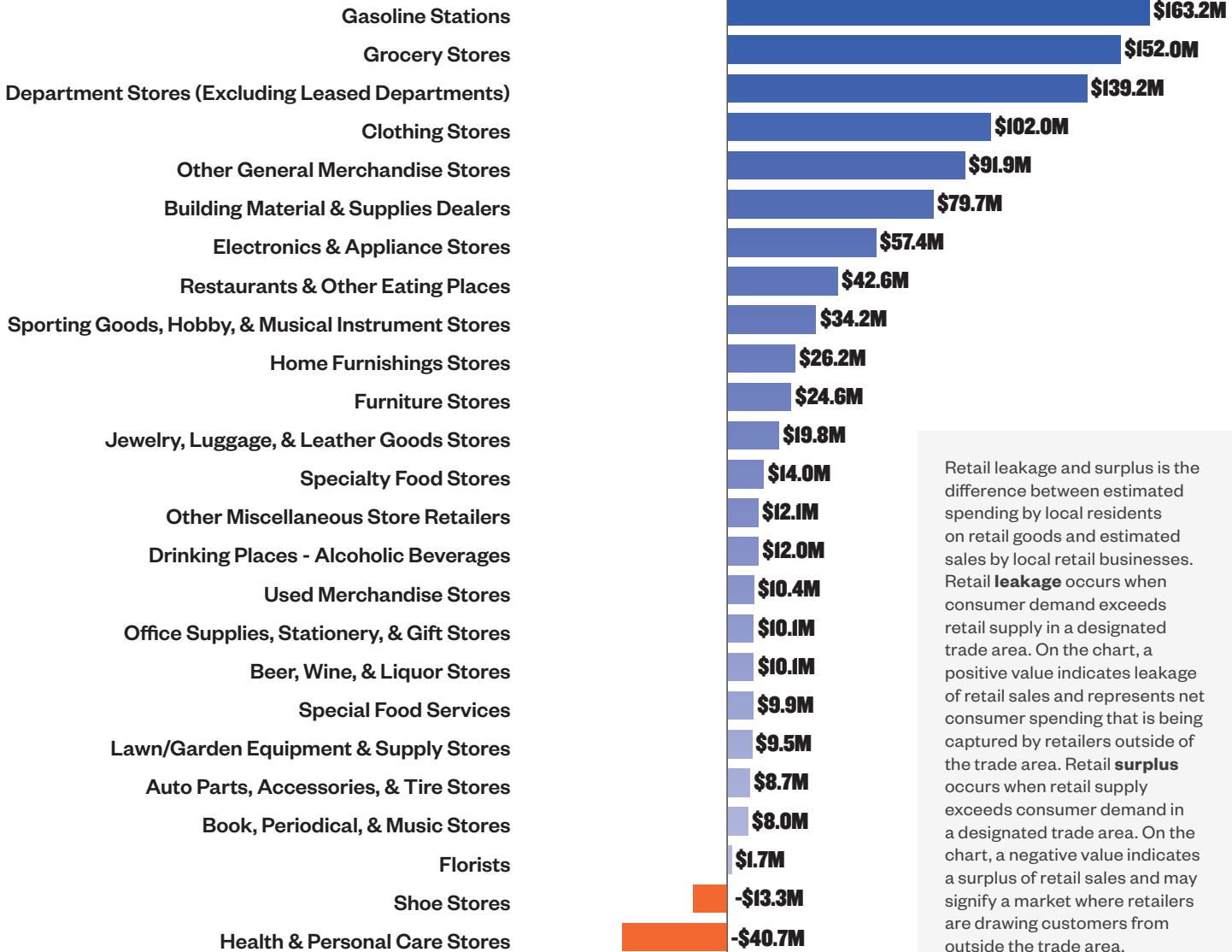
Source: Based on 118 merchant surveys and 253 consumer surveys conducted by Chhaya CDC in Winter 2019.

## Jackson Heights Retail Opportunity

<p>Residents spend</p> <p><b>\$2.55B</b></p> <p>each year in goods and services</p>	<p>Local businesses make</p> <p><b>\$1.40B</b></p> <p>each year in retail sales</p>	<p>Every year,</p> <p><b>\$1.15B</b></p> <p>is spent outside the neighborhood</p>
-------------------------------------------------------------------------------------	-------------------------------------------------------------------------------------	-----------------------------------------------------------------------------------

### Retail Leakage & Surplus

← Surplus \$0 Leakage →



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

Source: ESRI and Infogroup, 2018.

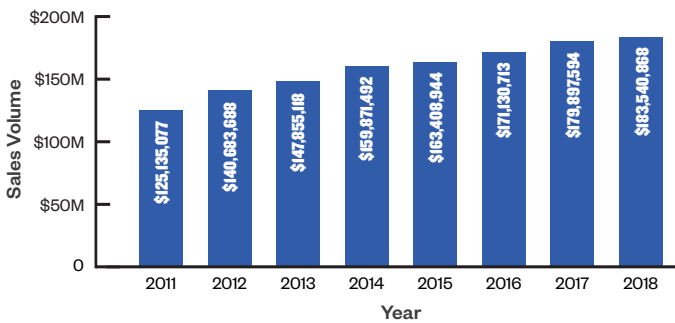
# BUSINESS OUTLOOK

## Business Trends

Change in Total Business Sales, 2011-2018



Jackson Heights Total Business Sales

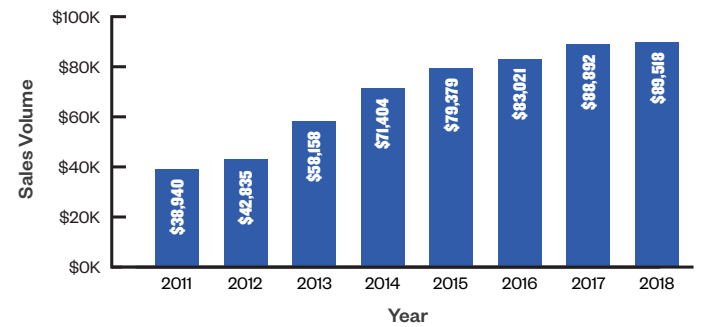


Source: Division of Tax Policy, NYC Department of Finance

Change in Median Sales by Business, 2011-2018









Jackson Heights Median Sales by Business

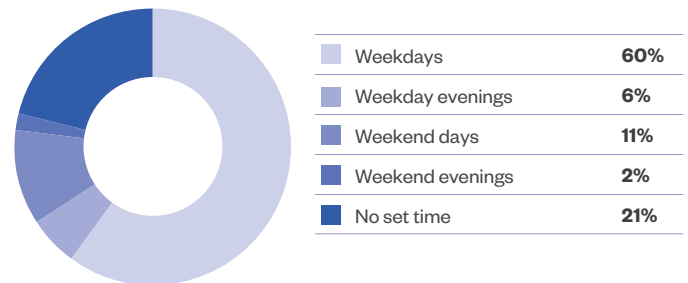


## What We've Heard from Shoppers

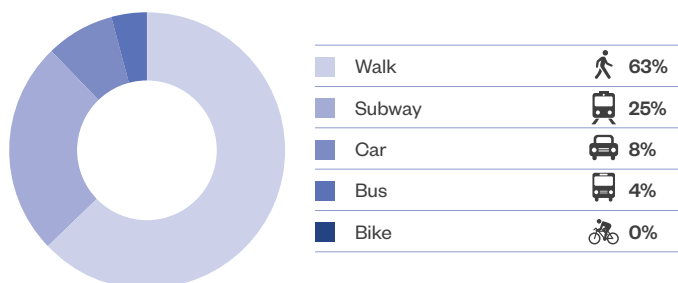
### What additional types of businesses would you like to see in Jackson Heights?

- ▶ Bookstores 
- ▶ Cultural stores and restaurants 
- ▶ Clothing stores for children and adults 
- ▶ Movie theater and entertainment options 
- ▶ Coffee shops and bakeries 
- ▶ Hardware and home goods stores 

### When do you usually shop in Jackson Heights?



### How do you usually get to Jackson Heights?

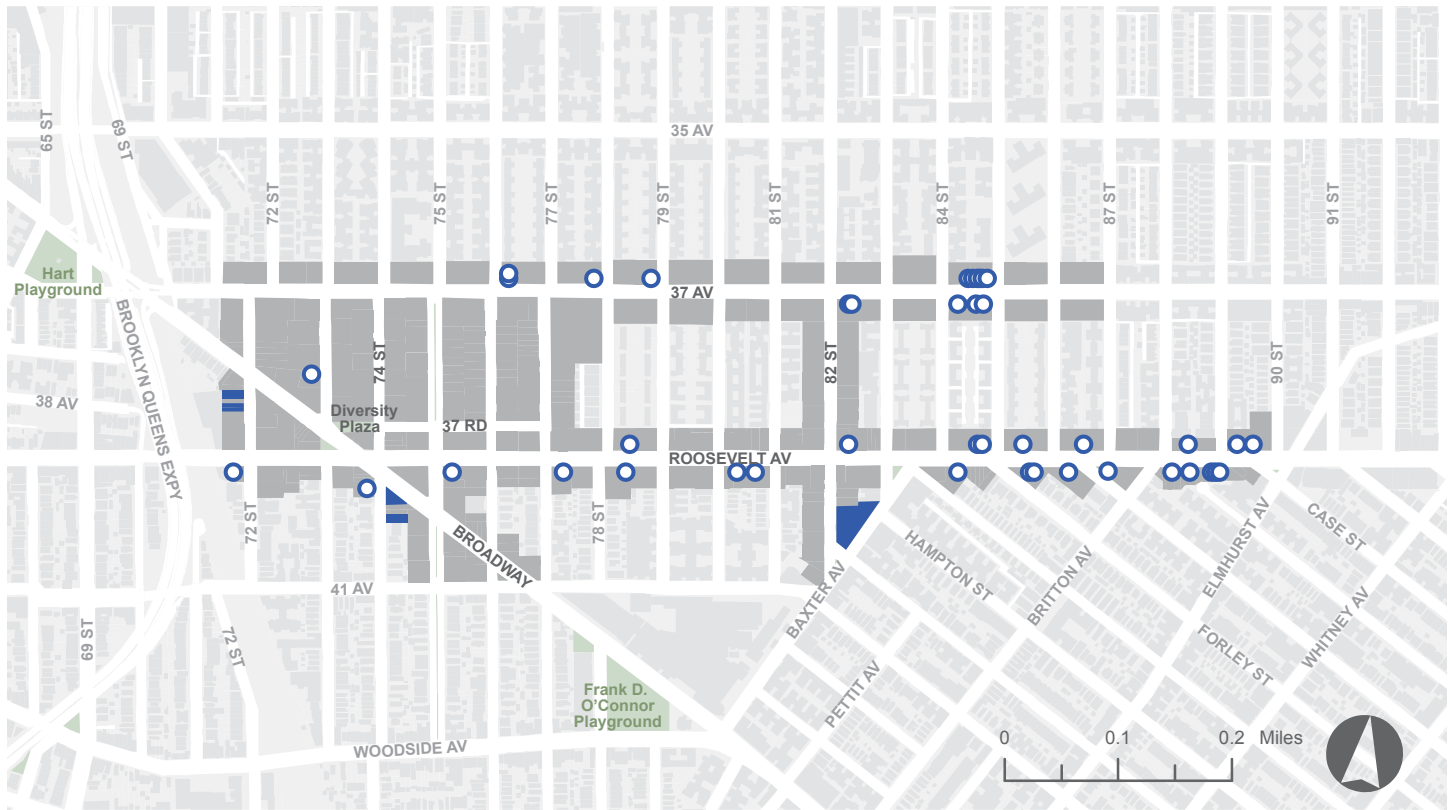


### How often do you shop in Jackson Heights?



Source: Based on 253 consumer surveys conducted by Chhaya CDC in Winter 2019.

## Storefront Vacancies



- Vacant Lots
- Vacant Storefronts
- Parks & Open Spaces

An analysis of 1,053 storefronts along 37th Avenue, Roosevelt Avenue, Broadway, 72nd Street, 73rd Street, 74th Street, 75th Street, 76th Street, 77th Street, and 82nd Street revealed that 11% of storefronts are in poor condition, 37% are in average condition, and 52% are in good condition.

## Streetscape Observations

- ▶ Roosevelt Avenue has poor road conditions and is significantly darker than other corridors due to the elevated train.
- ▶ There is a significant amount of activity around Roosevelt Avenue and 74th Street, but the area is heavily crowded and lacks amenities to deal with this crowding.
- ▶ 37th Avenue has a generally pleasant streetscape in good physical condition, with some crowding and double parking concentrated between 72nd and 74th streets.
- ▶ Diversity Plaza is the only major public space in the entire district. It is functional as a gathering place with furniture, but it is often dirty and has little character.
- ▶ Across the district there is generally a lack of amenities such as street furniture, murals, and artwork.
- ▶ Areas with heavy foot traffic generate significant amounts of litter and trash on the sidewalk, and some corners lack litter baskets to handle the demand.



Elevated Structure on Roosevelt Avenue



Roosevelt Avenue Jackson Heights Subway Station



Diversity Plaza

# DATA APPENDIX

## Study Area Boundaries

### Assessed Commercial Corridors

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

- ▶ 37th Avenue between 72nd and 87th streets
- ▶ Roosevelt Avenue between 72nd and 90th streets
- ▶ Broadway between 72nd Street and 41st Avenue
- ▶ 82nd Street between 37th and Baxter avenues
- ▶ 72nd, 73rd, 74th, 75th, 76th, 77th streets between 37th and Roosevelt avenues

### Jackson Heights Context Area

Demographic and employment data on pg. 12-13 correspond to the Jackson Heights neighborhood context area.

### Trade Area

Retail leakage, surplus, and retail opportunity data on pg. 9 correspond to the 0.75 mile trade area.



## Area Demographics

### Total Population

<b>77,536</b>	Jackson Heights
<b>2,310,011</b>	Queens
<b>8,461,961</b>	New York City

### Population Density (per square mile)

<b>90,790</b>	Jackson Heights
<b>21,150</b>	Queens
<b>27,986</b>	New York City

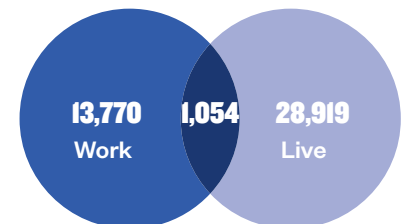
### Average Household Size

<b>2.65</b>	Jackson Heights
<b>2.93</b>	Queens
<b>2.65</b>	New York City

### Car Ownership

<b>41%</b>	Jackson Heights
<b>63%</b>	Queens
<b>45%</b>	New York City

### Commuting Patterns



**13,770** Work in Jackson Heights, live elsewhere

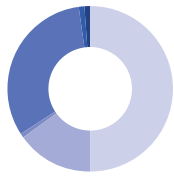
**1,054** Live & Work in Jackson Heights

**28,919** Live in Jackson Heights, work elsewhere



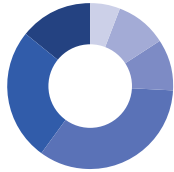
# Area Demographics

## Race/Background



	Jackson Heights	Queens	NYC
Hispanic or Latino (of any race)	50%	28%	29%
White alone	15%	26%	32%
Black or African American alone	1%	17%	22%
Asian alone	32%	25%	14%
Two or more races	1%	2%	2%
Some other race alone	1%	2%	1%
American Indian and Alaska Native	0%	0%	0%
Native Hawaiian and Other Pacific Islander	0%	0%	0%

## Population Age



	Rockaway Peninsula	Queens	NYC
Under 5 Years	6%	6%	6%
5-14 Years	10%	11%	11%
15-24 Years	10%	12%	13%
25-44 Years	34%	31%	32%
45-64 Years	26%	26%	25%
65+ Years	14%	14%	13%

## Income

### Median Household Income

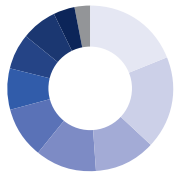
<b>\$52,403</b>	Jackson Heights
<b>\$59,758</b>	Queens
<b>\$55,191</b>	New York City

### Pop. Below Poverty Line

<b>16%</b>	Jackson Heights
<b>15%</b>	Queens
<b>20%</b>	New York City

## Local Jobs and Employment

### Local Residents' Employment



Accommodation, Food Services, Arts, & Entertainment	19%
Educational Services, Health Care, & Social Assistance	18%
Professional, Scientific, & Technical Services	12%
Retail Trade	10%
Transportation, Warehousing, Utilities	8%
Construction	7%
Finance, Insurance, Real Estate	7%
Manufacturing	4%
Public Administration	3%
Other Services	12%

## Educational Attainment



	Jackson Heights	Queens	NYC
12th Grade or Less, No Diploma	25%	19%	19%
High School Graduate	26%	27%	24%
Some College, No Degree	11%	15%	14%
Associate's Degree	8%	8%	7%
Bachelor's Degree	20%	20%	21%
Graduate or Professional Degree	10%	11%	15%

## Median Age

<b>38.9</b>	Jackson Heights
<b>37.9</b>	Queens
<b>35.9</b>	New York City

## Foreign-Born Population

<b>64%</b>	Jackson Heights
<b>48%</b>	Queens
<b>37%</b>	New York City

## Employment

### Population in Labor Force

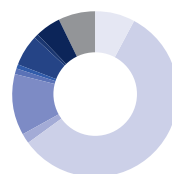
<b>66%</b>	Jackson Heights
<b>64%</b>	Queens
<b>64%</b>	New York City

### Unemployment\*

<b>5.4%</b>	Jackson Heights
<b>7.8%</b>	Queens
<b>8.6%</b>	New York City

\*Note: Unemployment figures are based on data from 2012-2016. As of December 2018, the unemployment rate is 3.4% for Queens and 3.9% for New York City (NYS DOL); updated neighborhood-level data for Jackson Heights is not available.

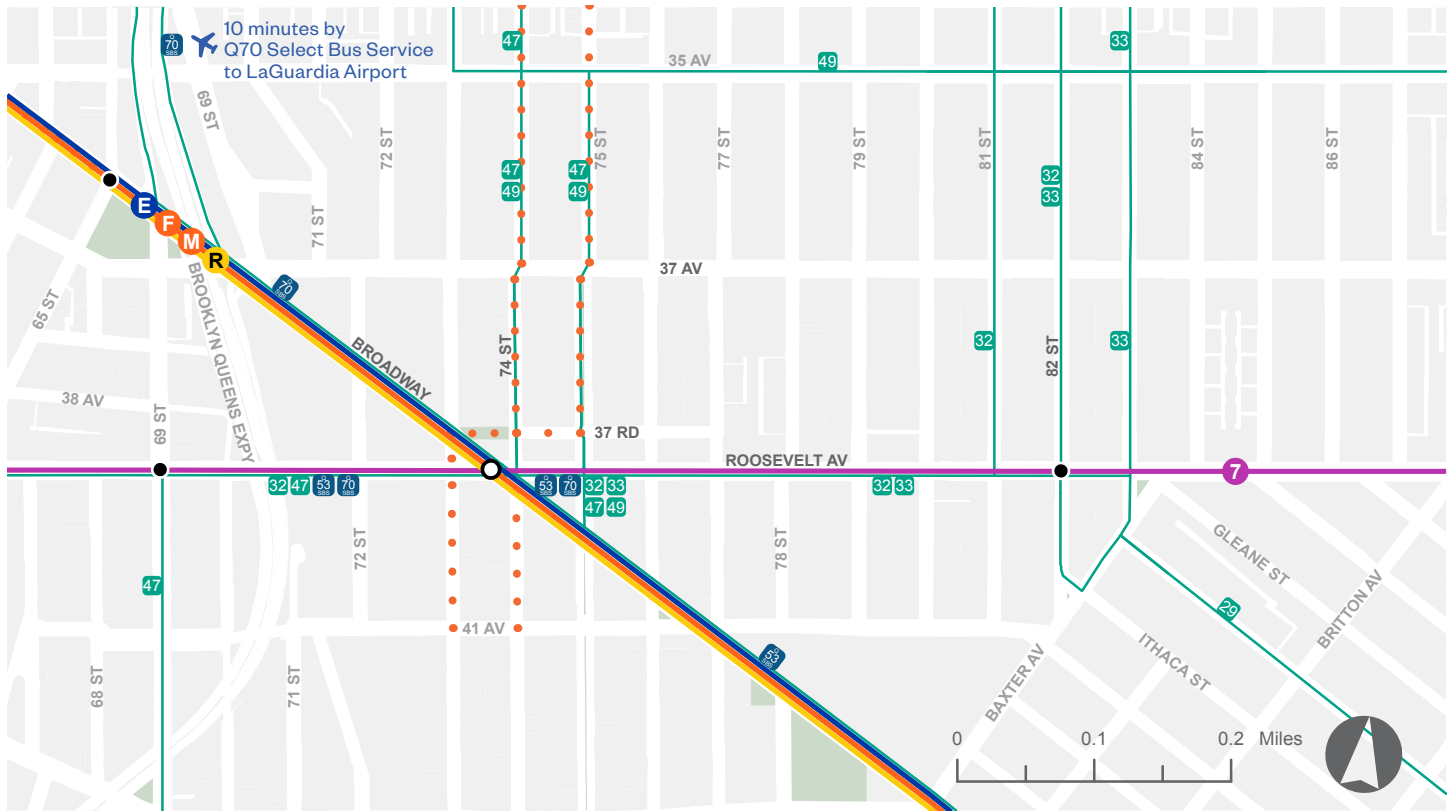
### Jobs Located in Jackson Heights



Accommodation, Food Services, Arts, & Entertainment	8%
Educational Services, Health Care, & Social Assistance	57%
Professional, Scientific, & Technical Services	2%
Retail Trade	12%
Transportation, Warehousing, Utilities	1%
Construction	1%
Finance, Insurance, Real Estate	6%
Manufacturing	1%
Public Administration	5%
Other Services	7%

# DATA APPENDIX

## Jackson Heights Transportation



### ▲ Jackson Heights Transportation



#### MTA Annual Bus Ridership

<b>1.7M</b>	Q29
<b>3.1M</b>	Q32
<b>2.3M</b>	Q33
<b>2.3M</b>	Q47
<b>2.7M</b>	Q49
<b>7.0M</b>	Q53 SBS
<b>1.6M</b>	Q70 SBS

#### Bus Routes

**7** Total MTA Bus Routes

#### Vehicular Traffic (2015)

<b>15,234</b>	Average daily vehicles on Roosevelt Avenue between Broadway and 90th Street
<b>7,880</b>	Average daily vehicles on 37th Avenue between Broadway and 90th Street
<b>6,841</b>	Average daily vehicles on 73rd Street between 31st and Roosevelt avenues

#### Average Weekday Subway Ridership (2017)

<b>52,018</b>	<b>E F M R 7</b> 74 Street - Broadway, Jackson Heights - Roosevelt Avenue
<b>15,393</b>	<b>7</b> 82 Street - Jackson Heights
<b>4,973</b>	<b>7</b> 69 Street

#### Pedestrian Counts (2017)

37th Avenue between 73rd and 74th streets	
<b>1,378</b>	Weekday Morning (7 - 9 a.m.)
<b>4,375</b>	Weekday Afternoon (4 - 7 p.m.)
<b>2,787</b>	Weekend (12 - 2 p.m.)
82nd Street between 37th and Roosevelt avenues	
<b>2,776</b>	Weekday Morning (7 - 9 a.m.)
<b>8,450</b>	Weekday Afternoon (4 - 7 p.m.)
<b>6,170</b>	Weekend (12 - 2 p.m.)

Sources: MTA 2017; NYC DOT September, 2017; NYS DOT, 2015 Annual Average Daily Traffic data.

## Recent SBS Investments in the Neighborhood

- ▶ *Commercial Revitalization*, Avenue NYC multi-year grant, awarded to Chhaya CDC, 2018-2021.
- ▶ *Local Rewards Program and Seasonal Events*, Avenue NYC placemaking grant of \$30,000 awarded to the 82nd Street Partnership, 2018.
- ▶ *Business Guide Development and Promotion*, Avenue NYC placemaking grant of \$30,000 awarded to the 82nd Street Partnership, 2017.
- ▶ *Roosevelt Avenue Merchant Workshops*, Avenue NYC business attraction and retention grant of \$35,000 awarded to the 82nd Street Partnership, 2016.
- ▶ *Website Development and Merchant Database and Promotion*, Avenue NYC placemaking grant of \$40,000 awarded to the 82nd Street Partnership, 2015.
- ▶ *Merchant Association Formation*, Avenue NYC merchant organizing grant of \$55,000 awarded to the 82nd Street Partnership, 2014.

## Existing Plans & Studies

*Corona Commercial District Needs Assessment*, NYC Department of Small Business Services, 2019.

*Community Health Needs Assessment*, NYC Health + Hospitals, 2016.

*Jackson Heights Neighborhood Transportation Study*, NYC Department of Transportation, 2011.

*Jackson Heights Safe Streets for Seniors Report*, NYC Department of Transportation, 2011.

*Jackson Heights Historic District Study*, NYC Landmarks Preservation Commission, 1993.

## Sources

ESRI and Infogroup, Inc. 2019 ESRI Retail MarketPlace Profile.

Metropolitan Transportation Authority. 2017. Average Weekday Subway Ridership and Annual Bus Ridership.

NYS Department of Labor. December 2018. 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 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 2018. Business Improvement Districts Trends Report.

NYC Department of Transportation. September 2017. Bi-Annual Pedestrian Counts.

U.S. Census Bureau. 2015. OnTheMap Application. Longitudinal-Employer Household Dynamics Program.

U.S. Census Bureau. American Community Survey, 2016 American Community Survey 4-Year Estimates, using NYC Population FactFinder. Jackson Heights Census Tracts: 265, 267, 269.01, 269.02, 271, 277, 279, 281, 283, 285, 287, 289, 291.

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## **ABOUT SBS**

The NYC Department of Small Business Services (SBS) helps unlock economic potential and create economic security for all New Yorkers by connecting New Yorkers to good jobs, creating stronger businesses, and building thriving neighborhoods across the five boroughs.

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