



CORONA QUEENS

Commercial District Needs Assessment



careers
businesses
neighborhoods



Asian Americans for Equality
Make the Road New York
Queens Chamber of Commerce
Street Vendor Project





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 Roosevelt Avenue, Junction Boulevard, National and 103rd streets, commercial corridors in **Corona** and was conducted in partnership with Asian Americans for Equality, Make the Road New York, the Queens Chamber of Commerce, and the Street Vendor Project between January 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 **554 surveys** and various stakeholder meetings with neighborhood merchants, street vendors, shoppers, workers, property owners, and residents.

Jump to...

Key Findings	4-5
Business Inventory	6
What Merchants Say	7, 10-12
What Street Vendors Say	8-9, 12
What Shoppers Say	12, 15
Physical Environment	13
Business Outlook	14-15
Data Appendix	16-19

Background

Corona is a growing and diverse neighborhood with a bustling small business community. It is bordered by Elmhurst to the west, Northern Boulevard to the north, the Long Island Expressway to the south, and Flushing Meadows Corona Park to the east. The neighborhood is unique for its multi-ethnic culture and is home to immigrant families with roots from Latin America, Asia, and Europe. These diverse groups contribute to Corona's sense of place and are reflected in the variety of small business offerings.

The development of Corona began in the late 1800s after the New York and Flushing Railroad began service to the area. Initially known as West Flushing, Corona adopted its current name when local real estate developer Thomas Waite Howard suggested the name "Corona" because he considered the area to be the crown of Queens County. Today, Corona's architecture is characterized by its distinct 20th century brick houses and buildings that rarely exceed six stories; low-rise commercial buildings and one- and two-family homes are also common.

Corona has been home to immigrants since the early 1900s. Italians were first to settle in the area, pioneering the development of numerous businesses along 108th Street and Roosevelt Avenue. Many long-standing Italian-American small businesses still operate today. Corona has also been home to a large African-American community, including the famous musician Louis Armstrong. In recent decades, neighborhood demographics have changed dramatically. Corona has become home to a new generation of immigrants originating from Latin America, particularly from Mexico, Ecuador, and the Dominican Republic. Riding the 7 train into Queens is an eye-opening experience, with Queens' vast diversity on display as the train rolls above Roosevelt Avenue, rattling over the neighborhoods of Corona and Jackson Heights. The elevated train, which has three stops located in the neighborhood, can bring residents and commuters to Times Square in less than 30 minutes when riding express, making the neighborhood highly accessible.

Roosevelt Avenue, Junction Boulevard, and National Street serve as the main commercial corridors for the local community. At night, Corona transforms into one of New York's largest and most vibrant night markets, serving as a popular destination for social events and a hotspot for shopping and dining. The commercial corridors are home to a variety of ethnic stores, restaurants, and street vendors that all contribute to Corona's vibrant commercial landscape, as residents gather to eat and catch up with merchants who they have come to know quite well over many years.

Neighborhood Demographics

[See more on page 17](#)

Corona is home to the largest Latin American immigrant community in Queens. More than 66% of residents within the Corona study area are foreign-born, compared to 48% in Queens and 37% in New York City. While Corona has historically been home to various diverse immigrant communities, today its residents are 78% Hispanic or Latino and 15% Asian. The unemployment rate in the neighborhood is relatively low at 5.6% and the median household income is \$44,979, compared to \$57,210 for Queens and \$52,737 for New York City.

Future Opportunities

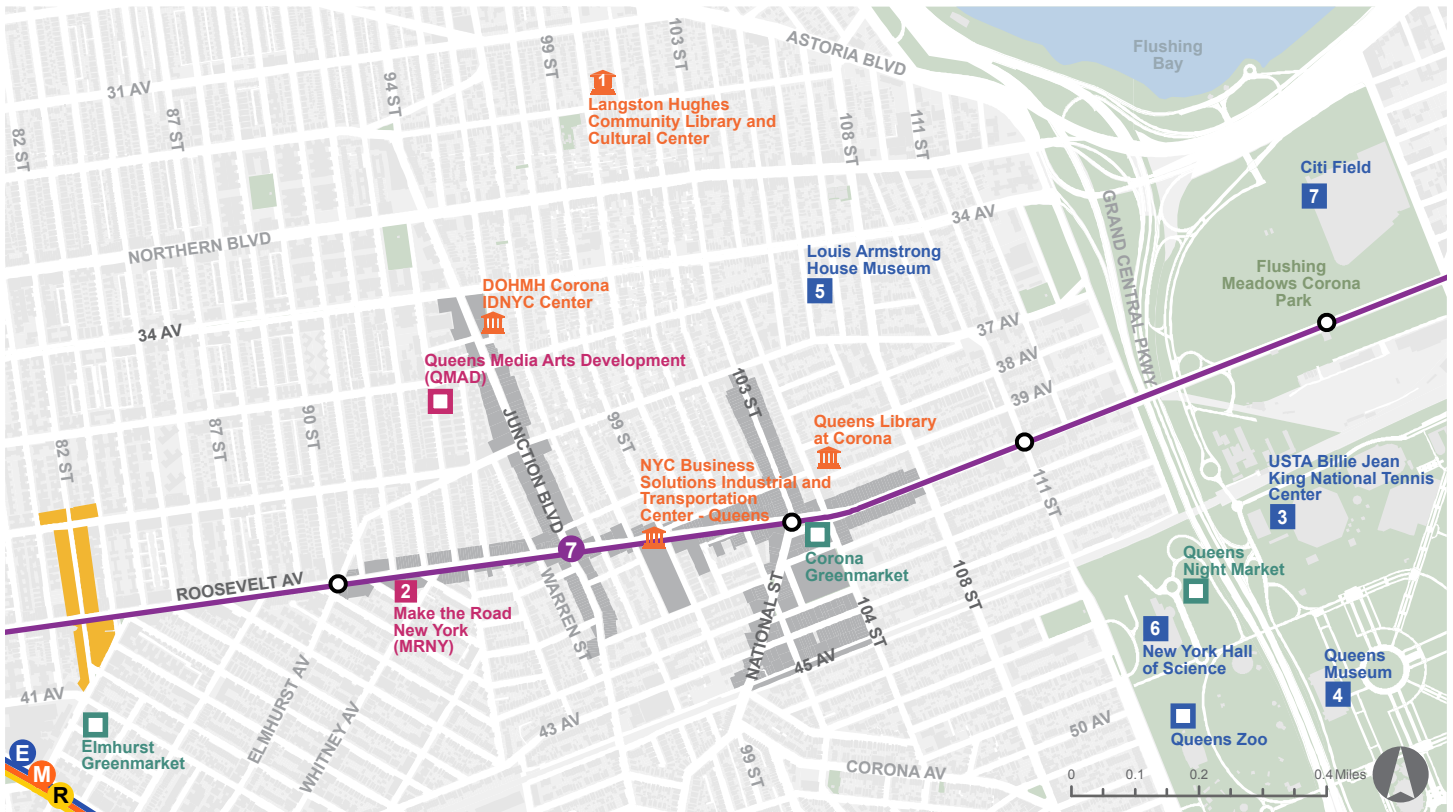
[See more on page 5](#)

Corona is located in close proximity to various institutional anchors and recreation areas that contribute to the vibrancy of the community at large, such as the Queens Zoo, Queens Museum, Flushing Meadows Corona Park (the largest park in Queens), and the New York Hall of Science. With strong transit connectivity provided by the 7 train, Corona has the potential to attract the large crowds that use the train to access Times Square. In addition to the collection of anchor institutions, there have been recent investments in public space.

In 2017, a \$5.6 million capital project broke ground on Corona Plaza that transformed the former temporary pedestrian plaza into a permanent open space. According to the NYC Department of Transportation (DOT), plaza amenities include a performance space with built-in seating, new lighting, bike racks, additional planting, and permanent furniture.

Leveraging these various community assets together with the large network of active merchant associations can better position Corona to attract the businesses and consumers needed to support the growing economy.

Corona



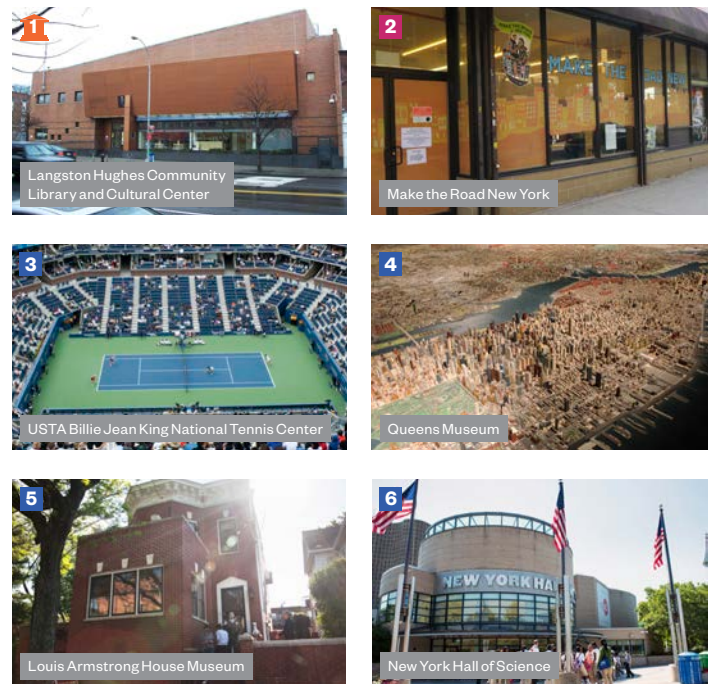
▲ Points of Interest

- Assessed Commercial Corridors
- Community Institutions
- Public Facilities
- Business Improvement District
- Noteworthy Sites
- Community Markets

Merchant & Business Groups

- 82nd Street Partnership
- Asian Americans for Equality (AAFE)
- Corona Business Corporation
- Corona Community Action Network (CAN)
- Lefrak City Merchants Association
- Make the Road New York
- Queens Chamber of Commerce
- Queens Economic Development Corporation

▲ Notable Places



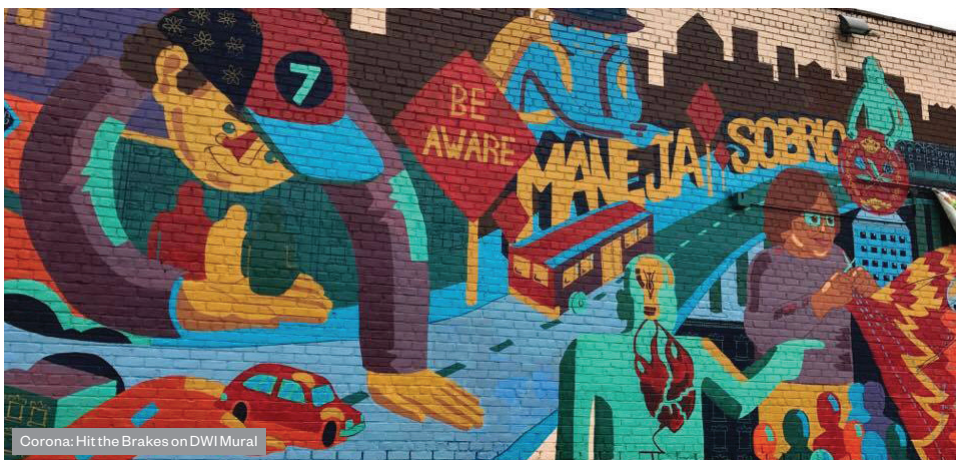
KEY FINDINGS & OPPORTUNITIES

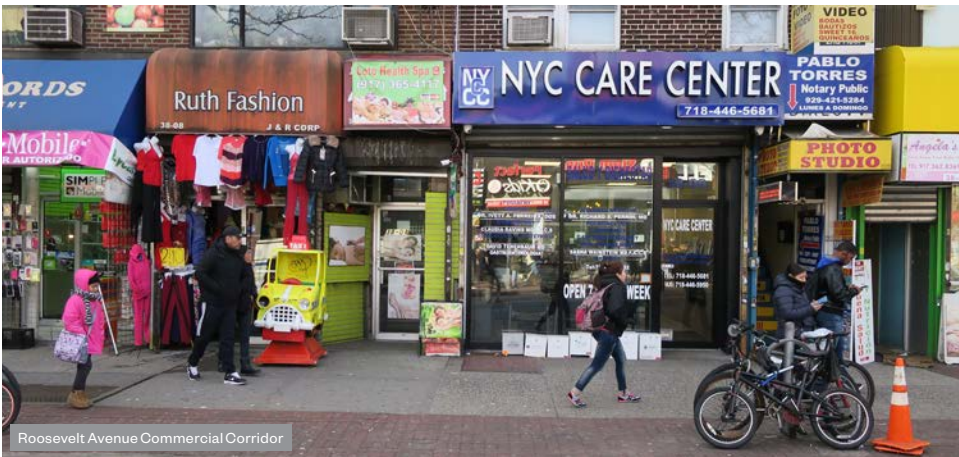
Strengths

- ▶ High foot traffic throughout the day and night that supports patronage of local small businesses
- ▶ Strong access to transportation with more than 150,000 daily riders on 10 MTA bus routes and one subway line
- ▶ Home to affordable, community-serving businesses that reflect the diverse and unique cultural identity of the neighborhood
- ▶ High density of small businesses due to the entrepreneurial spirit of the community
- ▶ Devoted consumer base that is committed to shopping locally
- ▶ Relatively low vacancy rate (5%) and a diverse retail mix that includes food, clothing, and medical services
- ▶ Year-round community events organized by local residents and community organizations celebrate the unique cultural diversity of the neighborhood
- ▶ Close proximity to major destinations such as the Queens Museum, Flushing Meadows Corona Park, LaGuardia Airport, and the USTA Billie Jean King National Tennis Center

Challenges

- ▶ Poor perceptions of public safety, especially at night
- ▶ Litter along main commercial corridors disrupts the pedestrian shopping experience
- ▶ Public spaces lack sufficient amenities to meet people's needs for resting, sitting, eating, and having social encounters
- ▶ The elevated train structure is poorly maintained and diminishes the aesthetics of the corridor
- ▶ Merchants are skeptical to participate in government-led initiatives
- ▶ Fear of current Federal immigration policies has decreased economic activity





Roosevelt Avenue Commercial Corridor



Fruits and Vegetables Vendor



Casa America



iOye Corona!

Opportunities

- ▶ Install a wayfinding system to guide foot traffic between key points for consumers, residents, and tourists to learn about businesses, points of interest, and other key community destinations
- ▶ Support business growth by hosting community events that encourage visitors to patronize local businesses and raise awareness of Corona's unique culture and diversity
- ▶ Clean and maintain the sidewalks and public spaces along the commercial corridors to make them more inviting and appealing for residents and consumers alike
- ▶ Work with public and private partners to educate street vendors on food safety
- ▶ Activate the space under the elevated train with innovative public art and installations
- ▶ Increase the amount of light beneath the elevated train to address concerns about perceptions of safety
- ▶ Coordinate with businesses and NYPD precincts to improve safety along the corridor
- ▶ Increase communication among merchants and promote City services to connect entrepreneurs to resources
- ▶ Support existing community-based organizations to actively organize merchants, property owners, and other stakeholders to address small business, sanitation, and streetscape needs

What's Next?

Recommendations can be used by community-based organizations to inform future programming and allocation of their resources.

For more information on a range of grant programs SBS offers to help community-based organizations strengthen and revitalize commercial districts, visit: nyc.gov/neighborhoods

BUSINESS LANDSCAPE

Business Inventory

715

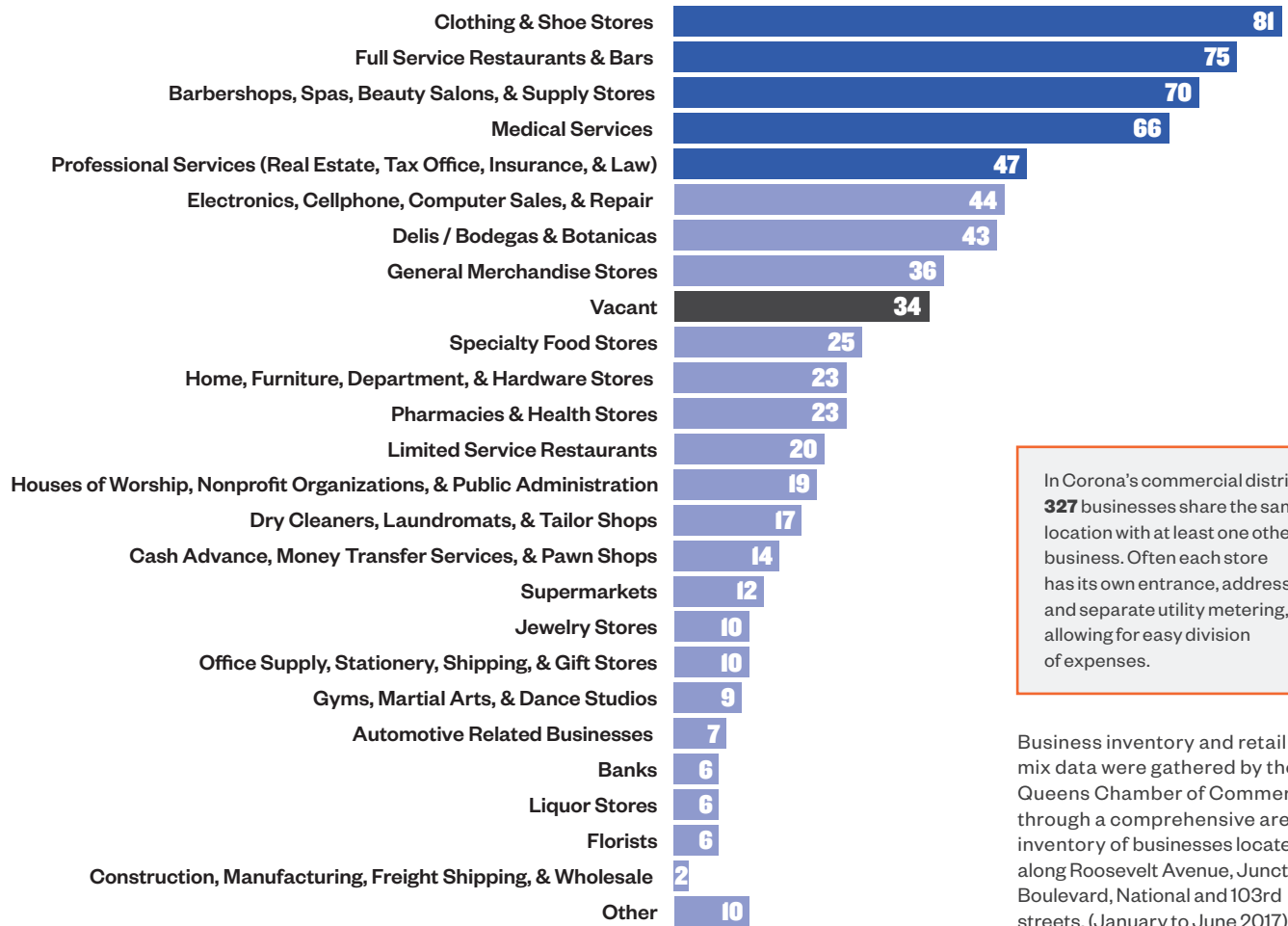
Total Number of Businesses

4.8%

Vacancy*

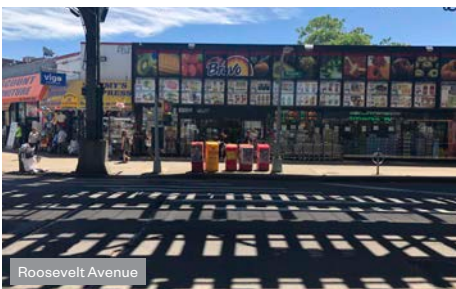
*Note: In 2017, New York City's 73 Business Improvement Districts reported an average ground floor vacancy rate of 6.8% and median ground floor vacancy rate of 5.6% (SBS BIDs Trends Report, 2017).

Storefront & Retail Mix

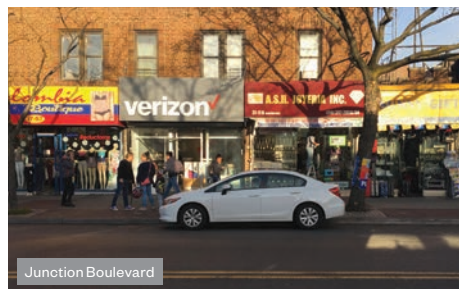


In Corona's commercial district, **327** businesses share the same location with at least one other business. Often each store has its own entrance, address, and separate utility metering, allowing for easy division of expenses.

Business inventory and retail mix data were gathered by the Queens Chamber of Commerce through a comprehensive area inventory of businesses located along Roosevelt Avenue, Junction Boulevard, National and 103rd streets. (January to June 2017).



Roosevelt Avenue



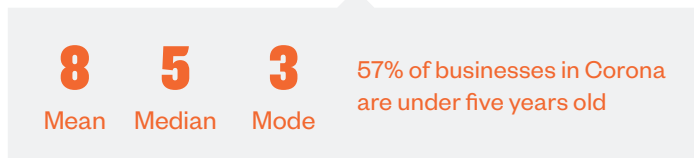
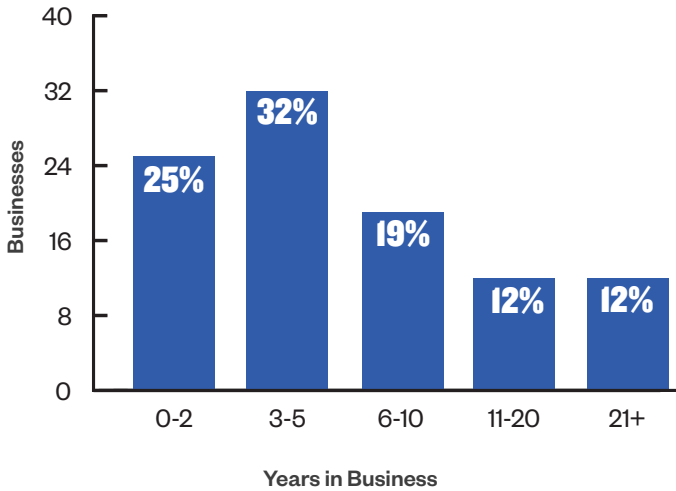
Junction Boulevard



National Street

What We've Heard from Corona Merchants

How many years have you been in business here?



*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?



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 your business?

% Merchant Responses

▶ Space improvements	32%
▶ Marketing support	14%
▶ Training for staff	13%
▶ New equipment	12%
▶ Access to financing	9%
▶ Lease support	7%
▶ Assistance with regulatory compliance	6%
▶ Legal services	4%
▶ Other services	5%

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

% Merchant Responses

▶ Safety	30%
▶ Parking	22%
▶ Sanitation	21%
▶ Community events	10%
▶ Beautification	9%
▶ Merchant collaboration	4%
▶ Storefront improvements	4%

Source: Based on 176 merchant surveys conducted by Asian Americans for Equality in Spring 2017.

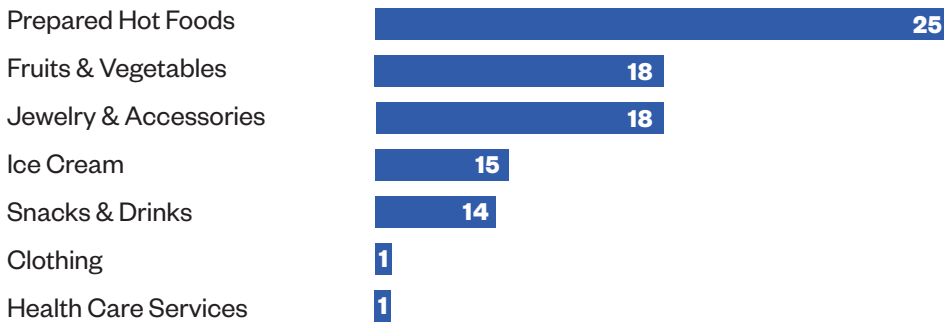
BUSINESS LANDSCAPE

Street Vendor Study

Corona is home to perhaps one of the biggest street vending scenes in Queens. Walking along Roosevelt Avenue provides the full experience of the day-to-day life of a street vendor and the diverse product offerings and vibrant street life they contribute to the neighborhood. The street vendor study notes the physical count of vendors, the type of equipment they use to sell their products, as well as a closer look at their experiences, challenges, and priorities. There are three different types of vending as defined by New York City regulations — first amendment vendors (i.e., primarily those who sell books, magazines, and artwork), food vendors, and general vendors (i.e., primarily those who sell anything from clothing and accessories to flowers and toys). A greater familiarity with the mix of street vendors and their offerings can allow for a better understanding of the full breadth 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 **78**

Street Vendor Retail Mix



This information was gathered between April and June 2017. The presence of each stationary street vendor (food truck vendor, vendors using carts to sell food and merchandise, vendors using stands, tables, shopping carts) and those using no equipment (e.g. selling out of a cooler) was documented through on-the-ground-observations. Vendors in movement were excluded from this study.

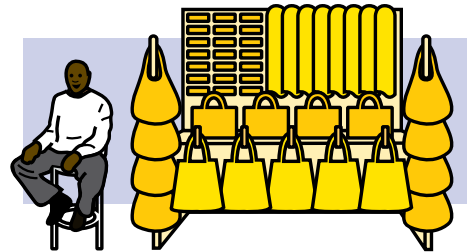
Vendor Types by Equipment



Food Truck vendors usually sell prepared meals and other larger selection of products



Food Cart vendors typically sell food, drinks, and/or accessories



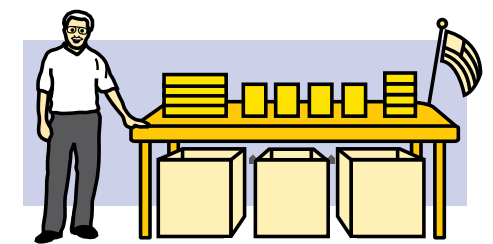
Stand vendors predominantly sell fruits and vegetables, and sometimes drinks, plants, or accessories



Table vendors sell accessories and/or small merchandise



Cooler vendors sell drinks and often ice cream



No Equipment vendors sell snacks and drinks, and/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 Corona Street Vendors

Do you live in this neighborhood?



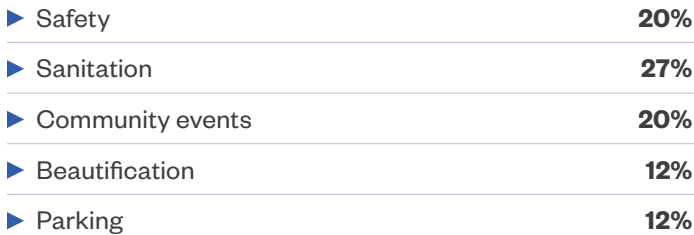
Is vending your only source of income?



Foreign Born



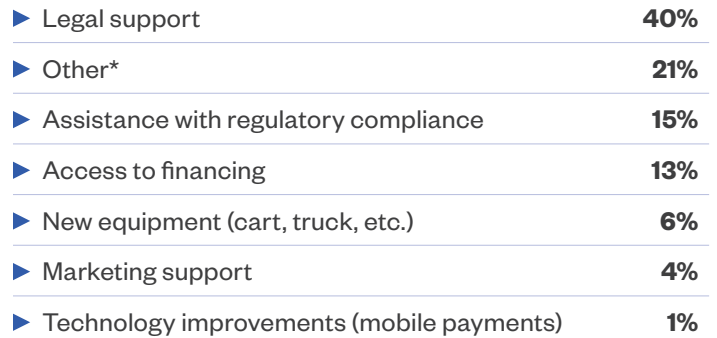
What changes need to occur to attract more visitors/shoppers to Corona?



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



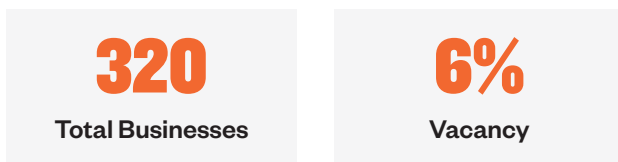
What kind of resources would help you grow your business?



*21% of the Street Vendors surveyed noted that access to permits and licenses will help them grow their businesses

What We've Heard from Roosevelt Avenue Merchants

Business Inventory



Most Common Businesses



Do you own or rent your property?

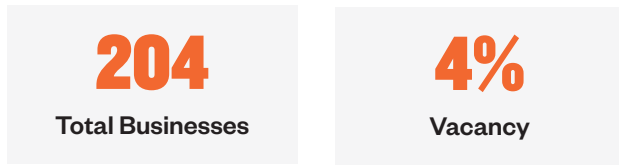


Source: Based on 51 street vendor surveys conducted by the Street Vendor Project in Fall 2017. Inventory conducted by AAFE on a Friday at 3:00pm; weather: 72° and sunny.

BUSINESS LANDSCAPE

What We've Heard from Junction Boulevard Merchants

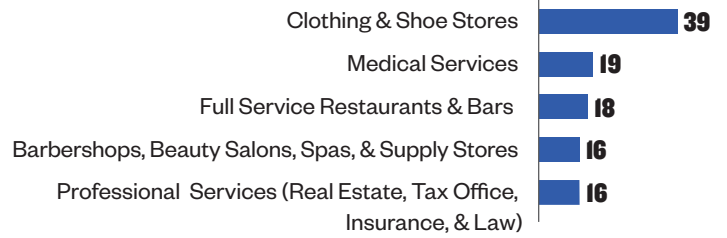
Business Inventory



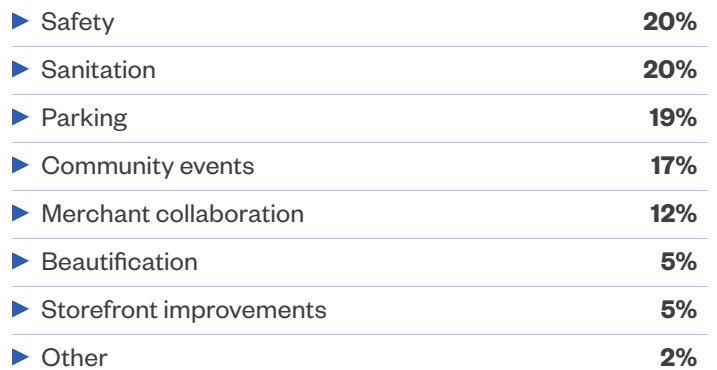
Do you own or rent your property?



Most Common Businesses

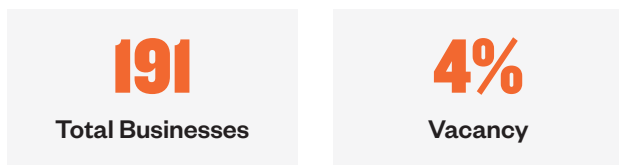


What changes need to occur on or around your corridor to attract more shoppers?



What We've Heard from 103rd Street and National Street Merchants

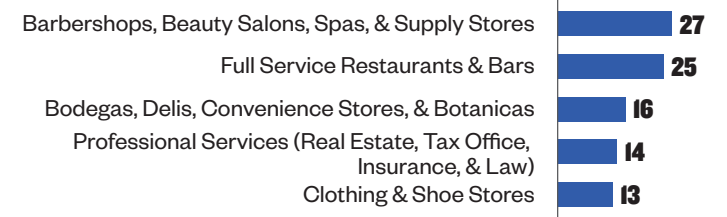
Business Inventory



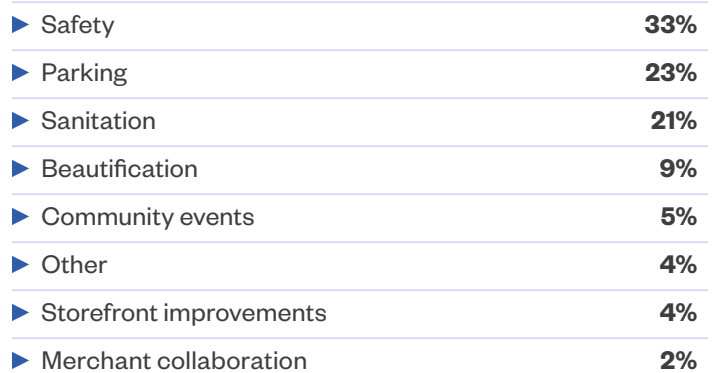
Do you own or rent your property?



Most Common Businesses



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



Commercial Density



▲ Number of businesses per lot

- 1
- 2-4

- 5-10
- 11-20

Corridor Density

Average feet between businesses

▶ Commercial District	29
▶ Roosevelt Avenue	41
▶ Junction Boulevard	17
▶ 103 rd and National streets	35

Number of Storefronts

Active businesses only

▶ Commercial District	681
▶ Roosevelt Avenue	195
▶ Junction Boulevard	302
▶ 103 rd and National streets	184

Number of Vendors

Counted as of Fall 2017

▶ Commercial District	78
▶ Roosevelt Avenue	49
▶ Junction Boulevard	22
▶ 103 rd and National streets	7

The map above illustrates the density of commercial activity in Corona. Larger circles indicate a higher concentration of businesses, including street vendors, merchants, and mini-malls. Some merchants believe that high commercial density is beneficial due to the clustering of shopping activity in a concentrated area, while others believe that too much concentration may deter shoppers.

BUSINESS LANDSCAPE

What We've Heard from Corona Merchants and Shoppers

How is this commercial district different from others?

"Consumers have a diverse set of options when it comes to purchasing products on the corridor."

"The diversity of the place!"

"The area offers a unique shopping experience, characterized by the size of its stores, pricing options and leasing alternatives."

"Consistent and loyal customer base that supports our businesses."

"Different parts of the commercial corridor can be easily reached due to the neighborhood's high level of accessibility."

"The density of businesses contributes to the vitality of the neighborhood."

What changes would you like to see to improve the commercial activity in the area?

"Improved security on the trains and on the street. In addition, cleanliness in the neighborhood should increase, as it's a shame to live in New York and see so much trash."

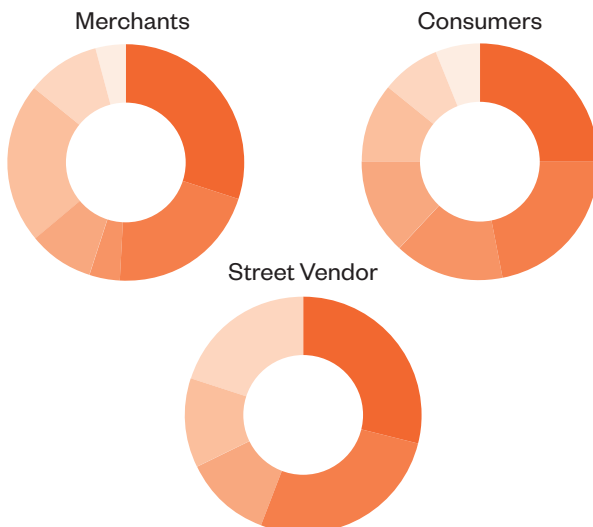
"Create garden spaces and have more community-based vigilance to support everyone to increase security."

"City officials should work harder to collaborate with the residents of the neighborhood to improve the area."

"There are not enough community events for children or families. More events will help motivate residents and attract new people to the neighborhood."

"The overall sense of safety within the neighborhood needs to increase. In the morning, when there are people around, I feel safe. At night, however, there are less people on the streets and I feel unsafe."

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



	Merchant Response %	Consumer Response %	Street Vendors %
Safety	30%	25%	29%
Sanitation	21%	22%	27%
Storefront Improvements	4%	15%	-
Beautification	9%	13%	12%
Parking	22%	11%	12%
Community Events	10%	8%	20%
Merchant Collaboration	4%	6%	-

Source: Based on 300 consumer surveys, 176 merchant surveys, and 51 street vendor surveys conducted by AAFE, MRNY, and SVP in Spring 2017.

PHYSICAL ENVIRONMENT

Storefront Conditions



- Poor Condition (22%)
- Average Condition (42%)
- Good Condition (36%)
- Vacant Lots
- Vacant Storefronts
- Parks & Open Space

An analysis of 715 businesses along Roosevelt Avenue, Junction Boulevard, National Street, and 103rd Street revealed that 22% of storefronts are in poor condition, 42% are in average condition, and 36% are in good condition.

Streetscape Observations

Of the 57 blocks where streetscape conditions were assessed, 16% were found to have good streetscape conditions, 54% exhibited average streetscape conditions, and 30% had poor streetscape conditions.

- ▶ Litter and trash management issues are highly visible along Roosevelt Avenue, especially around corners and outside of subway stations.
- ▶ Vandalism (graffiti, posters, etc.) is present along 68% of the blocks assessed in the study area.
- ▶ Of the 715 storefronts assessed, 30% were found to be in poor condition. Poorly rated storefronts were more commonly concentrated under the elevated train, while Junction Boulevard accounted for most of the good storefront conditions.
- ▶ Corridors lack amenities like street furniture, murals, and artwork. Overall, there is a lack of maintenance of the few existing street furniture elements and open spaces within the corridor.
- ▶ Storefronts intended for the operation of single commercial occupancy are crowded with multiple awnings for various business operations.
- ▶ Display of business merchandise on the street affects the widths of sidewalks, disrupting pedestrian circulation and perpetuating crowding.
- ▶ The elevated train creates challenges for businesses by reducing lighting and creating excessive noise.



BUSINESS OUTLOOK

Corona Retail Opportunity

Residents spend

\$2.34B

each year in goods and services

Local businesses make

\$1.06B

each year in retail sales

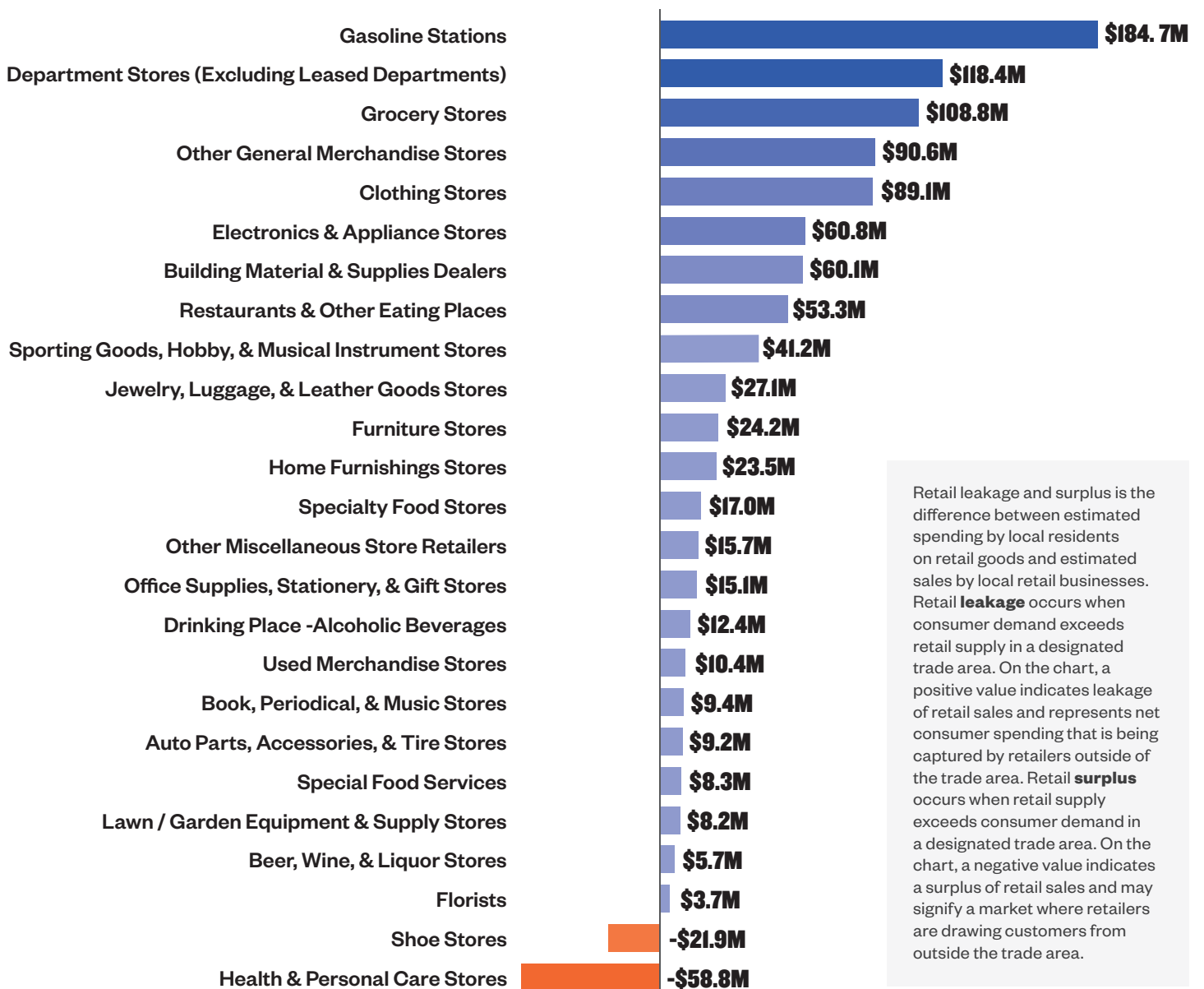
Every year,

\$1.27B

is spent outside the neighborhood

Retail Leakage & Surplus

← Surplus \$0 Leakage →

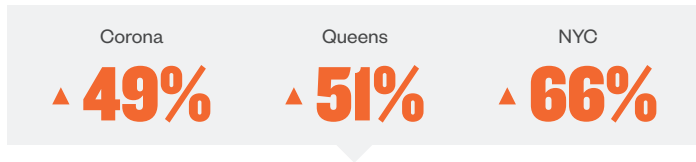


Retail leakage and surplus is the difference between estimated spending by local residents on retail goods and estimated sales by local retail businesses. Retail **leakage** occurs when consumer demand exceeds retail supply in a designated trade area. On the chart, a positive value indicates leakage 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.

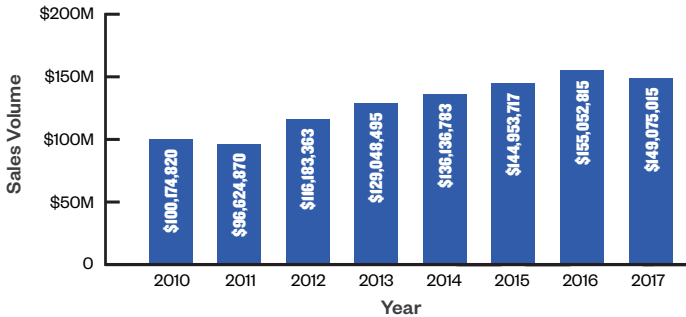
Source: ESRI and Infogroup, November 2017.

Business Trends

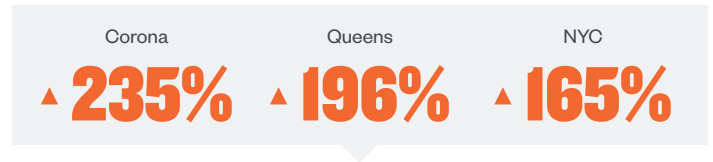
Change in Total Business Sales, 2010–2017



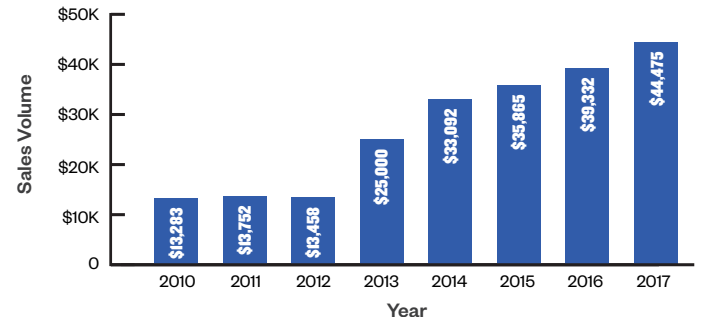
Corona Total Business Sales



Change in Median Sales by Business, 2010–2017









Corona Median Sales by Business



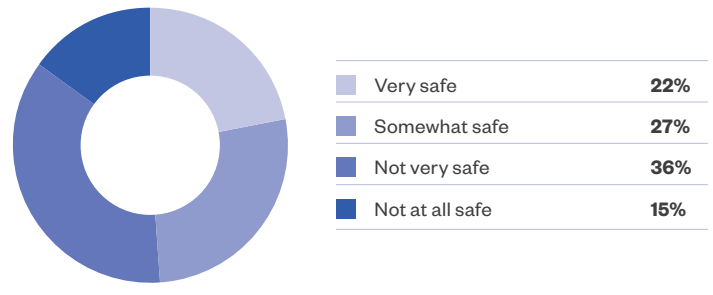
Source: Division of Tax Policy, NYC Department of Finance

What We've Heard from Shoppers

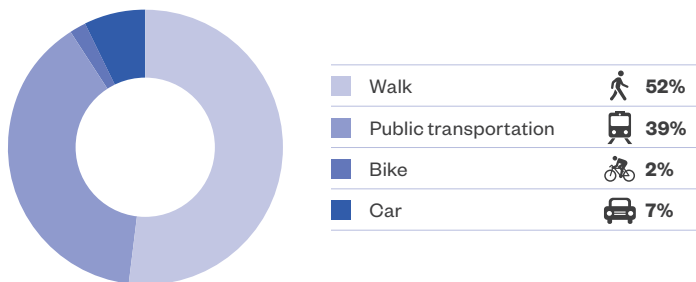
What additional types of businesses would you like to see in Corona?

- ▶ Department stores 
- ▶ Healthy food options, fresh produce markets 
- ▶ Open and recreational spaces 
- ▶ Family and kid-friendly businesses 
- ▶ Arts and entertainment 
- ▶ Co-ops and community organizations 

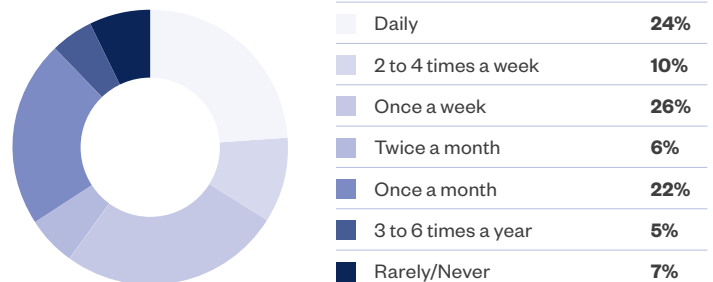
How safe do you feel shopping in this commercial district at night?



How do you usually get to Corona?



How often do you shop in Corona?



Source: Based on 300 consumer surveys conducted by Make the Road New York in Spring 2017.
 Source: Division of Tax Policy, NYC Department of Finance

DATA APPENDIX

Study Area Boundaries

Assessed Commercial Corridors

Primary data on Corona's storefront businesses and street vendors presented on pg. 6–11 was gathered along the following corridors:

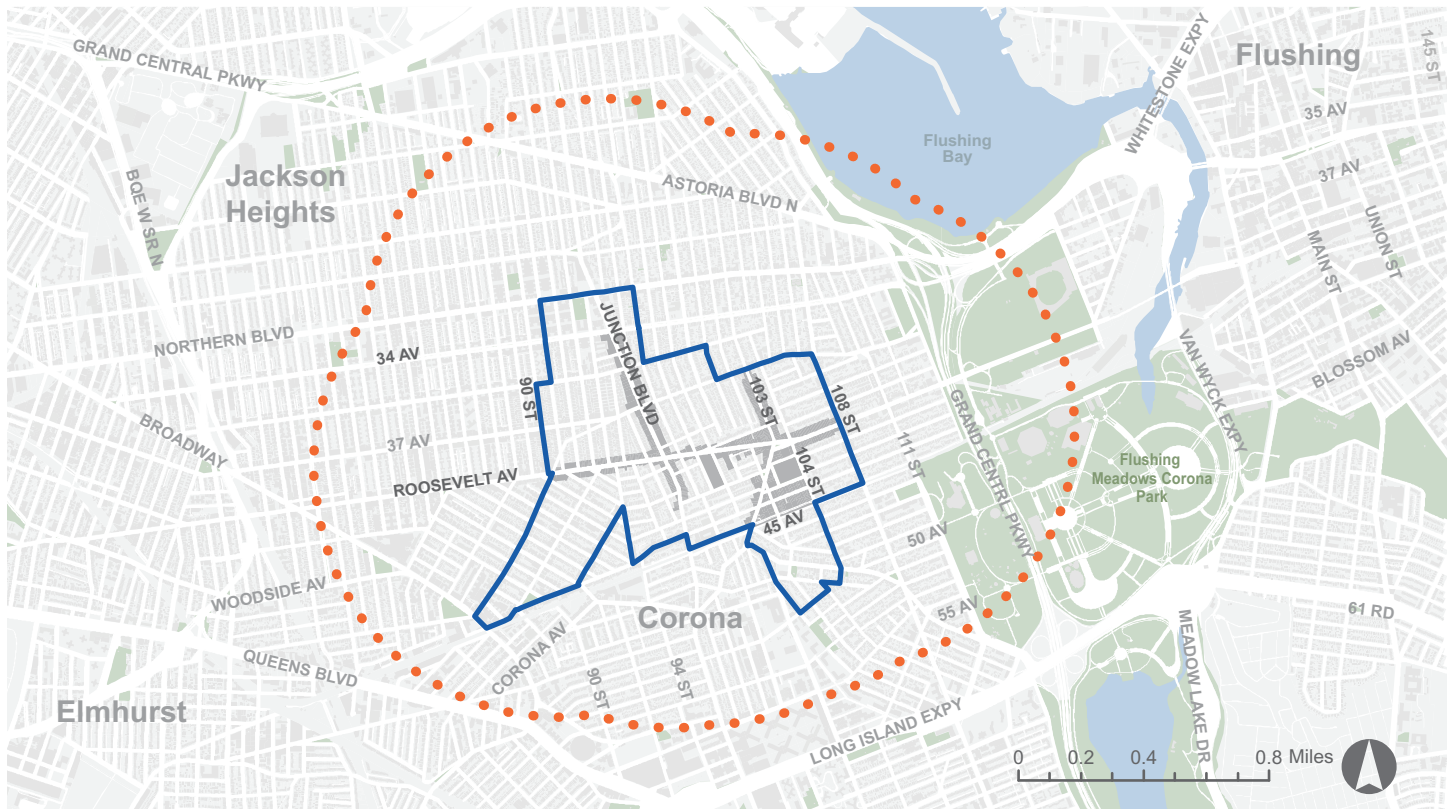
- ▶ Roosevelt Ave.: 90th St. and 108th St.
- ▶ Junction Blvd.: 34th Ave. and 41st Ave.
- ▶ 103rd St.: 37th Ave. and Roosevelt Ave.
- ▶ National St.: Roosevelt Ave. and 45th Ave.
- ▶ 104th St.: Roosevelt Ave. and 42nd Ave.

Corona Context Area

Demographic and employment data on pg. 16–17 correspond to the Corona's neighborhood context area.

Trade Area

Retail leakage, surplus, and retail opportunity data on pg. 14 correspond to the 0.75 mile trade area.



Area Demographics

Total Population

66,561	Corona
2,280,602	Queens
8,354,889	New York City

Population Density (per square mile)

95,347	Corona
20,881	Queens
27,632	New York City

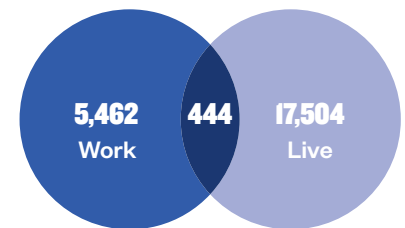
Average Household Size

3.71	Corona
2.89	Queens
2.64	New York City

Car Ownership

36%	Corona
62%	Queens
45%	New York City

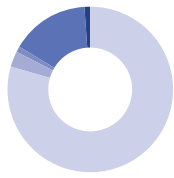
Commuting Patterns



5,462	Work in Corona, live elsewhere
444	Live & Work in Corona
17,504	Live in Corona, work elsewhere

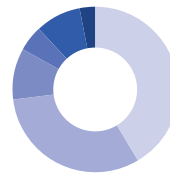
Area Demographics

Population Diversity



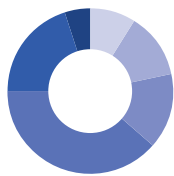
	Corona	Queens	NYC
Hispanic or Latino	78%	28%	29%
White alone	3%	27%	33%
Black alone	1%	18%	22%
Asian alone	15%	24%	13%
Two or more races	1%	2%	2%
Some other race alone	0%	2%	1%
American Indian and Alaska Native	0%	0%	0%
Native Hawaiian and Other Pacific Islander	0%	0%	0%

Educational Attainment



	Corona	Queens	NYC
12th Grade or Less, No Diploma	42%	20%	20%
High School Graduate	32%	27%	25%
Some College, No Degree	10%	15%	14%
Associate's Degree	5%	8%	6%
Bachelor's Degree	9%	19%	21%
Graduate or Professional Degree	3%	11%	14%

Population Age



	Corona	Queens	NYC
Under 5 years	9%	6%	7%
5 to 14 years	13%	11%	11%
15 to 24 years	15%	13%	14%
25 to 44 years	39%	31%	31%
45 to 64 years	20%	26%	25%
65+ years	5%	13%	12%

Median Age

32.2	Corona
37.5	Queens
35.7	New York City

Foreign-Born Population

66%	Corona
48%	Queens
37%	New York City

Income

Median Household Income

\$44,979	Corona
\$57,210	Queens
\$52,737	New York City

Pop. Below Poverty Line

25%	Corona
15%	Queens
21%	New York City

Employment

Population in Labor Force

66%	Corona
64%	Queens
63%	New York City

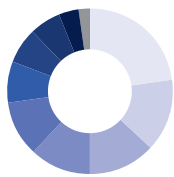
Unemployment*

5.6%	Corona
9.5%	Queens
10.3%	New York City

*Note: Unemployment figures are based on data from 2010-2014. As of March 2018, the unemployment rate is 3.7% for Queens and 4.6% for New York City (NYSDOL); updated neighborhood-level data for Corona is not available.

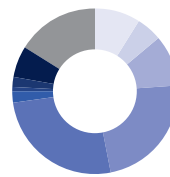
Local Employment

Local Residents' Employment



Accommodation, Food Services, Arts, Entertainment	23%
Construction	14%
Other Services	13%
Retail Trade	12%
Educational Services, Health Care, Social Assistance	11%
Professional, Scientific, & Technical Services	8%
Transportation, Warehousing, Utilities	7%
Manufacturing	6%
Finance, Insurance, Real Estate	4%
Public Administration	2%

Jobs Located in the District

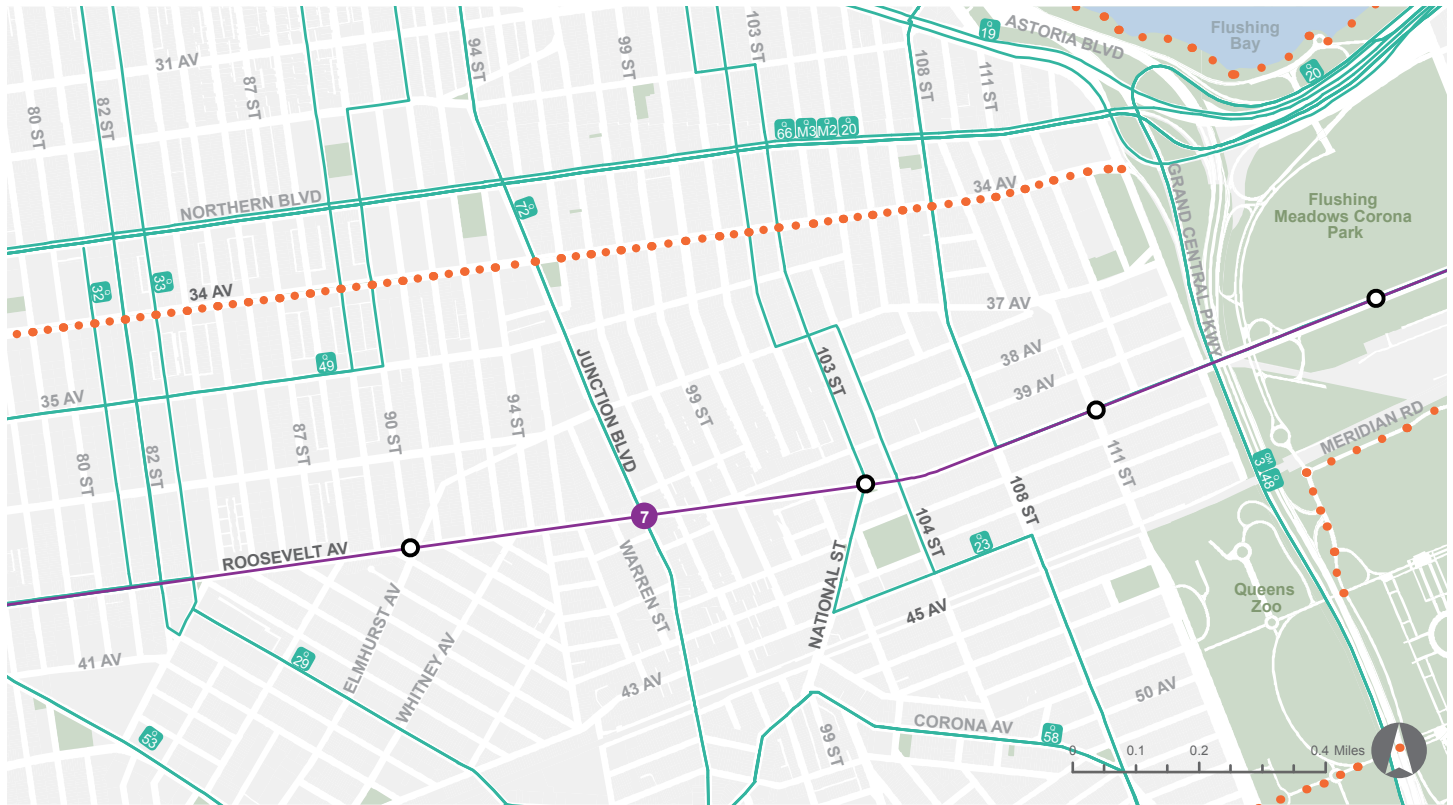


Accommodation, Food Services, Arts, Entertainment	9%
Construction	5%
Other Services	10%
Retail Trade	23%
Educational Services, Health Care, Social Assistance	26%
Professional, Scientific, & Technical Services	2%
Transportation, Warehousing, Utilities	1%
Manufacturing	2%
Finance, Insurance, Real Estate	6%
Public Administration	16%

Source: US Census Bureau, 2010-2014 American Community Survey; 2014 OnTheMap Application; NYS Department of Labor, March 2018.

DATA APPENDIX

Corona Transportation



▲ Corona Transportation

— Bus Routes

... Bicycle Lanes

— NYC Subway

MTA Annual Bus Ridership (2016)

9.7M	Q58
5M	Q53
5M	Q23
4.5M	Q66
1.9M	Q72
1.8M	Q29
966K	Q48
454K	QM2
255K	QM20
32K	QM3

Vehicular Traffic (2015)

15,234	Average daily vehicles on Roosevelt Avenue between Broadway and Junction Boulevard
13,133	Average daily vehicles on Roosevelt Avenue between Junction Boulevard and 108th Street
12,369	Average daily vehicles on Junction Boulevard between 1495 and Roosevelt Avenue
12,900	Average daily vehicles on Junction Boulevard between Roosevelt Avenue and 32nd Avenue
8,690	Average daily vehicles on 104th Street between 37th Avenue and 43rd Road
6,097	Average daily vehicles on 43rd Avenue between National Street and 108th Street

Average Weekday Subway Ridership (2016)

22,051	7 Junction Blvd. Station
20,282	7 103 St. - Corona Plaza Station
16,957	7 90th St. Station

Bus Routes

10	MTA Bus Routes
-----------	----------------

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

Recent SBS Investments in the Neighborhood

- ▶ *Summer and Spring*, Avenue NYC placemaking grant of \$30,000 awarded to the 82nd Street Partnership, 2018.
- ▶ *Shop Corona, Live Well - Friends of Corona Plaza*, Avenue NYC placemaking grant of \$30,000 awarded to the Queens Economic Development Corporation, 2018.
- ▶ *Shop Local / Shop Under the 7*, Avenue NYC placemaking grant of \$30,000 awarded to the 82nd Street Partnership, 2017.
- ▶ *Shop Corona, Live Healthy*, Avenue NYC placemaking grant of \$30,000 awarded to the Queens Economic Development Corporation, 2017.
- ▶ *Visual Merchandising & Marketing strategies*, Avenue NYC business attraction and retention grant of \$35,000 awarded to the 82nd Street Partnership, 2016.
- ▶ *Shop Corona, Live Healthy! Compra en Corona, Vive Saludable !*, Avenue NYC capacity building grant of \$20,000 awarded to the Queens Economic Development Corporation, 2016.
- ▶ *Under the 7*, Avenue NYC placemaking grant of \$40,000 awarded to the 82nd Street Partnership, 2015.

Existing Plans & Studies

Willets Point Development Plan, NYC Economic Development Corporation, 2011-Present.

11th Street Transportation Improvements, Vision Zero Action Plan, NYC Department of Transportation, 2015-2018.

New York City Neighborhood Economic Profiles, Office of the NYC Comptroller, 2017.

East Elmhurst Rezoning, NYC Department of City Planning, 2013.

North Corona 2 Rezoning, NYC Department of City Planning, 2009.

Sources

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

Infogroup, Inc. 2017. From ReferenceUSA database.

Metropolitan Transportation Authority. 2016. Average Weekday Subway Ridership.

NYS Department of Labor. March 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 sale 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 2017. Business Improvement Districts Trends Report.

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

U.S. Census Bureau. American Community Survey, 2012-2016 American Community Survey 4-Year Estimates, using NYC Census FactFinder. Corona Census Tracts: 465, 275, 273, 375, 403, 413, 467, 469, 405, 407, 409

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.

Photo Credits: © NYC & Company: Joe Buglewicz, Will Steacy, Julienne Schaer, Laura Miller, Phil Kline; Queens Chamber of Commerce; Street Vendor Project; Urban Justice Center; NYC SBS: Rosa Kelly, Jose Trucios.



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 thriving neighborhoods across the five boroughs.

ACKNOWLEDGMENTS

We would like to recognize and thank the following individuals and organizations for their contributions to the development of the Corona Commercial District Needs Assessment:

Queens Borough President Melinda Katz
NYC Council Member Francisco Moya
Former NYC Council Member Julissa Ferreras-Copeland
Queens Community Boards 3 and 4
Corona Merchants and Street Vendors
Corona Shoppers and Residents