



HUNTS POINT LONGWOOD THE BRONX

Commercial District Needs Assessment



careers
businesses
neighborhoods



Greater Hunts Point Economic Development Corporation



ABOUT HUNTS POINT & LONGWOOD

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 the **Westchester Avenue, East 163 Street, Hunts Point Avenue, East Bay Avenue, Tiffany Street, Longwood Avenue, and Southern Boulevard** commercial corridors in **Hunts Point & Longwood** which was conducted in partnership with the **Greater Hunts Point Economic Development Corporation** between September and December 2018.

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

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Located southeast of Southern Boulevard and the Bruckner Expressway, Hunts Point and Longwood comprise an estimated 2.2 square-mile area of the South Bronx. Hunts Point is a peninsula bordered by the East River to the south and southeast, the Bronx River to the east, and the Bruckner Expressway to the north and west. From the 19th century until World War I, the neighborhood served as an elite getaway destination for wealthy New York City families. The opening of the Pelham Bay Line (6 Train) along Southern Boulevard in 1920 allowed for a small residential core of working and middle-class families to settle in Hunts Point. After World War II, large scale industrial businesses expanded throughout the remaining peninsula in one and two-story warehouses and factory buildings. These types of businesses maintain a significant presence to this day in food wholesale, manufacturing, and automotive businesses within the Hunts Point Industrial Business Zone, established in 2006.

Just north of Hunts Point and west of the Bruckner and Sheridan Expressways to 167th Street and Prospect Avenue, Longwood developed primarily as a residential and commercial area populated by working and middle-class families following the opening of the Westchester Avenue/Southern Boulevard elevated 2 and 5 trains in 1904 and the 6 train in 1920. For years, the neighborhood was defined by its bustling retail strip centered at Southern Boulevard and Westchester Avenue, along with three movie theaters along Southern Boulevard's "Theater Row."

The economic crisis of the 1970s and 1980s had a devastating effect on the South Bronx. Dramatic decreases in population, widespread depletion of housing stock due to landlord abandonment, and rampant arson led to the deterioration of the built environment and quality of life for remaining residents. The completion of the Bruckner Expressway in 1972, coupled with the New Haven Line railway freight tracks which physically divide Hunts Point and Longwood, increased the area's accessibility challenges and have led to environmental pollution, traffic, and pedestrian safety concerns.

In spite of these challenges, Hunts Point and Longwood residents founded a number of community-based organizations to fight urban blight and improve the quality of life for residents. Both neighborhoods are recognized for their rich cultural history, especially their contributions to music, notably in the genres of Latin jazz, merengue, salsa, funk, and soul music. In the late 1970s, the area was home to an emerging hip hop movement, which introduced and established breakdancing and graffiti as legitimate dance and art forms. Through the leadership efforts of dedicated community activists and organizers, Hunts Point and Longwood continue this effort of rebuilding and revitalization to this day.

Neighborhood Demographics

See more on page 12

Combined, Hunts Point and Longwood have a population of more than 55,000 with about three-quarters living in Longwood and one quarter in Hunts Point. The population is majority Hispanic and Latino (73%) and non-Hispanic Black or African American (23%). About 33% of the population is foreign-born, with many residents coming from Latin American countries and a small, but growing, West African population. The most common languages spoken in the area are Spanish and English.

Future Opportunities

See more on page 5

Hunts Point and Longwood has seen a 15% population increase since 2000, in part due to new housing development and the growth in migrant populations. Community members and visitors support local businesses and frequent the various parks, including those realized through local environmental justice advocacy like the South Bronx Greenway project. Currently, the City and community organizations are undertaking sustainability projects to support the thriving Industrial Business Zone in Hunts Point, while large developments, such as The Peninsula, will bring new units of affordable housing along with light industrial, commercial, and community and open space. In Longwood, many parking lots and vacant lots are being developed as affordable housing. The NYC Department of City Planning is undertaking the Southern Boulevard Neighborhood Planning Study, which provides opportunities to engage in long-term planning and address longstanding community issues.

Hunts Point & Longwood



Notable Places



Points of Interest

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

Neighborhood Events

Annual Hunts Point Fish Parade and Summer Festival

Fiesta San Juan

South Bronx Culture Trail



KEY FINDINGS & OPPORTUNITIES

Strengths

- ▶ Community-based organizations work collaboratively to provide a wide variety of services and programs
- ▶ A strong connection to Latino culture and history, especially in music, art, and dance, is maintained and celebrated through the efforts of community members and local organizations
- ▶ Active and engaged residents have a long-standing record of participation in grassroots activism and neighborhood activities, resulting in improved access to parks and the waterfront
- ▶ Increased public and private investment in sustainable projects, particularly in Hunts Point, has contributed positively to the built environment
- ▶ Local small businesses provide a variety of affordable products and services, and are supported by the local consumer base
- ▶ Good business-to-business network within the Hunts Point peninsula, where many vendors buy from each other
- ▶ Accessible transportation infrastructure, particularly the city's highways, helps industrial and wholesale business provide goods and services to other parts of the city and the tri-state area

Challenges

- ▶ Physically disconnected by the Bruckner Expressway and the railroad tracks, business-to-business networking between Hunts Point and Longwood is limited. These barriers also contribute to high levels of air and noise pollution
- ▶ Some corridors, particularly under the elevated train on Westchester Avenue, are dark at night due to poor lighting, which contributes to negative perceptions of security
- ▶ Widespread vehicular traffic, including large trucks, creates dangerous pedestrian crossing conditions, especially around Monsignor Raul Del Valle Square, under the Bruckner Expressway, and near the Prospect Avenue subway station
- ▶ High volume of construction projects in both neighborhoods has created a decrease in available parking space
- ▶ Many storefronts and commercial building façades are in poor condition and could benefit from new investments and repairs
- ▶ Large companies that operate within the Hunts Point Distribution Center are not included enough in the economic and workforce development initiatives in the surrounding areas
- ▶ Lack of full-service restaurants, healthy food options, and anchor retail prevents residents from meeting their shopping needs locally





Opportunities

- ▶ Improve the cleanliness of commercial corridors with supplemental sanitation services, especially around the Hunts Point Avenue and Prospect Avenue subway stations
- ▶ Maintain existing and install new streetlights, particularly under the elevated 2 and 5 trains
- ▶ Attract new businesses to fill vacant storefronts and meet the needs of local consumers, including healthy food, a greater variety of retail, and full-service dining options
- ▶ Support merchant and community organizing efforts to improve communication among businesses, residents, and City agencies
- ▶ Increase workforce development initiatives and connect residents with employment opportunities
- ▶ Leverage the South Bronx Greenway to enhance usability and access to parks and open spaces
- ▶ Improve the branding and marketing of the commercial corridors, including support for merchants to build and grow their online presence
- ▶ Introduce placemaking projects, such as wayfinding signage, public art, and events that celebrate and promote a sense of shared community among residents and other stakeholders within Hunts Point and Longwood

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

BUSINESS LANDSCAPE

Business Inventory

416

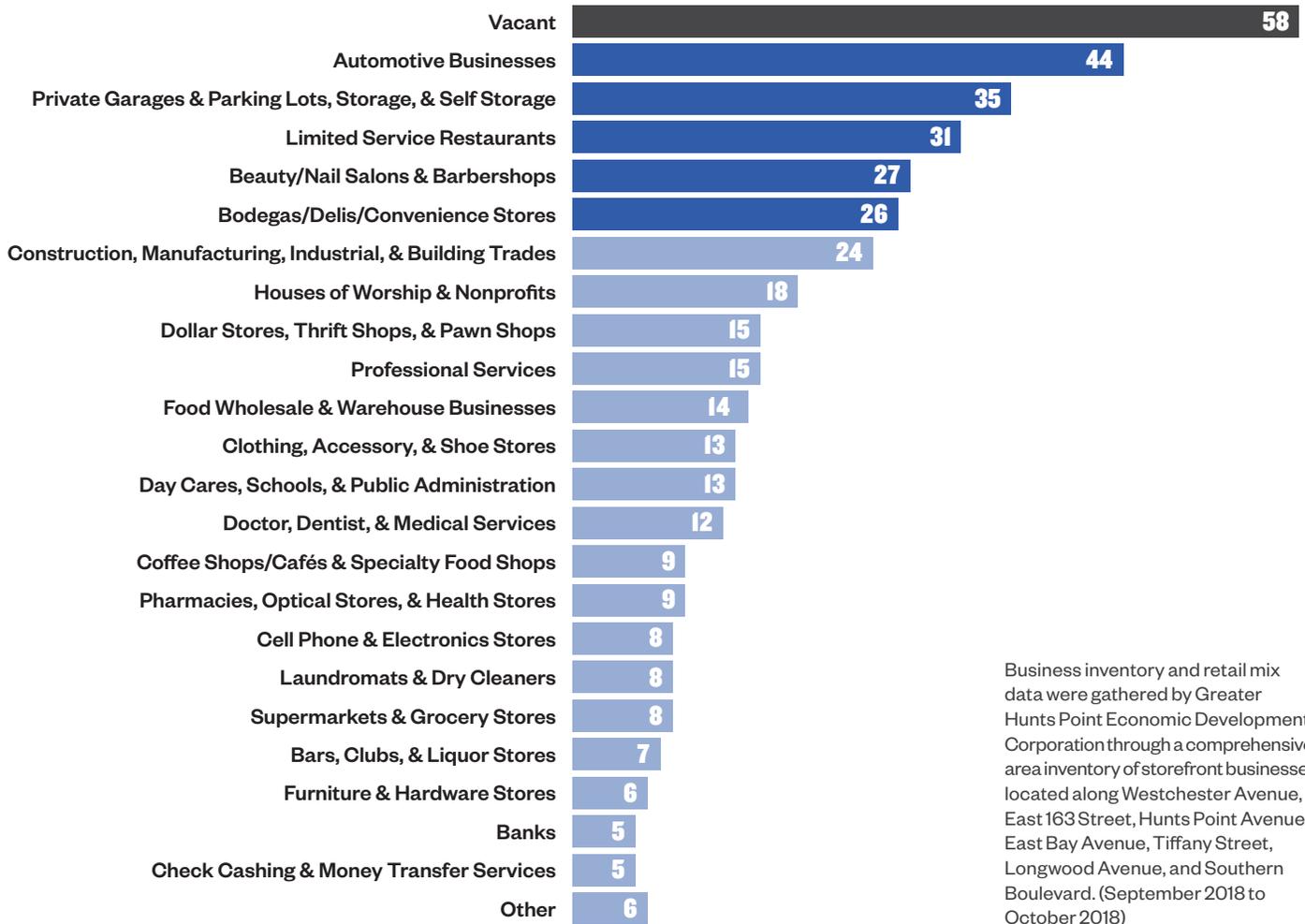
Total Number of Storefronts

14%

Storefront Vacancy*

*Note: In 2018, New York City's 75 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

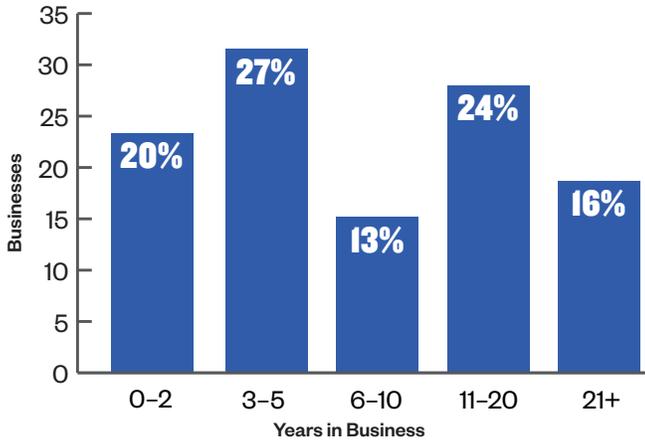


Business inventory and retail mix data were gathered by Greater Hunts Point Economic Development Corporation through a comprehensive area inventory of storefront businesses located along Westchester Avenue, East 163 Street, Hunts Point Avenue, East Bay Avenue, Tiffany Street, Longwood Avenue, and Southern Boulevard. (September 2018 to October 2018)



What We've Heard from Hunts Point & Longwood Merchants

How many years have you been in business here?



13 Mean
7 Median
1 Mode

*Note: The mean is the average of all responses, the median is the middle number when all responses are arranged in ascending order, and the mode is the most common response.

Do you own or rent your property?



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



What changes need to occur in Hunts Point & Longwood to attract more visitors/shoppers?

	% Merchant Responses
▶ Parking	16%
▶ Safety	15%
▶ Street lighting	15%
▶ Storefront improvements	14%
▶ Better landscaping	13%
▶ Sanitation	13%
▶ Business-to-Business communication	7%
▶ Community events	7%

What kinds of resources would help you grow your business?

	% Merchant Responses
▶ Space improvements	24%
▶ Marketing support	22%
▶ Legal support/lease	13%
▶ Assistance with regulatory compliance	12%
▶ New equipment	12%
▶ Training for staff	10%
▶ Financing	7%

Source: Based on 96 merchant surveys conducted by Greater Hunts Point Economic Development Corporation in Fall and Winter 2018.

BUSINESS LANDSCAPE

What We've Heard from Hunts Point & Longwood Merchants

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

"We need more and better services for our neighborhood youth."

"A storefront improvement program where stores would share a similar storefront style."

What do you like about the commercial corridor?

"It's close to many businesses, many independent stores and factories, including the Hunts Point Food Distribution Center."

"A lot of industrial businesses in the area, you can do business without having much interruption."

"The history, culture, high pedestrian traffic, and easy access to public transportation."

"The people, the vibe is different than other parts of the city."

What would you say are the most pressing needs of businesses on this corridor?

"The history, culture, high pedestrian traffic, and easy access to public transportation."

"Westchester Avenue and Prospect Avenue get very dark at night and feel unsafe. Better lighting is needed."

What We've Heard from Hunts Point & Longwood Shoppers

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

"A lot of empty lots makes the area unsettling at night. The area needs to be cleaned up and brightened."

"Southern Boulevard needs more vibrant small businesses."

"The area needs better food access and farmers markets."

"Support the revitalization of the residential section of Hunts Point."

What would you say are the most pressing needs of businesses on this corridor?

"The Hunts Point community has empowerment, but we need the businesses to be involved with community events more often."

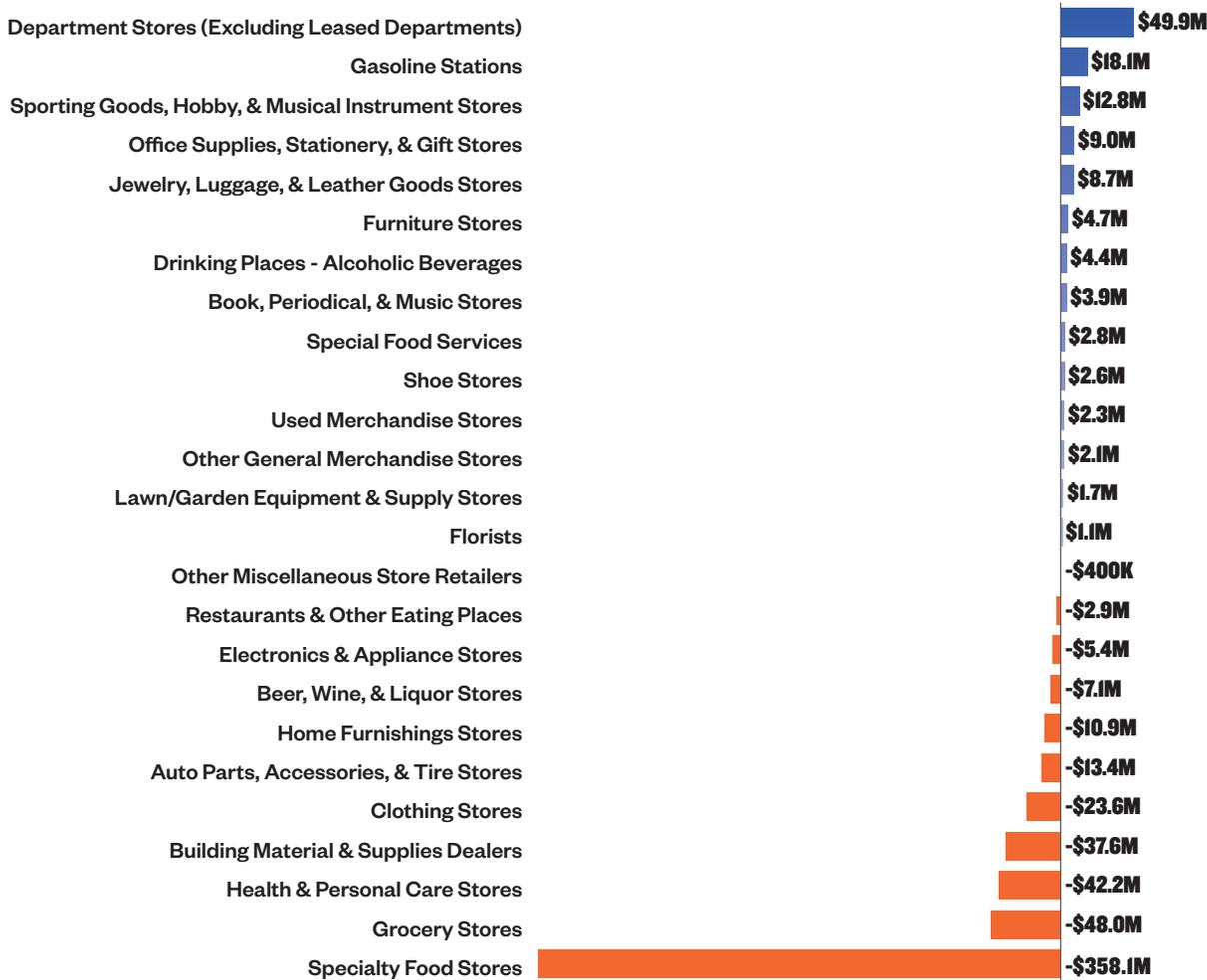
"Some store entrances are in very bad shape. Renovations would make the area more appealing for shoppers and visitors."

Hunts Point & Longwood Retail Opportunity

<p>Residents spend</p> <p>\$899M</p> <p>each year in goods and services</p>	<p>Local businesses make</p> <p>\$1.21B</p> <p>each year in retail sales</p>	<p>Every year,</p> <p>\$306M</p> <p>is spent outside the neighborhood</p>
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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, February 2019.

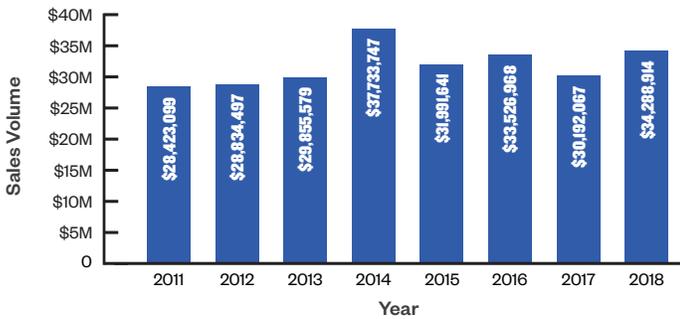
BUSINESS OUTLOOK

Business Trends

Change in Total Business Sales, 2011-2018



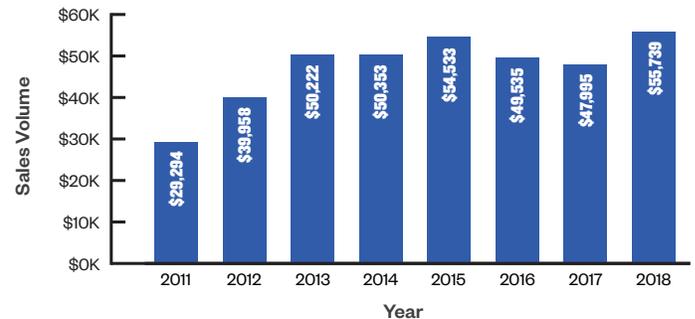
Hunts Point & Longwood Total Business Sales



Change in Median Sales by Business, 2011-2018



Hunts Point & Longwood Median Sales by Business



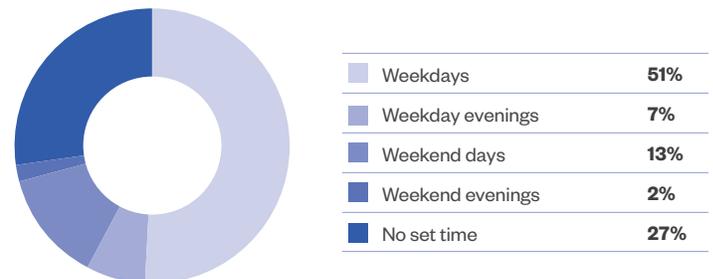
Source: Division of Tax Policy, NYC Department of Finance

What We've Heard from Shoppers

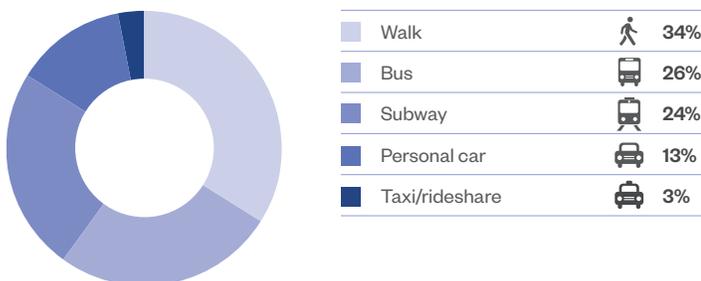
What additional types of businesses would you like to see in Hunts Point & Longwood?

- ▶ Full-service restaurants 
- ▶ Department stores/wholesale clubs 
- ▶ Movie theater 
- ▶ Bookstore 
- ▶ Healthy food stores/supermarkets 

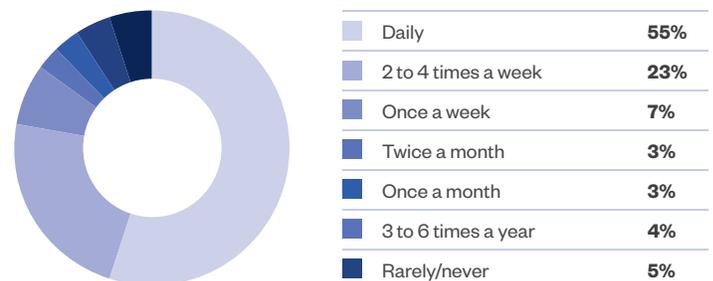
When do you usually shop in Hunts Point & Longwood?



How do you usually get to Hunts Point & Longwood?

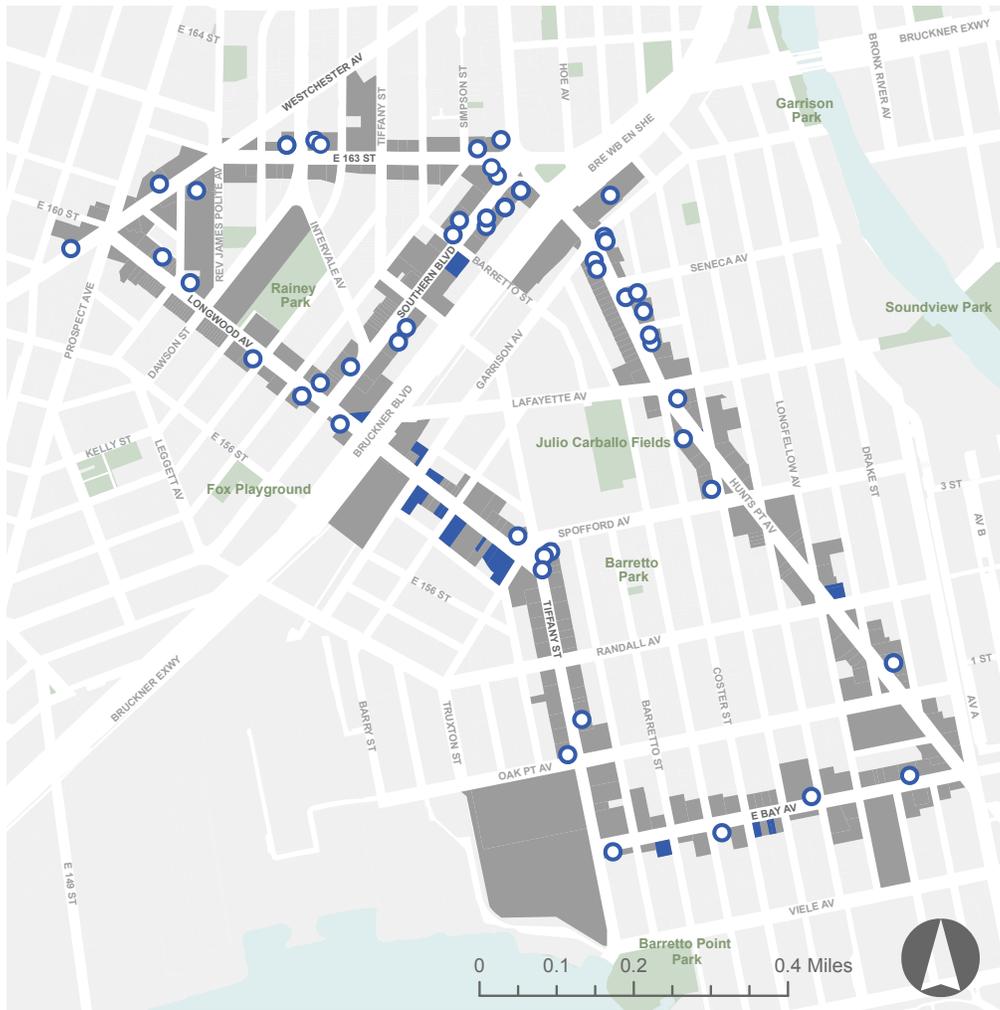


How often do you visit Hunts Point & Longwood?



Source: Based on 404 consumer surveys conducted by Greater Hunts Point Economic Development Corporation in Fall and Winter 2018.

Storefront Vacancies



■ Vacant Lots
 ○ Vacant Storefronts
 ■ Parks & Open Space

An analysis of 416 storefronts along East 163 Street, East Bay Avenue, Hunts Point Avenue, Longwood Avenue, Southern Boulevard, Tiffany Street, and Westchester Avenue revealed that 35% of storefronts are in poor condition, 41% are in average condition, and 24% are in good condition.

Streetscape Observations

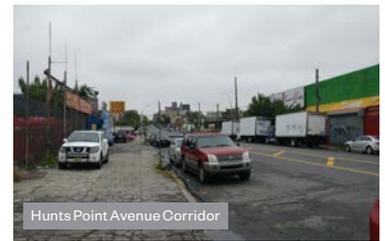
- ▶ The Bruckner Expressway is a physical barrier separating the Hunts Point and Longwood communities. The frequency of vehicular traffic, particularly large trucks, in these two communities worsens air and noise pollution as well as dangerous street crossings.
- ▶ Many streets, particularly along Westchester Avenue and by the Prospect Avenue subway station, lack sufficient lighting at night, leading to a sense of insecurity.
- ▶ Vacant and large private parking lots as well as double parking, loading, and unloading trucks break up the continuity of active ground floor uses along Longwood Avenue, Tiffany Street, and Hunts Point Avenue and lead to sidewalk and street blockage. Generally, these same corridors tend to have low pedestrian traffic.
- ▶ Many streets and sidewalks have recently been resurfaced, repainted, and refitted with Americans with Disabilities Act (ADA) standard curb ramp pads. Those that have not been retrofitted are generally in good condition, despite signs of minor faded street markings, cosmetic cracks, and potholes.



Under the Bruckner Expressway



Prospect Avenue Station



Hunts Point Avenue Corridor



Old Hunts Point Train Station



Trucks on Longwood Avenue



Prospect Avenue Corridor

DATA APPENDIX

Study Area Boundaries

<p>■ Assessed Commercial Corridors</p> <p>Primary data on Hunts Point and Longwood storefront businesses presented on pg. 6-8 was gathered along East 163rd Street, East Bay Avenue, Hunts Point Avenue, Longwood Avenue, Southern Boulevard, Tiffany Street, and Westchester Avenue.</p>	<p>— Hunts Point & Longwood Context Area</p> <p>Demographic and employment data on pg. 12-13 correspond to the Hunts Point and Longwood neighborhood context area.</p>	<p>... Trade Area</p> <p>Retail leakage, surplus, and retail opportunity data on pg. 9 correspond to the 0.75 mile trade area.</p>
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Area Demographics

Total Population

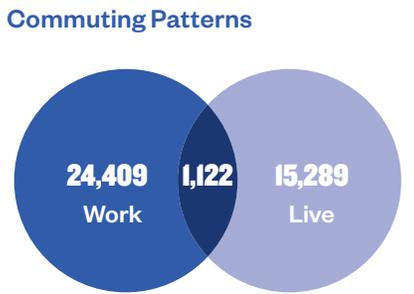
42,001	Hunts Point & Longwood
1,436,785	Bronx
8,461,961	New York City

Population Density (per square mile)

21,000	Hunts Point & Longwood
33,750	Bronx
27,986	New York City

Average Household Size

3.02	Hunts Point & Longwood
2.84	Bronx
2.65	New York City



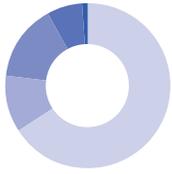
24,409	Work in Hunts Point & Longwood, live elsewhere
1,122	Live & Work in Hunts Point & Longwood
15,289	Live in Hunts Point & Longwood, work elsewhere

Car Ownership

27%	Hunts Point & Longwood
41%	Bronx
45%	New York City

Area Demographics

Race/Background



	Hunts Point & Longwood	Bronx	NYC
Hispanic or Latino (of any race)	72%	55%	29%
White alone	1%	10%	32%
Black or African American alone	25%	29%	22%
Asian alone	1%	4%	14%
Two or more races	1%	1%	2%
Some other race alone	0%	1%	1%
American Indian and Alaska Native alone	0%	0%	0%
Native Hawaiian and Other Pacific Islander	0%	0%	0%

Educational Attainment



	Hunts Point & Longwood	Bronx	NYC
12th Grade or Less, No Diploma	40%	30%	19%
High School Graduate	26%	27%	24%
Some College, No Degree	16%	18%	14%
Associate's Degree	8%	7%	7%
Bachelor's Degree	7%	12%	21%
Graduate or Professional Degree	3%	6%	15%

Population Age



	Hunts Point & Longwood	Bronx	NYC
Under 5 Years	7%	7%	7%
5-14 Years	16%	14%	11%
15-24 Years	17%	16%	13%
25-44 Years	29%	28%	31%
45-64 Years	21%	24%	25%
65+ Years	10%	11%	13%

Median Age

30.7	Hunts Point & Longwood
33.3	Bronx
35.9	New York City

Foreign-Born Population

35%	Hunts Point & Longwood
35%	Bronx
37%	New York City

Income

Median Household Income

\$25,253	Hunts Point & Longwood
\$35,302	Bronx
\$55,191	New York City

Pop. Below Poverty Line

35%	Hunts Point & Longwood
28%	Bronx
20%	New York City

Employment

Population in Labor Force

50%	Hunts Point & Longwood
60%	Bronx
64%	New York City

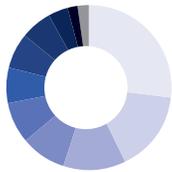
Unemployment*

10.7%	Hunts Point & Longwood
12.7%	Bronx
8.6%	New York City

*Note: Unemployment figures are based on data from 2012-2016. As of November 2018, the unemployment rate is 5.1% for the Bronx and 3.7% for New York City (NYSDOL); updated neighborhood-level data for Hunts Point and Longwood is not available.

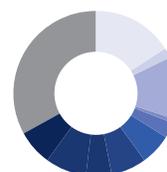
Local Jobs and Employment

Local Residents' Employment



Educational Services, Health Care, & Social Assistance	27%
Accommodation, Food Services, Arts, & Entertainment	16%
Retail Trade	12%
Professional, Scientific, & Technical Services	9%
Finance, Insurance, Real Estate	8%
Other Services	7%
Transportation, Warehousing, Utilities	7%
Construction	6%
Manufacturing	4%
Public Administration	2%
Wholesale Trade	2%

Jobs Located in Hunts Point & Longwood



Educational Services, Health Care, & Social Assistance	16%
Accommodation, Food Services, Arts, & Entertainment	2%
Retail Trade	12%
Professional, Scientific, & Technical Services	1%
Finance, Insurance, Real Estate	3%
Other Services	6%
Transportation, Warehousing, Utilities	7%
Construction	5%
Manufacturing	8%
Public Administration	7%
Wholesale Trade	33%

DATA APPENDIX

Hunts Point & Longwood Transportation



Vehicular Traffic

13,115	East 163 Street between Rev. James Polite Avenue and the Bruckner Boulevard
7,748	Longwood Avenue between Westchester Avenue and Tiffany Street
8,854	Southern Boulevard between the Bruckner Expressway and East 163 Street
28,372	Bruckner Boulevard between Leggett Avenue and Tiffany Street
38,636	Bruckner Boulevard between Tiffany Street and the Sheridan Expressway
10,454	Tiffany Street between Randall Avenue and the Bruckner Expressway
7,888	Hunts Point Avenue between East Bay Avenue and Southern Boulevard
2,717	Lafayette Avenue between Edgewater Road and Bruckner Boulevard
13,059	Randall Avenue between Truxton Street and Hunts Point Avenue

▲ Hunts Point & Longwood Transportation

— Bus Routes
 — NYC Subway
 ••• Bicycle Lanes

MTA Annual Bus Ridership (2017)

3,161,854	Bx4
7,011,484	Bx6
8,022,264	Bx15
2,916,992	Bx17
8,558,910	Bx19
4,175,053	Bx21
774,366	Bx33
168,583	Bx46

Average Weekday Subway Ridership (2017)

953	6	E. 143 Street - Saint Mary's Street Station
4,899	6	E. 149 Street Station
3,518	6	Longwood Avenue Station
10,646	6	Hunts Point Avenue Station
1,905	6	Whitlock Avenue Station
6,605	6	Elder Avenue
5,766	2 5	Jackson Avenue Station
7,704	2 5	Prospect Avenue Station
3,377	2 5	Intervale Avenue Station
9,446	2 5	Simpson Street Station

Source: MTA 2017; NYS DOT, 2015 Annual Average Daily Traffic data

Recent SBS Investments in the Neighborhood

- ▶ *Commercial Revitalization*, Avenue NYC multi-year grant, awarded to Greater Hunts Point Economic Development Corporation, 2018-2021.
- ▶ *Bruckner Expressway Overpass Property Activation*, Neighborhood Challenge grant of \$75,000 awarded to Youth Ministries for Peace and Justice, 2016.
- ▶ *Placemaking*, Avenue NYC grant of \$25,000 awarded to the Southern Boulevard BID, 2016.

Existing Plans & Studies

Hunts Point Interstate Access Improvement Project, NYS Department of Transportation (in progress).

Monsignor Raul Del Valle Square Capital Reconstruction, NYC Department of Design and Construction (in progress).

Arthur Sheridan Enhancement Project, NYS Department of Transportation (in progress).

Bronx Metro-North Station Area Study, NYC Department of City Planning, NYC Department of Transportation, NYC Economic Development Corporation, and Metropolitan Transportation Authority, 2019 (in progress).

Hunts Point Resiliency Project, NYC Economic Development Corporation, 2019 (in progress).

Lafayette Avenue: Tiffany Street to Edgewater Road School Safety Improvement Project, NYC Department of Transportation, 2019.

Southern Boulevard Neighborhood Planning Study, NYC Department of City Planning, 2019 (in progress).

Southern Boulevard Commercial District Needs Assessment, NYC Department of Small Business Services, 2018.

Bi-Annual Updates to the 2004 Hunts Point Vision Plan Task Force, NYC Economic Development Corporation (ongoing).

Sources

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

Metropolitan Transportation Authority. 2017. Average Weekday Subway Ridership.

NYS Department of Labor. November 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.

NYC Department of Small Business Services. Fiscal Year 2018. Business Improvement Districts Trends Report.

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 Census FactFinder. Hunts Point and Longwood Tracts: 89, 119, 77, 93, 117, 85, 87, 129.01, 159, 115.02.

Photo Credits: Greater Hunts Point Economic Development Corporation: Jose Taveras; NYC SBS.

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.

ACKNOWLEDGMENTS

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

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