



SOUTHERN BLVD THE BRONX

Commercial District Needs Assessment



Bill de Blasio
Mayor
Gregg Bishop
Commissioner



Women's Housing and Economic
Development Corporation (WHEDco)
Youth Ministries for Peace and Justice
Southern Boulevard BID



ABOUT SOUTHERN BOULEVARD



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 **Southern Boulevard, Boston Road, 174th Street, Louis Nifé Boulevard, and Westchester Avenue** commercial corridors in the Bronx, and was conducted in partnership with the **Women's Housing and Economic Development Corporation (WHEDco), Youth Ministries for Peace and Justice, and the Southern Boulevard BID** between May and December 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 **759 surveys** and various stakeholder meetings with neighborhood merchants, shoppers, workers, property owners, and residents.

Jump to...

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Background

Southern Boulevard is a 1.4-mile transit corridor connecting the Bronx neighborhoods of Crotona Park East and Longwood. Bisected by Westchester Avenue, Southern Boulevard serves as the center for commercial and transportation activity for the mid-rise residential neighborhoods to the east and west. The elevated 2 and 5 trains serve as the main transportation lines for the area, running along Westchester Avenue until turning north along Southern Boulevard at Simpson Street. The elevated train structure dominates the built environment, influencing the sights and sounds of the streetscape below.

The area around Southern Boulevard, once considered part of the historic Morrisania neighborhood, flourished in the 1930s and 1940s as working- and middle-class families settled along new transit lines. The neighborhood's growth also increased the area's cultural offerings along Freeman Street, Southern Boulevard, and Boston Road, with theaters throughout the neighborhood becoming destinations for New Yorkers from other boroughs.

From the 1950s to the 1970s, an economic crisis depleted the housing stock. Banks and the real estate industry reduced their support of the South Bronx on a historically unprecedented scale. Southern Boulevard and the surrounding neighborhoods saw a devastating loss of population and investment, which led to rampant arson, severe infrastructure damage, and deterioration of the community's built and environmental landscape. Despite these challenges, the corridor is rich in cultural history, particularly in influential music styles such as jazz, Latin jazz, salsa, and hip-hop. Following the arson and massive disinvestments that decimated the area in the 1970s, a new generation of local innovators — including Grandmaster Flash, Cold Crush Brothers, KRS-ONE, and many others — sparked the hip-hop movement.

Due to the leadership of dedicated community activists and organizers, the South Bronx began a new wave of rebuilding and revitalization in the 1980s. Today the neighborhood is experiencing positive change thanks to the work of numerous community organizations, and new public and private investments will continue to bring opportunity to the neighborhood and its residents.

Neighborhood Demographics

See more on page 16–17

Celebrated for its cultural diversity, the Southern Boulevard area is home to more than 57,000 residents, the majority of whom are Hispanic or Latino (71%). The most common languages spoken in the area are Spanish and English, illustrated by the fact that the majority of neighborhood storefronts and retail offerings advertise in both languages. While most of the foreign-born population is from Latin America, there is a small but growing African immigrant population (11%) that lives in the area and is a part of the entrepreneurial community.

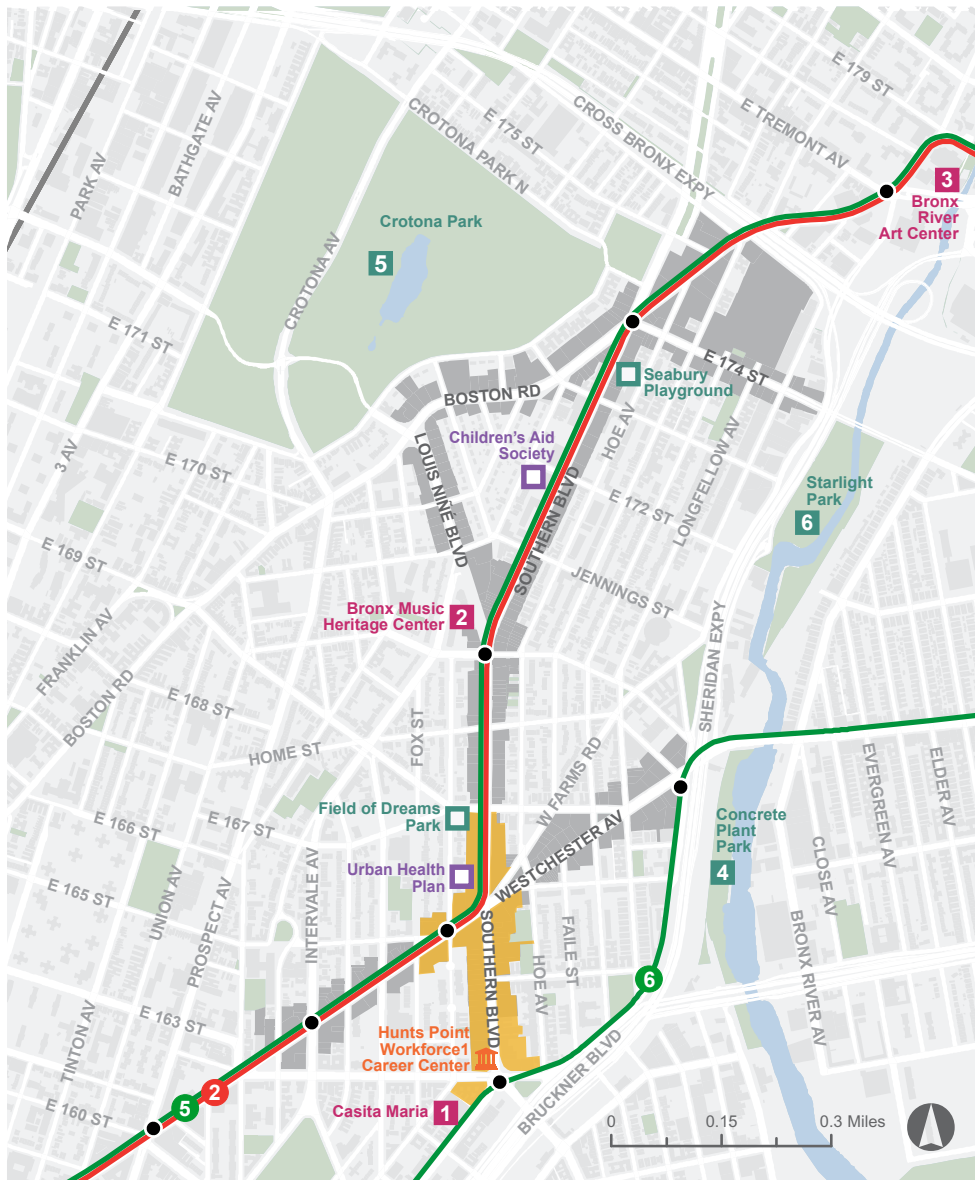
Residents of the neighborhood have a considerably low median household income of \$22,503 compared to the Bronx (\$34,284) and New York City (\$52,737). However, many neighborhood-based organizations, committed to economic justice and ensuring access to affordable housing and healthcare, create a vital network that supports area residents and works to improve the overall quality of life.

Future Opportunities

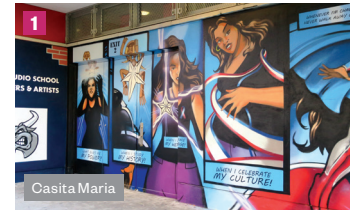
See more on page 5

Despite the area's challenges, Southern Boulevard and its surrounding neighborhoods connect diverse and active groups of residents, entrepreneurs, organizers, and community-based organizations. The area has seen population growth of more than 17% since 2000, partly due to new housing development. Community members support local businesses, and visitors travel to nearby Crotona Park to enjoy an oasis of quiet green space in the midst of a busy borough. The City is currently undertaking the Southern Boulevard Neighborhood Study, which is an opportunity to address longstanding issues and to think about long-term solutions for the future. Local residents, community stakeholders, elected officials, and City agencies are helping to realize the area's fullest potential and continuing the tradition of grassroots level engagement throughout the neighborhood.

Southern Boulevard



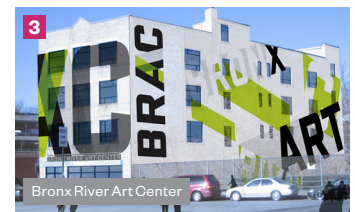
◀ Notable Places



Casita Maria



Bronx Music and Heritage Center



Bronx River Art Center



Concrete Plant Park



Crotona Park



Starlight Park

▲ Points of Interest

- Assessed Commercial Corridors
- Arts, Culture, & Educational Institutions
- Public Facilities
- Healthcare and Community Facilities
- Parks and Public Spaces
- Business Improvement District

Merchant & Business Groups

Southern Boulevard
Business Improvement District (BID)

Southern Boulevard Merchant Association

Women's Housing and Economic
Development Corporation (WHEDCo)

Youth Ministries for Peace and Justice

KEY FINDINGS & OPPORTUNITIES

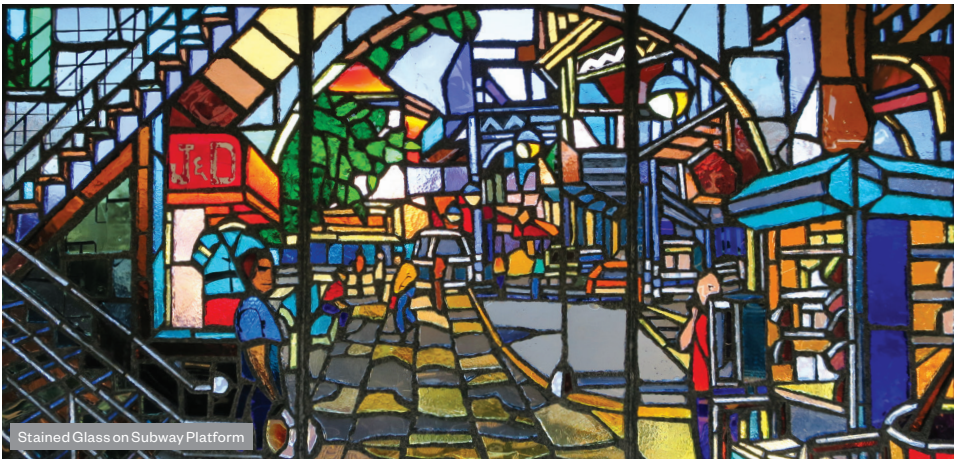
Strengths

- ▶ Good transit accessibility, with the elevated 2 and 5 trains running along Westchester Avenue and Southern Boulevard, as well as 10 different bus lines that connect residents to other areas of the Bronx and Manhattan
- ▶ Strong sense of culture and history that is fostered through arts and music by community-based organizations
- ▶ Local businesses are supported by loyal customers and offer affordable goods and services, as well as employment opportunities
- ▶ Engaged and diverse community members with a long-standing record of participation in neighborhood activities
- ▶ Home to a variety of parks, community gardens, and other public spaces that are used by the community
- ▶ High volume of institutions, including community-based organizations, cultural centers, schools, and medical facilities, that create employment opportunities and contribute to the district's customer base
- ▶ Comprised of a diversity of small businesses, many run by immigrant entrepreneurs who enhance the character of the neighborhood and its responsiveness to the hopes and desires of local community residents
- ▶ Commercial spaces feature rents that are notably more affordable than other districts

Challenges

- ▶ Long-term construction projects along Southern Boulevard disrupt traffic, reduce parking, block sidewalks, and create chaotic and unpleasant conditions along the corridor
- ▶ High retail vacancy rate and several vacant lots disrupt the continuity of the corridor, and result in sections of the corridor that are very dark at night
- ▶ The elevated train produces a considerable amount of noise and contributes to the area's overall lack of lighting, absence of street trees, and unsafe pedestrian crossings
- ▶ Many ground floor uses along Southern Boulevard between E. 167th and E. 174th streets are institutional in nature, including churches, nonprofits, support services, and government offices that serve the community, but disrupt the retail and commercial continuity within the corridor
- ▶ High proportion of storefronts are in need of physical improvements
- ▶ Early evening closing hours for many institutions and retail businesses reduces foot traffic
- ▶ Desolate and poorly lit streets contribute to the poor perceptions of safety, especially at night
- ▶ Lack of healthy food options and full-service restaurants
- ▶ Insufficient trash management and litter removal
- ▶ Lengthy blocks and minimal crosswalks along Southern Boulevard contribute to dangerous street crossing conditions





Stained Glass on Subway Platform



Westchester Avenue Storefront



Elevated Train along Westchester Avenue



Housing and Storefronts on Louis Niñé Boulevard

Opportunities

- ▶ Clean and beautify streets and sidewalks, especially under the elevated train and in construction areas, to create a better pedestrian and shopper experience
- ▶ Improve street and sidewalk cleanliness with supplemental sanitation services, additional litter baskets, and enhanced lighting under the elevated train
- ▶ Attract new businesses to fill vacant storefronts and meet the needs of local consumers, including healthier food and additional dining options
- ▶ Foster continuity of the commercial corridors by installing temporary public art along construction barriers and vacant lot fences
- ▶ Host public programs and events that activate corridors during evenings and weekends and celebrate the diverse local culture and history
- ▶ Add mid-block street crossings and street furniture along long blocks to enhance pedestrian safety and comfort
- ▶ Improve branding and marketing for the commercial corridors, including a visible online presence for merchants
- ▶ Support merchant organizing efforts and increase communication between businesses, residents, and City agencies
- ▶ Connect merchants to local law enforcement to create awareness of basic crime prevention practices
- ▶ Work with neighborhood schools and social service organizations along the corridor to engage youth to support local revitalization efforts with hands-on activities

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

491

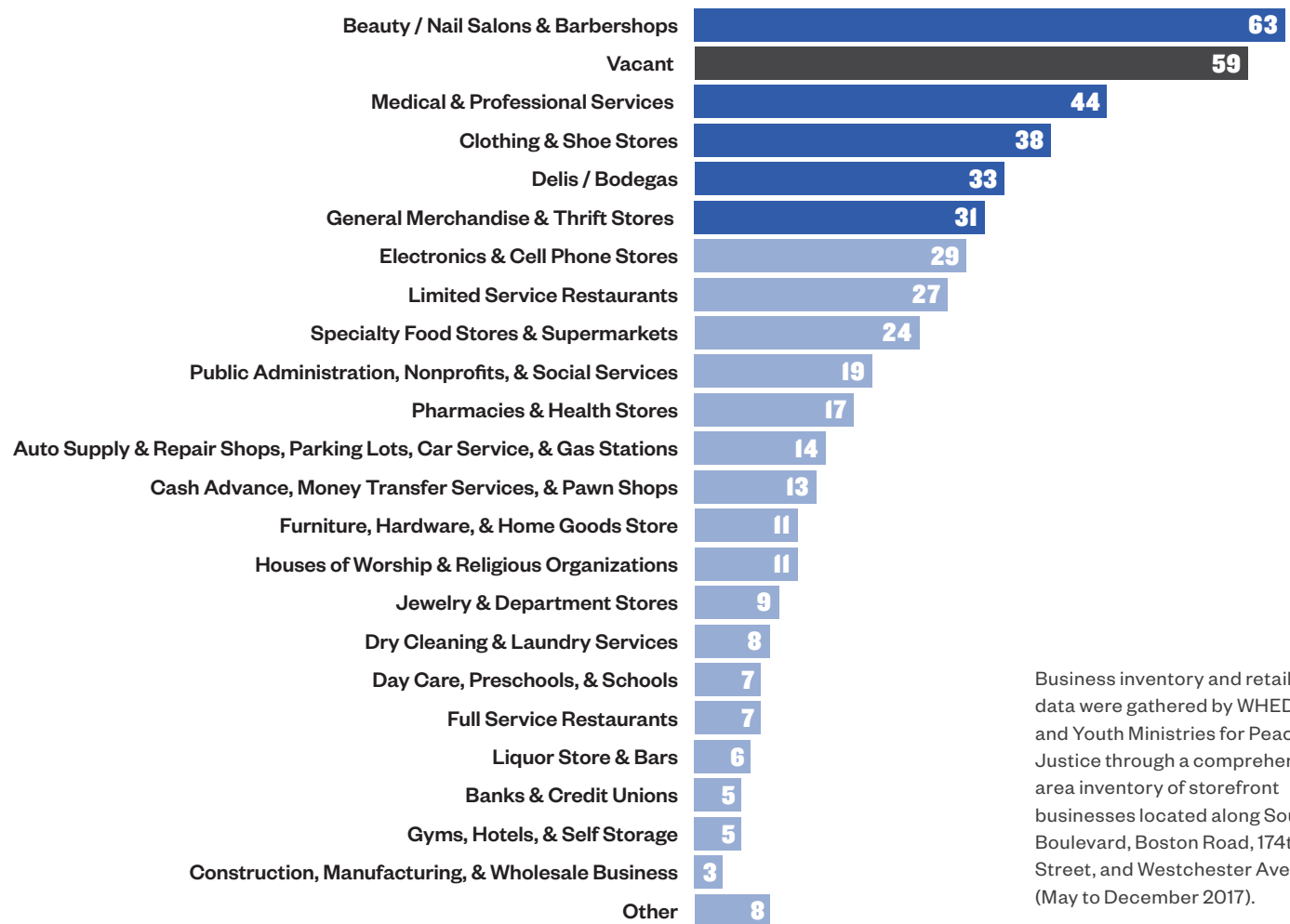
Total Number of Storefronts

12%

Storefront Vacancy*

*Note: In 2017, New York City's 76 Business Improvement Districts reported an average storefront vacancy rate of 7.4% and median storefront vacancy rate of 7.1% (SBS BIDs Trends Report, 2017).

Storefront & Retail Mix



Business inventory and retail mix data were gathered by WHEDco and Youth Ministries for Peace and Justice through a comprehensive area inventory of storefront businesses located along Southern Boulevard, Boston Road, 174th Street, and Westchester Avenue. (May to December 2017).



Westchester Avenue Corridor



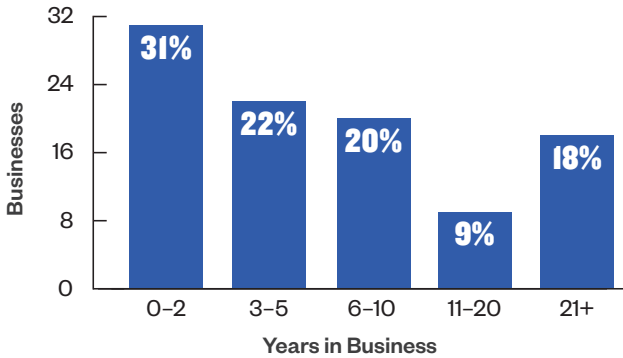
Southern Boulevard Businesses



E. 174th Street Storefronts

What We've Heard from Merchants

How many years have you been in business here?

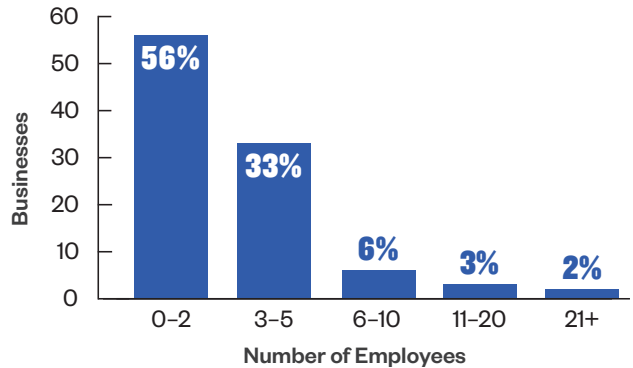


10 Mean
5 Median
2 Mode

5 businesses surveyed have been in the neighborhood for more than 40 years

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

How many full time employees do you have?



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



87% of businesses surveyed are planning to stay or expand in the area

Do you own or rent your property?



What kinds of resources would help you grow your business?

| | % Merchant Responses |
|---|----------------------|
| ▶ Marketing support | 24% |
| ▶ Access to financing | 20% |
| ▶ Space improvements | 20% |
| ▶ New equipment | 15% |
| ▶ Legal / lease support | 10% |
| ▶ Training for staff | 5% |
| ▶ Assistance with regulatory compliance | 4% |
| ▶ Other services | 2% |

What changes need to occur on or around Southern Boulevard to attract more visitors/shoppers?

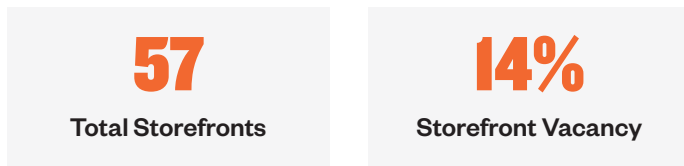
| | % Merchant Responses |
|---------------------------|----------------------|
| ▶ Safety | 27% |
| ▶ Parking | 22% |
| ▶ Beautification | 14% |
| ▶ Sanitation | 14% |
| ▶ Storefront improvements | 11% |
| ▶ Community events | 7% |
| ▶ Merchant collaboration | 5% |

Source: Based on 114 merchant surveys conducted by WHEDoo and Youth Ministries for Peace and Justice, with support from the Southern Boulevard BID during Summer through Winter 2017.

BUSINESS LANDSCAPE

What We've Heard from Boston Road Merchants

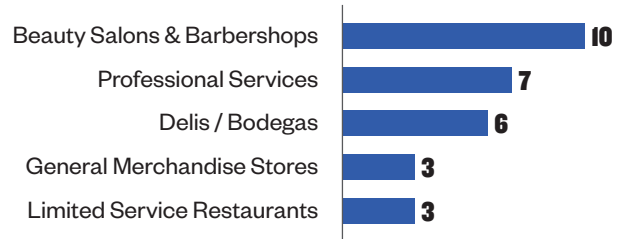
Business Inventory



Do you own or rent your property?



Most Common Businesses

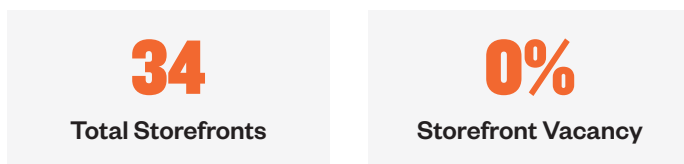


Long-Standing Businesses

| | Years |
|---|-------|
| ▶ Dover Dry Cleaners (1703 Boston Rd.) | 50 |
| ▶ Kojo's Pest Elimination (1576 Boston Rd.) | 44 |
| ▶ Aenos Pizza (1693 Boston Rd.) | 40 |
| ▶ M & V Pharmacy (1663 Boston Rd.) | 38 |

What We've Heard from 174th Street Merchants

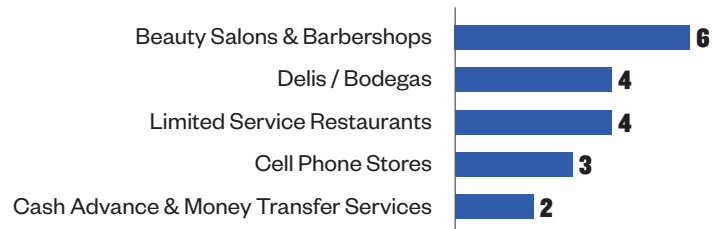
Business Inventory



Note: Due to insufficient data on 174th Street, information regarding own versus rent can not be represented accurately.



Most Common Businesses



New Horizons Shopping Mall is a major retail destination on 174th Street. The mall includes both full service and limited service restaurants, as well as a department store (T.J. Maxx) and a grocery store (Stop & Shop). The mall has a dedicated parking lot and access to two public spaces: Eae J. Mitchell Park and the Angie Lee-Gonzalez and Luis Gonzalez Garden.

Source: Based on 31 Boston Road merchant surveys conducted by WHEDco in Summer 2017.

What We've Heard from Southern Boulevard Merchants

Business Inventory

248

Total Storefronts

13%

Storefront Vacancy

Do you own or rent your property?

88%

Rent

5%

Own

7%

No Response



Most Common Businesses



What We've Heard from Westchester Avenue Merchants

Business Inventory

136

Total Storefronts

12%

Storefront Vacancy

Note: Due to insufficient data on Westchester Avenue, information regarding own versus rent can not be represented accurately.



Most Common Businesses



Source: Based on 59 Southern Boulevard merchant surveys conducted by WHEDoo and Youth Ministries for Peace and Justice in Summer 2017.

BUSINESS LANDSCAPE

What We've Heard from Southern Boulevard Merchants

What do you like about the commercial corridor?

"I love that a lot of the stores are owned by the same owners for decades."

"Access to public transportation."

"Community diversity."

"Diverse ethnicity of customers and business owners."

"Busy pedestrian traffic."

"The community really knows each other."

What are the most pressing needs on the corridor?

"The streets and roads are horrible."

"Limited parking and increased tickets due to ongoing construction."

"There is less advertising here than other locations. We need improvements and advertisement to make other communities aware of our services."

"We need help in growing an online business."

"There is still a lot of crime in this neighborhood."

What We've Heard from Southern Boulevard Shoppers

What types of businesses would you like to see in this neighborhood?

"More organic produce."

"Healthier food stores."

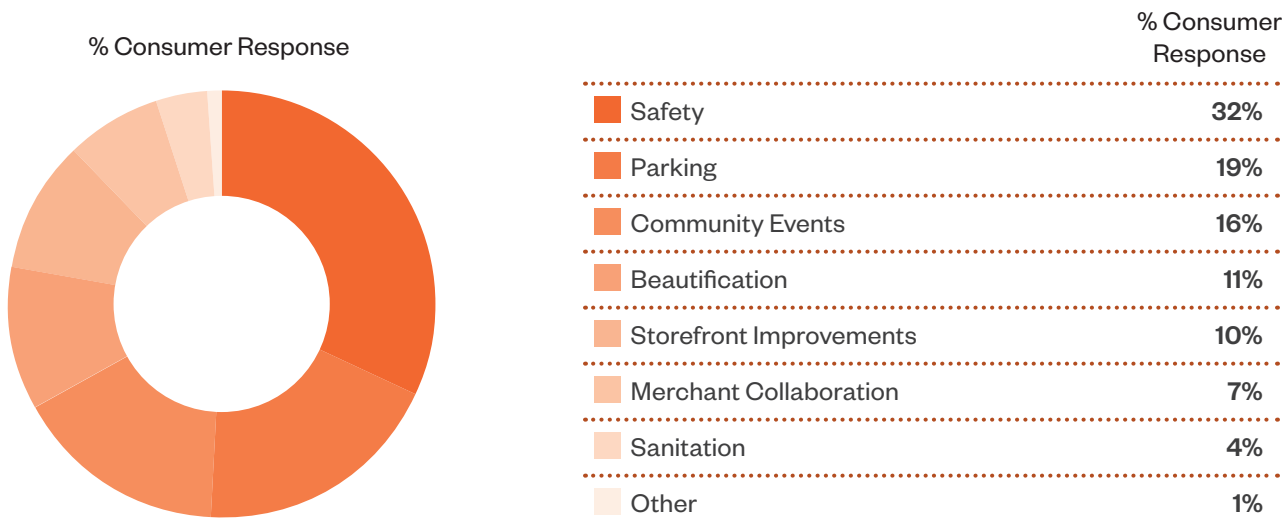
"High end businesses, no more 99 cent stores."

"Somewhere to come together and sit at a table and eat and just have a discussion ... you see men, fathers, sitting with their families having a meal together — that I admire because I don't know that we've ever had that here before in a community and it's something positive."

"More name brands! It's more variety that we need."

"For myself the variety and quality of foods is not there."

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



BUSINESS OUTLOOK

Southern Boulevard Retail Opportunity

Residents spend

\$1.63B

each year in goods and services

Local businesses make

\$1.32B

each year in retail sales

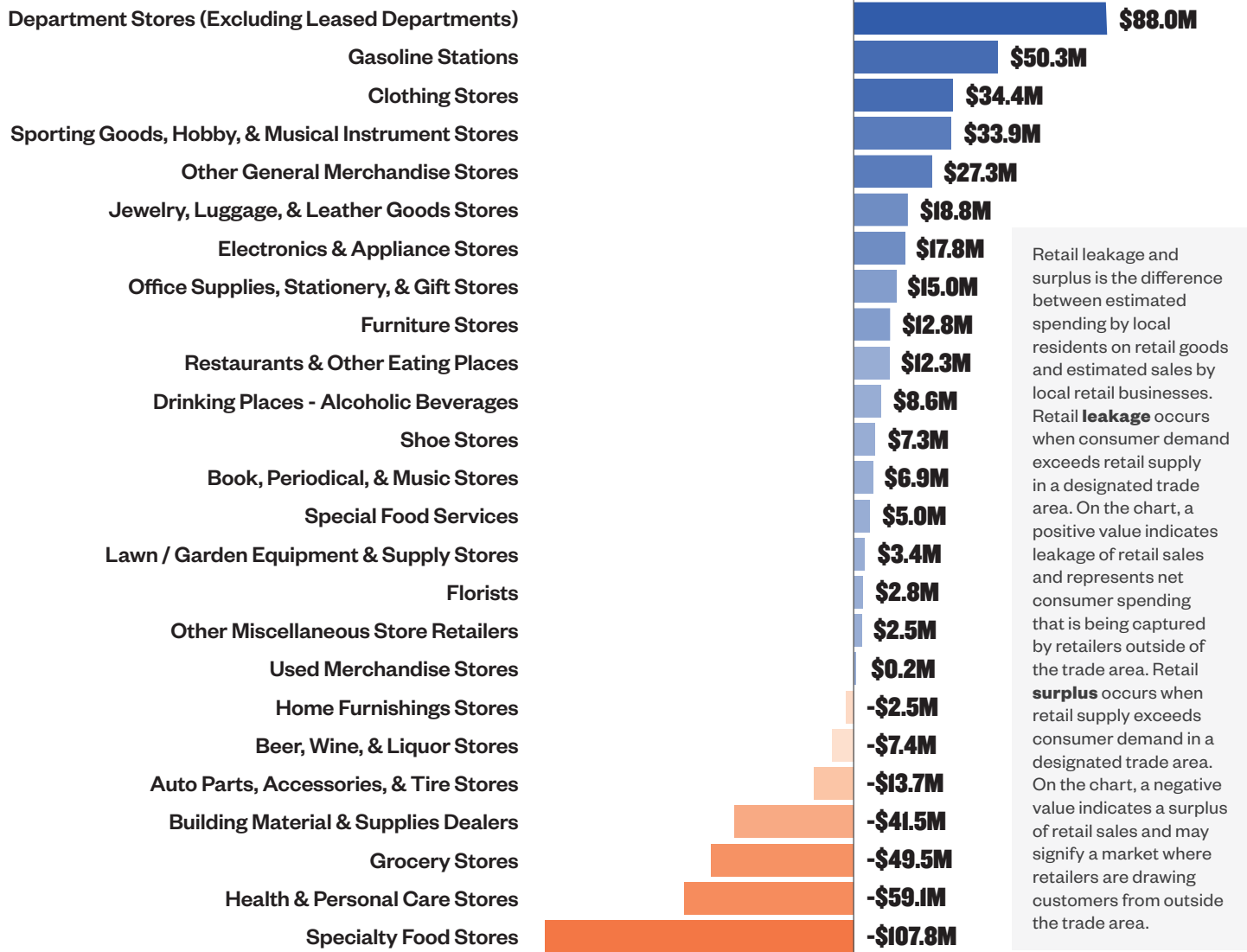
Every year,

\$306M

is spent outside the neighborhood

Retail Leakage & Surplus

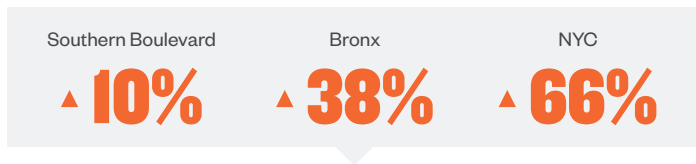
← Surplus \$0 Leakage →



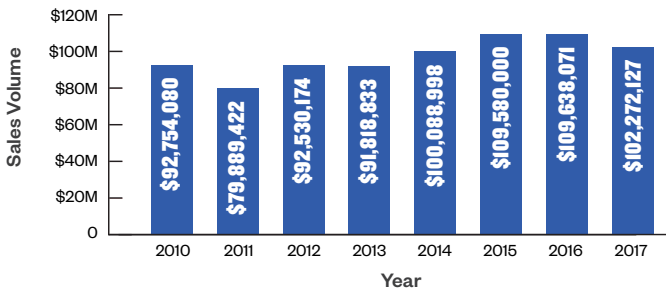
Source: ESRI and Infogroup, December 2017.

Business Trends

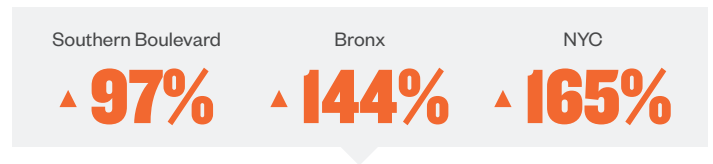
Change in Total Business Sales, 2010–2017



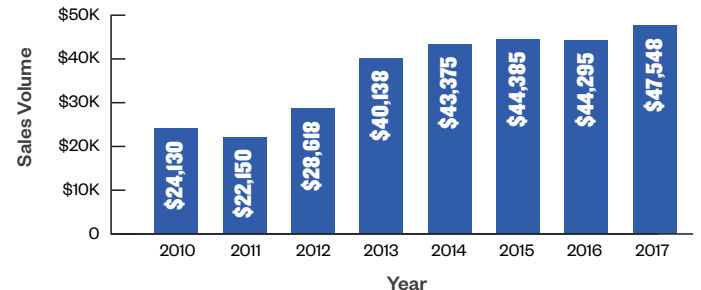
Southern Boulevard Total Business Sales



Change in Median Sales by Business, 2010–2017




Southern Boulevard Median Sales by Business



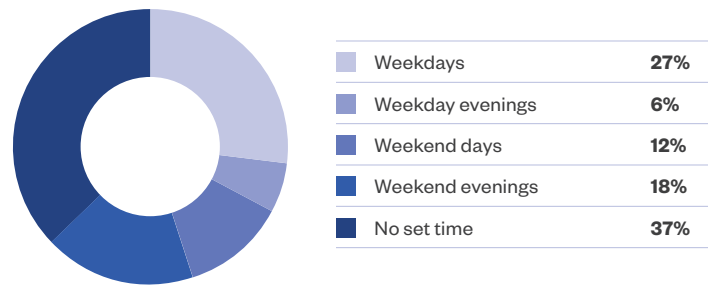
Source: Division of Tax Policy, NYC Department of Finance

What We've Heard from Shoppers

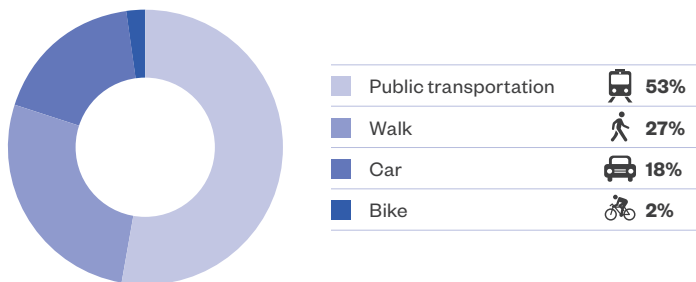
What additional types of businesses would you like to see?

- ▶ Clothing, shoe stores 
- ▶ Restaurants 
- ▶ Fitness and health 
- ▶ Organic produce 
- ▶ Butcher 

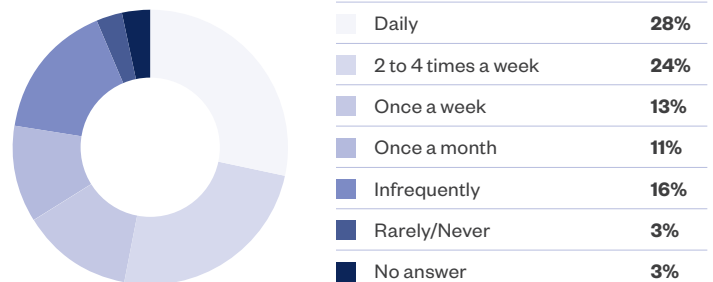
When do you usually shop here?



How do you usually get to the Southern Boulevard commercial district?



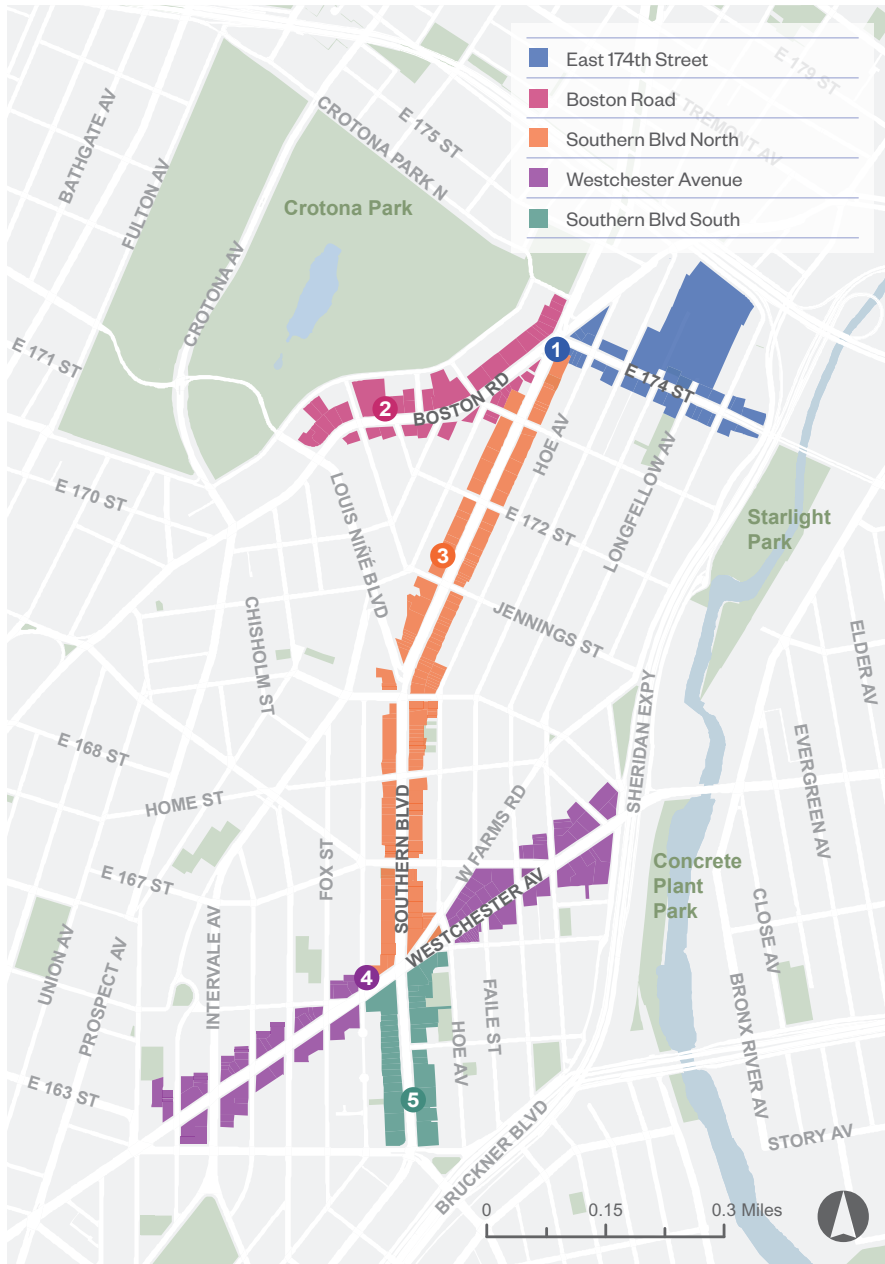
How often do you shop here?



Source: Based on 645 consumer surveys conducted by WHEDco and Youth Ministries for Peace and Justice with support from the Southern Boulevard BID in Summer 2017, and on 314 consumer surveys conducted by WHEDco in 2016.

PHYSICAL ENVIRONMENT

Streetscape Conditions



Observations

East 174th Street

▶ Sidewalks are generally in good condition, and there are two accessible public spaces on East 174th Street.

❶ The five-way intersection at Boston Road, 174th Street, and Southern Boulevard has poor visibility around the structure of the elevated train, poor maintenance of pedestrian crossings, and many traffic and pedestrian safety concerns.

Boston Road

❷ Sidewalks are in generally good condition, with few trash management issues or concerns about pedestrian crossings.

Southern Boulevard - North

▶ Conditions along Southern Boulevard north of Westchester Avenue are particularly poor due to ongoing construction from both private development and public improvements.

▶ The high storefront vacancy, numerous vacant lots, and lots under construction reduce the amount of available lighting from buildings.

❸ Long blocks along Southern Boulevard north of Westchester Avenue create a lack of adequate trash bins resulting in overflowing receptacles and litter along the sidewalks and street.

Westchester Avenue

▶ Street conditions are generally good on Westchester Avenue, with access to up-to-date trash receptacles and clearly marked pedestrian crossings.

❹ The elevated 2 and 5 trains are particularly loud when approaching the curve north on Southern Boulevard, adding to the chaotic nature of the intersection. Litter also accumulates at station entrances.

Southern Boulevard - South

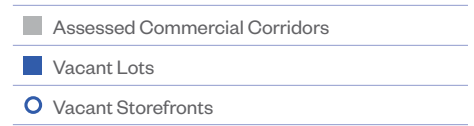
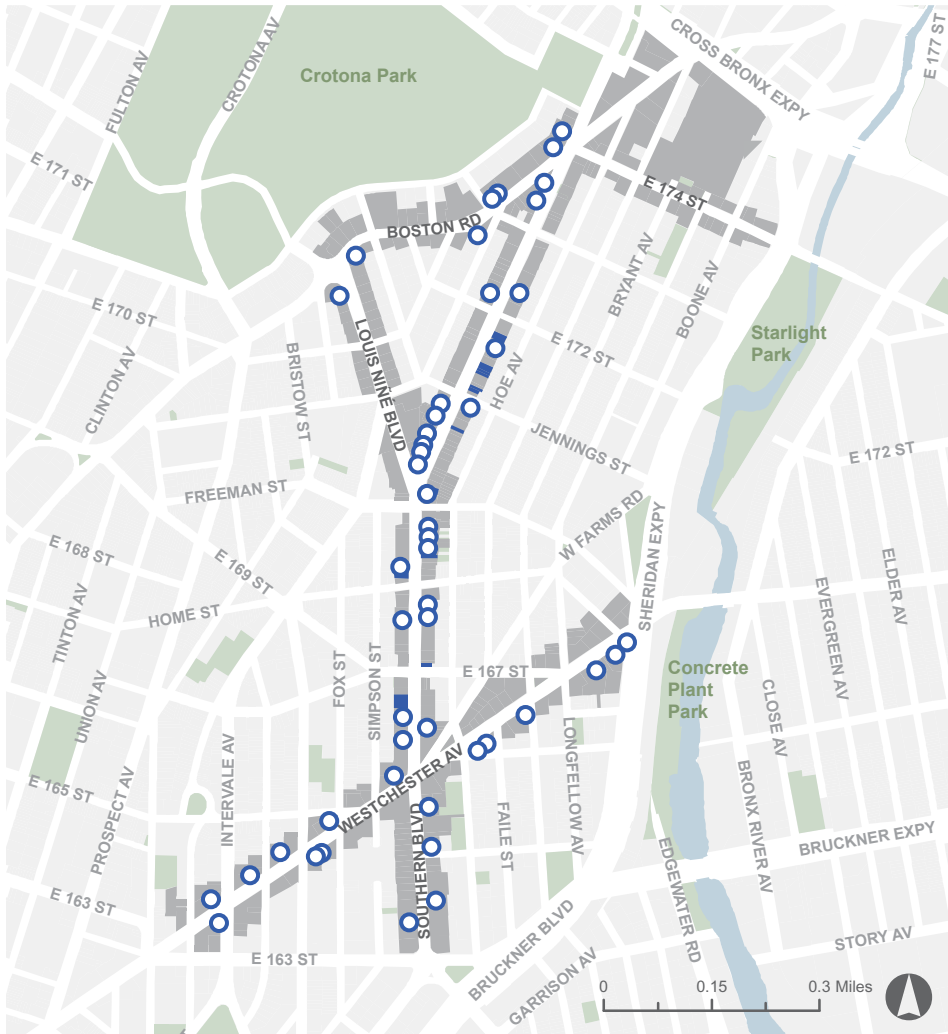
▶ Because there is no elevated train south of Westchester Avenue, this part of Southern Boulevard has better lighting when compared to the rest of the study area.

❺ The Southern Boulevard BID's supplemental sanitation service helps maintain a very clean streetscape on the area's wide streets and well-maintained sidewalks.



PHYSICAL ENVIRONMENT

Storefront Conditions



An analysis of 491 storefronts along Southern Boulevard, Louis Nié Boulevard, 174th Street, Boston Road, and Westchester Avenue revealed that 42% of storefronts are in poor condition, 26% of storefronts are in average condition, and 32% of storefronts are in good condition. Fourteen vacant lots and a 12% storefront vacancy rate disrupt continuity along the commercial corridors for both Southern Boulevard and Westchester Avenue.

Observations



Vacant Storefront on Southern Boulevard



Elevated Train along Southern Boulevard



Eae J. Mitchell Park



Vacant Storefronts on Southern Boulevard

DATA APPENDIX

Study Area Boundaries



Assessed Commercial Corridors

Primary data on Southern Boulevard storefront businesses presented on pg. 6–11 was gathered along:

- ▶ Louis Niñé Blvd. between Freeman St. and Boston Rd.
- ▶ Southern Blvd. between 174th St. and 163rd St.
- ▶ Westchester Ave. between Intervale Ave. and Longfellow Ave.
- ▶ East 174th St. between Southern Blvd. and the Sheridan Expy.
- ▶ Boston Rd. between Louis Niñé Blvd. and the Cross Bronx Expy.

Southern Boulevard Context Area

Demographic and employment data on pg. 16–17 correspond to the Southern Boulevard neighborhood context area.

Trade Area

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

Area Demographics

Total Population

| | |
|------------------|--------------------|
| 57,798 | Southern Boulevard |
| 1,413,566 | Bronx |
| 8,354,889 | New York City |

Population Density (per square mile)

| | |
|---------------|--------------------|
| 55,013 | Southern Boulevard |
| 33,204 | Bronx |
| 27,632 | New York City |

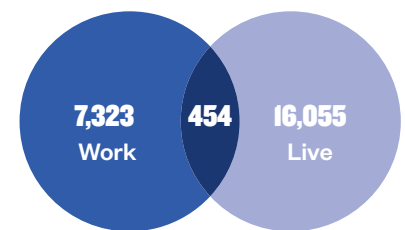
Average Household Size

| | |
|-------------|--------------------|
| 2.95 | Southern Boulevard |
| 2.85 | Bronx |
| 2.64 | New York City |

Car Ownership

| | |
|------------|--------------------|
| 30% | Southern Boulevard |
| 40% | Bronx |
| 45% | New York City |

Commuting Patterns

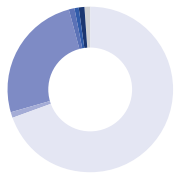


| | |
|---------------|--|
| 7,323 | Work in Southern Boulevard, live elsewhere |
| 454 | Live & Work in Southern Boulevard |
| 16,055 | Live in Southern Boulevard, work elsewhere |

Note: All references to Southern Boulevard on pages 16 and 17 correspond to data pulled from the Southern Boulevard Context Area as defined by the map above.

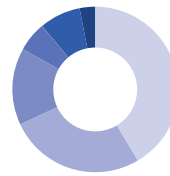
Area Demographics

Population Diversity



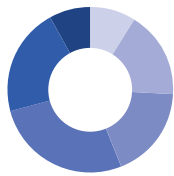
| | Southern Boulevard | Bronx | NYC |
|--|--------------------|-------|-----|
| Hispanic or Latino (of any race) | 71% | 53% | 29% |
| White alone | 1% | 11% | 33% |
| Black or African American alone | 26% | 30% | 22% |
| Asian alone | 1% | 4% | 13% |
| Two or more races | 1% | 1% | 2% |
| Some other race alone | 1% | 1% | 1% |
| American Indian and Alaska Native | 0% | 0% | 0% |
| Native Hawaiian and Other Pacific Islander | 1% | 1% | 0% |

Educational Attainment



| | Southern Boulevard | Bronx | NYC |
|---------------------------------|--------------------|-------|-----|
| 12th Grade or Less, No Diploma | 42% | 30% | 20% |
| High School Graduate | 27% | 28% | 25% |
| Some College, No Degree | 15% | 17% | 14% |
| Associate's Degree | 6% | 7% | 6% |
| Bachelor's Degree | 8% | 12% | 21% |
| Graduate or Professional Degree | 3% | 7% | 14% |

Population Age



| | Southern Boulevard | Bronx | NYC |
|---------------|--------------------|-------|-----|
| Under 5 years | 9% | 8% | 7% |
| 5-14 years | 17% | 14% | 11% |
| 15-24 years | 18% | 16% | 14% |
| 25-44 years | 27% | 28% | 31% |
| 45-64 years | 21% | 23% | 25% |
| 65+ years | 8% | 11% | 12% |

Median Age

| | |
|-------------|--------------------|
| 29.1 | Southern Boulevard |
| 33.1 | Bronx |
| 35.7 | New York City |

Foreign-Born Population

| | |
|------------|--------------------|
| 32% | Southern Boulevard |
| 34% | Bronx |
| 37% | New York City |

Income

Median Household Income

| | |
|-----------------|--------------------|
| \$22,503 | Southern Boulevard |
| \$34,284 | Bronx |
| \$52,737 | New York City |

Pop. Below Poverty Line

| | |
|------------|--------------------|
| 44% | Southern Boulevard |
| 24% | Bronx |
| 21% | New York City |

Employment

Population in Labor Force*

| | |
|------------|--------------------|
| 56% | Southern Boulevard |
| 59% | Bronx |
| 63% | New York City |

Unemployment**

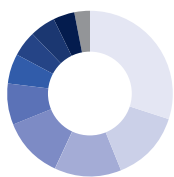
| | |
|--------------|--------------------|
| 17.4% | Southern Boulevard |
| 15.0% | Bronx |
| 10.3% | New York City |

*Note: Population in Labor Force refers to Population 16 Years and Over.

**Note: Unemployment figures are based on data from 2010 - 2014. As of January 2018, the unemployment rate is 6.4% for the Bronx and 4.6% for New York City (NYSDOL); updated neighborhood-level data for Southern Boulevard is not available.

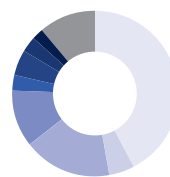
Local Jobs and Employment

Local Residents' Employment



| | |
|--|-----|
| Educational Services, Health Care, Social Assistance | 30% |
| Accommodation, Food Services, Arts, Entertainment | 14% |
| Retail Trade | 13% |
| Other Services | 12% |
| Professional, Scientific, & Technical Services | 8% |
| Transportation, Warehousing, Utilities | 6% |
| Construction | 5% |
| Finance, Insurance, Real Estate | 5% |
| Manufacturing | 4% |
| Public Administration | 3% |

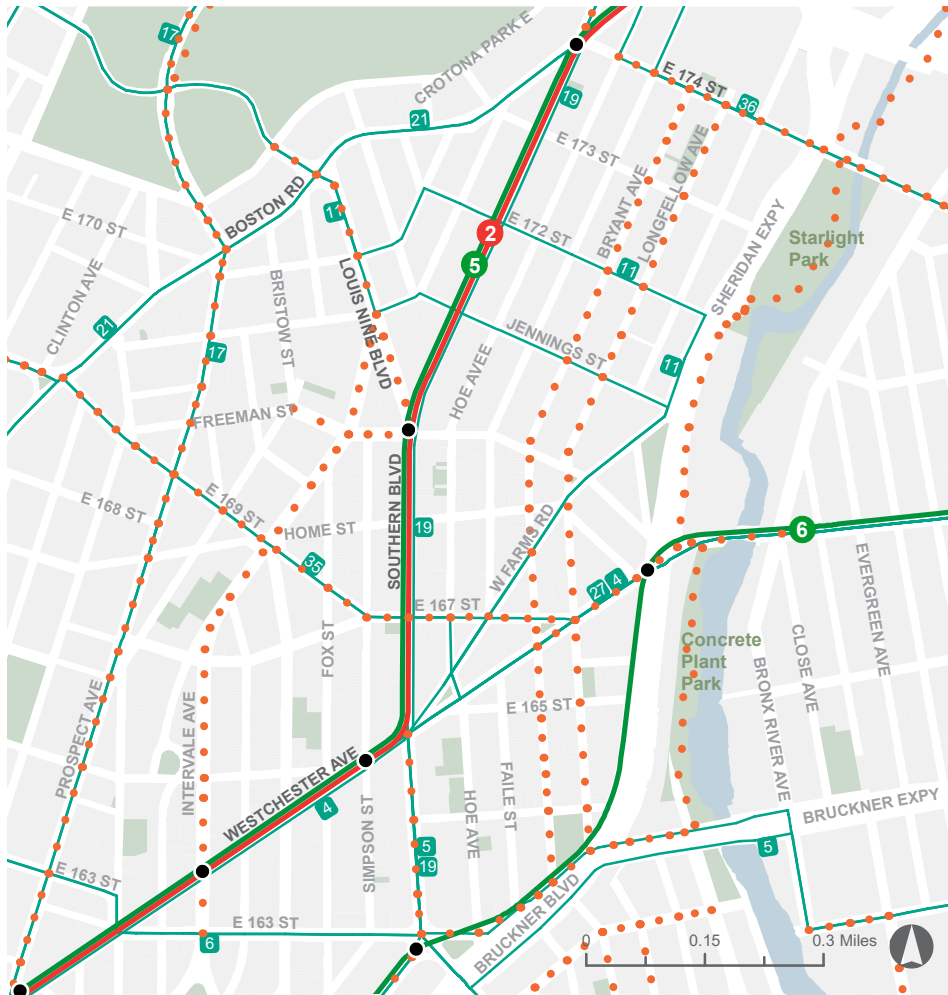
Jobs Located in the Southern Boulevard Area



| | |
|--|-----|
| Educational Services, Health Care, Social Assistance | 42% |
| Accommodation, Food Services, Arts, Entertainment | 5% |
| Retail Trade | 17% |
| Other Services | 11% |
| Professional, Scientific, & Technical Services | 0% |
| Transportation, Warehousing, Utilities | 3% |
| Finance, Insurance, Real Estate | 5% |
| Construction | 3% |
| Manufacturing | 2% |
| Public Administration | 11% |

DATA APPENDIX

Southern Boulevard Transportation



◀ Southern Boulevard Transportation

- Bus Routes
- NYC Subway
- Bicycle Lanes

MTA Annual Bus Ridership (2016)

| | |
|-------------|------|
| 3.6M | Bx4 |
| 3.4M | Bx5 |
| 7.3M | Bx6 |
| 4.4M | Bx11 |
| 3.1M | Bx17 |
| 9.5M | Bx19 |
| 4.6M | Bx21 |
| 2.3M | Bx27 |
| 5.6M | Bx35 |
| 9.6M | Bx36 |

Vehicular Traffic

| | |
|---------------|---|
| 12,716 | Average daily vehicles on Southern Boulevard between Westchester Avenue and East 163rd Street |
| 6,716 | Average daily vehicles on Southern Boulevard between East 163rd Street and East 174th Street |
| 8,727 | Average daily vehicles on Westchester Avenue between Prospect Avenue and Southern Boulevard |
| 15,950 | Average daily vehicles on Westchester Avenue between Southern Boulevard and the Sheridan Expressway |
| 35,242 | Average daily vehicles on the Sheridan Expressway between Westchester Avenue and I-95 |

Average Weekday Subway Ridership (2016)

| | | |
|--------------|-------------------|--------------------------|
| 3,423 | 2 5 | Intervale Avenue Station |
| 9,680 | 2 5 | Simpson Avenue Station |
| 5,055 | 2 5 | Freeman Street Station |
| 7,690 | 2 5 | 174th Street Station |
| 1,830 | 6 | Whitlock Avenue Station |

Bus Routes

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

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

Recent SBS Investments in the Neighborhood

- ▶ *Neighborhood 360° Fellowship Host Organization*, awarded to WHEDco, 2015 and 2016.
- ▶ *Consumer Preferences Study for Business Attraction and Retention*, Avenue NYC business retention grant of \$30,000 awarded to WHEDco, 2016.
- ▶ *Project ReLEASE: Southern Boulevard*, Neighborhood Challenge property activation and development grant of \$50,000 awarded to WHEDco, 2015.
- ▶ *Retail Attraction and Consumer Preferences Reporting*, Avenue NYC business attraction grant of \$30,000 awarded to WHEDco, 2015.
- ▶ *Retail Recruitment Campaign*, Avenue NYC business attraction and merchant organizing grant of \$13,800 awarded to WHEDco, 2014.

Existing Plans & Studies

- Southern Boulevard Neighborhood Study*, NYC Department of City Planning, 2018 (in progress).
- Crotona and Tremont Park Master Plan*, NYC Department of Parks and Recreation, 2015.
- Sheridan-Hunts Point Land Use and Transportation Study*, NYC Department of City Planning, 2013.
- Bronx River Greenway Master Plan*, Bronx River Alliance, 2006.
- Bronx Community Board 3 197a Plan*, 1993.

Sources

- ESRI and Infogroup, Inc. August 2017 ESRI Retail MarketPlace Profile.
- Infogroup, Inc. 2017. From ReferenceUSA database.
- Metropolitan Transportation Authority. 2016. Average Weekday Subway Ridership and Annual Bus Ridership.
- NYS Department of Labor. January 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. The top 5% of filers from Manhattan and top 1% of filers from the outer boroughs by sales were removed from the analysis.
- 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, 2014 American Community Survey 4-Year Estimates, using NYC Census FactFinder. Southern Boulevard Census Tracts: 87, 89, 119, 121.01, 121.02, 123, 125, 127.01, 129.01, 153, 155, 157, 159, 161, 359, 365.02, 367.
- Photo Credits: WHEDco: Yesmin Vega, Marco Castro; Youth Ministries for Peace and Justice: Summer Sandoval; Local Initiatives Support Corporation: Charles Chessler; Bronx River Art Center; NYC Department of City Planning, Bronx Borough Office; NYC Parks; NYC SBS: Andrew Marcus, Madelaine Britt, Rosa Kelly.



ABOUT SBS

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

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Southern Boulevard Merchants
Southern Boulevard Shoppers and Residents