



MORRIS PARK & VAN NEST

THE BRONX

Commercial District Needs Assessment



NYC
Small Business
Services

careers
businesses
neighborhoods



Morris Park BID



ABOUT MORRIS PARK & VAN NEST

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 **Morris Park Avenue, White Plains Road, Lydig Avenue, Williamsbridge Road, and Bronxdale Avenue** commercial corridors in **Morris Park & Van Nest**, and was conducted in partnership with **Morris Park BID** between September 2020 and June 2021.

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

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Located in the Northeast Bronx, Morris Park and Van Nest are residential neighborhoods situated between the prominent green spaces of the New York Botanical Garden and Bronx Zoo to the east and the Albert Einstein College of Medicine and NYC Health + Hospitals Jacobi Medical Center to the west. The wider area also includes the smaller neighborhoods of Little Yemen, Pelham Parkway, and Indian Village.

Before 1870, this section of the Bronx was part of Westchester County and primarily used as farmland. As the public transportation system expanded, the area began developing into residential communities. Van Nest was named after the railroad stop built in the 19th century, named for the father of Abraham Reynier Van Nest, then the director of the New York, New Haven, and Hartford Railroad.

Morris Park was named after John Albert Morris who built the Morris Park Racecourse in 1889. The racing track, used for both thoroughbred horses and car racing, remained in operation until 1904, with the Van Nest railroad station serving as the main depot for visitors. The racing track became property of New York City in 1907 and, following a fire in 1910, was auctioned off to developers who subsequently subdivided the land into building lots and the current street configuration.

The primary commercial corridors include Morris Park Avenue to the south, White Plains Road and Lydig Avenue to the west, and Williamsbridge Road to the east. The neighborhoods are served by the elevated 2 and 5 subway lines and the E, 180 Street, Bronx Park East, Pelham Parkway, and Morris Park stations. The residential base consists primarily of one- and two-story homes, with clusters of denser housing located primarily in the northern section by the Lydig Avenue commercial corridor and Bronx Park East.

Morris Park and Van Nest's unique identity has been shaped by its diverse communities. Historically home to many Italian, Jewish, and Albanian immigrants, the growing Asian, Hispanic, African American, and Yemeni and Middle Eastern populations add richness to the multicultural fabric and bring vibrancy to the neighborhoods. This diversity is visibly reflected in the commercial offerings and contributes to the multi-generational, community-oriented, and small village feel of the district.

Neighborhood Demographics

See more on page 17

A total population of approximately 45,000 people live in the Morris Park, Van Nest, Little Yemen, White Plains Road, Pelham Parkway, and Indian Village neighborhoods. The population is 45% Hispanic/Latinx, 32% White, 12% Black, and 9% Asian, with about 30% of the area reporting to be foreign-born. The residential diversity is reflected through the growing ethnic commercial and cultural offerings in the neighborhood.

Future Opportunities

See more on page 5

While the COVID-19 pandemic continues to significantly impact the city's small businesses, the neighborhoods' commercial corridors have managed to retain and attract new customers and experienced few store closings. This reflects the deep community roots of local businesses, many of which are family-owned/oriented and often multi-generational. Various public investments and streetscape improvements to the district have made it more welcoming for pedestrians and cyclists. Recent plans include a bike lane implemented on Morris Park Avenue in fall 2019, a shared e-scooter pilot launched in summer 2021, and plans to expand the bicycle network with new lanes along Bronxdale Avenue, linking to the Bronx River Greenway. Additionally, the forthcoming Bronx Metro-North Railroad expansion project will add new stations at Morris Park and Parkchester/Van Nest, which will create economic growth opportunities and provide much needed transit access for East Bronx residents to Penn Station in midtown Manhattan as well as to Connecticut and Westchester County.

Morris Park & Van Nest



▲ Points of Interest

- Assessed Commercial Corridors
- Morris Park BID
- Medical Centers & Universities
- White Plains Road BID
- Parks and Public Spaces
- Public Facilities

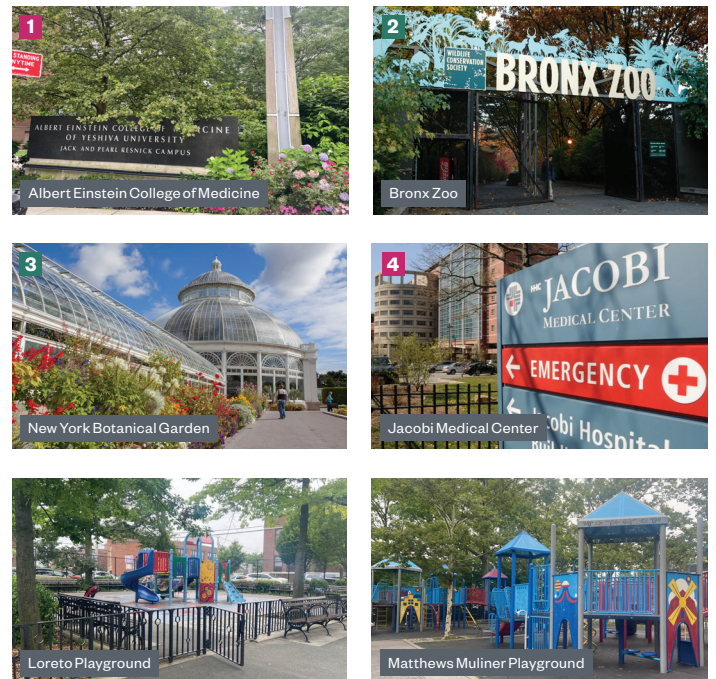
Merchant & Community Groups

- Bronx Muslim Center
- Bronx Park East Community Association
- Morris Park BID
- Morris Park Community Association
- Van Nest Neighborhood Alliance
- White Plains Road BID
- Yemeni American Merchants Association

Neighborhood Events

- Morris Park Graduation Celebration
- Morris Park Italian Heritage Day Parade
- Morris Park Joyful Holiday Trolley
- Yemeni American Day Parade

▲ Notable Places



KEY FINDINGS & OPPORTUNITIES

Strengths

- ▶ Resilient and long-standing small businesses with roots in the community are supported by active local organizations and a close-knit residential population that drives the local economy of the neighborhood
- ▶ Charming small village feel where businesses have an established base of regular customers, and a particularly enjoyable atmosphere, especially around the holidays
- ▶ Diverse immigrant community with growing number of culturally relevant businesses and professional services
- ▶ Close proximity to tourist destinations such as the New York Botanical Garden and Bronx Zoo, as well as multiple medical centers
- ▶ Low density residential character of the area creates a perception of tranquility, safety, and space

Challenges

- ▶ Lack of accessible, central public spaces makes it challenging to have a reliable anchor location for socializing, celebrating events, and building community
- ▶ Limited access to public transportation can act as a deterrent for visitors to reach certain portions of the neighborhood
- ▶ Insufficient street lighting under the elevated train on White Plains Road and lack of nighttime activity along industrial corridors lead to perceptions of safety concerns
- ▶ Aging street infrastructure, including cluttered wiring on street poles, contributes to an uninviting streetscape for customers
- ▶ Visible cleaning and sanitation issues, particularly under the elevated train line, result in the accumulation of litter, graffiti, and pet waste
- ▶ Absence of local dog runs, along with significant pet ownership in the area, causes sidewalk littering issues
- ▶ Low pedestrian traffic makes it challenging for businesses to grow beyond the level of local demand



Morris Park Avenue Storefronts



Morris Park Avenue Storefront



Pelham Parkway Station on White Plains Road



Lydig Avenue Corridor



Opportunities

- ▶ Attract new businesses to complement the charming, small village atmosphere with stores that would create a more curated, high quality shopping experience
- ▶ Develop shopping guides and wayfinding materials to direct more visitors from the nearby Bronx Zoo, New York Botanical Garden, and surrounding medical centers to the neighborhood's commercial corridors
- ▶ Activate local playgrounds, such as Loreto Playground and Matthews Muliner Playground, for community and cultural events
- ▶ Promote the area's growing local diversity by highlighting the neighborhood's unique restaurants and retail offerings
- ▶ Advocate for technological interventions, such as LinkNYC kiosks, that can be leveraged to provide free Wi-Fi and share community updates and relevant information

- ▶ Leverage the growing transportation options in the neighborhood, such as e-scooters, and the forthcoming Metro-North station, to increase foot traffic along the commercial corridors
- ▶ Invest in beautification and horticulture programs to add to the charm of the corridors and to attract more shoppers
- ▶ Provide marketing assistance to small businesses to help them adapt to changing neighborhood demographics and shopping preferences

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: MORRIS PARK & VAN NEST

Business Inventory

592

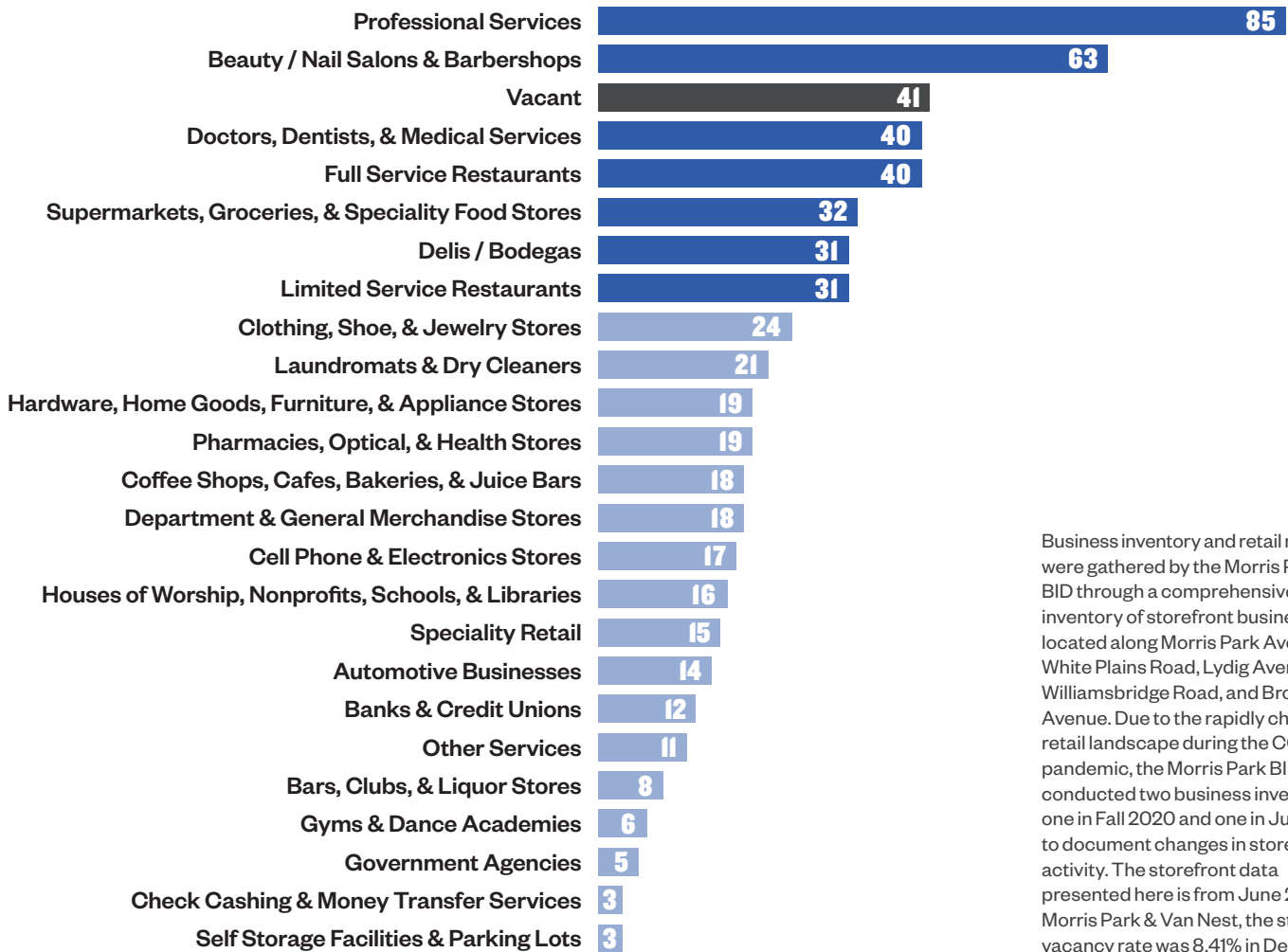
Total Number of Storefronts

6.9%

Storefront Vacancy*

*Note: In 2020, New York City's 76 Business Improvement Districts reported an average ground floor vacancy rate of 11.3% and median ground floor vacancy rate of 10.9% (SBS BIDs Trends Report, FY2020).

Storefront & Retail Mix

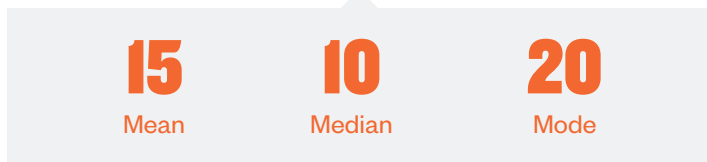
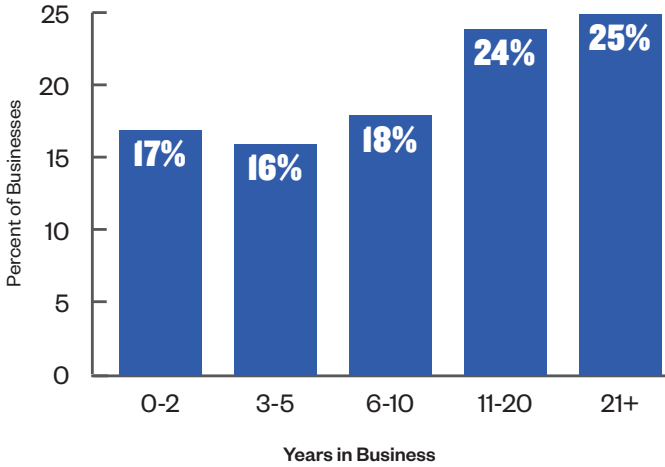


Business inventory and retail mix data were gathered by the Morris Park BID through a comprehensive area inventory of storefront businesses located along Morris Park Avenue, White Plains Road, Lydig Avenue, Williamsbridge Road, and Bronxdale Avenue. Due to the rapidly changing retail landscape during the COVID-19 pandemic, the Morris Park BID conducted two business inventories, one in Fall 2020 and one in June 2021, to document changes in storefront activity. The storefront data presented here is from June 2021. In Morris Park & Van Nest, the storefront vacancy rate was 8.41% in December 2020 and 6.93% in June 2021.



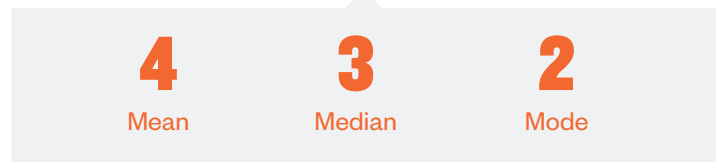
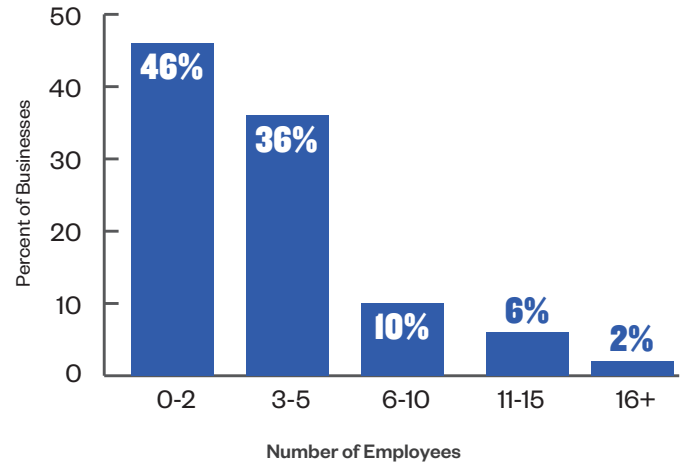
What We've Heard from Morris Park & Van Nest Merchants

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 full-time employees do you have?



Do you own or rent your property?



Does your business currently have a website?



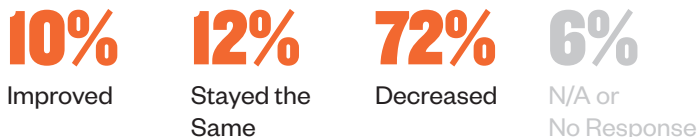
Are you a minority or woman-owned business?



Does your business currently use social media?



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

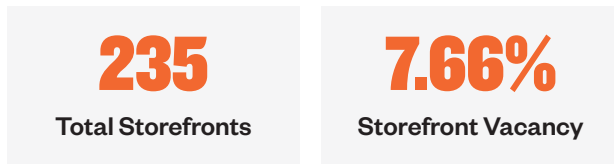


Source: Based on 279 merchant surveys conducted by the Morris Park BID in Winter 2020.

BUSINESS LANDSCAPE

Morris Park Avenue

Business Inventory & Retail Mix



Do you own or rent your property?

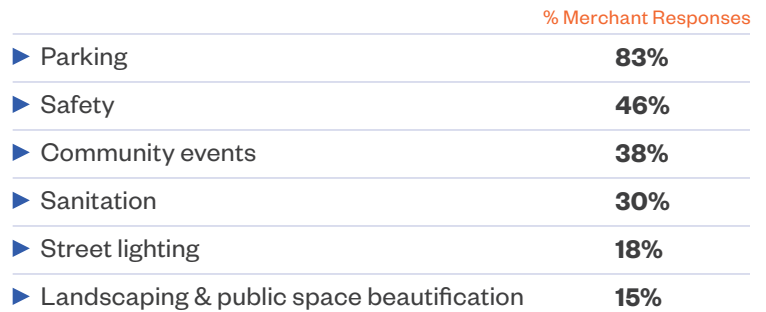


Source: Based on 125 merchant surveys conducted by the Morris Park BID on Morris Park Avenue in Winter 2020.

Most Common Businesses

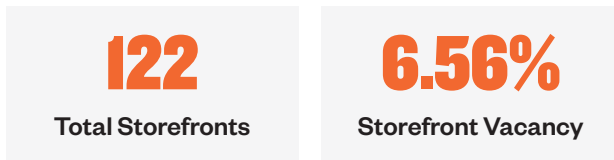


What changes need to occur on or around your corridor to attract more shoppers?



White Plains Road

Business Inventory & Retail Mix



Do you own or rent your property?

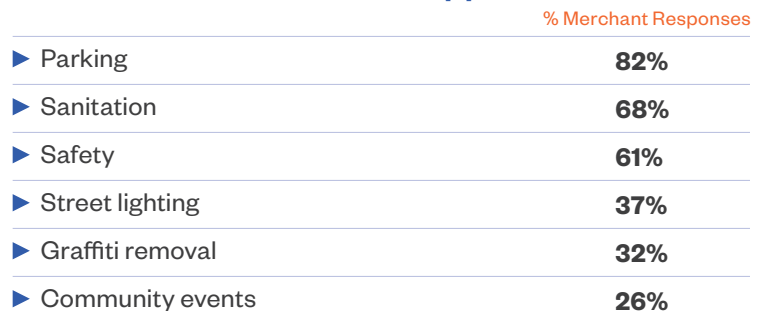


Source: Based on 38 merchant surveys conducted by the Morris Park BID on White Plains Road in Winter 2020.

Most Common Businesses

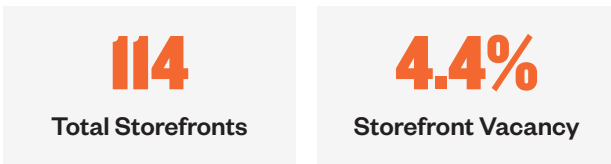


What changes need to occur on or around your corridor to attract more shoppers?



Williamsbridge Road

Business Inventory & Retail Mix

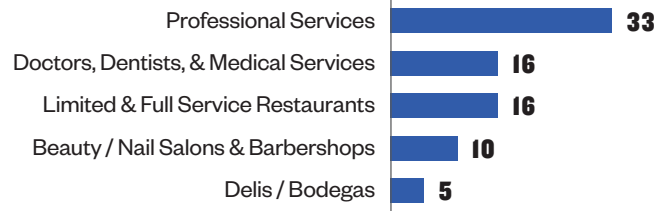


Do you own or rent your property?

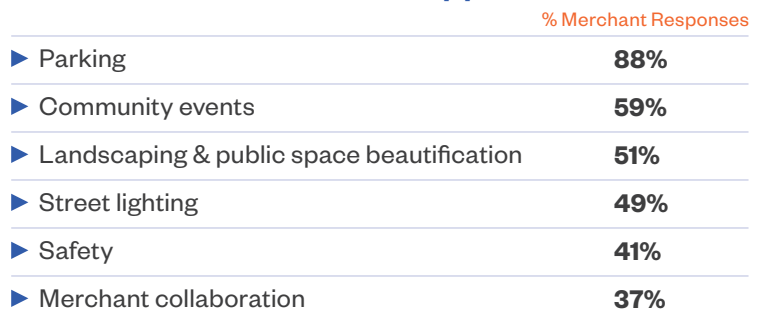


Source: Based on 41 merchant surveys conducted by the Morris Park BID on Williamsbridge Road in Winter 2020.

Most Common Businesses

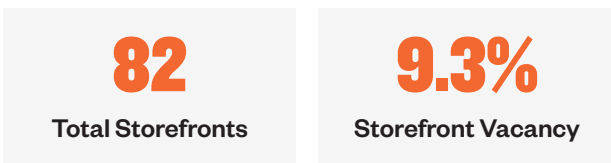


What changes need to occur on or around your corridor to attract more shoppers?



Lydig Avenue

Business Inventory & Retail Mix



Do you own or rent your property?

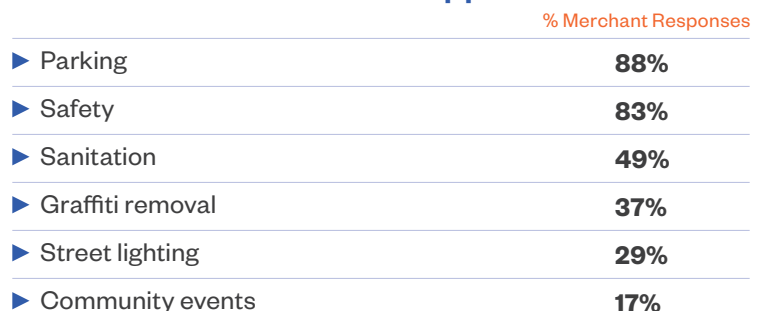


Source: Based on 41 merchant surveys conducted by the Morris Park BID on Lydig Avenue in Winter 2020.

Most Common Businesses



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



BUSINESS LANDSCAPE

What We've Heard from Morris Park & Van Nest Merchants

What do you like about the commercial district?

"Everyone comes together and shows support."

"Diverse and large community that is always willing to support small businesses."

"I love Morris Park. The people, the community. We are like a family."

"The owners provided free meals to the community during the pandemic."

"Diverse people, history. Heart of the Bronx!"

"Homey, businesses stick together."

What We've Heard from Morris Park & Van Nest Merchants & Shoppers

What makes this commercial district unique?

"Hometown, homegrown feeling."

"Transportation access, walkability, charm, history."

"Community works, lives, and purchases here."

"I love how this community treats its people. This neighborhood makes me feel at home."

"Full of small businesses and mom & pop shops."

"Great community. Real people who grew up here. World class program at Yeshiva hospital here in the Bronx."

What We've Heard from Morris Park & Van Nest Shoppers

What changes would you suggest to improve the commercial district?

"Joining forces with members of the community to bring awareness and people together."

"Give updates on what's going on with the stores. Feature and invite people in to see like in the library."

"More community spaces for events and town halls."

"More specials and events, collaborations, and local advertising."

"Better, more inclusive community events and fairs to bring people to the neighborhood."

What changes need to occur in Morris Park & Van Nest to attract more visitors/shoppers?

	% Merchant Response	% Consumer Response
▶ Parking	83%	44%
▶ Safety	53%	27%
▶ Sanitation	38%	30%
▶ Community Events	36%	53%
▶ Street Lighting	28%	23%
▶ Better Landscaping	22%	20%
▶ Graffiti Removal	18%	11%
▶ Business to Business Communication	15%	-
▶ Storefront Improvements	12%	16%
▶ More Open Space	8%	13%

BUSINESS LANDSCAPE

COVID-19 Business Impacts

The data and findings presented in this report were gathered during the COVID-19 pandemic. The economic impact of the COVID-19 public health crisis has negatively affected 90% of small business owners nationally. Across New York City, total business sales declined by 39% and median business sales declined by 28% from March 2020 to March 2021. With the exception of grocery stores and pharmacies, spending in all other retail categories declined significantly during the pandemic. During this time, business activity in Morris Park & Van Nest was paused for an extended period, causing rapid shifts in business strategies and major changes in local consumer shopping habits. As of June 2021, federal, state, and city resources have been and continue to be developed to support businesses during this extremely challenging time, yet many businesses continue to struggle or remain closed. SBS and community partners are working to develop new programs to support businesses and help the Morris Park & Van Nest commercial district recover from this crisis.

What We've Heard from Morris Park & Van Nest Merchants

Storefront Vacancy

8.4%

December 2020

6.9%

June 2021

Are you currently able to pay your rent in full?

57%

Yes

13%

No

30%

No Response

Have you taken any of the following measures to cover declines in revenue experienced during the COVID-19 pandemic?

Drawn down cash reserves	56%
Used personal savings	50%
Applied for federal assistance (i.e., SBA Economic Injury Disaster Loan or Paycheck Protection Program)	49%
Used a line of credit	12%
Applied for other loan	11%
Applied for a grant (public or private)	8%
Made a claim for business interruption insurance	4%

What We've Heard from Morris Park & Van Nest Shoppers

Compared to your shopping activity in person before COVID-19, are you spending more, the same amount, or less in stores now?

20%

More

28%

Same

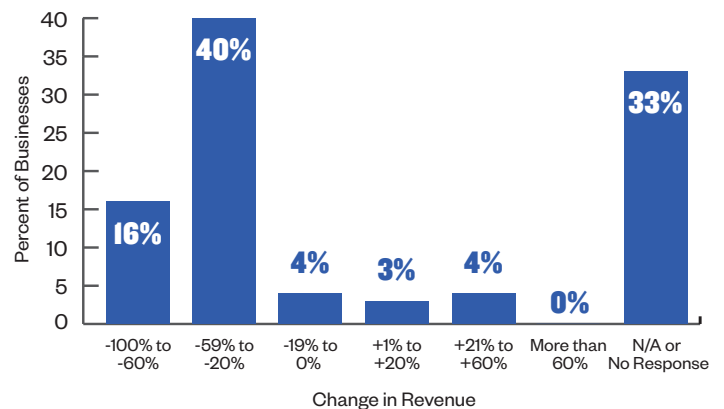
42%

Less

10%

No Response

How has your revenue changed over the past year?



What are the 3 biggest challenges facing your business?

Lack of parking and/or transit	61%
Government regulations	43%
Crime and safety	38%
Commercial rent and/or lease	34%
Bills	26%
Access to loans	25%
Property taxes	15%
Low foot traffic	14%
Finding skilled workers	12%

Compared to your online shopping activity before COVID-19, are you spending more, the same amount, or less in online purchases now?

27%

More

27%

Same

29%

Less

17%

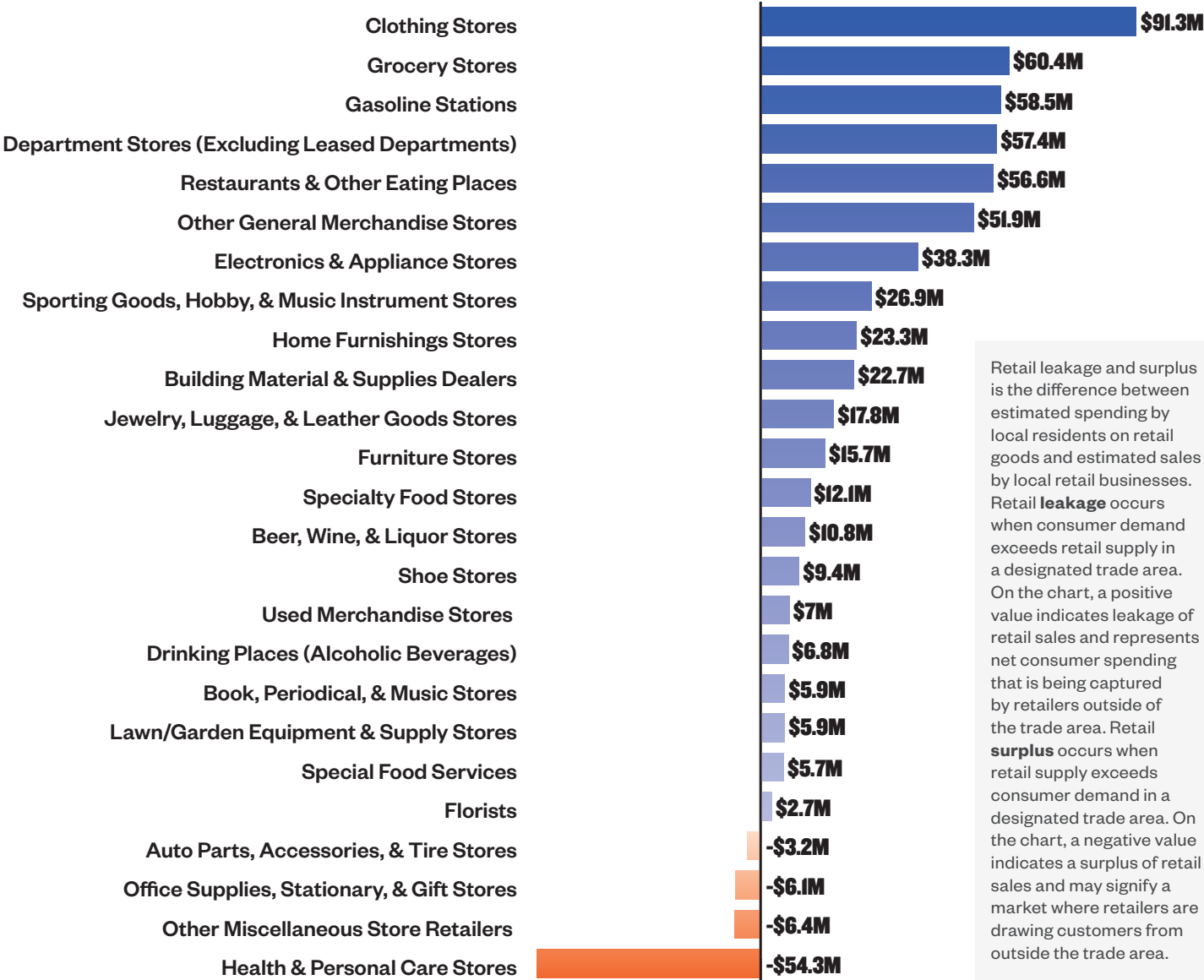
No Response

Morris Park & Van Nest Retail Opportunity

<p>Residents spend</p> <p>\$1.48B</p> <p>each year in goods and services</p>	<p>Local businesses make</p> <p>\$775M</p> <p>each year in retail sales</p>	<p>Each year,</p> <p>\$775M</p> <p>is spent outside the neighborhood</p>
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Retail Leakage & Surplus

← Surplus \$0 Leakage →



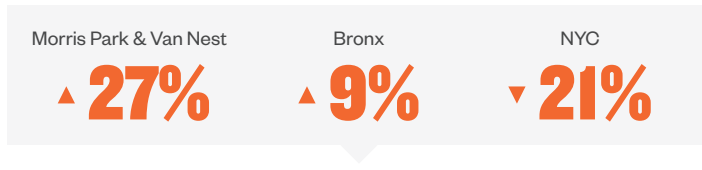
Retail leakage and surplus is the difference between estimated spending by local residents on retail goods and estimated sales by local retail businesses. Retail **leakage** occurs when consumer demand exceeds retail supply in a designated trade area. On the chart, a positive value indicates leakage 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 Data Axle, 2021

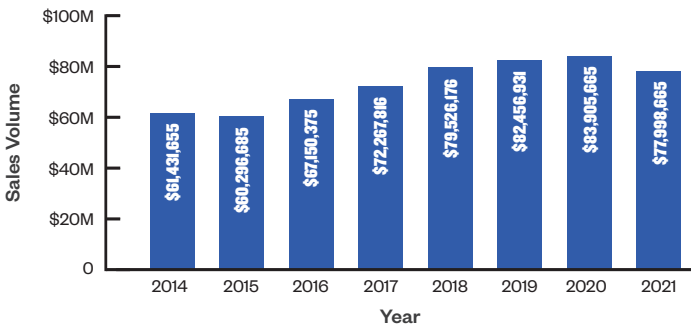
BUSINESS OUTLOOK

Business Trends

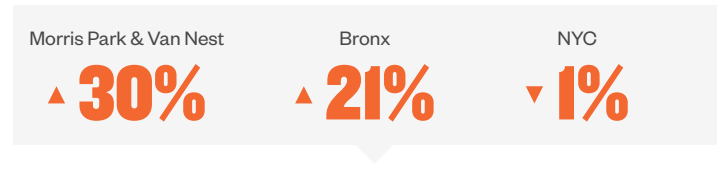
Change in Total Business Sales, 2014-2021



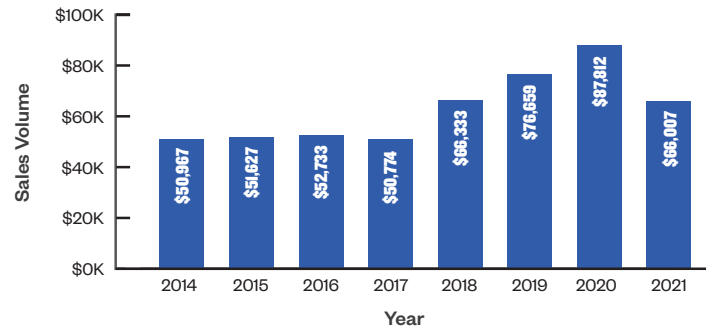
Morris Park & Van Nest Total Business Sales*



Change in Median Sales by Business, 2014-2021



Morris Park & Van Nest Sales by Business*



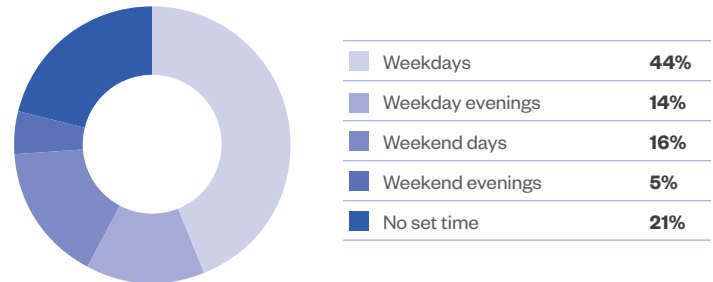
*Year 2021 reflects data gathered up until March 2021. Source: Division of Tax Policy, NYC Department of Finance

What We've Heard from Shoppers

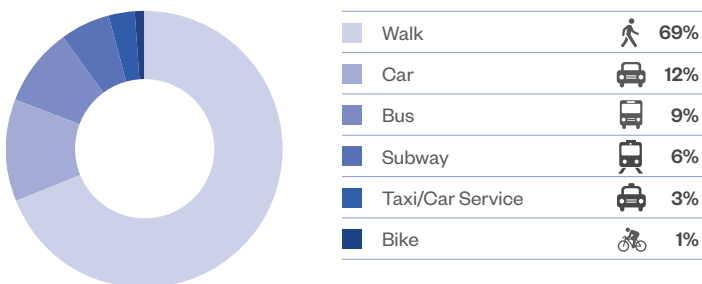
What additional types of businesses would you like to see in Morris Park & Van Nest?

- ▶ Supermarkets
- ▶ Clothing Stores
- ▶ Restaurants
- ▶ Fresh Food Options
- ▶ Banks

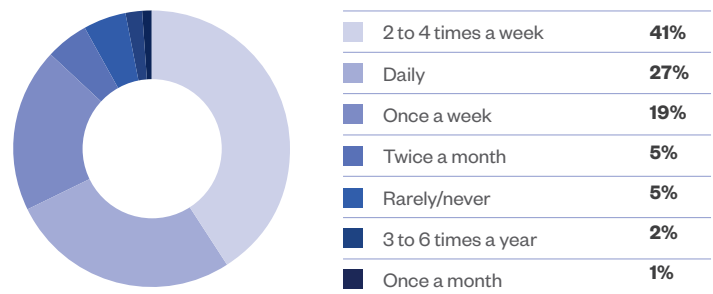
When do you usually shop in Morris Park & Van Nest?



How do you usually travel to the Morris Park & Van Nest commercial district?

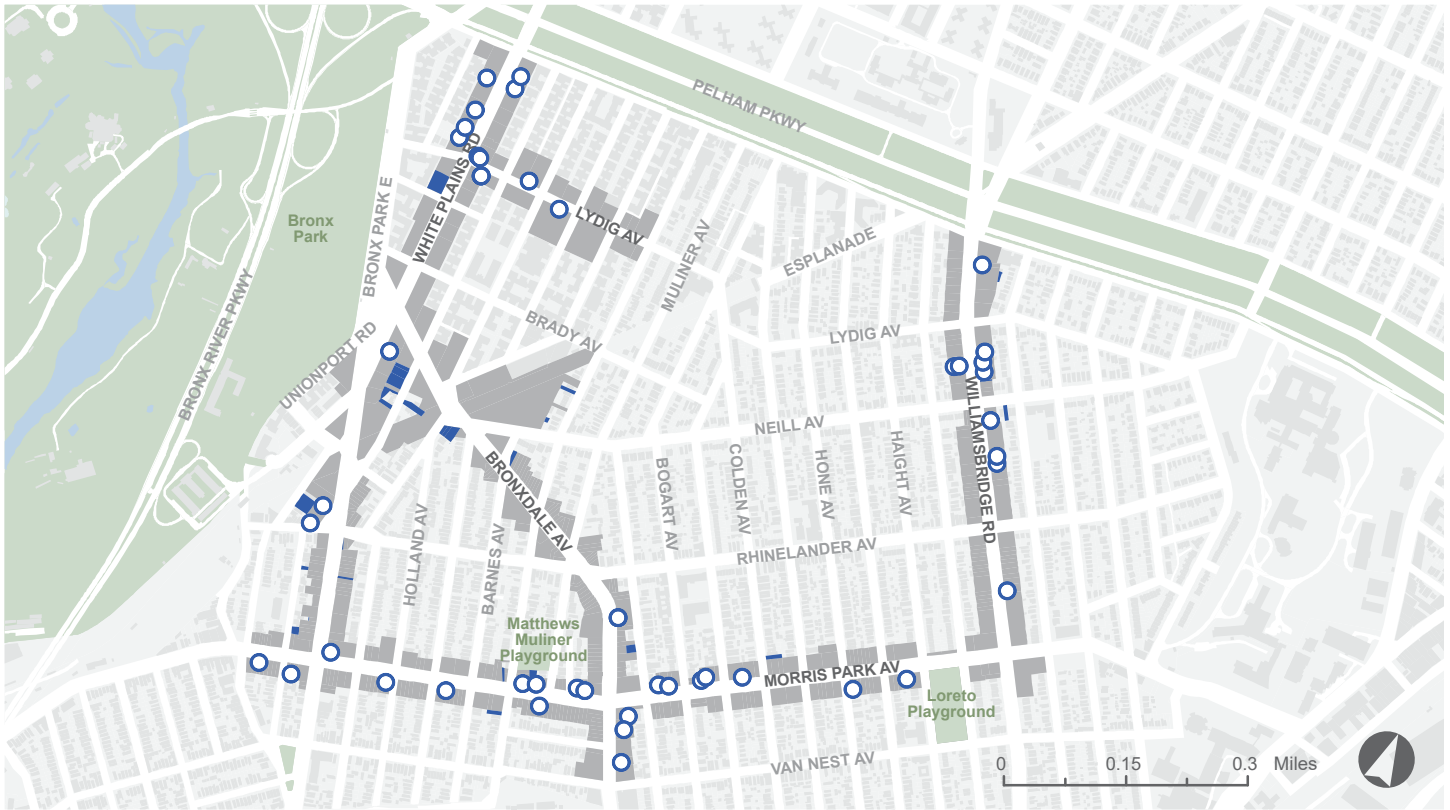


How often do you shop in Morris Park & Van Nest?



Source: Based on 560 consumer surveys conducted by the Morris Park BID in Winter 2020.

Storefront Vacancies



- Vacant Lots
- Vacant Storefronts
- Parks & Open Spaces

An analysis of 592 storefronts along Morris Park Avenue, White Plains Road, Lydig Avenue, Williamsbridge Road, and Bronxdale Avenue revealed that 20% of storefronts are in poor condition, 30% are in average condition, and 50% are in good condition.

Streetscape Observations

- ▶ Litter and overflowing trash cans create a public health and walking hazard along certain corridors, especially under the train overpasses on Bronxdale Avenue and White Plains Road.
- ▶ Sidewalks throughout the district are in average condition, with some areas in need of repairs and updates to meet ADA standards.
- ▶ Landscape beautification is inconsistent, with some corridors lacking tree pits and plantings.
- ▶ Cables and utility infrastructure on street poles create vulnerability to trees affected by storms and leads to visual clutter on the streetscape. All corridors would benefit from street pole upgrades and potential undergrounding of utilities.
- ▶ Crowded conditions on sidewalks, including from construction and scaffolding, create difficult walking conditions for pedestrians and challenges for retail stores and restaurants.



Litter Accumulation In Empty Tree Pits



Graffiti Under Elevated Train Tracks



Trash Overflow on Commercial Corridors

DATA APPENDIX

Study Area Boundaries

■ Assessed Commercial Corridors

Primary data on Morris Park and Van Nest storefront businesses presented on pages 6-9 was gathered along the following commercial corridors: Morris Park Avenue, White Plains Road, Lydig Avenue, Williamsbridge Road, and Bronxdale Avenue.

— Morris Park Van Nest Context Area

Demographic and employment data on pages 16-17 represent the population within the Morris Park & Van Nest neighborhood context area.

●●● Trade Area

Retail leakage, surplus, and retail opportunity on page 13 corresponds with the 0.75 mile trade area.



Area Demographics

Total Population

45,257	Morris Park & Van Nest
1,437,872	Bronx
8,443,713	New York City

Population Density (per square mile)

40,408	Morris Park & Van Nest
33,776	Bronx
27,926	New York City

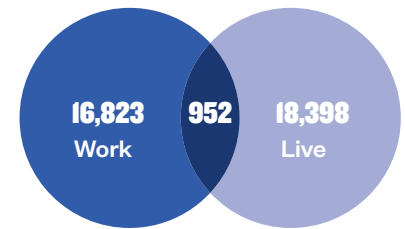
Average Household Size

2.69	Morris Park & Van Nest
2.79	Bronx
2.62	New York City

Car Ownership

58.9%	Morris Park & Van Nest
41.5%	Bronx
45.4%	New York City

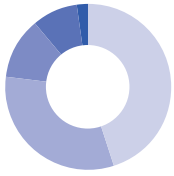
Commuting Patterns



16,823	Work in Morris Park & Van Nest, live elsewhere
952	Live & Work in Morris Park & Van Nest
18,398	Live in Morris Park & Van Nest and work elsewhere

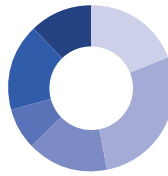
Area Demographics

Race/Background



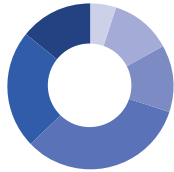
	Morris Park & Van Nest	Bronx	NYC
Hispanic or Latino (of any race)	45%	56%	29%
White alone	32%	9%	32%
Black or African American alone	12%	29%	22%
Asian alone	9%	4%	14%
Two or more races	2%	1%	2%
Some other race alone	0%	1%	1%
American Indian and Alaska Native alone	0%	0%	0%
Native Hawaiian and Other Pacific Islander	0%	0%	0%

Educational Attainment



	Morris Park & Van Nest	Bronx	NYC
12th Grade or Less, No Diploma	19%	28%	18%
High School Graduate	28%	28%	24%
Some College, No Degree	16%	17%	14%
Associate's Degree	8%	7%	6%
Bachelor's Degree	17%	13%	22%
Graduate or Professional Degree	12%	7%	16%

Population Age



	Morris Park & Van Nest	Bronx	NYC
Under 5 Years	5%		7%
5-14 Years	12%		11%
15-24 Years	13%		12%
25-44 Years	33%		32%
45-64 Years	23%		24%
65+ Years	14%		14%

Median Age

36.5	Morris Park & Van Nest
33.9	Bronx
36.5	New York City

Foreign-Born Population

29%	Morris Park & Van Nest
35%	Bronx
37%	New York City

Income

Median Household Income

\$55,788	Morris Park & Van Nest
\$38,085	Bronx
\$60,762	New York City

Pop. Below Poverty Line

16%	Morris Park & Van Nest
26%	Bronx
19%	New York City

Employment

Population in Labor Force

65%	Morris Park & Van Nest
60%	Bronx
64%	New York City

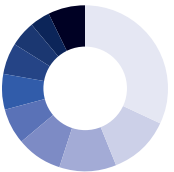
Unemployment*

9.4%	Morris Park & Van Nest
10.5%	Bronx
6.9%	New York City

*Note: As of May 2021, the unemployment rate is 13.5% for the Bronx and 9.8% for New York City (NYSDOL); updated neighborhood-level data for Morris Park & Van Nest is not available.

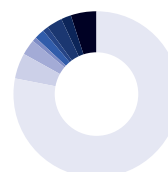
Local Jobs and Employment

Local Residents' Employment



Educational Services, Health Care, Social Assistance	32%
Retail Trade	12%
Accommodation, Food Services, Arts, & Entertainment	11%
Professional, Scientific, & Technical Services	9%
Manufacturing	7%
Transportation, Warehousing, Utilities	7%
Finance, Insurance, Real Estate	6%
Construction	5%
Public Administration	4%
Other Services	7%

Jobs Located in Morris Park & Van Nest



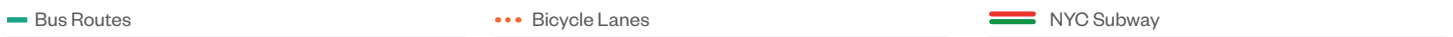
Educational Services, Health Care, Social Assistance	79%
Retail Trade	5%
Accommodation, Food Services, Arts, & Entertainment	3%
Professional, Scientific, & Technical Services	1%
Manufacturing	0%
Transportation, Warehousing, Utilities	2%
Finance, Insurance, Real Estate	1%
Construction	3%
Public Administration	2%
Other Services	5%

DATA APPENDIX

Morris Park & Van Nest Transportation



▲ Morris Park Van Nest Transportation



Average Weekday Bus Ridership		
2020	2019	
3,126	6,248	Bx8
5,618	9,937	Bx10
23,937	40,260	Bx12
7,104	11,468	Bx21
5,995	11,628	Bx22
4,248	8,114	Bx31
9,847	12,334	Bx39

Average Weekday Subway Ridership		
2020	2019	
1,166	2,526	2 5 Bronx Park East
3,479	7,089	2 5 E 180 Street
1,104	2,520	5 Morris Park
3,915	8,463	2 5 Pelham Parkway

Vehicular Traffic	
19,670	Bronx Park East from White Plains Road to Boston Road
10,931	Bronxdale Avenue from Sacket Avenue to Bronx Park East
9,171	Lydig Avenue from White Plains Road to Bogart Avenue
9,715	Morris Park Avenue from East Tremont Avenue to Eastchester Road
5,711	Neill Avenue from Bronxdale Avenue to Pelham Parkway S
20,906	White Plains Road from Bronxdale Avenue to Boston Road
13,277	White Plains Road from Unionport Road to Bronxdale Avenue
14,806	Williamsbridge Road from Sacket Avenue to Bronx and Pelham Parkway

Pedestrian Counts	
White Plains Road from Pelham Parkway South to Lydig Avenue	
2,023	Weekday Morning (7 - 9 a.m.)
5,520	Weekday Afternoon (4 - 7 p.m.)
3,166	Weekend (12 - 2 p.m.)

Source: MTA 2019-2020; NYS DOT, 2019 Annual Average Daily Traffic data; NYC DOT September 2017 Bi-Annual Pedestrian Counts.

Recent SBS Neighborhood Investments

▶ *Commercial Revitalization, Avenue NYC* multi-year grant awarded to the Morris Park BID, 2020-2023.

Existing Plans & Investments

Eastchester Road, Waters Place, & Connections: Bicycle Lane Network Expansion, NYC Department of Transportation, 2021 (in progress).

Einstein-Montefiore Biotechnology Accelerated Research Center, LifeSci NYC Program grant, NYC Economic Development Corporation, 2020.

Bronxdale Avenue Safety Improvement Project, NYC Department of Transportation, 2020.

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).

Loreto Playground Asphalt Multi-Purpose Play Area Construction, NYC Parks, 2018-Present.

Sources

ESRI and Infogroup, Inc. 2021 ESRI Retail MarketPlace Profile.

Metropolitan Transportation Authority, 2019 and 2020. Average Weekday Subway Ridership and Average Weekday Bus Ridership.

National Federation of Independent Business, April 9, 2020, <https://www.nfib.com/content/press-release/economy/70-percent-of-small-businesses-applied-for-ppp-loans-nearly-half-applied-for-eidl>

NYS Department of Labor. May 2021. Unemployment Rate Rankings by County

NYS Department of Transportation. 2019 Annual Average Daily Traffic, using Traffic Data Viewer.

NYC Department of Finance, Division of Tax Policy, using data from NYS Department of Taxation and Finance. Business sales are reported by tax year, which runs from March 1st to February 28th. Sales data are compiled from sales tax returns, which are rolled up by tax filer within a year, excluding returns with negative sales amounts. For each year, each tax filer is reported according to the address listed on their latest return. Large outliers were removed from the analysis, and the top 5% of filers from Manhattan and the top 1% of filers from the outer boroughs by sales were removed.

NYC Department of Small Business Services. Fiscal Year 2020. Business Improvement Districts Trends Report.

U.S. Census Bureau. 2018. OnTheMap Application. Longitudinal-Employer Household Dynamics Program.

U.S. Census Bureau. American Community Survey, 2018 American Community Survey 5-Year Estimates, using NYC Population FactFinder. Morris Park and Van Nest Census Tracts: 224.01, 224.03, 224.04, 228, 230, 232, 236, 238, 244, 246, 248, 250, 252, 254, 286, 288.

Photo Credits: Morris Park BID; NYC and Company: Tagger Yancey IV and Marley White.

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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