

6.6.20 - Minutes - CB7 Waterfront/Econ Development Committee

Video of meeting: <https://www.youtube.com/watch?v=59ql7DyG8k0>

Roll Call:

- Dan Murphy - present
- David Estrada - present
- Sandra Alfonso - present
- Nick Azadian - present
- Joan Botti - present
- Justin Collins - absent
- Cynthia Gonzalez - present
- Cindy VandenBosch - present
- Hector Gonzalez - present
- Beverly Kleinman - absent
- Antoinette Martinez - absent
- Marilyn Melman - absent
- Ms. Morales - absent
- John Santore - present
- Katie Walsh - absent
- Fred Wolf - absent

Meeting [started with a presentation](#) from Asian Americans for Equality, the Brooklyn Chinese American Association, and the Sunset Park BID.

- The presentation was called “Commercial District Needs Assessment Preliminary Findings”
- Slides from the presentation are included below

[Questions and comments were then taken](#) concerning the presentation and study.

- Nick Azadian: Looking only on avenues, not on side streets? Any metrics in terms of vacancy rates in other neighborhoods? (7th ave is 16 percent vacant); Will you try to attain average rents along the avenues? (Every merchant was asked, we didn't get a huge response to that question); maybe you should reach out to the commercial brokers
- Cynthia G: What is your definition of “supplemental sanitation”? (creating a job for someone to come out and supplement the work of the department of sanitation, not sure if there is a budget for that); There is a severe problem with garbage around the neighborhood. (Dan Murphy: the BID involves itself with sanitation; there is a budget for the Department of Sanitation workers who pick up trash; merchants and consumers complain about sanitation and litter, it's a big concern; we can advocate for this to be addressed more; everyone should look at this report so they know what these businesses need to survive, they just survived the pandemic, sanitation is still an issue); Street vendors - we are super saturated with street vendors, how are we going to get control of this, they contribute to the sanitation issue (Dan Murphy: Vendors intersect with the other issues) (David Estrada: We know the conditions, other city staffers may

not know what the merchants need; this is a way to amplify the voices of merchants - but this is not a plan or proposal, this is a study) (Nelson Leung: People call consumer affairs about illegal street vendors, they also call police, but vendors leave and then come back; Another problem is stores put things out on the sidewalk, and it causes an issue for pedestrians, this is a problem on 8th avenue; there are also a lot of e-bikes on 8th avenue, they don't stop at lights, sometimes they hit people and they run away because they don't have insurance; these are issues that businesses talk about; we have talked to Sanitation and Consumer Affairs for almost two years, but nobody has come to 8th avenue to solve this problem)

- Cindy VandenBosch - the participants were consumers and merchants, but were vendors on the streets interviewed? (Ling Ren: Not street vendors specifically, but the consumer survey was a general survey of people)

Presentation from Los Deliveristas/Workers Justice Project did not take place, with a goal of rescheduling the meeting

- David Estrada: It would be my request to move their presentation to another date; they have a retail presence on 4th Ave; they do a variety of work there; we need to integrate them with the other work going on in the neighborhood
- Dan Murphy: It's a great program, we want to know more about what they are doing; by bringing delivery workers and employees of restaurants to the table, we are bringing them into the discussion; we want to go to them and say, here is an issue we have with scooters on the sidewalk, for example; that's an important aspect of having the Workers Justice Project joining us and maybe even as part of the committee

Meeting moved on to old business and then new business

- There was no Old Business
- New Business:
 - John Santore raises the issue of sharing ideas concerning agendas and the frequency of meetings, opt-in email list
 - During discussion of this matter, the chairs and other committee members say that agenda ideas should be sent to Dan Murphy and David Estrada and CB7, and individuals can also raise ideas for agenda items during the New Business portion of meetings

Introduction of new board member Mayra Molina

Meeting is adjourned

SLIDES FROM PRESENTATION

Sunset Park
Commercial District Needs Assessment
Preliminary Findings

- Asian American for Equality (AAFE)
- Brooklyn Chinese-American Association (BCA)
- Sunset Park 5th Ave. BID

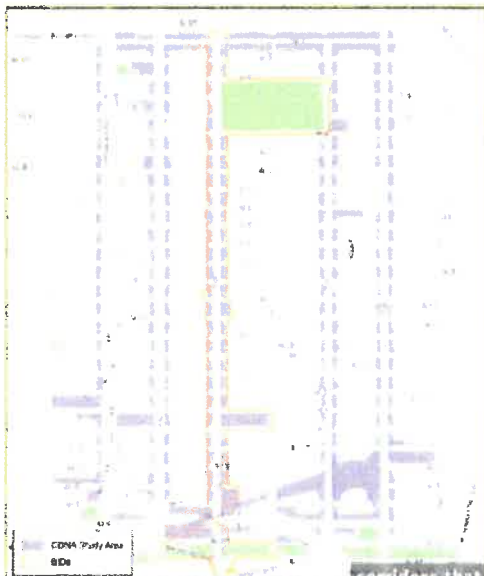
Pause (k)

SUNSET PARK
 commercial corridors that are unique, and have its own

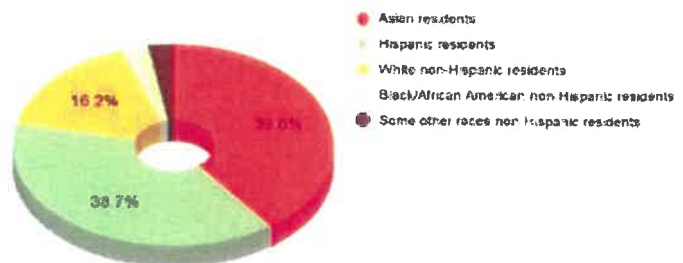
ASIAN AMERICANS FOR EQUALITY

zoom

NEIGHBORHOOD CONTEXT



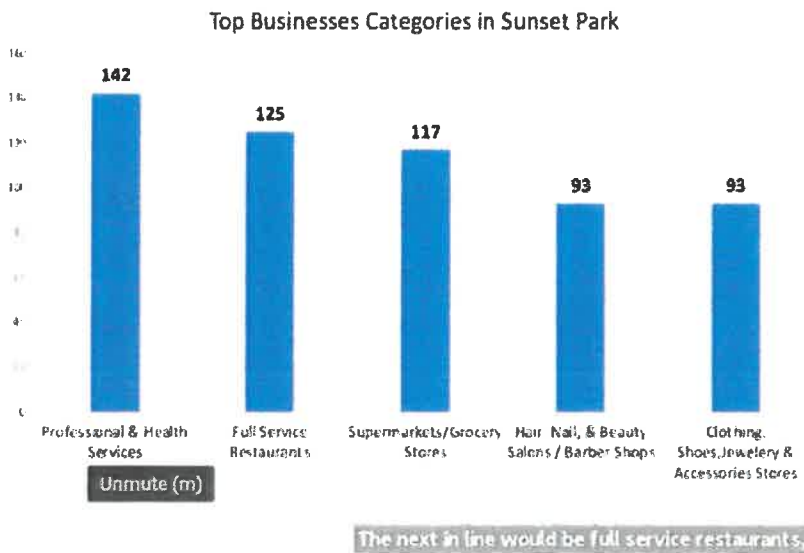
Sunset Park Neighborhood Demographics



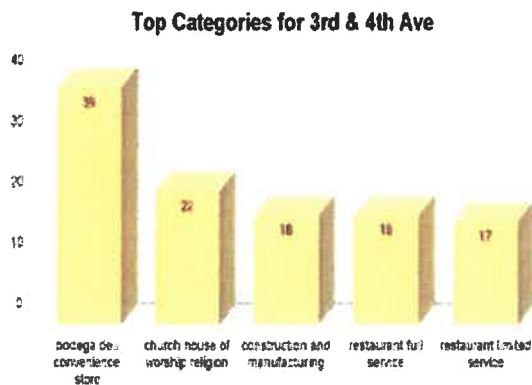
Retrieved from Population FactFinder-NYC Department of City Planning

Sunset Park Commercial District Needs Assessment
 Study Area

0 DEC 01 00



3rd & 4th Avenues

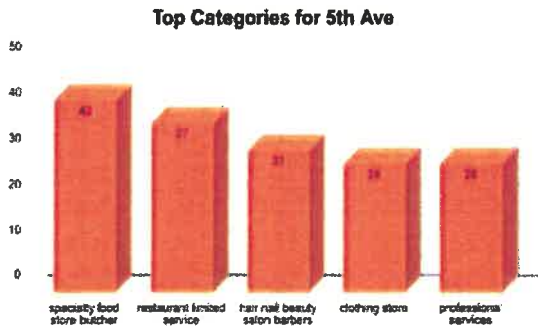


Takeaways

- 320 total storefronts inventoried.
- Very different types of businesses along 3rd Ave vs 4th Ave
- Has the largest concentration of construction & manufacturing in Sunset Park

different types of businesses along Third Avenue versus

5th Avenue

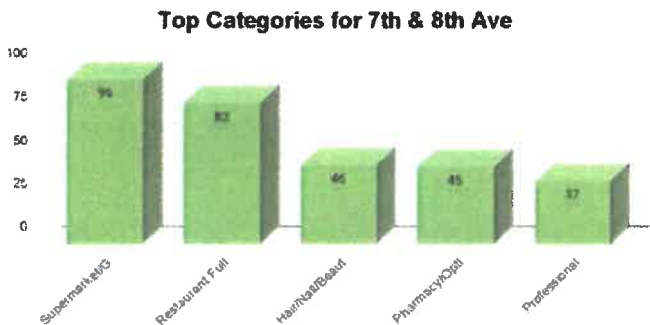


Takeaways

- 559 total storefronts
- Large Presence of Specialty Food Stores with Produce Displays.
- Retail Chains and Independent Retailers compete side by side.

congested in the Third Avenue corridor for Fifth Avenue.

7th & 8th Avenues

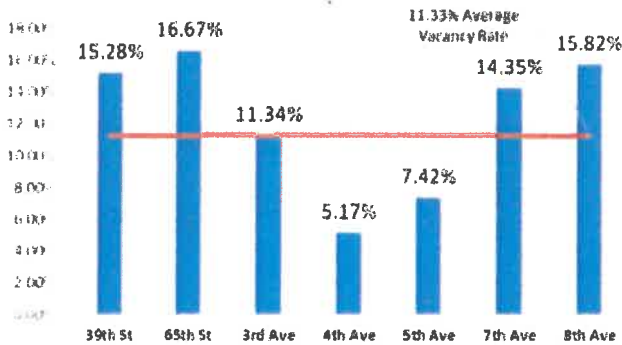


Takeaways

- 580 occupied businesses
- Largest concentration of retail businesses and professional services
- A wide variety of Asian specialty and multi-languages/dialects services

And for Seventh Eighth Avenue, added to 50 580 business

Vacancy Rates

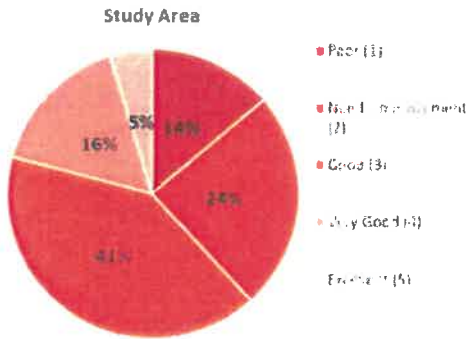


- 11.33% Vacancy Rate in general
- 7th and 8th Ave (39th to 65th St) have the highest vacancy rate in the Sunset Park study area

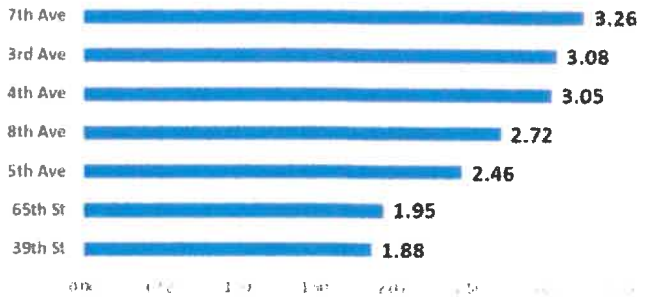
including malaysian as well as Vietnamese.



Storefront Conditions



Ranking the Average Storefront Conditions in Each Corridor (on a 1-5 scale)



- CRITERIA:**
- Poor (1 or 2)** 39% (Worn, derelict façade; cluttered storefront, poor lighting)
 - Average (3)** 41% (Clear Signage, limited visibility, cluttered windows)
 - Good (4 or 5)** 29% (Good/Clear Signage, clear window visibility, new façade)

Key Findings from Streetscape Conditions Observations



- Litter is a major issue; Hot spots abound.
- Potholes create vehicular and pedestrian hazards
- Roadways in state of disrepair / stagnant water
- Double-Parking/Disorderly Loading create congestion
- Broken curbs curtail access & create tripping hazards
- Sidewalk vendors and store displays narrow paths

condition?

Key Findings from Merchant Surveys

(Total 887 Merchant Surveys in Sunset Park)



- **Lead Problems**
 - Public Safety
 - Mobile Vending
 - Transportation/Parking
- **Lead Strengths**
 - Diversity of Retail
 - Consumer Volume / Residential Density
- **Needs**
 - Education on NYC/NYS
 - Rules/Regulations for Small Business



So we made it to our contact. Some Ct. agents to

Key Findings from Consumer Surveys (Total 535 Consumer Surveys in Sunset Park)



- More than half of respondents are local residents in the neighborhood.
- Over half the respondents want improvements in sanitation or safety.
- A majority responded that they get to Sunset Park by walking, and most consumers shop 2-4 times per week.
- Typical Consumer spends \$25-\$99 when they shop in Sunset Park

that everyone could be on the same page about regulations and safety.

Key Findings from SWOT Analysis



Strengths

- It's a neighborhood that is attractive to both small businesses and wholesale distributors, creating a lot of local jobs
- Premier destination for Asian health and professional services
- Nearby green spaces, including Sunset Park, Bush Terminal Piers Park, and Green-Wood Cemetery,
- High density foot traffic makes it a welcoming community for shoppers & residents
- Many merchants live and hire within the neighborhood

Park is a neighborhood that attracts both small

4



Stimulating local economy, and again, this is the

Challenges



- Traffic congestion because of double parking
- Darkly lit corridors with noise and air pollution, particularly under the highway on 3rd Avenue
- Sanitation issues making streets unclean & undesirable
- Unclear street vending regulations
- Rise in anti-Asian hate crimes hurting businesses



4



with local attractions and improve overall way,

Opportunities



- Develop a Sunset Park neighborhood map with local attractions and improve overall wayfinding (QR Codes; apps; promotion)
- Invest in supplemental sanitation that can address the litter and graffiti problems in the neighborhood
- Work with government agencies to clarify street vending regulations and guidelines
- The community is developing rapidly & there's a notable vacancy rate, providing an opportunity to shape the retail and office mix
- Develop low-cost workshops and programs for storefront improvements

Questions



Need help ? Have questions ? Just Contact us !!

Ling Ren (AAFE) : eMail: ling_ren@aafe.org
Phone: 1-917-858-8194

Nelson Leung (BCA) : eMail: Nelson@Nelson-Leung.com
Phone: 1-718-438-0008

Daniel Murphy (Sunset Park BID) : eMail: daniel@sunsetparkbid.org
Phone: 1-718-483-1459



Thank you very much. Lynn. and Nelson.

