Project Objective

Develop a **blueprint for investment** along Mermaid Avenue that guide future **improvements to the local business environment** and help ensure that the **corridor** adequately meets the needs of the local customer base.
Outline

1. Assessment of Existing Conditions
   – Public Realm
   – Wayfinding/Signage
   – Anchors
   – New Development
   – Accessibility
   – Planned Streetscape
   – Current Zoning
   – Crime Mapping
   – Flood Risk

2. Business Environment

3. Market Data and Demographics

4. Next Steps
ASSESSMENT OF EXISTING CONDITIONS
Streetscape Conditions

Blocks closer to the subway station are active and street frontage edge is continuous.
Streetscape Conditions

Several stores along corridor have covered up windows.
Streetscape Conditions

NYCHA superblock faces away from Mermaid Avenue.
Streetscape Conditions

Big box stores with parking along frontage don’t activate the street.
Streetscape Conditions

Several blocks don’t have active uses on the ground floor and are set back from the street.
Streetscape Conditions

Residential buildings facing the side streets disrupt the pedestrian experience.
Limited and inconsistent planting and amenities are uninviting for pedestrians.
Public Realm Amenities

Mermaid Avenue is the main spine of the residential community in Coney Island, but pedestrian amenities are limited:

• 1.1 miles long corridor
• 12 bus stops / 4 bus shelters (bus and green cab transit options only)
• 2 benches
• Limited planting and trees providing shade
• No pedestrian lighting
• Local residents don’t feel comfortable walking along corridor
Wayfinding and Signage

No wayfinding elements around the subway station.
Wayfinding and Signage

No gateway signage to signal beginning of commercial corridor.
Wayfinding and Signage

Banners are small and limited to very few locations.
NYCHA superblock faces away from Mermaid Avenue.

Neighborhood Destinations

- Kaiser Park
- Strong Convenience Retail
- PS 329
- YMCA
- Coney Island Beach and Boardwalk
- To Destination Retail

- DK Public Library
- Stillwell Av [D,F,N,Q]
- Restaurants and Shopping
- MCU Park
- LUNA PARK
- New York Aquarium
- Coney Island Boardwalk
- Atlantic Ocean

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Anchors & Destinations

Civic institutions and convenience-oriented businesses drive corridor visitation. Existing street conditions, overall distance and convenience offerings make it unlikely that visitors to nearby anchor institutions will patronize local businesses at any significant scale.

NY Aquarium
526,000 visitors in 2016

Brooklyn Cyclones
205,000 visitors in 2016

PS 329
.6 miles

YMCA
Rite Aid
Fine Fare
USPS
Brooklyn Public Library
Gargiulo’s

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New Developments

1613 Mermaid Avenue/ Riverfront Studios
11,290 SF/ 7 story
16 residential units

2118 Mermaid Avenue
17,162SF/ 6 story
10 residential units
3,063 SF Community Facility

Surf Ave (b/w W35 and W36 St)
21 story tower
311 residential units; retail and car garage

2885 West 15th Street
95,000SF/ 6 story
86 residential units
12,730 SF retail

3003 W 21 St
120,000 SF/ 40 story tower
135 residential units (veterans)
22,513 SF retail

558 new residential units
~40,000 SF new retail

* Based on LOA Calculations for grocery store, general merchandise and health and personal care demand.
Accessibility
Subway, Bus, Bike Routes

Source: http://web.mta.info/nyct/facts/ridership

Despite official DOT bike lane designations, travel by bike remains a challenge.

Coney Island – Stillwell Ave (D, F, N, Q)
14,098 Average weekday ridership 2016 (112th in volume citywide)
25,961 Average weekend ridership 2016 (48th in volume citywide)
Weekday ridership comparable to Sheepshead Bay + Brighton Beach
Weekend ridership comparable to Lorimer/Metropolitan Ave + Myrtle Wyckoff Ave

Source: http://web.mta.info/nyct/facts/ridership
(Note: 7,818 Average weekday Brooklyn ridership)
Accessibility

Parking

Parking to retail ratio reveals 0.99 parking spots per 1,000 SF of retail which is consistent with walkable mixed-use urban districts.

Approx. 229 on street parking spaces

Approx. 100 off street parking spaces at Rite Aid and Fine Fare parking lots
Accessibility

Traffic Counts/Ped Counts

- Mermaid Avenue is a “Major Collector” – a low to moderate capacity road that moves traffic from local streets to arterials.
- Neptune is a “Principal Arterial”, a higher-capacity urban road.
- Traffic counts along Mermaid Avenue are moderate.
- Automobile traffic does not drive demand for goods and services in this walkable neighborhood corridor.

**ADT: Average Daily Traffic**

*Source: NY State DOT, Traffic Data Viewer, 2015*
Accessibility
Pedestrian Counts

- 2816 Mermaid Ave (at W 28th St): Two peaks consistent with commuter and school traffic patterns
- 1412 Mermaid Ave (Stillwell Ave Station): Mid-day peak

Pedestrian traffic is higher on 2816 Mermaid, likely due to the presence of PS329 in the block adjacent to the sensor with over 440 students.

(Counts collected between Sun May 14 – Sun June 18)
Planned Streetscape Improvements

- Where possible, benches shall be placed in proximity to bus stops. On commercial streets, groupings of benches shall be placed every block.
- CityRack bike racks shall be placed only on commercial streets. Bike racks shall be placed every two blocks (in groups of 4 racks). Where there is expected to be higher bike traffic volumes (e.g. MCU Stadium and the Boardwalk), additional bike racks are proposed; and
- Where possible, two Waste/Recycle bins are located at every street intersection.
Planned Streetscape Improvements

Tree Placement Guidelines:

• Street trees are located by the following requirements:
  1. No trees within bus stops.
  2. No trees directly over DEP water mains less than 20 inches in diameter.
  3. Minimum horizontal distance from DEP water main to tree trunk is 15 feet.
  4. Distance between trees is 30 feet.
  5. Minimum distance from a streetlight to the tree is 25 feet.
  6. Minimum distance from a stop sign to the tree is 30 feet.
  7. Minimum distance from other traffic signs to the tree is 6 feet.
  8. Minimum distance from a gas or water valve to the edge of the tree pit is 2 feet.
  9. Minimum distance from a fire hydrant to the edge of the tree pit is 3 feet.
  10. Minimum distance from a curb cut or driveway to the tree is 7 feet.
  11. Minimum distance from the corner of the street intersection to the tree is 40 feet.

• Ornamental trees are to be located where overhead utilities exist.
Existing Zoning

While the majority of the corridor is mapped with a commercial overlay, much of the corridor has no commercial ground floor space.
Existing Land Use

- Residential
- Multi-Family Building
- Mixed Comm/Resi
- Commercial
- Light Industrial
- Transportation
- Community Facility
- Open Space
- Parking
- Vacant

Diagram showing the land use distribution with various colored areas representing different types of land use.
Retail Uses (by Lot)
Retail Uses (by Lot)
Active uses and built form are not consistent along the corridor, disrupting the pedestrian experience and discouraging walking.
Retail Density

Prepared by Larisa Ortiz Associates and WXY – 7/12/2017
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Incidence of crime is concentrated, to some extent, in areas of retail concentration.
Flood Risk

- Zone V
- Zone A
- Zone X
- **XX** Base Flood Elevation

Existing Conditions

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Flood Risk

DFE is the level at which the water is expected to rise during a flood event.

DFE: 6–8ft
Flood Risk

Very little new resilient construction is elevated, setback from street and non commercial, not contributing to active character of the corridor.
BUSINESS ENVIRONMENT
Mermaid Avenue consists of three distinct shopping areas that are classified as strip/convenience or small neighborhood centers.

### Mermaid Ave Nodes

<table>
<thead>
<tr>
<th>Typical Offering</th>
<th># Anchors</th>
<th>Amount of retail SF</th>
<th>Anchors</th>
</tr>
</thead>
<tbody>
<tr>
<td>Transit Node (Stillwell – 19&lt;sup&gt;th&lt;/sup&gt;)</td>
<td>2+</td>
<td>~125,000 sf</td>
<td>Eating Establishments, Convenience Stores/Deli, General Merchandise, Apparel</td>
</tr>
<tr>
<td>Neighborhood Node (23&lt;sup&gt;rd&lt;/sup&gt; – 31&lt;sup&gt;st&lt;/sup&gt;)</td>
<td>2+</td>
<td>~118,000 sf</td>
<td>Grocery, Drugstore</td>
</tr>
<tr>
<td>Civic Node (27&lt;sup&gt;th&lt;/sup&gt; – 31&lt;sup&gt;st&lt;/sup&gt;)</td>
<td>Anchorless</td>
<td>~28,700 sf</td>
<td>Public Library, Post Office</td>
</tr>
</tbody>
</table>

### Urban Commercial District Classification

<table>
<thead>
<tr>
<th>General Purpose Centers</th>
<th># Anchors</th>
<th>Amount of retail SF</th>
<th>Typical Anchor</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strip/Convenience</td>
<td>Anchor‐less or convenience store</td>
<td>&lt; 30,000 sf</td>
<td>Convenience store/mini‐mart</td>
</tr>
<tr>
<td>Small Neighborhood Center</td>
<td>1+</td>
<td>30,000 – 125,000 sf</td>
<td>Grocery store (conventional or specialty), local dining, convenience</td>
</tr>
<tr>
<td>Community Center/Large Neighborhood Center</td>
<td>2+</td>
<td>125,000 – 400,000 sf</td>
<td>Discount store, supermarket, specialty grocery store, drugstore, eating establishments etc.</td>
</tr>
</tbody>
</table>

*Adapted from ICSC, ICSC, U.S. Shopping-Center Classification and Characteristics*
Retail Density

- Commercial
- Mixed Commercial / Residential
- Vacant

Approx. 118,326 SF
Approx. 28,734 SF
Approx. 125,147 SF
Business Mix

Business mix along Mermaid Avenue is compatible with the neighborhood convenience nature of the corridor.

- Food & Beverage: 29%
- Health/Personal Care Stores: 20%
- Restaurants: 13%
- Health Services: 10%
- General Merchandise: 5%
- Electronics/Telecommunications: 5%
- Tax Service: 5%

Total Businesses: 113

Source: LOA Calculations
Competitive Districts

Location of corridor/geometry of district puts it in advantage to capture local demand (competitive districts not as convenient).

40min drive from Mermaid Ave/55min subway

**Regional destination** for comparison goods and services. Anchors: Macy's, Century 21, H&M, Gap, Nordstrom Rack, banks, and eating places.

3 stops from Stillwell Ave (10 min drive from Mermaid Ave).

**Neighborhood destination** for convenience goods and services. Anchors: Cherry Hill Gourmet, Stop & Shop, banks, eating places.

2 stops from Stillwell Ave (20 min walk from Mermaid Ave).

**Neighborhood destination** for convenience and comparison goods. Anchors: banks, eating places and specialty and convenience stores.

Source: LOA
Commercial Vacancy

Higher vacancy on the east end of Mermaid Avenue

8.3% NYC
10% Mermaid Ave
11% East New York

Source: NYC SBS

For full list of vacant properties and its current conditions, see Appendix.

Source: LOA Field Observations
Real Estate Landscape

- Mermaid Ave’s current retail listings range from $21 to $33/ SF/YR
  - Newer tenants reported rents as high as $45
- Surf Ave listed rents are higher at $24 to $73.56 SF/YR

2722–2724 Mermaid Ave
800 SF
$33/SF/Yr

2907 Surf Ave
2,000 – 4,500 SF
$25.33/SF/Yr

2002 Mermaid Ave
1,700 SF
$24/SF/Yr

1904 Mermaid Ave
2,000 SF
$21/SF/Yr

2115 Surf Ave
1,000 SF
$27/SF/Yr

1223 Surf Ave
5,000 – 11,000 SF
$24/SF/Yr

1402 Neptune Ave
16,000 SF
$17.19/SF/Yr

1217 Surf Ave
2,039 SF
$73.56/SF/Yr

Source: CoStar, June 2017
Consumer Survey
Respondents Profile

Total Responses: 298 (Mermaid Avenue only)
Work in Coney Island: 203 (68%)

Gender
(234 answers)

- Female: 65%
- Male: 35%

Age
(224 answers)

- 5 - 14 years: 33%
- 15 - 24 years: 25%
- 25 - 44 years: 11%
- 45 - 64 years: 30%
- 65+ years: 1%

Race/Ethnicity
(244 answers)

- Black: 65%
- Hispanic or Latino: 25%
- White: 11%
- Asian: 1%
- American Indian or Alaska Native: 1%
- Some other race: 33%

Top 3 Zip codes

<table>
<thead>
<tr>
<th>Zip code</th>
<th>Frequency</th>
</tr>
</thead>
<tbody>
<tr>
<td>11224</td>
<td>166</td>
</tr>
<tr>
<td>11223</td>
<td>10</td>
</tr>
<tr>
<td>11214</td>
<td>8</td>
</tr>
</tbody>
</table>

Majority of respondents are female (65%), 45 years old or older (63%), and work in Coney Island (68%). In terms of race and ethnicity, over 100 respondents identify as Black, 54 Hispanic and 47 White.

Source: Mermaid Avenue Consumer Survey
Majority of respondents visit Mermaid Avenue at least twice a week (69%) and arrive by foot or by car. In terms of safety, 8% of respondents don’t feel safe in the corridor during the day and 40% during the night.

Source: Mermaid Avenue Consumer Survey
Consumer Survey

Most frequented businesses

- aid (4) amusement (4) applebees (5) aquarium (6) bargain (15) beach (4) beauty (15) bodegas (7) cent (13) chinese (12) coney (5) corner (15) deli (5) donuts (5) dunkin (5) finefare (31) fleece (7) fruit (4) golden (10) grocery (22) hair (8) health (4) jr (4) keyfood (32) library (11) luna (5) market (7) mcdonalds (4) meat (7) meatmarket (6) mega (4) nail (6) nathans (10) office (5) park (10) pharmacy (14) restaurants (26) riteaid (37) russian (4) salon (15) shop (18) spanish (4) stop (9) supermarket (29) supply (8) vim (11) washingtoncherry (8) ymca (14)

The most frequented businesses confirm the neighborhood convenience character of the corridor.

Improvements desired

- Safety
- Beautification
- Sanitation
- Parking
- Storefront Improvements
- Community Events
- Lighting
- Merchant Collaboration
- District Marketing

Safety and public realm improvements are the most desired by respondents.

The additional businesses desired would reinforce (bakery, bank, fish market) and diversify existing mix (clothing and show stores).

Businesses desired

- arts (7) bakery (22) bank (26) bar (4) better (9) book (5) business (6) cafe (6) center (15) chase (10) chinese (10) citibikes (5) clothing (26) community (5) crafts (6) eat (4) electronic (8) family (6) farmer (5) fish (35) flower (4) food (39) fresh (10) fruit (7) full (8) grocery (4) gyms (4) health (6) healthier (4) healthy (10) joes (4) kids (15) mall (7) market (58) meat (4) movie (8) options (9) organic (4) parking (4) places (6) produce (4) programs (7) recreational (5) restaurants (32) service (11) shoe (19) sit (4) spanish (5) stores (152) supermarkets (13) theater (4) theatre (4) trader (4) variety (9) walmart (4) whole (5)

Source: Mermaid Avenue Consumer Survey

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MARKET DATA & DEMOGRAPHICS
Trade Area

Trade Area for Neighborhood Serving District is typically informed by:
- distance between grocery stores
- natural barriers
- transit/access points

Key Food
Washington Cherry
Fine Fare

Net Cost Market

Shop & Stop

.7 miles

NATURAL BARRIER
Trade Area

Primary Convenience Trade Area

Surf Ave
Mermaid Ave
Neptune Ave
Stillwell Ave
## Residential Demographics

<table>
<thead>
<tr>
<th></th>
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<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total Population</strong></td>
<td>31,377</td>
<td>32,991</td>
<td>34,497</td>
<td>2,641,269</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Projected to continue to increase</td>
</tr>
<tr>
<td><strong>Density</strong></td>
<td></td>
<td>35,860</td>
<td></td>
<td>39,868</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Less dense than Brkln</td>
</tr>
<tr>
<td><strong>Household Size</strong></td>
<td></td>
<td>2.66</td>
<td></td>
<td>2.69</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>HH size similar to Brkln</td>
</tr>
<tr>
<td><strong>Family Households</strong></td>
<td>64.5%</td>
<td>64.1%</td>
<td>64.9%</td>
<td>63%</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Composed of families</td>
</tr>
<tr>
<td><strong>Renter Occupied Housing Units</strong></td>
<td>78%</td>
<td>78.6%</td>
<td>79%</td>
<td>71%</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Majority are renters</td>
</tr>
<tr>
<td><strong>Median Age</strong></td>
<td>38.5</td>
<td>39.1</td>
<td>39.4</td>
<td>34.9</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Aging population; Older than Brooklyn</td>
</tr>
<tr>
<td><strong>Median Household Income</strong></td>
<td>$27,241</td>
<td>$27,176</td>
<td>$45,575</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Lower incomes than Brooklyn</td>
</tr>
<tr>
<td><strong>Car Ownership</strong></td>
<td>43.5%</td>
<td></td>
<td>58%</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Lower ownership rates</td>
</tr>
</tbody>
</table>

**Source:** ESRI Business Analyst 2016
Residential Demographics

Household Income Distribution

- Larger share of lower income households
- 28.5% of households make over $50k and our interviews suggest that these individuals are leaving the neighborhood

Source: ESRI Business Analyst 2016
Residential Demographics

Below Poverty Level

Median HH Income

Retail Node: 

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Residential Demographics

Race/ Ethnicity Distribution

- Ethnic groups are concentrated in particular blocks.

Source: ESRI Business Analyst 2016
Residential Demographics

Languages Spoken

Ethnic groups are concentrated in particular blocks

Source: ESRI Business Analyst 2016
A number of block groups in the study area have the majority of households with no vehicle available and thus more reliant on retail establishments along Mermaid Avenue.

Source: ESRI Business Analyst 2016
Workforce Characteristics

4,019 total workforce

<table>
<thead>
<tr>
<th>Top Three Industry/ Sector</th>
<th>Percentage</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>employed in health care and social assistance</td>
<td>32.3%</td>
<td></td>
</tr>
<tr>
<td>employed in transportation and warehousing</td>
<td>29.2%</td>
<td></td>
</tr>
<tr>
<td>employed in retail trade</td>
<td>8.7%</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Average Earnings</th>
<th>Percentage</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>earn wages ranging from $1,251 to $3,333/month</td>
<td>48.4%</td>
<td></td>
</tr>
<tr>
<td>earn wages more than $3,333/month</td>
<td>30.4%</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Ethnicity</th>
<th>Percentage</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>workers are White alone</td>
<td>53.1%</td>
<td></td>
</tr>
<tr>
<td>workers are Black/ African American</td>
<td>37.6%</td>
<td></td>
</tr>
</tbody>
</table>

Residents constitute higher demand for goods and services than workers.

Source: OnTheMap
Strategic Positioning Matrix

At this time, traditional to contemporary offerings at low price points present higher opportunities for Mermaid Avenue retailers.

**High Rise Renters**
MHI: $21,000
Median Age: 31.2
- Culturally diverse
- Fashion-conscious despite budget

**Downtown Melting Pot**
MHI: $44,000
Median Age: 37.0
- Strongest concentration of Asians, particularly Chinese
- Careful shoppers, use coupons

**Social Security Set**
MHI: $16,000
Median Age: 44.2
- Mostly aged over 65 and dependent on low, fixed incomes and social security

**City Strivers**
MHI: $41,000
Median Age: 34.4
- Impulse purchases – willing to try new brands
- Style and image are important

**Source**: ESRI Business Analyst 2016
Leakage Analysis

$110,471,318 total retail trade + food and drink leakage

+ APPROX. $12.8 MILLION FROM NEW DEVELOPMENT

-/- Surplus

+/- Leakage

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Source: ESRI Business Analyst 2016
### Leakage Analysis

$110,471,318 total retail trade + food and drink leakage

<table>
<thead>
<tr>
<th>Retail Category</th>
<th>Leakage</th>
<th>100% Capture Rate</th>
<th>60% Capture Rate</th>
<th>40% Capture Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Furniture &amp; Home Furnishing Stores</td>
<td>1,684,828</td>
<td>4,212</td>
<td>2,527</td>
<td>1,685</td>
</tr>
<tr>
<td>Electronics &amp; Appliance Stores</td>
<td>9,564,930</td>
<td>23,912</td>
<td>14,347</td>
<td>9,565</td>
</tr>
<tr>
<td>Grocery Stores</td>
<td>11,802,288</td>
<td>29,506</td>
<td>17,703</td>
<td>11,802</td>
</tr>
<tr>
<td>Clothing &amp; Clothing Accessories Stores</td>
<td>17,983,033</td>
<td>44,958</td>
<td>26,975</td>
<td>17,983</td>
</tr>
<tr>
<td>Sporting Goods, Hobby, Book &amp; Music Stores</td>
<td>6,841,453</td>
<td>17,104</td>
<td>10,262</td>
<td>6,841</td>
</tr>
<tr>
<td>General Merchandise Stores</td>
<td>29,698,338</td>
<td>74,246</td>
<td>44,548</td>
<td>29,698</td>
</tr>
<tr>
<td>Used Merchandise Stores</td>
<td>926,891</td>
<td>2,317</td>
<td>1,390</td>
<td>927</td>
</tr>
<tr>
<td>Florists</td>
<td>385,346</td>
<td>963</td>
<td>578</td>
<td>385</td>
</tr>
<tr>
<td>Office Supplies, Stationery and Gift Stores</td>
<td>401,417</td>
<td>1,004</td>
<td>602</td>
<td>401</td>
</tr>
<tr>
<td>Restaurants &amp; Other Eating Places</td>
<td>5,418,382</td>
<td>13,546</td>
<td>8,128</td>
<td>5,418</td>
</tr>
<tr>
<td><strong>+ ADDITIONAL SPENDING FROM HOUSING UNITS</strong></td>
<td><strong>12,800,000</strong></td>
<td><strong>32,000</strong></td>
<td><strong>19,200</strong></td>
<td><strong>12,800</strong></td>
</tr>
<tr>
<td><strong>TOTAL PROJECTED DEMAND</strong></td>
<td><strong>146,260</strong></td>
<td></td>
<td></td>
<td><strong>97,507</strong></td>
</tr>
</tbody>
</table>

There is opportunity for between approx. 146K – 97.5K SF of new retail along the corridor.

Source: ESRI Business Analyst 2016, LOA Calculation based on $400sf annual sales

Prepared by Larisa Ortiz Associates and WXY – July 2017
Key Takeaways

- Strong Convenience Retail
- Distinct Residential Character
- Inactive Frontage
- Strong Retail Frontages
- Distinct Residential Character
Key Takeaways – SWOT

**Strengths**
- Strong mid-corridor neighborhood node with busy ped traffic
- Captive customer base (low car ownership)
- Retail leakage sufficient to supporting modest new retail development
- Strong civic anchors
- Bus service along the corridor drives visitation

**Weaknesses**
- Lengthy periods of gaps between retail activity
- Poor walkability conditions – limited amenities (trees/shade, benches, litter boxes)
- Vacancies undermine retail continuity
- Higher income residents leave community for goods/services

**Opportunities**
- Improve connections & walkability between nodes through physical improvements that have the potential to activate street (benches next to bus stops, etc.), particularly between Civic and Neighborhood Nodes
- Strengthen existing retail nodes with targeted improvements to the public realm and storefronts
- Increase Merchant engagement related to crime concerns – crime is concentrated where retail is

**Threats**
- Safety concerns
- Current plan for improvements do not include neighborhood node
- Flooding
### Residential Demographics

**Educational Attainment**

<table>
<thead>
<tr>
<th>Level</th>
<th>Mermaid 2016</th>
<th>Brooklyn 2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>No high school diploma</td>
<td>27%</td>
<td>20%</td>
</tr>
<tr>
<td>High school graduate</td>
<td>29%</td>
<td>26%</td>
</tr>
<tr>
<td>Some college</td>
<td>21%</td>
<td>20%</td>
</tr>
<tr>
<td>Bachelor’s/ Graduate/ Prof Degree</td>
<td>23%</td>
<td>33%</td>
</tr>
</tbody>
</table>

*Lower educational attainment levels*

*Source: ESRI Business Analyst 2016*
Residential Demographics

Age Distribution

- Similar share of children
- Larger share of older adults

Source: ESRI Business Analyst 2016
### Residential Demographics

#### Race/ Ethnicity Distribution

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>White Alone</td>
<td>40.9%</td>
<td>41.4%</td>
<td>42.0%</td>
<td>42.17%</td>
</tr>
<tr>
<td>Black Alone</td>
<td>36.5%</td>
<td>33.5%</td>
<td>31.0%</td>
<td>32.60%</td>
</tr>
<tr>
<td>Asian Alone</td>
<td>8.6%</td>
<td>10.6%</td>
<td>12.5%</td>
<td>12.42%</td>
</tr>
<tr>
<td>Hispanic Origin</td>
<td>26.0%</td>
<td>26.3%</td>
<td>26.3%</td>
<td>19.78%</td>
</tr>
</tbody>
</table>

Continues to increase
Decreased significantly
Increasing at fastest rate
Higher proportion than Brooklyn

Ethnic distribution mirrors Brooklyn’s at this time

Source: ESRI Business Analyst 2016
Accessibility
Pedestrian Counts

- Weekday traffic consistently higher than weekends on both locations

Stillwell Ave Station

W 28th Street

(Counts collected between Sun May 14 – Sun June 18)
Accessibility
Pedestrian Counts

Average counts per day – week to week comparison

Traffic builds up from 8am until it reaches the day peak of 2pm and gradually decreasing afterwards.
Pedestrian traffic is higher during the week, particularly between Tuesday and Friday. With the exception of Saturday, the busiest time throughout the week is 2pm.
Both directions follow similar traffic patterns, with traffic towards Stillwell Ave having a more pronounced peak at 2pm and traffic towards W15th St having lesser variation throughout the day.
There are two peaks of pedestrian traffic: one between 7–8am and another between 2–5pm, which are consistent with school drop-off and pick-up hours and commuting patterns.
Accessibility
Pedestrian Counts

2816 Mermaid Ave

Pedestrian traffic is higher between Tuesday and Friday, with two clear peaks at 7am and 5pm. Over the weekend the peak hour shifts to 4pm.
Accessibility
Pedestrian Counts

2816 Mermaid Ave (at 28th St)

Comparison between directions – Monthly Average (Sun May 14 – Sun June 18)

Pedestrian traffic in both directions follow opposite patterns, whereas traffic towards W 28th has a morning peak, traffic towards W 29th St has an afternoon peak, which is consistent with work commute patterns.
Workforce Characteristics

Workforce density

Workforce density is higher in the middle of corridor – between 25th and 27th Street and between 20th and 21st Street.

Source: OnTheMap
Commercial Vacancy

Higher vacancy on the east end of Mermaid Avenue

<table>
<thead>
<tr>
<th>Address</th>
<th>Estimated SF</th>
<th>Condition</th>
</tr>
</thead>
<tbody>
<tr>
<td>2879 West 15th St</td>
<td></td>
<td>In Development</td>
</tr>
<tr>
<td>1516 Mermaid Avenue</td>
<td>3,000</td>
<td></td>
</tr>
<tr>
<td>1518 Mermaid Avenue</td>
<td>918</td>
<td>Unknown Condition</td>
</tr>
<tr>
<td>1613 Mermaid Avenue</td>
<td>3758</td>
<td>In Development</td>
</tr>
<tr>
<td>1620 Mermaid Avenue</td>
<td>1,200</td>
<td>Needs Redevelopment. Sandy–Related. Owner also owns adjacent lot next to the building and is willing to combine sites for redevelopment</td>
</tr>
<tr>
<td>1622 Mermaid Avenue</td>
<td>23,200</td>
<td>Needs redevelopment. Previously owned by Chase, now sold to Forest</td>
</tr>
<tr>
<td>1904 Mermaid Avenue</td>
<td></td>
<td>Move–in Condition. Supposed to be a tattoo parlor</td>
</tr>
<tr>
<td>1912 Mermaid Avenue</td>
<td>5,500</td>
<td>Needs redevelopment. Development site – no building; next to Greenthumb</td>
</tr>
<tr>
<td>1915 Mermaid Avenue</td>
<td></td>
<td>Unknown Condition</td>
</tr>
<tr>
<td>2004 Mermaid Avenue</td>
<td></td>
<td>Move–in Condition. Restaurant fit-out w/ kitchen; formerly Mustard Seed Grocery</td>
</tr>
<tr>
<td>2118 Mermaid Avenue</td>
<td>3,402</td>
<td>Needs redevelopment. Lot for rent – no building; next to Coney Island Lighthouse Mission</td>
</tr>
<tr>
<td>2413 Mermaid Avenue</td>
<td>2,300</td>
<td>Needs redevelopment. For Sale – leasing company trying to rent ground floor?</td>
</tr>
<tr>
<td>2415 Mermaid Avenue</td>
<td>2,300</td>
<td>Needs redevelopment. For Sale – leasing company trying to rent ground floor?</td>
</tr>
<tr>
<td>2418 Mermaid Avenue</td>
<td>1,200</td>
<td>Unknown condition</td>
</tr>
<tr>
<td>2420 Mermaid Avenue</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2423 Mermaid Avenue</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2805 Mermaid Avenue</td>
<td>2,000</td>
<td>Needs redevelopment. Sandy–related. Previously Beauty Salon</td>
</tr>
<tr>
<td>2900 Stillwell Avenue</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3222 Mermaid Avenue</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3218 Mermaid Avenue</td>
<td>2,600</td>
<td>Unknown Condition. Next to deli and new Estella infill housing</td>
</tr>
</tbody>
</table>

For full list of vacant properties and its current conditions, see Appendix.

Source: LOA Field Observations