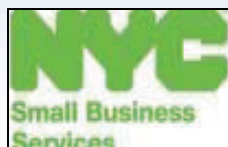
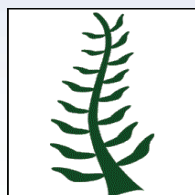


# Farmers Boulevard Retail Market Analysis 2010



*Funding was provided by the  
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Honorable Leroy Comrie, Councilman - District 27  
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## Introduction

This retail market analysis was prepared by the Queens Economic Development Corporation in association with the Farmers Boulevard Community Development Corporation to assess the current and future retail market potential along Farmers Blvd. from 109th Avenue to Linden Blvd. in the St. Albans section of Queens. The objective is to utilize the study to:

- Increase commercial activity by strengthening the retail mix of good and services available to the community
- Encourage the development of vacant and under-utilized retail space
- Capitalize on community assets and resources to promote neighborhood development and create a sense of place

The work scope for this study included:

- ◆ An update of the inventory of existing retail space along Farmers Boulevard from 109th Avenue to Linden Boulevard.
- ◆ A delineation of the existing resident trade area for the study area.
- ◆ An analysis of the demographic and income profile of the trade area, as well as an assessment of retail expenditures and retail potential within the trade area.
- ◆ An assessment of the prevailing retail competition
- ◆ An identification of vacant parcels suitable for new development
- ◆ An identification of prospective store types that could benefit from locating on Farmers Boulevard

## *Background*

The Queens Economic Development Corporation (QEDC) is a not-for-profit organization governed by a Board of Directors that includes key business and civic leaders in Queens County. The mission of the Queens Economic Development Corporation is to create and retain jobs through programming that grows our neighborhoods, assists small businesses and promotes tourism and business development.

Farmers Boulevard Community Development Corporation is a not-for-profit corporation founded in 2009 to develop Farmers Boulevard into an aspiring, convenient, and appropriately utilized main street serving Saint Albans and the surrounding neighborhoods. Farmers Blvd CDC was launched with support from Neighborhood Housing Services of Jamaica, Inc. The primary focus of Farmers Blvd CDC is the segment of Farmers Boulevard running from Linden Boulevard to 109th Avenue.

Queens Economic Development Corporation partnered with the Farmers Boulevard CDC during the summer of 2009 to provide technical assistance to the CDC with its commercial revitalization initiatives on Farmers Boulevard. The Farmers Boulevard CDC has a vision to stimulate economic growth by reducing commercial vacancy, improving physical infrastructure and building community pride along the Farmers Boulevard commercial corridor. With support from the New York City Department of Small Business Services, the Queens Economic Development Corporation will continue to work with the Farmers Boulevard CDC in revitalizing Farmers Boulevard and enhancing quality of life for area residents and visitors.



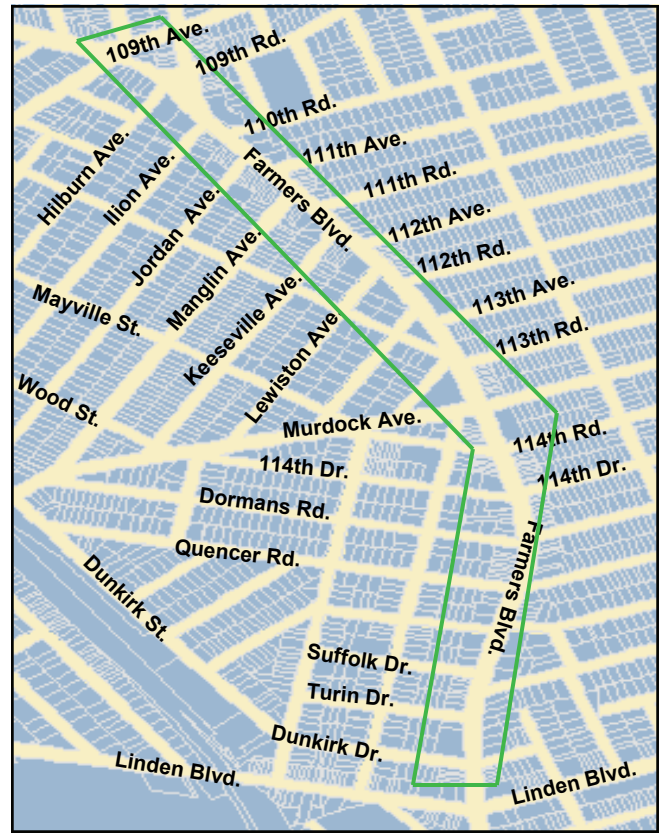
## Study Area & Environs

The study area encompasses 18 blocks along Farmers Boulevard from 109th Avenue to Linden Boulevard in the St. Albans section of Southeastern Queens. St. Albans lies within the boundaries of Queens Community Board 12 which includes the neighborhoods of Jamaica, South Jamaica and Hollis.

Farmers Boulevard maintains a diversity of mixed-use properties, residential homes, and churches. Development along Farmers Boulevard is primarily low density. Generally, the mixed-use properties on Farmers Boulevard are two-story buildings with residential units on top and commercial space on the ground floor. The majority of residential homes lining Farmers Boulevard are one – and two- family detached homes. Much of the housing stock dates back to the 1930's and 1940's, and approximately 75% of the current housing stock within a one mile radius was constructed before 1960.

Almost all of the businesses in the study area are small independently-owned mom n pop type establishments. Many of the storefronts on Farmers Boulevard are under 1,500 square feet. Currently, the largest business is a C-Town which is the only supermarket within the study area. There is a Walgreens pharmacy under construction at a 11,000 sf site vacated by Associated Supermarket. There is no subway station in St. Albans but there is a LIRR station stopping at Linden Boulevard and two local MTA bus lines run on Farmers Boulevard. Additional bus services are available at the Southern tip of the study area, Linden Boulevard.

### Farmers Blvd. Study Area



## Community Assets/Resources

### *Rich cultural History*

St. Albans is a middle class community with a rich history of notable African-American residents dating back to the 1940's. Many famous African-American entertainers have resided in the Addesleigh Park section of St. Albans. Most of Addesleigh Park was developed in the 1930's during a construction boom that took place prior to World



*Large tudor-style home representative of Addesleigh*

War II. Addesleigh Park is an upper-middle-class enclave distinguished by its large elegant homes, including some sizeable English Tudor-style, Mediterranean Revival and neo-Colonial Revival dwellings along with sprawling, finely manicured lawns.

Addesleigh Park is currently in the final stages of Historic District designation by New York City's Landmarks Preservation Commission. The section being considered contains 619 buildings including the St. Albans Congregational Church, the Robert Ross Johnson Family Life Center and the St. Albans Park and 426, primarily single-family homes. It will be bounded by 180th St. to the north, 115th Ave. to the east, 112th Ave. to the west, and Merrick Blvd. to the south.

Notable names that have called St. Albans home includes James Brown, Ella Fitzgerald, Lena Horne, Count Basie, John Coltrane, W.E.B. DuBois, LL Cool J, Jackie Robinson, Floyd Patterson and Joe Louis among many others.



*Mural depicting famous Jazz musicians that called St. Albans home*

Historic District designation is often used as a tourism and should be applied as part of the overall economic development strategy for this community. The Jazz culture that captivated the community in the past can be better promoted and merged into current community building strategies.

### *Key Traveling Thoroughfare*

Farmers Boulevard is one of the most traveled routes in southeast Queens. The Boulevard connects to every major thoroughfare in Southern Queens including Linden Boulevard, Liberty and Jamaica Avenues, the Belt Parkway and at its southern end runs into JFK Airport. Thus, Farmers Boulevard is not secluded from any key traveling routes in Southern Queens.

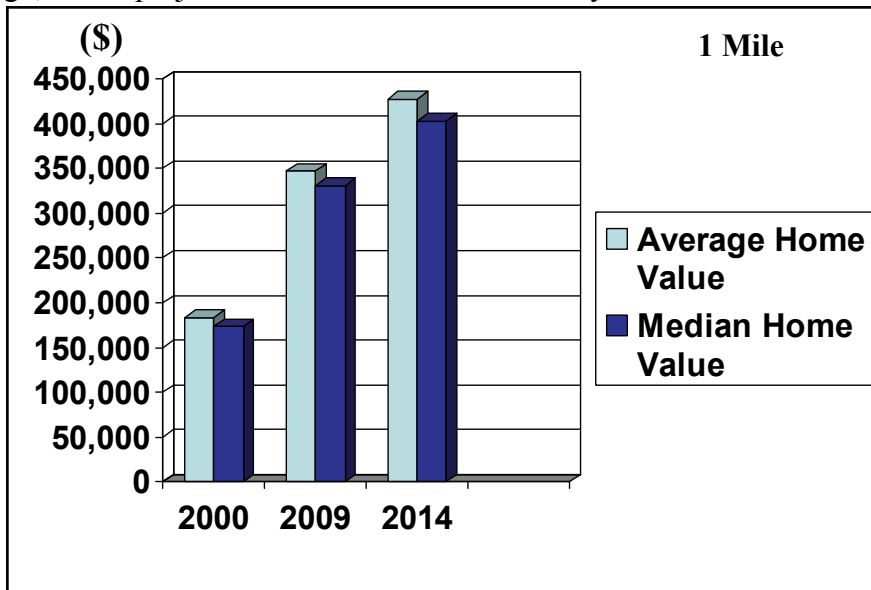


## Community Assets/Resources

### *Stable Income Base*

Households on Farmers Boulevard and the surrounding community in St. Albans are well-represented with stable middle and upper-middle class incomes. Income data shows that median and average income in the area has increased significantly in the last decade and is projected to continue on an upswing in the years to come. Approximately 60% of the households within a one mile radius of the study area earn over \$50,000 with 30% of that group earning between \$75,000 - \$150,000 in 2009.

Home ownership is often an indicator of success and income stability. Within a one mile radius of the study area, approximately 67% of households were owner-occupied compared to less than 50% in the rest of Community Board 12 and 41% in Queens County. Home values have sharply increased over the last decade and even with the drop in home values over the last couple of years, home values in the area are much higher than they were a decade ago, and is projected to rise over the next five years.



Median home values has increased by over \$155,000 between 2000 and 2009. It is projected to increase by an estimated \$70,000 between 2009 and 2014. Median Home values is expected to reach \$403,451 and average home value at \$427,677 by 2014.

*Source: ESRI Business Analyst*

Various economic data indicates that there is sufficient income in the area to support a healthy and thriving commercial corridor. Consumer spending data reveals that households and employees within a one mile radius spent nearly \$800 million on a collection of specified goods and services. Farmers Boulevard has not been capturing enough of those dollars due to a combination of nearby competition, lack of a healthy retail mix, lack of marketing and quality of life concerns. Consequently, businesses on Farmers Boulevard can still gross significant revenue from local residents and employees if a nurturing business environment is developed through effective commercial revitalization planning and implementation.

## Challenges

The overwhelming concern for the study area is the high commercial vacancy rate on Farmers Boulevard. With a commercial vacancy rate hovering around 16% and as high as 20%, too many shuttered storefronts line the Boulevard, reflecting signs of disinvestment. The lack of business activity on Farmers Boulevard is due in part to a lackluster mix of retail services. The homogeneous retail mix is a hindrance to economic growth on the corridor. There is a lack of retail diversity that limits the volume and variety of consumers that frequent Farmers Boulevard Businesses.



*Presence of shuttered storefront gates contribute to the desolate appearance of Farmers Blvd.*

### *High Commercial Vacancy*

The appearance of commercial storefronts on Farmers Boulevard also serve as an obstacle for economic growth. Many storefronts are covered with old and unsightly signage and awnings. There is no uniformity or standards applied to storefront facades from one business to another. Some storefronts contain front windows and doors that are cluttered with advertisements or products that makes it difficult for passerby's to view the interior of the establishment. Coupled with dirty sidewalks the corridor is not presented in a manner that is inviting to shoppers.

### *Quality of Life Concerns*

Quality of life concerns including loitering, littering and public urination has hurt the reputation of Farmers Boulevard. These elements hurt local businesses by keeping potential shoppers away and negatively impacts quality of life for area residents and merchants. The perception of crime and illegal activities alone can doom a commercial district even when a healthy mix of retail goods and services are available. Community stakeholders at all levels from residents, business owners, city agencies, and elected officials should explore all means for improving the appearance and reputation of the corridor. Civic and business leaders alike must collaborate to create a nurturing environment for businesses to excel and strengthen community pride. A platform for formal dialogue should be initiated so that resources can be combined to combat the various issues damaging the social and economic stability of the community.

### *Unemployment*

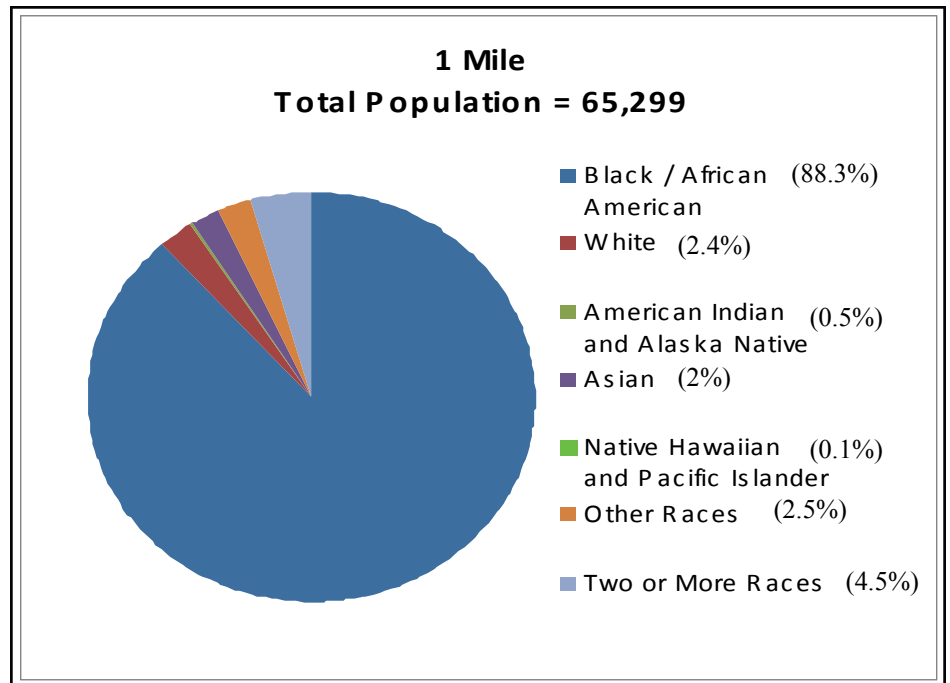
The St. Albans area consists of a dichotomy in income stability. There exist a substantial income gap between the various census tracts in the area. While classified as a middle-income community, and even upper middle-income for some, there are a significant number of households that fall within low-income standards. There is a concentration of unemployment in the surrounding community. Within a one-half mile radius of the study area, the unemployment rate was approximately 13% towards the latter end of 2009 compared to about 9% and 10% for Queens County and New York City respectively. The unemployment rate significantly decreases as the radius extends outwards from the study area to Eastern and Central Queens indicating that the concentration of unemployment exists in specific sections of the community.



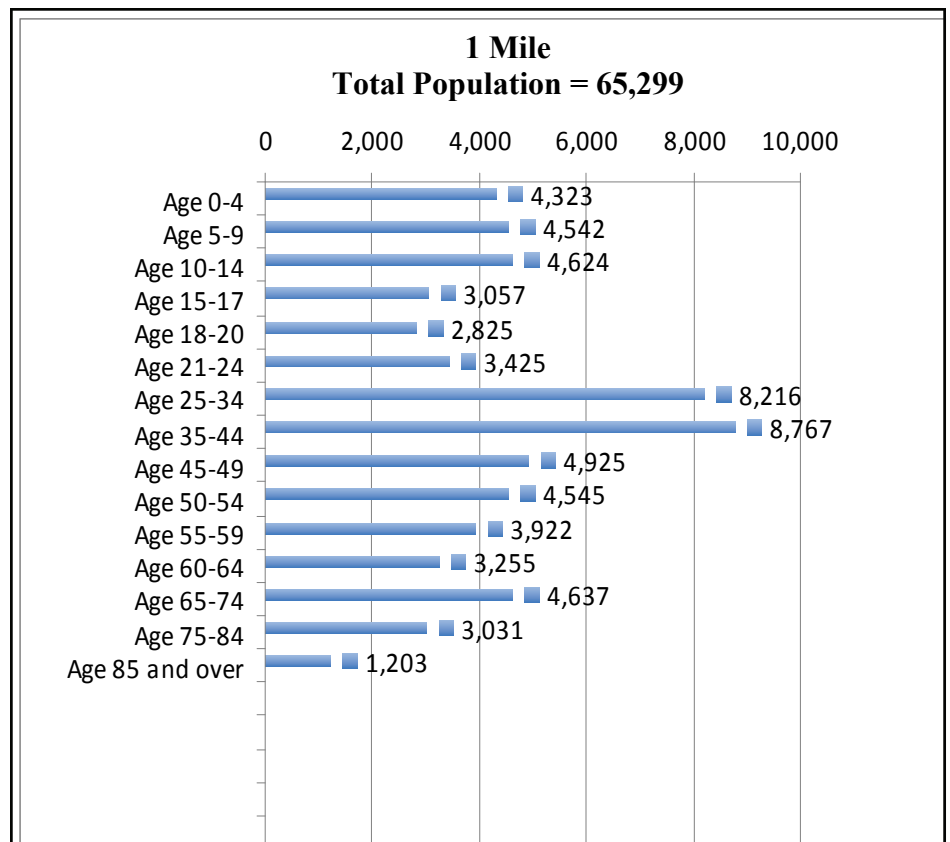
## Trade Area Demographics

### *Race/Ethnicity*

St. Albans is a predominately African-American community. Within a one mile radius of the study area, Blacks/ African Americans account for nearly 90% of the population. The remaining 10% constitute small numbers of Whites, Asians, and individuals of two or more races. The Hispanic population constitute a little over 5% and is included in the racial breakdown.



Within a 1 mile radius, the average age of the population is 37.60 and the median age is 37. At 13 %, the age group with the most individuals is the 35-44 age group. More than one-quarter of the population is under 18 years of age. Another quarter of the population is between the ages 25 - 44 years old.



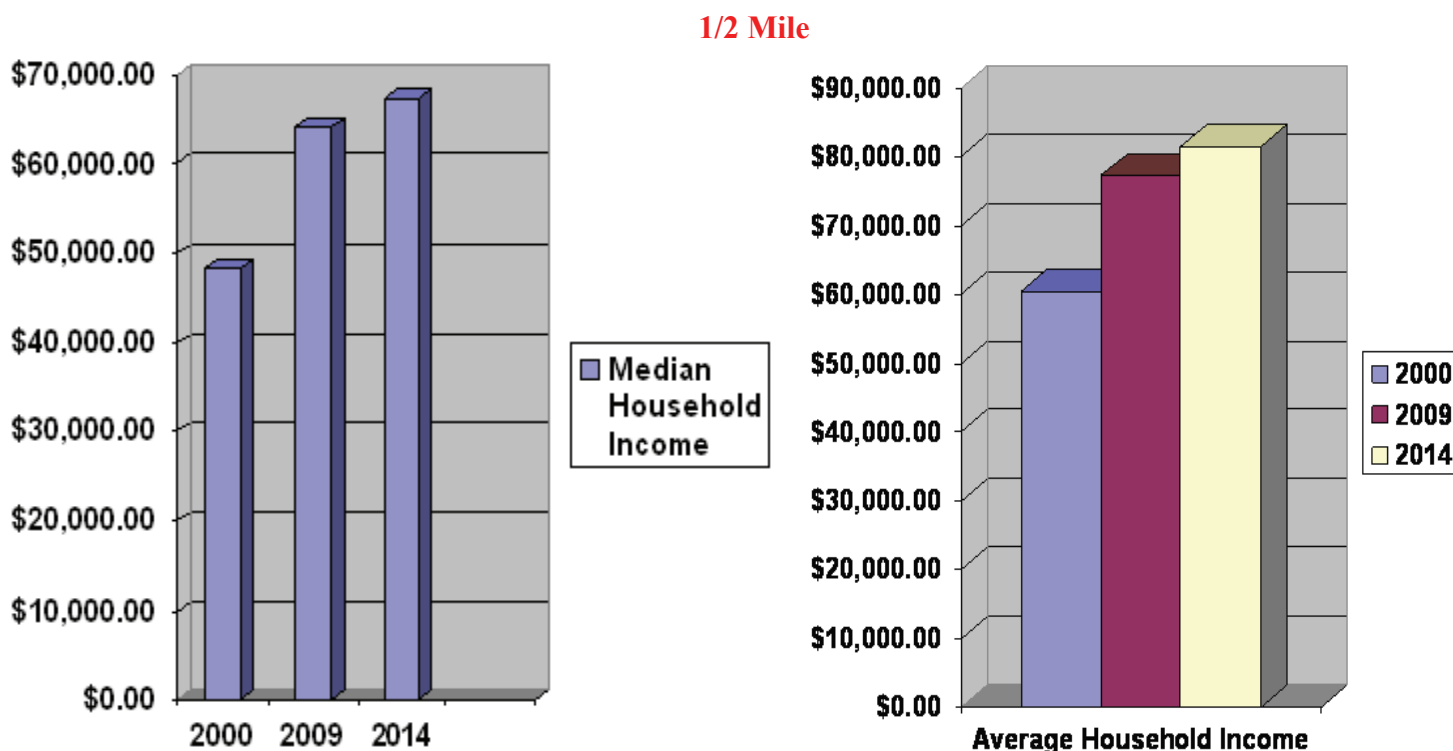
## Trade Area Demographics

### *Household Income*

The trade area for this study encompasses 1/2-mile, 1 mile, and 3 mile radius of 122-55 Farmers Blvd. (**Appendix, Exhibits 1 – 3**). This is the point address used for establishing the radius for the presented data.

The 1/2 radius serves as the primary trade area, approximately 10 blocks in each direction, and represents the area where most of Farmers Blvd. shoppers reside. The population within the 1/2 mile radius is 17,055.

Within the half-mile radius, the median income has increased significantly over the last decade. Income increased by almost \$15,000 between 2000 and 2009. It is projected to increase by more than \$3,000 between 2009 and 2014. The median household income within a half-mile radius is projected to be \$67,406 by 2014 (**Exhibit 4**). The average household income has increased by about \$17,000 from \$60,465 to \$77,305 between 2000 and 2009 and is projected to increase to \$81,441 by 2014.

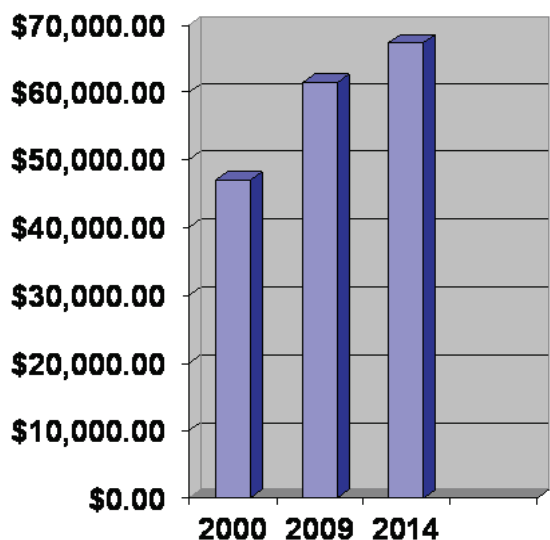




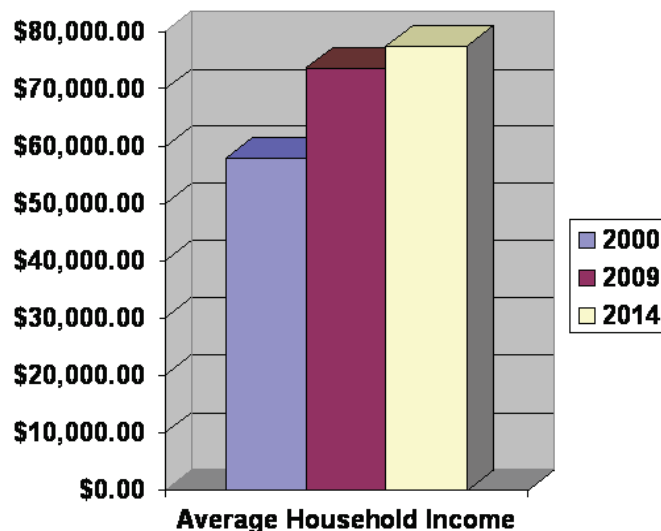
## Trade Area Demographics

### Household Income

#### 1 Mile



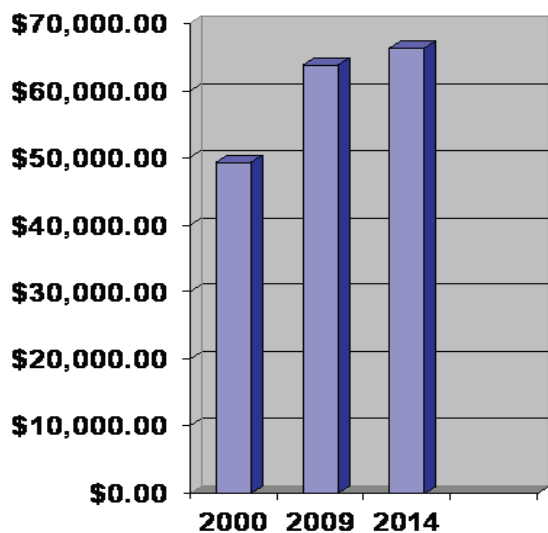
Median Household Income



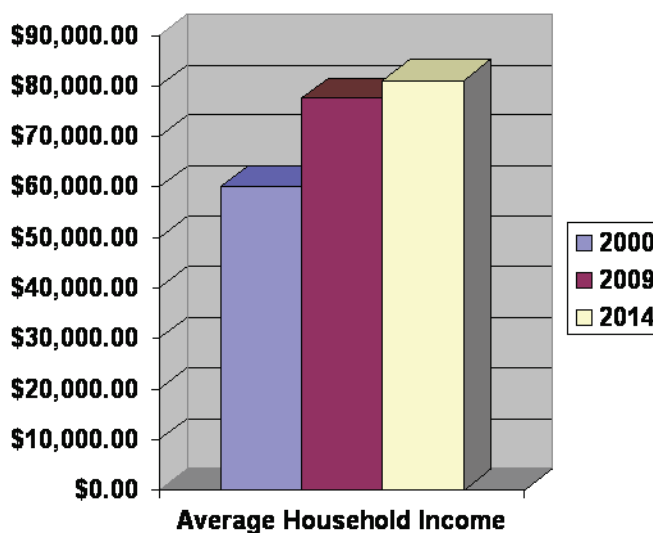
2000  
2009  
2014

Income within a 1 mile radius of Farmers Boulevard increases by almost \$14,000 between 2000 and 2009. It is projected to increase by an estimated \$4,000 between 2009 and 2014. The median household income within 1 mile of the study area is projected to be \$64,285 by 2014.

#### 3 Miles



Median Household Income



2000  
2009  
2014

Income within a 3 mile radius of the study area increased by almost \$13,000 between 2000 and 2009. It is projected to increase by an estimated \$2,000 between 2009 and 2014. The median household income within one mile of the study area is projected to be \$66,450 by 2014.



## Retail Expenditures & Potential

### *Consumer Spending*

#### **1/2 Mile Radius**

<b>Category</b>	<b>Average Amount Spent</b>	<b>Total</b>
<b>Apparel and Services</b>	\$1,934.07	\$10,022,365
<b>Computer</b>	\$235.36	\$1,219,640
<b>Entertainment &amp; Recreation</b>	\$3,483.84	\$18,053,273
<b>Food At Home</b>	\$5,069.19	\$26,268,536
<b>Food Away From Home</b>	\$3,704.90	\$19,198,812
<b>Financial</b>	\$6,972.13	\$36,129,595
<b>Health</b>	\$886.29	\$4,592,782
<b>Home</b>	\$17,936.13	\$92,945,046
<b>Households Furnishings&amp; Equipment</b>	\$1,400.43	\$7,257,027
<b>Household Operations</b>	\$1,804.48	\$9,350,774
<b>Insurance</b>	\$5,829.09	\$30,206,308
<b>Transportation</b>	\$8,838.32	\$45,800,146
<b>Travel</b>	\$1,415.09	\$7,332,999

*Source: ESRI Business Analyst*

Spending data reflects the dollar amount spent by residents and employees per year within the stated radius. This spending potential is open to all areas and can be spent anywhere, thus does not inform how much is actually spent on Farmers Boulevard but sheds some insight on the market potential for businesses in the area.

The highest area of spending for residents within the study area is on home maintenance and operations which includes mortgage payments, remodeling expenses, utilities, and property taxes. The average household spent nearly \$18,000 on such costs in 2009. The next highest expenses were on transportation which include vehicle purchases, maintenance and fuel costs. This is in tune with the fact that a majority of the homes in the area are owner-occupied and that most residents work outside of the neighborhood. The categories above are broken down with more details in the Appendix section of this document (**Exhibit #5 – 6**).

## Retail Expenditures & Potential

### Consumer Spending

2009 Annual Spending (in Thousands)	1 Mile	3 Mile
<b>Total Specified Consumer Spending</b>	<b>\$786,010</b>	<b>\$6,876,748</b>
<b>Total Apparel</b>	<b>\$29,915</b>	<b>\$265,834</b>
Women's Apparel	12,256	107,609
Men's Apparel	6,937	61,716
Girl's Apparel	2,634	23,447
Boy's Apparel	2,062	17,741
Infant Apparel	1,923	17,557
Footwear (excl. Infants)	4,533	39,972
Other Apparel Prod/Services	4,104	37,765
<b>Total Entertainment</b>	<b>\$71,598</b>	<b>\$640,966</b>
Sports and Recreation	2,849	25,897
TV, Radio and Sound Equipment	26,102	224,906
Reading Materials	3,570	31,906
Travel	38,156	349,975
Photographic Equipment	921	8,283
<b>Total Food At Home</b>	<b>\$69,916</b>	<b>\$614,224</b>
Cereal Products	4,379	38,466
Bread & Bakery Products	9,126	79,341
Seafood	3,833	34,319
Meat/Poultry/Fish/Eggs	23,910	207,829
Dairy Products	11,094	97,228
Fruits and Vegetables	17,573	157,041
<b>Total Food Away From Home</b>	<b>\$68,533</b>	<b>\$595,654</b>
Breakfast and Brunch	6,997	62,417
Dinner	31,768	274,263
Lunch	22,199	189,739
Snacks and Non Alcoholic Bev	5,125	45,485
Catered Affairs	2,444	23,750

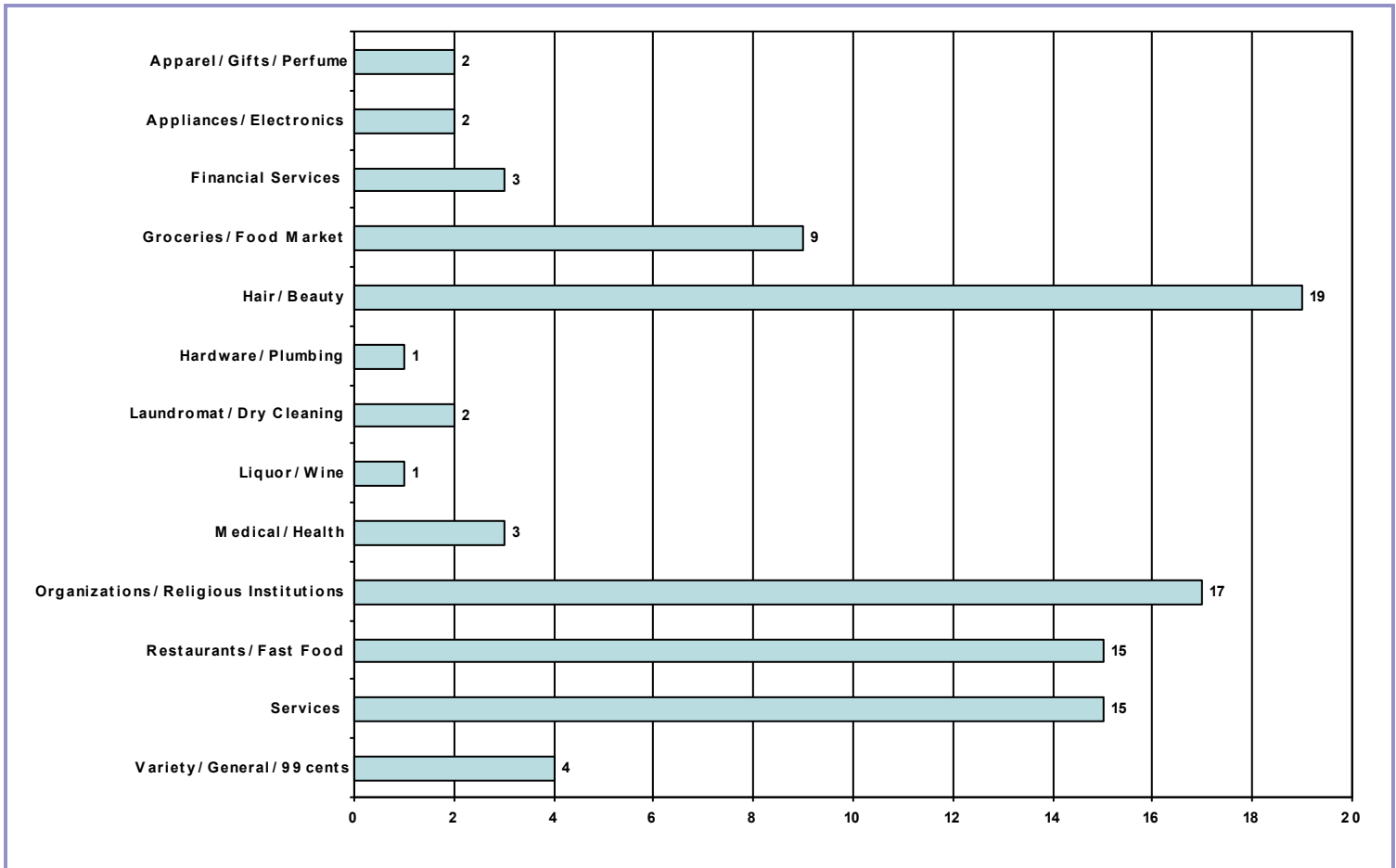
Annual Spending (in Thousands)	1 Mile	3 Mile
<b>Total Alcoholic Beverages</b>	<b>\$12,477</b>	<b>\$109,732</b>
Alcoholic Bev. at Home	6,960	61,612
Alcoholic Bev. away from Home	5,518	48,120
<b>Total Furniture/Appliances</b>	<b>\$72,060</b>	<b>\$642,933</b>
Bedroom Furniture	4,045	35,871
Living Room Furniture	6,226	55,122
Other Living & Family Room Furniture	1,707	15,140
Other Furniture	650	5,989
Major Appliances	5,986	53,086
Small Appliances	15,028	135,449
Misc Household Equipment	38,419	342,275
<b>Total Transportation/Maint.</b>	<b>\$374,706</b>	<b>\$3,253,575</b>
New Autos/Trucks/Vans	49,953	440,404
Used Vehicles	39,107	337,180
Purchase of RVs or Boats	4,192	38,489
Gasoline	53,773	454,003
Diesel Fuel	720	6,484
Automotive Maintenance/Repair	19,196	168,891
Transportation	207,765	1,808,124
<b>Total Health Care</b>	<b>\$34,185</b>	<b>\$285,833</b>
Medical Services	19,218	166,123
Prescription Drugs	11,739	92,270
Medical Supplies	3,228	27,439
<b>Total Education/Day Care</b>	<b>\$64,180</b>	<b>\$575,161</b>
Education	28,721	259,257
Room and Board	2,591	20,723
Tuition/School Supplies	26,078	236,251
Day Care, Nursery & Preschool	6,790	58,930

Source: ESRI Business Analyst

Consumer spending data shows that within a 1 mile radius, the dollar amount spent by residents and employees on a selection of good and services totaled an estimated \$786 million. This number reflects spending for the more than 65,000 residents and approximately 6,200 employees within the 1 mile radius. These employees are employed by a total of 1,192 businesses that exist within this radius (**Exhibit 7**). On average, there are five employees per business and a ratio of 55 residents per business in the area.

As the above graphic shows, Transportation & Maintenance is by far the category with the highest total expenditure. Residents and employees within a 1 mile radius spend nearly \$375 million on transportation and related costs. Most St. Albans residents work outside of the area and require either a vehicle or public transportation to get to work. More than 42% of residents within a 1 mile radius travel 60 minutes or more to get to work, whereas less than 7% is within 15 minutes of their job. In our study area, only one auto dealership, a tire shop and a gas station falls within the Transportation/Maintenance category and captures any of the \$375 million spent on those products and services. Approximately \$70 million each is spent on Entertainment, Food at Home, Food Away From Home and Furniture/Appliances. Residents within a 1 mile radius spent about \$30 million on apparel in 2009, with about 41% (\$12.25 million) of that going to women's apparel.

## Business Breakdown



A disproportionate number of storefronts on Farmers Boulevard are occupied by hair/beauty salons and churches. While churches serve as a great resource to a community in various ways, an abundance of storefront-occupying churches can be detrimental to a commercial corridor. Storefront churches disrupt the commercial flow and the fact that they're generally closed during the weekdays results in the appearance of shuttered storefronts and reduces foot traffic along the corridor during the week. Farmers Boulevard must attract a new diverse mix of commercial tenants in order to increase the number of shoppers going to the Boulevard. This task is achievable although it may be challenging for potential tenants seeking larger spaces as the majority of storefronts on the Boulevard are less than 1,500 square feet in size. While costs vary from one property to the next, the retail rent for the study area typically ranges between \$20 - \$25 per square foot / per year which translates to approximately \$1,600 - \$2,000 per month for a 1,000 square foot storefront. The following type of businesses would be beneficial to area residents and the overall economic health of Farmers Boulevard.

### *Full-Service Restaurant*

While there are at least 15 restaurants within the study area, less than a handful of those establishments have seating capacity for a family to sit down and eat. Many of these small restaurants have seating for only a few people or function as ordering for take out only. The data shows that residents in the area spend an equal amount of money on Food Away from Home as they spend on food prepared at home. Many households in the area have two working parents who may not have time to cook as often and consequently dine out. A full-service, sit-down restaurant would serve the community well and address an unmet need. The challenge facing the development of such an





## Business Breakdown

establishment is the limited size of some of the available spaces on Farmers Boulevard. However, other areas such as Fulton St. in Downtown Brooklyn have been able to establish full service restaurants in small commercial spaces. This is possible with proper planning for creative layouts and space designs that minimizes the amount of floor space being dedicated to food preparation allowing for broader areas for customer seating.

### *Health Food Store / Healthy Deli*

The closing of the Associated supermarket on Farmers Boulevard about three years ago gave area residents one less option for obtaining healthy food items. Retail expenditure data shows that area residents' total spending on fruits and vegetables was surpassed only by total amount spent on meats when it comes to food consumed at home. Within a 1 mile radius nearly \$18 million was spent on Fruits and vegetables in 2009. Informal surveying conducted so far has indicated that area residents are health-conscious and have a strong demand for healthy eating options. Health food stores on nearby commercial corridors such as Linden and Merrick Boulevards receive frequent visits from St. Albans residents. A health food store or deli offering fresh salads, fruits and vegetables, and healthy sandwiches among other nutritional options is lacking on Farmers Boulevard and would address a great need in the community.

### *Bank*

A bank would be a great asset for Farmers Boulevard. Many residents living on Farmers Boulevard and its side streets within the study area have complained about having to go to Linden Boulevard or Jamaica Avenue to access the nearest bank. With a high number of homeowners and working professionals, banking services are used frequently by residents in the study area. A bank on Farmers Boulevard would not only provide convenience, but would serve as a traffic generator and would communicate that there is investment coming into the community.

### *Art Gallery*

There is an artistic culture in St. Albans and the rest of Southeast Queens that have not been fully nurtured or emphasized as a growing subculture within the community. Other communities such as Long Island City and Astoria have promoted the arts as a community asset and using that as an economic development tool. The Farmers Boulevard CDC have a vision of creating an environment where people of all ages can cultivate their intellectual property. The CDC also envisions a community that celebrates its rich cultural history while building and maximizing its identity as such. A community art gallery can bridge these visions by promoting the community's history and providing local artists with a place to display or sell their artwork. The gallery could be used for other artistic activities such as performing arts and poetry readings.

### *Clothing*

With the number of business professionals living in the St. Albans area, a clothing store targeted towards that clientele would address a great need. There are no businesses in the study area that sells formal professional or business attire such as a suit, dress shirt, tie or shoes. These are products that area residents regularly go to Long Island shopping malls or Downtown Jamaica to purchase.

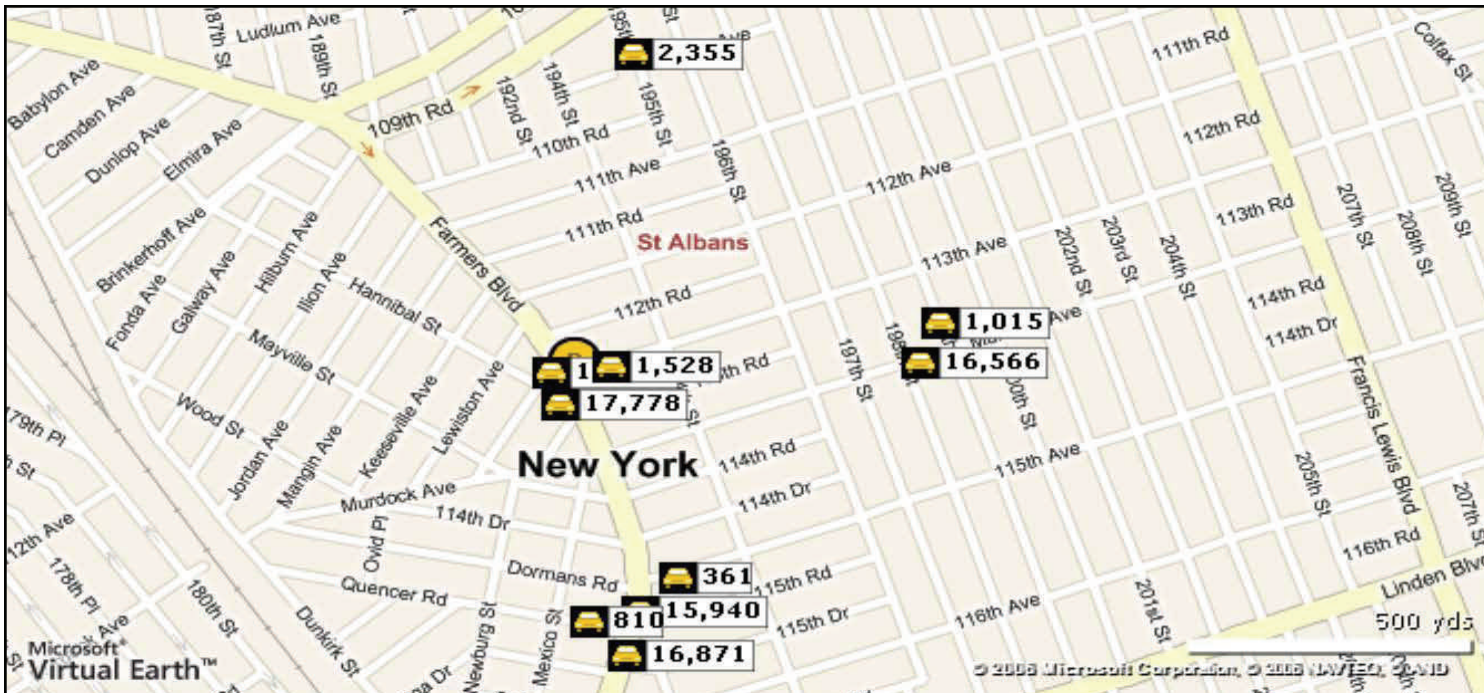
### *Taxi/Livery Cab Station*

Spending data reveals high expenditures on public transportation and taxi service. Without immediate access to a subway station and limited bus options, those who do not own auto vehicles are in need of taxi service to travel.

### *Bookstore*

There are no bookstores on Farmers Boulevard or the immediate vicinity.

## Traffic Patterns



	Street	Cross Street	Cross Str Dist	Count Year	Avg Daily Volume	Volume Type	Miles from Subject Prop
1	113th Ave	Farmers Blvd	0.01 NE	2004	19,173	Converte	.03
2	113th Ave	Farmers Blvd	0.05 W	2004	1,528	ADT	.04
3	Hannibal St	113th Rd	0.02 SE	2004	17,778	Converte	.05
4	115th Ave	Farmers Blvd	0.04 SW	2003	361	ADT	.27
5	Farmers Blvd	Quencer Rd	0.01 S	2003	15,940	Converte	.29
6	Quencer Rd	Mexico St	0.04 W	2003	810	ADT	.30
7	Farmers Blvd	115th Dr	0.02 S	2003	16,871	Converte	.34
8	Murdock Ave	198th St	0.01 W	2003	16,566	Converte	.35
9	195th St	110th Ave	0.02 S	2004	2,355	ADT	.35
10	199th St	Murdock Ave	0.04 S	2003	1,015	Converte	.37

The most recent available vehicular traffic data from 2003 and 2004 reveals that key intersections along Farmers Blvd. were traveled between approximately 16,000 - 20,000 times daily. Farmers Boulevard is a well-traveled thoroughfare and businesses along the corridor can capture some of these drivers with the right mix of products and services. Parking availability is not a concern and is not a cause for the lack of shoppers on the strip.

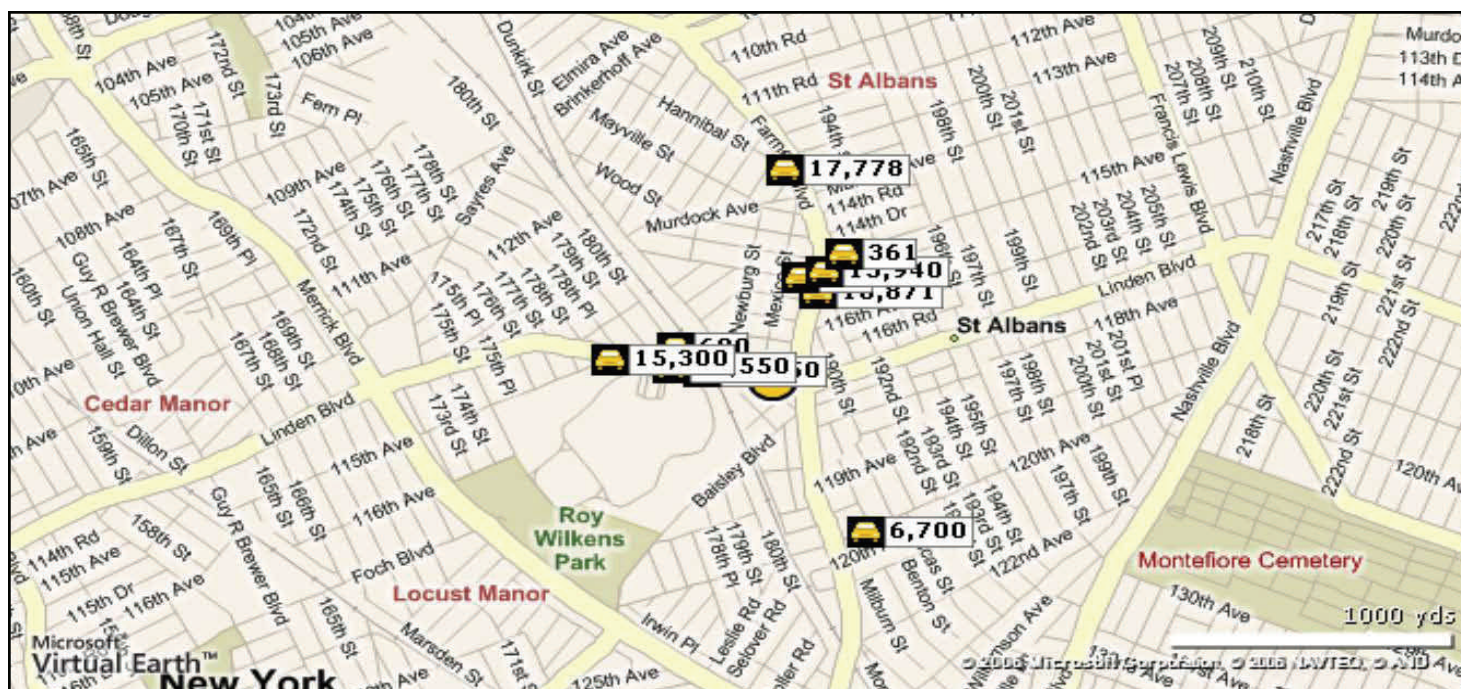
### Key Roads in St. Albans:

- Merrick Boulevard  
*Length: 3.13 miles*  
*Directions: E-W, SE-NW*
- Linden Boulevard  
*Length: 2.34 miles*  
*Direction: E-W*
- Farmers Boulevard  
*Length: 2.16 Miles*  
*Directions: N-S, SE-NW, SW-NE*
- Murdock Avenue  
*Length: 2.10 Miles*  
*Directions: E-W, SE-NW, SW-NE*

*\* Distances shown represent length of St. Albans portion of roads*



## Traffic Patterns



Street	Cross Street	Cross Str Dist	Count Year	Avg Daily Volume	Volume Type	Miles from Subject Prop
1 Linden Blvd	180th St	0.02 W	2003	21,050	Converte	.14
2 180th St	Linden Blvd	0.07 SE	2003	680	ADT	.21
3 Linden Blvd	179th St	0.03 W	2003	21,550	Converte	.21
4 Farmers Blvd	115th Dr	0.02 S	2003	16,871	Converte	.22
5 Quencer Rd	Mexico St	0.04 W	2003	810	ADT	.24
6 Farmers Blvd	Quencer Rd	0.01 S	2003	15,940	Converte	.27
7 115th Ave	Farmers Blvd	0.04 SW	2003	361	ADT	.32
8 Linden Blvd	115th Ave	0.03 W	2005	15,300	AADT	.34
9 120th Ave	190th St	0.06 NE	2004	6,700	AADT	.40
10 Hannibal St	113th Rd	0.02 SE	2004	17,778	Converte	.48

Vehicular traffic volume on Linden Boulevard which intersects Farmers Boulevard on the southern tip of the study area, patterns that of Farmers Boulevard. Key intersections along Linden Boulevard were traveled between approximately 15,000 - 21,000 times daily. The intersection of Linden Boulevard and 179th Street, traveled about 21,550 times daily has the highest volume of vehicular traffic within the half-mile radius of the study area.

While the busiest intersection within the half-mile radius receives about 2,000 more vehicles traveling each day, it is the volume of foot traffic that provides the starkest contrast between the Farmers Boulevard and Linden Boulevard corridors. Linden Boulevard experience higher pedestrian due to a combination of conditions: presence of schools and a library, key bus stops, and a stronger business mix including financial institutions, retailers and cultural institutions. Farmers Boulevard businesses are only a few blocks north of this intersection and can tap into this pedestrian flow with the proper offerings of goods and services.

Traffic data for Merrick Boulevard running parallel to Farmers Boulevard is available in (**Exhibit #8**) in the Appendix.



## Retail Competition

### Major Competitive Retail Facilities

Name	Location	Total Sq. Ft.	Major Tenants/ # of Establishments
Green Acres Mall	Sunrise Highway Valley Stream	1.6 Million	Macy's, Sears, JC Penny , Old Navy, Walmart & 200 speciality stores. BJ's Ware- house, Target
Bay Harbour Mall and Surroundings	Peninsula Blvd & Rockaway Blvd Cedarhurst	295,000+	Burlington Coats, Mar- shalls, Bed Bath and Be- yond, Costco, Duane Reade, Office Max
5 Towns Shopping Center	Rockaway Blvd	450,000	K- Mart, Old Navy, TJ Maxx, Conway, Michael's Modells
Pathmark Plaza	Springfield Boule- vard & Merrick Blvd., Springfield Gardens	97,000	Pathmark, Payless Shoes, Radio Shack, Rainbow Shops
Home Depot Plaza	Hempstead Turnpike, Elmont	250,000	Home Depot, Office Max, Marshall's
Franklin Square CBD and Outskirts	Hempstead Turnpike, Franklin Square	N/A	Eckerd's Party City, Duane Reade, Petland, Payless Shoes, Sleepy's
Downtown Jamaica	Jamaica Avenue and 164 <sup>th</sup> St. Jamaica	N/A	Jamaica Center, Gertz Mall grnd flr. ,300+ small stores, Old Navy, Conway, 15 Screen Multiplex
Fresh Meadows Mall	188 <sup>th</sup> St. & LIE Fresh Meadows	230,000	Kohls, Filene's, Dress Barn, Children's Place, CVS, Cinema
Douglaston	LIE and Douglaston Pkwy	N/A	Macy's, Toys R Us
Home Depot	Merrick Blvd. and 180 <sup>th</sup> St	135,000	Home Depot

Source: Robert Pauls, LLC

Undoubtedly, the major retail competition for Farmers Boulevard are the shopping centers in Nassau County on Long Island. Commuting to these shopping centers is relatively easy through various travel modes. Approximately two-thirds of households in St. Albans and the surrounding neighborhoods in Community Board 12 have access to a vehicle (*American Community Survey 2006-2008*). There are at least seven MTA buses and additional Long Island Railroad trains that provide transportation from Southeast Queens to shopping malls on Long Island. Generally in Southeast Queens, it takes no more than 25 minutes to drive to these destinations and approximately 30 - 45 minutes commuting by bus. Even commuter vans now connect southeast shoppers to these destinations. The ease of getting to these shopping centers draw potential shoppers away from Farmers Boulevard.

## Retail Competition

Green Acres Mall, located only a few miles from the study area is a common destination for area shoppers. The mall has over 200 stores and is anchored by major retailers including Macy's, Sears, Target and JC Penny. In addition, there is a Home Depot, Walmart and Petland located across two parking lots on the south side of the mall. There are also numerous out-parcels including restaurants and movie theaters.

Just north of the study area, is the Downtown Jamaica business district. There are nearly 700 total stores in Downtown Jamaica of various sizes from national retailers to small businesses. Jamaica's largest asset is its unrivaled multi-modal transportation infrastructure. 10 of LIRR's 11 lines serve Jamaica, bringing more than 200,000 commuters through the downtown every day. The LIRR station is also connected to the ever popular AirTrain shuttle to Kennedy Airport which is used by an average of over 14,000 travelers and airport employees every day. The E/J/Z subway stops at Sutphin and Archer, and Parsons and Archer are used by over 18,000 and 38,000 people daily. The F subway that stops on Sutphin and Hillside and Parsons and Hillside is used by 4,000 and 6,000 people daily. There are also 49 bus routes and numerous commuter vans that services Downtown Jamaica.

Currently, there is only one supermarket in the Farmers Boulevard study area. The greatest competition for groceries comes from the Pathmark Plaza located at the intersection of Merrick and Springfield Boulevards in Springfield Gardens. This location is just minutes away by car for St. Albans residents. The shopping center, with ample free parking and national-brand name stores is an easy and convenient destination for Southeast Queens residents.

The presence of regional shopping destinations in nearby Downtown Jamaica and Nassau County combined with limited retail capacity positions Farmers Boulevard as a local, neighborhood shopping destination with a majority of its customers being area residents and workers. Commercial revitalization efforts on Farmers Boulevard should be approached with the understanding that this corridor lacks the physical capacity to be a major regional destination. However, there is the opportunity for Farmers Boulevard businesses to capitalize on the major foot traffic and commercial activity occurring on Jamaica less than a mile away to its north and Linden Boulevard to its south. Particularly on Linden Boulevard, the southern end of the area covered by the Farmers Boulevard CDC, there is an opportunity to draw Linden Boulevard shoppers a few blocks north to patronage businesses on Farmers Boulevard. The intersection of Linden and Farmers Boulevards is a major transportation node that consistently draws high pedestrian and vehicular traffic.



*Green Acres Mall in Valley Stream, NY*



*Jamaica Ave. Business District*

## Development Opportunities

Within the study area on Farmers Boulevard, there are few opportunities for new development as there are not many vacant lots or buildings. The foremost opportunity for new major development is the triangular building located at 113-16 Farmers Boulevard. This building constructed in 1938 has been vacant for over three decades and continues to be a blight in the community.

113-16 Farmers Blvd.



The building occupies a prime location along the corridor and can be a great asset to the surrounding community if properly developed. Questions remain as to the stability of the structure and to what extent it can be renovated. The building totals 15,000 square feet with 1,000 of that being designated for retail use and the remaining space as residential. This is the largest property in the study area, yet it is not being utilized. If the property is structurally sound developable, it could serve as a site for a much needed community and conference center with a retail component on the ground level. However, the most feasible action for development at this site may be to demolish the building and construct a new structure. In order to better understand the potential of this site, a professional inspection and assessment by an engineer is necessary and encouraged.

Nevertheless, whether this property is renovated or a new structure is built in its place, it is on a large parcel of land and the building is best served as a multi-purpose, multi-tenant venue. This site provides the best opportunity to develop key establishments needed in the St. Albans community. Ideal development possibilities are listed below.

- Community Center providing educational and physical fitness programs
- Community event space for trainings/workshops, meetings, networking events
- Workforce Development/Career Services Center providing job referral services, job readiness and training program
- Bank/Depository Institution
- Full-service sit down restaurant; A franchise restaurant could generate high foot traffic for the corridor and serve as an anchor, however potential impact on existing independently-owned restaurants must be considered
- Art Gallery focusing on local history and artists past and present



## Development Opportunities

Within the study area on Farmers Boulevard, there are few opportunities for new development as there are not many vacant lots.

Corner lot on Murdock Ave. & Farmers Blvd.



There is a 4,412 square feet vacant lot located at the corner of Farmers Boulevard and Murdock Avenue. This lot is part of a parcel of land with recently constructed 2-story residential units. Plans for additional housing units on the lot have stalled and the remaining space remains unused and covered with construction materials and machinery. Several thousand cars travel through that intersection on a daily basis in each direction. This lot is very visible from all directions and could be a great site to develop as an open gathering space with benches and plantings. This would bring much needed aesthetic green landscaping to the Boulevard.

Any plans for retail development on this site would be limited as the lot sits a short distance from the existing housing units. Any potential development would have to take into consideration any adverse impacts on the homes sharing the parcel of land. Possible retail opportunities for this site can be a fresh food deli, wi-fi café or floral shop.

## Development Opportunities

This vacant building owned by the NYC Dept. of Housing Preservation and Development (HPD) shares a Lot with two other properties totaling 9,353 square feet. The individual buildings total approximately 3,100 sf each. The other two buildings are occupied by the St. Albans Outreach Day Care Center. The vacant building is truly an eyesore on the Boulevard and attracts loiterers and inappropriate activities. The community would be well-served if this property is renovated and used productively. Interest has been expressed by the St. Albans Outreach Day Care Center next door to acquire the property and expand its child care services. This should be pursued further either through sale or leasing of the property. Since this site is already city-owned, it may be an ideal location to use by a city agency to expand services to the community such as a career/workforce development center or after-school programs for local youths.

109-43 Farmers Boulevard



*St. Albans Outreach Day Care Center located next to vacant building*

## Land Use & Zoning

The Department of City Planning undertook a zoning change for the St. Albans and Hollis neighborhoods in 2007 (**exhibit 9**). The existing zoning at the time had generally stayed the same for that area since the 1961 Zoning Resolution went into effect. All or part of a total of 317 blocks were rezoned from R2, R3-2, R4 and R6B districts, to lower-density or contextual zones. The rezoning area is generally bounded by Merrick Boulevard to the west and south, Springfield Boulevard and Francis Lewis Boulevard to the east, 99th Avenue, Farmers Boulevard and Brinkerhoff Avenue to the north. The rezoning area is southeast of Downtown Jamaica, and is adjacent to Laurelton, Queens village and Cambria Heights to the west. The rezoning, which included changes to the commercial overlays aimed to preserve the area's predominant lower-density character and ensure that future residential development is consistent with its surrounding neighborhood. Additionally, the rezoning established moderate density residential districts along portions of Hollis Avenue, Farmers Boulevard, Linden Boulevard and Merrick Boulevard and reduced the depths of commercial overlays to prevent encroachment of commercial uses onto residential blocks.



*St. Albans/Hollis Rezoning area*

The rezoning changed the R3-2 designation of the study area over to R5B. The R5B district include portions of 67 blocks fronting Merrick, Farmers and Linden Boulevards and Hollis Avenue. These block fronts are developed with mixed-use buildings, multi-family residential uses, community facility, commercial and office uses and parking facilities. All residence types are permitted in R5B zoning districts. The maximum allowable FAR is 1.35. The maximum building height is 33 feet. The parking requirement for group parking in the R5B district is 66% of the total dwelling units. The R5B district allows for moderate-density residential and local commercial development where there are commercial overlays on wide streets in the area.

Commercial overlays within the existing area were changed from C1-2, C2-2 and C1-3 overlays to more closely match existing land use and development patterns. Areas designated as C1-2 and C2-2 overlays were rezoned to C1-3 and C2-3 respectively and the depth of the commercial overlays were reduced from 150 feet to 100 feet along 29 block fronts on Farmers Boulevard between 115th Avenue and 109th Avenue. These changes decreased the off-street parking requirement for new commercial development and prevent the intrusion of commercial uses into residential side streets.

C1-3 and C2-3 districts are mapped as commercial overlays within residence districts. They are mapped along streets that serve the local retail needs of the surrounding residential neighborhood, and are found extensively throughout the city's lower- and medium-density areas and occasionally in higher-density areas.

Typical retail uses include grocery stores, restaurants and beauty parlors, catering to the immediate neighborhood. C2 districts permit a slightly wider range of uses— such as funeral homes and repair services— than C1 districts. In mixed residential/commercial buildings, commercial uses are limited to one or two floors and must always be located below the residential use.





## Conclusion & Recommendations

The Retail Market Analysis shows that while the Farmers Boulevard commercial corridor has been underperforming in terms of business activity, there is potential for significant economic growth on the Boulevard. First and foremost, demographic data shows that this middle-class community has significant consumer spending power. Residents and workers within a 1 mile radius of the study area spent nearly \$800 million on a selection of goods and services in 2009. Unfortunately, much of this spending is being done away from Farmers Boulevard which is not meeting the demand for goods and services of area residents. Local residents have indicated that they would frequent Farmers Boulevard if their business needs were readily available. There is a great opportunity to tap into the local market if the demanded goods and services are available. Farmers Boulevard has recently been showing signs of economic growth as a Walgreens is currently under construction and a few new businesses have recently occupied formerly vacant spaces. Currently, there are more than 20 vacant storefronts on Farmers Boulevard. That presents more than 20 opportunities for entrepreneurs to open a new business on Farmers Boulevard and become part of a corridor that is ripe for growth.

In order for Farmers Boulevard to reach its full social and economic potential, all community stakeholders must be engaged and committed to improving the Boulevard and the rest of the St. Albans Community. The Farmers Boulevard CDC has to play a key role in bridging the resources of the civic community including local churches, cultural organizations, government bodies, elected officials, and the business community.

As the Farmers Boulevard CDC continue to grow, it has to become the eyes and ears of the business community. The CDC should aim to increase its capacity and become a go-to organization for potential tenants and inquiries about space availability, zoning questions, permit and licensing information. The CDC must also develop resources to business owners on the corridor such as business seminars, networking events, workshops and trainings. The Farmers Boulevard CDC must also serve as a source of information impacting the business community such as new government regulations, tax issues, new developments, financing opportunities, etc.

As part of the effort to revitalize the Farmers Boulevard commercial corridor, the Farmers Boulevard CDC should take a comprehensive approach consisting of a three-pronged business attraction and retention strategy.

1. Vacancy Reduction
2. Physical Improvements
3. Retail Promotions

These activities may be conducted individually or concurrently in no particular order.

### **Vacancy Reduction**

- ⇒ The first step in reducing vacancies is to identify their location. Consequently, the Farmers Boulevard CDC should keep an updated database of vacant storefronts and lots on Farmers Boulevard. This should include ownership and site description information (i.e. size, zoning,) for each property.
- ⇒ Outreach to property owners to build relationship with the Farmers Boulevard CDC.
- ⇒ Develop and distribute spec sheets of available properties to stakeholders.
- ⇒ Coordinate tours and informational sessions for vacant storefronts. Invite entrepreneurs and investors to view available properties and tour the commercial corridor.
- ⇒ Survey area residents and shoppers on their business needs. Gauge what types of businesses are most in demand on Farmers Boulevard.
- ⇒ Diversify business mix. Identify businesses that are lacking and develop business attraction strategy to target such businesses. While any business is better than a vacant storefront, try to avoid attracting businesses that are already saturated on Farmers Boulevard.



## Conclusion & Recommendations

### Physical Improvements

- ⇒ Pursue funding opportunities for capital improvement projects for storefront façade improvement
- ⇒ Community involvement in volunteer clean-up days. Outreach to merchants and residents on importance of keeping corridor clean.
- ⇒ Pursue Graffiti Removal Programs. Graffiti Free NYC offers free graffiti removal throughout the five boroughs. Upon request and approval, the Department of Sanitation removes graffiti off residential and commercial properties at no cost to the property owner. Additionally, the Mayor's Office Paint Program allows community-based and volunteer groups to plan and execute their own cleanup projects with supplies and paint provided by the Mayor's Office.

Farmers Boulevard CDC have been conducting volunteer clean-up days on the Boulevard about 2-3 times annually. The organization should continue to build on its momentum and hold these events more frequently and continue to engage more community stakeholders to participate.

### Retail Promotions

#### 1)

- ⇒ Produce promotional materials (i.e. business directory/shopping guide, quarterly newsletter– highlight new businesses and recognition of resourceful merchants)
- ⇒ Cross-promote with local bus Tours of Jazz Trail and Addesleigh Park - have farmers blvd promotional material distributed to tourists.
- ⇒ Explore opportunities to install signage at northern tip (Liberty Ave.) and southern tip (Linden Boulevard) of study area to encourage passerby's to stroll along the Farmers Boulevard corridor.

#### 2)

- ⇒ Coordinate special community events celebrating local history, arts and commerce.
- ◆ Special Events - these activities, which are sometimes called traffic-building events, generate eventual retail sales for local businesses by involving consumers in festive , non-commercial activities. Special events can be designed to appeal to specific groups of consumers or can be staged as community celebrations involving everyone. These events are important components of commercial revitalization for several reasons:
  - They improve the corridor's market penetration. Because they can be targeted to specific groups of consumers, these activities can help bring existing customers to the corridor more often or introduce new consumers to the amenities the district offers.
  - They help rebuild community interest and participation in the commercial corridor. Special events focus on community heritage, local talent, celebrations and other themes that reestablish the commercial corridor as the center of community activity and local pride. Special events should help build the unique identities of the community.
  - They create unique merchandising opportunities for local businesses. Retail events alone may not attract a broad cross section of potential shoppers. And, depending on the type of goods or services they sell, merchants sometimes find it difficult to tie into a retail event's theme. Special events can offer retailers a different way to participate in promotional activities and can introduce potential customers to their businesses.

## Exhibit 1

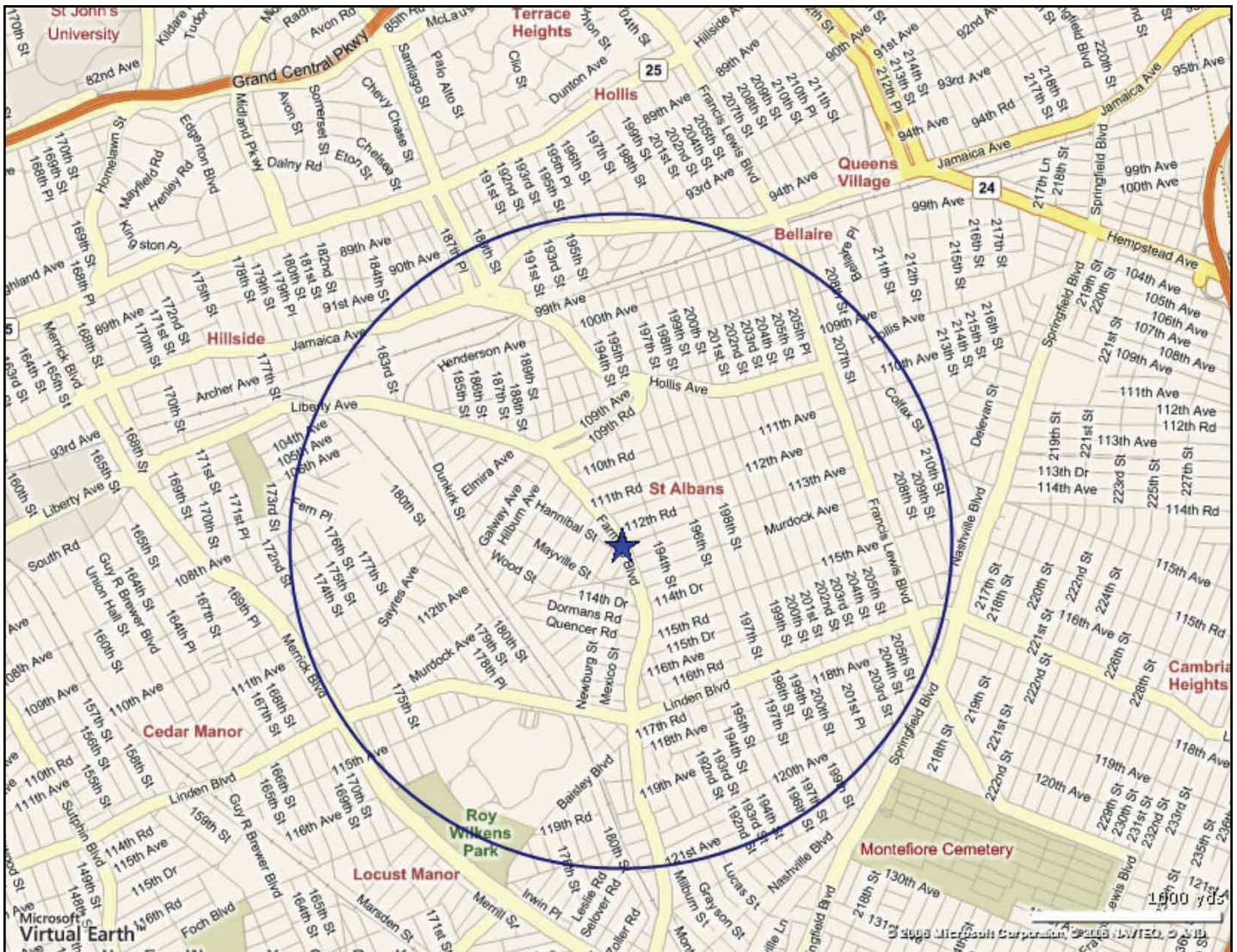
A detailed street map of St. Albans, New York. A blue star marks the location of 11255 Farmers Blvd. The map shows a grid of streets with labels for 'St Albans' and 'New York'. A blue circle highlights the area around the star. Major roads like Farmers Blvd, Hollis Ave, and Linden Blvd are visible.



# Appendix

## Exhibit 2

### 1 Mile Radius Map

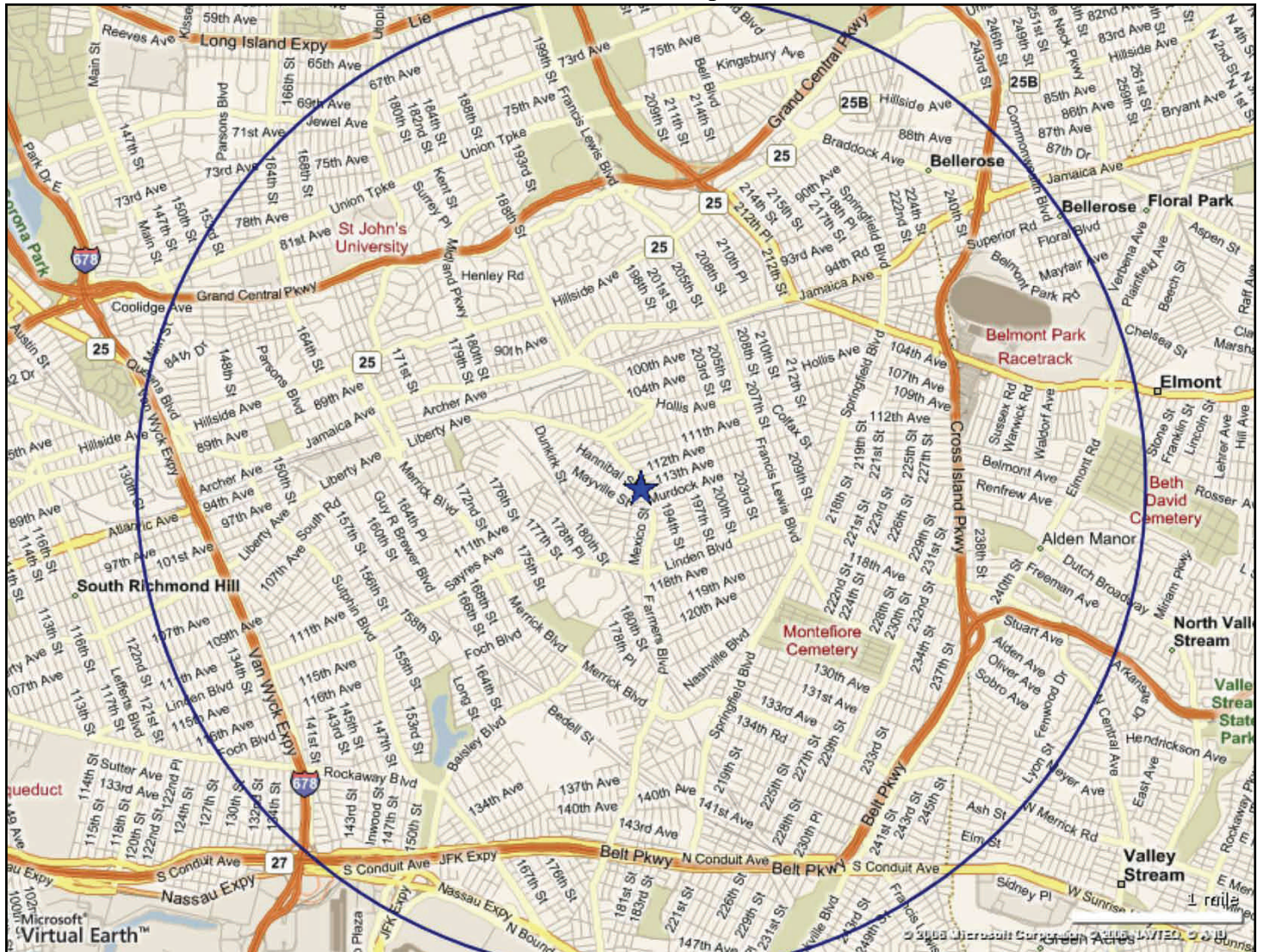




# Appendix

## Exhibit 3

3 Mile Radius Map





## Appendix

### Exhibit 4

#### Median Household Income ½ Mile

Year	2000	2009	2014
\$	48,338	64,202	67,406

#### Median Household Income 1 Mile

Year	2000	2009	2014
\$	47,067	61,400	64,285

#### Median Household Income 3 Miles

Year	2000	2009	2014
\$	49,280	63,846	66,450

#### Average Household Income ½ Mile

Year	2000	2009	2014
\$	60,465	77,305	81,441

#### Average Household Income 1 Mile

Year	2000	2009	2014
\$	57,813	73,643	77,618

#### Average Household Income 3 Miles

Year	2000	2009	2014
\$	59,934	77,412	81,113

## Appendix

### Exhibit 5

#### 1/2 Mile Radius

<u>Category</u>	<u>Average Amount Spent</u>	<u>Total</u>
<b>Apparel and Services</b>	\$1,934.07	\$10,022,365
Men's	\$348.59	\$1,806,403
Women's	\$619.40	\$3,209,718
Children's	\$324.53	\$1,681,678
Footwear	\$226.07	\$1,171,490
Watches & Jewelry	\$230.77	\$1,195,874
Apparel Products and Services	\$184.72	\$975,200
<b>Computers</b>		
Computers and Hardware for Home Use	\$206.79	\$1,071,599
Software and Accessories for Home Use	\$28.57	\$148,041
<b>Entertainment &amp; Recreation Fees and Admissions</b>	\$3,483.48	\$18,053,273
Fees and Admissions	\$688.05	\$3,565,454
Members Fees for Clubs	\$197.87	\$1,025,354
Fees for Participant Sports, excl. trips	\$125.20	\$648,800
Admission to Movie/Theatre/Opera/Ballet	\$163.13	\$845,337
Admission to Sporting Events, excl. Trips	\$61.33	\$317,816
Fees for Recreational Lessons	\$139.68	\$723,814
Dating services	\$0.84	\$4,333
TV/Video/Sound Equipment	\$1,350.84	\$7,000,065
Community Antenna or Cable TV	\$847.36	\$4,391,039
Televisions	\$172.40	\$893,399
VCRs, Video Cameras, and DVD Players	\$27.00	\$139,894
Video Cassettes and DVD's	\$60.77	\$314,927
Video Games Hardware and Software	\$46.05	\$238,626
Satellite Dishes	\$0.89	\$4,596
Rental of Video Cassettes and DVDs	\$43.64	\$226,142
Streaming/Downloaded Video	\$1.39	\$7,216
Sound Equipment	\$143.74	\$744,836
Rental and Repair of TV/Radio/Sound Equipment	\$7.60	\$39,389
Pets	\$559.28	\$2,898,183
Toys and Games	\$140.03	\$725,658
Recreational Vehicles and Fess	\$298.07	\$1,544,618
Sports/Recreation/Exercise Equipment	\$147.36	\$763,658
Photo Equipment and Supplies	\$118.38	\$613,443
Reading	\$181.83	\$942,235

<b>Food</b>	\$8,774.09	\$45,467,349
<b>Food at Home</b>	\$5,069.19	\$26,268,536
Bakery and Cereal Products	\$683.36	\$3,541,151
Meat, Poultry, Fish, and Eggs	\$1,208.23	\$6,261,151
Dairy Products	\$561.61	\$2,910,249
Fruit and Vegetables	\$868.50	\$4,500,574
Snacks and Other Food at Home	\$1,747.50	\$9,055,527
<b>Food Away from Home</b>	\$3,704.90	\$19,198,812
Alcoholic Beverages	\$643.82	\$3,289,641
Non-Alcoholic Beverages at Home	\$501.87	\$2,600,715

- \* **Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.
- \* **Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.
- \* **Sound Equipment** includes sound components and systems, Digital Audio Players, records, CDs, audio tapes, streaming/downloaded audio, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.
- \* **Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, and online entertainment games.
- \* **Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.
- \* **Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.
- \* **Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.
- \* **Reading** includes magazine and newspaper subscriptions, single copies of magazines and newspapers, and books.
- \* **Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.

## Appendix

### Exhibit 6

#### 1/2 Mile Radius

<u>Category</u>	<u>Average Amount Spent</u>	<u>Total</u>
<b>Financial</b>		
Investments	\$1,464.54	\$7,589,265
Vehicle Loans	\$5,507.59	\$28,540,330
<b>Health</b>		
Nonprescription Drugs	\$112.47	\$582,836
Prescription Drugs	\$687.26	\$3,561,407
Eyeglasses and Contact Lenses	\$86.56	\$448,539
<b>Home</b>		
Mortgage Payment and Basics	\$10,004.91	\$51,845,421
Maintenance and Remodeling Services	\$2,276.82	\$11,798,506
Maintenance and Remodeling Materials	\$407.97	\$2,114,107
Utilities, Fuel, and Public Services	\$5,246.43	\$27,187,012
<b>Household Furnishings and Equipment</b>		
Household textiles	\$148.28	\$768,404
Furniture	\$673.60	\$3,490,606
Floor Coverings	\$104.88	\$543,487
Major Appliances	\$317.64	\$1,645,989
Housewares	\$80.85	\$418,982
Small Appliances	\$37.09	\$192,182
Luggage	\$10.99	\$56,954
Telephone and Accessories	\$27.10	\$140,423
<b>Household Operations</b>		
Child Care	\$455.02	\$2,357,903
Lawn and Garden	\$472.77	\$2,449,869
Moving/Storage/Freight Express	\$49.86	\$258,382
Housekeeping Supplies	\$826.83	\$4,284,620
<b>Insurance</b>		
Owners and Renters Insurance	\$567.13	\$2,938,869
Vehicle Insurance	\$1,376.67	\$7,133,913
Life/Other Insurance	\$563.39	\$2,919,496
Health Insurance	\$2,279.08	\$11,810,184
Personal Care Products	\$431.36	\$2,235,298
School Books and Supplies	\$113.94	\$590,421
Smoking Products	\$497.52	\$2,578,127

<b>Transportation</b>		
Vehicle Purchases (Net Outlay)	\$4,884.87	\$25,313,401
Gasoline and Motor Oil	\$2,948.45	\$15,278,845
Vehicle Maintenance and Repairs	\$1,005.00	\$5,207,900
<b>Travel</b>		
Airline Fares	\$443.91	\$2,300,336
Lodging on Trips	\$457.87	\$2,372,697
Auto/Truck/Van Rental on Trips	\$40.11	\$207,839
Food and Drink on Trips	\$473.20	\$2,452,127

- \* **Mortgage Payments and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.
- \* **Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.
- \* **Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.
- \* **Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.
- \* **Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.
- \* **Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.
- \* **Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.
- \* **Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, and personal care appliances.
- \* **School books and Supplies** includes school books and supplies for college, elementary school, high school, and preschool.
- \* **Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.

# Appendix

## Exhibit 7

### Daytime Employment Report

#### 1 Mile Radius

Business Employment By Type	# of Businesses	# Employees	# Employees/ Business
<b>Total Businesses</b>	<b>1,192</b>	<b>6,199</b>	<b>5</b>
<b>Total Retail</b>	<b>232</b>	<b>666</b>	<b>3</b>
Home Improvement Stores	6	58	10
General Merchandise Stores	14	47	3
Food Store	43	110	3
Auto Dealers and Gas Stations	17	39	2
Apparel and Accessory Stores	11	18	2
Furniture and Home Furnishings	24	111	5
Eating and Drinking Places	78	187	2
Miscellaneous Retail Stores	39	96	2
<b>Finance- Insurance –Real Estate</b>	<b>113</b>	<b>299</b>	<b>3</b>
Banks, Saving and Lending Inst.	24	38	2
Security Brokers and Investments	5	17	3
Insurance Carriers and Agencies	11	17	2
Real Estate-Trust-Holdings Co.	73	227	3
<b>Services</b>	<b>630</b>	<b>3,077</b>	<b>5</b>
Hotels and Lodging	0	0	0
Motion Picture Amusement	18	24	1
Health Services	38	718	19
Legal Services	7	12	2
Educational Services	32	1014	32
Auto Services	42	90	2
Other Services	493	1,219	2
<b>Agriculture/ Mining</b>	<b>2</b>	<b>6</b>	<b>3</b>
<b>Construction</b>	<b>69</b>	<b>222</b>	<b>3</b>
<b>Manufacturing</b>	<b>22</b>	<b>624</b>	<b>28</b>
<b>Transportation, Comm./Pub Util.</b>	<b>62</b>	<b>273</b>	<b>4</b>
<b>Wholesale Trade</b>	<b>55</b>	<b>359</b>	<b>7</b>
<b>Government</b>	<b>7</b>	<b>673</b>	<b>96</b>
<b>Daytime Population</b>	<b>6,199</b>		
<b>Daytime Population / Business</b>	<b>5</b>		
<b>Residential Population</b>	<b>65,299</b>		
<b>Residential Population/ Business</b>	<b>55</b>		

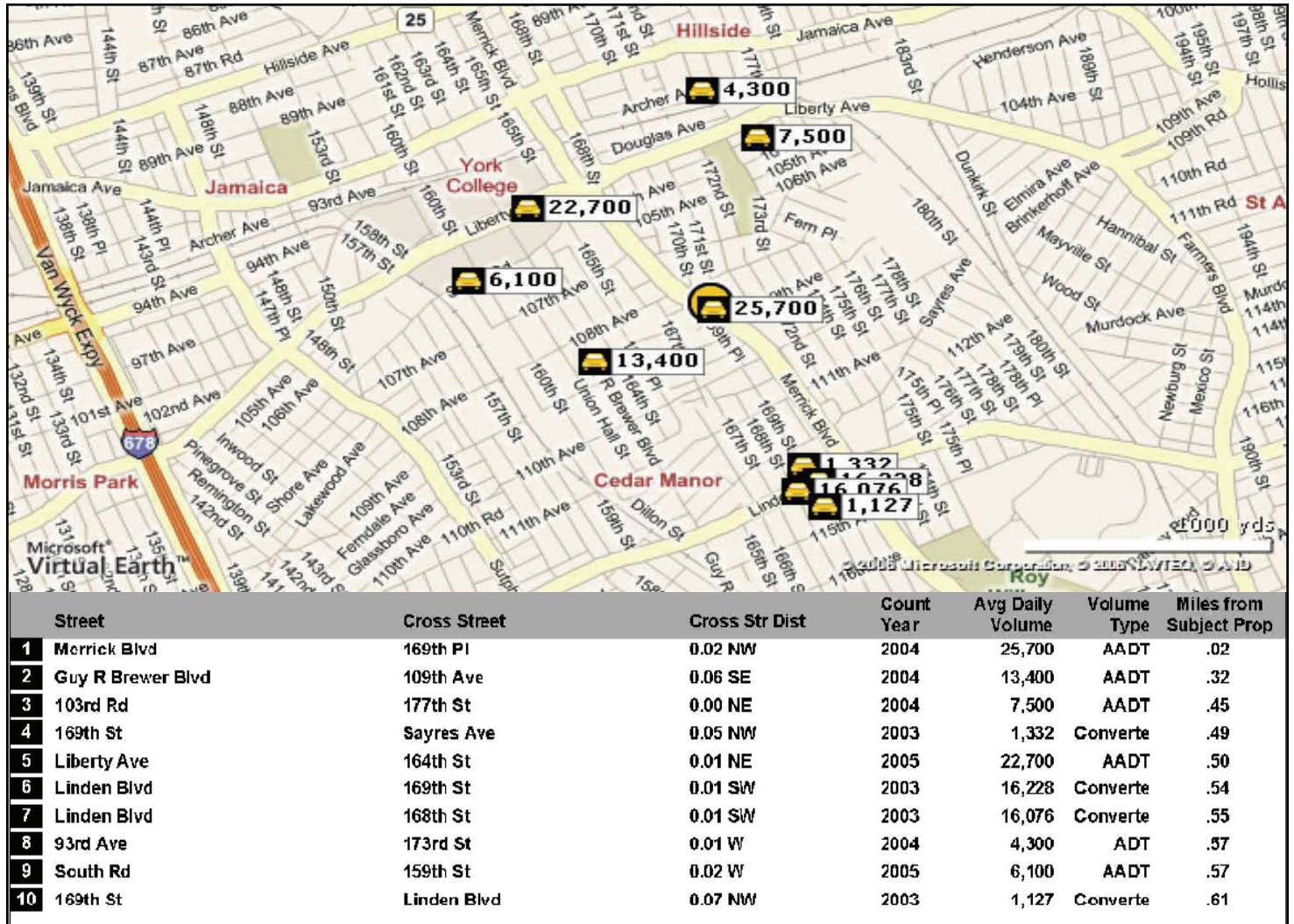
Source: ESRI Business Analyst



## Appendix

### Exhibit 8

### Traffic Patterns



# Appendix

## Exhibit 9

### St.Albans/Hollis Adopted Rezoning October 2007



Source: NYC Dept. of City Planning



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