



RED HOOK BROOKLYN

Commercial District Needs Assessment



careers
businesses
neighborhoods



Red Hook Business Alliance



ABOUT RED HOOK



The Neighborhood 360° program was created by the **NYC Department of Small Business Services** to identify, develop, and launch commercial revitalization projects in partnership with local stakeholders. Through proactive planning and targeted investments, Neighborhood 360° supports projects that strengthen and revitalize the streets, small businesses, and community-based organizations that anchor New York City neighborhoods.

The Neighborhood 360° **Commercial District Needs Assessment (CDNA)** highlights a neighborhood's existing business landscape and consumer characteristics.

This CDNA features all corridors in **Red Hook**, and was conducted in partnership with the **Red Hook Business Alliance** between September 2023 and June 2024.

Key issues and opportunities identified through this assessment will help prioritize SBS-supported local investments, and serve as an informational and marketing resource for the neighborhood.

In This Report

Existing conditions, business data, and qualitative depictions of the neighborhood were gathered from more than **350 surveys** and various stakeholder meetings with neighborhood merchants, shoppers, workers, property owners, and residents.

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Background

Located on the Brooklyn waterfront, Red Hook is a peninsula bordered by the Gowanus Canal, the Brooklyn-Queens Expressway, and Upper New York Harbor. Although the neighborhood's isolated location creates transportation challenges, it also produces a sought-after feeling of an island community in the city. With dedicated working and publicly accessible waterfronts, protected manufacturing zones, and a mixed industry feel, Red Hook is home to a unique close-knit community and a variety of economic activity.

Red Hook was once a marshy peninsula rich with natural life and home to the Lenape Native Americans. The Dutch renamed the coastal point from the water, Roode Hoek, or "Red Point," for the color of the land. Following the completion of the Erie Canal in 1825, local docks, storehouses, and dredging in the first half of the 1800s made Red Hook one of the busiest ports in the country. The port attracted industry and manufacturing but left behind pollution that still needs remediation today. Modern public housing was built in 1938 to house Red Hook's workers, with more added in 1955, together making up Brooklyn's largest public housing development today. The advent of containerization shifted shipping activity to New Jersey starting in the 1960s and plans for Red Hook's port haltingly moved forward into the 1980s, resulting in the economic decline of the working waterfront community. Despite economic and communal hardships, many generations have stayed in Red Hook, developing a community that knows how to organize and support itself. The arrival of AmeriCorps, IKEA, and adaptive reuse of pier buildings in the 1990s began the revitalization of Red Hook, yet it retains its seaside town magic that captures people looking for community.

Low-rise residential, ground floor retail, historic brick waterfront pier buildings, parking lots for transportation businesses, and contractor warehouses make up most of the building stock, with some larger single and multi-story warehouses throughout Red Hook. Retail and manufacturing businesses exist together throughout the neighborhood, with the primary retail activity on Van Brunt Street and around the edges of NYCHA property. The waterfront is home to container and barge terminals, warehousing, nonprofits, public ferry and water taxi services, and one of New York City's two cruise terminals. The waterfront also features public parks, historic vessels, and several pier buildings dating back to the 1800s that house light manufacturing, artist studios, retail, and residential, providing an anchor of historic preservation. The perfect neighborhood for a quick getaway, visitors who come by bike, ferry, car, and bus enjoy great food, the work of artists and artisans, and views across the harbor to the Statue of Liberty.

Neighborhood Demographics

See more on page 16

Red Hook has a population of 11,123, with over half of residents living in the 30 buildings that make up the NYCHA Red Hook Houses. 37% of residents are Black, 32% are Hispanic/Latino, and 21% are White. 22% of residents are foreign born, with the most prominent countries of origin being Haiti (19%), the Dominican Republic (16%), and El Salvador (15%). The median household income in Red Hook (\$36,727) is less than half of that of Brooklyn (\$74,692) and New York City (\$76,607).

Future Opportunities

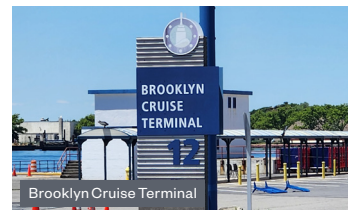
See more on page 5

Red Hook stands to benefit from major new investments in the years ahead. In the spring of 2024, New York City took control of the Brooklyn Marine Terminal and committed \$80 million for pier renovation, repairs, and planning for future site improvements. Environmental remediation of ball fields and new resiliency infrastructure on NYCHA property are near completion, and investment in sewers and coastal resiliency are planned for the next few years. Nearby new development projects planned for Governors Island, Carroll Gardens, and Gowanus present opportunities for year-round tourism in Red Hook and the BQE Corridor Vision investment will improve pedestrian access. Planned new construction in the film industry and shared light manufacturing, along with enhanced cruise terminal infrastructure, will keep Red Hook a hub for jobs and tourism. The neighborhood's residents and business remain a tight-knit community and are well-positioned to guide ongoing revitalization efforts.

Red Hook



◀ Notable Places



▲ Points of Interest

- Assessed Commercial Corridors
- Parks and Public Spaces
- Public Facilities
- Industrial Business Zone
- Notable Places

Neighborhood Events

- Barnacle Parade
- Pioneer Works Second Sundays
- Red Hook Fest
- Red Hook Holiday Market
- Red Hook Old Timers Day
- Red Hook Open Studios
- Tunnel to Towers 5K Run & Walk NYC

Merchant & Community Groups

- Brooklyn Waterfront Artists Coalition
- Center for Justice Innovation/Red Hook Community Justice Center
- Hook Arts Media
- Kentler International Drawing Space
- PortSide NewYork
- Red Hook Business Alliance
- Red Hook Conservancy
- Red Hook Initiative
- Southwest Brooklyn Industrial Development Corporation (SBIDO)

KEY FINDINGS & OPPORTUNITIES

Strengths

- ▶ A close-knit collection of long-term residents, many nonprofits, community organizers, and Brooklyn's largest NYCHA development have made Red Hook an engaged and supportive community with a small-town feel
- ▶ Red Hook's waterfront, piers, views of the Statue of Liberty, low density buildings, and historic structures and vessels make the neighborhood an attractive destination for visitors and New Yorkers looking for a quick getaway
- ▶ Red Hook's Significant Maritime and Industrial Area, Industrial Business Zone, and other manufacturing zoning preserve a mix of industries and a working waterfront amid a residential landscape that is unique in New York
- ▶ A high concentration of makers, fabricators, artists, artist studios, arts organizations, and galleries create a vibrant, unique local creative and entrepreneurial culture
- ▶ Well-known anchor businesses, ballfields, a skate park, ferry landing, and a cruise terminal provide a regular influx of New Yorkers and tourists
- ▶ Proximity to Manhattan, Governors Island, Brooklyn Bridge Park, and the growing Gowanus neighborhood, as well as transportation arteries like the BQE, Hugh L. Carey Tunnel, and Brooklyn Greenway provide natural pathways for large numbers of visitors

Challenges

- ▶ The absence of direct subway access and isolation due to the BQE makes commuting in and out of Red Hook difficult for employees, business vehicles, residents, and visitors
- ▶ Recent construction of last mile delivery warehouses has resulted in the demolition of historic buildings, worsened pedestrian streetscape issues, and produced traffic surges that lower quality of life
- ▶ Infrastructure and sewer issues, government-managed assets, flood risks, and other advocacy issues that require work with public agencies take up a lot of time and energy for residents and small business owners
- ▶ Lack of investment in ports and planning around cruise terminal operations have produced negative local impacts, falling short of potential benefits for local businesses
- ▶ Rising rent, inflation, and underregulated business insurance costs are driving up small business and residential costs
- ▶ Mix of industries and geographic spread of retail, attractions, and residential activity are not easy for visitors to navigate
- ▶ Large government-owned properties and the mix of building types create a difficult tapestry to organize and implement storefront improvements



Valentino Pier



Conover Street



Van Brunt Street



Red Hook Houses West Mural



Red Hook Fest



Van Brunt Street



Van Dyke Street



Red Hook Container Terminal

Opportunities

- ▶ Host monthly and annual large-scale events in underutilized spaces to draw crowds, build visitorship over time, and highlight all that Red Hook has to offer
- ▶ Develop and launch a neighborhood marketing strategy for tourists and consumers including public advertising, digital promotions, and newsletters
- ▶ Explore new transportation partnerships and investments to offer pedicab service, group biking events, water taxi service, commuter vans, or direct shuttles from subways, especially on weekends to benefit residents, employees, and visitors
- ▶ Create and produce public art to create visual touchpoints, attractions, and cohesion across the district and build local pride
- ▶ Design and fabricate unique wayfinding, placemaking elements, and physical improvements like tree guards to help visitors recognize and navigate the mixed-industry landscape block to block
- ▶ Develop building improvement programs to increase maintenance, lighting, signage, and greenery so all blocks feel inviting
- ▶ Increase business opportunities for artists and makers, create shared showrooms, coordinate more arts programming, and market Red Hook as an arts center and a design district
- ▶ Convene experts, partners, and funders to modernize and maintain Red Hook’s waterfront infrastructure to stabilize and grow marine-dependent businesses and to make the port more inviting to visitors arriving by cruise and ferry so Red Hook businesses benefit from their visits
- ▶ Support the growth of light manufacturing through apprenticeships and by generating investments in shared manufacturing spaces and machinery
- ▶ Organize small businesses and connect them to resources that help them address substantial cost increases such as leases, business insurance, inflation, impacts of new regulations, and utilities
- ▶ Ensure BQE corridor work creates a welcoming experience for pedestrians at neighborhood entry points

Want to Learn More?

SBS offers a range of grant programs to help community-based organizations strengthen and revitalize commercial districts.

For more information, visit: nyc.gov/neighborhoods

BUSINESS LANDSCAPE: RED HOOK

Business Inventory

624

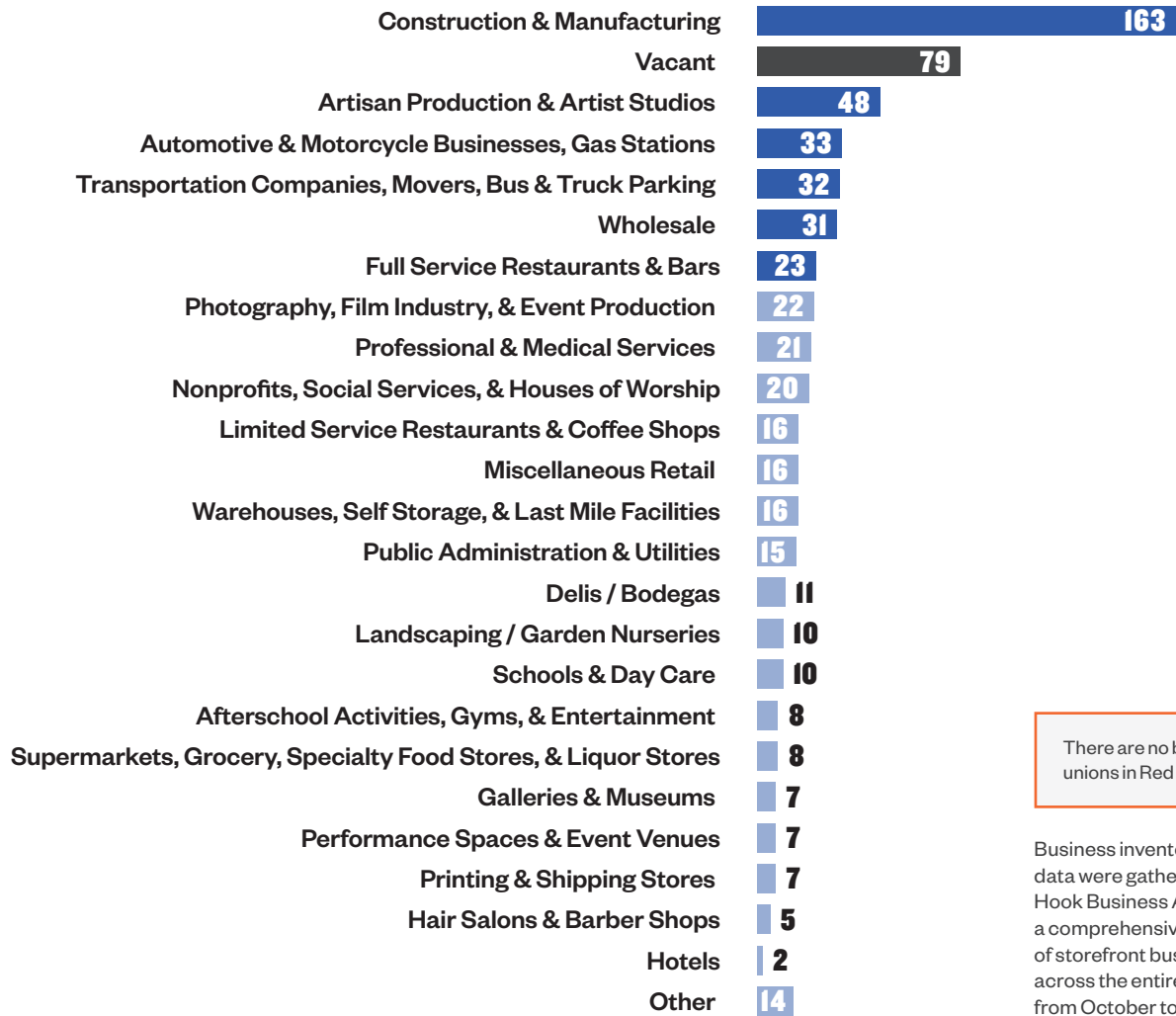
Total Number of Storefronts

12.7%

Storefront Vacancy*

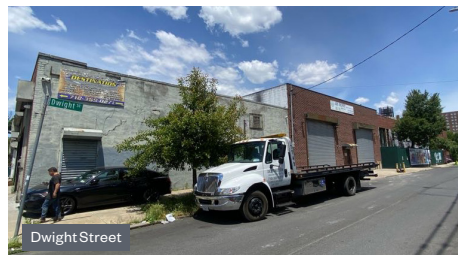
*Note: As of June 2024, New York City's 75 Business Improvement Districts have an average storefront vacancy rate of 12.8% and median storefront vacancy rate of 11.8% (LiveXYZ).

Storefront & Retail Mix



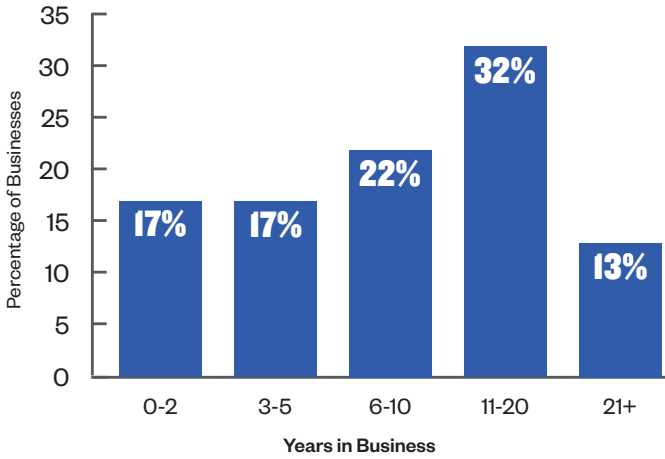
There are no banks or credit unions in Red Hook

Business inventory and retail mix data were gathered by the Red Hook Business Alliance through a comprehensive area inventory of storefront businesses located across the entire neighborhood from October to December 2023.



What We've Heard from Red Hook Merchants

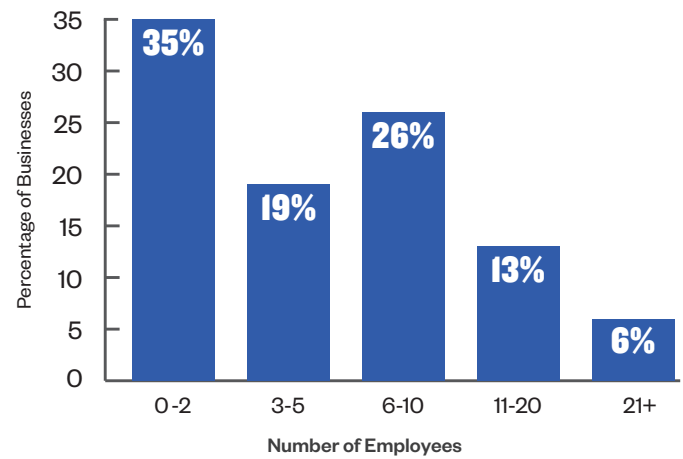
How many years have you been in business here?



11.3 Mean
10 Median
10 Mode

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

How many full-time employees do you have?



12.7 Mean
11.5 Median
15 Mode

Note: Employee counts do not reflect the breakdown of seasonal workers and/or contractors which are important forms of employment in Red Hook.

Do you own or rent your property?

78% Rent
17% Own
5% No Response

Does your business currently use social media?

72% Yes
23% No
5% No Response

Are you a minority or woman-owned business?

61% Yes
33% No
6% No Response

Are you interested in help to start or improve your social media presence?

53% Yes
40% No
7% No Response

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

33% Improved
25% Stayed the Same
28% Decreased
13% N/A or No Response



Source: Based on 151 merchant surveys conducted by the Red Hook Business Alliance in Fall 2023 and Winter 2024.

BUSINESS LANDSCAPE

Mixed Industry Neighborhood

The mix of industrial and retail businesses in a waterfront setting makes Red Hook’s commercial district unique within New York City. Understanding the different needs of merchants across sectors and identifying cross-sector synergies is key to building on Red Hook’s long-standing mixed industry success. While there are a wide variety of businesses in Red Hook, it is helpful to group business types as those that are primarily business to business, food & beverage, and retail.

Differing Needs by Sector

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

Business Sector	Business to Business	Food & Beverage	Retail
▶ Improved	49%	31%	19%
▶ Stayed the Same	22%	17%	25%
▶ Decreased	26%	38%	38%
▶ N/A or No Response	2%	14%	19%



The Power of a Mixed Industry District

Employees are an economic engine for Red Hook

There are more than 5,000 jobs located in Red Hook, and more than 13,000 trips are made daily into Red Hook for work. The neighborhood’s small businesses serve as major contributors to New York City’s economy, and employees who commute to work in Red Hook are an important customer base for retail and food & beverage businesses in the neighborhood.

Unique industry interactions for visitors and technical tourism

Visitors can tour distilleries, view manufacturing rooms that extend from cozy retail spaces, and take classes in chocolate making, coffee roasting, and glass fusing. This hub of design and fabrication attracts professional networking events and day trippers looking for hands-on activities.

Biggest Challenges by Sector

Business to Business

Business Insurance/Legal Costs	34%
Finding/Retaining Skilled Workers	26%
Commercial Rent and Lease	23%

Food & Beverage

Low Foot Traffic	41%
Labor Costs	34%
Electric/Water/Utility Bills	31%

Retail

Low Foot Traffic	63%
Commercial Rent and Lease	34%
Access to Loans/Credit/Financing	22%

Across all sectors, marketing support was the most commonly requested business resource and transportation was the most popular improvement that merchants believe would attract more visitors and shoppers.

District Assets and Attractions



Historic Working Pier Buildings with Retail

Though most have been lost, remaining 19th century pier warehouse buildings have been successfully adapted to serve a variety of working uses with a handful of retail destinations mixed in. Hundreds of small businesses, artists, nonprofits, and light manufacturers, including many spaces where multiple businesses share overhead, create a dense and diverse working waterfront with exceptionally low vacancy. Arts programming, a major supermarket, technical tours, waterfront food and beverage, a major event space, and design events all bring people into Red Hook. Cobblestone streets and functioning docks contribute to the historic working waterfront experience.



Public Access to Waterfront & Vessels

Mary A. Whalen: Visitors can board this oil tanker for daily tours and to attend cultural and educational events. Listed on the National Register of Historic Places, this vessel is home to the maritime nonprofit PortSide New York.

Waterfront Museum: This all-wooden railroad barge hosts events and regular museum hours, allowing visitors to see how families lived aboard these working vessels in New York Harbor.

RETI Center and Blue City: This educational, working, and demonstration barge gives visitors hands-on access to climate solutions for a coastal community.

Pier 44, IKEA Park, Valentino Pier, Columbia Street Esplanade, and more: Multiple parks and piers invite the public to sit, eat, drink, fish, walk, and bike along the water. Red Hook's western parks and piers offer New York's only view of the Statue of Liberty where you can see her face from land.



Arts, Culture, & Galleries

Artist Studios: Many artists have their studio spaces in Red Hook, which also open to the public for popular open studio events.

Venues and Galleries: Seven venues and restaurants feature live music year-round, with more in the warm season and additional performance spaces available for special events. Five dedicated galleries, with four multipurpose spaces that install regular shows, and several other publicly accessible gallery and performance spaces with irregular shows bring a frequent influx of art events to the neighborhood. A new sculpture garden and dedicated theater will further elevate Red Hook as a center for arts.

Arts Nonprofits: Pioneer Works, Kentler International Drawing Space, Red Hook Art Project (RHAP), Hook Arts Media, and Brooklyn Waterfront Artists Coalition (BWAC) create events and support career development in the arts.



Underutilized Large Sites

Brooklyn Cruise Terminal: This large city-managed waterfront building and parking lot hosts multiple cruises each year. In the past this site has also been used for a tech conference, bicycle races, and other large scale public events and conferences, but is now under-programmed.

IKEA parking lot and Erie Basin Park: IKEA has made this waterfront space available to large food and music events in the past, but one has not taken place for several years.

Red Hook Ball Fields: Remediation efforts are complete on large areas of the Red Hook Ball Fields, with the return of many soccer and baseball leagues. However, these large, beautiful spaces could draw a wide range of small-scale uses and large events.

BUSINESS LANDSCAPE: RED HOOK

What We've Heard from Red Hook Merchants

What do you like about the commercial district?

"Really love the fact that Red Hook is small town vibes in the big city. It's a little secret."

"It has a great variety of businesses and a unique character."

"Proximity to city, overall culture, the neighborhood feels driven by small businesses as opposed to large companies."

"People come from all over and everybody feels like it's home. When you move to Red Hook you become part of the fabric. There's a lot of Red Hook pride, which is hard to find these days."

"Everything! Its quirky character. Fell in love with the neighborhood 20 years ago, everyone knows each other, the connection between people is so strong."

"Love that the neighborhood managed to maintain its identity better than most neighborhoods. Breaks my heart that these Amazon warehouses are going up."

"I like the artist community, I like being by the water, I love the overall sense of community. I have lived in NYC my entire adult life and I've never experienced a community like this."

"The cobblestones and the waterfront."

What makes the Red Hook commercial district unique?

"It's my favorite place in the world. I love the tranquility, I love the old school feel of it, the locals, the people, the community."

"Red Hook is like a fishing village in Maine. Folks are independent and great trouble shooters. They also love a good discussion. Red Hook is versatile and resilient."

"Its historic character, its small neighborhood community and main street, its access to the waterfront, its manufacturing."

"It's small. It's slow. It's people- and relationship-oriented."

"The view! The old buildings. That it's out of the way. Maker community. Proximity to where I live - it's awesome! It's like its own little world."

"I like the small town feel of it. I walk to work and wave at people I know. Lots of weird of people. Non-traditional employment people."

"It has a unique energy and still has a large variation of business types from coffee shops to true manufacturing."

"It's an actual neighborhood where people stay and care about it. It doesn't feel transient. I love the open space, vacant lots, light and air and not a lot of noise and traffic. I like that it's hard to get to. I like the low density."

What We've Heard from Red Hook Merchants and Shoppers

What changes would you like to see to improve the Red Hook commercial district?



What changes need to occur in Red Hook to attract more visitors/shoppers?

	% Merchant Response	% Consumer Response
▶ Transportation Improvements	53%	70%
▶ Community Events	34%	32%
▶ Signage/Wayfinding	22%	—
▶ Sanitation	18%	35%
▶ Street Lighting	18%	33%
▶ Landscaping/Beautification	16%	45%
▶ Merchant Collaboration	16%	23%
▶ Safety	16%	26%
▶ Storefront Improvements	13%	27%
▶ More Open Space	11%	23%
▶ Graffiti Removal	5%	8%
▶ Other	23%	13%

Source: Based on 151 merchant surveys and 205 consumer surveys conducted by the Red Hook Business Alliance in Fall 2023 and Winter 2024.

BUSINESS OUTLOOK

Red Hook Retail Demand

Surrounding area residents spent

\$2.10B

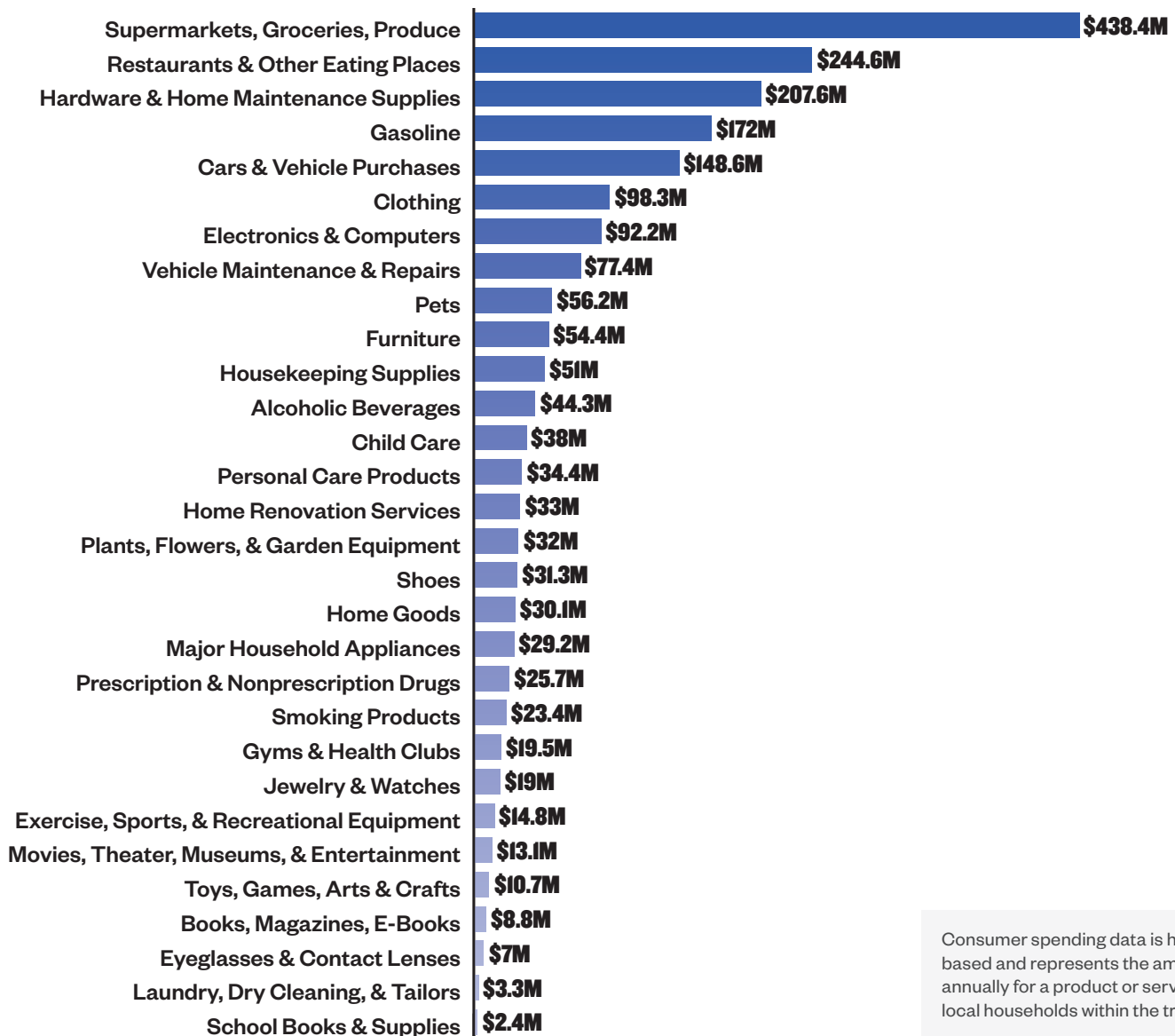
on retail goods and services in 2024

Surrounding area residents will spend

\$2.41B

each year on retail goods and services by 2029

2024 Consumer Spending

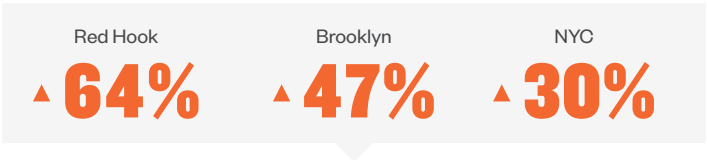


Consumer spending data is household-based and represents the amount spent annually for a product or service by all local households within the trade area.

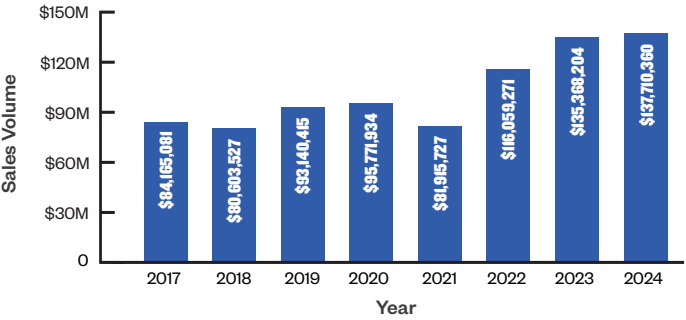
Source: Esri forecasts for 2024 and 2029; Consumer Spending data are derived from the 2020 and 2021 Consumer Expenditure Surveys, Bureau of Labor Statistics.

Business Trends

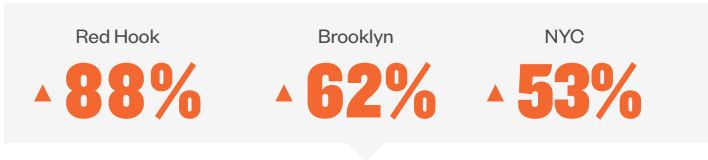
Change in Total Business Sales, 2017-2024



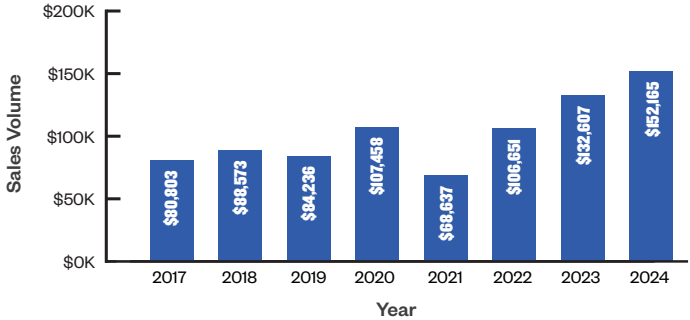
Red Hook Total Business Sales



Change in Median Sales by Business, 2017-2024








Red Hook Median Sales by Business



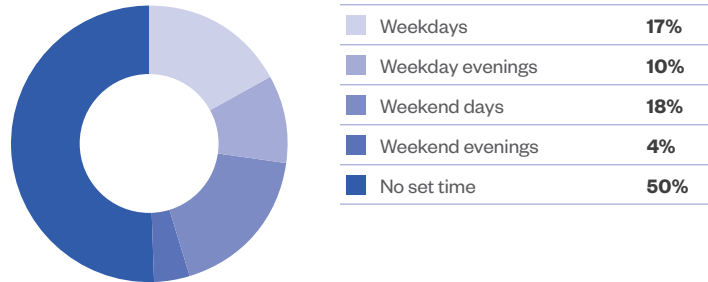
*Year 2024 reflects data gathered up until March 2024. Source: Division of Tax Policy, NYC Department of Finance

What We've Heard from Shoppers

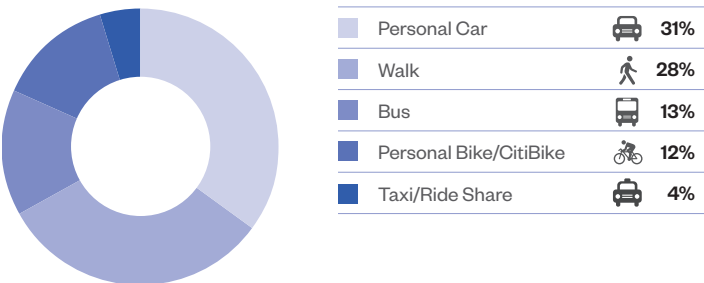
What additional types of businesses would you like to see in Red Hook?

- ▶ Restaurants/Diners 
- ▶ Hardware Stores 
- ▶ Banks/Credit Unions 
- ▶ Nail Salons 
- ▶ Grocery Stores 

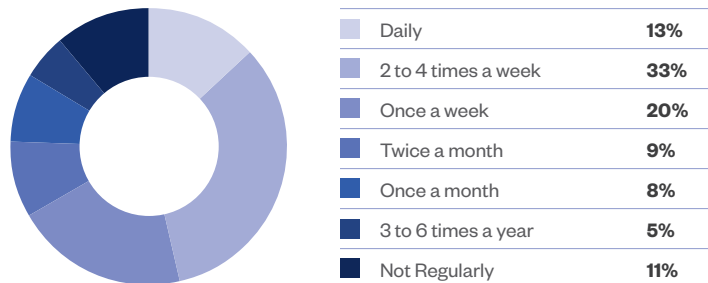
When do you usually shop in Red Hook?



How do you usually travel to Red Hook?



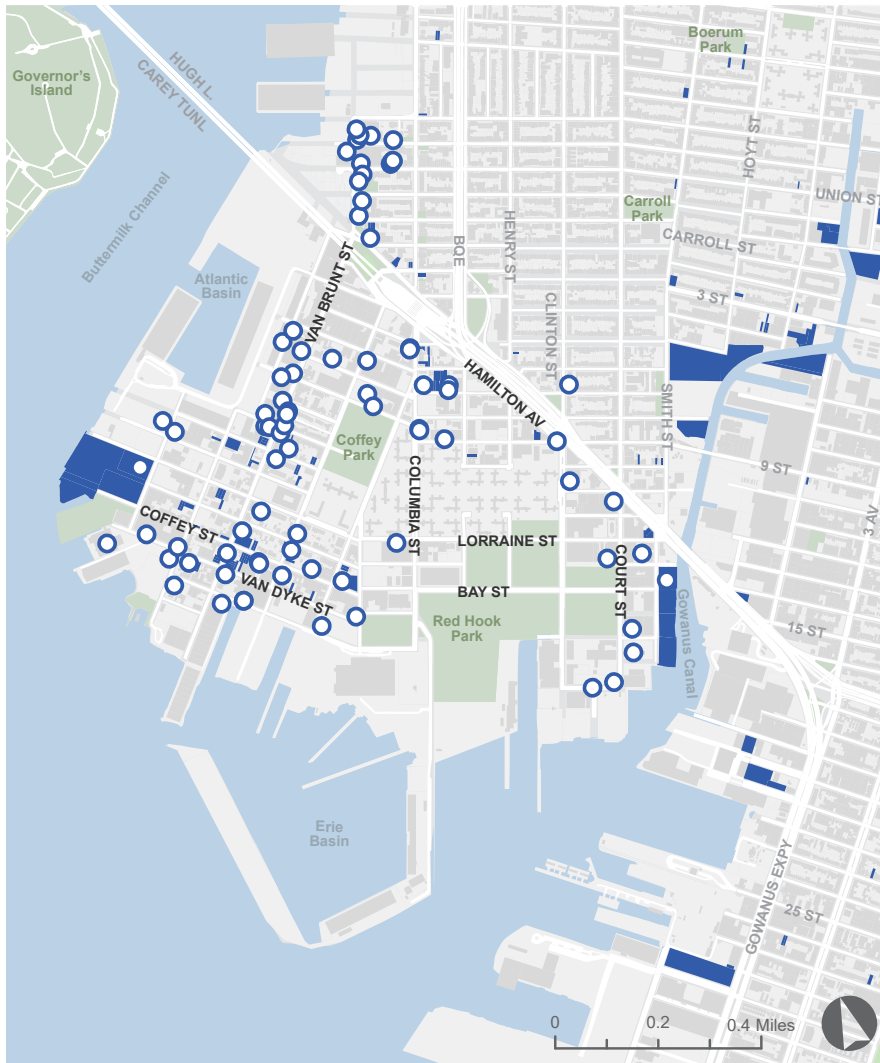
How often do you shop in Red Hook?



Source: Based on 205 consumer surveys conducted by the Red Hook Business Alliance in Fall 2023 and Winter 2024.

PHYSICAL ENVIRONMENT

Storefront Conditions



■ Vacant Lots
 ○ Vacant Storefronts
 ■ Parks & Open Spaces

An analysis of 624 storefronts in Red Hook revealed that 17% of storefronts are in poor condition, 40% are in average condition, and 44% are in good condition.



Graffiti



Broken Benches



Unmarked Vacant Lot



Overgrown Weeds

Streetscape Observations

- ▶ Tree pit guards are infrequent, few have plantings, and container plantings are impactful but sparse
- ▶ Most streets are fairly dark at night and a few are very dark with not enough building-based lighting to create comfortable walking paths
- ▶ Some sidewalks are dirty with grease stains where there are curb cuts for vehicle entrances, litter baskets are infrequent and do not have wind guards, and automobile and truck drivers dump their take-out garbage on the streets
- ▶ There are several large street areas that could be developed into public plazas as well as other areas where traffic calming and improved bike paths are needed
- ▶ Historic Red Hook cobblestone streets contribute to the neighborhood's character but are being lost and require protection
- ▶ A bus shelter is needed at Lorraine and Otsego streets as well as more rebalancing and sidewalk-based Citi Bike docks
- ▶ The neighborhood lacks Red Hook signage, branding, banners, and has very little wayfinding
- ▶ The area under and around the BQE is dangerous, dirty, loud, and impassable in certain locations

Public Space Study: Red Hook Park

Red Hook Park, which includes a recreation center, pool, basketball courts, and many baseball, soccer, and cricket fields, is a 58-acre site located in the southern section of Red Hook. The park was originally developed under the direction of Robert Moses during the Depression under the federal Works Progress Administration as part of the New Deal. The park is located on the former site of Columbia Smelting and Refining Works and its surrounding area, which made lead products from scrap metal in the 1920s and 1930s. The ballfields were used for decades until 2012 when city officials began closing some fields in response to a report that catalogued former lead-smelting sites across the U.S. Environmental Protection Agency (EPA) testing in 2014 led to more fields being closed due to lead contamination. In response, a \$107 million remediation program was launched and the first set of ballfields reopened in 2021, with some still under construction and others awaiting remediation.

Soccer and baseball leagues, Red Hook residents, neighbors, and visitors from around Brooklyn and beyond have flocked to this park for decades. This study captures an early phase of reintegration of these fields as public spaces, returning league play, and many first visits of individuals from around Brooklyn who have not been to the park for decades. While there are almost no adjacent commercial offerings, the role of these parks in attracting large numbers of people into Red Hook presents an enormous, new, and growing audience for small businesses in Red Hook and indicates a role for educating visitors about the surrounding area through outreach, signage, and promotions. These fields are now part of an even larger network of public spaces that includes the Columbia Street Esplanade pier, which may receive needed maintenance soon, the waterfront IKEA park, and Red Hook Farm. Weekly league play on Sundays attracts nearly 1,000 people into Red Hook and heavy practice and league play throughout the week bring many hundreds. Visitors come from near and far, often stay for a long time, and many drive, creating a natural opportunity for Red Hook businesses to grow their customer base. New events, activations, and programming would bring other local and non-local visitors to the area for non-sports activities.



What is your relationship to this park?

% Space User Responses

▶ I am visiting Red Hook	56%
▶ I am a Red Hook resident	26%
▶ I work in the neighborhood	5%
▶ No response	7%
▶ Other	7%

How often do you visit this park?

% Space User Responses

▶ First time	19%
▶ Only for events	21%
▶ Several times a week	33%
▶ Several times a month	14%
▶ Rarely	7%
▶ No response	7%

How do you typically use this park?

% Space User Responses

▶ Socializing/Meeting Friends	65%
▶ Relaxing	51%
▶ Eating/Drinking	30%
▶ Sports Spectator	27%
▶ Dog Walking	23%
▶ Playing Games/Sports (informal)	21%
▶ Exercising	19%
▶ Commuting/Passing Through	12%
▶ Family Activities	12%
▶ Playing Games/Sports (organized)	5%
▶ Other	14%

When visiting this park do you shop at nearby businesses?

30%	49%	21%
Yes	No	No Response

Source: Based on 43 public space user surveys conducted by the Red Hook Business Alliance in Spring 2024.

DATA APPENDIX

Study Area Boundaries

Assessed Commercial Corridors

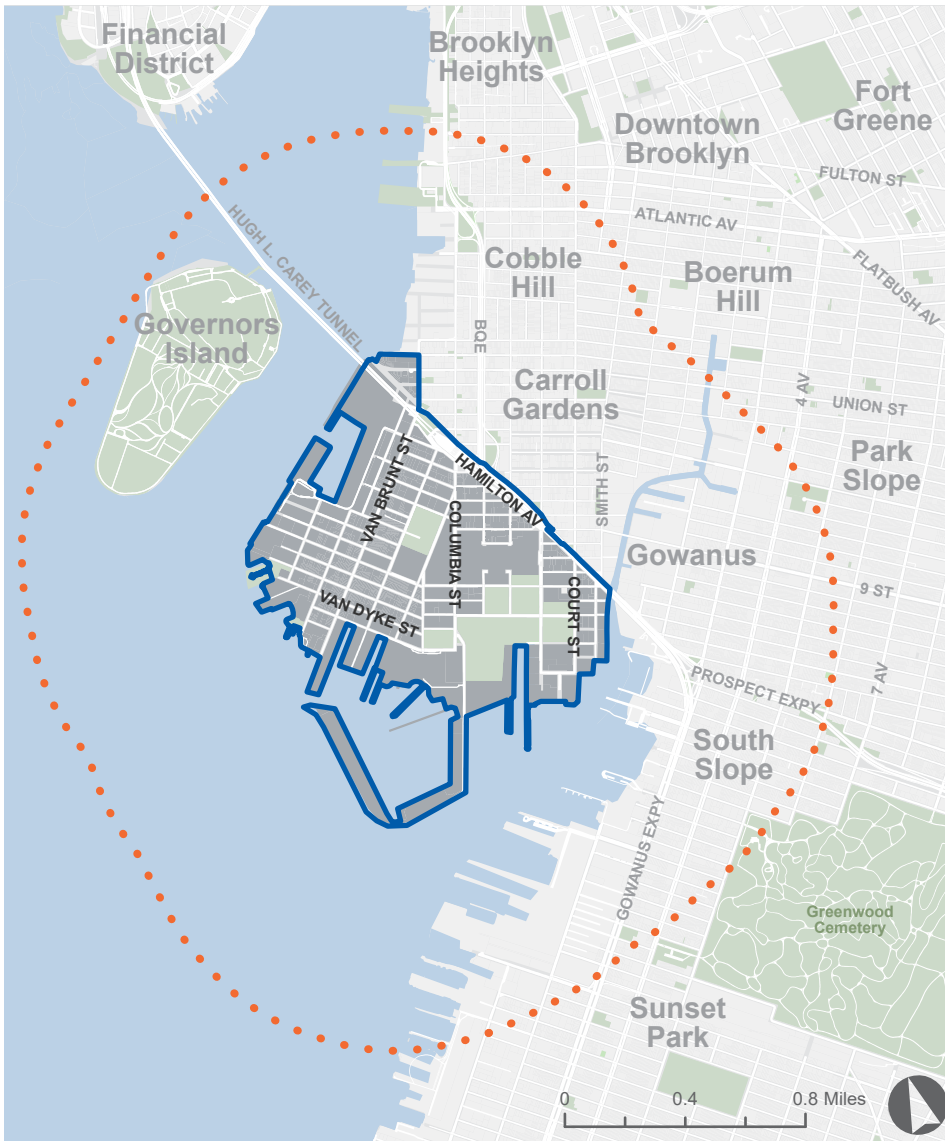
Primary data on Red Hook storefront businesses presented on pg. 6-11 was gathered across the entire neighborhood.

Red Hook Context Area

Demographic and employment data on pg. 16-17 represents the population within the Red Hook neighborhood context area.

Trade Area

Consumer spending data on pg. 12 corresponds to the 0.75 mile trade area.



Area Demographics

Total Population

11,123 Red Hook

2,679,620 Brooklyn

8,622,467 New York City

Population Density (per square mile)

12,816 Red Hook

38,557 Brooklyn

28,517 New York City

Average Household Size

2.42 Red Hook

2.64 Brooklyn

2.56 New York City

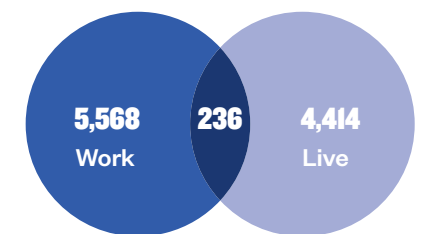
Car Ownership

31.5% Red Hook

44.7% Brooklyn

45.3% New York City

Commuting Patterns



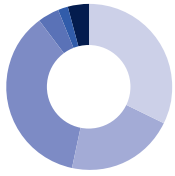
5,568 Work in Red Hook, live elsewhere

236 Live & Work in Red Hook

4,414 Live in Red Hook, work elsewhere

Area Demographics

Race/Background



	Red Hook	Brooklyn	NYC
Hispanic or Latino (of any race)	32%	19%	29%
White alone	21%	36%	31%
Black or African American alone	36%	28%	21%
Asian alone	4%	12%	14%
Two or more races	2%	4%	3%
Some other race alone	0%	1%	1%
American Indian and Alaska Native alone	0%	0%	0%
Native Hawaiian and Other Pacific Islander	4%	0%	0%

Educational Attainment



	Red Hook	Brooklyn	NYC
12th Grade or Less, No Diploma	28%	16%	17%
High School Graduate	26%	25%	23%
Some College, No Degree	10%	12%	13%
Associate's Degree	3%	6%	7%
Bachelor's Degree	20%	24%	23%
Graduate or Professional Degree	13%	16%	17%

Population Age



	Red Hook	Brooklyn	NYC
Under 5 Years	8%	7%	6%
5-14 Years	11%	12%	11%
15-24 Years	15%	11%	12%
25-44 Years	25%	32%	31%
45-64 Years	28%	23%	25%
65+ Years	13%	15%	16%

Median Age

38.1	Red Hook
35.9	Brooklyn
37.5	New York City

Foreign-Born Population

27%	Red Hook
35%	Brooklyn
36%	New York City

Income

Median Household Income

\$36,727	Red Hook
\$74,692	Brooklyn
\$76,607	New York City

Pop. Below Poverty Line

35%	Red Hook
19%	Brooklyn
17%	New York City

Employment

Population in Labor Force

58%	Red Hook
64%	Brooklyn
63%	New York City

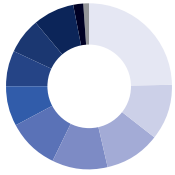
Unemployment*

12.7%	Red Hook
7.3%	Brooklyn
7.6%	New York City

*Note: As of May 2024, the unemployment rate is 5.2% for Brooklyn and 4.9% for New York City (NYSDOL); updated neighborhood-level data for Red Hook is not available

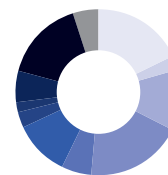
Local Jobs and Employment

Local Residents' Employment



Educational Services, Health Care, Social Assistance	25%
Professional, Scientific, & Technical Services	11%
Retail Trade	11%
Transportation, Warehousing, Utilities	11%
Accommodation, Food Services, Arts, Entertainment	10%
Wholesale	8%
Finance, Insurance, Real Estate	7%
Public Administration	7%
Other Services	8%
Construction	2%
Manufacturing	1%

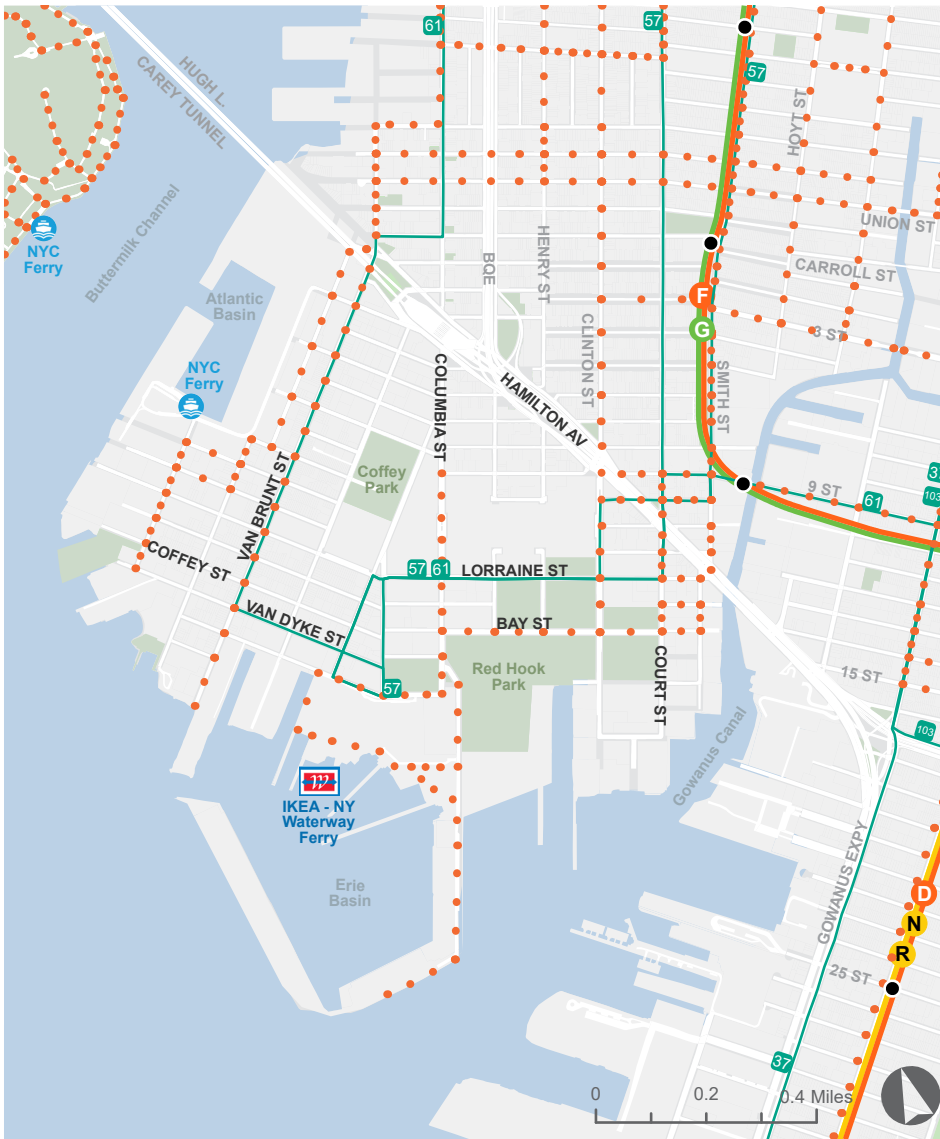
Jobs Located in Red Hook



Educational Services, Health Care, Social Assistance	18%
Professional, Scientific, & Technical Services	3%
Retail Trade	12%
Transportation, Warehousing, Utilities	19%
Accommodation, Food Services, Arts, Entertainment	6%
Wholesale	11%
Finance, Insurance, Real Estate	3%
Public Administration	2%
Other Services	6%
Construction	16%
Manufacturing	5%

DATA APPENDIX

Red Hook Transportation



▲ Red Hook Transportation



Average Weekday Bus Ridership (2023)

5,883	B61
5,118	B57
1,649	B37

Average Weekday Subway Ridership (2023)

8,432	F G	Carroll Street
3,084	F G	Smith-9th streets

Average Daily NYC Ferry Ridership (2023)

486	Red Hook/Atlantic Basin (Weekend)
247	Red Hook/Atlantic Basin (Weekday)

Average Daily Vehicular Traffic (2022)

53,738	Hamilton Avenue from Columbia to Clinton streets
17,628	Hamilton Avenue from Van Brunt to Columbia streets
9,802	Van Brunt Street from Pioneer to Degraw streets
4,727	Lorraine Street from Otsego to Smith streets
2,813	Halleck Street from Otsego to Columbia streets
2,578	Columbia Street from Halleck Street to Hamilton Avenue
1,535	Richards Street from Beard to Bowne streets

Source: MTA 2023; NYS DOT, 2023 Annual Average Daily Traffic data, NYC Ferry Quarterly Update 4/1/23-6/30/23

Recent SBS Neighborhood Investments

- ▶ *Neighborhood 360° Grant*, multi-year grant of \$600,000 awarded to Red Hook Business Alliance, 2024-2027.
- ▶ *Public Realm Grant*, Commercial Canvas single year grant of \$50,000 awarded to Red Hook Art Project, 2024-2025.
- ▶ *Commercial Revitalization*, Strategic Impact Grant of \$80,000 awarded to Red Hook Business Alliance, 2023-2024.

Current & Planned Developments

\$95 Million Investment in Brooklyn Waterfront, Brooklyn Marine Terminal (BMT)

- ▶ The City of New York is now in control of managing and planning for the future of Brooklyn Marine Terminal and is investing \$80 million in renovating piers, purchasing an electric crane for the container terminal, and planning for BMT's future. The State of New York has pledged \$15 million for a future cold storage facility to support port modernization at BMT.

Red Hook Coastal Resiliency Project

- ▶ Funded by the City of New York, FEMA, and the NYS Division of Homeland Security and Emergency Services, the goal of this project is to reduce flood risks from sea level rise during storms along Red Hook's waterfront and was implemented after Hurricane Sandy wreaked unprecedented damage on the neighborhood.

Existing Plans & Studies

Red Hook Coastal Resiliency (RHCR) Unified Land Use Review Procedure, NYC Department of Design and Construction, 2024.

Red Hook Traffic and Truck Study, NYC Department of Transportation, 2023.

Red Hook Integrated Flood Protection System Feasibility Study, NYC Economic Development Corporation, NYC Mayor's Office of Resiliency, 2017.

Red Hook Transportation Study, NYC Department of City Planning, 2014.

Existing Conditions and Brownfields Analysis: Red Hook, Brooklyn, NYC Department of City Planning, NYC Mayor's Office of Environmental Remediation, and NYS Department of State, 2014.

Red Hook Streetcar Feasibility Study, NYC Department of Transportation, 2011.

Sources

ESRI and Consumer Expenditure Surveys, Bureau of Labor Statistics. 2024 ESRI Retail Demand Outlook.

Live XYZ, NYC Storefront Data. June 2024. SBS Business Improvement Districts Trends Report FY 2023.

Metropolitan Transportation Authority. 2023 Average Weekday Subway Ridership and Average Monthly Bus Ridership.

Nahisha McCoy. 2024. Interview with Red Hook Business Alliance.

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

NYC Department of Transportation. 2023. Red Hook Traffic and Truck Study.

NYS Department of Labor. May 2024. Unemployment Rate Rankings by County.

NYS Department of Transportation. 2023 Annual Average Daily Traffic, using Traffic Data Viewer.

Red Hook Conservancy. About Red Hook, Brooklyn.

Red Hook Water Stories. 2016. Red Hook Then to Now.

Southwest Brooklyn Industrial Development Corporation (SBIDC), Neighborhood History.

U.S. Census Bureau. 2021. OnTheMap Application. Longitudinal-Employer Household Dynamics Program.

U.S. Census Bureau. American Community Survey, 2021 American Community Survey 5-Year Estimates, using NYC Population FactFinder. Red Hook Census Tracts: 53.01, 53.02, 53.03, 59, 85

Photo Credits: Wikimedia Commons: Tdorante 10, Jim Henderson. Red Hook Business Alliance: Carly Baker-Rice. Benito Bravo Dance Company: Jody Christopherson. NYC EDC, NYC SBS: Eliza Jacobson.



ABOUT SBS

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

ACKNOWLEDGMENTS

We would like to recognize and thank the following individuals and organizations for their contributions to the development of the Red Hook Commercial District Needs Assessment:

Brooklyn Borough President Antonio Reynoso
NYC Council Member Alexis Avilés
Brooklyn Community Board 6
Red Hook Business Alliance
Red Hook Merchants
Red Hook Shoppers and Residents