COMMERCIAL CORRIDOR CHALLENGE

Community partner:

Community League of the Heights, Inc. (CLOTH)

Commercial Corridor:

Broadway between 155th Street & 178th Street, and St Nicholas Avenue between 165th Street and 178th Street in Washington Heights, Manhattan.

CDNA findings:

Vacancy is affecting the vitality of the corridor. High rents are not sustainable for merchants. Anchor institutions are an opportunity for economic growth. Public spaces are underutilized and can be activated through programming in tandem with local artisans.

Proposal Summary:

CCC 2.0 funding will enable CLOTH to organize a pop-up market in McKenna Square, which is an open space in the community. CLOTH envisions this as a seasonal market that will provide the opportunity for existing storefronts to expand their reach and for home-based businesses to gain visibility on the corridor.

Key contacts:

Yvonne Stennett, Executive Director and Jackie Tesman, Program Manager, Avenue NYC

LISC NYC

NYC Small Business Services careers businesses neighborhoods

citi CitiCommunityDevelopment.com