

SUB-CHAPTER 7B: ECONOMIC CONDITIONS

This section evaluates the potential impacts associated with the construction and operation of the proposed emergency ventilation plant on the economic conditions of the local community. The proposed ventilation facility would be built on a site within close proximity to retail stores and restaurants, many of which provide seasonal outdoor seating at sidewalk tables. This chapter assesses the following aspects of economic conditions:

- Trends and patterns in employment,
- Economic impacts of construction activities and operations on local businesses, and
- Fiscal impacts.

7B.1. METHODOLOGY

Retail and restaurant establishments were identified generally by type within the study area and in detail on the streets surrounding the alternative sites. A profile of nearby businesses, focused on street-level establishments identifiable from signage and sidewalk activity, has been compiled based on field reconnaissance, including customer counts. Additional information describing community business resources was obtained from secondary sources of information, including telephone books and NYCDPCP data.

This sub-chapter presents a qualitative summary of the impacts to local commercial activity that may be caused by the construction and operation of the proposed emergency ventilation plant at any of the three alternative sites: the Preferred Alternative and Alternatives SB1 and SB5. The Preferred Alternative is located at 61 Greenwich Avenue, on the northern corner of the triangular block bounded by Seventh Avenue on the west, Greenwich Avenue on the east, and Perry Street on the south. The Alternative SB1 site is located on Greenwich Avenue on the south of, and directly adjacent to, Seventh Avenue. The third site, the Alternative SB5 site, is the segment of Perry Street between Seventh Avenue and Greenwich Avenue. Both Seventh Avenue and Greenwich Avenue feature commercial activity, with a notable density of small restaurants on Greenwich Avenue in the study area.

Potential direct impacts to these commercial establishments during construction of any of the project alternative sites (2010–2013/2014) were the focus of the economic analysis, since construction activities are anticipated to alter pedestrian and traffic volumes and circulation patterns and affect general aesthetic conditions in the area.

Once constructed, however, the development of the plant, either within the streetbed with no above-ground structure (Alternative SB1 and SB5) or on the currently open Preferred Alternative site, would not directly affect commercial establishments. The analysis of potential indirect effects resulting from the built ventilation plant and its operations is informed by other technical analyses, including air quality, noise, traffic and pedestrian safety, urban design and visual character, and community character. Potential indirect economic impacts were evaluated, including impacts related to local economic conditions, such as development, tax revenues and public expenditures, employment opportunities, accessibility, retail sales, the economic vitality of existing businesses and the effect of the proposed emergency ventilation plant construction and operation on established business districts. Where other technical analyses indicate the potential for impacts to the community, those impacts are assessed in terms of potential economic repercussions.

7B.2. STUDY AREA

To evaluate the potential for impacts resulting from either emergency ventilation plant alternative, the study area was defined as Manhattan Community District (CD) 2 (see Figure 7B-1). The study area is bounded by 14th Street on the north, the Bowery on the east, Canal Street on the south and the Hudson River on the west. This study area delineation allows for the collection of pertinent data describing economic trends, which are not available at smaller geographic increments. Additionally, a detailed analysis of commercial, residential, and institutional uses in the direct vicinity of the alternative sites has been completed, where potential direct and indirect impacts to local economic conditions resulting from construction and operation would likely be experienced by the community.

7B.3. AFFECTED ENVIRONMENT

7B.3.1. EMPLOYMENT

This portion of Greenwich Village is not considered a major employment center of New York City. As noted in the land use analysis, both the existing land uses and zoning as well as the historic district designation (see Chapter 11) provide tight parameters on development, limiting the potential of this area to house large commercial operations such as those characteristic of Midtown to the north or the Financial District to the south.

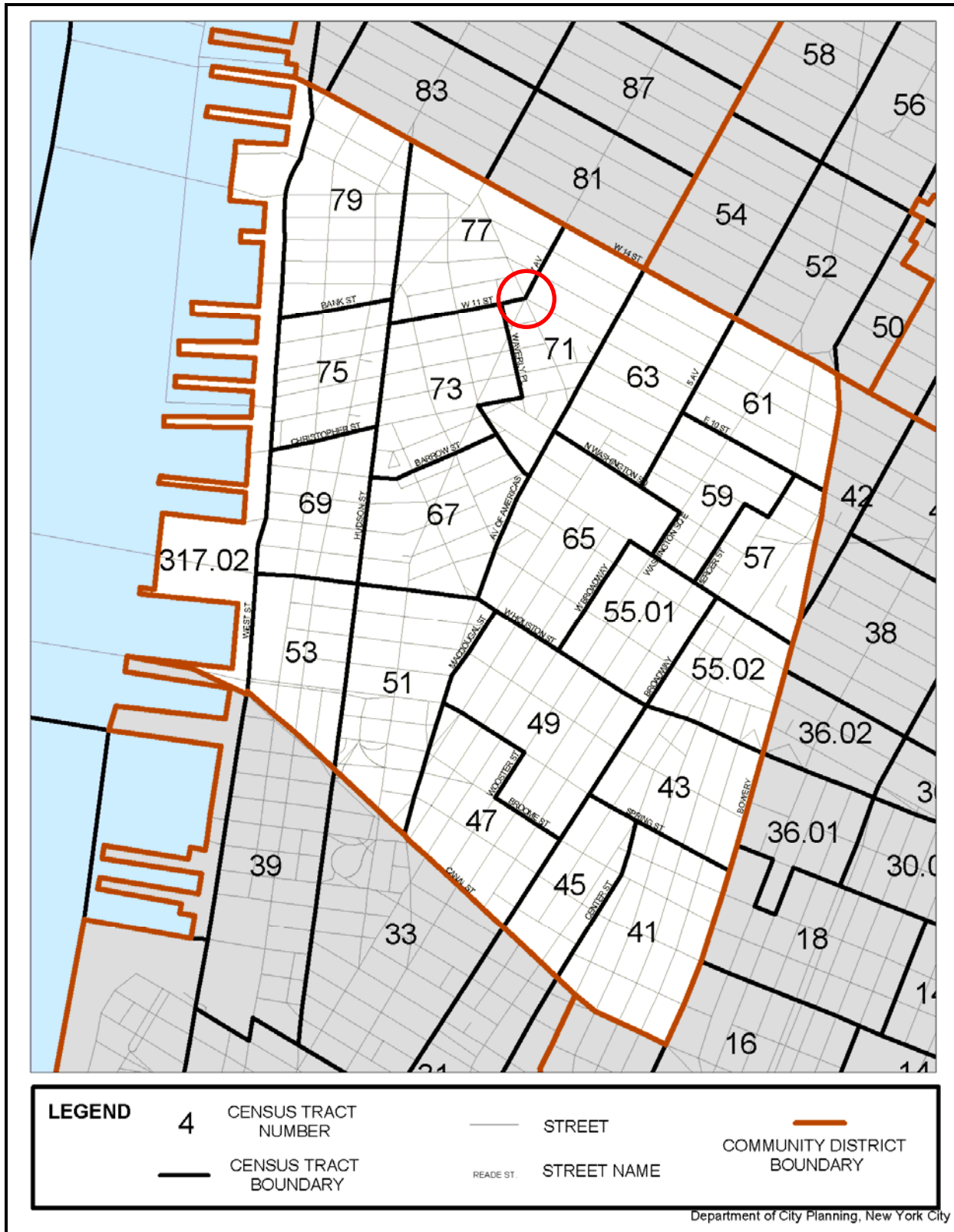
Table 7B-1 summarizes the employment distribution in the study area. The presence of several major educational facilities in the study area, such as New York University and the New School, as well as St. Vincent's Hospital, mean that more than 19 percent of the area's employment is in Education, Health and Social Services areas. Information, Finance, Insurance, and Real Estate (FIRE) employment shares a second highest rank with Arts, Entertainments, Recreation, and Food Services at 16.7 and 16.6 percent, respectively. Notably, FIRE employment is lower in the study area than in all of New York and Manhattan, while the Arts, Entertainment, Recreation, and Accommodation sector employs a slightly larger percentage than in Manhattan or New York City overall. Retail and wholesale trade, while representing the second-lowest proportion of employment in the study area, is a larger percentage than in either Manhattan or New York City overall.

TABLE 7B-1: EMPLOYMENT STATISTICS IN 2000 BY INDUSTRY

Industry ¹	Study Area (CD 2)	Manhattan	New York City
Agriculture, Construction, Manufacturing, Transportation, Warehousing	15.1	12.7	17.3
Wholesale and Retail Trade	12.4	10.3	11.3
Information, Finance, Insurance, Real Estate	16.7	26.8	18.8
Professional, Scientific, Management, Administrative	16.0	17.6	12.7
Educational, Health and Social Services	19.3	15.1	22.3
Arts, Entertainment, Recreation, Accommodation, and Food Services	16.6	13	12.4
Public Administration	3.9	4.5	5.2

¹ New York City Department of City Planning, Manhattan Community District 2 Profile

FIGURE 7B-1: COMMUNITY DISTRICT 2



EMPLOYMENT STATISTICS FOR RESIDENTS IN THE STUDY AREAS

The median household income in the study area was found to be \$65,460². According to the 2000 U.S. Census, this is about 1.5 times the median household income of Manhattan as a whole. At the same time, incomes vary greatly among different census tracts in Community Board 2 district: from \$20,950 in Census Tract 41 (on the southern tip of the area) to \$128,295 in Census Tract 69, on the western part of the district. This disparity is largely the result of different neighborhood and population groups residing in each tract. For example, areas surrounding New York University have a high concentration of student population housed in apartment buildings; areas west of the project sites are characterized by comparatively more full-time residents, living in historic row houses.

As shown in Table 7B-2, 95 percent of the total labor force residing in the primary study area was employed in 2000, compared to only 91.5 percent in Manhattan overall.

TABLE 7B-2: EMPLOYMENT STATISTICS IN 2000 BY AREA

Areas ³	Total Labor Force	Percent Employed	Median Household Income
Community Board 2	65,364	95.0	\$65,460
Manhattan	841,633	91.5	\$47,030

As with many other areas of Manhattan, residents within the study area are highly transit-dependent. The analysis of data describing means of transportation to work for residents in the study area and the surrounding region is presented in Table 7B-3. More than half the residents in the study area use the subway system or other regional rail systems to commute to work, a somewhat larger percentage than that of residents in Manhattan. Walking to work is the second-most popular mode across all areas—somewhat higher than in the Manhattan overall average rate.

TABLE 7B-3: MEANS OF COMMUTING TO WORK IN 2000

Areas ⁴	Subway/ Railroad	Bus	Auto and taxi	Walk	Other
Community Board 2	50.4	5.7	14.3	29.4	0.2
Manhattan	44.8	5.7	15.7	22.0	0.8

7B.3.2. RETAIL CONDITIONS

The streets surrounding the intersection of Greenwich Avenue, Seventh Avenue, and West 11th Street are characterized by their pedestrian activity and the proliferation of street-level retail establishments that cater to this pedestrian traffic. An inventory of commercial establishments was created to identify businesses that may be affected by the construction and operation of the ventilation facility. For the purposes of impact assessment to retail businesses, a retail study area within the direct vicinity of the proposed ventilation facility sites was analyzed. This area includes the streets surrounding the sites with street-level retail presence.

² 2000 U.S. Census

³ Source: U.S. Department of Commerce, Bureau of Census, U.S. Census of Population and Housing, 2000.

⁴ Source: U.S. Department of Commerce, Bureau of Census, U.S. Census of Population and Housing, 2000.

All buildings and storefronts located within this detailed retail study area were field verified. Non-retail uses (e.g., hospital, several churches, and cultural uses) were noted and included in this analysis, since they are local and regional destination points, attracting customers to this area or are viable commercial enterprises in themselves. All commercial uses were then categorized according to their typical customer base. Identifying a typical customer base highlights each business’s relative vulnerability to potential direct effects of construction activity in the vicinity of their storefronts.

Categorizations are as follows:

- **“Destination” Businesses** – Customers would travel from outside the area specifically to visit that business, i.e. the business has regional draw. Examples generally include larger supermarkets, banks, hospitals, performance centers, churches and financial institutions, or specialty stores (e.g., bookstores).
- **Pedestrian “Pass-by Attractor” Stores** – The majority of patronage comes from capturing pass-by pedestrian traffic. Examples include cafes, small restaurants, delis, small consumer goods stores.
- **“Intermediate” Stores** – All those retail outlets that appear to cater to a mix of both the above types of patrons. Typical intermediate stores may be those offering neighborhood services such as hairdressers, nail salons, shoe repair, etc.

A total of 72 non-residential street-fronts are located in the study area: 52 retail establishments, 14 commercial, 3 institutional, and 2 cultural street fronts. Of these 16 (22.5 percent) are occupied by establishments considered to be used by “Pass-by Attractors”; 38 (53.5 percent) are occupied by those considered to be “Intermediate”; and 17 (23.9 percent) are occupied by uses considered to be “Destination” businesses. Five vacant lots/storefronts were also observed. A complete inventory of businesses located in the vicinity of proposed construction activities can be found in Table 7B-4.

TABLE 7B-4: RETAIL BUSINESSES IN THE STUDY AREA⁵

Street Name	Building Number	Ground Floor			
		Use	Establishment Name	Type (if vacant, prior use)	Type of Business
Greenwich Avenue	39	Retail	Bar Wogies	Restaurant	Intermediate
Greenwich Avenue	39	Services	Sparkle Studio	Beauty Salon	Attractor
Greenwich Avenue	41	Retail	41 Greenwich Ave	Restaurant	Intermediate
Greenwich Avenue	43-49	Retail	Catherine Angiel	Jewelry	Intermediate
Greenwich Avenue	43-49	Retail	Canine Styles	Pet Supplies	Attractor
Greenwich Avenue	43-49	Retail	Star Struck	Clothing	Intermediate
Greenwich Avenue	43-49	Retail	Alphabets	Clothing	Intermediate
Greenwich Avenue	43-49	Retail	Tina Tang	Jewelry	Intermediate
Greenwich Avenue	43-49	Retail	Pertutti	Luggage	Intermediate
Greenwich Avenue	51	Retail	World of Video	Video Store	Attractor
Greenwich Avenue	53	Services	Future Tan	Tanning Salon	Attractor
Greenwich Avenue	55	Retail	Sapore	Restaurant	Intermediate
Greenwich Avenue	55	Retail	Rock and Rogue	Gallery	Intermediate
Greenwich Avenue	57	Retail	Matador	Restaurant	Intermediate
Greenwich Avenue	59	Retail	Vacant	Vacant	

⁵ Assessment of the type of business was done through walk-through’s, observation, and professional knowledge about the retail establishments in the study area

TABLE 7B-4: RETAIL BUSINESSES IN THE STUDY AREA⁶ (CONTINUED)

Street Name	Building Number	Ground Floor			
		Use	Establishment Name	Type (if vacant, prior use)	Type of Business
Greenwich Avenue	77	Services	Fenwick, Keats, Goodstein	Real Estate	Intermediate
Greenwich Avenue	77	Retail	Two Boots Pizza	Pizzeria	Intermediate
Greenwich Avenue	77	Retail	Vacant	News Store	
Greenwich Avenue	77	Retail	Vacant	Flower Store	
Greenwich Avenue	77	Retail	Bar-B-Que	Restaurant	Intermediate
Greenwich Avenue	77	Retail	Brigitte Lunch Dinner	Restaurant	Attractor
Greenwich Avenue	79	Retail	Bethel Gourmet Food	Convenience Store	Attractor
Greenwich Avenue	Appr 81	Retail	Artepasta	Restaurant	Intermediate
Greenwich Avenue	87	Retail	Starbucks	Coffee Shop	Attractor
Greenwich Avenue	87	Retail	Good	Restaurant	Intermediate
Greenwich Avenue	87	Services	One Jackson Square	Building Showroom	Intermediate
Greenwich Avenue	87	Retail	Jessie James	Clothing	Intermediate
Greenwich Avenue	97	Services	Equinox	Fitness Club	Destination
Greenwich Avenue	70	Retail	West Village Florist	Flower Store	Attractor
Greenwich Avenue	70	Retail	Petit Café	Café	Attractor
Greenwich Avenue	70	Retail	UPS	Storage supplies	Attractor
Greenwich Avenue	68	Retail	Elephant and Castle	Restaurant	Intermediate
Greenwich Avenue	66	Retail	TABWA	Clothing	Intermediate
Greenwich Avenue	64	Services	Portofino Sun Center	Tanning Salon	Attractor
Greenwich Avenue	60	Retail	Gusto	Restaurant	Destination
Greenwich Avenue	58A	Retail	The Original Sandwich Shop	Restaurant	Intermediate
Greenwich Avenue	54-56	Retail	Fiddlesticks Pub and Grille	Restaurant	Destination
Greenwich Avenue	50	Retail	Village Gift Shop	Convenience Store	Attractor
Greenwich Avenue	50	Retail	Tatt-Poozie	Toys	Intermediate
Greenwich Avenue	48	Retail	Tibet Kailash	Clothing	Intermediate
Greenwich Avenue	48	Retail	Gold Label Tina Tang	Jewelry	Intermediate
Greenwich Avenue	46	Retail	Village Natural	Restaurant	Destination
Greenwich Avenue	44	Retail	Partners and Crime	Bookstore	Destination
Charles Street	15	Retail	Morandi	Restaurant	Destination
Seventh Avenue South	157	Services	HM Realty	Real Estate	Intermediate
Seventh Avenue South	159	Retail	Projects	Clothing	Intermediate
Seventh Avenue South	163	Services	Cleaners	Cleaners	Attractor
Seventh Avenue South	165	Retail	Locksmith	Locksmith	Attractor
Seventh Avenue South	167	Services	Cinema Classics	Video Store	Intermediate
Seventh Avenue South	173	Retail	Empire Szechuan Village	Restaurant	Intermediate
Seventh Avenue	1	Institutional	St. Vincent's Hospital	Hospital	Destination

⁶ Assessment of the type of business was done through walk-through's, observation, and professional knowledge about the retail establishments in the study area

TABLE 7B-4: RETAIL BUSINESSES IN THE STUDY AREA⁷ (CONTINUED)

Street Name	Building Number	Ground Floor			
		Use	Establishment Name	Type (if vacant, prior use)	Type of Business
Seventh Avenue South	192	Retail	Fantasy World	Adult Business	Intermediate
Seventh Avenue South	192	Retail	Moving and Storage Supplies	Moving Supplies	Intermediate
Seventh Avenue South	182	Services	Psychic Reader	Psychic Reader	Intermediate
Seventh Avenue South	180	Services	NY Laser Center	Hair Removal Center	Destination
Seventh Avenue South	178	Cultural	The Village Vanguard	Performance Center	Destination
Seventh Avenue South	176	Retail	Rivoli Pizza	Pizzeria	Attractor
Seventh Avenue South	170	Services	Liberty Travel	Travel Agency	Intermediate
Seventh Avenue South	168	Retail	Pop the Cork	Wine store	Intermediate
Seventh Avenue South	162-164	Services	Hair Salon	Hair Salon	Intermediate
Seventh Avenue South	160	Services	Acu-Med	Plastic Surgery	Attractor
Seventh Avenue South	156-158	Retail	Pleasure Chest	Adult Business	Intermediate
Seventh Avenue South	152	Retail	Saura Sushi	Restaurant	Intermediate
Seventh Avenue South	152	Retail	Khazana	Clothing	Intermediate
Seventh Avenue South	150	Retail	Dig og mig	Toys	Intermediate
Perry Street	31	Cultural	Perry Street Theatre	Performance Center	Destination
Perry Street	17	Retail	Doma	Restaurant	Intermediate
West 11 th Street	232	Institutional	Manhattan Seventh Day Adventist Church	Religious Institution	Destination
West 11 th Street	222	Institutional	The Episcopal Church of St. John	Religious Institution	Destination
West 11 th Street	227	Residential/ Basement - Retail	Cleaners	Cleaners	
West 11 th Street	229	Residential/ Basement - Retail	Store	General, Antique	

The relatively high percentage of “Intermediate” type businesses demonstrates the importance of the area both to local residents and also to visitors coming to this neighborhood from other parts of the City and outside New York. Furthermore, many outdoor cafes were noted in the neighborhood. Given that this is often a weekend destination, cafes are usually busier on the weekends and during the summer months, outdoor seating is crucial. The table below presents all outdoor cafes in the detailed retail study area as well as their utilization during the weekend lunch hours.

⁷ Assessment of the type of business was done through walk-through’s, observation, and professional knowledge about the retail establishments in the study area

TABLE 7B-5: RESTAURANTS WITH OUTDOOR SEATING

Street Name	Building Number	Establishment Name	Outdoor Seating / Space	Number of Outdoor Seats	Number of Customers Outside at 1:00pm on Saturday	Type of Business
Greenwich Avenue	39	Bar Wogies	Yes	32	4	Intermediate
Greenwich Avenue	55	Sapore	Yes	32	15	Intermediate
Greenwich Avenue	57	Matador	Yes	32	7	Intermediate
Greenwich Avenue	77	Bar-B-Que	Yes	24	13	Intermediate
Greenwich Avenue	Appr 81	Artepastà	Yes	34	5	Intermediate
Greenwich Avenue	87	Good	Yes	14	9	Intermediate
Greenwich Avenue	60	Gusto	Yes	16	0	Destination
Greenwich Avenue	54-56	Fiddlesticks Pub and Grille	Yes	38	7	Destination
Charles Street	15	Morandi	Yes	34	14	Destination

7B.3.3. COMMERCIAL REAL ESTATE

Commercial real estate, particularly of the type comprising large office buildings such as those characteristic of Midtown or the Financial District, is minimal in the study area. In the areas of direct vicinity to the project site, there are no large office buildings, though the St. Vincent's Hospital buildings (privately owned) are located north of the area of the alternative sites on Seventh Avenue at West 11th Street and West 13th Street. Smaller medical offices and other small commercial spaces are scattered throughout the study area but none directly abut the potential ventilation facility sites.

7B.4. ENVIRONMENTAL IMPACTS

The assessment of potential impacts was performed for two analysis years. Each analysis year included an assessment of the No-Action Alternative, the Preferred Alternative and Alternatives SB1 and SB5. These alternatives were compared against the future conditions without the Proposed Action to determine impacts. The Future Conditions without the Proposed Action include the proposed relocation of St. Vincent's Hospital.

As discussed in Chapter 2: Procedural and Analytical Framework, the following years were identified for detailed analysis:

- Analysis Year for Assessing Construction Impacts: 2010;
- Analysis Year for Assessing Full Operational Impacts: 2013/2014.

7B.4.1. ANALYSIS YEAR 2010 (CONSTRUCTION)

NO ACTION ALTERNATIVE

If no emergency ventilation plant is built, the only development in the study area that would have an impact on economic conditions is the proposed relocation of the St. Vincent's Hospital to its currently owned O'Toole building on the western side of Seventh Avenue, across from the existing hospital building as well construction of the residential tower in the hospital's current location. No detailed finalized plans for this development are yet available, and the environmental review process has not started yet. Development of the proposed new hospital facility on the O'Toole Building site is expected to commence in 2010 at the earliest given the development is located in a historically designated district. Therefore, no changes to economic conditions in the study area are expected in 2010 other than those driven by regular market forces.

THE PREFERRED ALTERNATIVE

The construction of the ventilation plant would represent an addition of capital investment into the area's economy. Capital expenditures would flow through the local economy and generate economic benefits. The proposed capital spending program is expected to be sequenced over a two- to three-year period. Table 7B-6 presents the capital spending program. The program would generate total industry sales for construction materials, labor, subcontractors and other goods and services of approximately \$79.6 million.

TABLE 7B-6: THE PREFERRED ALTERNATIVE: VENTILATION PLANT CAPITAL BUDGET

Types of Costs	Millions of Dollars
Base Facility Cost	\$47.7
Reconstruction & Site Preparation	\$2.5
Property Acquisition	\$3.4
Mining	\$26.0
Construction Cost Total	\$79.6

Local Business and Retail Conditions

Construction activities for the Preferred Alternative would be confined to the area in direct vicinity to the site. Businesses in these localized areas could experience temporary adverse effects from the construction of the ventilation plant. There would be temporary adverse effects to local businesses, from the temporary disruption of usual and customary routes of direct access to the business patronage, deliveries, etc. for a duration of approximately 12 months, as well as increases in noise, vibration, and dust and the visual effects of sidewalk sheds and construction equipment and activity. While no displacements are expected to occur, a full discussion of the potential of the displacements is presented in Chapter 10: Displacement and Relocation.

The business establishments that would be most affected by construction are those with outdoor seating. Table 7B-7 presents a listing of all establishments that could be affected with indication if the establishment has outdoor seating area. Businesses listed below are those that fall directly into the area where construction or staging will be occurring.

TABLE 7B-7: THE PREFERRED ALTERNATIVE: BUSINESSES POTENTIALLY AFFECTED BY CONSTRUCTION

Street Name	Building Number	Use	Establishment Name	Type	Outdoor Seating / Space	Number of Outdoor Seats	Type of Business
7 Avenue South	173	Retail	Empire Szechuan Village	Restaurant	Yes (enclosed)	24	Intermediate
7 Avenue South	192	Retail	Fantasy World	Adult Business	No		Intermediate
7 Avenue South	192	Retail	Moving and Storage Supplies	Moving Supplies	No		Intermediate
Greenwich Avenue	57	Retail	Matador	Restaurant	Yes	32	Intermediate
Greenwich Avenue	59	Retail	Vacant	Vacant	No		
Greenwich Avenue	70	Retail	West Village Florist	Flower Store	No		Attractor
Greenwich Avenue	70	Retail	Petit Café	Café	No		Attractor
Greenwich Avenue	70	Retail	UPS	Storage supplies	No		Attractor
Greenwich Avenue	68	Retail	Elephant and Castle	Restaurant	No		Intermediate
Greenwich Avenue	66	Retail	TABWA	Clothing	No		Intermediate

There are no “Destination”-type establishments that are likely to be affected by the construction. All of the businesses are “Pass-by Attractor” and “Intermediate”- type establishments and are susceptible to potential adverse effects caused by limited pedestrian space on Greenwich Avenue and Seventh Avenue South as well as potential noise and dust generated by construction.

It should be noted that the temporary impacts discussed above would be offset to a degree by the number of construction workers added to the area during the project’s three and one-half to four and one-half year construction period. It is likely that study area food-service establishments and other retailers would benefit from the presence of this additional working population.

Other than retail establishments, construction of a structure at 61 Greenwich Avenue for the Preferred Alternative would obviate the potential for using the north-facing wall of 59 Greenwich Avenue for billboard purposes.

Fiscal Impacts

It is not anticipated that construction and short-term reductions in business revenue would result in noticeable decreased revenues for the City in the form of business, sales and payroll taxes. As noted above, MTA NYCT would work closely with the owners of the property at 59 Greenwich Avenue in resolving any potential issue related to the use of their building wall abutting the 61 Greenwich Avenue property for billboard purposes.

ALTERNATIVE SB1

The construction of the ventilation plant would represent an addition of capital investment into the area's economy. Capital expenditures would flow through the local economy and generate economic benefits. The proposed capital spending program is expected to be sequenced over a two to three-year period. Table 7B-8 presents the capital spending program.

TABLE 7B-8: ALTERNATIVE SB1: VENTILATION PLANT CAPITAL BUDGET

Types of Costs	Millions of Dollars
Base Facility Cost	\$65.6
Reconstruction & Site Preparation	\$4.8
Property Acquisition	\$0.0
Mining	\$26.0
Construction Cost Total	\$96.4

Local Business and Retail Conditions

Construction activities for Alternative SB1 would be confined to the area in the direct vicinity of the site. Businesses in these localized areas could experience temporary adverse effects from the construction of the ventilation plant. There would be temporary adverse effects to local businesses, from the temporary disruption of usual and customary routes of direct access to the business patronage, deliveries, etc. for a duration of approximately 12 months, as well as increases in noise, vibration, and dust and the visual effects of sidewalk sheds and construction equipment and activity. While no displacements are expected to occur, a full discussion of the potential of the displacements is presented in Chapter 10: Displacement and Relocation.

The business establishments that would be most affected by construction are those with outdoor seating. Table 7B-9 presents a listing of all establishments that could be affected with indication if the establishment has outdoor seating area. Businesses listed below are those that fall directly into the area where construction or staging will be occurring.

TABLE 7B-9: ALTERNATIVE SB1: BUSINESSES POTENTIALLY AFFECTED BY CONSTRUCTION

Street Name	Building Number	Use	Establishment Name	Type (if vacant, prior use)	Outdoor Seating / Space	Number of Outdoor Seats	Type of Business
7 Avenue South	192	Retail	Fantasy World	Adult Business	No		Intermediate
7 Avenue South	173	Retail	Empire Szechuan Village	Restaurant	Yes (enclosed)	24	Intermediate
Greenwich Avenue	55	Retail	Sapore	Restaurant	Yes	32	Intermediate
Greenwich Avenue	57	Retail	Matador	Restaurant	Yes	32	Intermediate
Greenwich Avenue	59	Retail	Vacant	Vacant	No		

TABLE 7B-9: ALTERNATIVE SB1: BUSINESSES POTENTIALLY AFFECTED BY CONSTRUCTION

Street Name	Building Number	Use	Establishment Name	Type (if vacant, prior use)	Outdoor Seating / Space	Number of Outdoor Seats	Type of Business
Greenwich Avenue	70	Retail	West Village Florist	Flower Store	No		Attractor
Greenwich Avenue	70	Retail	Petit Café	Café	No		Attractor
Greenwich Avenue	70	Retail	UPS	Storage supplies	No		Attractor
Greenwich Avenue	68	Retail	Elephant and Castle	Restaurant	No		Intermediate
Greenwich Avenue	66	Retail	TABWA	Clothing	No		Intermediate
Greenwich Avenue	64	Services	Portofino Sun Center	Tanning Salon	No		Attractor
Greenwich Avenue	62	Retail	Vacant				
Greenwich Avenue	60	Retail	Gusto	Restaurant	Yes	16	Destination
Greenwich Avenue	58A	Retail	The Original Sandwich Shop	Restaurant	No		Intermediate
Greenwich Avenue	54-56	Retail	Fiddlesticks Pub and Grille	Restaurant	Yes	38	Destination
Greenwich Avenue	52	Retail	Vacant				
Greenwich Avenue	50	Retail	Village Gift Shop	Convenience Store	No		Attractor
Greenwich Avenue	50	Retail	Tatt-Poozie	Toys	No		Intermediate
Greenwich Avenue	48	Retail	Tibet Kailash	Clothing	No		Intermediate
Greenwich Avenue	48	Retail	Gold Label Tina Tang	Jewelry	No		Intermediate

There are two establishments that can be considered “Destination”-type businesses that are likely to be affected by the construction: the Gusto restaurant and Fiddlesticks Pub and Grille. Although they could be affected, the impact will be short-term in nature and only outdoor seating in those businesses will be affected. In the summer months, there are 42 outdoor seats in those two restaurants combined.

All the remaining businesses are “Pass-by Attractor” and “Intermediate”- type establishments that are susceptible to potentially negative affects caused by limited pedestrian space on Greenwich Avenue and Seventh Avenue South as well as potential noise and dust generated by construction. Total of 88 outdoor restaurant seating areas could be affected by this construction during the summer months.

It should be noted that the temporary impacts discussed above would be offset to a degree by the number of construction workers added to thee area during the project’s four- to-five year construction period. It is likely that study area food-service establishments and other retailers would benefit from the presence of this additional working population.

Fiscal Impacts

It is not anticipated that construction and short-term reductions in business revenue would result in noticeable decreased revenues for the City in the form of business, sales and payroll taxes.

ALTERNATIVE SB5

The construction of the ventilation plant would represent an addition of capital investment into the area’s economy. Capital expenditures would flow through the local economy and generate economic benefits. The proposed capital spending program is expected to be sequenced over a two to three-year period. Table 7B-10 presents the capital spending program.

TABLE 7B-10: ALTERNATIVE SB5: VENTILATION PLANT CAPITAL BUDGET

Types of Costs	Millions of Dollars
Base Facility Cost	\$64.3
Reconstruction & Site Preparation	\$5.4
Property Acquisition	\$0.0
Mining	\$26.0
Construction Cost Total	\$95.7

Local Business and Retail Conditions

Construction activities for Alternative SB5 would be confined to the area in direct vicinity to the site. Businesses in these localized areas could experience temporary adverse effects from the construction of the ventilation plant. There would be temporary adverse effects to local businesses, from the temporary disruption of usual and customary routes of direct access to the business patronage, deliveries, etc. for a duration of approximately 12 months, as well as increases in noise, vibration, and dust and the visual effects of sidewalk sheds and construction equipment and activity. While no displacements are expected to occur, a full discussion of the potential of the displacements is presented in Chapter 10: Displacement and Relocation.

The business establishments that would be most affected by construction are those with outdoor seating. Table 7B-11 presents a listing of all establishments that could be affected with indication if the establishment has outdoor seating area. Businesses listed below are those that fall directly into the area where construction or staging will be occurring.

TABLE 7B-11: ALTERNATIVE SB5: BUSINESSES POTENTIALLY AFFECTED BY CONSTRUCTION

Street Name	Building Number	Use	Establishment Name	Type (if vacant, prior use)	Outdoor Seating / Space	Number of Outdoor Seats	Type of Business
7 Avenue South	182	Services	Psychic Reader	Psychic Reader	No		Intermediate
7 Avenue South	180	Services	NY Laser Center	Hair Removal Center	No		Destination
7 Avenue South	178	Cultural	The Village Vanguard	Performance Center	No		Destination

TABLE 7B-11: ALTERNATIVE SB5: BUSINESSES POTENTIALLY AFFECTED BY CONSTRUCTION

Street Name	Building Number	Use	Establishment Name	Type (if vacant, prior use)	Outdoor Seating / Space	Number of Outdoor Seats	Type of Business
7 Avenue South	176	Retail	Rivoli Pizza	Pizzeria	No		Attractor
7 Avenue South	173	Retail	Empire Szechuan Village	Restaurant	Yes (enclosed)	24	Intermediate
7 Avenue South	157	Services	HM Realty	Real Estate	No		Intermediate
7 Avenue South	159	Retail	Projects	Clothing	No		Intermediate
7 Avenue South	163	Services	Cleaners	Cleaners	No		Attractor
7 Avenue South	165	Retail	Locksmith	Locksmith	No		Attractor
7 Avenue South	167	Services	Cinema Classics	Video Store	No		Intermediate
Greenwich Avenue	43-49	Retail	Pertutti	Luggage	No		Intermediate
Greenwich Avenue	51	Retail	World of Video	Video Store	No		Attractor
Greenwich Avenue	53	Services	Future Tan	Tanning Salon	No		Attractor
Greenwich Avenue	55	Retail	Sapore	Restaurant	Yes	32	Intermediate
Greenwich Avenue	55	Retail	Rock and Rogue	Gallery	No		Intermediate
Greenwich Avenue	57	Retail	Matador	Restaurant	Yes	32	Intermediate
Greenwich Avenue	59	Retail	Vacant	Vacant	No		
Greenwich Avenue	64	Services	Portofino Sun Center	Tanning Salon	No		Attractor
Greenwich Avenue	62	Retail	Vacant				
Greenwich Avenue	60	Retail	Gusto	Restaurant	Yes	16	Destination
Greenwich Avenue	58A	Retail	The Original Sandwich Shop	Restaurant	No		Intermediate
Greenwich Avenue	54-56	Retail	Fiddlesticks Pub and Grille	Restaurant	Yes	38	Destination

There are two establishments that can be considered “Destination”-type businesses that are likely to be affected by the construction: the Gusto restaurant and Fiddlesticks Pub and Grille. Although they could be affected, the impact will be short-term in nature and only outdoor seating in those businesses will be affected. In the summer months, there are 42 outdoor seats in those two restaurants combined.

Furthermore, two notable “Destination” businesses are located in the direct proximity to the construction area: NY Laser Center and The Village Vanguard. However, both of them are not likely to experience negative effects. NY Laser Center is not likely to be influenced by construction outside the building because of the nature of the business. Furthermore, the Village Vanguard operates only in evening hours when the construction would cease.

All the remaining businesses are “Pass-by Attractor” and “Intermediate”- type establishments that are susceptible to potential adverse impact caused by limited pedestrian space on Greenwich Avenue and Seventh Avenue South as well as potential noise and dust generated by construction.

It should be noted that the temporary impacts discussed above would be offset to a degree by the number of construction workers added to the area during the project’s three- to four-year (the Preferred Alternative) or four- to-five year (Alternatives SB1 and SB5) construction period. It is likely that study area food-service establishments and other retailers would benefit from the presence of this additional working population.

Fiscal Impacts

It is not anticipated that construction and short-term reductions in business revenue would result in noticeable decreased revenues for the City in the form of business, sales and payroll taxes.

7B.4.2. ANALYSIS YEAR 2013/2014 (OPERATION)

NO ACTION ALTERNATIVE

In 2013 and 2014, according to the DCP, the only development in the study area that could potentially be in place is the proposed St. Vincent’s Hospital redevelopment on the site of the O’Toole building. Completion of the proposed Rudin development would be expected afterward since the hospital would have to be operational in its new location before the existing facility could be removed.

If no ventilation plant is built, the only development in the study area that would have an impact on economic conditions is the proposed relocation of the St. Vincent’s Hospital to its currently owned O’Toole building on the western side of Seventh Avenue as well construction of the residential tower and townhouses in the hospital’s current location. It is unlikely that by 2013/2014, the new hospital building will be built, hence, no changes to economic conditions in the study area are expected in 2013/2014 other than those driven by regular market forces.

THE PREFERRED ALTERNATIVE

The purpose of the emergency ventilation plant is to improve safety on the 7th Avenue and 8th Avenue Subway Lines. Once the plant is constructed, it will only be used in rare emergency circumstances and it is not likely that it will have any impact on the economic conditions in the study area.

ALTERNATIVE SB1

The purpose of the emergency ventilation plant is to improve safety on the 7th Avenue and 8th Avenue Subway Lines. Once the plant is constructed, it will only be used in rare emergency circumstances and it is not likely that it will have any impact on the economic conditions in the study area.

ALTERNATIVE SB5

The purpose of the emergency ventilation plant is to improve safety on the 7th Avenue and 8th Avenue Subway Lines. Once the plant is constructed, it will only be used in rare emergency circumstances and it is not likely that it will have any impact on the economic conditions in the study area.

7B.5. SUMMARY OF ADVERSE IMPACTS AND MITIGATION MEASURES

The Preferred Alternative and Alternatives SB1 and SB5 would not create significant adverse impacts to economic conditions in the study areas. As such, no further measures beyond MTA NYCT coordinating street work to limit disruption; using alternative delivery entrances; coordinating with affected property owners, residents and businesses; providing signage to indicate that businesses are accessible; and site-specific maintenance and protection measures would be required. Additional measures to be implemented to minimize construction impacts are discussed in Chapter 4: Construction Methods and Activities.