



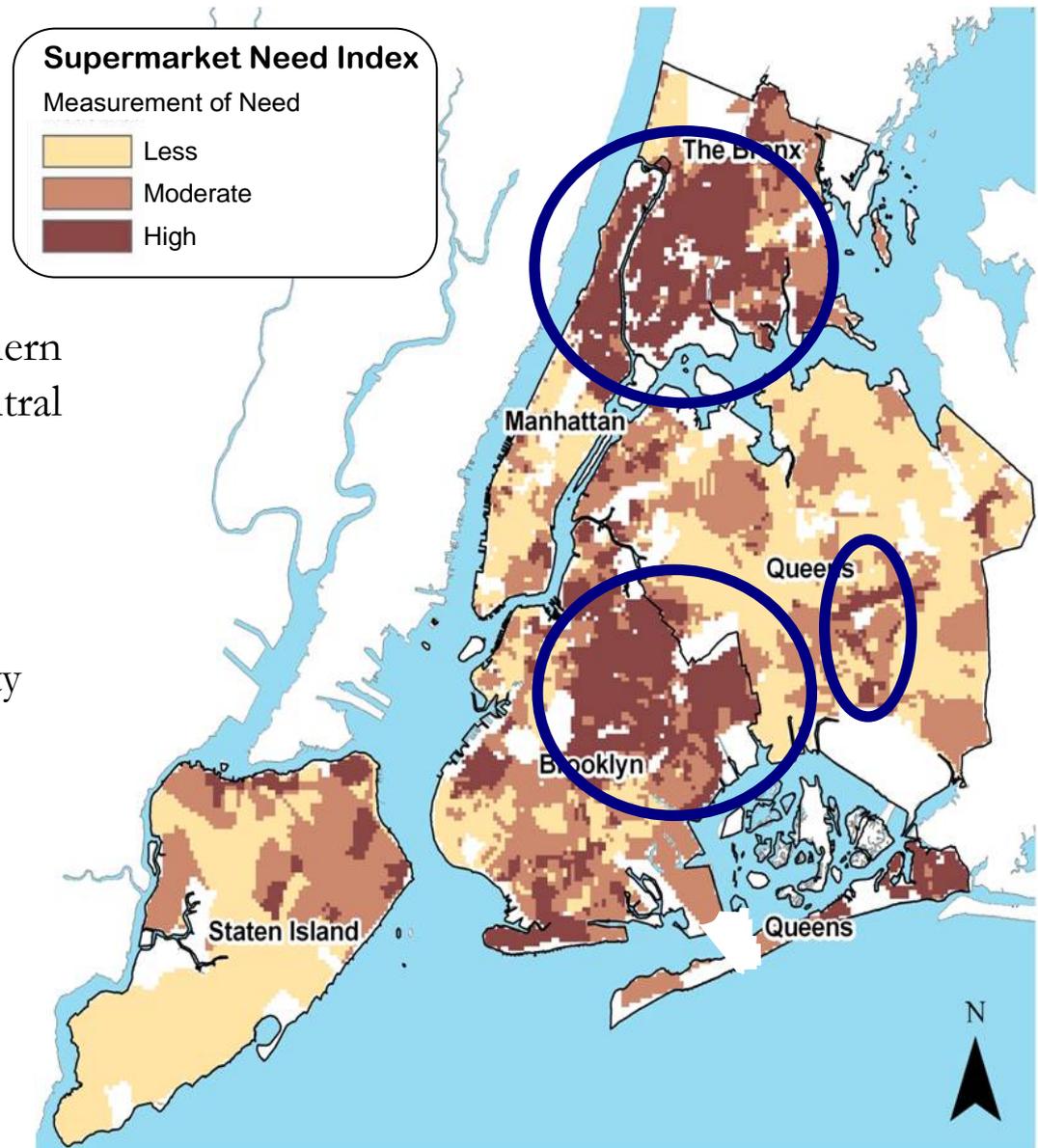
# The FRESH Food Store Area Program

Food **R**etail **E**xpansion to **S**upport **H**ealth:  
Promoting Grocery Stores in Underserved Areas of New York City



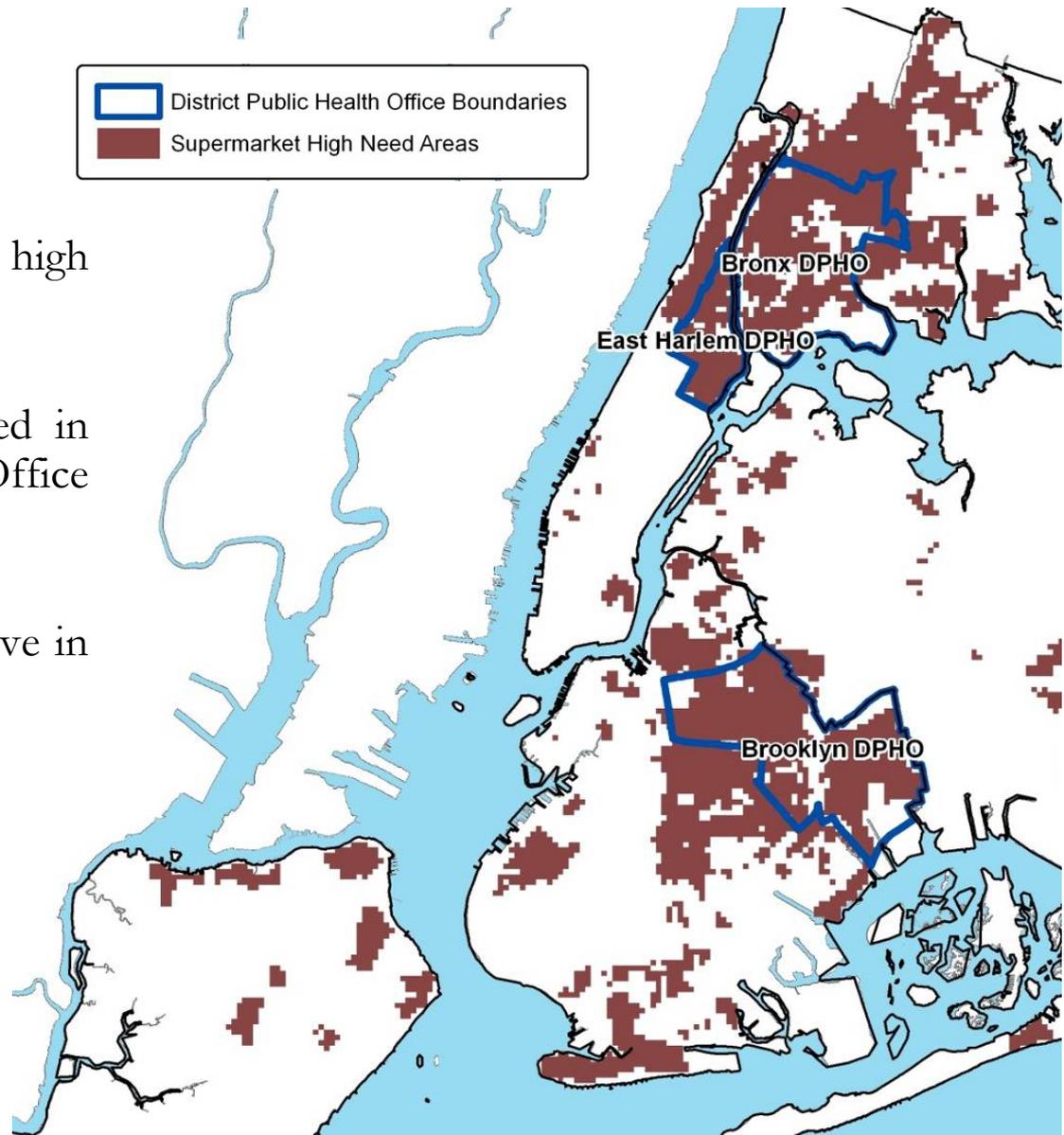
## Findings:

- Highest need exists in northern Manhattan, the South Bronx, Central Brooklyn, and Jamaica, Queens.
- More supermarkets are needed citywide. EDC estimated approximately \$1 Billion in lost City grocery sales to suburban stores.



## Findings:

- 3 million New Yorkers live in high need areas.
- High need areas are concentrated in the District Public Health Office (DPHO) areas.
- Over one million New Yorkers live in the three DPHO areas.

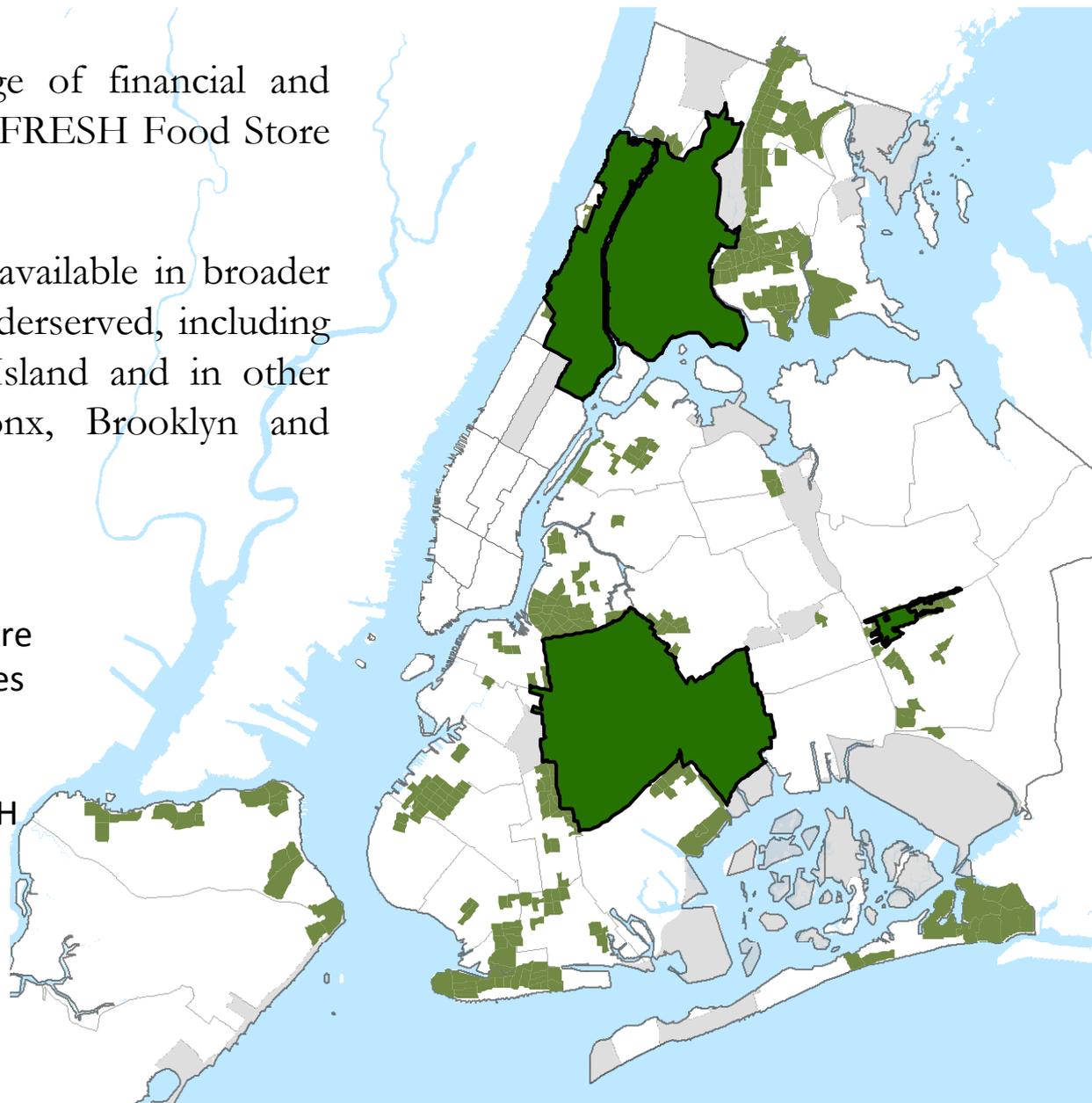


# FRESH FOOD STORE AREAS

- FRESH combines a package of financial and zoning incentives in specific FRESH Food Store Areas.
- Financial incentives may be available in broader areas of the City that are underserved, including the north shore of Staten Island and in other neighborhoods in the Bronx, Brooklyn and Queens.

 FRESH Food Store Areas where zoning and financial incentives apply

 Additional areas where FRESH financial incentives may be available



## What food stores qualify for FRESH?

A store whose **primary business is the sale of a general line of food products intended for home preparation and consumption**, including a healthful selection of fresh fruits and vegetables; fresh and prepared meats, fish, and poultry; canned and frozen foods; dairy; and nonfood grocery products.

- (1) the total store selling area occupies a minimum of 6,000 sq. ft.;
- (2) a minimum of 30 percent of total store selling area is devoted to the sale of perishable products that includes dairy; fresh produce; fresh meats, poultry, and fish; and frozen foods; and
- (3) a minimum of 500 sq. ft of selling area is devoted to fresh produce (fruits and vegetables).



## 1. Additional floor area in a residential building with a ground floor FRESH food store

- One additional square foot of residential floor area would be allowed for every square foot provided for a FRESH food store up to 20,000 sq. ft.
- Where contextual envelopes apply, buildings would be required to abide by height limits and other bulk regulations.
- By City Planning Commission Authorization, the development could apply to exceed the height limit by a maximum of one story if the contextual envelope prevents them from achieving the full development potential.



**R7A/C1-4**

If this new building in Manhattan included a 15,000 sq. ft. FRESH food store, it could provide approximately 15 additional dwelling units. This site is more than a 1/4 mile from the nearest existing grocery store.

## 2. Reduction in required parking

- In commercial districts that require parking, except for C8- districts, FRESH food stores up to 40,000 sq. ft. would **not** be required to provide parking. These areas are dense and pedestrian-oriented, and current parking requirements are unnecessarily high
- In C8- and M1- districts, the first 15,000 sq. ft. of grocery store would have a low parking requirement. After the first 15,000 sq. ft. underlying parking requirements would apply. These areas are generally adjacent to residential areas, where some parking is necessary but where current requirements are unnecessarily high.
- Reduced parking requirements will decrease costs associated with parking for FRESH food stores along pedestrian-oriented retail streets in the FRESH Food Store Areas.



A 15,000 sq ft grocery store built on this site in Brooklyn under current zoning would have 75 parking spaces required, more than are needed. Under the proposal, a FRESH food store would not be required to provide parking. This site is more than a 1/4 mile from the nearest existing grocery store.

## 3. Modified light manufacturing use regulations

- Permit FRESH food stores as-of-right up to 30,000 sq. ft. from 10,000 sq. ft. in all M1 districts within FRESH Food Store Areas
- Eliminates the need for a special permit and its costly and lengthy land use and environmental review for stores up to 30,000 sq. ft.



Current zoning would only allow a 10,000 sq ft grocery store to be built on this site in the Bronx. Under the proposal, a FRESH food store up to 30,000 sq. ft. would be permitted as-of-right. This site is more than a ¼ mile from the nearest existing grocery store in a Mixed Use District.

A package of discretionary financial incentives for developers and operators of qualifying FRESH food stores can help reduce initial start up costs and ongoing property taxes.

- **Sales Tax Exemption** on materials used to construct, renovate or equip facilities
- **Mortgage Recording Tax Waiver** on tax associated with recorded mortgages
- **Property Tax Exemption** on increased assessed value resulting from new construction/renovations
- **New York State Energy Research and Development Authority (NYSERDA):**
  - Funding for energy-efficiency and conservation measures
  - Energy Smart Loan Fund
  - Energy efficiency audit assistance
- **New York State \$10 million revolving loan fund**

