THE **SOUTHSIDE** PROJECT

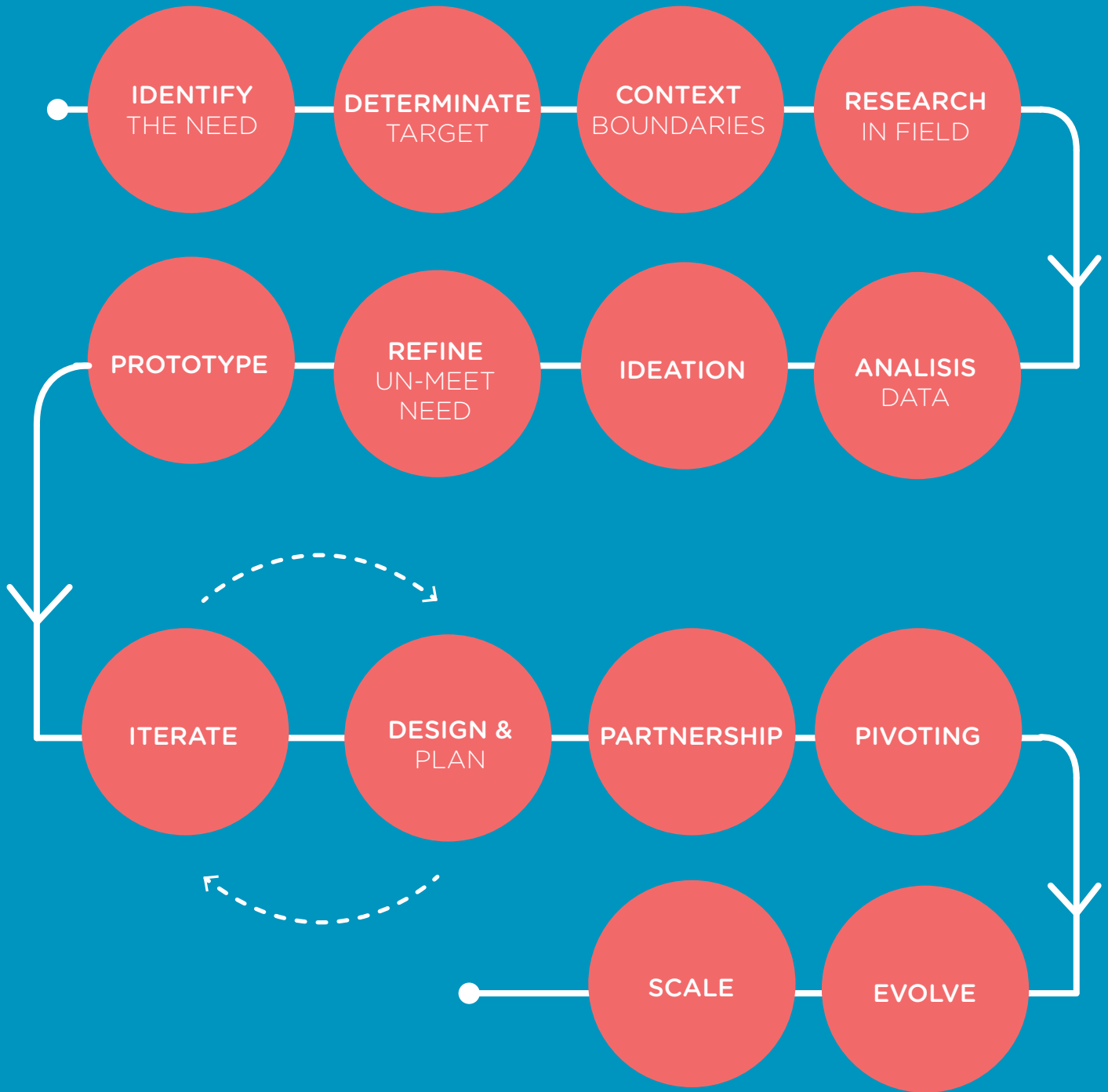MAFE PEREZ
DSI - THESIS
2015

PROCESS OVERVIEW

THE
SOUTHSIDE
PROJECT
PROCESS

MAFE PEREZ
DSI - THESIS
2015

SUMMARY

Neighborhoods in transition are a reality in New York City, and with in this rapidly changes the local and commercial corridors are one the most affected areas increasing the risk for small business owner to close in the next years. In order to maintain and support years of establishment and cultural background, THE SOUTHSIDE PROJECT from a systematic point empowers immigrant Latino entrepreneurs in South Williamsburg to maintain, evolve and vitalize their business in periods of neighborhood transition. By creating a community association to collaborate and increasing capabilities that will help them to be sustainable for a longer term.

DISCOVER

Design has evolved and changed in the last few years, and this evolution has opened new doors to discover the meaning and value of design solutions. The importance of understanding the needs of the customer, user, buyer, and community helps to inform the purpose and form. Design is a problem- solving methodology that helps to meet specific and real needs.

But in order to create better and more meaningful solutions, design has to be in places we have never imagined it would be. Design now is a creative approach that tackles the hardest worldwide challenges. Design has a better purpose, to change social systems to increase positive outcomes.

In order to keep growing and opening this vision, design has to be accessible and understandable. Entrepreneurs have a big role in this task. They are the new minds to build a space that can facilitate and scale impactful interventions. Design offers a big opportunity to build capabilities in those areas and to be a new path to develop sustainable strategies, reducing the harm to the environment and human beings.

With this purpose in mind, I was curious to find how the local business are such an important piece in each neighborhood in NYC, how each of them have their spiciness, how each of them are so different culturally, and how they bring a face to a street and make it unique. Then the question was, how does design play a role, intervening with local business in NYC?

"One by one, many of the working class quarters have been invaded by the middle class - upper and lower ... Once this process of 'gentrification' starts in a district it goes on rapidly until all or most of the working class occupiers are displaced and the whole social character of the district is changed"

(Glass, 1964, p.xvii)

**THE
SOUTHSIDE
PROJECT**
PROCESS

MAFE PEREZ
DSI - THESIS
2015

THE PROCESS
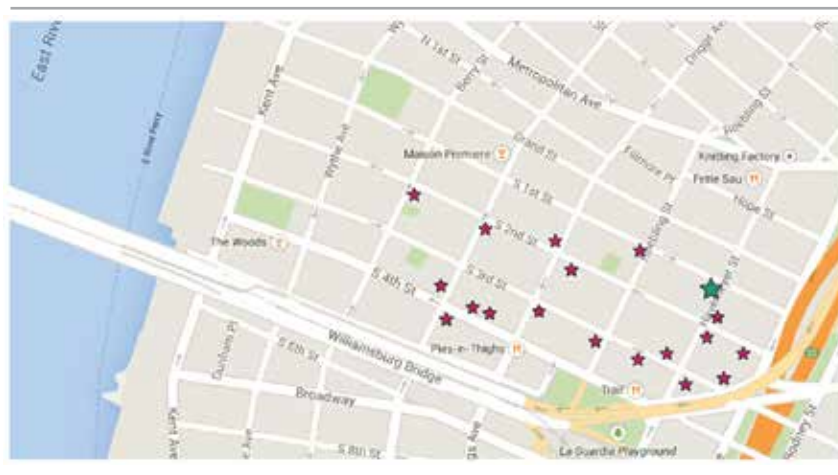
IDENTIFY THE NEED
ETNOGRAPHIC RESEARCH

In order to understand the need of the business owners and define a specific problem, ethnographic research needed to be built in a specific neighborhood. This led me to South Williamsburg, a neighborhood located in Brooklyn. Based on the 2014 census, it has a population of 60,331 people per square mile 2 . This neighborhood stands for its Latino culture, from Dominican to Mexican to Costa Rican. Looking from a market growth point of view, we can identify Small Businesses that have provided a strong contribution to the area, such as Bodegas or Corner Stores.

In some cases, Bodegas are the heart of a neighborhood. These convenience stores operate mostly 24-hours a day, serving coffee in the morning, snacks during the day, and food for the nighttime. Bodegas are a good representation of convenience, community, and solving a customer's need right away. The Bodega Association of the United States shared that in NYC there are around 16,500 Bodegas, and 85% of them are Latino-owned. The majority were established at least 7 years ago and are based on family involvement.

Recent analysis, 60% of the Bodegas are at a higher risk to close. Some of the reasons point to the high rents and unreasonable lease terms, the increase in the operational cost for SB, including insurance-energy-labor-marketing, and the economical instability due to new and higher competition in the neighborhoods. This Project increased it´s complexity when it was understood that South Williamsburg, where Bodegas are mainly owned and operated by Latinos, is facing a period of significant transformation/gentrification and these small, immigrant businesses are rapidlydisappearing.

The Map 1.0 shows the amount of convenience stores in the area (Between Marcy St. to Bedford Av. And Broadway to Grand St.) As the map points out, the Bodegas are very close to each other, making higher the competitive atmosphere, not only with their peers, but also with new businesses in the area.

It is interesting to point out how impactful could be an intervention that would empower them as entrepreneurs, but also keep their businesses strong when new competitors are coming to the market.

MAP 1.0

IDENTIFY THE NEED
IN DEPTH INTERVIEWS

This is where the first two interviews with local business owners were made (from left to right). Santos, from the Dominican Republic, has been in the neighborhood for the past 30 years. He has one employee, Lucho, his son, who helps him three times per week.
The second interview was with Pedro. He runs a corner Bodega six months of the year and his uncle runs it the other six. He sees a stronger future, were he can have more employees and increase the size of his store.

PCITURE 1.0

Besides a lack of motivation, low expectations of expanding their business and a lack of community support, these immigrants must contend withchallenges that go above and beyond. Immigrant business owners may experience problems connecting with mainstream consumer and business development services and resources, often due to a lack of trust in government and language barriers.

**THE
SOUTHSIDE
PROJECT**
PROCESS

MAFE PEREZ
DSI - THESIS
2015

IDENTIFY THE NEED
LANDSCAPE ANALISIS

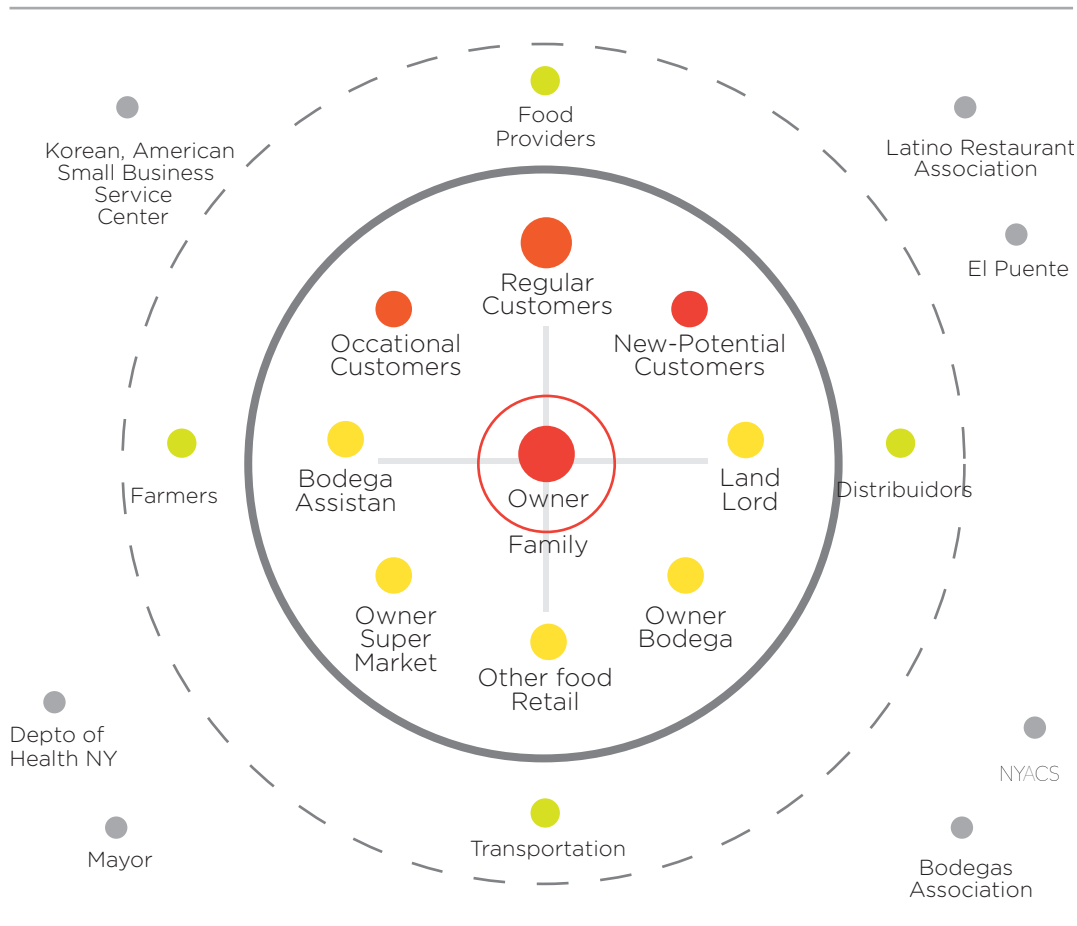*DIAGRAM 1.0*

Design has evolved and changed in the last few years, and this evolution has opened new This graphic landscape helped to explain the social relationships that the owners have. As the map illustrates, there are rings of proximity, from the center to the outside. In the first circle we can see that the business owner is completely involved with his family.

In the second level are all the participants involved in the business, as customers, suppliers and landlords. In the third level is quite interesting to see how they are related with other departments of health, food, advocacy and law regulations.

This map helps to underline the important relation bodega owners have with their customers and family, who are strong dots of scalability and motivation. Other actors that can be potential solutions are their peers, who are sometimes facing their same issues and are in similar situations. So how can we leverage these two bridges in order to support business owners in their daily challenges?

THE
SOUTHSIDE
PROJECT
PROCESS

MAFE PEREZ
DSI - THESIS
2015

IDENTIFY THE NEED
USER JOURNEY
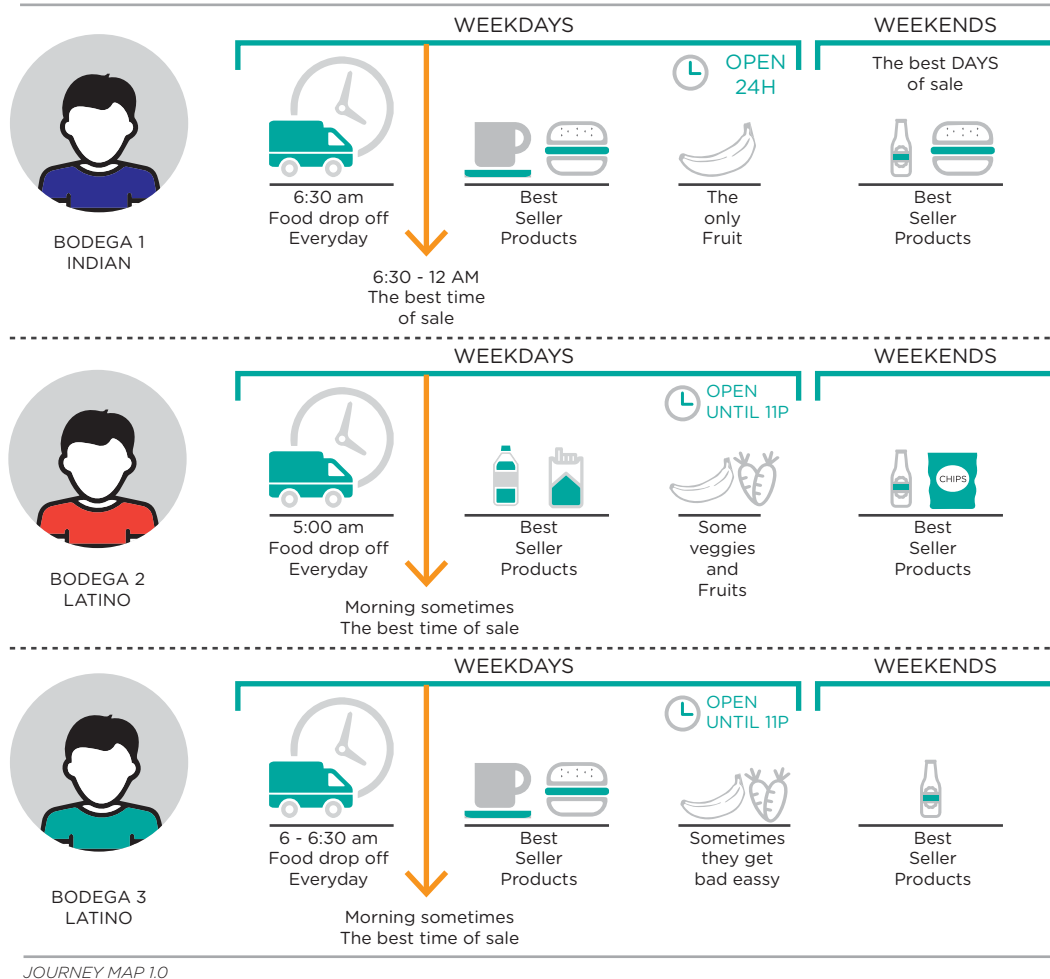
JOURNEY MAP 1.0

To be able to understand the relation and the gaps between customers and the business owners, a new research was on the table. A journey map that can help to understand the interaction between them was formulated. The research took place in three different Bodegas, each of them with different characteristics.

In the Journey Map 1.0 how a weekday or weekend looks for different Bodegas is described. As common patterns, we see that the drop of time is every morning, but as some of them mentioned, it is not always the same products.

Their bestselling products vary from coffee, water, or sandwiches to cigarettes, lottery tickets or beer. All of them point out that their best revenue days are the weekend, which they attribute to the beer that they sell.

One of the big questions after the analysis of the journey was: What is their sustainable business model, if they are mainly selling cigarettes and coffee?

There are a lot of similarities between the three Bodegas in terms of how their business operates; this opens a room for an intervention that is easily applicable for the three of them.

**THE
SOUTHSIDE
PROJECT**
PROCESS

MAFE PEREZ
DSI - THESIS
2015

IDENTIFY THE NEED

DATA COLLECTION - *DYNAMICS CUSTOMERS AND BUSINESS OWNERS*

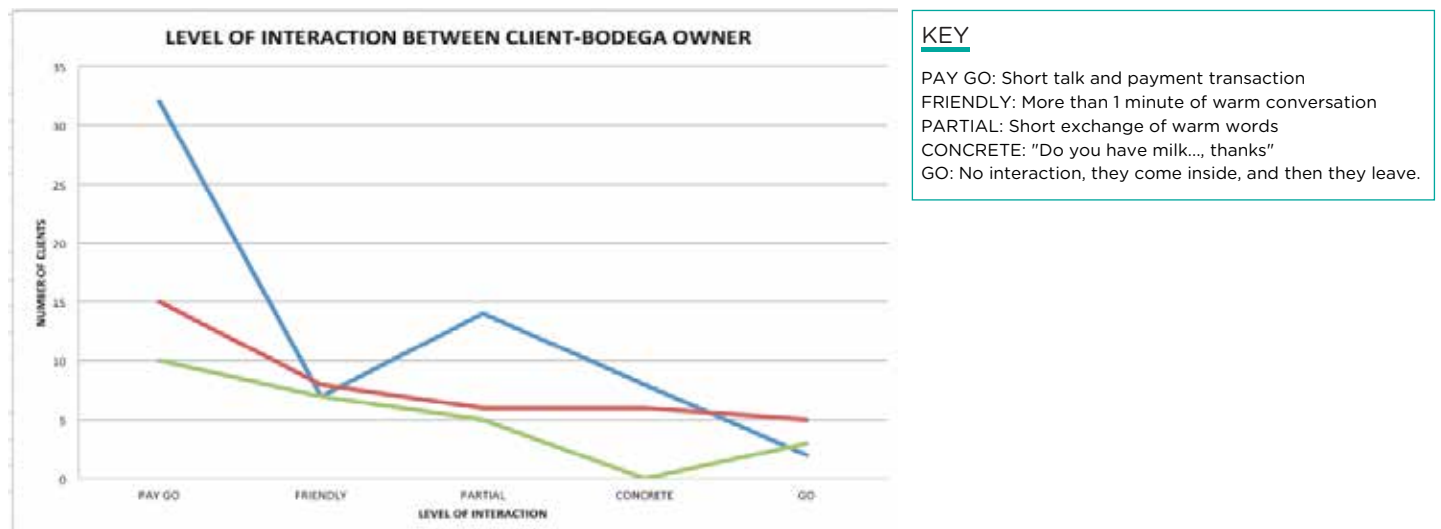| BODEGA	OWNER	AVERAGE CLIENT PER HOUR	RESEARCH TIME OF THE DAY	MOSTLY CLIENTS NEED	SOME OBSERVATIONS
1	JOSEF (Indi, no Spanish)	61/1 hour	Afternoon 12 - 1	Coffe, cigarrets, lotery, soda, sandwich	"I pay you later"
2	SANTOS (latino)	40/1 hour	Late afternoon 3-4	Water, juices, soda, beer, cigarrets	"Keep your change"
3	LUIS (Latino)	25/1 hour	Late afternoon 4-5	Coffe, sandwich, Juice, beer, cigarrets	"No spanish"
					"What they ask, I will get"
					"Eye memory"
					"What I dont sell, I dont order again"
					"Single cigarrets"

GRAPH 1.0

The Graph 1.0, help us to understand the average of clients per hours and also the some specific observations that were interesting during the observation and data collection.

In order to compare information between the three Bodegas, the data was bucketed into different kinds of interaction, as it is described in the Graph 2.0; there are five categories.

NUMBER OF CUSTOMER THAT..

BODEGA	PAY GO	FRIENDLY	PARTIAL	CONCRETE	GO
1	32	7	14	8	2
2	15	8	6	6	5
3	10	7	5	0	3

KEY

PAY GO: Short talk and payment transaction
FRIENDLY: More than 1 minute of warm conversation
PARTIAL: Short exchange of warm words
CONCRETE: "Do you have milk…, thanks"
GO: No interaction, they come inside, and then they leave.

GRAPH 2.0

**THE
SOUTHSIDE
PROJECT**
PROCESS

MAFE PEREZ
DSI - THESIS
2015

The majority of interactions are very short and are based in a "Pay and go" relation, making very short the time expended in the Bodega. Usually customers are in rush and they buy a small amount of product, because they have a specific product in mind.

So, how can we increase the customer dialogue and interaction by engaging them with cultural backgrounds?Customers are disconnected and disengaged from their local Bodega.

Thus, to maintain and assure future business success, Bodega owners need to understand the interests and needs of their potential customers and connect their Bodega culture to their customers' interests.
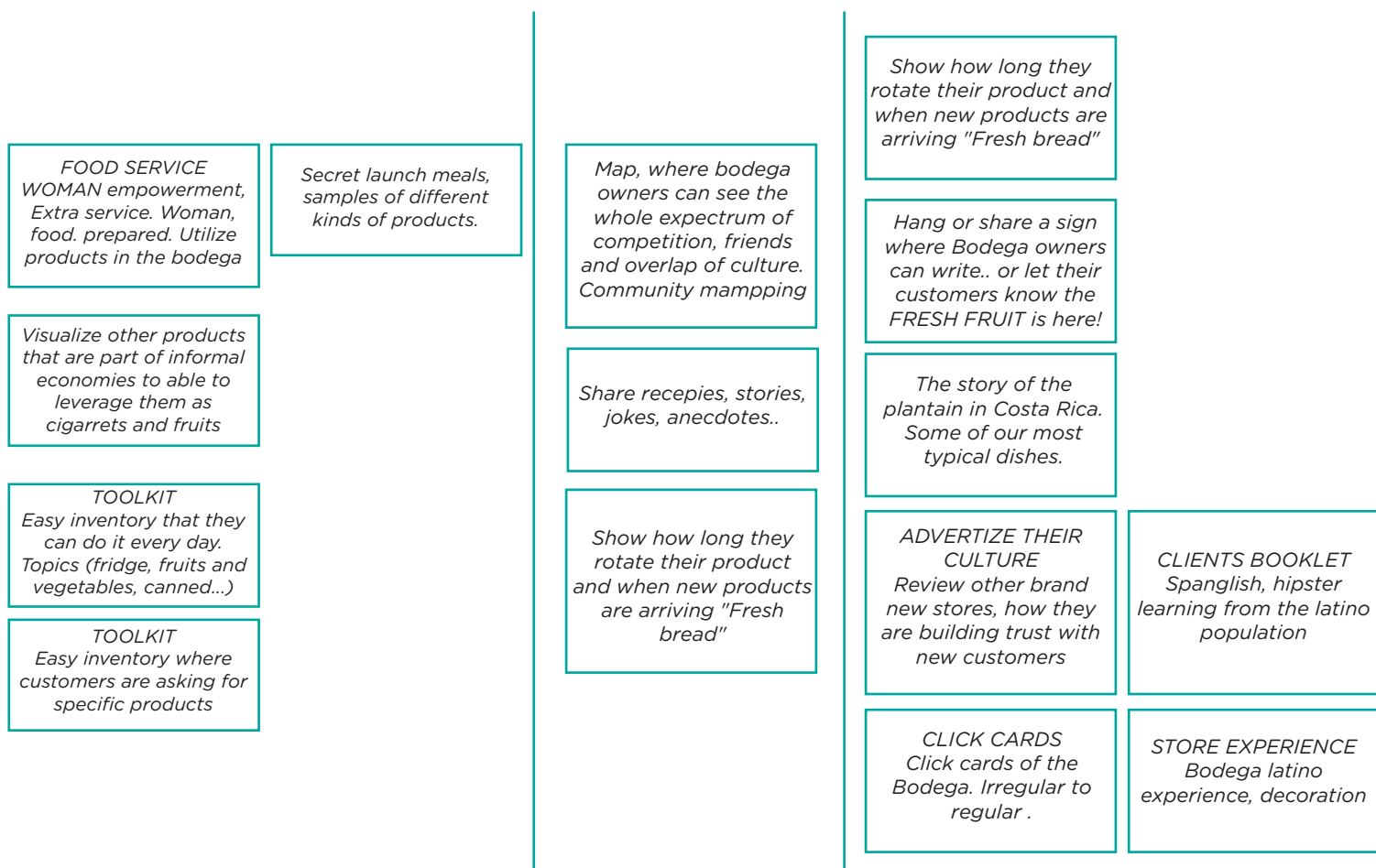
SCOPING

Defining the best leverage point of intervention came from a synthesis of the unmet needs discovered through the first research phase. As you will see in the next graphic, they are divided into three scopes, each of them equally relevant. The first one is based on the actual business performance and their current business model. The second is based on the mainstay of the community of South Williamsburg and the third is based on the customer (regular and potential) in the area.

BUSINESS PERSPECTIVE	*NEIGHBORING PERSPECTIVE*	*CUSTOMERS PERSPECTIVE*
BIG UNMEET NEEDS	BIG UNMEET NEEDS	BIG UNMEET NEEDS
Latino immigrant Bodega owners in South W. have a desire for reassurance for a future of a profitable and stable business. They need to understand the interest of their potential customers.	Latino bodega owners see their neighboring bodegas as competition. They need to see their peers as a opportunity for financial benefits collaborative	New customers are disconnected and disengaged from their Local Bodegas in South Williamsburg. Bodega owners, need to grow customers interest by connecting with Bodegal it´s culture.
SPECIFIC UNMEET NEEDS	*SPECIFIC UNMEET NEEDS*	*SPECIFIC UNMEET NEEDS*
Bodega owners are seeking grey economy opportunities that wil provide stability in their business, while they channels of trust with their regular customers	There is a need of Bodega owners to transpass their cultural barriers, to be able to collaborate with each other	Bodegas owners need to increase the rotation of their store products and make it visible. Which kind of product, what is unic from their country.
Bodega owners is SW need to standarize an accountable system, in order of verify decisions and make product decisions more precide		New customers value the idea of fresh and new kind of products
		Build trust with new customers and the products and services Bodega Owners are offering
		Customers have a short and concrete interaction with the Bodega owners, they need to increase their regular customers by engaging them with their mean products and services

**THE
SOUTHSIDE
PROJECT**
IDEATION

MAFE PEREZ
DSI - THESIS
2015

IDEATION

The Graph 5.0 contains some of the ideas that would solve the specific needs. This selection of ideas was part of a "100 ideas" activity. This graph only illustrates the ideas that had the best potential to be implemented and developed.

There are a lot of similarities between the three Bodegas in terms of how their business operates; this opens a room for an intervention that is easily applicable for the three of them.

Show how long they rotate their product and when new products are arriving "Fresh bread"

FOOD SERVICE WOMAN empowerment, Extra service. Woman, food. prepared. Utilize products in the bodega

Secret launch meals, samples of different kinds of products.

Map, where bodega owners can see the whole expectrum of competition, friends and overlap of culture. Community mampping

Hang or share a sign where Bodega owners can write.. or let their customers know the FRESH FRUIT is here!

Visualize other products that are part of informal economies to able to leverage them as cigarrets and fruits

Share recepies, stories, jokes, anecdotes..

The story of the plantain in Costa Rica. Some of our most typical dishes.

TOOLKIT Easy inventory that they can do it every day. Topics (fridge, fruits and vegetables, canned...)

Show how long they rotate their product and when new products are arriving "Fresh bread"

ADVERTIZE THEIR CULTURE Review other brand new stores, how they are building trust with new customers

CLIENTS BOOKLET Spanglish, hipster learning from the latino population

TOOLKIT Easy inventory where customers are asking for specific products

CLICK CARDS Click cards of the Bodega. Irregular to regular .

STORE EXPERIENCE Bodega latino experience, decoration

GRAPH 3.0

CONCEPT DEVELOPMENT

This systematic concept will help to specify the actual intervention that would take place in South Williamsburg.

**THE
SOUTHSIDE
PROJECT**
PROTOTYPE

MAFE PEREZ
DSI - THESIS
2015
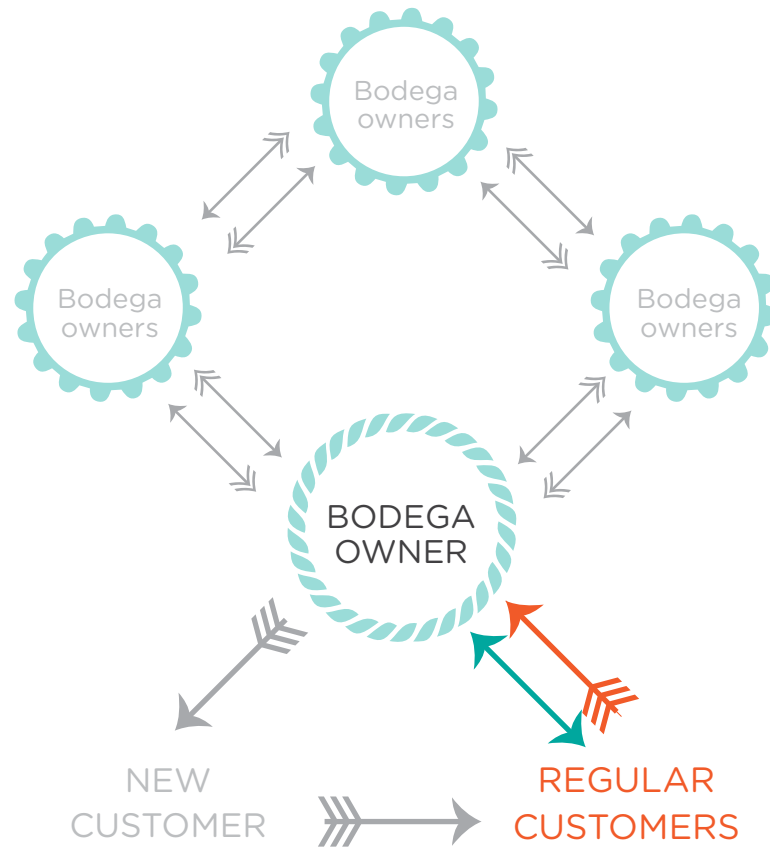
GRAPH 4.0

In the Graph 6.0 we can observe how the ideal system will look. Bodega owners will collaborate with each other in the community, helping to facilitate and increase trusting relationships with their new customers, and by understanding their needs, turning them into regular and daily customers of the bodegas. So, if bodega owners have a space where they can contribute, build and collaborate, they will more easily see the opportunity to grow together and keep South Williamsburg as a neighborhood of strong commercial Latino stores.

FIRST PROTOTYPE *- COMMUNITY MEETING*

In order to understand how a community or local organization will look, the first meeting with some Bodegas took place in January 2015. Two weeks of strong outreach to invite Business owners and their families to participate in the first meeting for entrepreneurs in South Williamsburg. More than 20 invitations were given away.

THE
SOUTHSIDE
PROJECT
PROTOTYPE

MAFE PEREZ
DSI - THESIS
2015

FLYER 1.0

As a result, only three bodega owners came to the meeting. In those thirty minutes, each of them shared their strongest challenges and they gave advice between them because there was a lot of overlap in the discussion. This quick meeting was to understand the relevance of a community association, a community that would provide support to the business owners of the area. A new meeting was set up for the next month so a stronger discussion could happen and more participants would come.

It was interesting to see the lack of motivation, time commitment or compromise coming from the owners in initial discussions. Even they see the importance of be part of a change, but they aren't a 100% involved. This helped to step back and see the importance of identifying leaders in the area, who will help to increase involvement and maintain circles of trust.

ACTIONABLE PLAN

PLAN 1
LOCAL COMMUNITY MEETING

There are two lines to solve the unmet needs, local community support and customer engagement. This systematic approach will help to fortify the entrepreneurs' community and their channels of engagement to new customers in the area.

THE
SOUTHSIDE
PROJECT
PLAN

MAFE PEREZ
DSI - THESIS
2015

NEED	HYPOTHESIS	GOAL	IDEA	INPUT human capital	INPUT information	PARTNERSHIP	OUTPUT	OUTCOME impact
LOCAL COMMUNITY SUPPORT AND PEERS COLLABORATION	"If small business entrepeneurs collaborate and support each other, their business will be ecomically stable"	Establish a board of directors in order to define the organizations role an responsabilities	ASSOCIATION WITH BUSINESS OWNERS	Bodega´s owners information	Owners shedules	BROOKLYN CHAMBERS	Monthly schedule	Be able to make partnership with different organization that can help them in different situations
	If small business owners are part of a monthly assosiation meeting they are able to discuss and create change in Williamsburg"	Development of a member dues structure		Interviews to know their motivations	What the membership will give to them	SMALL BUSINESS SOLUTIONS	Membership ID	Sustainable merchants assosiation
	If they meet every month they are able to make their assosiation stronger and leverage trust to make change	Generate channels of communication between each other and amplify them		Power map	Agenda for each meeting	IBROOKLYN	Membership contract	El Puente will take over the process and help to guide the assosiation
		Incentivate neighboorhood advocacy			Task for each meeting	BK MADE	List their Business in media and magazines	The assosiation will be able to advocate for the neighboorhood and their difficulties

CHART 1.0

It took a while to set a plan that would help to see the whole picture of this intervention. Feedback from advisors, students and local organizations in South Williamsburg gave some input to put the Chart 1.0 together. This is a plan to build a Local Association, which looks to establish a community group of local business owners in South Williamsburg, to collaborate and overcome business challenges. The main outputs are to build trust among participants, identify key leaders, connect them with possible partners, open the space to create strategies to help them solve problems and increase opportunities.

The need of increasing customer engagement with the current businesses of the area. Thanks to the research, a new demographic is coming to the neighborhood, and their needs are completely different from the established population. So, how can we can increase foot traffic and immerse them with the distinctive products, stories and services that these businesses are offering?

**THE
SOUTHSIDE
PROJECT**
PLAN

MAFE PEREZ
DSI - THESIS
2015

PLAN 2
ENGAGE NEW CUSTOMERS

NEED	HYPOTHESIS	GOAL	IDEA	INPUT human capital	INPUT information	PARTNERSHIP	OUTPUT	OUTCOME impact
ENGANGE NEW CUSTOMERS	If a map consolidates stories and information, will make easier to undertand the services/stores that business and South Williamsburg are offering. Will also increase the engagement of the new customer/visitors of the area"	Increase economical develop for small business by engaging new custorms with their stories and most important information	MAP OF SOUTH WILLIAMSBURG	Business agreement to participate and be part of the map	Information and stories from each store/service	South Side Stories	Map	New customers are able to see and visit those place
		Deliver information and services to the new customers	STORIES BUSINESS OWNERS	Art and editorial support	Location	Union Docs Collaborative	Interactive Map	A culture will be spread out
		Create new channels of communication with new customers and Business Owners			Creative concept that synthesis the culture	Brooklyn Chamber	Sticker on SB that shows that they are part of the Map	New stories and stores will be align
					Stories of South Williamsburg	Southside Merchants Association	Membershio for Map	increase ravenue for SB
							Map in media	Incentivate williamsburg turism
							Map in Magazines	

CHART 2.0

This systematic approach helps to tackle two angles at the same time. While a business association helps to build business capabilities and improve systems that have been in place for years, new strategies for customers push and increase the requirements to satisfy new customer needs and engage them for a next purchase.

PARTNERSHIP AND COLLABORATION

While the ideas and the concept were developed, new stakeholders came aboard. Based on strong research, the concept is to generate partnerships and extend this case into a real environment. As the Chart 1.0 presents, there were new key stakeholders who would be potential collaborators to execute the main activities.

The first one is Brooklyn Chamber of Commerce, whose vision is to "promote economic development across the borough and serve as an advocate for its member businesses in Brooklyn." With them aboard, and the city of NYC as an entity who trust the Chamber, they were interested to align goals and make sure that the main outcome was to support business owners and the community of South Williamsburg.

They received a petition from the City of NY that states the importance of building a community of business in "Los Sures" (South Williamsburg), to develop an organization that will receive Capacity Building services in their corresponding neighborhood(s). The main objectives are to establish and incorporate an organization, and clearly define the organization's role in the retail/services business community in Williamsburg.

**THE
SOUTHSIDE
PROJECT**
PROCESS

MAFE PEREZ
DSI - THESIS
2015

With this collaboration, and the reassurance of the city's help to see that this case study is not just hypothetical, there is a city-level desire to develop and make stronger these local businesses.

The next partner is "El Puente" a local organization that has been in the neighborhood since 1982. They are a "community human rights institution that promotes leadership for peace and justice through the engagement of members (youth and adult) in the arts, education, scientific research, wellness and environmental action." They have been working for several years in the area, so the majority of the population has an idea of who they are and usually identify with their main values and initiatives.

El Puente is happy to help and assist in the process of building the association but also with an artistic view to assist and engage new customers. They will be more focused in the sustainability of the project over the long-term. Working with the Chamber the goal is to facilitate the first months of the association and formulate the steps of this process, so that a robust project can be handed to El Puente.

PIVOTING

SECOND PROTOTYPE *- CO-CREATIONAL COMMUNITY MEETING*

Thanks to the previous meeting experience, it was decided to invite other local Latino businesses and make sure that the number of attendees and people targeted was increasing. These other Latino businesses include laundry mats, alteration and dry cleaners and clothing and travel agencies, some who have also been in South Williamsburg for more than ten years. The flyer and invitation was sent to more than fifty merchants. Fifteen business owners came to the meeting on February the 5th. The turnout was a big increase from the last meeting, where only three owners participated. In this case the meeting was longer and took place in a local restaurant.

Some of the main points were:

• What motivates you everyday to wake up early in morning, go to your business and spend several hours on it?

• What we want to change to make SW more economically developed

• There is a gentrification reality, how we can address it?

**THE
SOUTHSIDE
PROJECT**
PROCESS

MAFE PEREZ
DSI - THESIS
2015

PCITURE 2.0

The majority of the attendees were very positive and excited about the ideas, the goals and the local empowerment.

Part of the session was to ideate new ways to involve new customers and share the amazing side of South Williamsburg. Some thoughts were to increase social media attraction and build a strong map of South Williamsburg. As was explained before, a map was a key component to spread the information and stories of the neighborhood. In this meeting some leaders raised their hands to be active participants of this community association because they clearly see the need for it.

A college student of the neighborhood and participant in the meeting decided to take over social media, so he is spreading stories and curiosities of the neighborhood on Facebook, Twitter and Instagram.

THIRD PROTOTYPE *- COMMUNITY MAPPING*

Strategies is to increase foot traffic, and so a map of the businesses is in process. This map contains the main streets, but also stories we have been collecting from the different commercial places.

The business owners have expressed their participation in the map, but also they have shared what makes them unique, strong and competitive in the market. They answer the question, "How your business would help to increase foot traffic in the zone but also how will you keep engaged in customer involvement?"
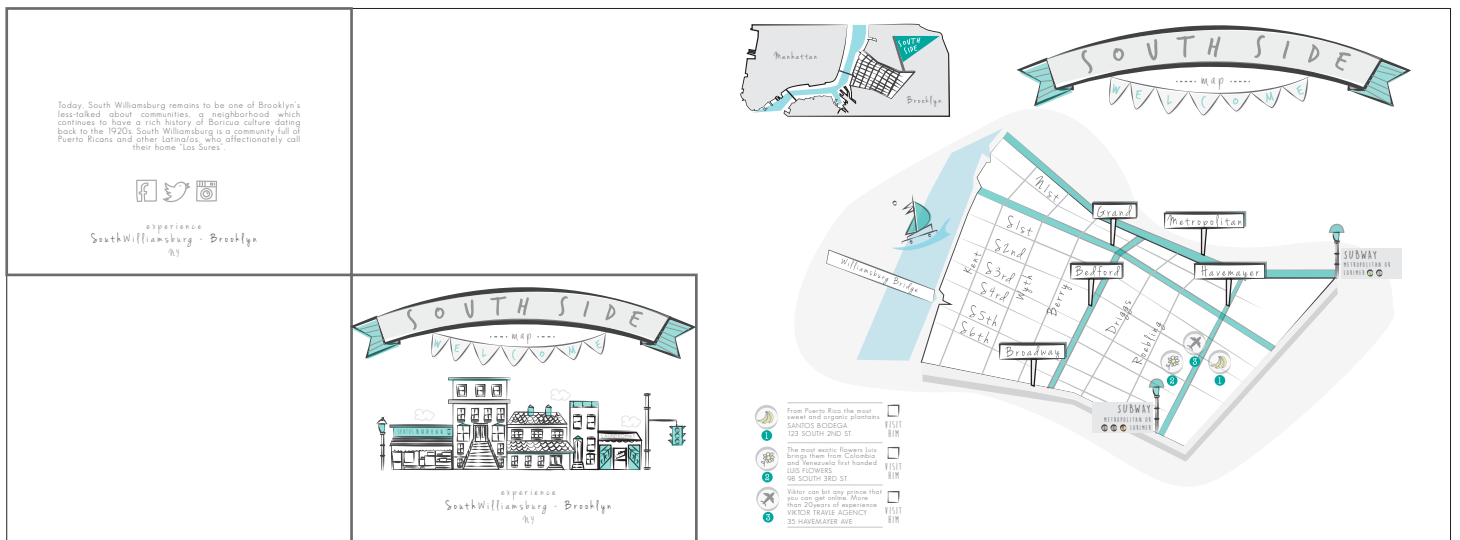
We have collected 10 stories so far. The first map prototype was built with only three of them, just to see the response from the possible users.

**THE
SOUTHSIDE
PROJECT**
PROCESS

MAFE PEREZ
DSI - THESIS
2015

PCITURE 3.0 - COLLECTING STORIES
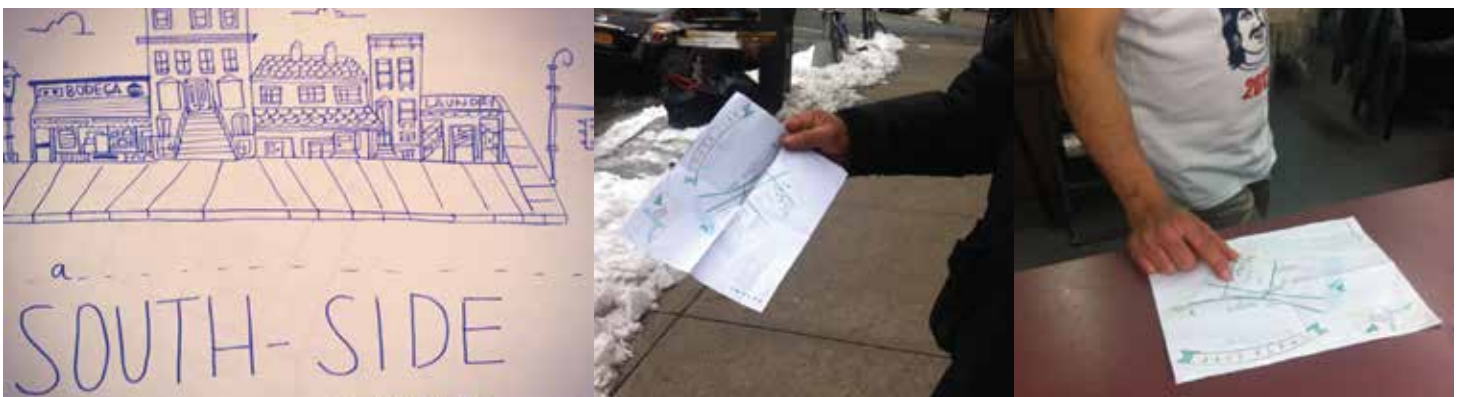
PCITURE 4.0 - PROTOTYPING WITH CUSTOMERS

PCITURE 5.0 - MAP OF SOUTH WILLIAMSBURG

**THE
SOUTHSIDE
PROJECT**
DESIGN AND PLANNING

MAFE PEREZ
DSI - THESIS
2015

THE PLAN

This process, along with lots of learning, have helped to craft the main goal.

THE
SOUTHSIDE
PROJECT

Empower immigrant Latino entrepreneurs in South Williamsburg to maintain, evolve and vitalize their business in periods of neighborhood transition.

⬤———→

If we contribute to the
hispanic entrepreneur in the
community from an individual
level by STRENGTHEN their
entrepreneuria skills.
Then, they will have the
ability to create community
improvements and collaborate with
their peers to contribute their own
resources, time and effort
to be successful.
Then this transition will not be
harmful, but will help revitalize their
business and be
competitive in a new market.

BUSINESS OWNERS
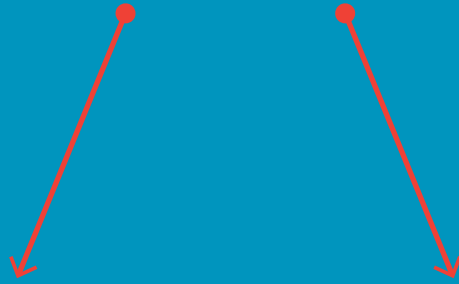
OWNERS PEERS

SOUTH WILLIAMSBURG COMMUNITY

**THE
SOUTHSIDE
PROJECT**
DESIGN AND PLANNING

MAFE PEREZ
DSI - THESIS
2015

MONTHLY´S MEETINGS - *MARCH 2015*

Business owners host a monthly meeting, where they will discuss challenges and strategies to promote positive business change in South Williamsburg. These reunions are facilitated by El Puente, a local advocacy partner. In each meeting, Local partners deliver necessary tools to STRENGTHEN their entrepreneurial skills.

In March, We applied to a google grant, that gave us the opportunity to host a workshop. The main goal was to increase their tech abilities to close the gap between the less tech- savvy business owners and the modern consumer.

**THE
SOUTHSIDE
PROJECT**
DESIGN AND PLANNING

MAFE PEREZ
DSI - THESIS
2015

MONTHLY´S MEETINGS - *MARCH 2015*

With 20 business-owner attendees, This was one of the first series of workshops that will be happening every month, where business owners will come together and will connect with Local partners that would give them useful tools.

Each of them left with an account in google business and yelp, and they are having a visit with the google team for the next two months, to check and address their main concerns.

MAPPING SOUTHSIDE

Through these first monthly meetings, we have built a stronger capability to increase foot traffic and inform residents and visitors about the distinctive products, stories and services that these businesses offer.

As a manifestation of a community connection between latino business owners and new "unknown" customers, we built a map. We gathered stories and services of each business throughout the main street of South Williamsburg. This map aims to establish new channels of communication, By Bringing together local artists, partners and business owners.

After a first prototype. We spend a lot of weeks, collecting the data. We collected basic demographics and specific products and services descriptions that this businesses are offering. As a result we have this two sides map.
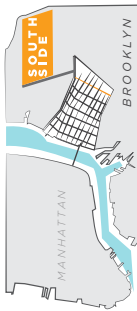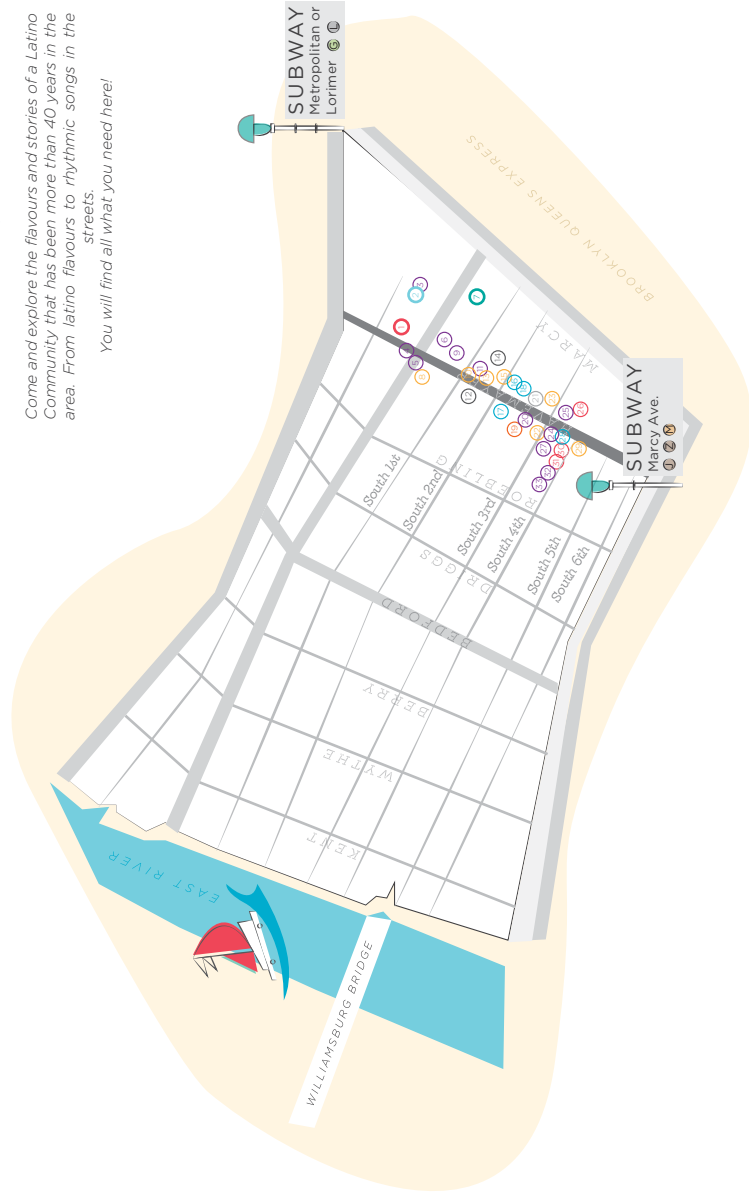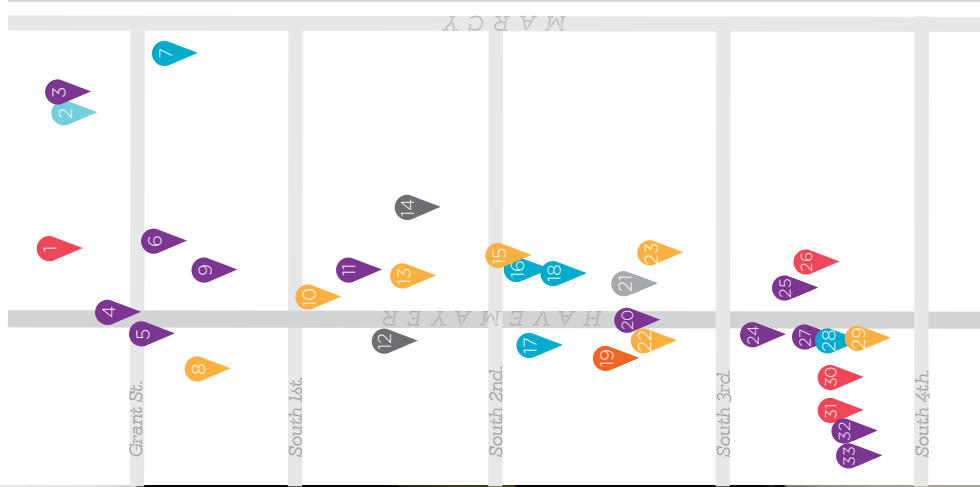
SOUTH SIDE

WELCOME

Map

Come and explore the flavours and stories of a Latino Community that has been more than 40 years in the area. From latino flavours to rhythmic songs in the streets.

You will find all what you need here!

SUBWAY
Metropolitan or Lorimer

SUBWAY
Marcy Ave.

BROOKLYN QUEENS EXPRESS

MARCY

DRIGGS

BEDFORD

BERRY

WYTHE

KENT

EAST RIVER

WILLIAMSBURG BRIDGE

South 1st
South 2nd
South 3rd
South 4th
South 5th
South 6th

SOUTH SIDE

BROOKLYN

MANHATTAN

1 High Horse Salon
103 Havemeyer St.
Women Hair and nails

2 Bird River Studios
343 Grand St.
Creativity and Design

3 St. Mazie
345 Grand St.
Jazz every Wednesday

4 The Lodge
316 Grand St.
Best Veggie Burguer

5 Triple Shots Atlas
116 Havemeyer St.
Work and coffee to share

6 Taco Chulo
318 Grand St.
Real tacos!

7 Brooklyn-Tailors
358 Grand St.
Fix any clothes you need

8 Billy's Market Place/Ctown
130 Havemeyer St.
Any latino product you imagine is here

9 ZiZi Limona Restaurant & Bar
129 Havemeyer St.
Yigal, will share her best recepies

10 JJ 99cent
135 Havemeyer St.
Dolar store, so convinient

11 Café Unique
141 Havemeyer St.
You will back for more

12 Julie's Travel
146 Havemeyer St.
Frankie offers the best deal

13 Around The Clock
149 Havemeyer St.
Grocery for all nights

14 Roxana Travel
263 South 2nd St.
She takes you anywhere.

15 Williamsburg Organic
153 Havemeyer St.
Midnight sandwiches

16 Rachel's Corset
155 Havemeyer St.
Clothing for any woman

17 La Di Da Dee
160 Havemeyer St.
Pure Brooklyn style

18 Jack's Cancellation Shoes
161 Havemeyer St.
Jack repairs you walk

19 Havemayer Pharmacy
168 Havemeyer St.
In an emergency

20 Stan's Cafecito
172A Havemeyer St.
Best breakfast burritos ever

21 Jesse's Plastic Covers
167 Havemeyer St.
He takes care of your stuff

22 Mini Market
233 South 3rd St.
Family groceries

23 Mercy's Beauty
241 South 3rd St.
Pretty womans only

24 Kabob Shack
182 Havemeyer St.
Real flavours

25 Daily Press Coffee
181 Havemeyer
Breakfast Waffles and Café con Leche

26 Millenium Nails
185 Havemeyer St.
Any nailploish color you will dream

27 Post Office Restaurant
188 Havemeyer St.
Fresh air and beer

28 JJ 99cent
135 Havemeyer St.
Dolar store, so convinient

29 Café Unique
141 Havemeyer St.
You will back for more

30 Julie's Travel
146 Havemeyer St.
Frankie offers the best deal

31 Around The Clock
149 Havemeyer St.
Grocery for all nights

32 Roxana Travel
263 South 2nd St.
She takes you anywhere.

33 Williamsburg Organic
153 Havemeyer St.
Midnight sandwiches

Legend:
- Art + Design
- Beauty
- Clothing
- Grocery
- Pharmacy
- Repairs
- Restaurant - Cafe
- Travel Agency

MARCY

HAVEMAYER

Grant St. · South 1st. · South 2nd. · South 3rd · South 4th.

THE
SOUTHSIDE
PROJECT
DESIGN AND PLANNING

MAFE PEREZ
DSI - THESIS
2015

NEXT STEPS

This model has a big potential to scale and be replicable in other neighborhoods that are facing similar challenges, affecting hundreds of families. Brooklyn is home to four of the top 25 fastest gentrifying zip codes nationwide. Fort Green, Clinton Hill, Prospect Heights, and Williamsburg. SoEntrepreneurs' spirit could be redirected to design, accelerate and transform barriers into opportunities so economical and sustainable dynamics will be stronger, while they keep healthy social interactions and encourage collaborative environments.

We learned that business owners as entrepreneurs feel empowered when their ideas are heard, but also when there is a follow up discussion with solutions. Empowerment leads to ownership, therefore we want to ensure those feelings by making them the owners of this ASSOCIATION. When they are the community leaders, a smoother neighborhood transition will be more likely to happen.

SUCESS LOOKS LIKE

As a systematic intervention, the level of participation has increased not only from business owners and their families, but local organizations are more curious about the project and how they can be actively engaged. Success will be achieved if the entrepreneurs involved take the initiative to mobilize their community, develop and implement strategies that help to support the main challenges of their business. Success is to keep growing the association and increase the number of participants, but also to open the room to local organizations to participate and maximize the cultural background of the area.

Success is also increasing the number of regular customers in their businesses by distributing information about their businesses and what makes them unique. Also amplifying the channels of communication to help better understand the clients' needs and develop strategies that will keep them engaged with the services.

"If people are not feeling like this is their community then they won't feel like they have a future here."

Luis Angel Acosta