01

“Practical Theories”

2022 June- 2022 Aug

Summer Studio
Instructor: Elias Anastas & Yousef Anastas
Shinbashira Connection Detail
02
“Street Studio”
2022 Sept- 2022 Dec
Fall Studio
Instructor: Jing Liu
Surrounding BIDs

BUISNESS LANDSCAPE

What We’ve Heard from Jackson Heights Shoppers

What changes need to occur to attract more visitors/shoppers?

- "Add more parks, benches, and green spaces."
- "Open and public seating for places to sit and eat outside."
- "Neighborhood already has good diversity of shops, but there’s a lot of competition."
- "Overall, the community needs to feel more welcoming."

How often do you shop in Jackson Heights?

- Daily
- 2-3 times a week
- Once a week
- Twice a month
- Once a month
- Few times a year
- Rarely

When do you usually shop in Jackson Heights?

- Weekends
- Weekdays
- Weekends only
- Weekdays only
- No set times

KEY FINDINGS & OPPORTUNITIES

Strengths

- Recognized as one of the most diverse neighborhoods in the city and entire country, which attracts both shoppers and entrepreneurs
- Numerous community-based organizations and grassroots groups are active in the neighborhood

Challenges

- The neighborhood lacks sufficient public space to accommodate the variety of planned and informal activities conducted by residents and shoppers
- Pedestrian foot traffic is concentrated on relatively small, crooked sidewalks, which generally lack street furniture or amenities

BUSINESS LANDSCAPE

What We’ve Heard from Jackson Heights Street Vendors

What are the three biggest challenges facing your business?

- Government regulations/burocracy
- High rentals/rent
- Sanitation/cleanliness
- Problems with bricks and mortar businesses
- Restricted hours
- Access to loans
- Insurance
- Crime Safety
- Marketing/promotion costs

What kinds of resources would help you grow your business?

- Legal support
- Assistance with regulatory compliance
- High rental costs
- Marketing support
- Access to financing
- Technology improvements/ebusiness tools
- Other

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03
“Decolonizing Museum”

2023 Jan- 2023 Apr

Spring Studio
Instructor: Juan Herreros
Partners: Junzhi Deng, Wentao Liu, Xun Lu