



# The Next Williamsburg: Getting in on the Ground Floor

Using MTA data to derive insights into prospective luxury building locations

Leonid Sim  
Erick Walker  
Kayla Starmer  
Elena Dubova

---

# Our Project

## Developer Challenges in NYC

- Oversaturated market
- Competition
- Profitability risks



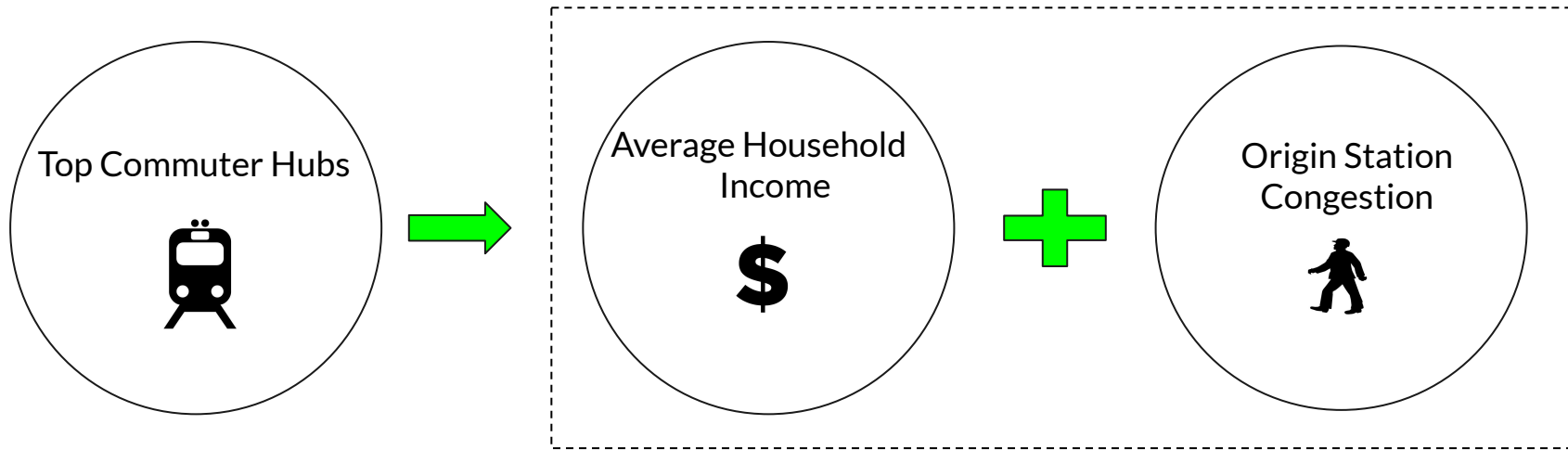
## Our Response

Use **data-driven approach** to pinpoint promising locations for **your next development site**

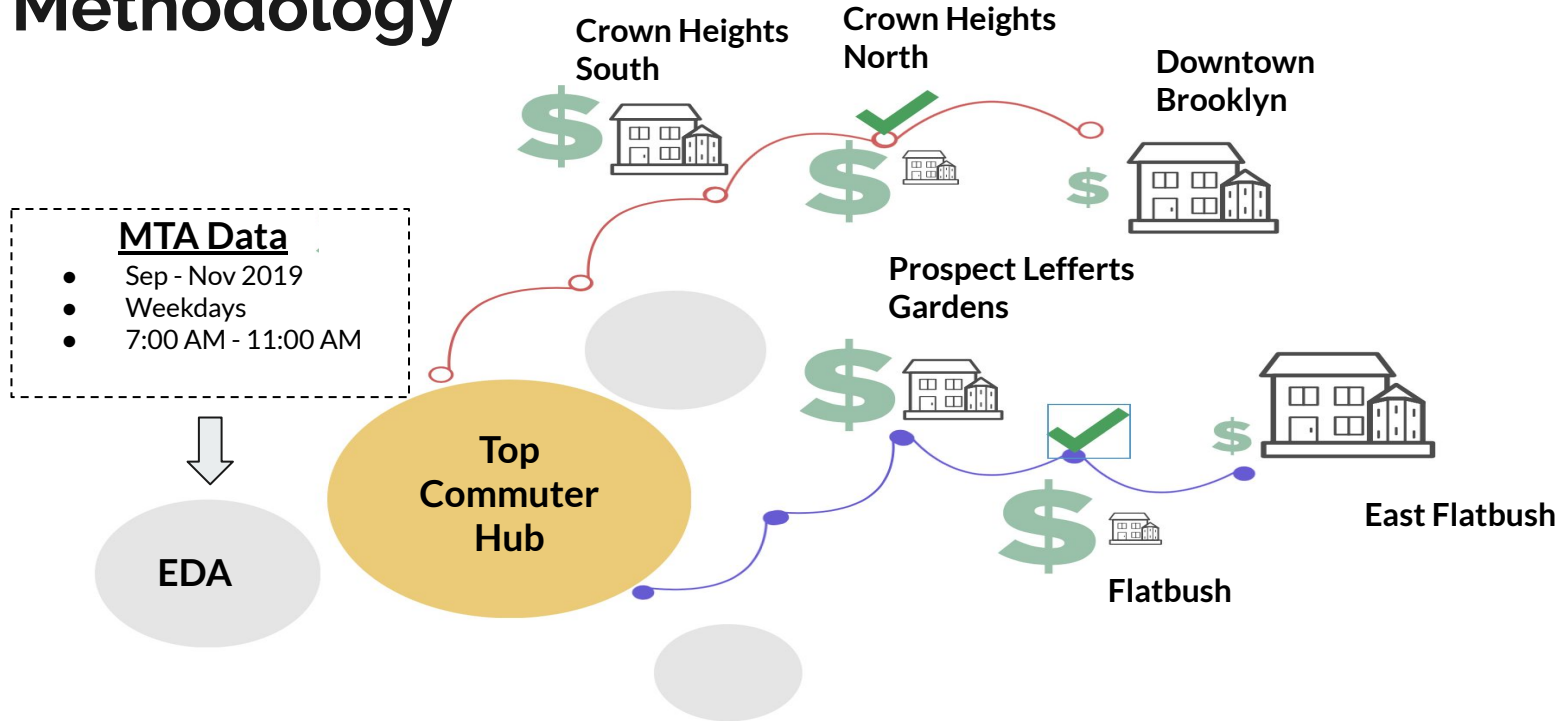




# Criteria

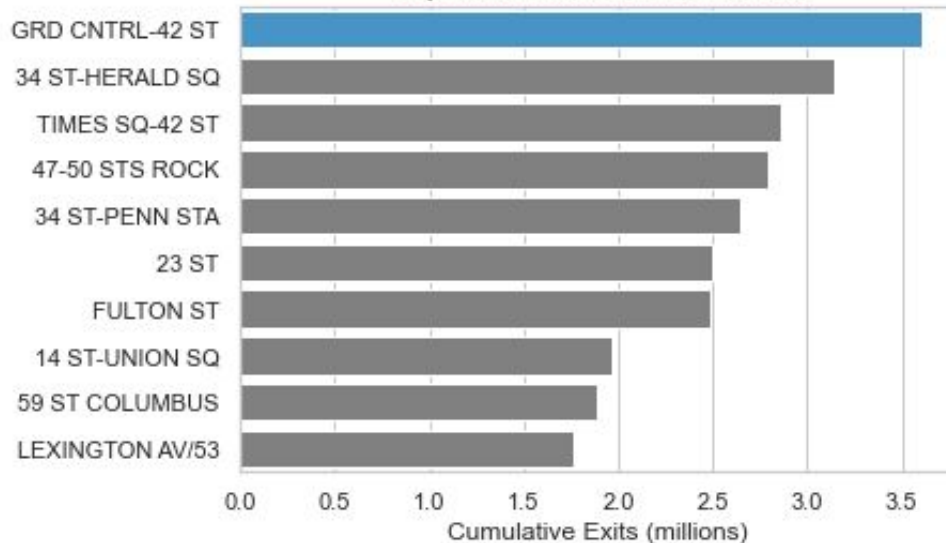


# Methodology



# Results: Top Commuter Destinations

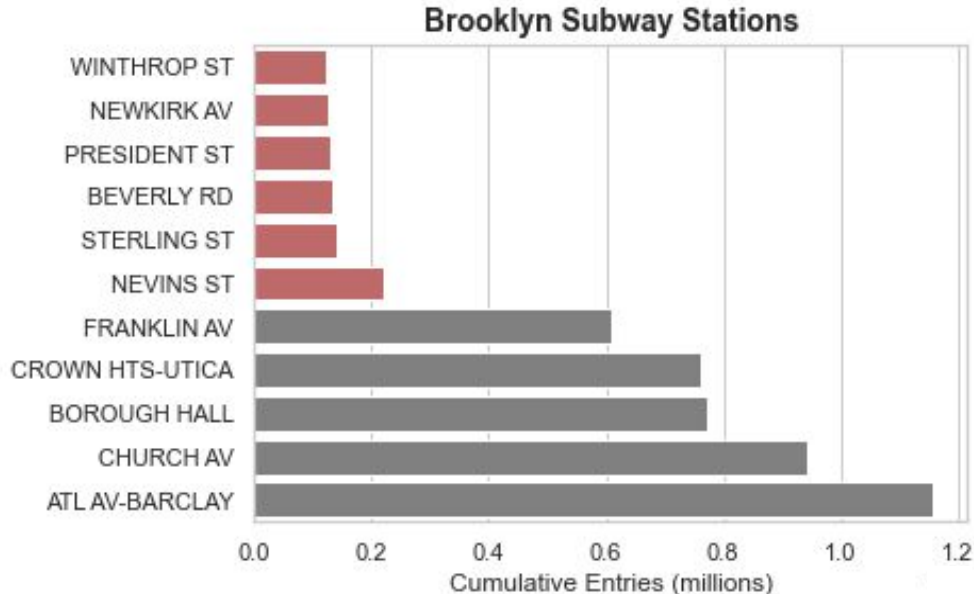
Top Work Hubs in Manhattan



## Insights from analyzing MTA data:

- Traced subway paths feeding into Grand Central
- Identified **456**, and **7** lines
- Brooklyn emerged for additional analysis

# Brooklyn Stations Commuter Density



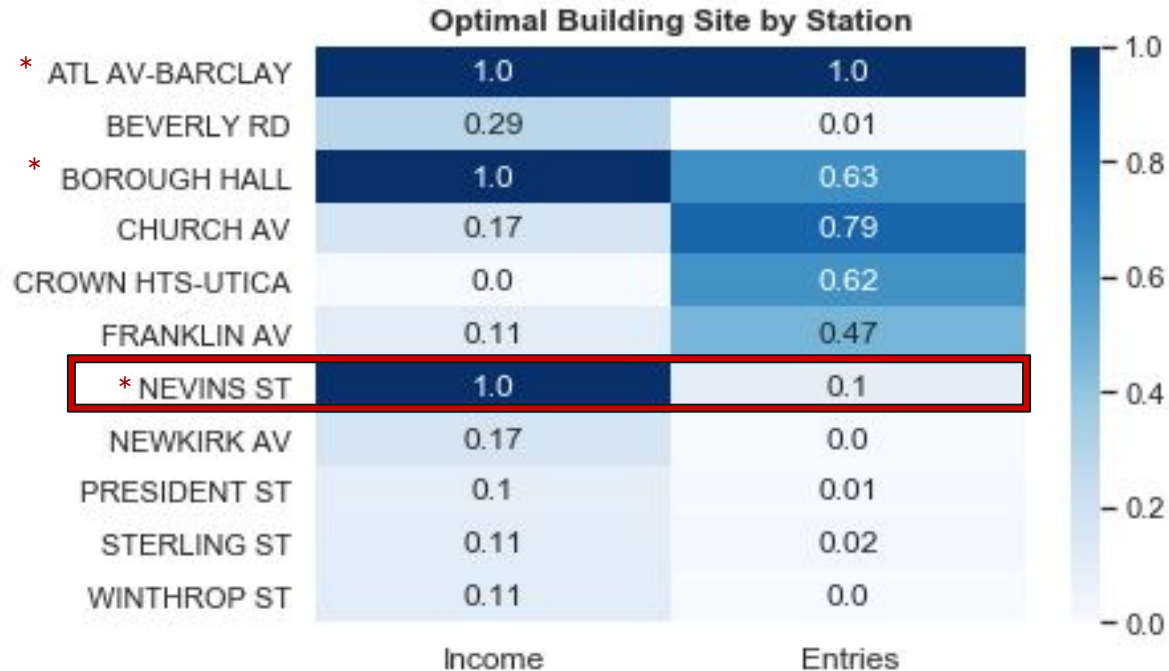
## Insights from analyzing MTA data:

- Sorted stations by number of morning entries
- Selected less dense stations for further investigation
- Income data to further segment locations

## Income and Turnstile Entries Heat Map by Neighborhood



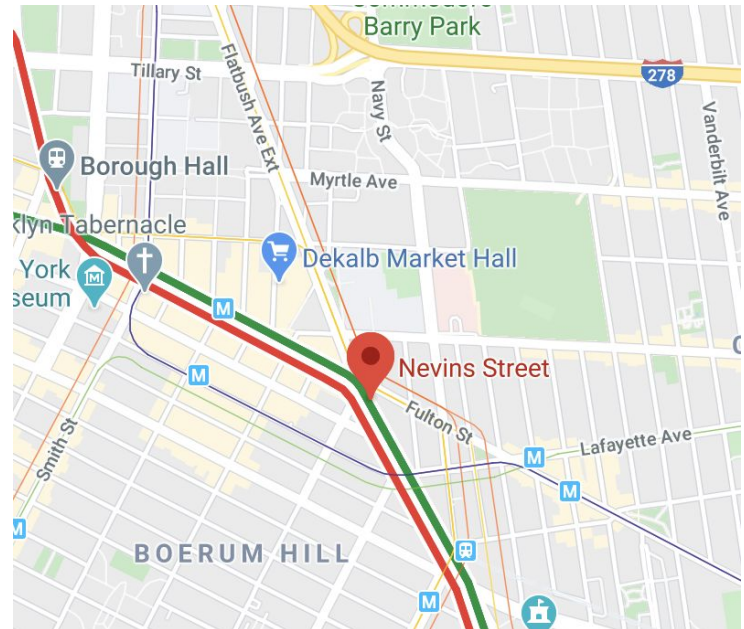
## Income and Entries Heat Map by Station





# Recommendation: Invest in Nevins Street Stop

- Locality to main commuter hubs
- High neighborhood income levels
- Origin station congestion



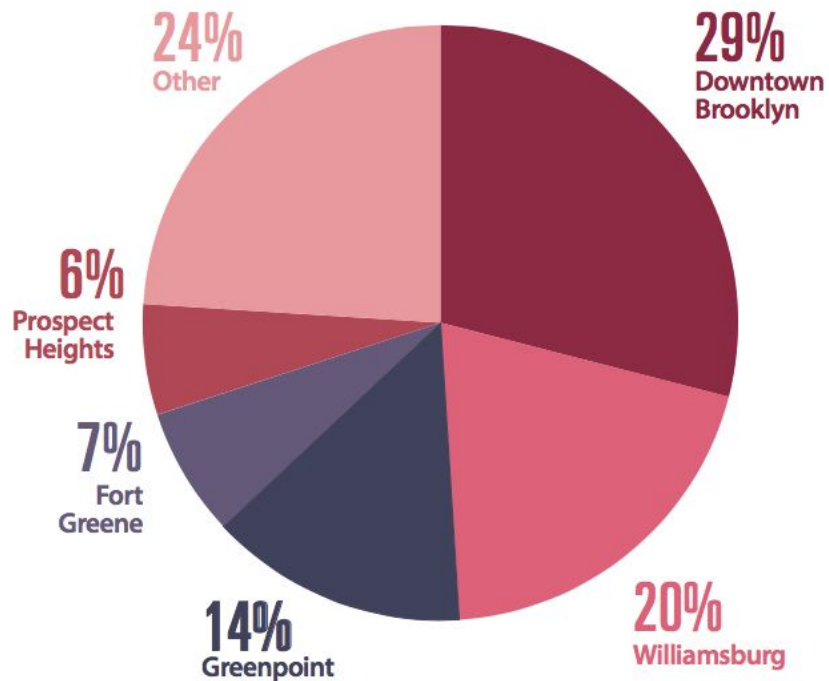


# Areas of Opportunity

- Saturation levels of luxury buildings
- Neighborhood desirability
- Comparative analysis of subway lines
- Impact of commute times
- Analyze other boroughs

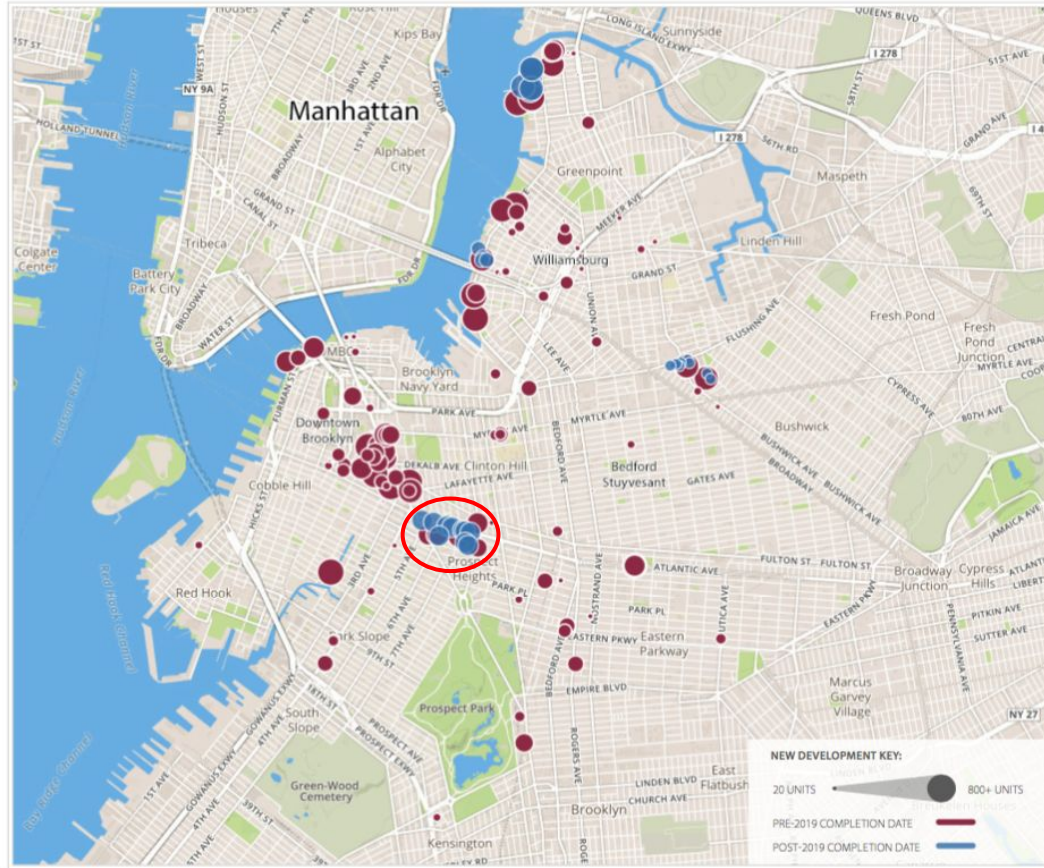


## New Unit Count by Neighborhood



NEIGHBORHOOD	# OF UNITS
Downtown Brooklyn	6,412
Williamsburg	4,341
Greenpoint	3,008
Fort Greene	1,546
Prospect Heights	1,304
Other	5,211

# New Buildings by Neighborhood



Source: [Brownstoner 2020 Development Report](#)



**Any  
Questions?**



# Appendix



### Exits by Station

STATION	EXITS
GRD CNTRL-42 ST	3607593.0
34 ST-HERALD SQ	3139274.0
TIMES SQ-42 ST	2856695.0
47-50 STS ROCK	2792361.0
34 ST-PENN STA	2646437.0
23 ST	2496873.0
FULTON ST	2486191.0
14 ST-UNION SQ	1962939.0
59 ST COLUMBUS	1888838.0
LEXINGTON AV/53	1761330.0



### Entries and Income by Neighborhood

	ENTRIES	INCOME
<b>Crown Heights North</b>	761424.0	37104
<b>Crown Heights South</b>	131114.0	41745
<b>Downtown Brooklyn</b>	2152645.0	84945
<b>East Flatbush</b>	132692.0	50889
<b>Flatbush</b>	1068477.0	45332
<b>Prospect Lefferts Gardens</b>	873163.0	42462





### Entries and Income by Station

	ENTRIES	INCOME
<b>ATL AV-BARCLAY</b>	1157933.0	84945
<b>BEVERLY RD</b>	132692.0	50889
<b>BOROUGH HALL</b>	773457.0	84945
<b>CHURCH AV</b>	943920.0	45332
<b>CROWN HTS-UTICA</b>	761424.0	37104
<b>FRANKLIN AV</b>	609944.0	42462
<b>NEVINS ST</b>	221255.0	84945
<b>NEWKIRK AV</b>	124557.0	45332
<b>PRESIDENT ST</b>	131114.0	41745
<b>STERLING ST</b>	142206.0	42462
<b>WINTHROP ST</b>	121013.0	42462

# Sources

1. [Turnstile data](#)
2. [Brownstoner 2020 Development Report](#)
3. [NY Curbed Median Income by Neighborhood](#)