

# Battle of the Neighborhoods

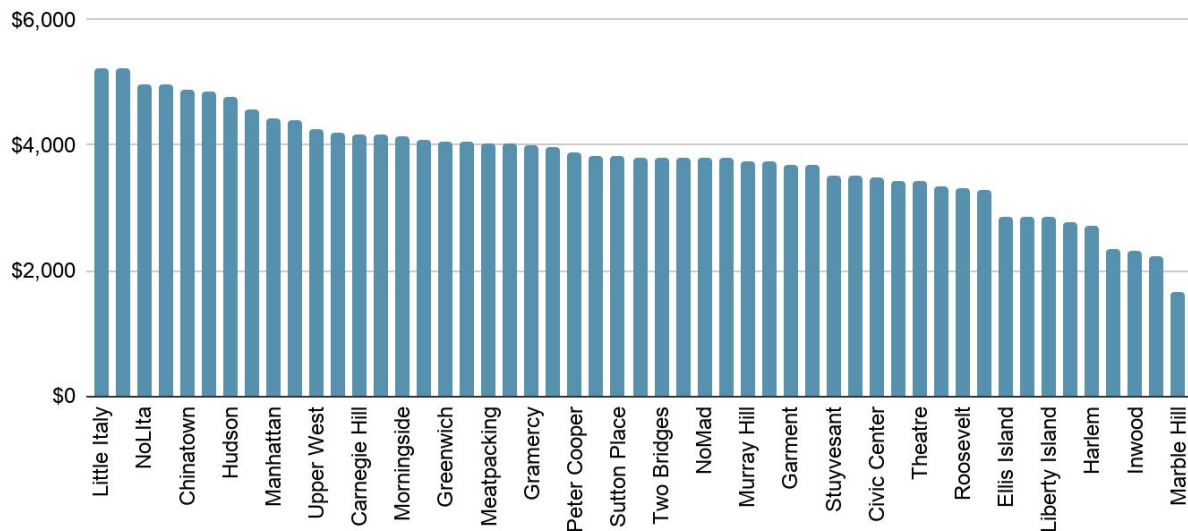
Tess Prebe

## Introduction

New York City is a central hub for many industries. It attracts people from all over the globe with job opportunities but it keeps people with its rich diversity, restaurants, nightlife, and historic buildings. With new people always moving into the city and old buildings falling apart, it can be necessary for new developers to come in and construct new buildings for the ever growing workforce that inhabits the city. My client is looking to do just that. They are looking for the prime neighborhood to build their new apartment for young millennials who work in Manhattan. What is the prime neighborhood? Ideally, this neighborhood would be affordable, close to common working neighborhoods, and have all the necessary venues in close walking distance. To help my client find this neighborhood, I will be using data to find a space that meets every qualification. Those neighborhoods are East Harlem, Yorkville and Murray Hill.

[1]

Average Rent in Manhattan



## Data

The data I will be using to solve this problem is Foursquare API. Foursquare is a location tool that allows people to check into venues and share tips with other users. It is a great platform for businesses to share information like menus, operating hours, and how to contact them. With this API I will be able to know how popular venues are, how affordable they will be for our future tenants, and their coordinates within the neighborhood. Geopy library will also be a very useful tool in order to help me specify the exact coordinates so I can translate them into a folium map to help visualize the neighborhood for my client. Folium is a library that will allow me to build maps to better visualize these neighborhoods. Lastly, I used an article from StreetEasy that listed the top 6 most affordable neighborhoods in Manhattan [2]. StreetEasy is an online real estate marketplace for New York City.

## **Methodology**

When starting out, I made sure to import all the necessary data I discussed in the previous section. I then created a dataframe of all of the boroughs, neighborhoods, and coordinates for New York City. With this information I was able to create a map to give a broad visual. With the most common working neighborhoods in the city being the Financial District and Midtown, I wanted to focus more specifically on Manhattan. Subsequently, I narrowed down my data frame into a new data frame with only Manhattan. It was now time to implement the Foursquare API so I could start looking at venues within each neighborhood of interest. As I mentioned before, I used an article from StreetEasy to narrow down the top 6 most affordable neighborhoods within Manhattan. Those neighborhoods were Yorkville, Murray Hill, East Harlem, Washington Heights, Hamilton Heights, and Inwood. I then used Foursquare to look up the closest venues to each neighborhood's coordinates, the most frequently appearing venues within those neighborhoods, and created a map to visualize the proximity of those venues.

## **Results**

Starting with Yorkville, which is located in the Upper East Side of Manhattan, I found that the closest venues are a bagel shop, gym, wine shop, liquor shop, and diner. StreetEasy stated the median rent was \$2,450 and the Q train is the only real form of public transit in the area. Its most common venues are Italian restaurants, coffee shops, gyms, and bodegas. The next neighborhood was Murray Hill, located on the east side of midtown. Murray Hill's closest venues are a tea room, a Japanese restaurant, a coffee shop, and a Hawaiian restaurant. The median rent for Murray Hill applies to all of

Midtown East, which is \$2,700 and it is within walking distance to Grand Central Station. The most common venues are coffee shops, sandwich places, Japanese restaurants, and hotels. I then looked at Hamilton Heights which is located near the top of the island, near West 145th street. The closest venues are two cocktail bars, a cafe, an Italian restaurant, and a yoga studio. Median rent is listed as \$2,278 and the A, D, and 1 trains run through the area. The most common venues are pizza places, cafes, bodegas, and coffee shops. East Harlem is next on the list and is situated near the top right of Central Park. The closest venues are a beer bar, a Mexican restaurant, a Latin American restaurant, and a bakery. The median listing price is \$2,100 and the area has access to the 4,5,6 and E train. The most common venues are Mexican restaurants, bakeries, Thai restaurants, and Latin American restaurants. Next, I looked at Inwood which is located at the very top of the island near the Bronx. The closest venues are a farmers market, a wine shop, a bakery, and a bodega. The median rent is \$1,850 and the trains available are the A and the 1. The most common venues are cafes, Mexican restaurants, restaurants, and lounges. Finally, I looked at Washington Heights which is located near the Trans Manhattan Expressway. The closest venues are a restaurant, a cafe, a bodega, and another cafe. The median rent is \$2,021 and the C, A, and 1 train are all accessible. The most common venues are cafes, bakeries, mobile phone shops, and bodegas.

## Discussion

One of the many charms of New York City is how close in proximity everything is. When trying to differentiate these neighborhoods, it is no surprise that they all have amazing venues near them that make them attractive in their own way. One of the more obvious ways to divide them was their location within Manhattan. Especially because it is important to the client that these neighborhoods are close to the Financial District and Midtown, some of these neighborhoods are too out of the way for what would be an ideal fit. To make matters easier, we are going to take Inwood, Washington Heights, and Hamilton Heights out of the running because of their location. Now we can focus on Yorkville, Murray Hill, and East Harlem. East Harlem has the lowest median rent of the three options and very ideal public transit, buying building space would be most affordable in this neighborhood, but it is still the farthest away from the Financial District and Midtown. Yorkville is closer than East Harlem but the most expensive of the three options. The Upper East Side is home to many old buildings and has a very residential tone. Younger millennials may want a closer proximity to nightlife but older millennials may appreciate the quiet. Lastly, Murray Hill technically is a part of Midtown so it is the closest option to other working neighborhoods and it has great accessibility due to its proximity to Grand Central Station. There are also many bars in the area so working professionals who like to unwind after work may find the location appealing.

## Conclusion

New York is home to amazing boroughs and neighborhoods that are all unique and attractive in their own way. In order to find the best neighborhood to expand, it is important to know the qualities you are looking for. To help narrow the search for my client I started with the most affordable neighborhoods and then looked at the closest venues and the most common type of venues in the area. Creating maps were a great help to visualize the area and know which neighborhoods were too far for our needs. Each of the neighborhoods I looked at were great, but East Harlem, Yorkville, and Murray Hill were the best fits for this plan.

## References

[1] <https://www.rentcafe.com/average-rent-market-trends/us/ny/manhattan/>

[2] <https://streeteasy.com/blog/cheapest-manhattan-neighborhoods-for-renters/>