



# FRESH By the Numbers

Food Retail Expansion to Support Health  
now serves 1.2M New Yorkers & growing

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NYC Department of City Planning  
in partnership with the NYC Economic Development Corporation



# Celebrating FRESH

## Food Retail Expansion to Support Health

Every New Yorker deserves to have fresh food available to them within walking distance of their home – and since 2009, the City of New York has been working to make this a reality.

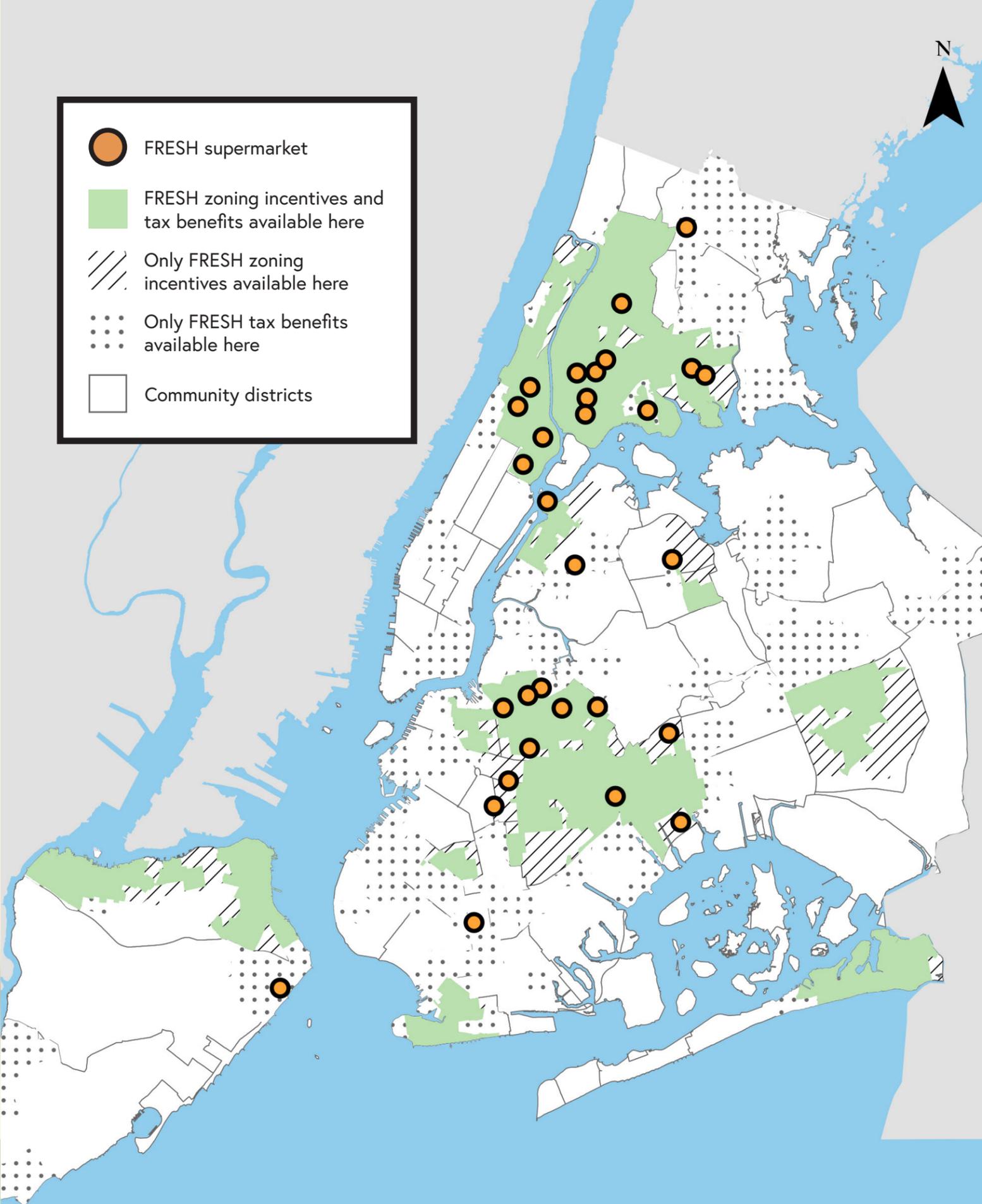
An essential aspect of this work is the Food Retail Expansion to Support Health program, or “FRESH,” **which directly supports the development and retention of accessible food stores** that provide fresh fruit, meats, vegetables, and other perishable goods, in addition to a full range of groceries.

The FRESH program offers zoning incentives and tax benefits to property owners who agree to build a full-service food market in New York City’s communities where access to fresh food is limited. A lack of fresh food has a long-term negative impact on the health of New Yorkers, including shorter life expectancy than those who have access to fresh food.

### The news

So far, the program has incentivized the opening of **30 FRESH stores within walking distance of 1.2 million previously underserved New Yorkers**. Brooklyn, the city’s most populous borough, has seen the most FRESH stores opened. About 450,000 Brooklynites live within one-half mile of a FRESH store.

We now have **another 21 FRESH stores in various stages of development** following a successful expansion of the program in 2021. These coming stores will offer fresh food choices to another **300,000 New Yorkers** in underserved communities.





# FRESH Successes at a Glance

## How the FRESH Program Started and How It Works

Working with the New York City Council and the five Borough Presidents, the New York City Department of City Planning and the New York City Economic Development Corporation collaborated on FRESH in response to the 2008 citywide [Going to Market](#) study. This study highlighted the widespread shortage of neighborhood grocery stores providing fresh food options in several communities of New York City.

The FRESH program offers **incentives to property owners who agree to build a fresh food grocery store in communities identified as having a high need** for new grocery options. Need is defined by a lack of adequate grocery store square footage for the population or no grocery options within a comfortable walking distance. In exchange for creating a full-service grocery store, the building in which the grocery store is located can be slightly larger than is allowed by the underlying zoning and provide less parking than is typically required for a grocery store.

The zoning incentive was first rolled out in 2009 across 20 Community Districts in all boroughs, except Staten Island, which was added in 2021. In addition, certain tax breaks are available to qualifying FRESH food stores, which lowers the cost of owning, leasing, developing, and renovating retail grocery space.

The New York City Economic Development Corporation administers those tax benefits via the New York City Industrial Development Agency. The tax benefits can be utilized with or separately from the zoning incentives.



**30 FRESH supermarkets**

have opened thanks to the program



**1.2 million New Yorkers**

live within one half-mile of a FRESH market



These 30 stores translate to **884,215 square feet of grocery store space** — as much space as about 15 football fields.

Brooklyn has seen the most FRESH stores opened since 2009. Today, about **450,000 New Yorkers** live within one-half mile of a FRESH store in Brooklyn, the city's most populous borough.

An additional **21 FRESH stores are in the pipeline** for opening in the future.

**All FRESH stores currently open or in the works would translate to grocery store space equivalent to:**

**27 acres**

**1,197,889 square feet**

**The size of the Chrysler Building**





# Help Bring FRESH to More Communities

The FRESH program has provided a significant benefit to New York City since it was created in 2009 – bringing fresh, high-quality groceries to underserved areas and improving the health of the city’s residents.

This report is meant help keep New Yorkers up-to-date on the progress of the FRESH program as well as where these stores can be found. FRESH is a great opportunity for landowners to provide a much-needed resource to many communities across the city with the benefit of zoning incentives to construct slightly larger buildings and potential tax breaks. We highly encourage landowners to pursue including a FRESH store as part of their developments if applicable. Applications have been submitted in newly expanded areas, bringing fresh food and more grocery options to Astoria, Williamsburg, Corona, and Fort Greene.

## Get in touch

Effective in increasing access to healthy food for all New Yorkers, FRESH is open for business and will continue to work with applicants to open new stores in underserved areas of the city. As well as accommodating traditional fresh food grocery stores, FRESH encourages partnerships with alternative organizations that want to provide fresh food to their communities, including food co-ops, food hubs, pantries, and other fresh food-related uses.

Please get in touch with [FRESH\\_Info@planning.nyc.gov](mailto:FRESH_Info@planning.nyc.gov) to learn more about the FRESH zoning incentive program. For more information on the FRESH tax benefits program, please visit [edc.nyc.gov/fresh-contact-form](https://edc.nyc.gov/fresh-contact-form).

## Learn more

Visit [nyc.gov/FRESH](https://nyc.gov/FRESH) for interactive maps and detailed information about the requirements of the FRESH zoning incentive program from the NYC Department of City Planning.

