The public sector plays instrumental roles in facilitating processes of business development and commercial revitalization in the inner-city. This thesis investigates the role of the New York City Department of City Planning in affecting the development of chain stores during processes of commercial revitalization in four defined study areas: Edgemere, Myrtle-Lafayette, South Central Harlem, and Highbridge. Using a mixed methodology, I found that the Department of City Planning’s “pro-business” strategy did not yield a high number of chain retailers in these neighborhoods. The findings imply that despite the perseverance of local retailers, planners should conscientiously consider how to effectively develop retail development strategies on the neighborhood level which support local entrepreneurship and mitigate displacement by chain retailers.