

# 1. Protect existing artists and residents, and expand live-work and housing opportunities

## COMMENTS

## IDEAS

Total  
Stickers

*“Make sure zoning protects artists. Loft Law comply to residency and live/work space”... “artists should be protected in this neighborhood”... “there needs to be more affordable housing: must maintain artist protection.”*



Maintain, enforce and strengthen existing protections for residents, including renters and those in rent regulated units

114

*“The entire concept that the Department of Cultural Affairs can determine who is and is not an artist is not workable and another solution should be found to protect existing artists in rental units.”*



Allow people to live in SoHo/NoHo without artist certification

68

*“The artists who are fearful that their rights, which are protected by the JLWQ, could be compromised, have a right to be protective! Equally important, are the rights of all members of the community who live and rent or own homes or run businesses here.”*



Promote SoHo/NoHo as live-work neighborhoods where both JLWQA and other creative/maker uses coexist

55

*“The City should also place a heavy emphasis on encouraging more affordable housing in this transit-rich neighborhood close to key employment hubs. That would also help promote culture by allowing artists a chance to live close to where they work”*



Encourage creation of housing (incl. live/work) and require affordable housing

33

*“The arts are critical to this neighborhood, and many small theaters and other cultural assets are struggling with rents. In return for permitting more apartments in the neighborhood, the City should give incentives to build affordable space for cultural use, such as theaters and rehearsal spaces.”*



Investigate tax abatements and other incentives to support artist community

94

# 2. Preserve neighborhood context and historic & cultural identity

## COMMENTS

*“Venice of New York”...“Incentivize historic preservation, maintain affordability”...“Maintain the existing allowable FAR”*

*“Keep the mission and heritage of live work spaces alive and in place.”...“Create affordable artist spaces.”*

*“I am a certified by the city and am glad to have the opportunity for space. I hope more artists will be able to do the same”*

*“Preserve SoHo NoHo's foundation of arts and cultural enrichment.”*

*“It's pretty absurd that there is still one-story street-level parking in a neighborhood like this. More housing? Anything but parking?”*

## IDEAS

←... Ensure the current scale & character of buildings in historic districts is upheld.

←... Allow underutilized land to also be redeveloped in ways currently not permitted by zoning, while preserving neighborhood scale/character.

←... Allow enlargements/roof additions if there is floor area available.

←... Incentivize proposals that include arts, making and creative components.

←... Allow for an increase. in density outside the historic district to maximize affordable housing

Total Stickers

197

26

22

80

33

# 3. Support Economic Vitality and strengthen mixed-use

## COMMENTS

*“Restore ground floor to more than retail”...“Allow residential conversions on ground floor to reduce vacancy.”*

*“I regret the frequent loss of small businesses in our area. We should make it easier for them to make a living rather than just move out.”*

*“I am a small business and it is very tough to keep up with the growing costs of the neighborhood. It's tough for small businesses to compete with all of the corporate money now in the neighborhood”*

*“We need to make sure we enforce an equal balance of large & expensive and small & cheap retail spaces for enterprises of all types”...“The neighborhood is being lost. It is becoming just a shopping mall”*

*“As an interim solution, why don't we allow landlords to rent their stagnant, empty spaces to local artists for a fraction of the price until suitable renters are found”...“Landmark USES not just architecture”*

## IDEAS

Total  
Stickers

←...	Expand variety of allowable uses on ground floor level	67
←...	Provide flexibility to allow for different uses in single space	51
←...	Support small businesses and office tenants	53
←...	Allow retail uses that respect and support neighborhood vitality and character	59
←...	Support cultural and creative uses in new ways	98