

## **ACTIVITY INSTRUCTIONS**

*This is a pack of nine (9) strategies developed to further the goals and ideas we have heard throughout the community planning process. On the backside of each strategy are a set of example tools. These tools are not exhaustive or final but we want to hear what you think about them!*



- 1** Review each strategy. Start with the blue strategies or pick one that is most important to you.
- 2** Select one or multiple example tools you prefer. The smaller texts in gray might help you make your choices when you consider the effectiveness and trade-offs of a tool.
- 3** Place your strategy cards on the Venn diagram in the appropriate section.
- 4** Discuss the tools with your neighbors and facilitator. (e.g. why you like/dislike a tool? Ideas to make a tool more effective.)
- 5** If there is a strategy or tool missing, use the extra cards on the table to write them in.

### **SOCIAL VITALITY**

**Strategy 1**

**Strategy 2**

**Strategy 3**

**Strategy 4**

### **ECONOMIC VITALITY**

**Strategy 5**

**Strategy 6**

**Strategy 7**

**Strategy 8**

### **MAKE MIXED-USE WORK**

**Strategy 9**

## Strategy 1

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

### Strategy 1

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

#### EXAMPLE TOOLS:

- Improve tenant harassment protections for rent regulated units**  
*e.g. strengthen State rent regulations and enforcement; implement anti-harassment measures*
- Improve reporting, transparency, and tracking for rent regulated units**  
*e.g. better ensure rent regulated units under the Loft Law get properly registered with DHCR; create greater transparency in reporting and response*
- Explore ways to provide rental assistance for low-income artists and other renters**
- Maintain JLWQA (f.k.a. A.I.R.) as a permitted use/status**

**Strategy 2**

# Support and promote the artist and maker community

**Strategy 2** Support and promote the artist and maker community

EXAMPLE TOOLS:

- Investigate tax abatements and other incentives to support artists**  
*e.g. tax abatements for buildings with artists in occupancy or provide affordable studio/shared studio space*
- Leverage the business community to support local arts/culture**  
*e.g. connect property owners with nonprofits to create temporary programming/studio in empty storefronts*
- Accommodate live-work and ensure art-making/maker-uses can continue to coexist with other uses and residents**  
*e.g. examine artists' live-work needs, consider performance standards and compatibility of uses, establish appropriate mixed-use regulations*
- Allow for the creation of new live-work units, and new live-work typologies to accommodate contemporary artist/maker needs**  
*e.g. study contemporary and future live-work needs for artists and others, consider performance standards and compatibility of uses*
- Connect artists to affordable housing and studio opportunities, and explore affordable artist housing as a concept**

## Strategy 3

# Allow people to live in SoHo/NoHo without artist certification

**Strategy 3** Allow people to live in SoHo/NoHo without artist certification

### EXAMPLE TOOLS:

- Develop pathways to “legalize” non-artist residents while maintaining opportunities for live-work in those units**
- Allow existing JLWQA units to be rented or sold to non-artists while maintaining opportunities for live-work in those units**
- Provide mechanisms to remove certified artist-only restriction in non-live-work units while maintaining opportunities for live-work in those units**
- Explore ways to modernize the artist certification process**  
*e.g. make artist certification more inclusive/flexible to encompass new creative forms; improve certification guidelines; explore potential for better tracking and enforcement*
- Allow new types of live-work while maintaining existing JLWQA**  
*e.g. keep JLWQA as a permitted use; examine live-work trends and models, including new live-work units, housing with shared studio/maker space, etc.*

## Strategy 4

# Create housing and live-work opportunities on underused land in ways that respect and support neighborhood vitality and character

**Strategy 4** Create housing and live-work opportunities on underused land in ways that respect and support neighborhood vitality and character

### EXAMPLE TOOLS:

- Allow residential use, live-work units, shared studio/maker space and other services in new buildings**

*e.g. provide regulations that help foster new mixed-use developments that include live-work, maker uses*

- Create more affordable housing and connect people, including artists, to affordable housing opportunities**

*Permanently affordable housing often requires subsidies for financial viability; additional density allowance could be leveraged to achieve more affordability*

- Ensure height, scale and density (FAR) of new buildings are in context with existing historic buildings and neighborhood built environment**

**Strategy 5**

# Preserve and promote existing arts, cultural, and maker uses

**Strategy 5** Preserve and promote existing arts, cultural, and maker uses

EXAMPLE TOOLS:

- Continue to allow art-making and maker uses such as JMWQA, art studios, custom manufacturing**  
*e.g. maintain existing performance standards that allow artists and maker to live-work and practice their craft, etc.*
- Make it easier for existing arts, cultural and maker uses to evolve and expand in place**  
*e.g. maintain light manufacturing as-of-right, expand allowances for commercial and community facility uses that service the arts, cultural and maker uses, etc.*
- Explore ways to celebrate SoHo/NoHo's art heritage and cultural assets**  
*e.g. create a culture and arts district; "SoHo Museum"; develop wayfinding guides to showcase artists and cultural landmarks*

**Strategy 6**

**Create more space for arts,  
culture, making/creating,  
and local services**

**Strategy 6** Create more space for arts, culture, making/creating, and local services

EXAMPLE TOOLS:

- Reactivate underused spaces such as empty storefronts with artist/maker space or small businesses**

*e.g. more flexibility in zoning to allow more types of arts/creative uses; leverage nonprofits and programs; explore ways to help make space affordable*

- Create new maker spaces such as shared studio/co-working spaces in new buildings**

*Cultural space often requires subsidies for financial viability; a moderate density bonus could be leveraged to make it possible and viable long-term*

- Accommodate a diverse range of art, culture, and maker uses and consider their current and future needs**

*e.g. maintain light manufacturing as-of-right; expand allowances for theaters, galleries and other exhibition space, museums, studios and co-working studios, sales and supportive services, etc.*

- Identify tax incentives and other forms of financial support for arts, culture and makers (including individuals and organizations)**

**Strategy 7**

# Reduce regulatory barriers for small businesses

**Strategy 7** Reduce regulatory barriers for small businesses

EXAMPLE TOOLS:

- Provide predictable zoning rules for commercial uses such as retail and local services of appropriate scale**

*Small businesses have fewer resources to navigate today's complicated zoning; reducing zoning barriers for contextually appropriate uses such as allowing retail and eating places as-of-right would help alleviate the disproportionate burden*

- Expand support services for small business owners that plan on growing in place**

*e.g. work with SBS, Chamber of Commerce, BIDs and merchants' associations to understand small businesses' challenges, and connect them to resources*

- Identify spaces that can provide below-market rent for small businesses that meet the neighborhood's demand for local services**

*e.g. explore ways to institute affordable rent for vacant spaces with manageable step-up rent increases over time*

## Strategy 8

# Promote mixed-use in ways that respect and support neighborhood vitality and character

**Strategy 8** Promote mixed-use in ways that respect and support neighborhood vitality and character

### EXAMPLE TOOLS:

- Allow a wider range of compatible uses on ground floors (including cellars), such as retail, food stores, community facilities, arts and culture
- Explore guidelines for accessory uses that would accommodate different uses in a single space
- Consider scale and type of retail uses based on immediate context  
*e.g. implement different retail rules to differentiate corridors such as Broadway and Lafayette, versus side streets like Greene, Prince, and Great Jones Streets*
- Consider scale, type and hours of operation of eating and drinking places (i.e. fast casual, fine dining, bars) based on needs of residents and workforce, and compatibility with other adjacent uses (e.g. residential)
- Specify, allow and incentivize scarce neighborhood uses that aim to serve the community – both those who live and work here  
*e.g. investigate and address barriers such as rents and permits for local service oriented businesses to remain and locate in SoHo/NoHo*

**Strategy 9**

# Improve quality of life of residents and workers in the SoHo/NoHo mixed-use environment

**Strategy 9** Improve quality of life of residents and workers in the SoHo/NoHo mixed-use environment

EXAMPLE TOOLS:

**Create more opportunities for open space, community space and greenery**  
*e.g. tie improvements to sustainable environmental practices such as green roofs, green pedestrian streets; add public space amenities such as street furniture, trees, planters, benches, etc.*

**Alleviate street congestion**  
*e.g. develop vending action plan with improved strategies to ensure pedestrian safety while allowing continued vending; implement best practices from other mixed-use districts*

**Implement best practices for loading/unloading and the management of deliveries**  
*e.g. conduct comprehensive parking and loading/unloading study to improve conditions and enforcement; create coordinated district-wide loading plan*

**Implement best practices for trash pick-ups and street cleaning**  
*e.g. require trash be stored inside buildings until pick-up, improve and expand litter control*

**Enforce zoning rules, building codes and other regulations**  
*e.g. enforce zoning, hours of operation for loading/unloading and construction activities; improve reporting and City response to violations and complaints*