SoHo/NoHo Community Planning Process
Presentation of Preliminary Recommendations

Public Meeting
June 13, 2019
MEETING AGENDA

I) Opening – Meet the Team and Mingle (6:00-6:15 PM)

II) Presentation (6:15-7:15 PM)
Presentation on the Summary of Preliminary Recommendations for SoHo/NoHo.
Recommendations fall under three Guiding Principles:

i. Improve Quality of Life
ii. Ensure Neighborhood Vitality
iii. Promote Economic Vitality

III) Feedback & Comments (7:15-8:15 PM)
Feedback and comments will be collected via provided cards. Please indicate on the card (via check box) if you would like to submit your name to speak.
Please use this card to **request to speak** during the feedback session OR submit a **written comment**. Your card will be collected by staff.

If you request to speak, please include your name so that you may be called for your turn to speak.

- Request to Speak
- Comment:

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**SoHo/NoHo – Summary of Preliminary Recommendations**
Process Sponsors

Hon. Gale Brewer
Manhattan Borough President

Council Member Margaret Chin
(Manhattan District 1)

Marisa Lago, Director
New York City Department of City Planning (DCP)
Acknowledgements

• Broadway Residents Coalition
  Pete Davies

• Cooper Square Committee
  Steve Herrick

• The Cooper Union
  Danielle Cooper Daughtry

• Council Member Carlina Rivera
  Pedro Carrillo

• Council Speaker Corey Johnson
  Raju Mann / * Chelsea Kelley

• Landmarks Conservancy
  Peg Breen / * Andrea Goldwyn

• Lower Manhattan Cultural Council
  Diego Segalini

• Manhattan Chamber of Commerce
  Jessica Walker / * Jeffery Brault

• Manhattan Community Board 2
  Carter Booth

• New York University
  Arlene Peralta / * Nichole Huff

• NoHo Business Improvement District
  Cordelia Persen

• NoHo-Bowery Stakeholders
  Zella Jones

• NoHo Neighborhood Association
  Jeanne Wilcke

• NYC Loft Tenant’s Association
  Chuck DeLaney / * Alex Neratoff

• Real Estate Board of New York (REBNY)
  Paimaan Lodhi

• SoHo Alliance
  Sean Sweeney / * Bo Riccobono

• SoHo Broadway Initiative
  Mark Dicus / * Brandon Zwagerman

• SoHo Design District
  Dahlia Latif / * Michele Varian

Thank you to Scholastic for hosting tonight’s community presentation
Envision SoHo/NoHo Process

Process Sponsors
Hon. Gale Brewer, Manhattan Borough President
Council Member Margaret Chin
Marisa Lago, Director, Department of City Planning

Advisory Group
17 Meetings

Final Report

Public Event
Thematic Workshops
4 Meetings
Focus Groups
8 Meetings
Public Event

Website & Press Releases
Webtool for Public Input & Feedback

SoHo/NoHo – Summary of Preliminary Recommendations
Why SoHo/NoHo, Why Now?

2015 – recognition that SoHo/NoHo had evolved into a mixed-use district and that the current regulations that guide the neighborhood aren’t working for residents, businesses, workers, property owners, visitors)

- Ad hoc, parcel by parcel approach to neighborhood planning, guided not by vision and resulting in increasing quality of life conflicts
- Varied residential occupancy outcomes leaving some in precarious legal situations, and an outdated artist certification process, all leading to the loss of artist community (in JNWQA and “Loft Law” units)
- Special permit process is overly burdensome for smaller, local property owners and businesses
- Varied pattern of enforcement
Why SoHo/NoHo, Why Now?

Two key concerns…

• Preserve JLWQA and ensure that utility and functionality of the JLWQA requirements remain relevant

• Maintaining appropriate restrictions on the size of retail to protect small scale proprietors, while recognizing the importance of a diversity of businesses are vital to the future health and success of the neighborhood
Structure of the Recommendations

Guiding Principles

1. Improve Quality of Life for SoHo/NoHo
   Priorities & Strategies to improve the quality of life for residents, workers, and property owners understanding that quality of life crosses both aspects of vitality

2. Ensure Neighborhood Vitality for SoHo/NoHo
   Priorities & Strategies to preserve and protect present and future artists and residents, while maintaining SoHo/NoHo’s historic scale and character

3. Promote Economic Vitality for SoHo/NoHo
   Priorities & Strategies to preserve, protect and strengthen the present and future economic health of SoHo/NoHo, in balance with the needs of the community

SoHo/NoHo – Summary of Preliminary Recommendations
Structure of the Recommendations

Guiding Principles
High-level action areas - “What”

Neighborhood Priorities
Specific action areas - “Why”

Implementation Strategies
Possible implementation strategies - “How”

SoHo/NoHo – Summary of Preliminary Recommendations
Guiding Principle 1: Improve Quality of Life

Priorities and strategies to improve the quality of life for residents, workers, and property owners understanding that quality of life crosses both aspects of vitality

Intention: to prioritize two important goals

- Equitably regulate SoHo/NoHo under a set of community informed objectives
- Ensure that the benefits of mixed-use are captured and leveraged for residents, workers, property owners and visitors alike
Guiding Principle 1: Improve Quality of Life

Neighborhood Priority 1.1: Improve quality of life of residents and workers in the SoHo/NoHo mixed-use environment

- **1.1A:** Alleviate street and sidewalk congestion
- **1.1B:** Implement best practices for loading/unloading and the management of commercial deliveries
- **1.1C:** Implement best practices for trash pick-ups and street cleaning
- **1.1D:** Better enforce zoning rules, building codes and other regulations
- **1.1E:** Create more opportunities for open space, community space and greenery.
Guiding Principle 2: Ensure Neighborhood Vitality

Priorities and strategies to preserve and protect present and future artists and residents, while maintaining SoHo/NoHo’s historic scale and character

Intention: to prioritize two important goals

• Ensure that current residents, including artists and non-artists, that reside in SoHo/NoHo can continue to do so...

• Ensure that the ability to live-work in SoHo/NoHo will remain and be expanded
Guiding Principle 2: Ensure Neighborhood Vitality

**Neighborhood Priority 2.1:** Maintain, enforce and strengthen existing protections for residents including renters and those in rent regulated units

**Neighborhood Priority 2.2:** Support and promote the artist and maker community while allowing people to live in SoHo/NoHo without artist certification

**Neighborhood Priority 2.3:** Create housing and live-work opportunities on underused land in ways that respect and support neighborhood vitality and character
Guiding Principle 2: Ensure Neighborhood Vitality

**Neighborhood Priority 2.1: Maintain, enforce and strengthen existing protections for residents including renters and those in rent regulated units**

- **2.1A:** Improve reporting, transparency, and tracking for rent regulated units (“Loft Law” and IMD units – State Law)
- **2.1B:** Improve tenant harassment protections for rent regulated units (“Loft Law” and IMD units – State Law)
- **2.1C:** Explore ways to provide rental assistance for low-income artists and other renters
Guiding Principle 2: Ensure Neighborhood Vitality

*Neighborhood Priority 2.2: Support and promote the artist and maker community while allowing people to live in SoHo/NoHo without artist certification*

- **2.2A:** Maintain JLWQA as a permitted use and allow for the creation of new types of units and buildings to ensure art-making/maker-uses can continue to coexist with other uses and residents
- **2.2B:** Develop pathways to legalize non-artist residents
- **2.2C:** Connect artists to affordable housing and studio opportunities, and explore affordable live-work and housing typologies conducive to and supportive of art-making and creating
Guiding Principle 2: Ensure Neighborhood Vitality

**Neighborhood Priority 2.2: Support and promote the artist and maker community while allowing people to live in SoHo/NoHo without artist certification**

- **2.2D**: Explore ways to modernize the artist certification process
- **2.2E**: Identify additional resources to support and promote the artist community, including tax abatements and other incentives, and by leveraging the business community to support local arts/culture
**JLWQA Pathways**

**Today**
- Conforming occupancy with artist certification
- Non-conforming occupancy w/o artist certification

**Tomorrow**
- Non-artist amnesty until time of sale or new tenant

**Time of Sale or Change in Tenancy**

**Action A**
- Remain as JLWQA (sale to certified artist)

**Action B**
- New live-work
  1) All types of work are recognized
  2) No percentage limitation on allocation of live vs. work
  3) Resources would need to be further identified to support and incentivize artists, makers (micro-manufacturers), cultural workers to be able to afford and live in these new live-work units
Guiding Principle 2: Ensure Neighborhood Vitality

**Neighborhood Priority 2.3: Create housing and live-work opportunities on underused land in ways that respect and support neighborhood vitality and character**

- **2.3A**: Allow residential use, live-work units, shared studio/maker space and other services in new buildings
- **2.3B**: Create more affordable housing and connect people, including artists, to affordable housing opportunities
- **2.3C**: Ensure height, scale and density (FAR) of new buildings are in context with existing historic buildings and neighborhood built environment
Guiding Principle 3: Promote Economic Vitality

Priorities and Strategies to preserve, protect and strengthen the present and future economic health of SoHo/NoHo, in balance with the needs of the community

Intention: to prioritize two important goals

- Protect and advance local-serving, locally-owned small business and arts/cultural and maker uses
- Support all businesses in the neighborhood (paired with quality of life improvements)
Guiding Principle 3: Promote Economic Vitality

**Neighborhood Priority 3.1:** Preserve, promote, and create more spaces for arts, maker, and cultural uses

**Neighborhood Priority 3.2:** Foster the small business community of SoHo/NoHo by reducing regulatory barriers and providing supportive resources

**Neighborhood Priority 3.3:** Promote mixed-use in ways that respect and support neighborhood vitality and character
Guiding Principle 3: Promote Economic Vitality

Neighborhood Priority 3.1: **Preserve, promote, and create more spaces and uses for arts, maker, and cultural uses**

- **3.1A**: Explore ways to affirm SoHo/NoHo’s art heritage and cultural assets, such as creating an arts and cultural district
- **3.1B**: Continue to allow art-making and maker uses such as JLWQA, art studios, custom manufacturing while making it easier for a diverse range of art, culture, and maker uses to evolve and expand in place
Guiding Principle 3: Promote Economic Vitality

Neighborhood Priority 3.1: **Preserve, promote, and create more spaces and uses for arts, maker, and cultural uses**  (Contd.)

- **3.1C**: Leverage the business and not-for-profit communities to reactivate underused spaces such as empty storefronts with artist/maker space or small businesses.
- **3.1D**: Encourage the creation of new maker spaces such as shared studio/co-working spaces in new buildings
- **3.1E**: Explore options for tax incentives and other forms of financial support for arts, culture and makers (including individuals and organizations)
Guiding Principle 3: Promote Economic Vitality

Neighborhood Priority 3.2: **Foster the small business community of SoHo/NoHo by reducing regulatory barriers and providing supportive resources**

- **3.2A:** Provide predictable zoning rules that support small businesses such as independent retail and local services of appropriate neighborhood scale.

- **3.2B:** Specify, allow and incentivize scarce neighborhood uses that aim to serve the community and identify spaces that can provide below rent to small businesses.

- **3.2C:** Expand support services for small business owners that plan on growing in place.
Guiding Principle 3: Promote Economic Vitality

Neighborhood Priority 3.3: *Promote mixed-use in ways that respect and support neighborhood vitality and character*

- **3.3A**: Allow a wider range of compatible uses on ground floors (including cellars), such as retail, food stores, community facilities, arts and culture, while maintaining the 10,000 sq. ft. cap on retail. Further, allow such uses beyond the ground floor and greater capacity in specifically (to be) defined areas of SoHo/NoHo.

- **3.3B**: Explore guidelines to accommodate different uses in a single space.

- **3.3C**: Consider scale, type and hours of operation of eating and drinking uses, while maintaining current regulations on bars and entertainment establishments.
Summary & Conclusions

This process (and preliminary recommendations)

• Recognizes that SoHo/NoHo has changed and that current regulations are ineffective in supporting the diverse mixed use environment that exists today

• Responds to community input to consider and balance the needs of a diverse group of stakeholders

• Affirms the importance of SoHo/Noho’s legacy of artists and makers, while proposing new ways to modernize rules to allow for wider range of artists, makers and others to live in SoHo/NoHo
Summary & Conclusions

This process (and preliminary recommendations)

- Incentivizes people in varied occupancy statuses to transition to conformity, while expanding live-work framework
- Expands allowable uses on the ground floor in a way that respects community character and context and in support of local serving, locally owned businesses
- Provides a suite of possible implementation strategies that, while requiring further study, offers a comprehensive approach within and beyond zoning
Process Questions

• Will there be a rezoning? When will ULURP start?

• Will the sponsors agree to conduct an artist census before any next steps?

• On what basis will decisions be made as to which policies will be pursued/adopted, and by whom?

• What will be the function of the process website after the release of the report?
Process Questions

What are the next steps?

• Comments and feedback accepted on website until June 20th. After this, the public can connect with SoHo/NoHo team by emailing SoHo-NoHo@planning.nyc for further questions/comment

• Summer 2019 – Report will be released and posted on website

• October 2019 – Process Sponsors will continue engagement with the community at a CB2 Land Use meeting
Envision the future of SoHo/NoHo!

Welcome to SoHo/NoHo Plan, an online community engagement platform where you can learn about the SoHo/NoHo Planning Process and provide input on a variety of topics through our mapping tool. Click on the links above and below to learn more, give feedback, and see past and upcoming public events. The SoHo/NoHo Planning Process is sponsored by the Manhattan Borough President's Office, Council Member Margaret Chin's Office, and the Department of City Planning.

Public Events

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<td>Public Workshop 1: Defining Mixed-Use</td>
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<td>Mar 20th</td>
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How You Can Get Involved

Engagement with the community and local stakeholders is an essential component of the planning process in SoHo/NoHo. If you would like to participate, come to our events and workshops, and contact us with your ideas, interests, and priorities. Also be sure to check our website for any updates and upcoming events.

Submit Feedback on the Preliminary Recommendations

Please submit your comments and feedback on the preliminary recommendations that will be included in the community engagement process final report prepared by the SoHo/NoHo process facilitator.

Comments will be accepted until June 20, 2019.

Please select the appropriate option below:

- I live in SoHo
- I live in NoHo
- I work in SoHo/NoHo
- I live/work in SoHo/NoHo
- Other

Please provide your comment below:

Submit
- Thank You -

Feedback and Comments?