

SOHO/NOHO PLANNING PROCESS

About the SoHo/NoHo Planning Process

The SoHo/NoHo Planning Process is an initiative undertaken collaboratively by the Manhattan Borough President's Office, the Department of City Planning and Council Member Margaret Chin's Office, to examine planning issues and community needs in the SoHo/NoHo neighborhoods, two unique and iconic neighborhoods known for their rich cultural history.

Why SoHo/NoHo? Why Now?

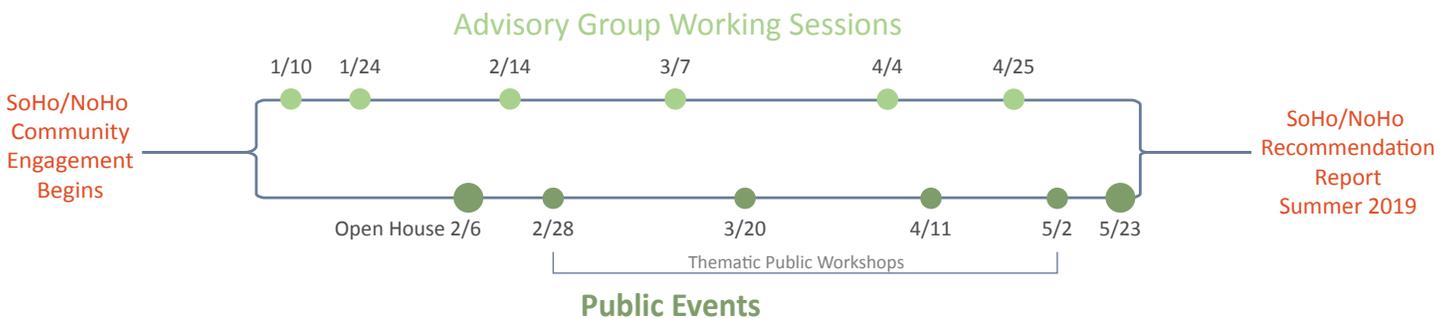
SoHo and NoHo are dynamic mixed-use neighborhoods with established residential populations, office, retail and, increasingly, creative industries in addition to the long-standing artist community. While they are thriving, the land use policies that govern these historic communities have not been analyzed since the 1970s, when manufacturing was moving out and artists were moving in, and today those policies are presenting significant challenges to the continued vitality of SoHo and NoHo.

Shaped by an increased mix of residents and businesses, SoHo and NoHo have seen an unsustainable volume of individual land use applications and approvals. Evidence of this cumulative effect of permit approvals, as well as changes brought by a modernizing economy, made it clear to many residents, local stakeholders, elected officials and the City that we needed to think strategically about the types of uses best suited for the future of SoHo and NoHo, and how to comprehensively address neighborhood-wide planning issues and concerns.

After initial research on existing land use, demographic, and economic conditions of the neighborhoods, in January 2019, Borough President Brewer, Department of City Planning Director Lago and Council Member Chin announced the start of the community engagement process. The goal of the engagement is to deepen understanding of existing neighborhood conditions and needs of the people who live, work and create in SoHo and NoHo, and encourage an informed public dialogue that is focused on neighborhood priorities and planning strategies for the future of the two neighborhoods.

Meeting and Event Schedule

Beginning in early 2019 and continuing for approximately six months, a series of public events and Advisory Group working sessions will be convened to hear from stakeholders and the community on topics including housing, jobs, retail, creative industries, among others. This engagement effort will be led by Jonathan Martin of BFJ Planning under the guidance of Borough President Brewer, Department of City Planning Director Lago and Council Member Chin. Insights and findings from this community engagement will be distilled into a report in the summer of 2019, expressing values and priorities of the SoHo and NoHo stakeholders and putting forward recommendations.



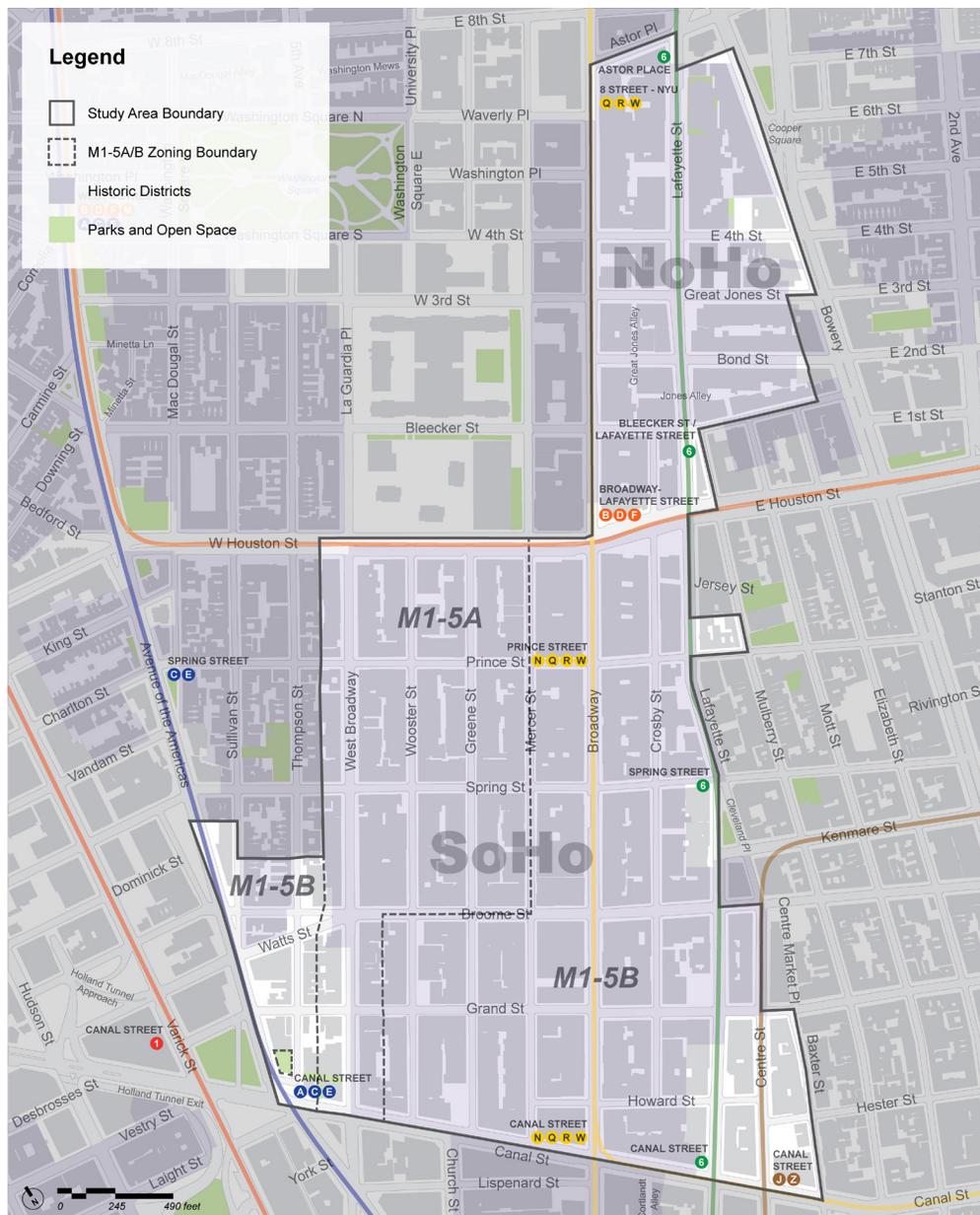
(The schedule is tentative. Time and location of each public event will be announced on www.sohonohoplan.nyc and on social media.)

Study Area and Context

The M1-5A and M1-5B districts (“M1-5A/B”), mapped exclusively in SoHo/NoHo, are unique manufacturing districts created in 1971 to balance the needs of a declining manufacturing sector and the growing artist community present at the time. Since the adoption of this unique zoning, SoHo/NoHo have changed in the nearly 50-year period.

Today, SoHo and NoHo are:

- Home to about 8,000 New Yorkers, representing a more significant residential presence than in typical manufacturing districts;
- Home to more than 46,000 jobs principally in office, retail, accommodation, food, and other non-industrial sectors;
- Major creative centers: 25% of total jobs in the creative industries;
- Major economic drivers: SoHo’s retail sector ranks second in sales citywide among shopping districts, and 10th nationally.



For more information, please visit www.sohonohoplan.nyc or contact soho-noho@planning.nyc.gov