Food Policy

Neighborhood Planning

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Neighborhood Strategies

Nov 17, 2015

Daniel Hernandez

Deputy Commissioner

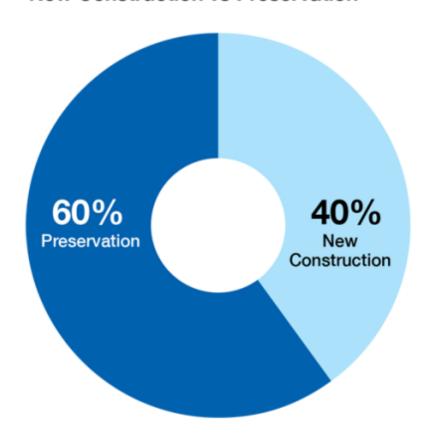
NYC Department of Housing Preservation and Development





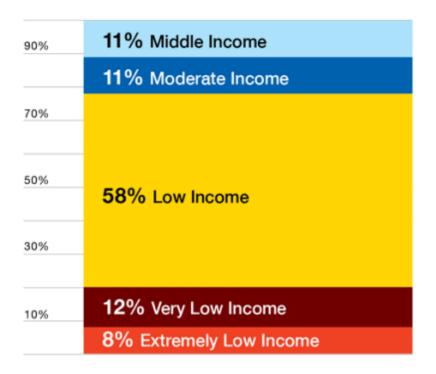
Housing Production

New Construction vs Preservation

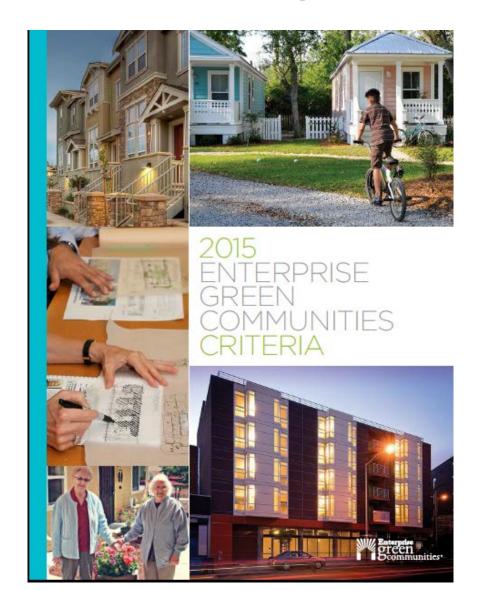


Households Served

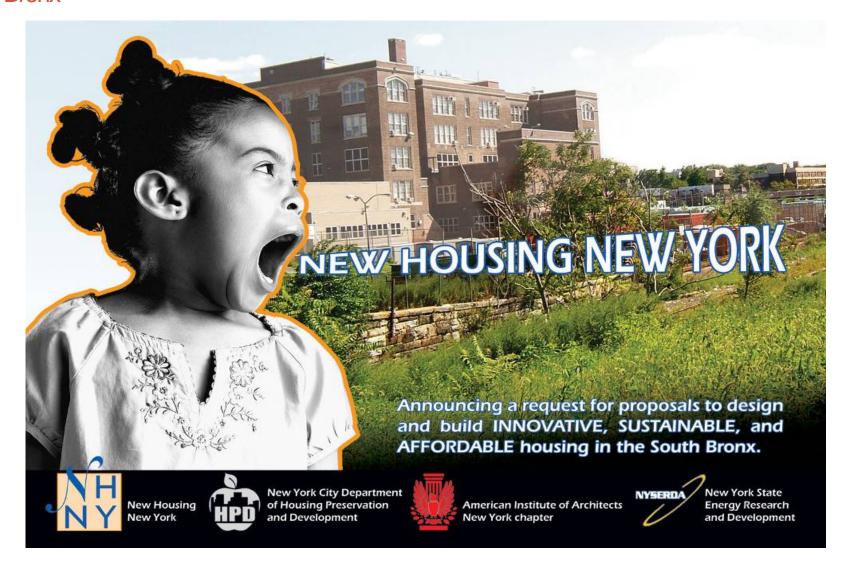
Share of Housing Units Created or Preserved by Income Band



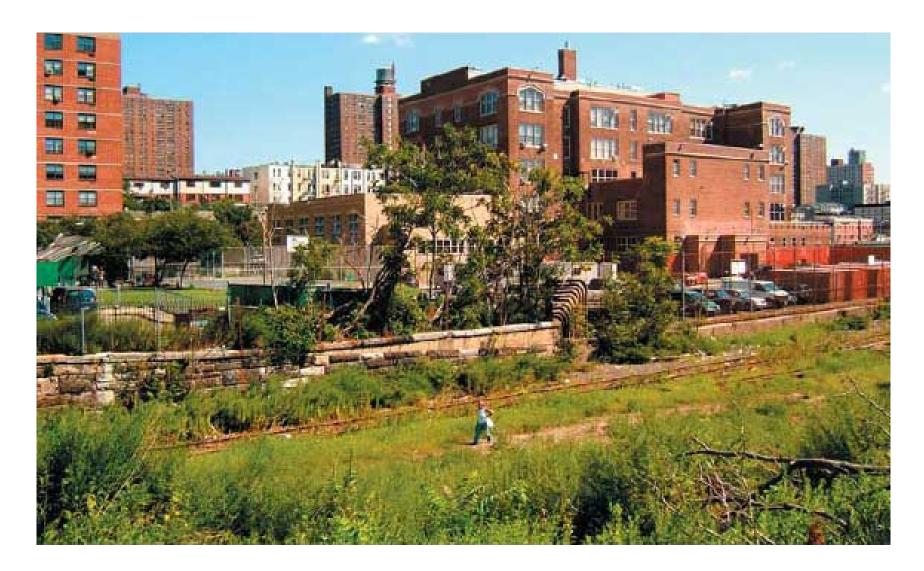
Affordable Housing Green Building Design



Bronx



Bronx



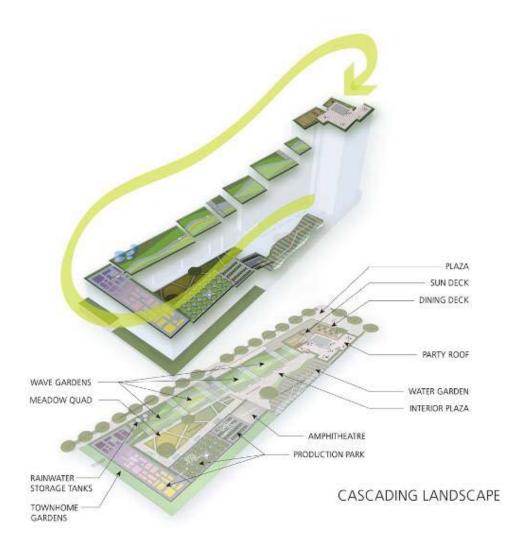


Healthy Food Store

Health and Wellness Center



Bronx

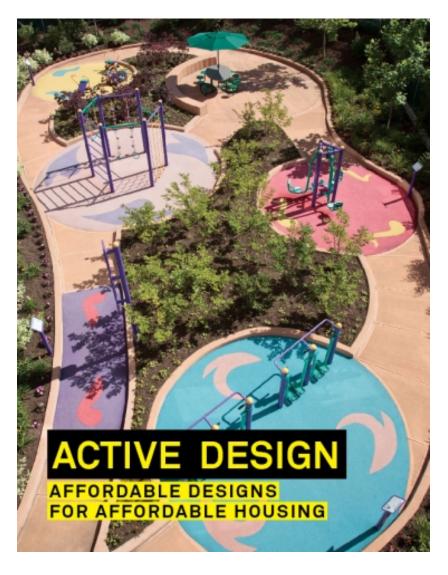


Bronx





Affordable Housing Active Design



Active Design – Key Strategies

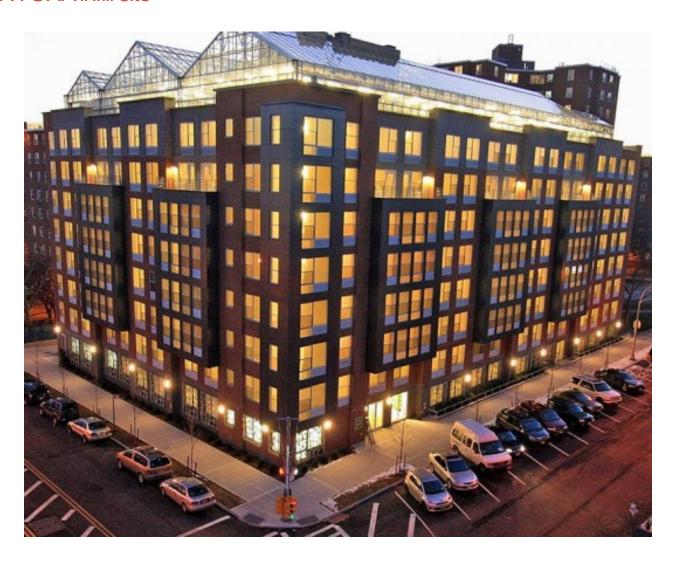
- Promote stair use in the building
 - Locate stairs near building entry and to be more visible
 - Design elevators to be less prominent
 - Provide well-lit and quality materials in stairway

Increase opportunity for physical activities

- Design activity and exercise space to accommodate a wide range of abilities
- Co-locate play areas near adult spaces
- Create physical activity spaces in outdoor and indoor spaces
- Increase use of courtyard
 - Locate physical activity space in centrally visible location
 - Provide views to the outdoors from physical activity space
 - Locate building functions to encourage walking
- Encourage walking and biking within the neighborhood
 - Provide visually appealing experience along path of travel
 - Provide benches at regular intervals along path of travel
 - Provide bike rooms

Arbor House

Bronx – NYCHA infill site



Arbor House

Bronx – NYCHA infill site

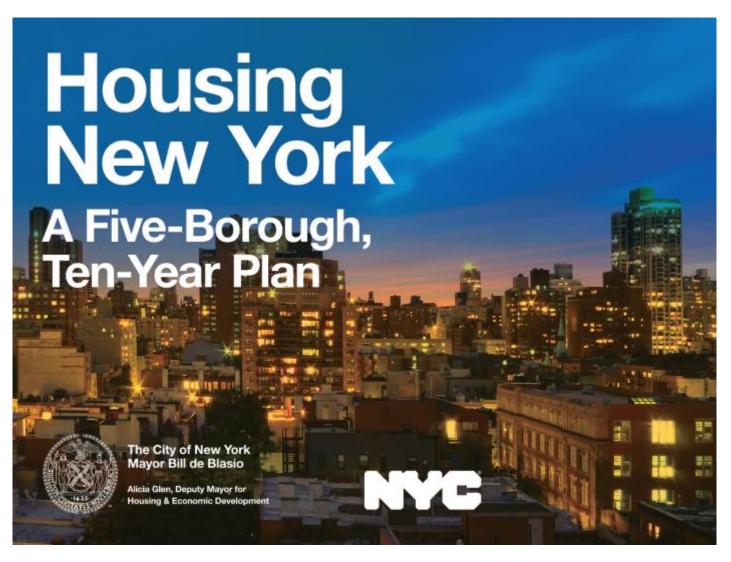


Arbor House

Bronx – NYCHA infill site



Neighborhood Planning



PLANNERS WANTED NEEDED



Full of Fun

Stamp out Fun



The Vernacular Spirit

The Official Spirit

PROBLEM-SOLVERS DESIGN THINKERS CITIZEN PLANNERS





Changing from negotiators to problem solvers and design thinkers

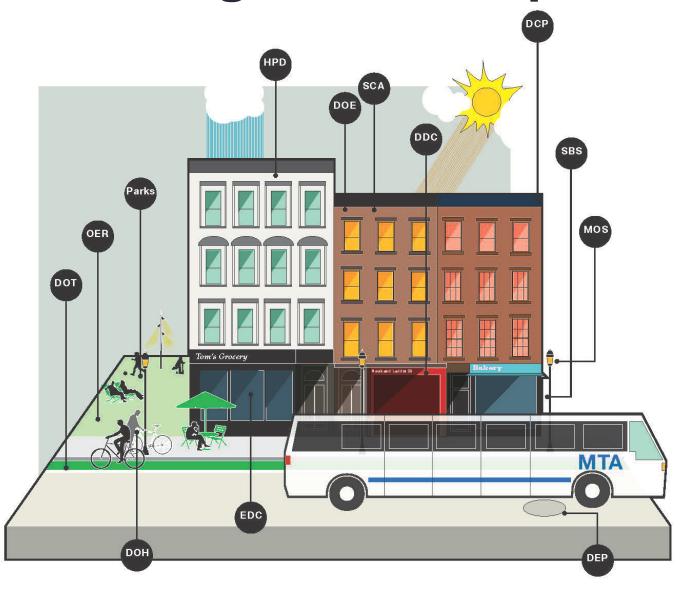
Inter-Agency Collaboration

HPD – EDC - DCP





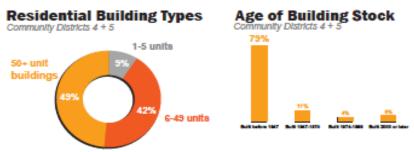
Creating Partnerships

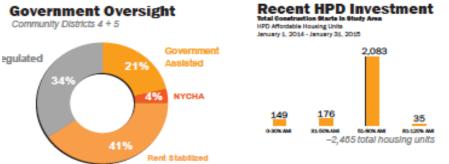


Lived Experience

Desktop Research







Source: 2011 Housing and Vacancy Survey (unless otherwise noted)

Neighborhood Planning Phases

01	02	03	04	05
Organize	Learn	Create	Finalize	Implement
Overview • Define planning area	Overview • Dive deeper in quantitative and	Overview Brainstorm solutions and strategies	Overview Synthesize solutions that have	Overview Neighborhood Plan serves as basis
Develop planning area Develop planning schedule with key dates Identify and meet with key stakeholders Begin to identify key community concerns, goals, and values Coordinate inter-agency project team and governance	Dive deeper in quantitative and qualitative data ldentify measures and trends affecting neighborhoods ldentify challenges and opportunities Develop a shared community-driven neighborhood vision and set of guiding principles	Brainstorm solutions and strategies with the community Develop scenarios that address key neighborhood concerns Test preliminary policies, projects, and strategies (viability, feasibility, desirability)	Synthesize solutions that have consensus and potential to achieve desired outcomes Vet and finalize key implementation elements of the plan Deliverables Confirm and Prioritize —	Neighborhood Plan serves as basis for action Conduct the necessary regulatory processes for proposed zoning and land use proposals Coordinate agency programs and capital budgets for implementation of key plan elements
Create a Neighborhood Snapshot (data gathering and analysis)	<u>Deliverables</u> • Listen and Learn — Workshop 1	<u>Deliverables</u> Test Strategies and Actions	Workshop 4 Summary Neighborhood Plan Fundamental elements of land use and other regulatory	Deliverables Oversight and Ongoing Engagement
Deliverables Project Brief Neighborhood Snapshot Engagement Strategy	Summary Vision, Goals, and Guiding Principles – Workshop 2 Summary	Workshop 3 Summary • (Post final document on public website)	actions (e.g., Draft EIS, ULURP) • (Post final document on public website)	ULURP Certification and Approval (if required) Program and Policy Development Capital Projects
(Post final document on public website)	 (Post final document on public website) 			
Engagement Focus	→← Engagement Focus	Engagement Focus	→← Engagement Focus	Engagement Focus
Ask questions about how residents and other local stakeholders want to be engaged	Ask questions about residents' lived experiences; brainstorm and vision collectively	Vet and prioritize strategies	Review draft neighborhood plan	Work together; pilot "quick wins" in collaboration with residents and other local stakeholders; public review of capital projects
<u> </u>	<u> </u>	<u> </u>	<u> </u>	↓
Output Project Brief	Vision, Goals, and Guiding Principles	Output Draft Strategies	Output Neighborhood Plan	Output Implementation

TRANSPARENCY

CLARITY

COLLABORATION

Jerome Corridor Bronx



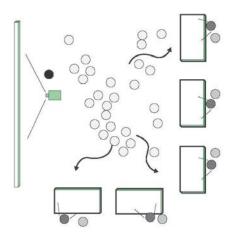




Open House

The room layout for Workshop 1 facilitates an open house feel, and participants can choose their own path and experience. It should feel playful, more like a party than a formal meeting. This sets the tone for the rest of the project.

- Presenter/MC
- Facilitator
- Note taker
- Participant







From Rezoning Neighborhoods to **Planning Neighborhoods with Communities**



CITIZEN PLANNERS

Fresh Food Neighborhoods Strategies



Community identifies the need

Developers and property owners create opportunities

City agencies provide support

Laying the Groundwork

Vibrant street life and quality ground floor uses for affordable housing



Laying the Groundwork

Vibrant street life and quality ground floor uses for affordable housing

Current Rules - Commercial Street



With Proposal - Commercial Street



Zoning for Quality and Affordability

Neighborhood Commercial Corridors Stabilization and Preservation

Housing Preservation and Development

- Stabilized rents in projects financed by HPD in rezoning areas
- Storefront design guidelines in RFPs

Economic Development Corporation

- Small business needs survey
- Small business loans

Small Business Services

- Technical assistance
- Survey market trends and gap analysis

FRESH

Food Retail Expansion to Support Health

Optimal Ratio of Neighborhood Grocery Stores

National:

50,000 - 100,000 sf store / 10,000 people in 8 - 10 minute drive

Existing NYC:

15,000 sf / 10,000 people in neighborhood

Goal in NYC:

30,000 sf / 10,000 people in neighborhood

FRESH

Food Retail Expansion to Support Health

Zoning Incentives

• Additional Development Rights

One additional sf of residential floor area for every sf of grocery store in a mixed-use building up to 20,000 sf

Reduction in Requirement Parking

Up to 40,000 sf grocery retail space exempt from parking requirements in commercial districts that permit residential buildings with ground floor retail

Up to 15,000 sf grocery retail space exempt from parking requirements in other commercial and manufacturing districts

Financial Incentives

Real estate tax reductions
Sales tax exemptions
Mortgage recording tax deferral

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