

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 New York

A Five-Borough, Ten-Year Plan



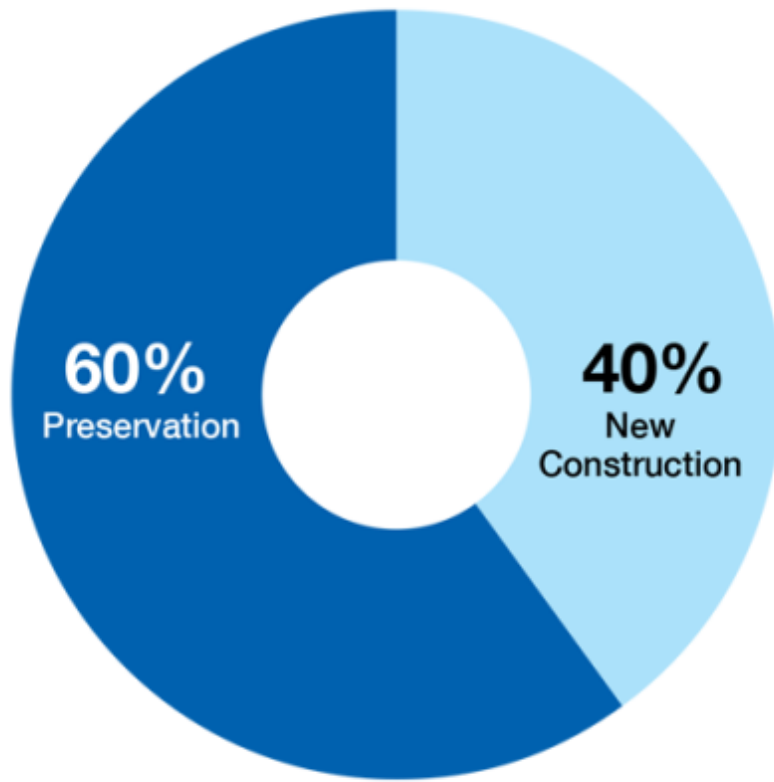
The City of New York
Mayor Bill de Blasio

Alicia Glen, Deputy Mayor for
Housing & Economic Development

NYC

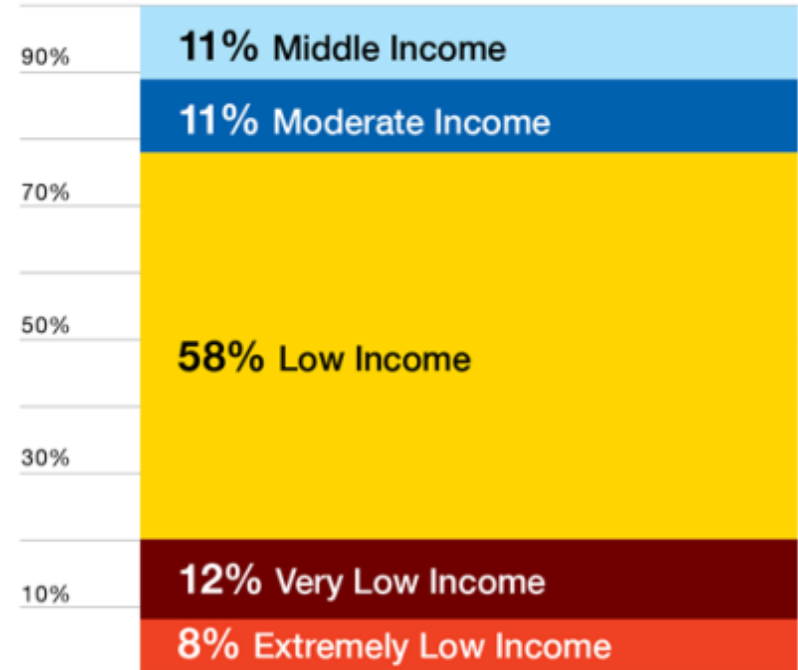
Housing Production

New Construction vs Preservation

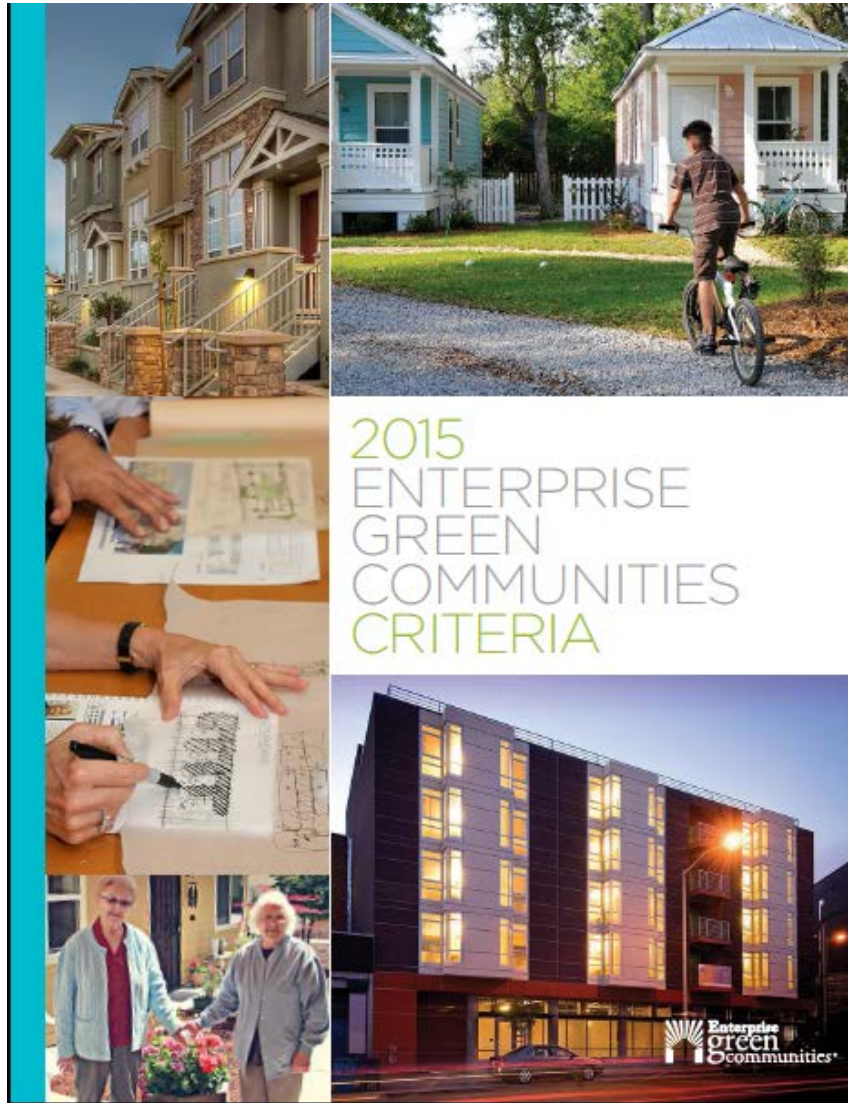


Households Served

Share of Housing Units Created or Preserved by Income Band



Affordable Housing Green Building Design



Via Verde

Bronx



NEW HOUSING NEW YORK

Announcing a request for proposals to design and build **INNOVATIVE, SUSTAINABLE, and AFFORDABLE** housing in the South Bronx.

 New Housing New York

 New York City Department of Housing Preservation and Development

 American Institute of Architects New York chapter

 New York State Energy Research and Development

Via Verde

Bronx

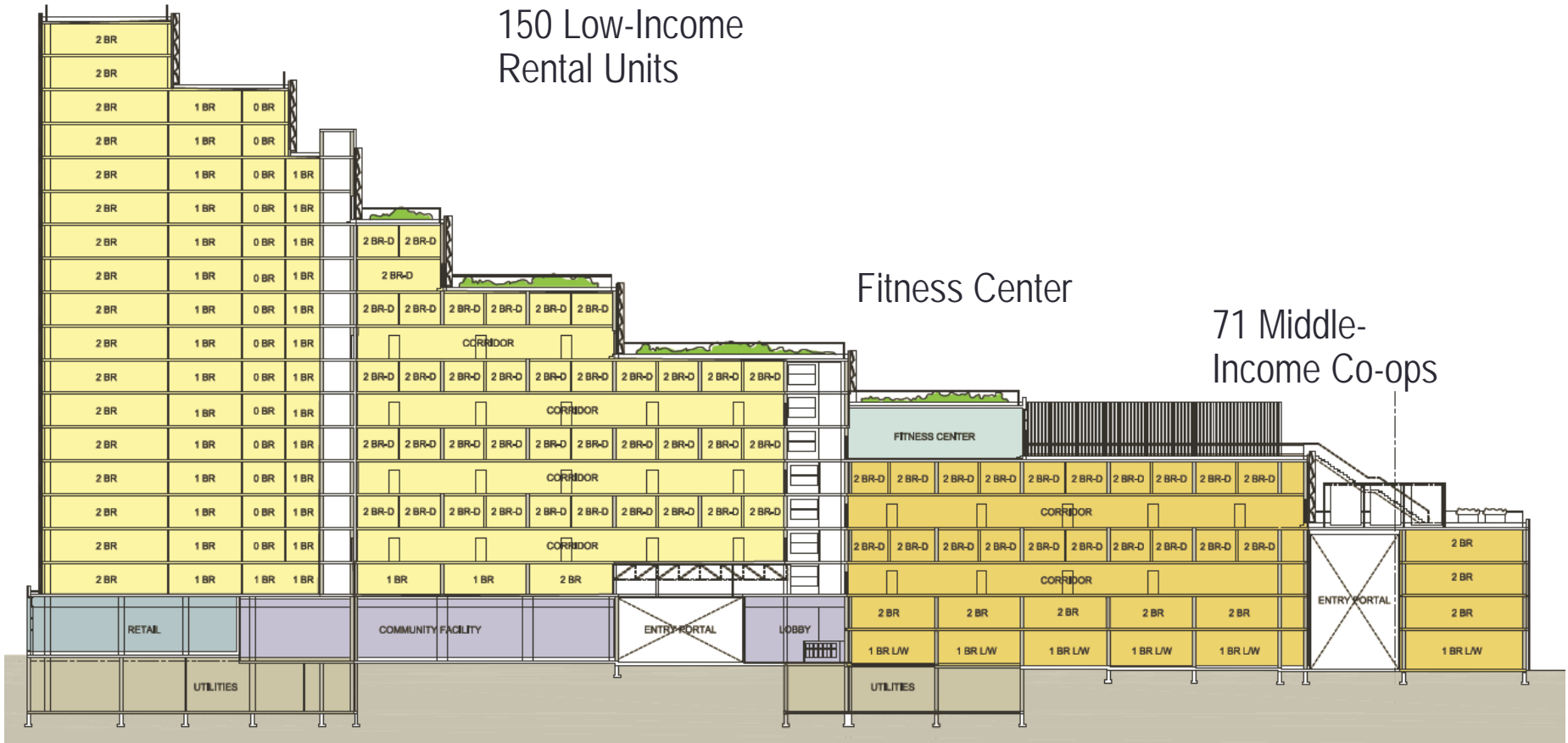


Via Verde

150 Low-Income
Rental Units

Fitness Center

71 Middle-
Income Co-ops



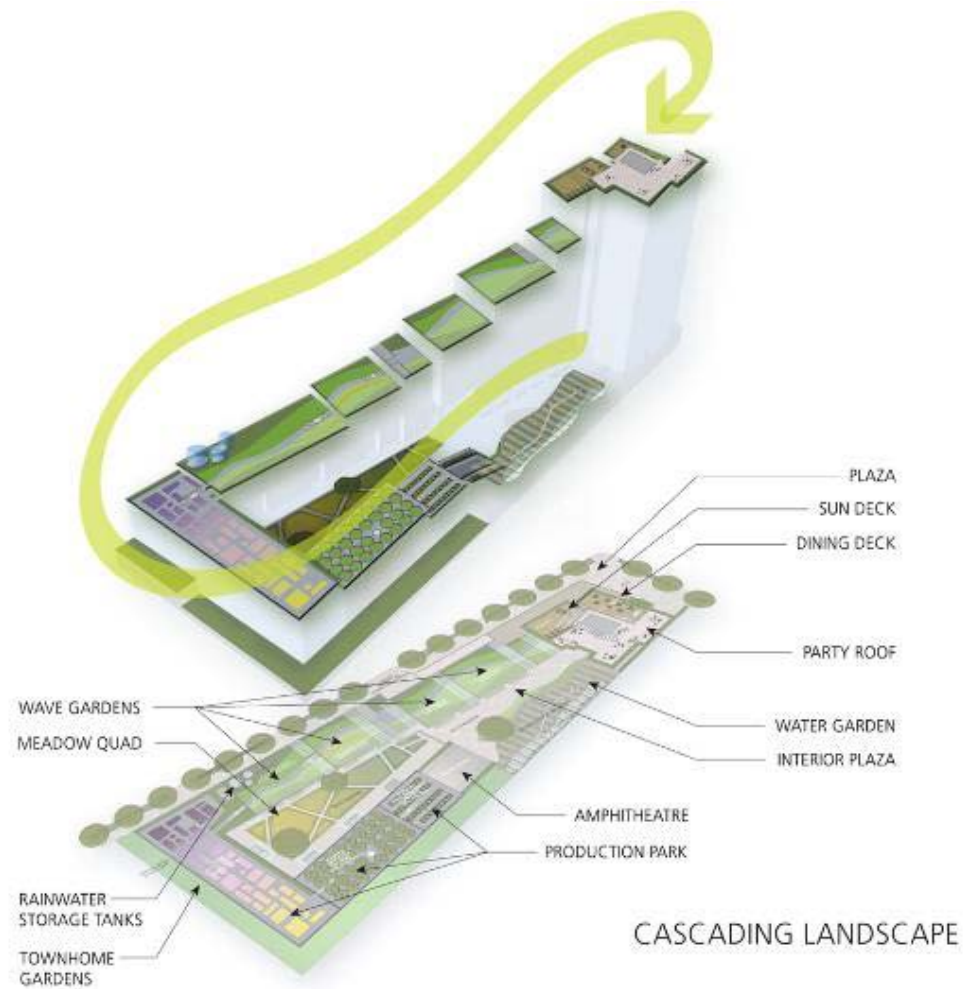
Healthy Food Store

Health and Wellness Center

1 Longitudinal Section
A-200
0' 16' 32'

Via Verde

Bronx



Via Verde

Bronx



Affordable Housing Active Design



ACTIVE DESIGN

**AFFORDABLE DESIGNS
FOR AFFORDABLE HOUSING**

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

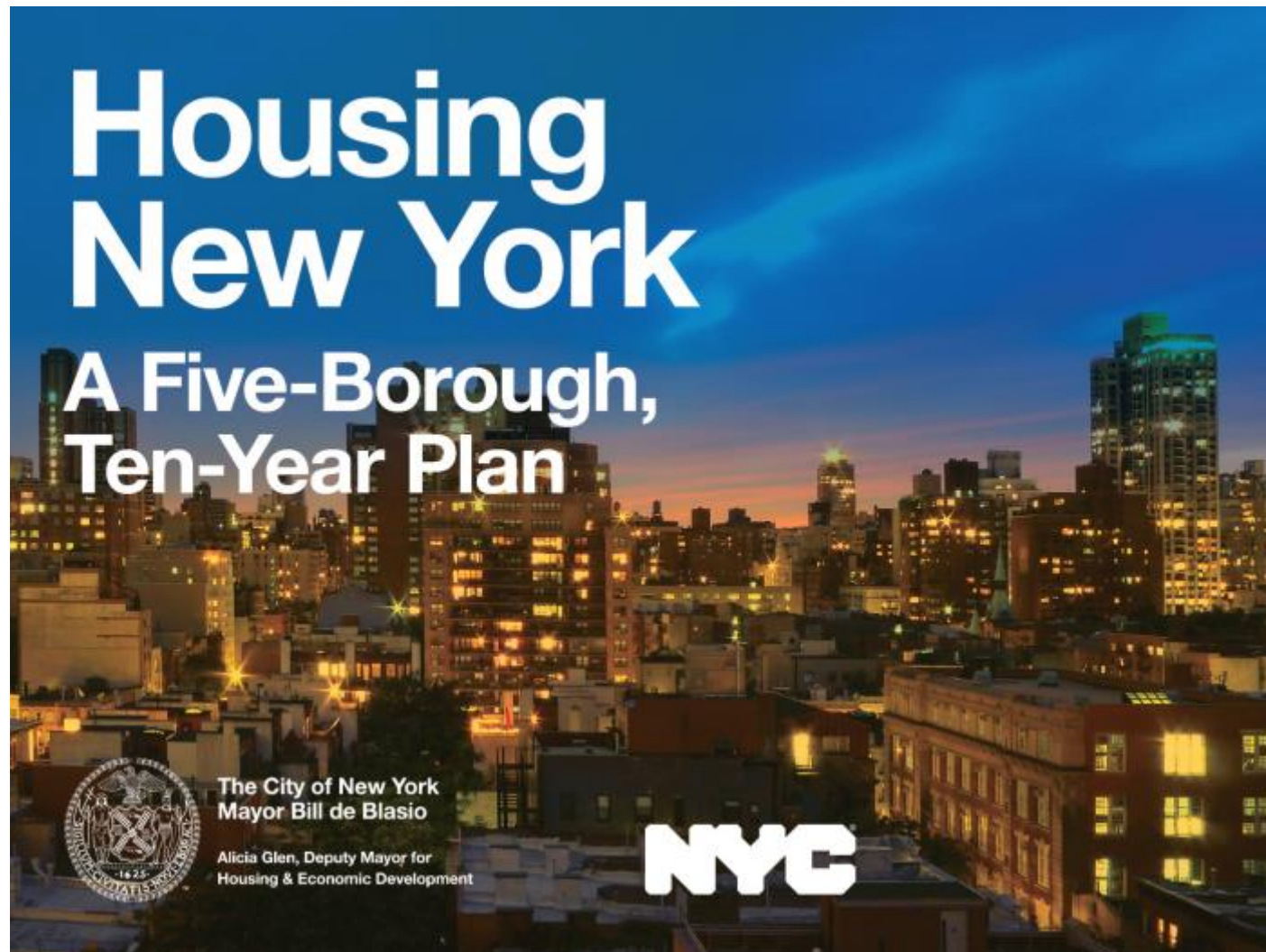


Arbor House

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

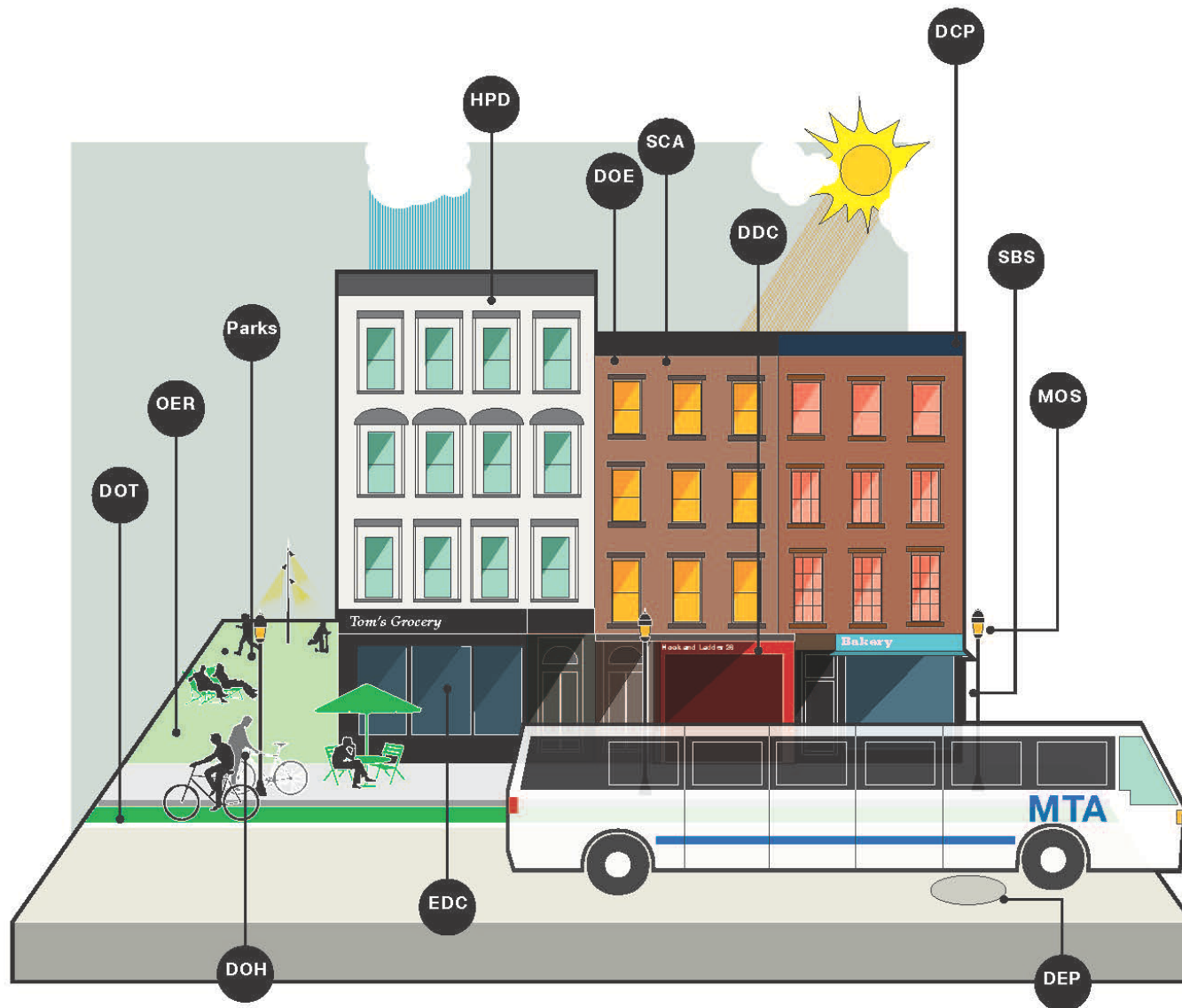




October 13, 2015

Neighborhood Planning Playbook

Creating Partnerships



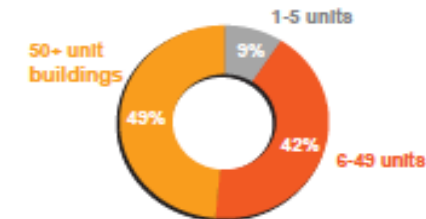
Lived Experience



Desktop Research

Residential Building Types

Community Districts 4 + 5



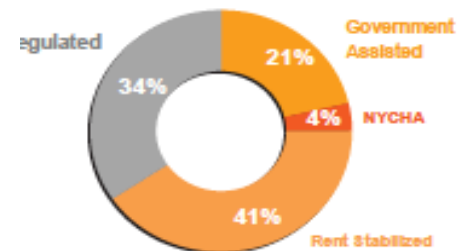
Age of Building Stock

Community Districts 4 + 5



Government Oversight

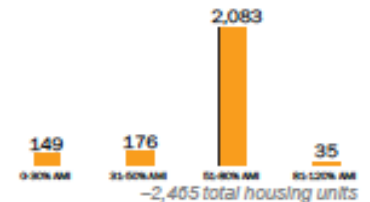
Community Districts 4 + 5



Recent HPD Investment

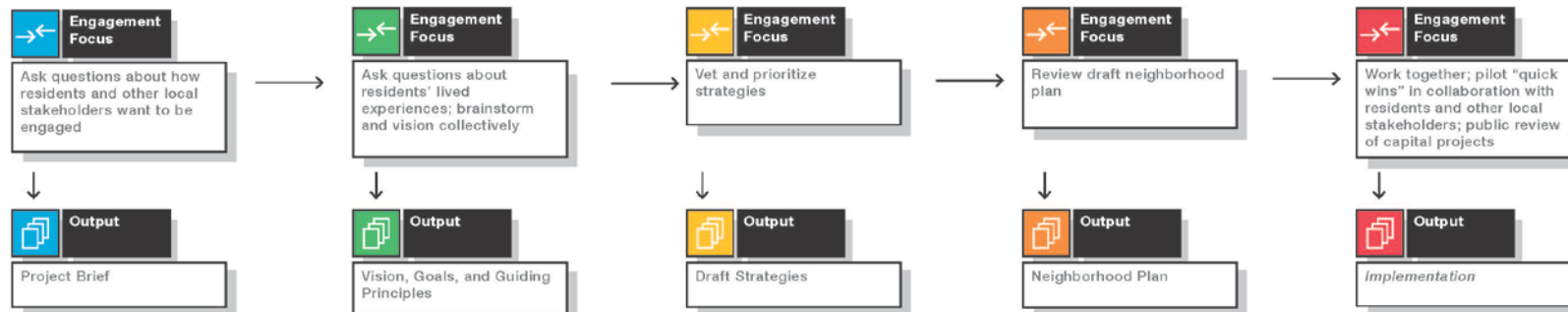
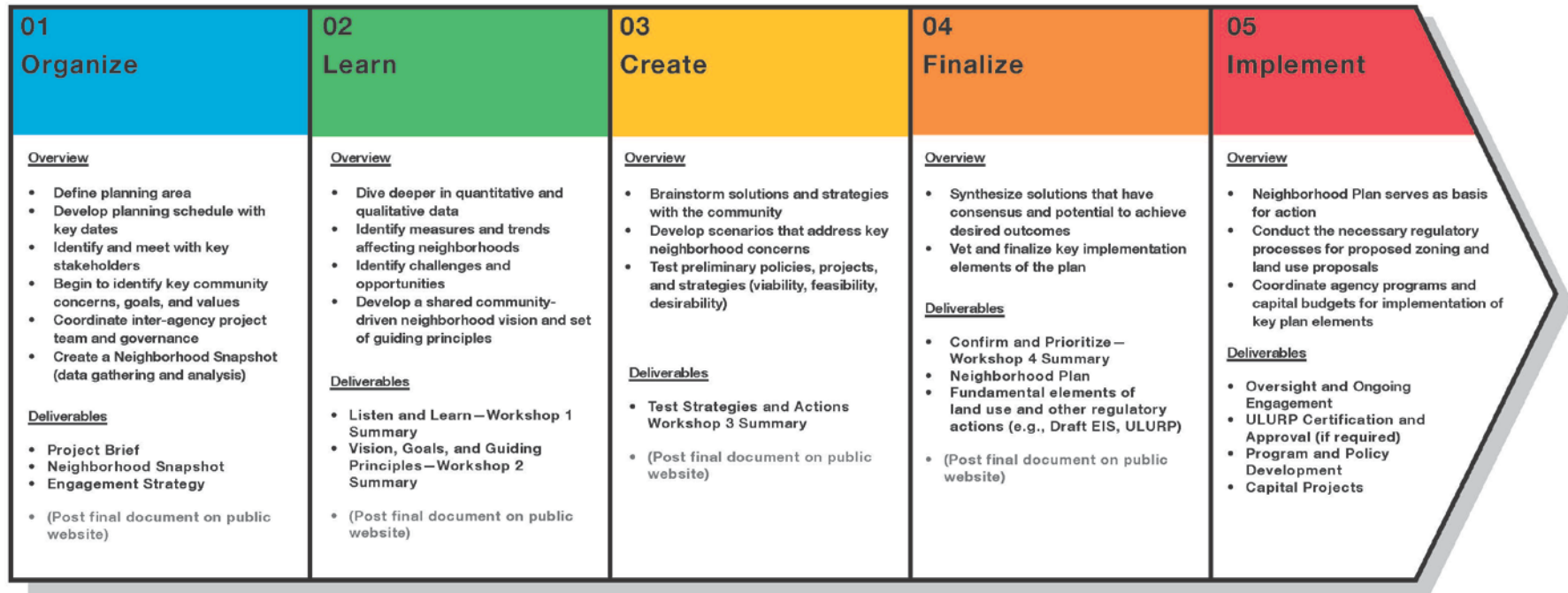
Total Construction Starts in Study Area

HPD Affordable Housing Units
January 1, 2014 - January 31, 2015



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

Neighborhood Planning Phases



TRANSPARENCY

CLARITY

COLLABORATION

Jerome Corridor Bronx



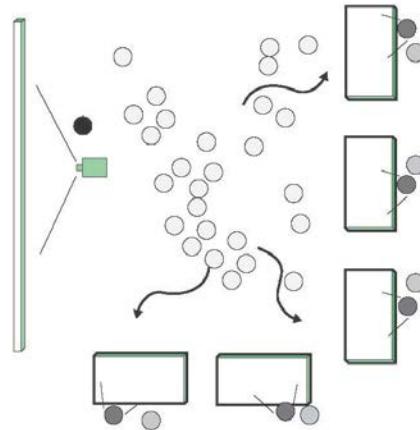
Participants photograph boards of participant interest



Participants engage in a discussion with DCP staff at the Bronx Museum of the Arts



- Presenter/MC
- Facilitator
- Note taker
- Participant

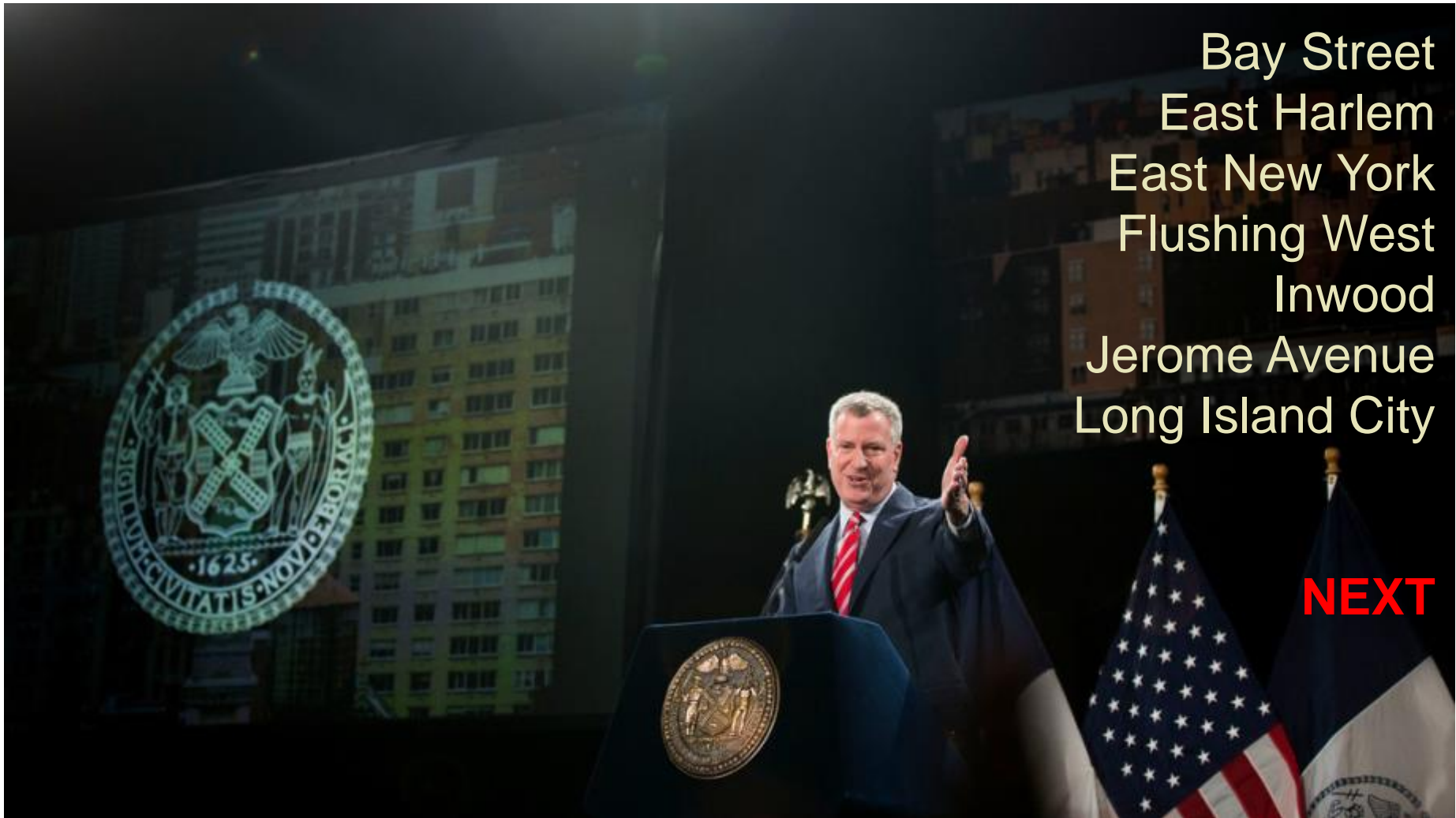


Participants map what they see about their neighborhoods

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

Bay Street
East Harlem
East New York
Flushing West
Inwood
Jerome Avenue
Long Island City

NEXT



CITIZEN PLANNERS

Fresh Food Neighborhoods Strategies



Community identifies the need

Developers and property owners create opportunities

City agencies provide support

Laying the Groundwork

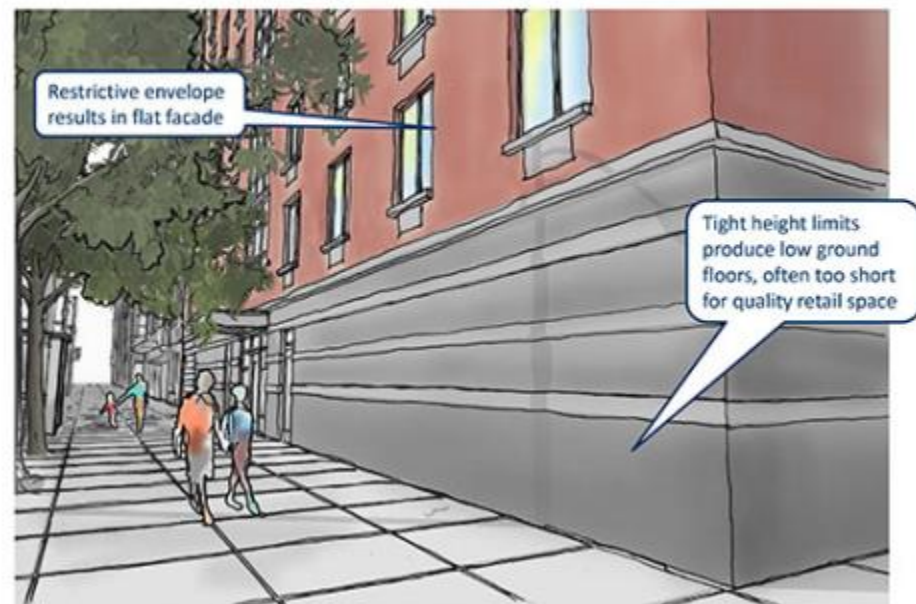
Vibrant street life and quality ground floor uses for affordable housing



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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