

East Harlem DRI

LPC Meeting #1



Department
of State



Downtown
Revitalization
Initiative

MUD Workshop | HR&A Associates | VHB | Sherpa Consulting

Agenda

1. Welcome and Introductions
2. DRI Process
3. East Harlem Community Discussion
Consultant Team
Initial Observations
Discussion on Key Takeaways
4. Public Outreach and Strategies
5. Next Steps
6. Public Comment

Welcome

LOCAL PLANNING COMMITTEE CO-CHAIRS



Mark Levine
Manhattan Borough President



Jessica Walker
President and CEO,
Manhattan Chamber of Commerce

Local Planning Committee (LPC)

LPC CO-CHAIRS

Mark Levine Manhattan Borough President

Jessica Walker REDC and Manhattan Chamber of Commerce

Ethel Battle-Velez Johnson Houses

Melody Capote Caribbean Cultural Center (CCCADI)

Diane Collier Uptown Grand Central

Michelle Cruz Union Settlement's Economic Development Center

Dimitri Gatanas

Jonah Gensler

Diana Larazadall

Sade Lythcott

Eri Noguchi

Jim Ratti

Sam Rivera

Patricia Singletary

Robin E Spann-Jacobus

Ann Marie Vasquez

Jon Weinbach

Urban Garden Center & UGC eats

LSA Family Health Services

La Villa Merchants Association

National Black Theatre

The Association to Benefit Children

1775 Houses Tenants Association

ON Point NYC

Elmendorf Reformed Church

Addie May Collins Head Start (3)

Boriken Neighborhood Health Center

New York Proton Center

Key State Staff



+ Jeannette Rausch,
NYC DRI Manager

+ Maria Garcia,
Coastal Resources
Specialist



+ Joe Tazewell,
Regional Director



+ Naysha Diaz,
Manhattan Regional
Representative



+ Patricia O'Reilly,
Program Director

Consultant Team



- + Prime Consultant
- + Urban Design and Planning



- + Market Analysis
- + Development Feasibility and Analysis



- + Transportation Planning



- + Costing and Estimation

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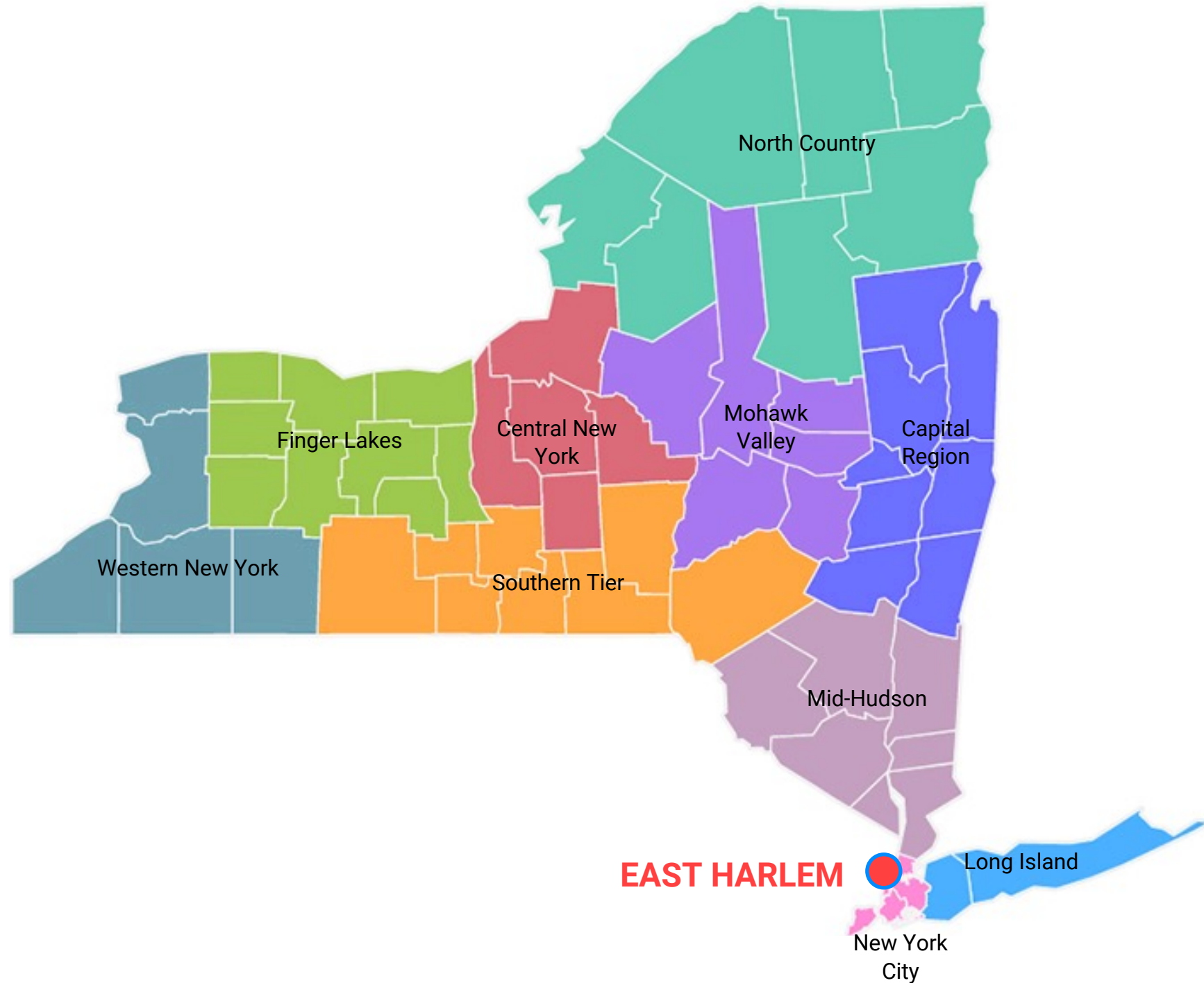
6. Public Comment

DRI Overview

New York State's Downtown Revitalization Initiative (DRI) seeks to invest in communities that are “ripe for revitalization and have the potential to become a magnet for redevelopment, business, job creation, greater economic and housing diversity, and opportunity.”

Selection Criteria:

- Physical features that promote a livable, mixed-use downtown.
- Recent or impending job growth.
- Ability to leverage additional public and private investment.
- Commitment from local leaders.



Program Goals and Objectives

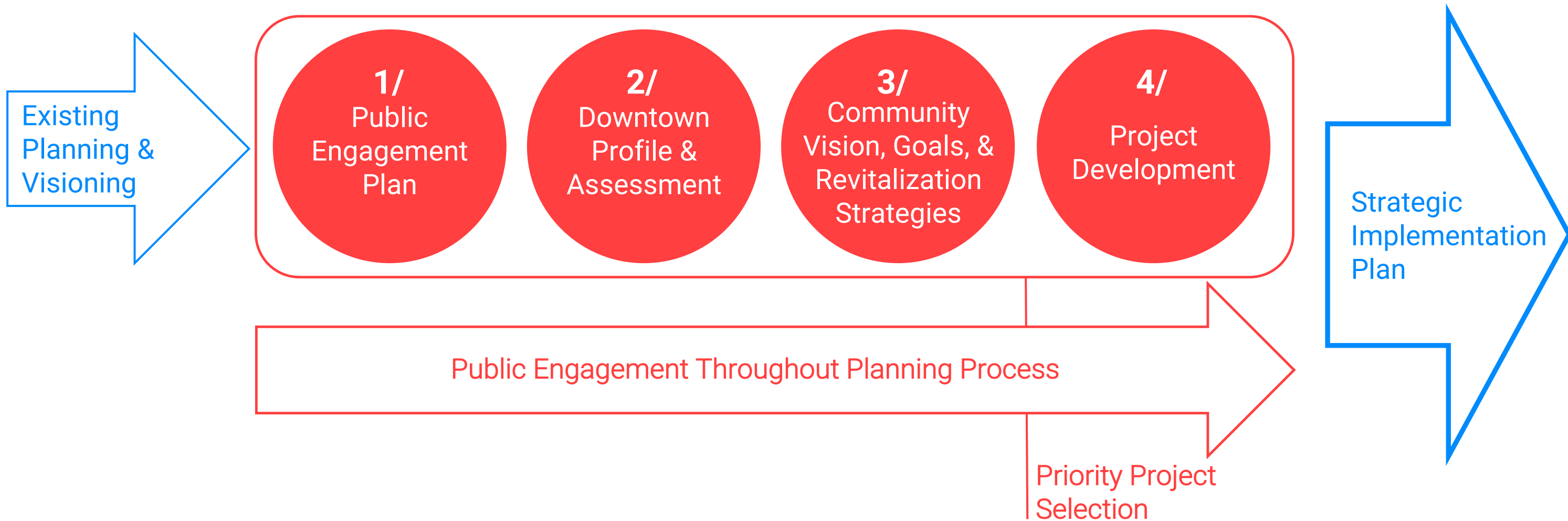
1. Create an active downtown.
2. Attract new businesses.
3. Enhance public spaces for arts and cultural events.
4. Build a diverse population with residents and workers.
5. Grow the local property tax base.
6. Provide amenities that support and enhance downtown living and quality of life.
7. Reduce greenhouse gas emissions.



Source: New York Latin Culture Magazine

DRI Process

All deliverables associated with each step will be developed by the consultant team, with guidance from the Local Planning Committee (LPC).



Roles and Responsibilities

CONSULTANT TEAM

- Prepare a public engagement plan with input and participation from the LPC
- Lead the preparation for and facilitation and documentation of all LPC and public meetings/events
- Prepare a cohesive Strategic Investment Plan
- Identifying key projects for implementation using DRI funding

STATE TEAM

- Manage the consultant team assigned to the community
- Assist the consultant team and LPC in meeting preparation
- Participate in the preparation and review of DRI documents

Roles and Responsibilities

LOCAL PLANNING COMMITTEE (LPC)

- Guide the planning process
- Help identify a range of community engagement approaches
- Take an active role in public outreach
- Meet regularly to brainstorm ideas, provide direction and feedback to consultant teams

Code of Conduct

Members of the DRI Local Planning Committee must **always serve and act in the public interest.**

Remember **DAD**

Disclosure conflicts of interest

Act in the public interest

Disqualify if necessary

Code of Conduct

CONFLICT OF INTEREST

- Members shall exercise their duties and responsibilities as Members in the public interest of the inhabitants of the State, regardless of their affiliation with, or relationship to, any business, municipality, not-for-profit, agency, program, entity, or interest group.
- A member shall exercise the Member's duties and responsibilities that does not exert improper influence over another Member.
- A member shall exercise the Member's duties and responsibilities for the primary benefit of the public and in such a manner where any benefit to the Member, or a Family Member or Relative of the Member, is incidental only.

Code of Conduct

DISCLOSURE

- Any potential conflict of interest must be disclosed at the earliest possible time, which should be prior to the meeting in which the matter will be discussed or as soon as conflict is noted.
- Members are encouraged to immediately disclose known relationships and potential conflicts of interest to prevent even the appearance of impropriety.
- If unsure of conflict, please request an opinion from NYS DOS Ethics Counsel.

Code of Conduct

RECUSAL

- A member may not vote, or attempt to influence a discussion or vote, where potential conflict exists.
- No Member shall attend such Committee discussions, deliberations, or votes, unless they are taking place as part of a meeting or proceeding open to the public
- No Member exercising recusal shall make public statements, or provide nonfactual information to the public, relating to the matter that gave rise to the need for recusal. Recused members may provide factual information about project in a public forum.

Code of Conduct

DOCUMENTING CONFLICTS

- Members must identify a potential conflict at the first meeting in which the matter giving rise to the conflict is discussed.
- A list of recusals together with the recusal form completed by each recused Member will be maintained for each project for the duration of the DRI planning process.
- The recusal list will be updated at each meeting.
- The LPC co-chairs will remind members of their obligation to recuse at each meeting of the committee

ACTING IN THE PUBLIC INTEREST

- **Unwarranted Privileges:** No Member should use or attempt to use his or her position as a Member to secure unwarranted privileges or exemption(s) for him or herself or others.
- **Confidential Information:** No Member should disclose confidential information acquired by him or her in the course of his or her duties as a Member or by reason of his or her position as a Member or use such information to further his or her personal interest (s).

Contact

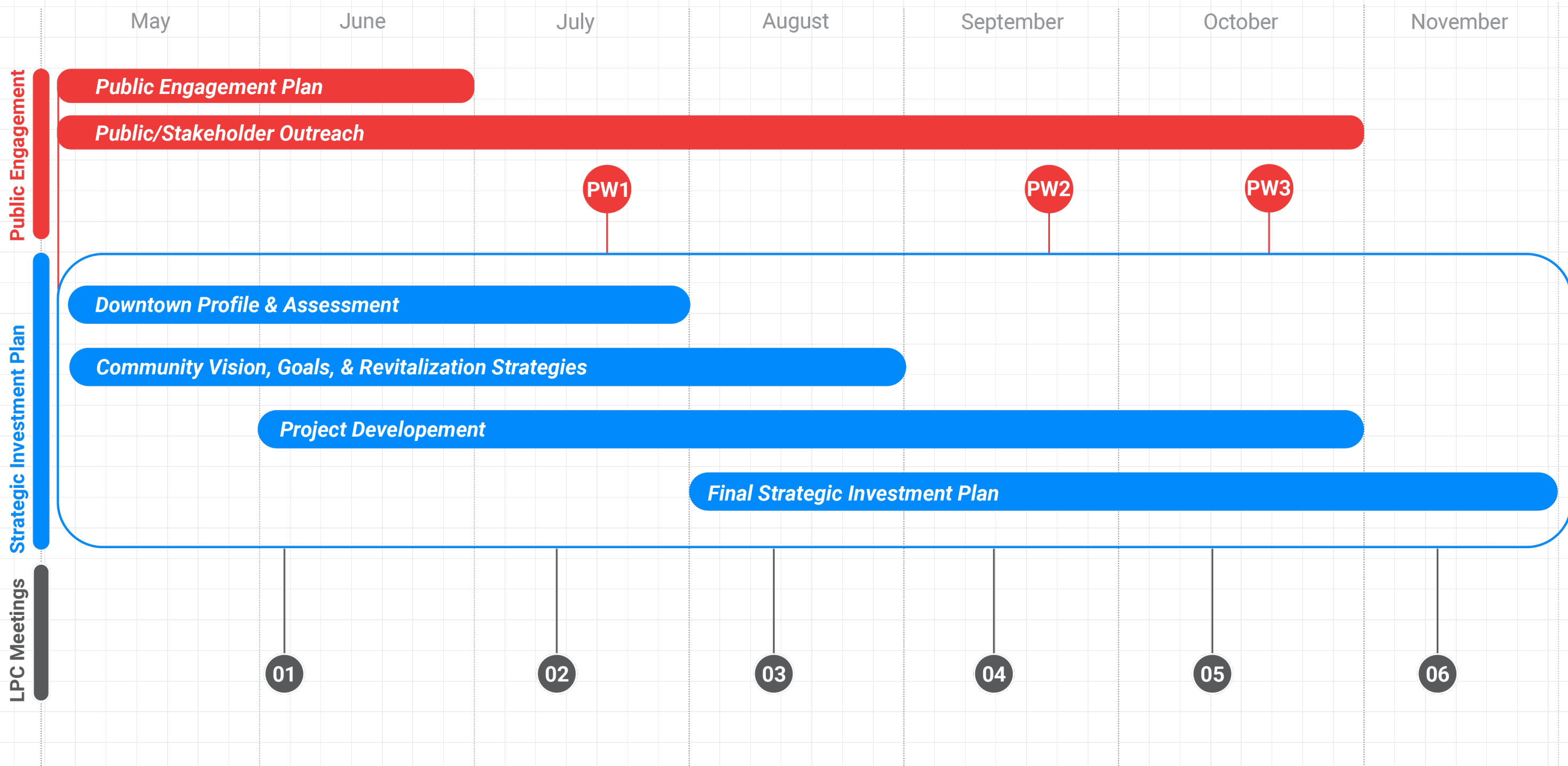
HAVE INDIVIDUAL CONFLICT CLARIFICATIONS / QUESTIONS? DIRECT THEM TO:

David Gonzalez

David.Gonzalez@dos.ny.gov

Josette Rocco

Josette.rocco@dos.ny.gov



Scheduling LPC Meetings

Planning the Following Five LPC Meeting

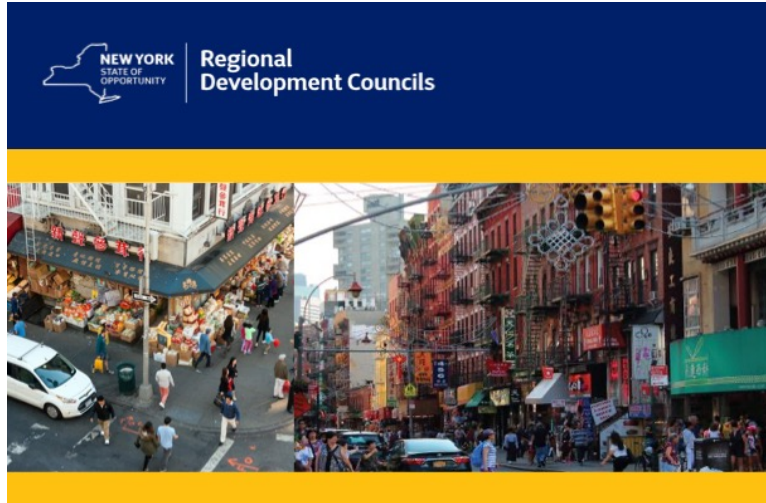
- Preferred day of the week
- Preferred time of the day
- Venue(s)

Potential Schedule For Discussion

Meeting	Date
LPC Meeting #2	Week of July 5 th Week of July 10 th
LPC Meeting #3	Week of July 31 st Week of August 7 th
LPC Meeting #4	Week of September 4 th
LPC Meeting #5	Week of October 2 nd
LPC Meeting #6	Week of November 6 th



Final Product



New York City Downtown Revitalization Initiative: Chinatown Awards



Project Name	Project Description	Award
Renovate Kimlau Square	Expand public space at Kimlau Square to support a broader mix of community events, draw visitors into the neighborhood, and provide open space in the heart of the community.	\$5,000,000
Beautify the Park Row Connection to Chinatown	Implement capital improvements to beautify and improve accessibility at Park Row from the Brooklyn Bridge to Kimlau Square.	\$4,000,000
Upgrade a Section of Sara D. Roosevelt Park	Renovate park areas to expand access to attractive, welcoming public space with seating, shade, and landscaped areas for the multi-generational local community.	\$3,285,000
Create a Chinatown Welcome Arch/Gateway	Build a landmark gateway arch to commemorate the cultural heritage of the area and draw visitors to the neighborhood.	\$2,500,000
Create a Building Upgrades Fund	Establish a grant program to help existing small businesses and building owners make improvements to the local building stock.	\$1,000,000
Open a Community Health and Wellness Center	Establish a new community health and wellness center at 60 Madison Street, which would offer high-quality and culturally accessible health and mental health services.	\$1,000,000

How are the DRI Projects Formed and Selected?



- Open Call
- Application
- Public Input

- Eligibility & Technical Review
- Stakeholder Matching
- Cost Review
- Scope Definition

Four Types of Projects

New Development and/or Rehabilitation of Existing Downtown Buildings

- Development for mixed-use, commercial, residential, not-for-profit, or public uses.
- Lead to capital investments.
- Provide employment opportunities, housing choices, and/or services for the community.



Public Improvement Projects

- Streetscape and transportation improvements, recreational trails, wayfinding signage, new and upgraded parks, plazas, public art, green infrastructure.



Small Project Fund

- Façade enhancements, building renovation improvements, business assistance, or public art.
- Funds are capped at \$600,000 for DRI communities and \$300,000 for NYF communities.



Branding and Marketing

- Downtown branding and marketing projects that target residents, investors, developers, tourists, and/or visitors.
- Costs must be one-time expenses.



Ineligible Project Types

1. STANDALONE PLANNING ACTIVITIES

Following the preparation of the Strategic Investment Plan (SIP), all DRI/NYF funds must be used for projects that directly implement the plan.

2. OPERATIONS AND MAINTENANCE

DRI/NYF funds cannot be used for ongoing or routine expenses, such as staff salaries and wages, rent, utilities, and property upkeep.

3. PRE-AWARD COSTS

Reimbursement for costs incurred before the completion of the SIP and the announcement of funding awards is not permitted.

4. PROPERTY ACQUISITION

The cost of property acquisition can be included in the overall project budget, but the acquisition must be funded by another funding source.

5. TRAINING AND OTHER PROGRAM EXPENSES

The DRI and NYF programs are a one-time infusion of funds and cannot be used to cover continuous costs, such as training. costs and expenses related to existing programs.

Project Requirements

TIMING

Projects must be able to break ground within two years or sooner of receiving DRI/NYF funding.

PROJECT SIZE & SCALE

Projects must be large enough to be truly transformative for the downtown area.

PROJECT SPONSORS

Every project must have an identified project sponsor. Sponsors may be public, not-for-profit, or private entities with the capacity and legal authority to undertake the proposed project.

FINANCING

Projects should have financing commitments largely secured or be able to demonstrate a clear path to securing sufficient financing. This financing, combined with DRI/NYF funding, should enable the sponsor to undertake the project expeditiously.

Project Requirements

MATCHING AND LEVERAGE

New York communities are diverse. There are no programmatic minimum match requirements for the DRI or NYF with the exception of a small project fund. For a small project fund, matching requirements must be no less than 25% of the total cost per project.

SITE CONTROL

The project sponsor must have site control or be in the process of acquiring site control. If the project sponsor is leasing or renting the proposed project site, the property owner must agree to the proposed project in writing.

BUILDING DECARBONIZATION

For DRI/NYF communities, all public, private, and not-for-profit projects that meet the criteria for new construction, substantial renovation, or a building addition shall include decarbonization techniques. Each of these projects will select a method.

DRI Project Boundary Definition

- Bounded by FDR Drive, Park Avenue, East 111th Street
- 0.73 square miles
- Serviced by the 4-5-6 subway line and the planned second avenue subway expansion



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NYS Consultant Team

- + Trans-disciplinary team
- + Committed to diversity and inclusion
- + Work process and methodology rooted in public engagement
- + Design and feasibility driven with focus on co-benefits



Shachi Pandey

- + Prime Consultant
- + Project Management
- + Urban Design & Planning



Brett Collazi

- + Market Analysis
- + Development Feasibility and Analysis



David Quart



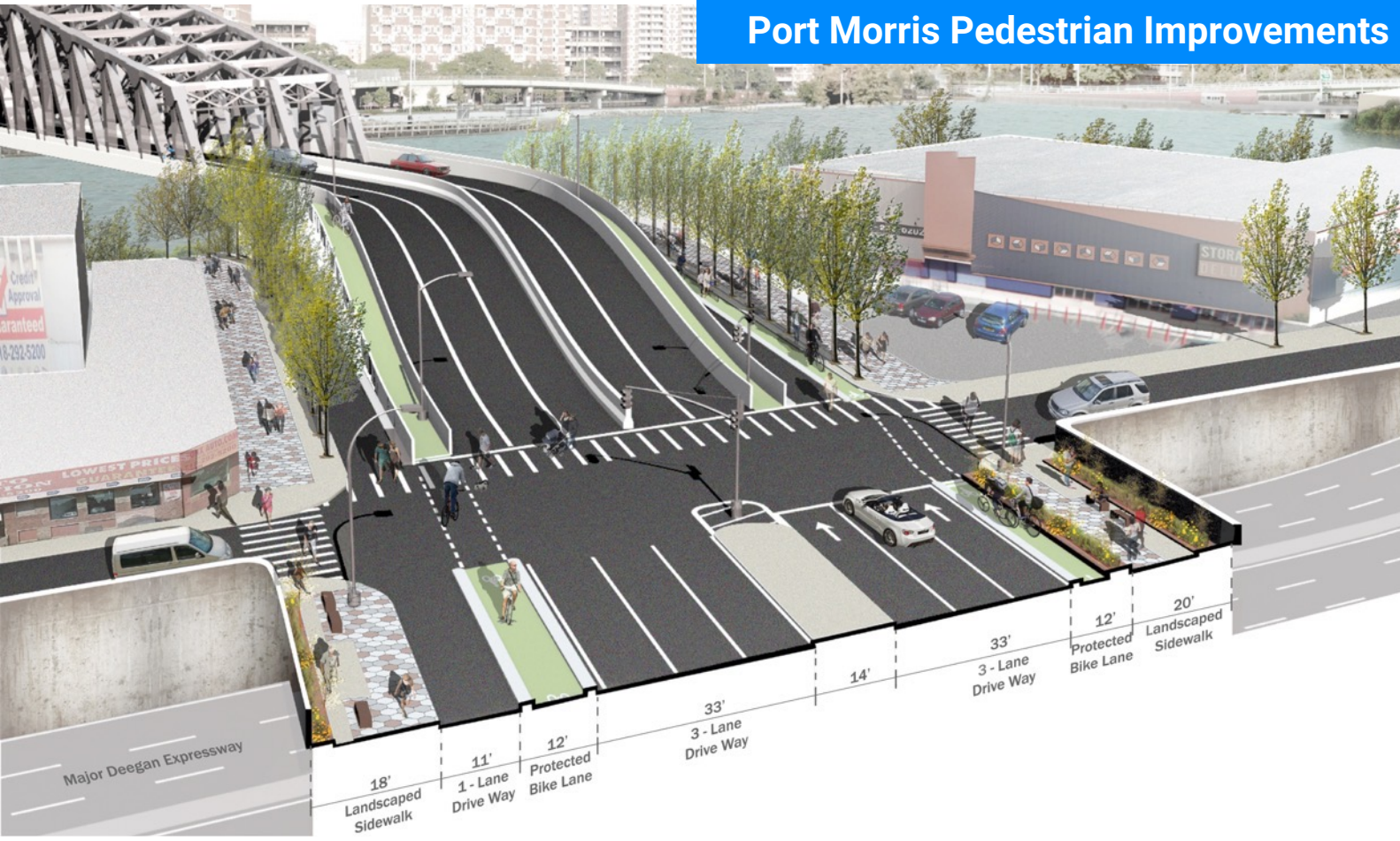
Amir Rizavi

- + Transportation Planning



Chongba Sherpa

- + Costing and Estimation





30+
locations throughout
the East Coast

Founded in
1979

1,800
passionate professionals
including engineers, scientists,
planners, and designers



Our Core Services

Civil/Site Engineering | Environmental | Planning & Design
Transportation Planning & Engineering | Applied Technologies





116th Street



125th Street



Under the Viaduct



Community Garden

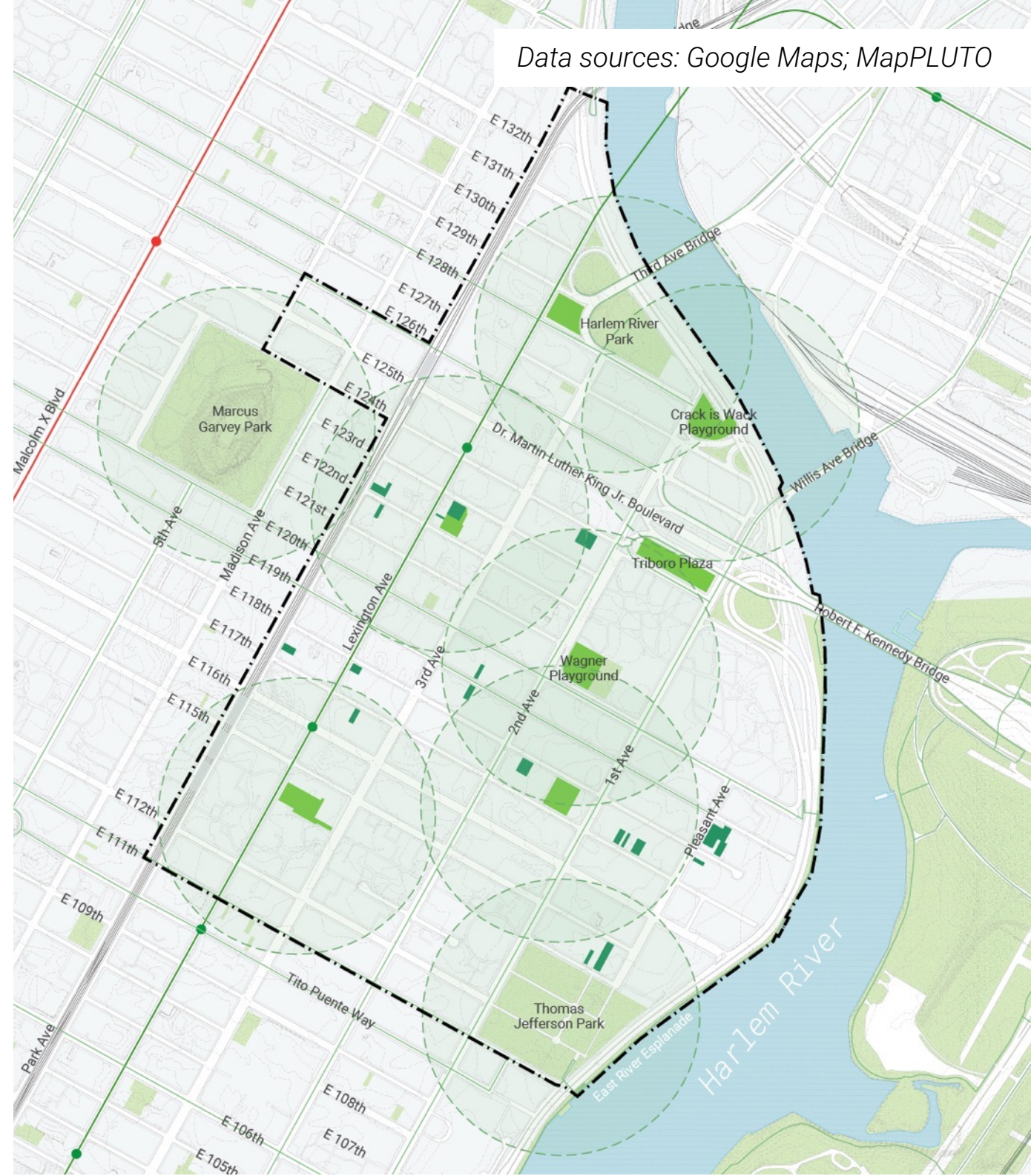
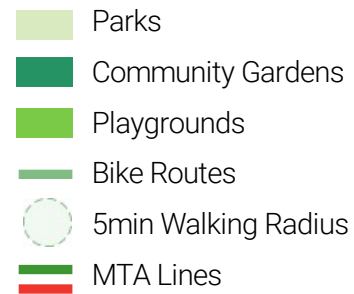


2nd Avenue



Parks and Open Spaces

- Community District 11
 - Ranks 6/59 for Percent Parkland
 - Ranks 22/59 for Tree Canopy Cover (NewYorkers for Parks, 2021)
- 7 Playgrounds
- 17 Community gardens



Parks and Open Spaces

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 - Ranks 6/59 for Percent Parkland
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Life Spire Community Garden



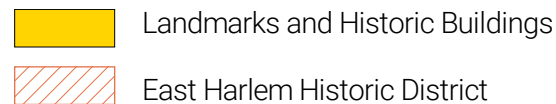
Pleasant Village Community Garden



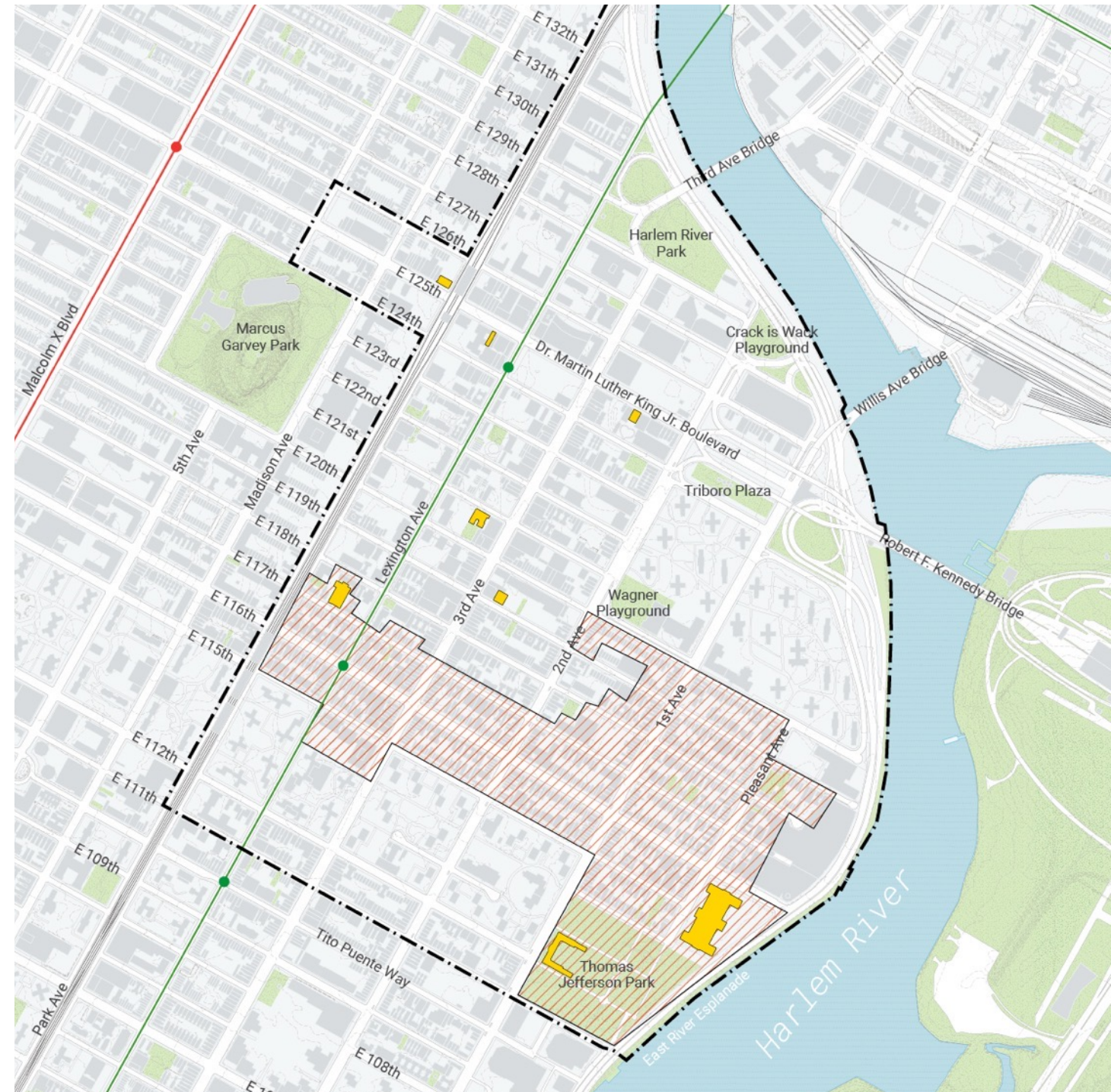
Los Amigos Community Garden

Landmarks & Historic Districts

- 8 NYC LPC Landmarks and Historic Buildings within study area
- East Harlem Historic District listed on National and State Registers of Historic Places in 2019



Data sources: Landmark East Harlem; Landmarks Preservation Commission; MapPLUTO



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Pedestrian Safety

Data sources: MapPLUTO; NYC DOT

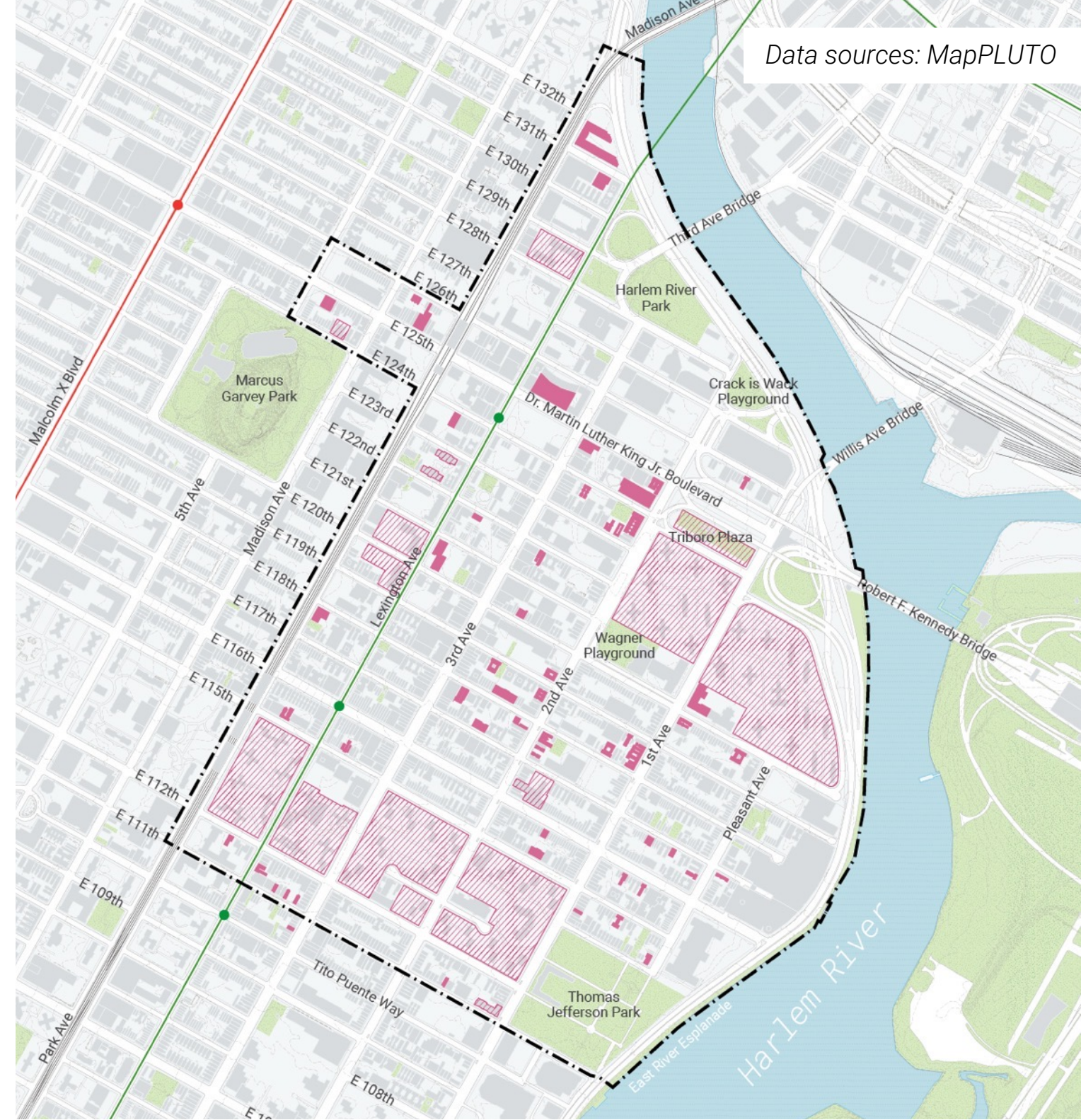
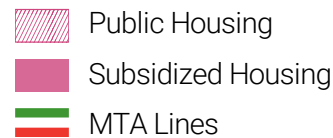
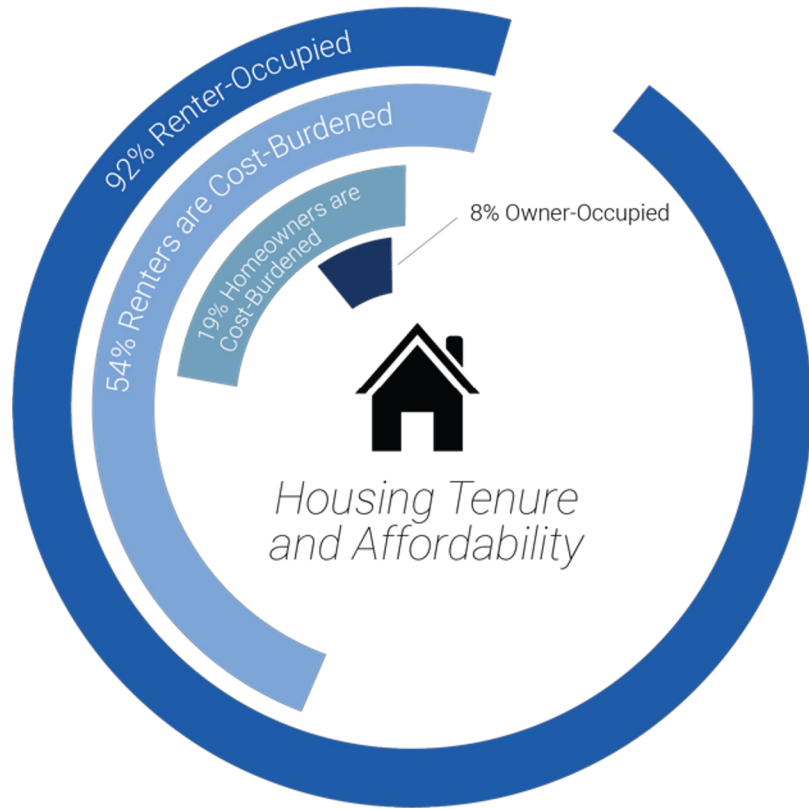
- Vision Zero Priority Intersections
 - Intersections w/ highest number of pedestrians killed or severely injured
- 5 Vision Zero Priority Intersections within the study area
 - 3 along East 125th Street Corridor
 - 2 along East 116th Street Corridor



- ✚ Vision Zero Priority Intersections
- MTA Lines
- 0.2 Mile Walking Radius from Subway Stations
- Bike Routes

Housing Characteristics

- Low median rent (\$995) compared to Manhattan and NYC (\$1,869 and \$1,579 respectively)
- 25% population in public housing (5,928 units/12,271 people)
- 4,803 subsidized housing units, but 28% expiring by 2030



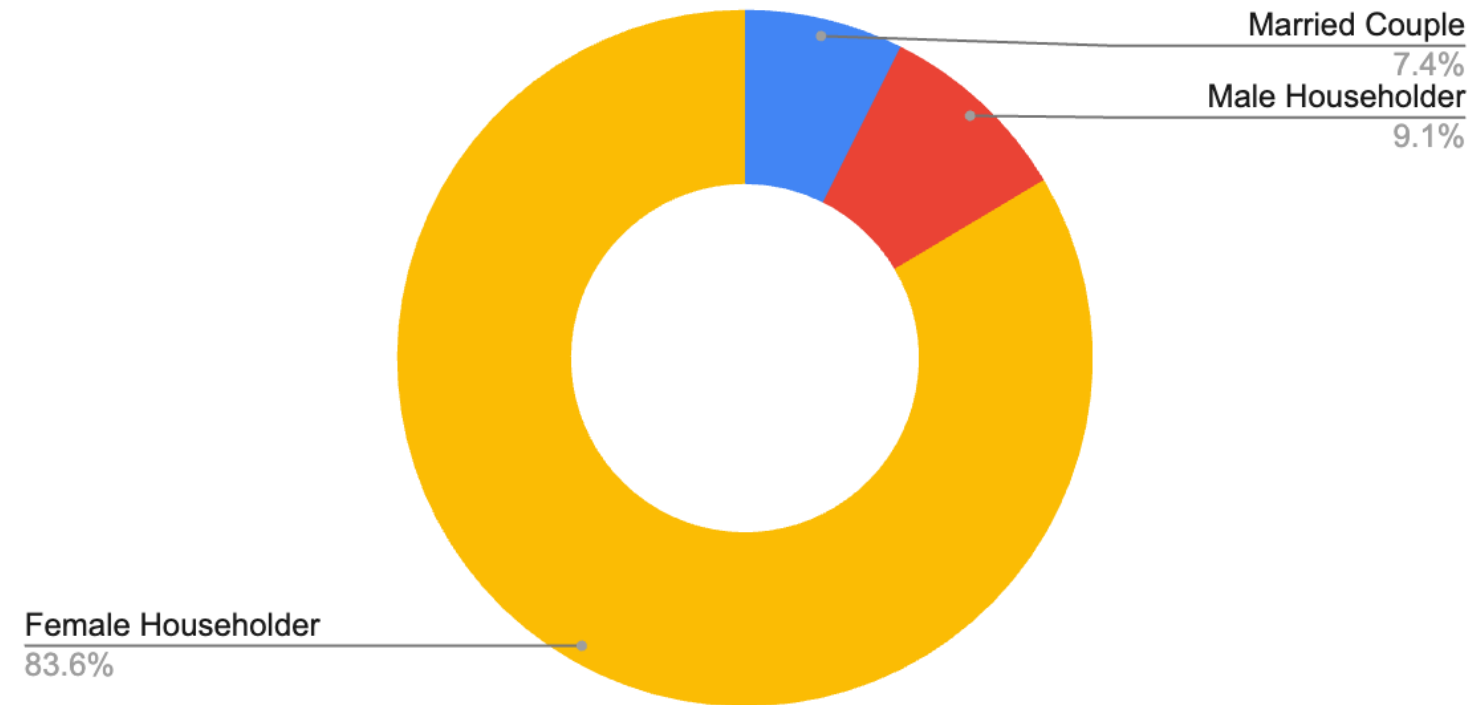
Data sources: MapPLUTO

Community Characteristics

Median Household Income (ACS 2021)		
Study Area	Manhattan	NYC
\$33,037	\$93,956	\$70,472

Families Living Below Poverty Level (ACS 2021)		
Study Area	Manhattan	NYC
28.80%	11.90%	13.60%

- Median household income (MHI) within the study area is less than half of NYC's MHI.
- Over 80% of households living below the poverty line are female-headed.



Families With Children Under 18 Living Below Poverty Level

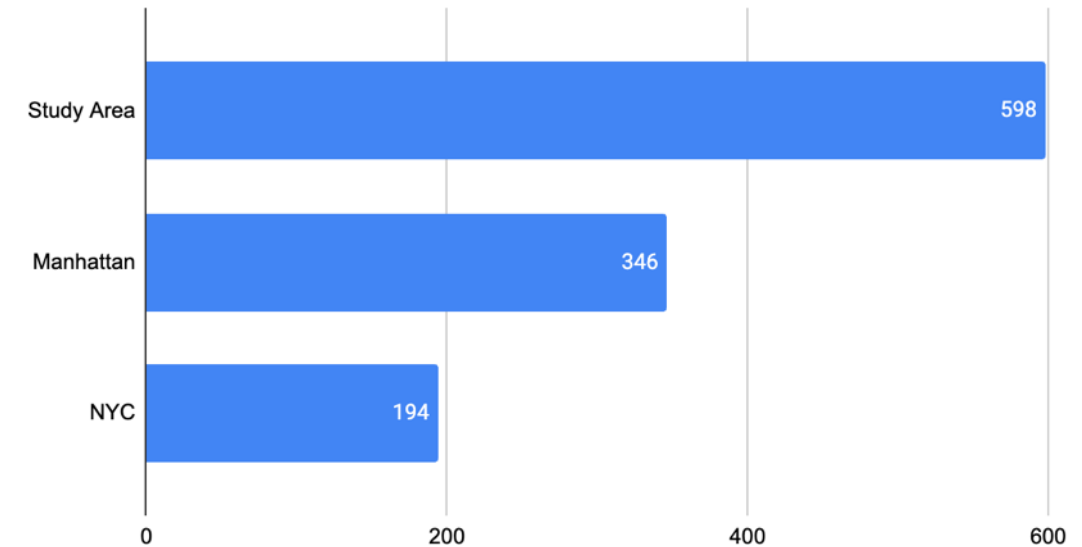
Data source: American Community Survey 2021

Community Characteristics

High School Dropout Rate Age 16-19 (ACS 2021)			
	Study Area	Manhattan	NYC
Male	10.00%	3.10%	3.90%
Female	2.90%	1.40%	3.00%

Unemployment Rate by Sex (ACS 2021)			
	Study Area	Manhattan	NYC
Male	10.90%	7.10%	7.90%
Female	5.50%	6.10%	7.00%

- High school dropout rate among males age 16-19 is nearly 3x the rate in Manhattan and NYC.
- High unemployment rate among males (10.9%) relative to Manhattan and NYC (7.1% and 7.9% respectively).

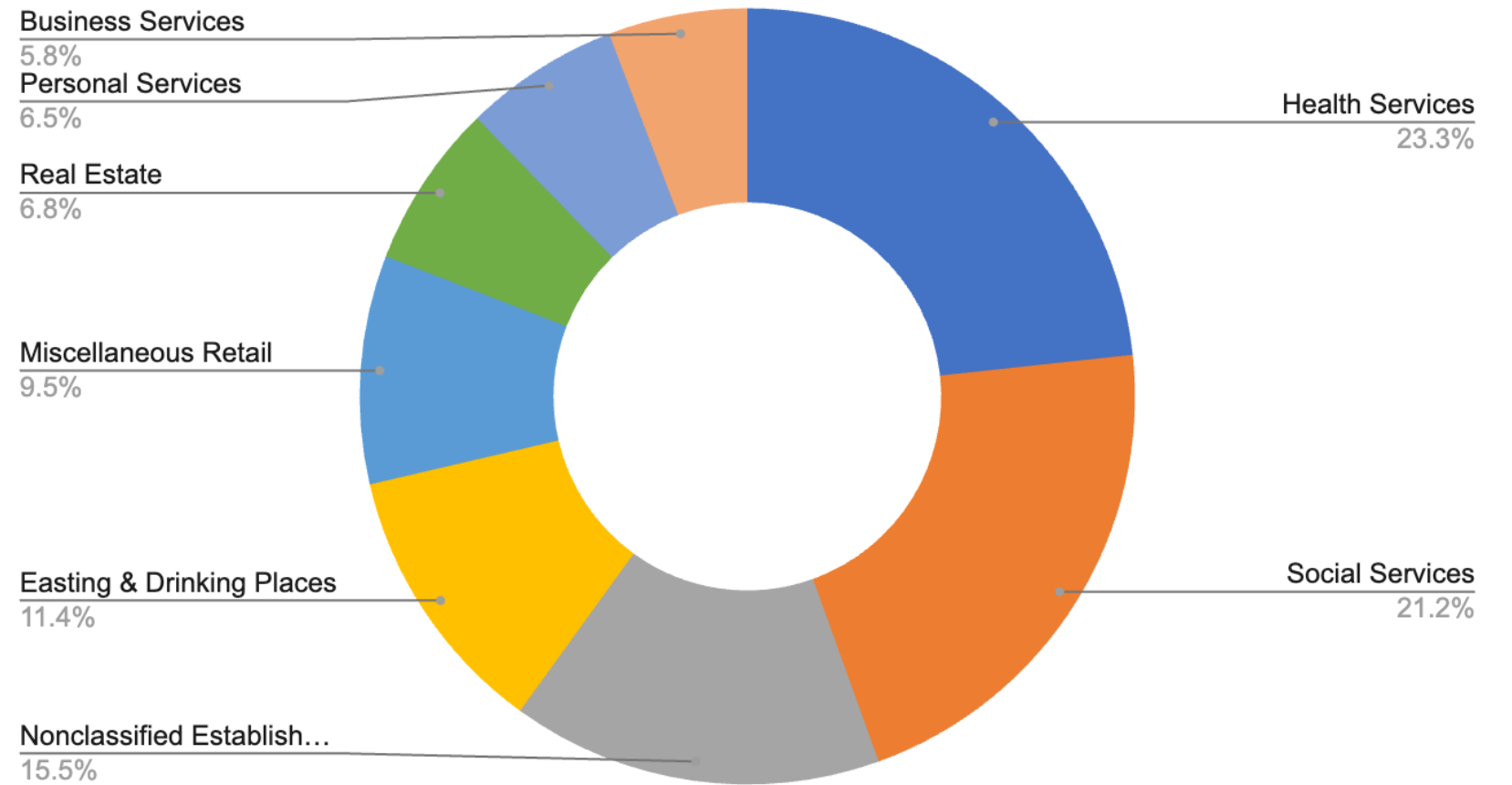


Imprisonment Rate per 100,000 Persons

Data source: Prison Policy Initiative, 2020

Businesses

- 53.72% of businesses employ 1 – 4 people.
- High percentage of Health and Social services businesses (44.5% combined).
- Decrease in number of Eating and Drinking Places and Miscellaneous Retail since 2016 (-6.13% and -22.89% respectively).



Businesses Composition (2016-2021)

Industry	Total (2021)	Percent (2021)	Change (2016-2021)	% change (2016-2021)
Health Services	313	23.29	27	9.44
Social Services	285	21.21	69	31.94
Non-classified Establishments	208	15.48	83	66.40
Eating and Drinking Places	153	11.38	-10	-6.13
Miscellaneous Retail	128	9.52	-38	-22.89

Data source: Data Axle

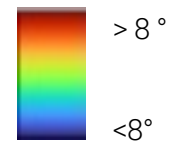
Heat Vulnerability

East Harlem North Neighborhood Tabulation Area has a Heat Vulnerability Index of 5/5

This indicates very high vulnerability, and includes the following factors:

- + Temperature
- + Air Conditioning
- + Poverty
- + Green Spaces
- 85.1% air conditioning compared to NYC average of 91%
- 27.8% green space compared to citywide average of 38% (NYC GOV)

Temperature Deviation from Mean (Fahrenheit)



● Street Trees

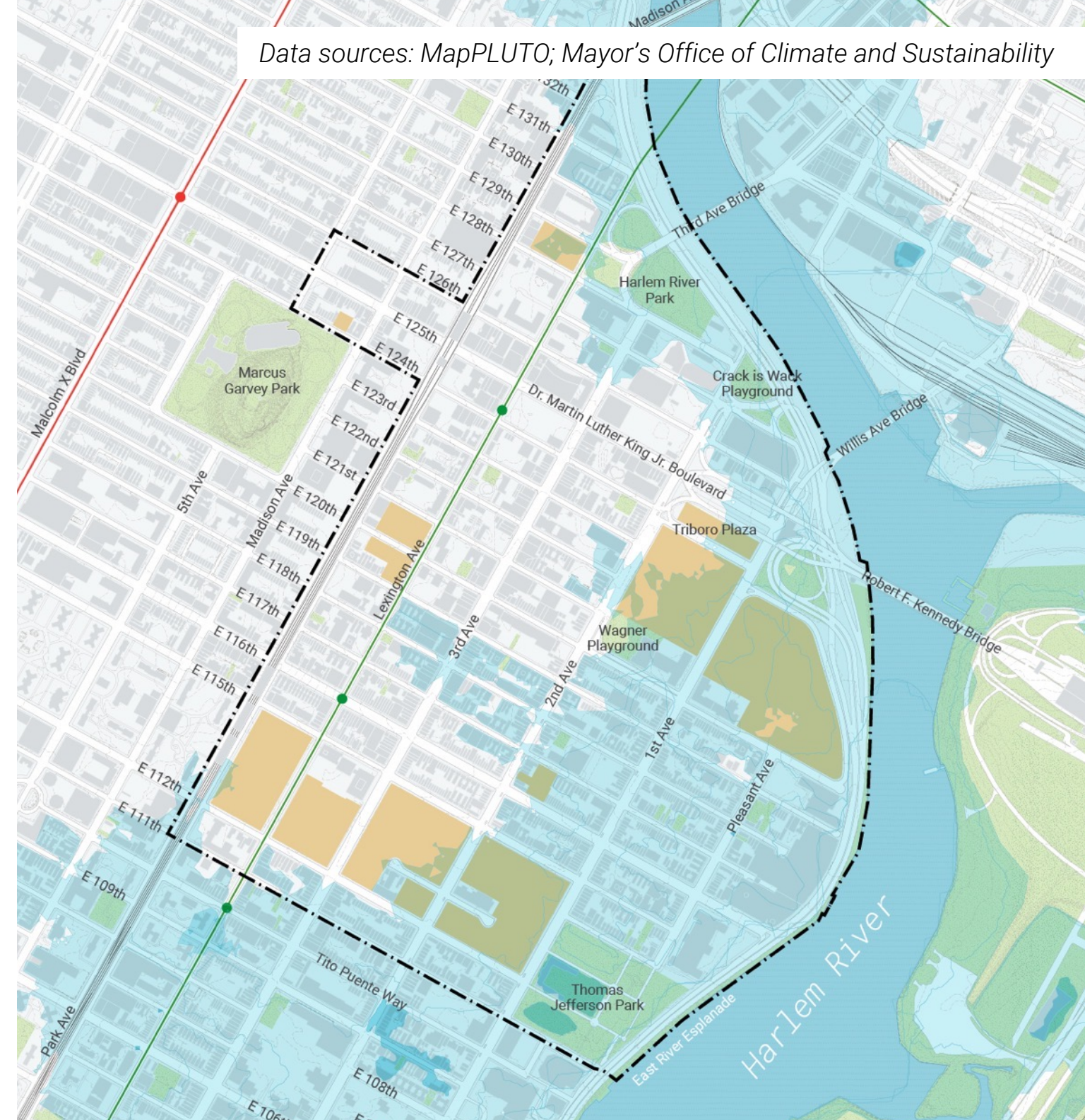
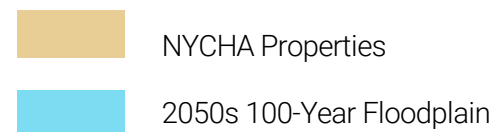


Data sources: MapPLUTO; New York City Council Data Team

Coastal Flood Risk

Populations and community facilities susceptible to coastal flooding (2050 100-year floodplain):

- 7 NYCHA Properties
- 44 NYCHA Buildings
- 10 healthcare facilities
- 16 schools
- 6 cultural institutions/historical sites
- 12 child services/welfare facilities
- 17 parks and plaza



Data sources: MapPLUTO; Mayor's Office of Climate and Sustainability

Key Investments



Public Projects and Investments

- ① La Marqueta Renovations
- ② Park Avenue Viaduct Replacements
- ③ Second Avenue Subway Expansion
- ④ East River Esplanade Improvements
- ⑤ 107th Street Pier Improvements
- ⑥ Harlem River Greenway Link
- ⑦ West Harlem Neighborhood Health Action Center (2017)
- ⑧ La Placita Renovation (2019)
- ⑨ 125th Street Pedestrian Plaza (2021)
- ⑩ Harlem River Drive Reconstruction (2021)



Private Projects and Investments

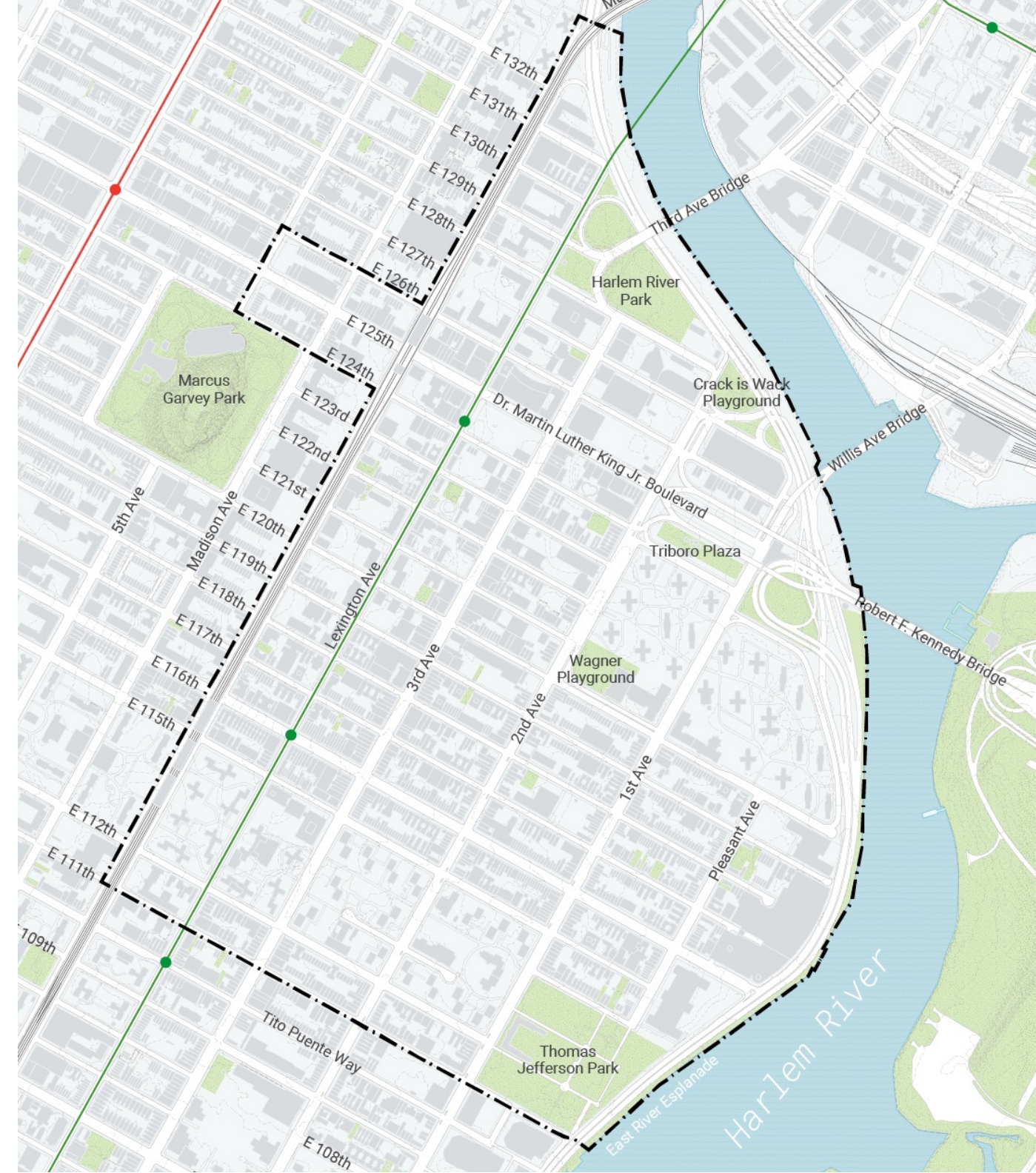
- ⑪ Timbale Terrace
- ⑫ National Black Theatre
- ⑬ The Beacon
- ⑭ 126th Street African Burial Ground and Mixed-Use Development
- ⑮ New York Proton Center (2019)
- ⑯ The Smile (2020)
- ⑰ One East Harlem (2022)



DISCUSSION ON KEY TAKEAWAYS

Questions for LPC Members

- What are East Harlem's greatest strengths, assets, and source of pride? What makes East Harlem unique?
- What can/needs to happen in East Harlem to better support revitalization and economic development?



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Public Engagement

OPEN & TRANSPARENT

process to draft SIP and identify, vet, and prioritize projects

INCLUSIVE of all who live and work in community, especially underserved and vulnerable populations

BUILD ON PAST WORK and learn from methods that have been successful in the past

ENGAGEMENT fitting for the East Harlem Community e.g. open house fairs, poster boards, online surveys, sticky note feedback, charrettes/workshops, focus groups, interviews, etc.

COMMUNICATION and PROMOTION METHODS that will have a wider reach e.g. flyers, social media, email newsletters, websites, etc.

Initial Ideas

1. Who are the stakeholders, constituent groups, and hard to reach populations that we ought to engage?

Business owners, community groups, institutions, hospital, residents.

2. What outreach methods and messaging have worked in the past?

Public workshops, project website, stakeholder roundtables, surveys, community events.

3. How can the LPC help reach a wider audience?

Flyers, promotional blurb for emails / social media, QR code for website.

4. What are the most popular neighborhood events in the summer?

Open Streets, East Harlem Nights, others?

5. Venue for first meeting



Public Workshops

Planning for the first Public Workshop

- Preferred date and venue for first public workshop
- Space out workshops by at least 6 weeks
- Suggestions for community events

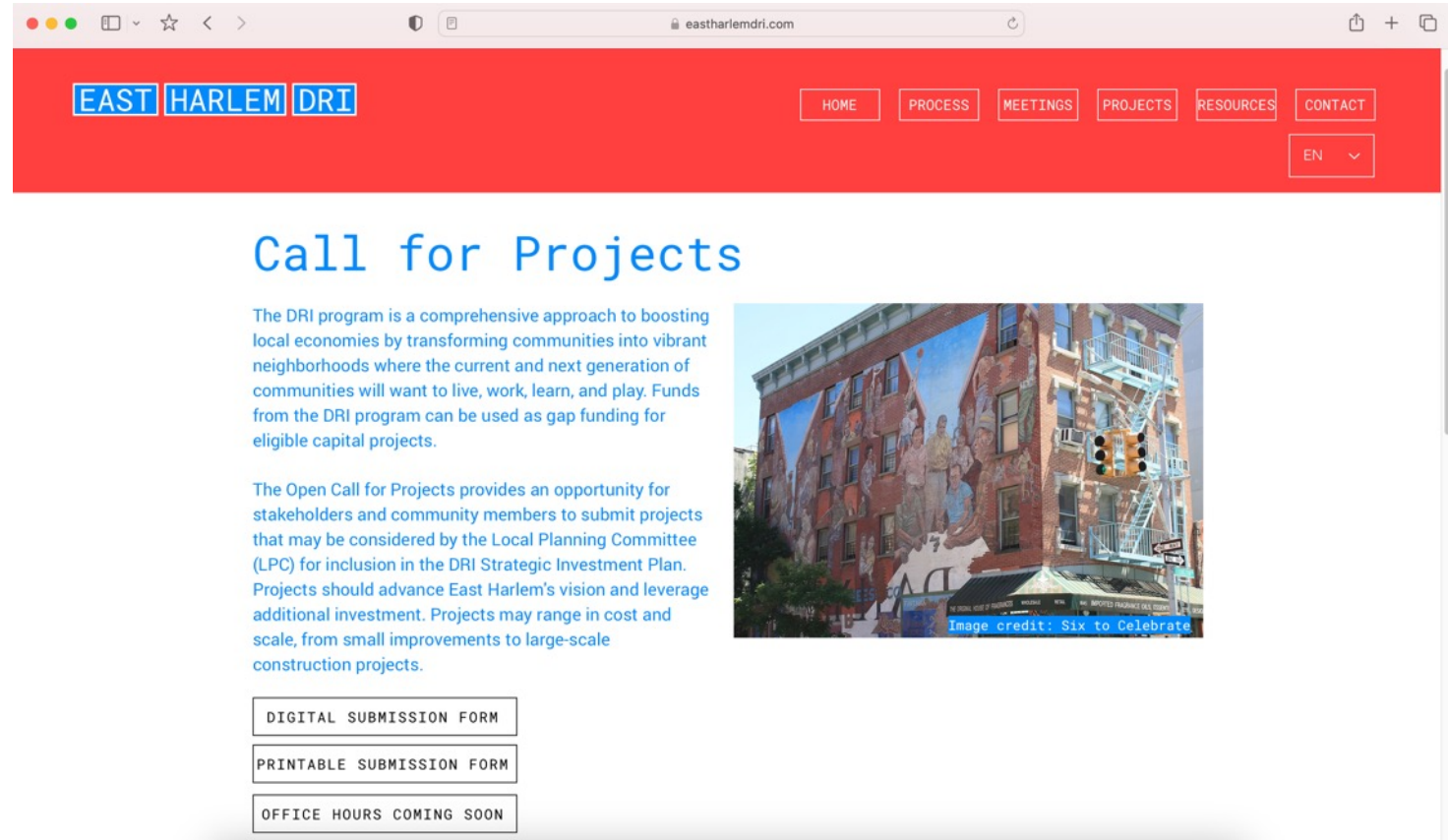
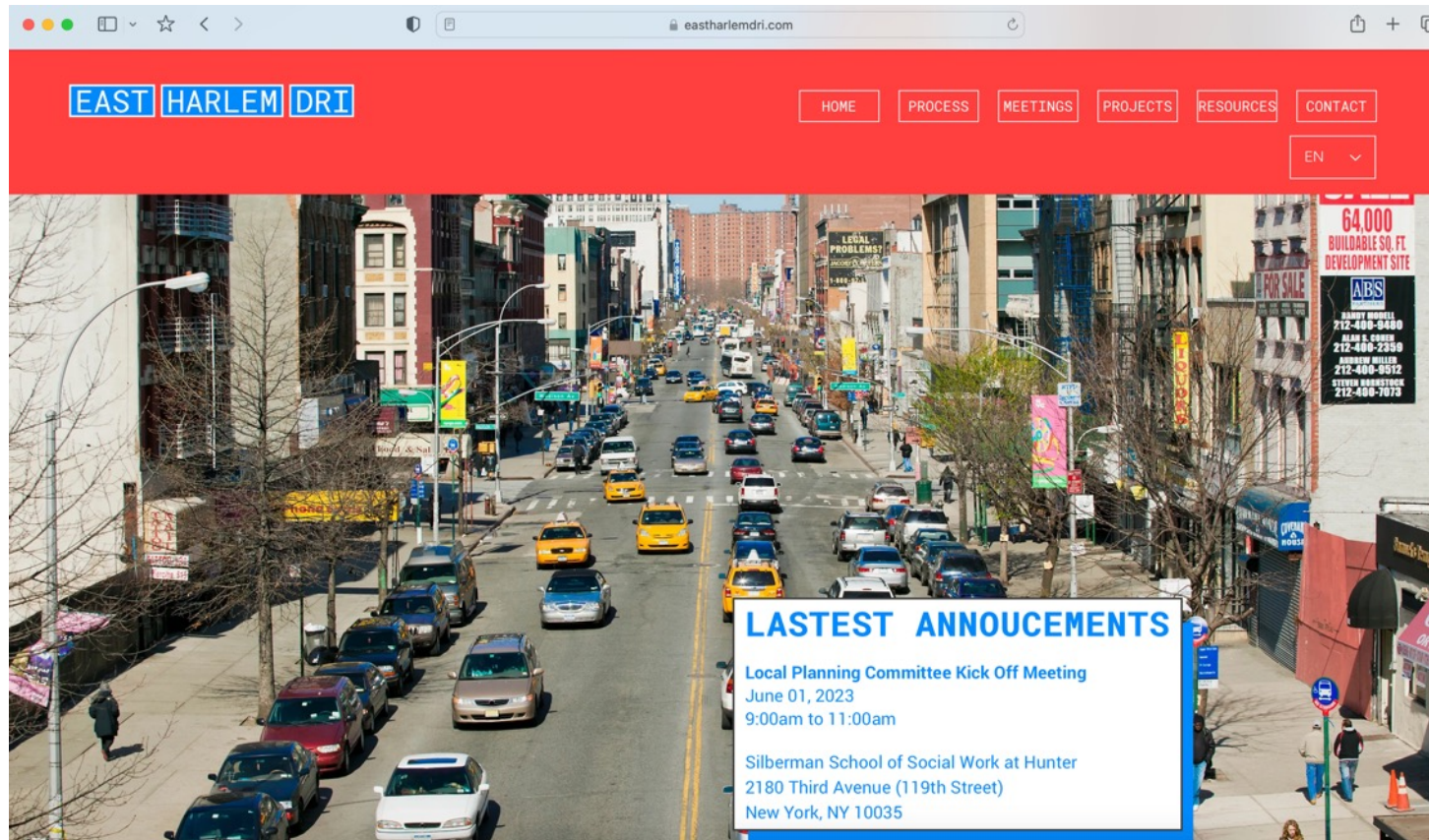
Potential Schedule For Discussion

Meeting	Date
Public Workshop #1	Week of July 10 th Week of July 17 th
Public Workshop #2	Mid September
Public Workshop #3	Late October
Local Outreach Event #1	TBD
Local Outreach Event #2	TBD

Source: Bronx Civic Center DRI Strategic Investment Plan

East Harlem DRI Website

Reach out by email at eastharlemdri@gmail.com



Open Call for Projects

1. Public Process

Solicits projects from public, not-for-profits, private project sponsors through a DRI Project Form

2. Launch

Announcement and DRI Project Form made available following LPC #1 and prior to LPC #2

3. Promotion

Publicized through various outlets early on in the planning process. LPC member are requested to share generously within their communities and with stakeholders

4. Timeline

Project sponsors will have at least 6 weeks to complete and send the DRI Project Form through the Open Call

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Looking Ahead

Consultants will:

- Prepare Public Engagement Plan
- Prepare a Draft of Downtown Profile
- Launch Open Call for Projects
- Begin Conducting Stakeholder Interviews

The LPC should:

- Sign Code of Conduct
- Reach out to Community Members
- Spread the Word about Open Call for Projects
- Participate in Consultant Interviews

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Public Comment

Join us for a walking tour of the DRI area following this meeting.

Email us at eastharlemdri@gmail.com

Visit us at www.eastharlemdri.com

