

East Harlem DRI

LPC Meeting #3



Department
of State



Downtown
Revitalization
Initiative

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

Agenda

- Local Planning Committee meetings are working sessions open to the public but are not intended as interactive public workshops.
- Attendees from the public will have an opportunity to share comments at the end of the meeting.
- Following the meeting, written comments can be submitted to: eastharlemdri@gmail.com

1. Welcome and Roll Call

2. Planning Process and Call for Project Updates
3. Public Engagement Updates
4. Vision and Goals
5. Next Steps
6. Public Comment

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	Urban Garden Center & UGC eats
Jonah Gensler	LSA Family Health Service
Diana Larazadall	La Villa Merchants Association
Sade Lythcott	National Black Theatre
Eri Noguchi	The Association to Benefit Children
Jim Ratti	1775 Houses Tenants Association
Sam Rivera	ON Point NYC
Patricia Singletary	Elmendorf Reformed Church
Robin E Spann-Jacobus	Addie May Collins Head Start (3)
Ann Marie Vasquez	Boriken Neighborhood Health Center
Jon Weinbach	New York Proton Center

Roll Call and Conflict of Interest

- Local Planning Committee (LPC) Members are reminded of their obligation to disclose potential conflicts of interest with respect to any of the projects that may be discussed today.
- If you have a potential conflict of interest regarding a project you believe will be discussed during the meeting, please disclose it now and recuse yourself from any discussion or vote about that project.
- Please inform the co-chairs during the meeting if the need to disclose a conflict arises unexpectedly, and of course then recuse yourself from discussion

Meeting Objectives

1. Provide planning process and engagement updates.
2. Provide project update
3. Review outreach findings
4. Finalize community vision and goals
5. Brainstorm strategies to support the vision and goals statements
6. Review next steps



Agenda

1. Welcome and Roll Call

2. Planning Process and Call for Project Updates

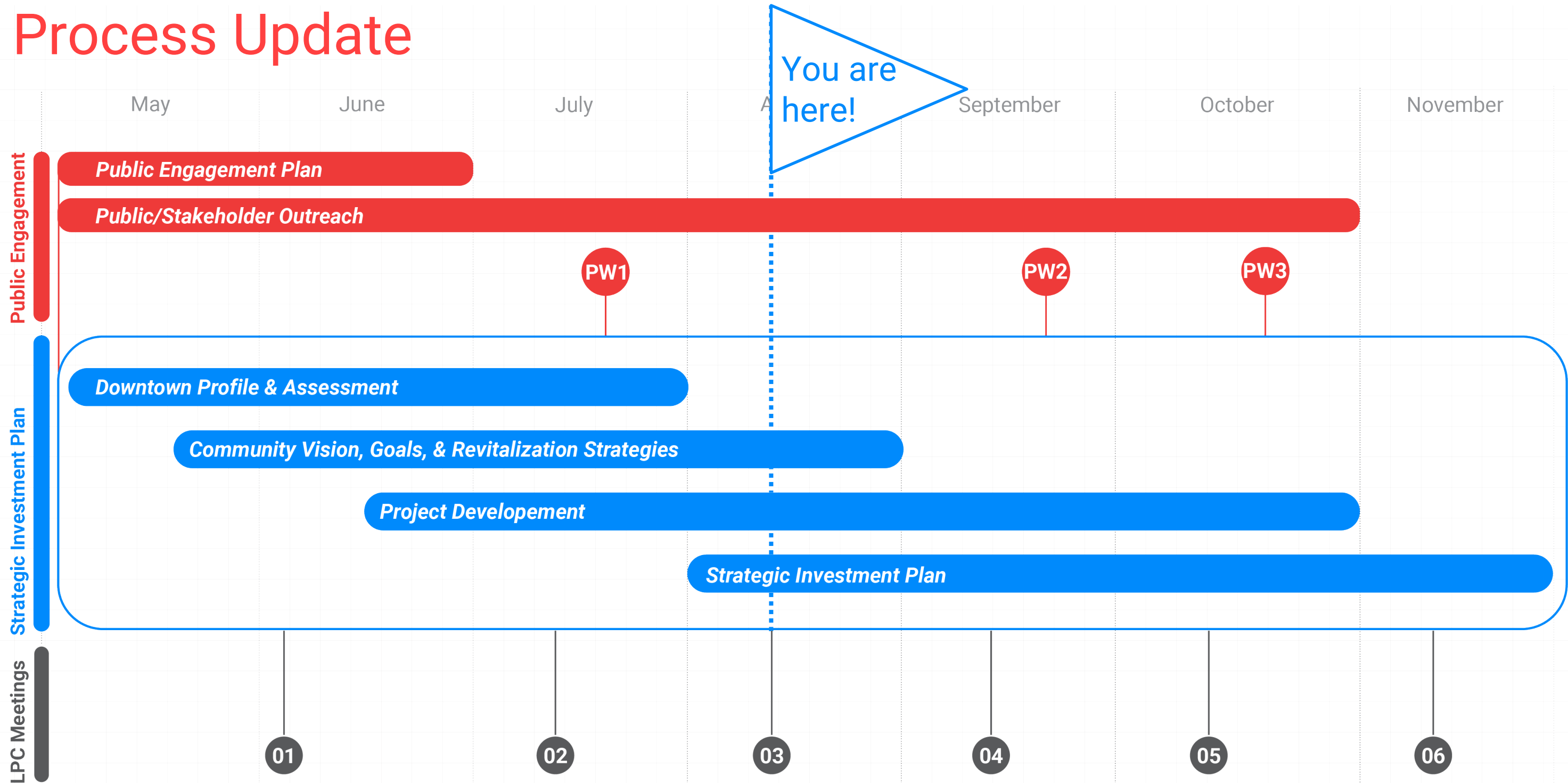
3. Public Engagement Updates

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Process Update



Call for Projects: Resources

Open Call Submission Period

**Jun 15 – Jul 30 / extended to
August 11, 2023**

Info Session and Office Hours #1

Jul 11, 2023

Info Session and Office Hours #2

Jul 26, 2023

Scheduled Office Hours

Additional Calls As Requested

Response to Queries About Projects

Email Support

Call for Projects: Resources

1/

Office Hours

Jul 11, 2023

Jul 26, 2023

Jul 31, 2023

2/

Intent to Submit Proposal

Spanish and English Digital Forms

Required contact information, project name, project type, and a brief description.

Jun 15 – Jul 28, 2023

3/

Project Form

Spanish and English Digital Forms

Printed form available and received at 1 Centre St 19th Floor New York, NY 10007.

Jun 15 – Aug 11, 2023

11 Meetings

19 Forms

One Form

Eligible Projects Types

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 \$1,000,000 for the NYC DRI community.



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 funds must be used for projects that directly implement the plan.

2. OPERATIONS AND MAINTENANCE

DRI 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 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.

Call for Projects: Preliminary Categories

2/

Intent to Submit Proposal

19 Forms

3/

Project Form

One Form

13

**New Development
and Rehabilitation**

8

**Public Realm /
Improve**

2

**Branding and
Marketing**

1

**Small
Project Fund**

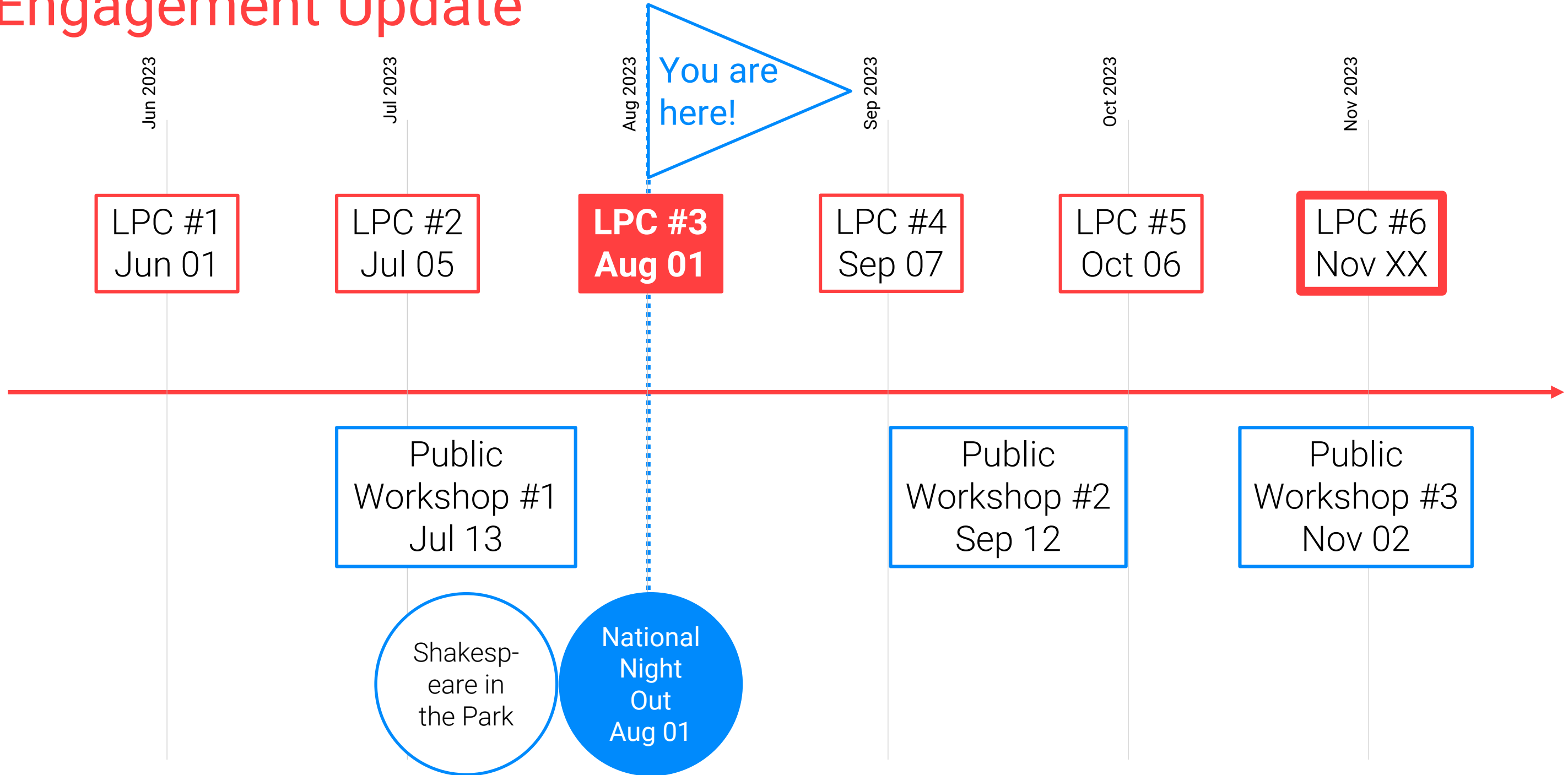
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Engagement Update



Public Workshop #1

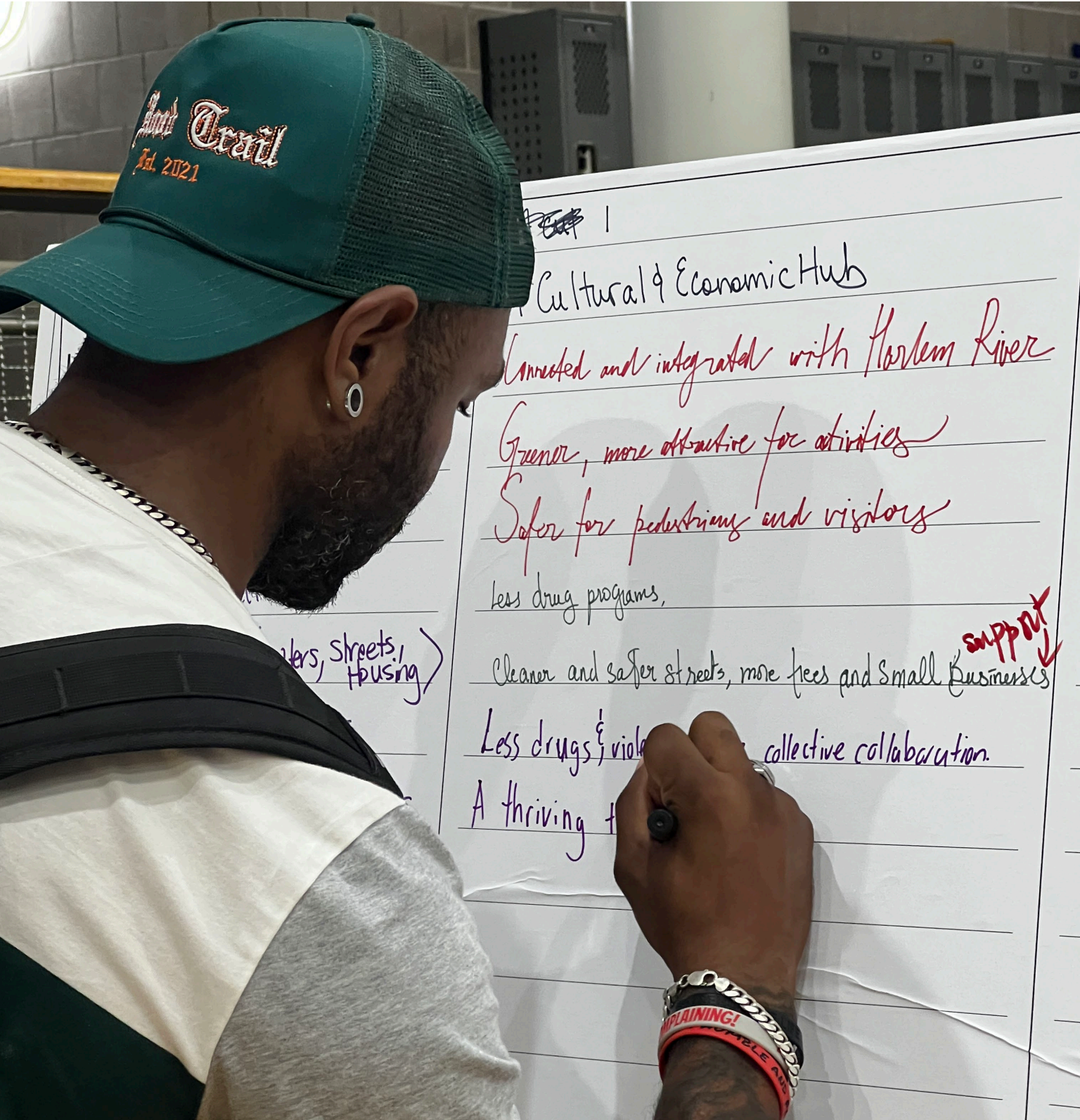
Johnson Houses Community Center
at 1833 Lexington Ave

July 13, 2023 / 6:30PM to 8:00PM



~30
Participants





What We Heard

1/ Study Area Boundary

The boundary should extend down to East 96th Street

There are lots of problems on East 106th Street – this should be included in the study area

2/ Safe and Walkable Street Network

Lighting and noise-dampening is needed under the Park Avenue Viaduct

3/ Investment in Arts and Culture

I want to see more community centers with arts programming

Local Outreach Event

Shakespeare in the Park at Marcus Garvey Park

July 21, 2023 / 6:30PM to 9:30PM

~25
Participants





What We Heard

1/ Small Business and Entrepreneurship Support

We need affordable makerspaces and business incubators

2/ Public Realm Safety and Maintenance

We need to take better care of our parks, there are too many safety hazards

3/ More Cultural and Historic Marketing

There is so much Black and Latino history here, but people don't know about it!

Stakeholder Interviews

COMPLETED INTERVIEWS

1775 Houses Tenants Association
The Association to Benefit Children
Boriken Neighborhood Health Center
Caribbean Cultural Center African Diaspora Institute
Elmendorf Reformed Church
Johnson Houses
La Villa Merchants Association
Landmark East Harlem
LSA Family Health Service
Metropolitan Transportation Authority
New York Proton Center
NYC EDC
NYC DOT
NYC DCP
Steering Committee of 125th Street Businesses
Uptown Grand Central
Union Settlement's Economic Development Center
Urban Garden Center & UGCeats
WeACT

ANTICIPATED INTERVIEWS

CITY AND STATE AGENCIES

EHAC
NYC DPR
NYC Police Department
NYC Department of Health
NYC SBS

DEVELOPERS

Blumenfeld Group
Durst Organization
L&M

CBOs / SUPPORT SERVICES /

ON Point NYC
Harlem Children's Zone
The Harlem Neighborhood Block
Association
Addie May Collins Head Start (3)

MERCHANTS & BUSINESSES

Manhattan Chamber of
Commerce

CULTURAL ORGANIZATION

Afro-Latin Jazz Alliance
National Black Theatre

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Vision

- Describes desired future conditions and quality of life for future generations.
- Reflects shared community desires, takes into account community input, and is representative of the entire DRI area.
- LPC reviews initial community vision and makes modifications to best reflect the unique characteristics of the DRI area.

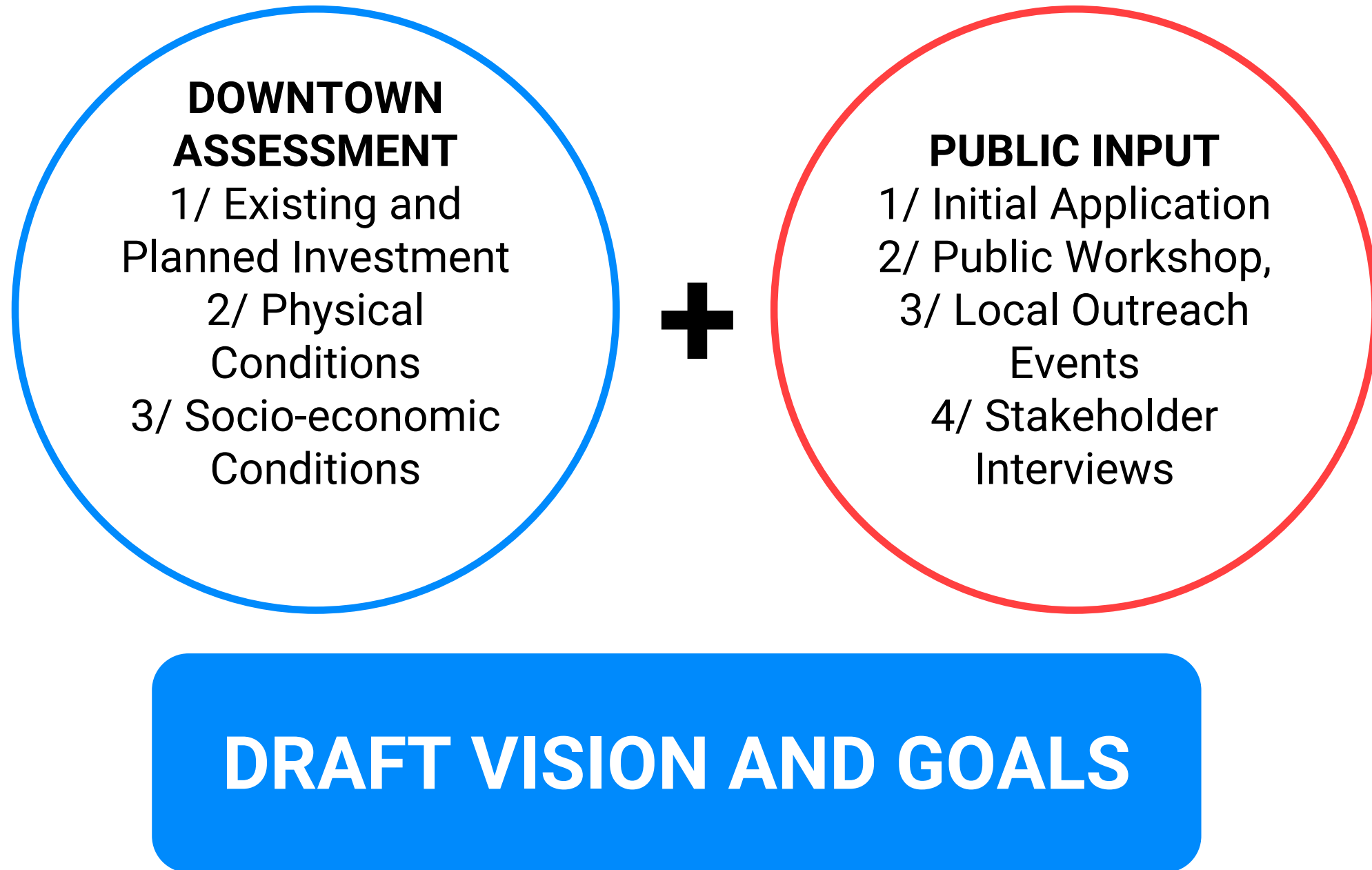
Goals

- Established to achieve the community's vision for downtown revitalization.
- Goals are detailed, attainable, and action-oriented with measurable strategies to guide the implementation of the DRI vision.

Strategies

- Include specific actionable items and metrics for tracking project impact

Formulating Vision & Goals



Draft Vision Statement / July 07, 2023

Today: East Harlem is a culturally and socioeconomically diverse neighborhood with good transit connectivity to surrounding neighborhoods and the region. The neighborhood is home to a rich history of arts, culture, and activism, and has played an integral role in the broader history of New York City.

What we can do: Capital investments resulting from the DRI and existing initiatives will improve the visibility of East Harlem's unique assets, enhancing resident and visitor experiences, and inviting them to spend more time in the neighborhood. Building on the 2nd Avenue Subway extension, we will catalyze commercial corridors by assisting local businesses, making and leveraging new investments, and enhancing key amenities.

The Future: The East Harlem DRI area will become a vibrant, safe, and affordable neighborhood for its residents and celebrate itself as a cultural and commercial destination for all visitors.

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The Future: The East Harlem DRI area will become a vibrant, safe, and affordable neighborhood for its residents and celebrate itself as a cultural and commercial destination for all visitors.

1/ Strengthen Local Economy

Leverage the anticipated 2nd Avenue subway extension to support businesses on East 116th and East 125th Street stops.

2/ Create Safe and Healthy Neighborhoods

Foster a healthier community and environment by investing in streetscapes that prioritize pedestrians and cyclists by incorporating trees and green infrastructure wherever possible.

3/ Make Known East Harlem's History and Cultural Identity

Reinforce East Harlem's identity by exhibiting and improving the visibility of its unique culture, history, and current assets.

4/ Invest in Community Development

Expand existing resource networks and improve access to them to help ameliorate symptoms of concentrated poverty and disinvestment.

Draft Goal 1 /

Leverage the anticipated 2nd Avenue subway extension to support businesses on East 116th and East 125th Streets.

Downtown Assessment

- Land use and parcel sizes suggest small businesses concentrated on E 116th St and larger businesses on E 125th St
- 778 storefronts as of 2016, with 42% of businesses having been in the area more than 10 years
- 53.7% of businesses employ 1-4 people.
- 2023 retail vacancy is 9% (average between 2013 and 2020 was 4-5%)

Community Feedback

- “Public realm improvements should come with the subway extension”
- “Negative effects of subway extension construction (rats, flooding, getting priced out, etc.) should be addressed”
- “Local businesses along 2nd Avenue should benefit from proximity to the new subway stations”

THEME

GOAL STATEMENT

DRAFT STRATEGIES

1/ Strengthen Local Economy

Leverage the anticipated 2nd Avenue subway extension to support businesses on East 116th and East 125th Street stops.

Leverage the anticipated 2nd Avenue subway extension to support businesses on ~~East 116th and East 125th Street stops~~ **in the DRI.**

1. Encourage façade improvements on 116th and 125th streets for a cohesive and attractive commercial corridors.
2. Enhance the public spaces at 125th street and Under the Viaduct, and create new open spaces to support business activity.
3. Create affordable spaces for entrepreneurs to develop skills, network, and co-work.
4. Invest in streetscape improvements and connections to key destinations such as East River Plaza

Draft Goal 2 /

Foster a healthier community and environment by investing in streetscapes that prioritize pedestrians and cyclists and by incorporating trees and green infrastructure wherever possible.

Downtown Assessment

- 592 documented vehicle/pedestrian accidents in study area (2022); 6 Vision Zero Priority Intersections and 5 Priority Corridors identified in study area
- Adult asthma rate in larger East Harlem neighborhood is 12.6% compared to 3.8% in NYC (2020)
- Transportation infrastructure and traffic volume along E 125th St exacerbate urban heat island and pedestrian and vehicular conflicts

Community Feedback

- “More funding should go to community gardens”
- “Accessibility to parks and open spaces should be improved”
- “We need cleaner and safer streets with better maintenance and more lighting and trees”
- “The area under the Park Avenue Viaduct needs investment”

2/
Create a safe, healthy and walkable neighborhood

Foster a healthier community and environment by investing in streetscapes that prioritize pedestrians and cyclists by incorporating trees and green infrastructure wherever possible.

Foster a healthier community and environment by investing in streetscapes that prioritize pedestrians and cyclists. ~~by incorporating trees and green infrastructure wherever possible.~~

1. Increase safety through traffic calming, lighting, and street markings for pedestrians.
2. Improve cyclists' and pedestrian experience by adding street trees, wayfinding, benches, and art.
3. Incorporate greenery and green infrastructure especially around the bridges and to reduce pollution and heat island
4. Make community gardens known and more accessible to all.
5. Invest in amenities such as public rest rooms in all public places.

Draft Goal 3 /

Reinforce East Harlem's identity by exhibiting and improving the visibility of its unique culture, history, and current assets.

Downtown Assessment

- 8 NYC LPC-designated historic buildings and sites; 11 community gardens; 12 arts and cultural attractions; 2 annual festivals
- East Harlem Historic District listed on State and National Registers of Historic Places in 2019
- Walkthroughs revealed a complete lack of wayfinding signage calling out and directing people to sites of cultural significance

Community Feedback

- “Cultural assets are largely unknown to visitors, but there is opportunity to improve visibility”
- “Investment should focus on existing institutions that support local artists and provide programming”
- “Culture and history should be leveraged for economic development”

THEME

GOAL STATEMENT

STRATEGIES

**3/
Make Known
East Harlem's
History and
Cultural
Identity**

Reinforce East Harlem's identity by exhibiting and improving the visibility of its unique culture, history, and current assets.

1. Improve existing and create new public plazas to celebrate local culture and host events.
2. Brand, elevate and market cultural assets and events.
3. Develop a cultural walk/district using signage, maps, and street furniture.
4. Protect, maintain and commission murals and public art.
5. Connect community organizations and service residents to resources such as workforce development, housing, food services, small business enterprise, and financial literacy.

Draft Goal 4 /

Expand existing resource networks and improve access to them to help ameliorate symptoms of concentrated poverty and disinvestment.

Downtown Assessment

- High school dropout rate for males aged 16 to 19 within the study area is 10% compared to 3.9% for NYC
- 9.2% unemployment rate within study area compared to 7.5% for NYC
- 92% renter occupied; 40% increase in median gross rent between 2002 and 2014
- Populations from M35 bus are left in the study area but not properly connected to treatment facilities

Community Feedback

- “We need more opportunities for kids and teenagers”
- “I want East Harlem to be a safe neighborhood with educational and economic opportunities”
- “More affordable housing for a variety of populations such as veterans, seniors, etc.”

THEME

GOAL STATEMENT

STRATEGIES

**4/
Invest in
Community
Development**

Expand existing resource networks and improve access to them to help ameliorate symptoms of concentrated poverty and disinvestment.

1. Provide workforce training and other activities to productively engage vulnerable populations.
2. Invest in youth skills development and college preparedness.
3. Encourage interconnectedness of support facilities that are scattered around DRI.
4. Improving connections between NYCHA and surrounding NHs.
5. Support ways in which people can create wealth; affordable housing, entrepreneurship, business ownership and incubators.

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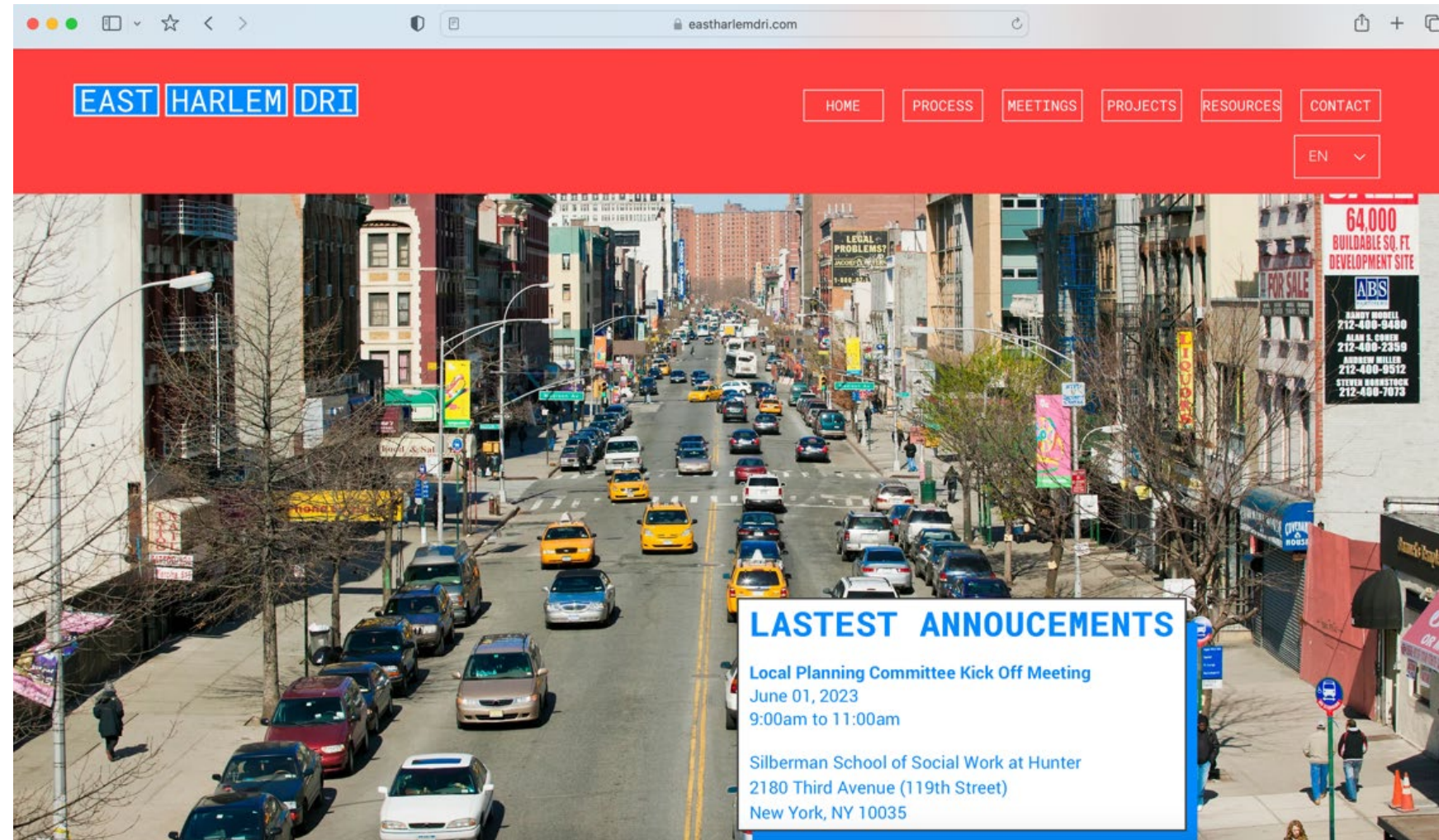
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Next Steps

- **Second Local Outreach Event**
National Night Out, P.S. 7
Schoolyard, 170 E 120th St., August 1, 4:00PM to 8:00PM
- **LPC Meeting #4**
LSA Family Health Service, 333 E 115th Street, September 7, 9:00AM to 11:00AM.
- **Public Workshop #2**
Tuesday, September 12, 2023.
Location TBD
- **Call for Projects Deadline**
Friday, August 11, 2023

Visit www.eastharlemdri.com for updates



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