

East Harlem DRI

LPC Meeting #2



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 Introductions

2. Public Engagement Plan
3. Downtown Profile and Assessment
4. Vision & Goals
5. Project Development
6. Next Steps
7. 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

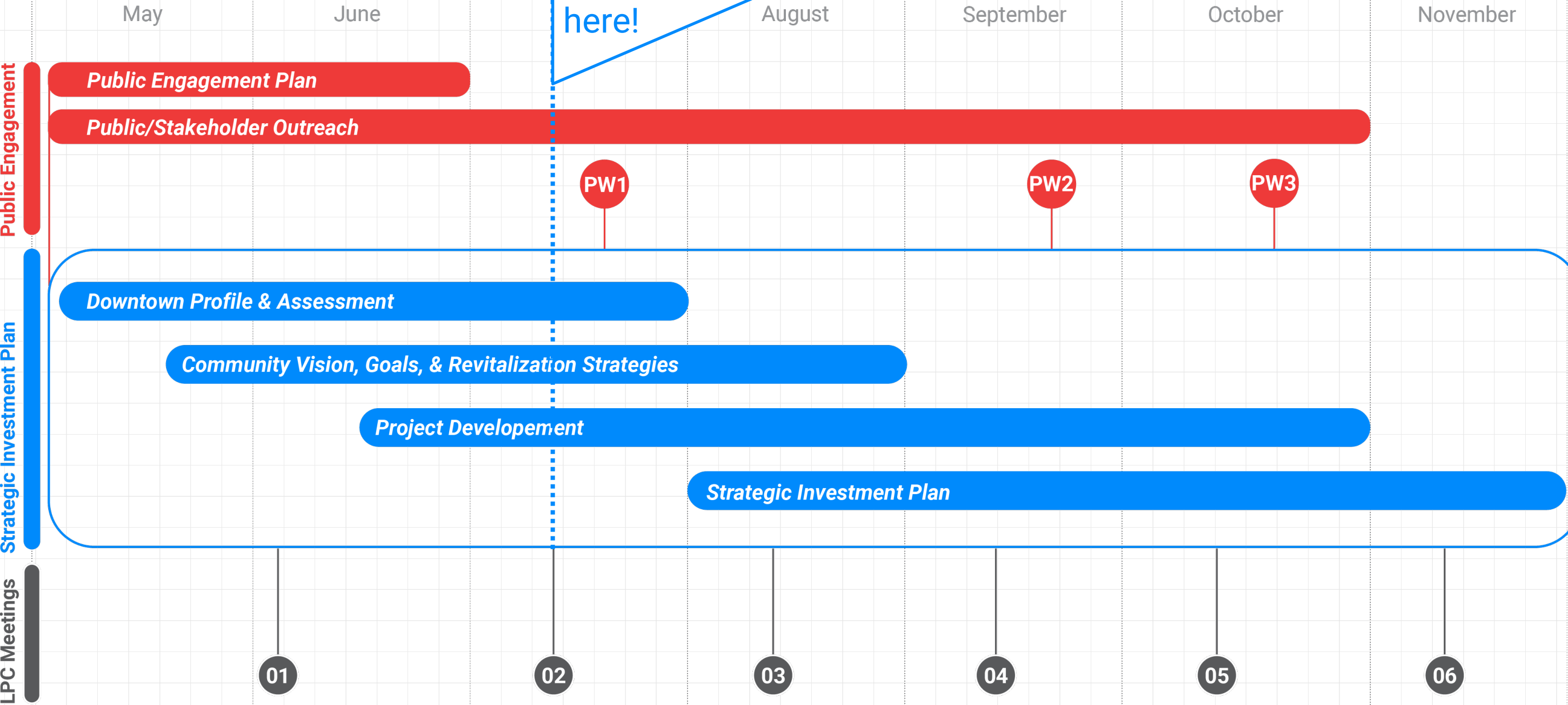
- Local Planning Committee (LPC) Members are reminded of their obligation to disclose potential conflicts of interest with respect to any of the projects that may be discussed today.
- If you have a potential conflict of interest regarding a project you believe will be discussed during the meeting, please 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 project status update.
2. Review Open Call for Project eligibility, timeline and outreach.
3. Review and provide input on:
 - Public Engagement Plan and Public Workshop #1
 - Downtown Profile and Assessment
 - Vision & Goals



Status Update



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Key Components

WORKSHOPS



LOCAL OUTREACH EVENTS



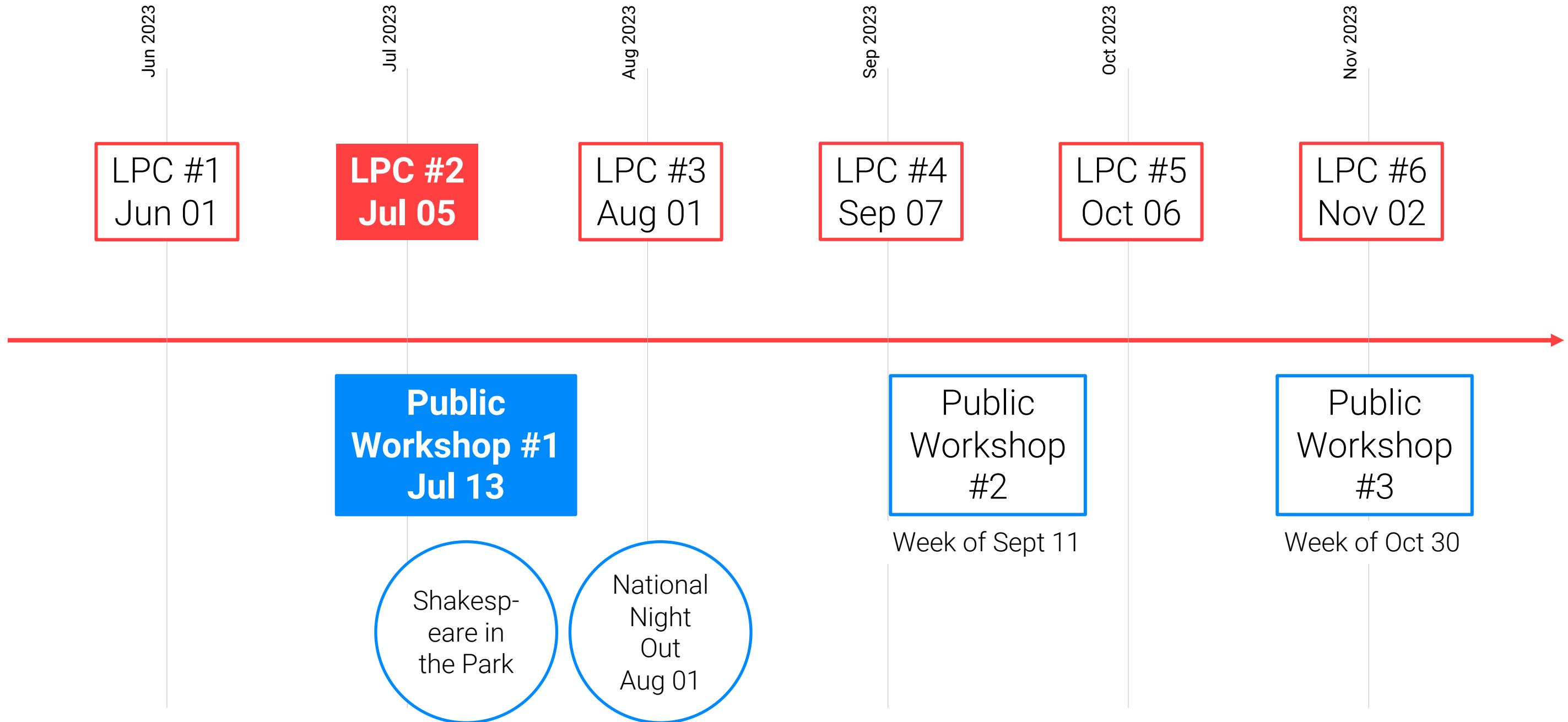
STAKEHOLDER INTERVIEWS



OPEN CALL FOR PROJECTS



Engagement Opportunities



Other Opportunities

Online and In-person Engagement

Open Call for Projects

Jun 15 – Jul 30

Open Call

Jul 11, 2023


Info Session and Office Hours #1

Jul 26, 2023

Info Session and Office Hours #2

Email support

Response to queries about projects



All **Public Workshops** will have an **in-person** and an **online component** to gather feedback from those who cannot attend

Stakeholder Interviews

COMPLETED INTERVIEWS

- Boriken Neighborhood Health Center
- Caribbean Cultural Center African Diaspora Institute
- Elmendorf Reformed Church
- LSA Family Health Service
- Manhattan Borough President's Office
- New York Proton Center
- Uptown Grand Central
- Union Settlement's Economic Development Center
- Urban Garden Center & UGCeats
- The Association to Benefit Children
- 1775 Houses Tenants Association

ANTICIPATED INTERVIEWS

CITY AND STATE AGENCIES

Department of City Planning
East Harlem Action Center
NYC Economic Development Corporation
NYC Department of Parks and Recreation
NYC Department of Transportation
Metropolitan Transportation Authority
NYC Police Department

DEVELOPERS

Blumenfeld
Durst Group
Harlem Children's Zone
L&M

CBOs / SUPPORT SERVICES /

Johnson Houses
ON Point NYC
The Harlem Neighborhood Block Association
Addie May Collins Head Start (3)

MERCHANTS & BUSINESSES

La Villa Merchants Association
Manhattan Chamber of Commerce

CULTURAL ORGANIZATION

Afro-Latin Jazz Alliance
National Black Theatre



EAST HARLEM DRI

NEW YORK STATE OF OPPORTUNITY Downtown Revitalization Initiative

East Harlem was awarded \$10 million for revitalization!

A six month long community-centric process will define a shared vision and supporting projects for revitalization.

1/ **JOIN US!**
JULY 13, 2023, 6:30-8PM
JOHNSON COMMUNITY CENTER
@ 1833 LEXINGTON AVE

2/ **JUNE 15 - JULY 30**
OPEN CALL FOR PROJECTS
 Community members can submit project proposals for new construction, building rehabilitation, and public space improvements in East Harlem.

The DRI program is led by the NYS Department of State in partnership with Empire State Development (ESD), NYS Homes and Community Renewal (HCR), and NYSERDA.

Scan or visit to learn more at: www.eastharlemdri.com

Public Workshop #1

Thursday, July 13, 2023 [6:30-8pm]
 Johnson Community Center / 1833 Lexington Ave, New York, NY 10029, USA

Workshop Objectives

- Overview of DRI process and engagement opportunities.
- Develop a shared community vision and goals.
- Network and share contact information to stay informed and involved
- Provide translation resources in Spanish
- Provide a follow-up online survey to reach community members who are unable to attend in-person



Public Workshop #1

Agenda

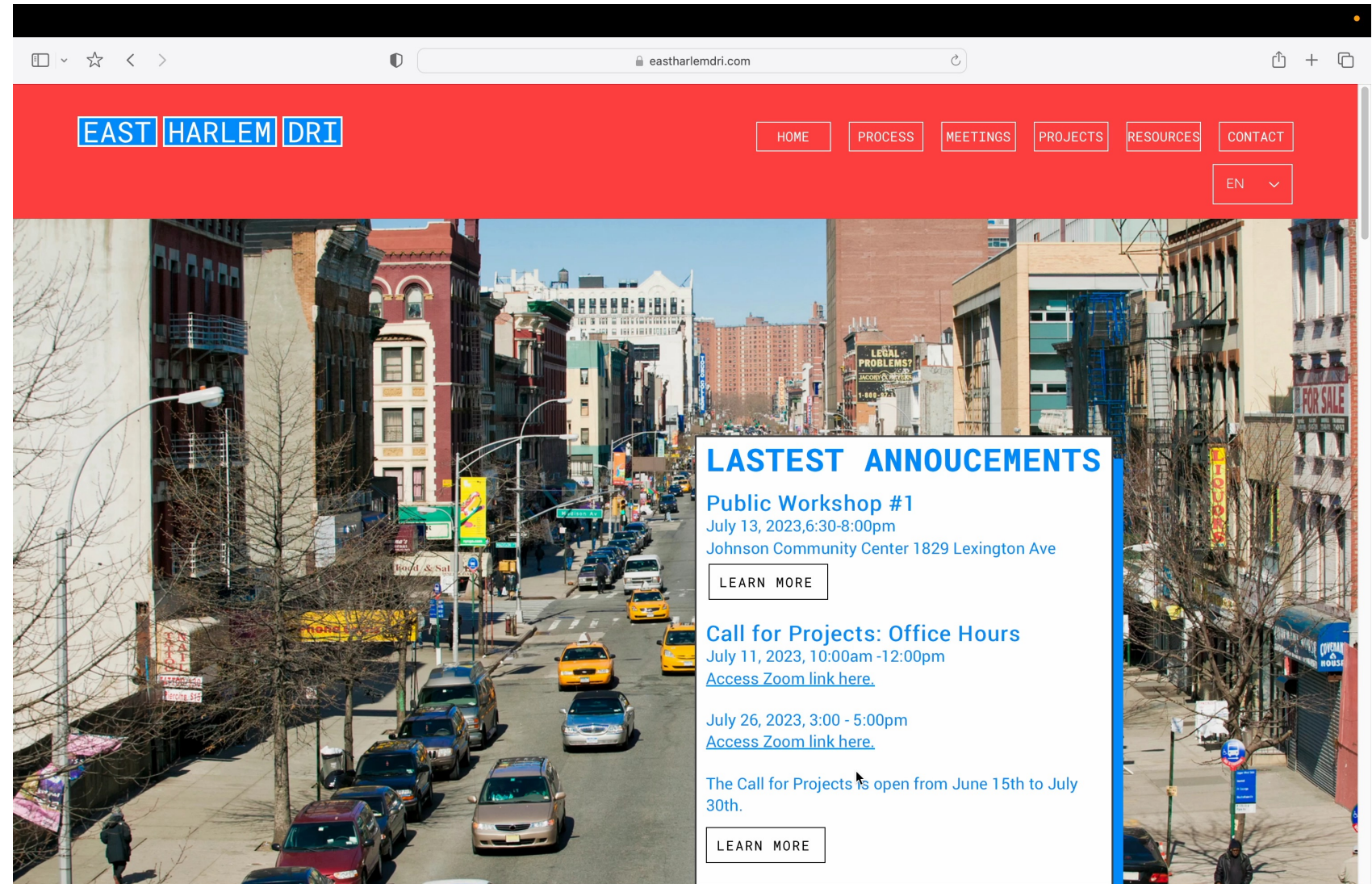
- Welcome
- Overview of the DRI Process
- Overview of Workshop Activities
- Public Workshop
- Next Steps

Activities

- **Visioning:** In the next 10 years, East Harlem should be...
- **Mapping:** Identify assets and prioritize places that need improvements
- **Buildings Shared Knowledge:** Review key findings and provide specific feedback on desires, constraints, and improvements

Public Workshop Promotions

1. East Harlem DRI website: www.eastharlemdri.com
2. Flyer distribution
3. Email blasts through LPC members' networks, BP's office, and CB 11
4. MBPO press release for local media outlets
5. Attendance at local meetings (Merchant's Association)
6. Future events: Shakespeare in the Park, National Night out and other tabling events.
7. **Any other?**



How can the LPC Continue Support?

1. Promote Public Workshops and Local Outreach Events on social media, newsletters, and through flyers.
2. Provide venues for hosting LPC meetings and Public Workshops.
3. Attend public events and encourage your networks.
4. Propose additional support and strategies for engagement and outreach.
5. Suggest stakeholders to be interviewed.



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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



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)



2nd Avenue Subway



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)



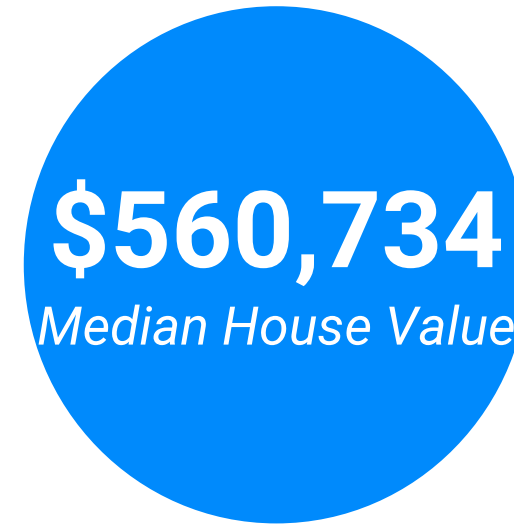
East Harlem Community Key Characteristics



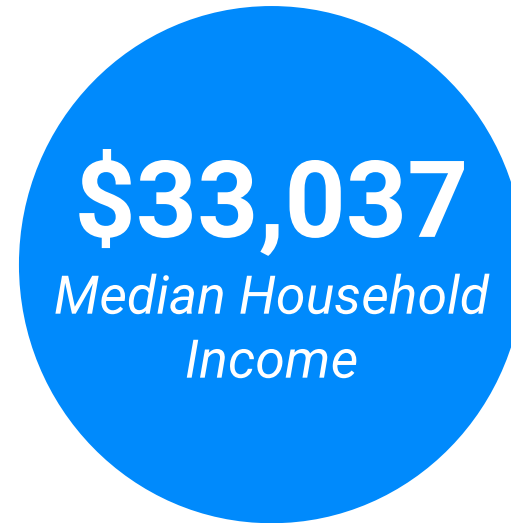
↑
3.6%
increase
since
2011



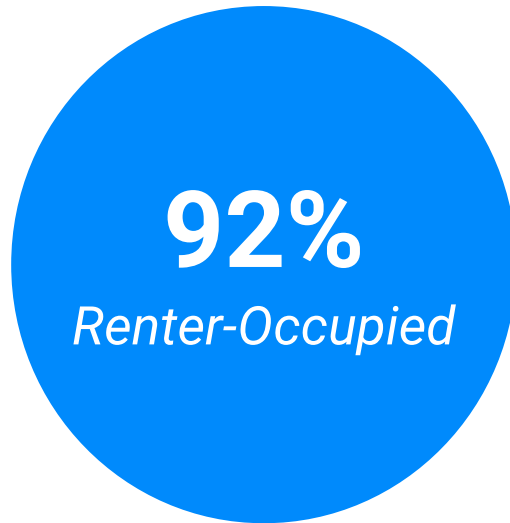
↑
17.3%
increase
since
2011



↑
15.4%
increase
since
2011



Less than
half of NYC's
(\$70,472)



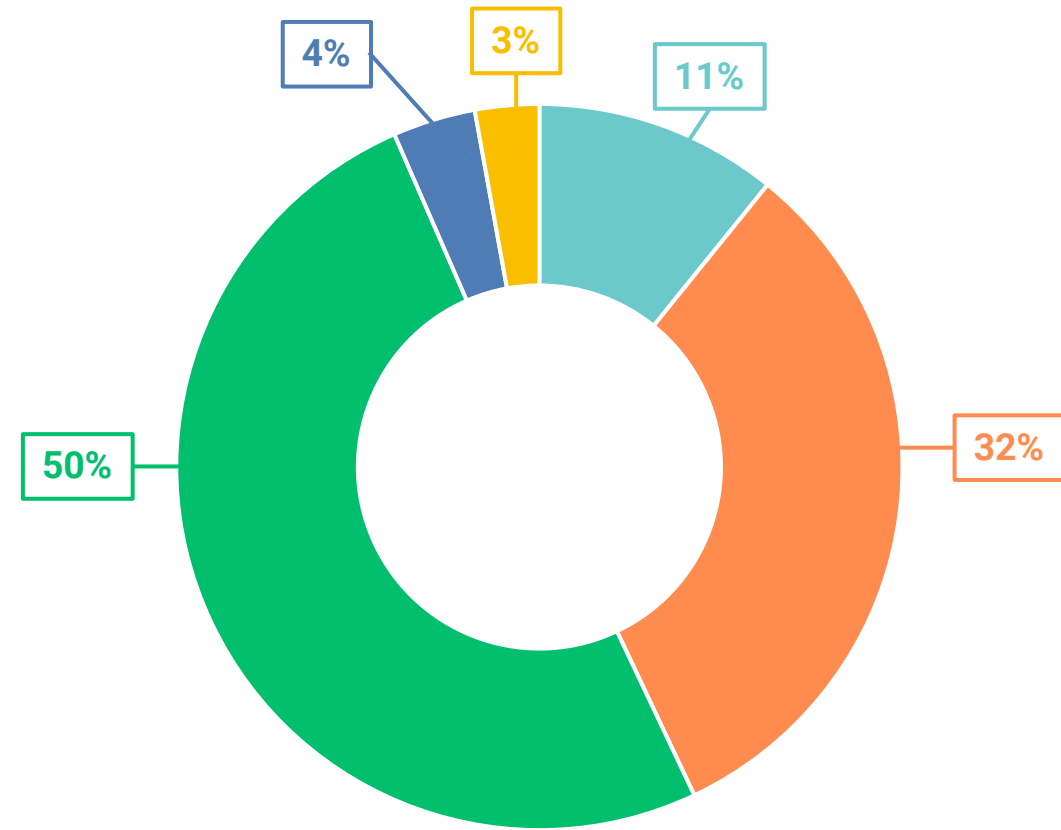
Compared to
67% in NYC



Compared to
\$1,579 in NYC

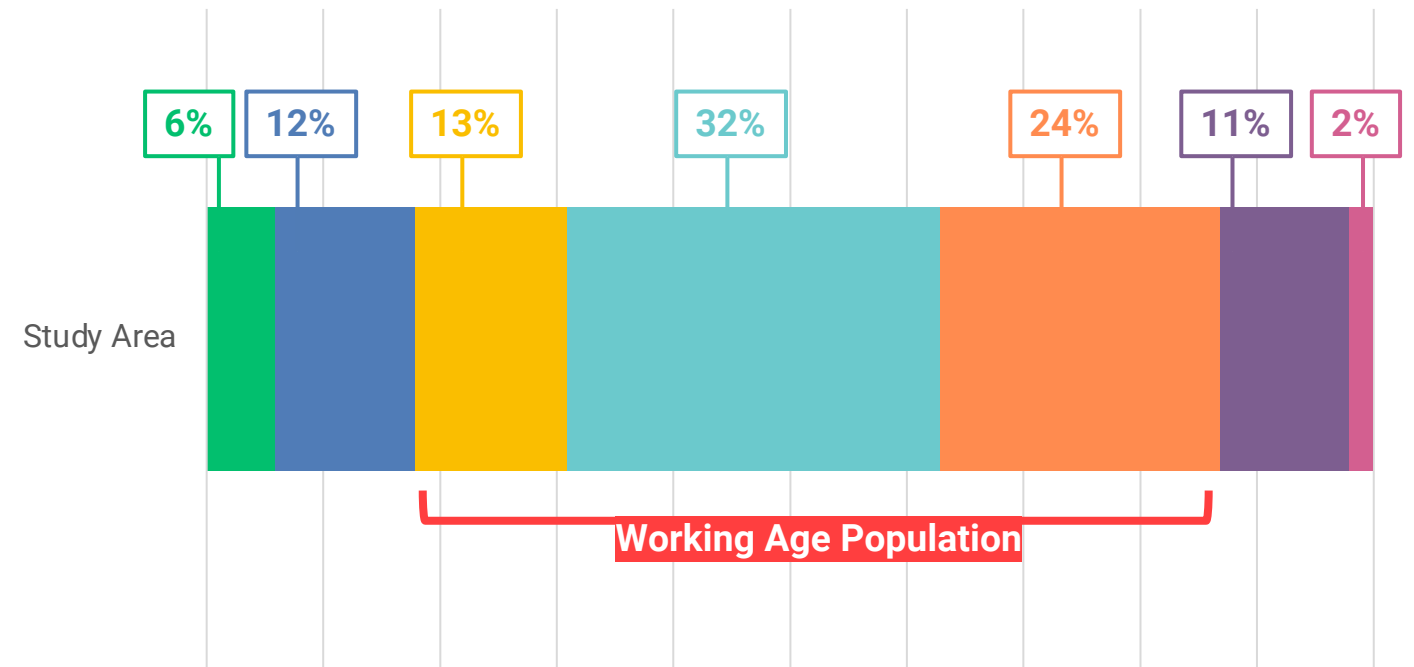
Demographics

Race & Ethnicity (2021)



- White Alone
- Black or African American Alone
- Hispanic or Latino of any Race
- Asian Alone
- Other Groups + More Than One Race

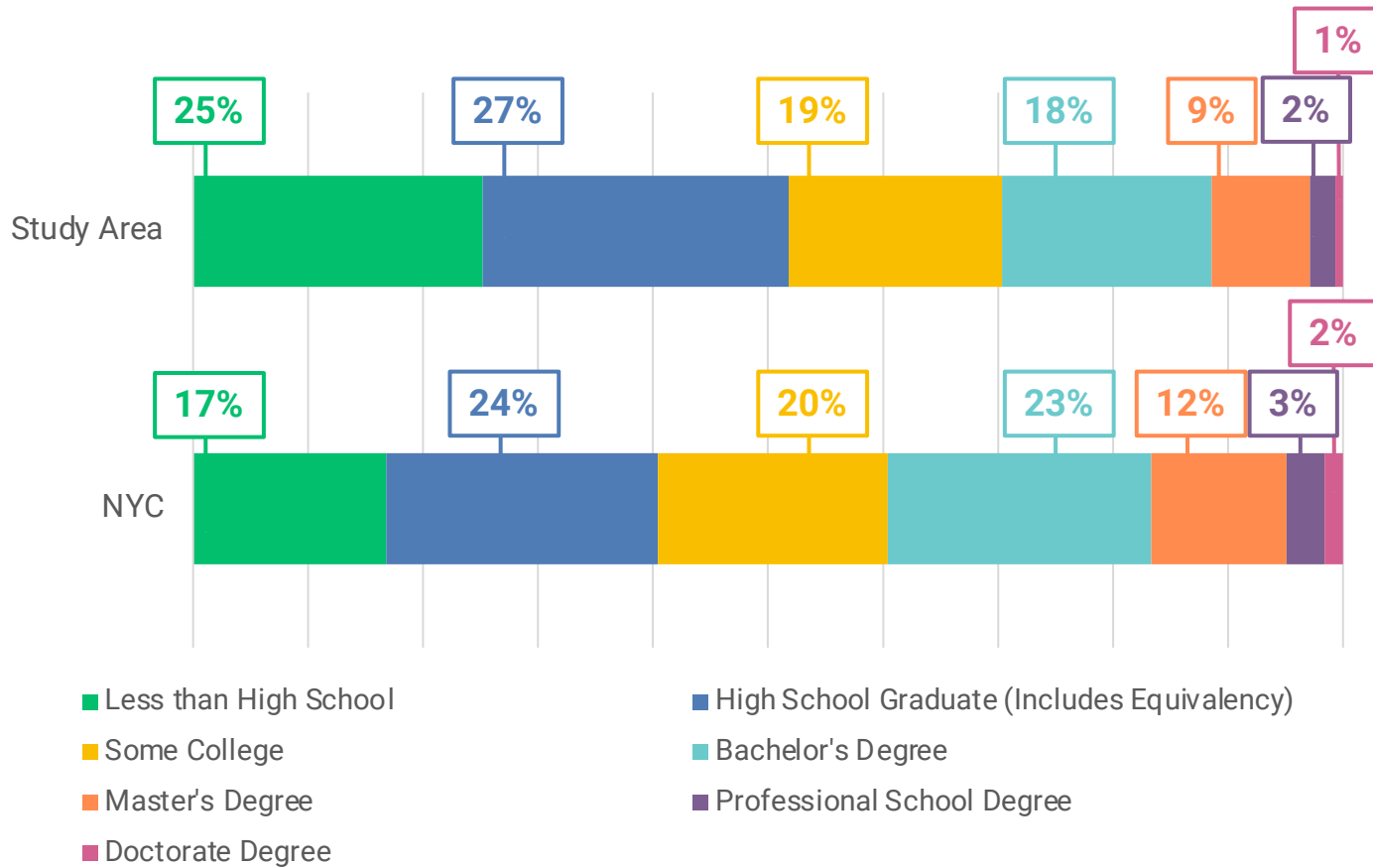
Age Distribution (2021)



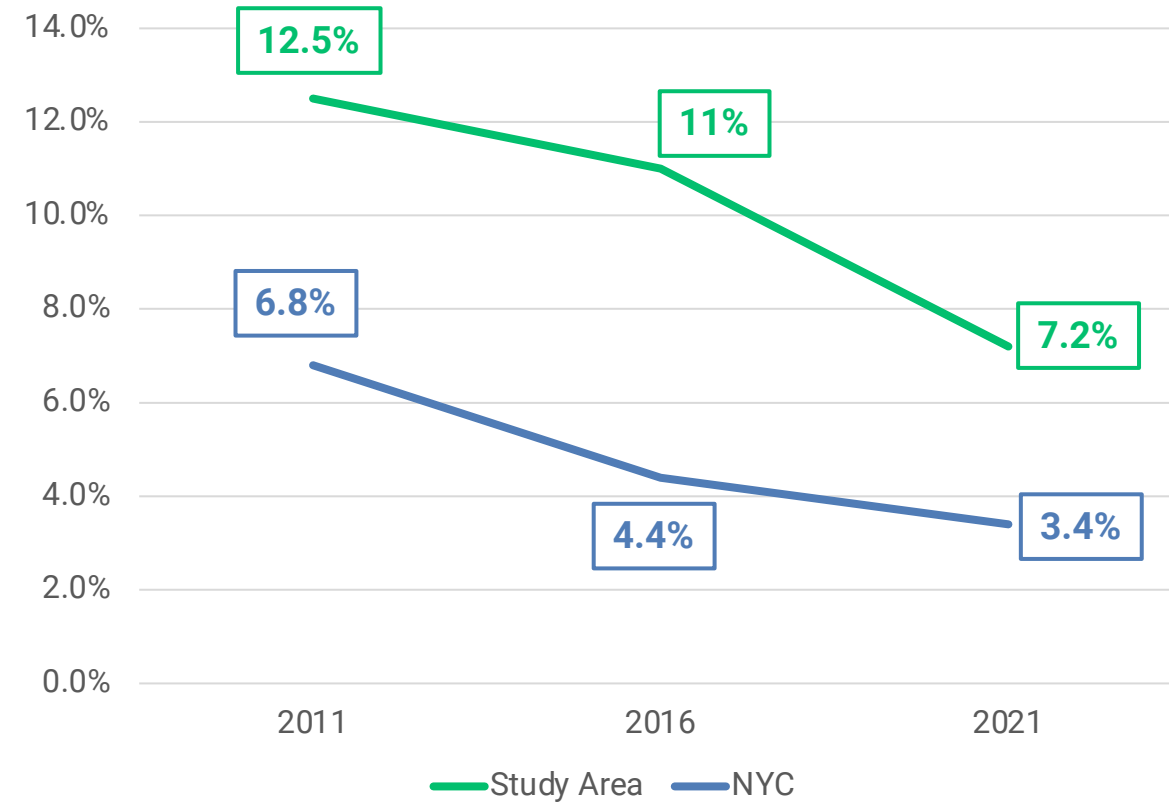
- Under 5 Years
- 5 to 14 Years
- 15 to 24 Years
- 25 to 44 Years
- 45 to 64 Years
- 65 to 84 Years
- 85 Years and Over

Education

Educational Attainment (2021)

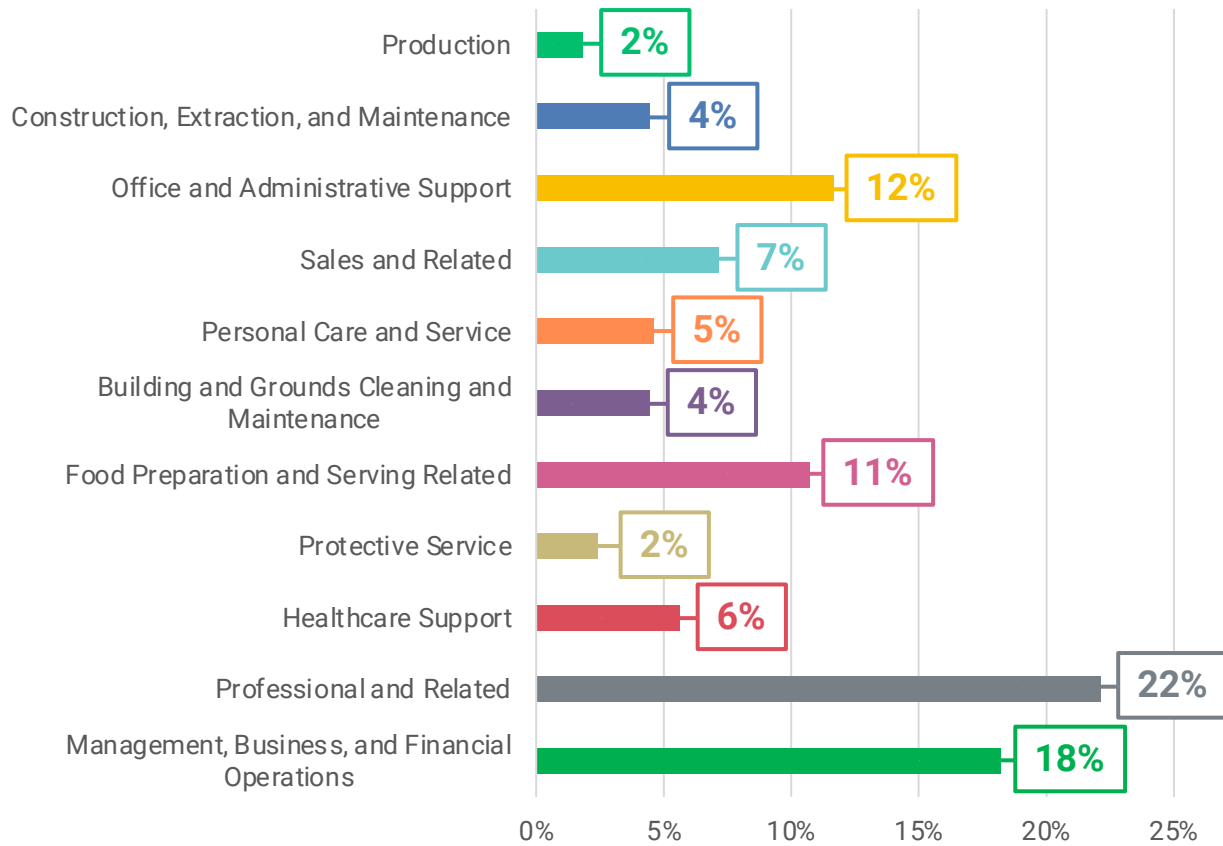


High School Dropout Rate (2021)

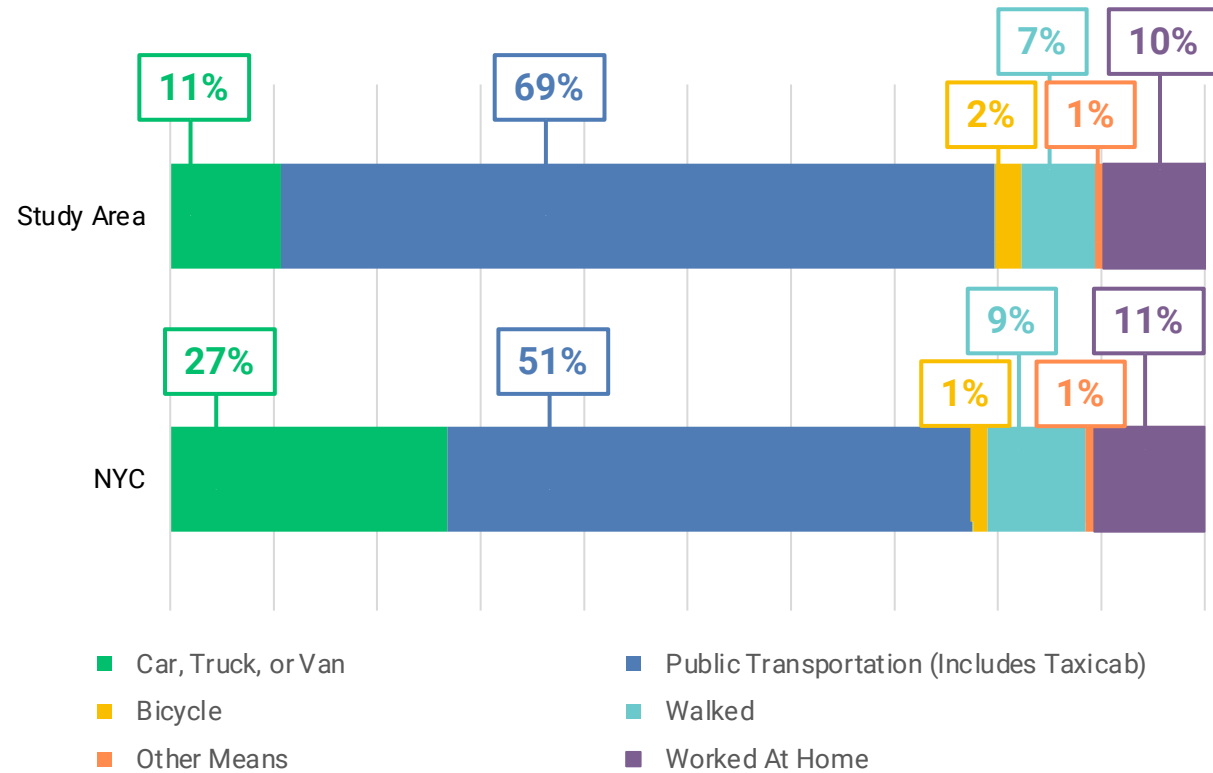


Employment and Commuting

Occupations (2021)

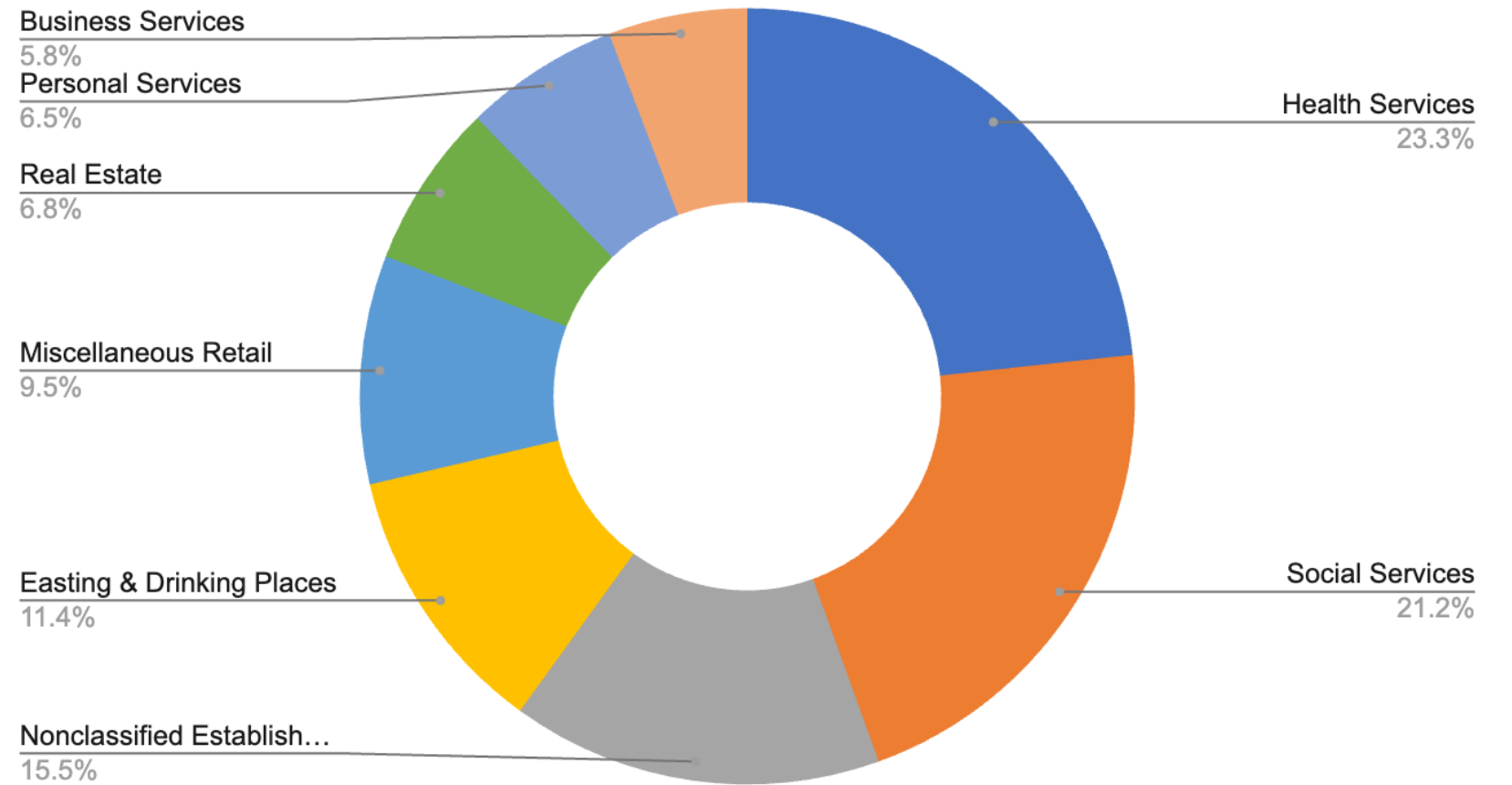


Means of Transportation to Work (2021)



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).



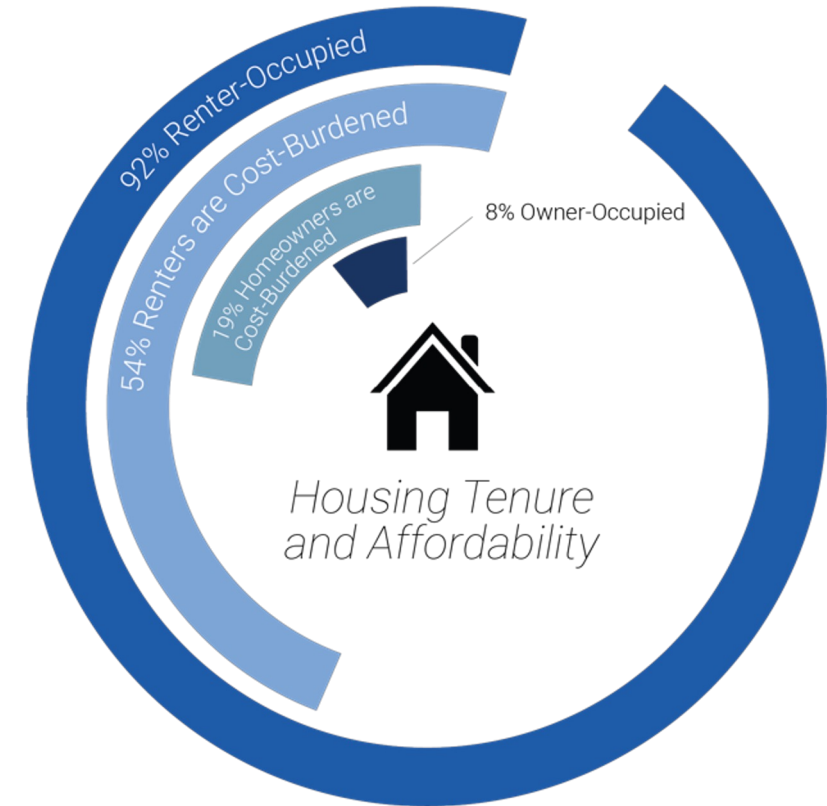
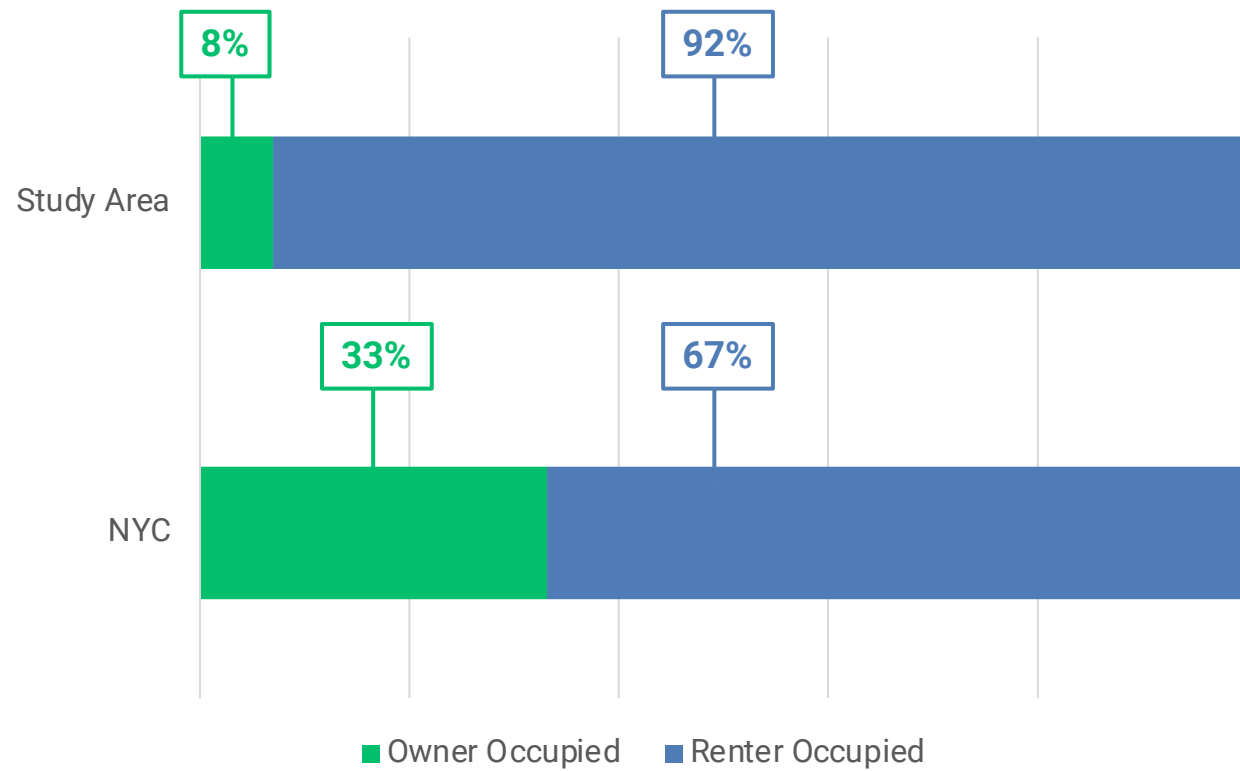
Businesses Composition (2016-2021)

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

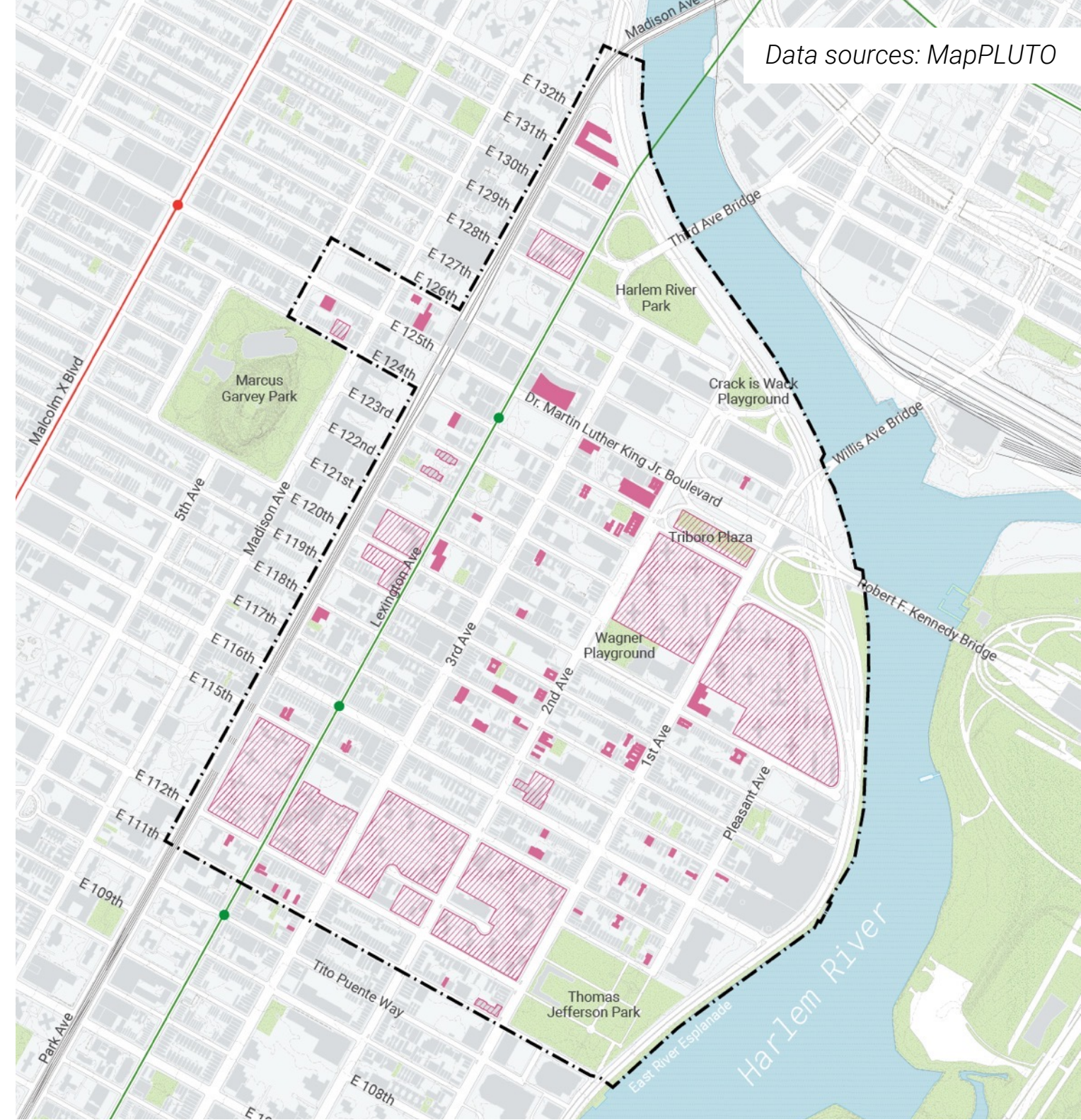
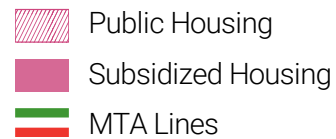
Housing

Housing Tenure and Affordability (2021)



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



Existing Land Use

Legend

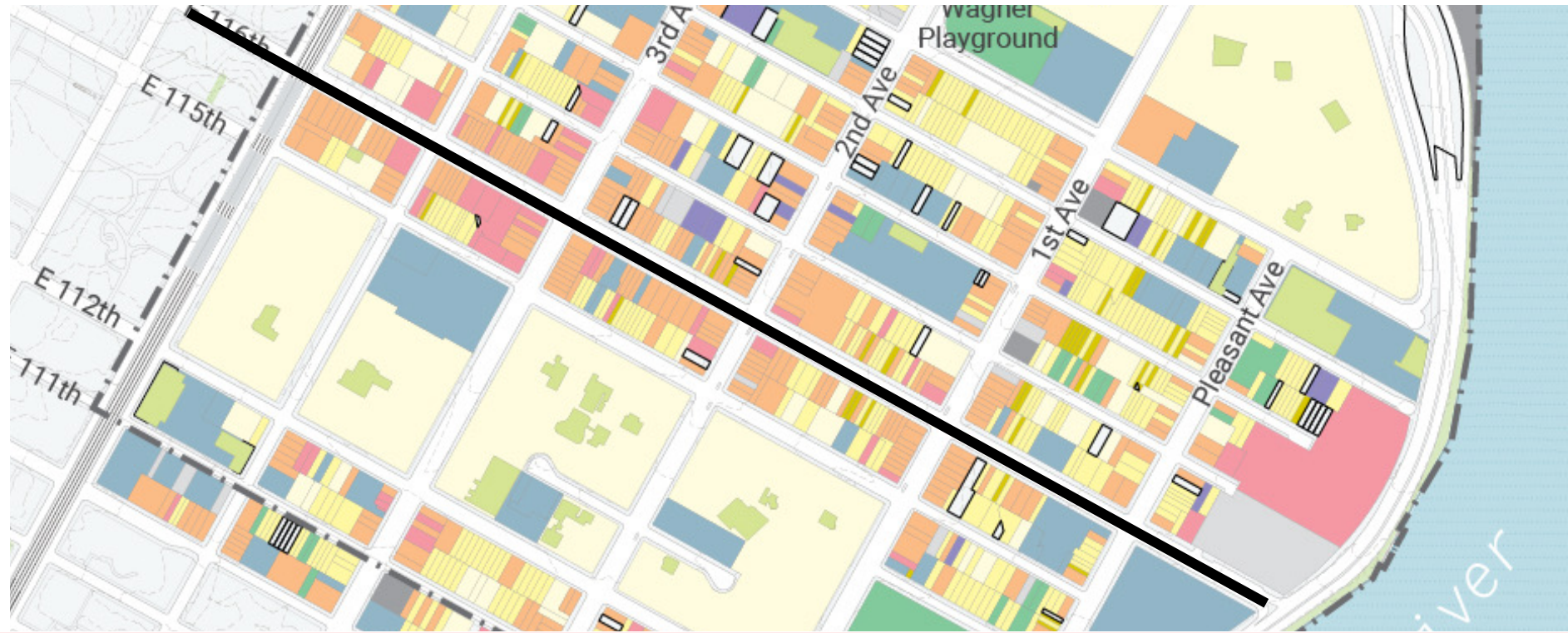
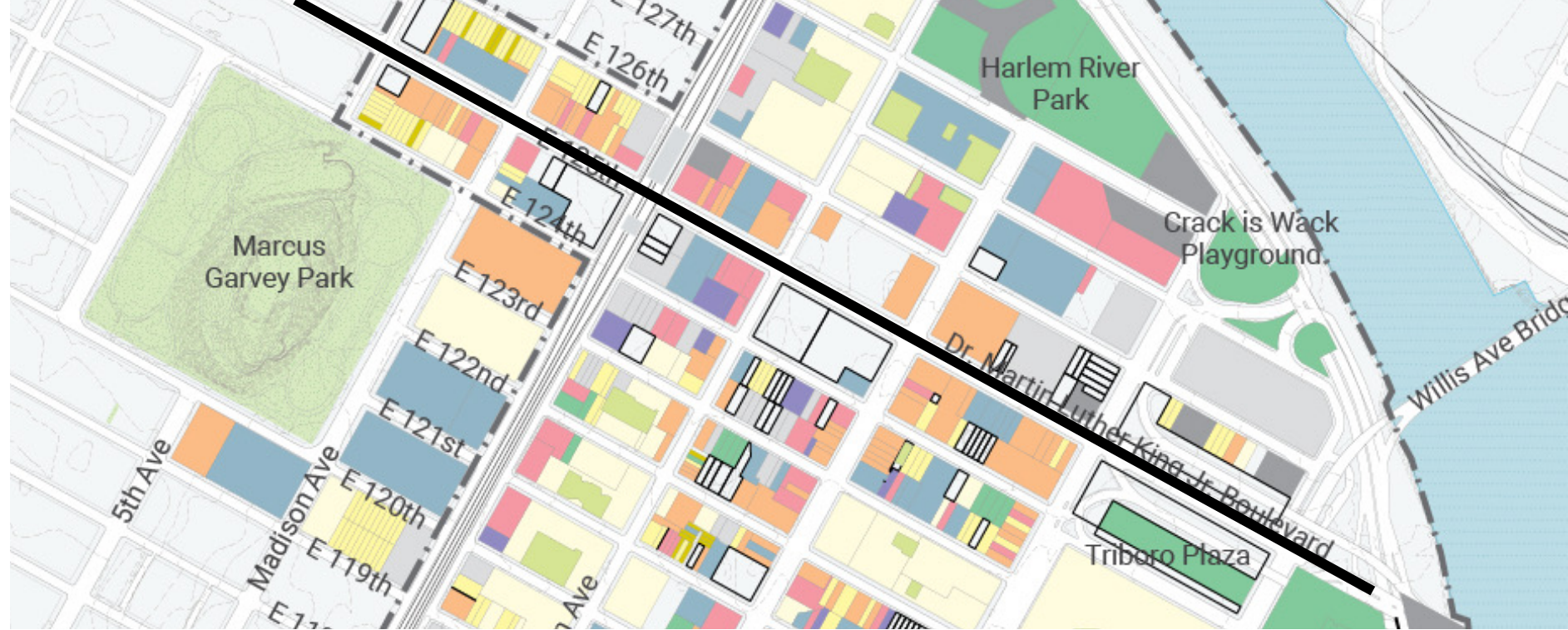
- One and Two Family Buildings
- Multi-Family Walk-Up Buildings
- Multi-Family Elevator Buildings
- Mixed Residential and Commercial Buildings
- Commercial and Office Buildings
- Industrial and Manufacturing
- Transportation and Utility
- Public Facilities and Institutions
- Open Space and Outdoor Recreation
- Parking Facilities
- Vacant Land



Existing Land Use

Key Takeaways

- 116th and 125th streets, and 3rd Avenue have a concentration of mixed use and commercial use.
- Larger lot sizes on 125th street.
- More mixed use buildings on 116th street vs. higher number of public uses, vacant lots, and commercial uses on 125th street.
- Concentration of local and small businesses on 116th Street and a higher number of regional and national businesses on 125th street

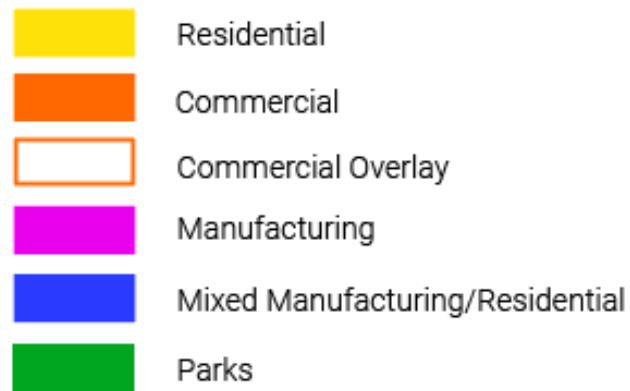


Existing Zoning

Key Takeaways

- R7 districts allow for medium-density apartments
- C4 districts are mapped in areas that generate significant commercial traffic
- Special Purpose Districts include:

Special 125th Street District
Special East Harlem Corridors District
Special Transit Land Use District



Parks and Open Spaces

Data sources: Google Maps; MapPLUTO



Life Spire Community Garden



Pleasant Village Community Garden

- Parks
- Community Gardens
- Playgrounds
- Bike Routes
- 5min Walking Radius
- MTA Lines



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

Landmarks and Other Places of Interest

Landmarks and Historic Buildings

- 1 Saint Paul Roman Catholic Church
- 2 Mount Morris Bank Building
- 3 Harlem Courthouse
- 4 Fire Hook and Ladder Company No. 14
- 5 Richard Webber Harlem Packing House
- 6 New York Public Library, 125th Street Branch
- 7 Thomas Jefferson Play Center
- 8 Manhattan Center for Science and Mathematics

Arts and Culture

- 9 Opus 118 Harlem School of Music
- 10 National Black Theatre
- 11 Caribbean Cultural Center African Diaspora Institute
- 12 Elmendorf Reformed Church
- 13 Groove With Me Dance School
- 14 Tato Laviera Theatre
- 15 Church of Our Lady of Mount Carmel
- 16 126th Street Harlem African Burial Ground
- 17 RKO Proctor's 125th Street Theater
- 18 Real Life Theater
- 19 Al Islah Islamic Cultural Center INC
- 20 Harlem Islamic Cultural Center

Festivals

- 21 Giglio Society of East Harlem
- 22 116th Street Festival

Community Gardens

- 23 La Casita
- 24 Papo's community Garden
- 25 El Gallo Community Garden
- 26 117 Street Community Garden
- 27 El Gardin Magico de Lydia (Lydia's Magic Garden)
- 28 Diamante Garden
- 29 El Barrio
- 30 Los Amigos
- 31 Pleasant Village Community Garden
- 32 Rodale Pleasant Park
- 33 Family Garden Sponsored by Tiffany & Co.

Playgrounds and Parks

- 34 Each One Teach One Playground
- 35 Othmar Ammann Playground
- 36 Detective Omar Edwards Park
- 37 Dr. Ronald E. McNair Playground
- 38 Harlem Art Park
- 39 James Weldon Johnson Playground
- 40 Poor Richard's Playground



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Questions to LPC Members

1. Please describe your / your organization's role in East Harlem.
2. How can the DRI better support your mission?
3. What are East Harlem's greatest strengths, assets, and source of pride? What makes East Harlem unique?
4. What can/needs to happen in East Harlem to better support revitalization and economic development?
5. Anything else you would like to add?

Recurring Themes

- Build up the unique identity of 116th St, 125th St, and Park Ave Commercial Corridors
- Create more open spaces for the community
- Create a brand for East Harlem that highlights its cultural, art, music, etc. through wayfinding
- Make the 125th St transportation hub a destination rather than a commuter zone
Unify stakeholders, organizations, and institutions that are already making changes in East Harlem
- Support a range of programming and accessible recreation for children
- Supportive housing, centers, or programming along 125th St

1/ Strengthen Local Economy

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

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

2/
Create a safe,
healthy and
walkable
neighborhood

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.

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

4/ Invest in Community Development

Draft Vision Statement

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.

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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.

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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.

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Open Call For Projects

The Open Call was released on June 15th, 2023

1/

“Intent to Submit Proposal Form”

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

2/

Office Hours

July 11, 2023, 10:00am -12:00pm

July 26, 2023, 3:00 - 5:00pm

3/

Submission Form

Spanish and English
Digital Form

Printed form sent to 1
Centre St 19th Floor
New York, NY 10007

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.

Project Requirements

1/

Timing

2/

Project Size
& Scale

3/

Project
Sponsors

4/

Financing

5/

Matching &
Leverage

6/

Site Control

7/

Building
Decarbonization

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- Public Workshop #1 on July 13, 2023, 6:30-8:00pm at Johnson Community Center
- Open Call for Projects Office Hours, July 11, 10:00am-12:00pm & July 26, 3:00-5:00pm
- The Call for Projects closes on July 30st
- Visit www.eastharlemdri.com for more information and updates

EAST HARLEM DRI

NEW YORK STATE OF OPPORTUNITY | Downtown Revitalization Initiative

¡East Harlem recibió \$10 millones para revitalización!

Un proceso centrado en la comunidad de seis meses de duración definirá una visión compartida y proyectos de apoyo para la revitalización.

¡ÚNANSE A NOSOTROS!
13 DE JULIO DE 2023, 6:30-8PM
JOHNSON COMMUNITY CENTER
@ 1833 LEXINGTON AVE

TALLER PÚBLICO

1/

15 DE JUNIO-30 DE JULIO
LOS INVITAMOS A TRAER SUS IDEAS

Los miembros de la comunidad pueden presentar propuestas de proyectos para nuevas construcciones, rehabilitación de edificios y mejoras de espacios públicos en East Harlem.

2/

Escanee o visite para obtener más información en www.eastharlemdri.com

El programa DRI está dirigido por el Departamento de Estado del Estado de Nueva York en asociación con Empire State Development (ESD), NYS Homes and Community Renewal (HCR) y NYSERDA.

Next Steps

Consultants will:

- Advance the Downtown Profile
- Conduct Stakeholder Interviews
- Host Public Workshop #1
- Host Local Outreach Events
- Host Information Sessions and Office Hours

The LPC should:

- Reach out to Community Members
- Spread the Word about Open Call for Projects
- Attend the meeting on August 01, 2023

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