

# city of **yes** for economic opportunity

## Guide to Streetscape Design

For retail businesses to thrive, customers need to feel comfortable and happy visiting their local shops. Today's zoning rules get in the way of safe, walkable, and lively retail corridors that would attract customers to small businesses.

*city of yes* for economic opportunity is a set of zoning changes to support NYC's economy, including by improving streetscape design so local economies stay active.

### Approach

- **Consistent:** Today, ground floor zoning can vary from one neighborhood to the next in many commercial corridors. *city of yes* would apply consistent rules across the city.
- **Comprehensive:** In special districts, some streetscape rules only apply to new buildings. *city of yes* would extend them to existing buildings by covering future alterations.
- **Cumulative:** Most retail corridors have no streetscape rules at all. On these corridors, poor designs can create unsafe and unpleasant conditions. *city of yes* would apply rules cumulatively – meaning they would be less stringent where there are fewer pedestrians, with more stringent rules building on in more pedestrian-heavy areas.

### How would *city of yes* change streetscapes?



#### Limit blank walls

Blank walls deaden the feel of streets, lessen their visual interest, and can make pedestrians feel isolated and unsafe.



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### Limit long lobbies

Long lobbies take up significant space at the expense of retail and without benefiting the pedestrian experience.



### Make drive-throughs pedestrian-friendly

Prevent drive-throughs that put cars in pedestrians' paths. Allow drive-throughs only by Board of Standards & Appeals permit.



### Prioritize pedestrians, not parking

Limit open parking that faces the street so that pedestrians have easier and direct access to storefronts. Require all parking to be enclosed and wrapped around or behind the building.

## Questions or comments?

Please email NYC Planning at [EconomicOpportunity@planning.nyc.gov](mailto:EconomicOpportunity@planning.nyc.gov).

