

Jerome Avenue Study

February 10, 2015

Davidson Community Center

Jerome Avenue Planning Group Meeting



1. Recap of January Meeting
2. Update
3. Agency Overviews
 - A. Mayor's Office of Environmental Remediation (MOER)
 - B. Department of Transportation (DOT)
 - C. Department of Parks and Recreation (Parks)
4. Goals *-Affordable Housing, Transportation, Social Services/Youth Services, Economic Development, Open Space & Recreation*
5. Neighborhood Profile
6. Discussion /Brainstorming on Public Events
7. Next Steps

Study Update

- Since our last meeting:
 - January 20th CM Gibson Tenant's Council
 - January 22nd Mid Bronx Senior Citizens Council
 - February 4th Davidson Community Center
- Upcoming meetings/events :
 - February 17th CM Cabrera
 - February 20th Yankasa Islamic Center
 - February 26th Bronx Community College
 - February 28th Bronx SpeakUp-Lehman College
 - Focus Groups-TBD
- Data collection on neighborhood profile and transportation.
- Planning for Public Events



Agency Overviews

Multiple agencies are engaged in the Jerome Avenue Study and will collaborate to address a variety of needs in the area; these agencies include DCP, HPD, SBS, SCA, DPR, MOER, DOT and EDC.

Through the planning process, we hope to identify strategies for long-term growth and sustainability. Each agency provides a wide range of programs and services throughout the city. As part of the planning process it is important to understand each agency's mission and what role they will play in the planning process and the study.

Agency Overviews-February

- Mayor's Office of Environmental Remediation (MOER)
- Department of Transportation (DOT)
- Department of Parks and Recreation (Parks)

Agency Overviews-March

- Small Business Services (SBS)
- School Construction Authority (SCA)
- Economic Development Corporation (EDC)
- Housing Preservation and Development (HPD)

**Major's Office of
Environmental
Remediation (MOER)**



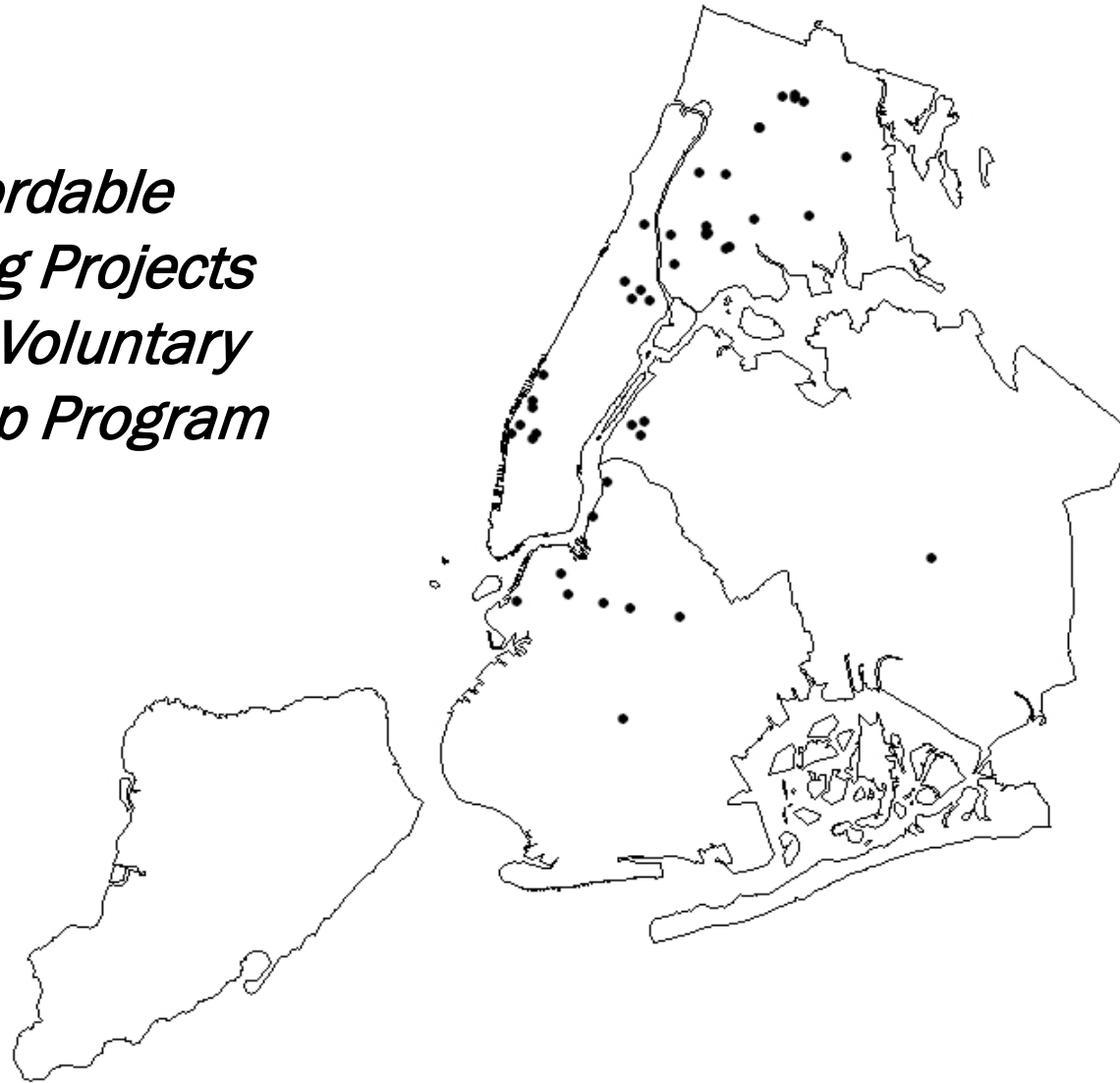
Mayor's Office of Environmental Remediation

Mission Statement: The New York City Mayor's Office of Environmental Remediation (OER) is a team of about 15 scientists and engineers established to design, build, and operate a set of world-class municipal programs to advance cleanup and redevelopment of brownfield sites.

Services offered :

- OER runs the New York City Voluntary Cleanup Program (NYC VCP), the nation's first municipally-run cleanup program.
- OER enables the cleanup and development of approximately 80 brownfield projects each year in all five boroughs.
- Cleanups meet the most rigorous New York State quality standards and ensure that redeveloped properties are among the safest places in NYC to live and work.
- Over 60% of the properties in the NYC VCP are located in historically disadvantaged neighborhoods that have long borne a disproportionate burden of land pollution.
- In a typical year, OER cleanup of brownfields will enable new development representing \$2.25 billion in new private capital investment, 6 million square feet of new building space, and will create 2,200 permanent new jobs, 6,500 construction jobs and 1,000 new units of affordable housing.

*55 Affordable
Housing Projects
in NYC Voluntary
Cleanup Program*

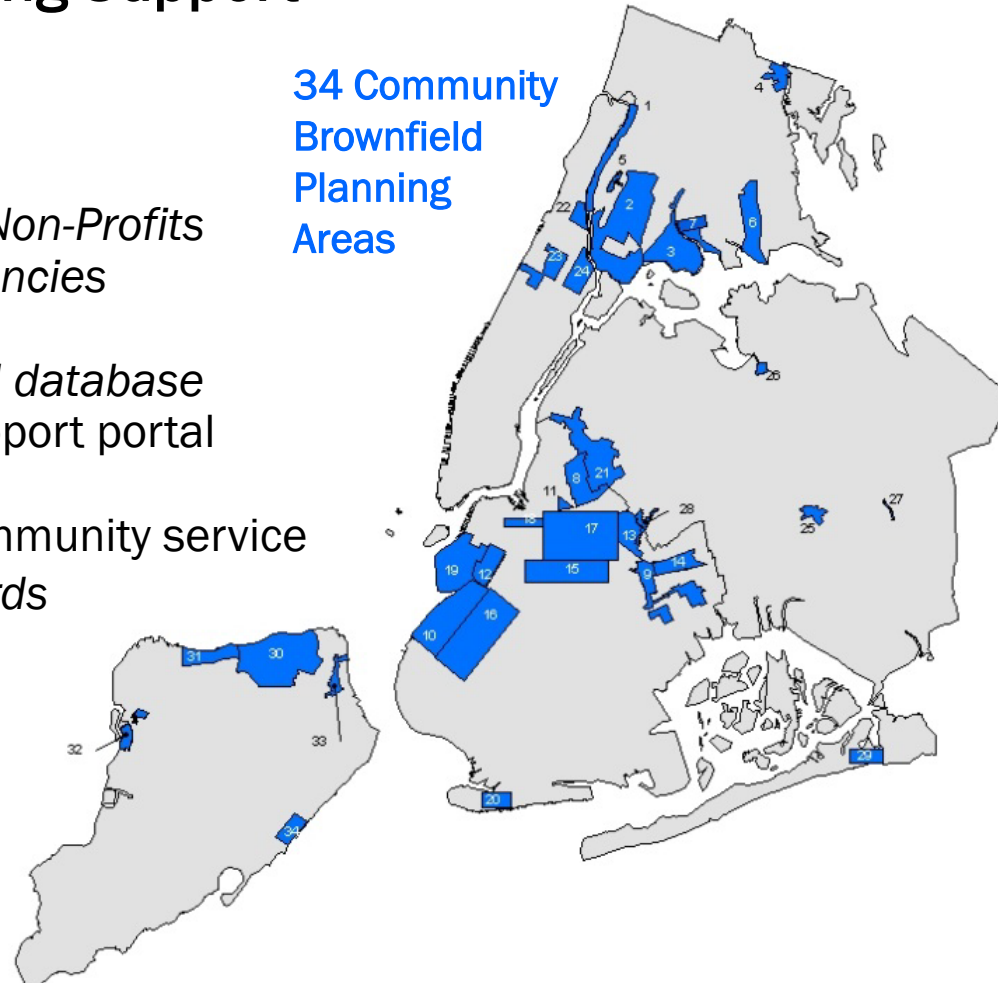


Community Brownfield Planning in NYC

Existing OER Community Planning Support Programs

- *Non-Profit Technical Assistance Grants*
- *Pro Bono Environmental Assistance for Non-Profits*
- *OER Ombudsman for CBOs with City Agencies*
- *Community Directed Cleanup Grants*
- *SPEED online government environmental database*
- *EPIC COMMUNITY online community support portal*
- *Grants for CBO Planning Grant Writing*
- *NYC Brownfield Partnership industry community service*
- *Annual Big Apple Brownfield Equity Awards*
- *Blue Room Annual Community Summit*

34 Community
Brownfield
Planning
Areas



Mayor's Office of Environmental Remediation

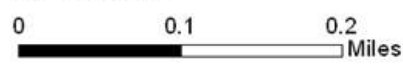
Cromwell-Jerome Existing Conditions Report

Potential brownfield/strategic sites identified
The lots are mainly vacant or used for parking.

Orthophoto Base Map Copyrighted by the New York City Department of Information Technology and telecommunications. All rights reserved.



Prepared: DCP July 2013



-  Strategic Sites selection
-  Cromwell-Jerome BOA Boundary

Mayor's Office of Environmental Remediation

Community Brownfield Planning IT Support

SPEED

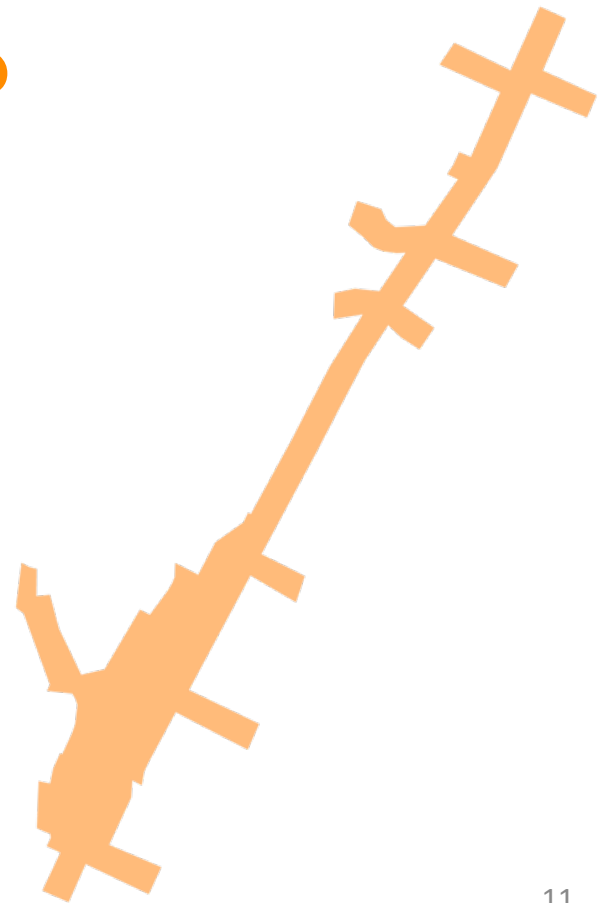
- Government Environmental Data:
 - State petroleum spills
 - Superfund sites
 - Brownfield cleanup sites
 - RCRA sites
 - State solid waste sites
 - E-Designation sites
- Community Planning Area Map
- FEMA flood maps
- Climate change flood map projections
- Wetlands maps
- Vacant Property Database
- NYC Green Property Certification Sites
- EPIC database links

www.nyc.gov/speed

EPIC Community

- CBO communication portal enables dialog with:
 - Citizens
 - Peer CBO's
 - City agencies
 - Developers
 - Engineering firms
- FAST Grant Finder
- Community Newsfeed
- Virtual Bulletin Board
- Community Tech forums
- Document sharing
- Peer Advisory Portal
- Pro Bono Environmental Experts Portal
- Workforce Development resume board
- Community Library
 - Community Plans
 - NY Rising documents
 - Sustainability plans

Questions?





Department of Transportation (DOT)

Commissioner Polly Trottenberg, New York City Department of Transportation



NYCDOT SCOPE AND SIZE

NYCDOT's Assets:

- **6,000** miles of roadway
- **12,000** miles of sidewalk
- **789** bridges
- **13,000** signalized intersections
- **315,000** street lights
- **8** Staten Island Ferry Boats
- **1 million** street signs

Agency Size:

- **4,800** employees
- **\$900 M** operating budget
- **\$6.3 B**, 5-year capital program



NYCDOT focuses on four priorities



Safety



State of Good Repair & Asset Management



Mobility



Livability

FOUR PRIORITIES: SAFETY

Safety is the top priority for any transportation agency - NYCDOT works to ensure the safety of all New Yorkers and everyone on our streets.

Vision Zero

- In the past ten years 1,508 pedestrians and 187 cyclists have been killed in traffic crashes.
- Mayor de Blasio created a multi-agency initiative with the goal of ending traffic deaths and injuries
- Comprehensive approach using every tool at the City's disposal
 - Street design, education, enforcement



FOUR PRIORITIES: STATE OF GOOD REPAIR & ASSET MANAGEMENT

- NYC has a mature transportation system – many significant assets are more than 100 years old.
- NYCDOT and the MTA have total combined assets valued at well over \$1 T, and \$45 B in capital needs over the next ten years to remain in a state of good repair.



- NYCDOT is working to develop systems that help the agency manage its assets, efficiently prioritizing work such as roadway and bridge component replacement.

FOUR PRIORITIES: MOBILITY

- Select Bus Service (SBS) improves mobility for New Yorkers by better connecting underserved communities to jobs, education, and opportunity.
- 7 existing routes - travel time decreased up to 20%.

Fordham Road (Bronx)

34th Street (Manhattan)

1st/2nd Aves. (Manhattan)

Hyland Boulevard (S.I.)

Webster Avenue (Bronx)

Nostrand Avenue (Brooklyn)

125th Street to LGA (Manhattan-Queens)

- (Ambitious) goal of 20 routes by end of Mayor's first term.

- SBS design benefits:
 - Faster surface transit
 - Easy to understand for riders
 - Implemented quickly
 - Built/operated at low cost
 - Compatible with existing infrastructure



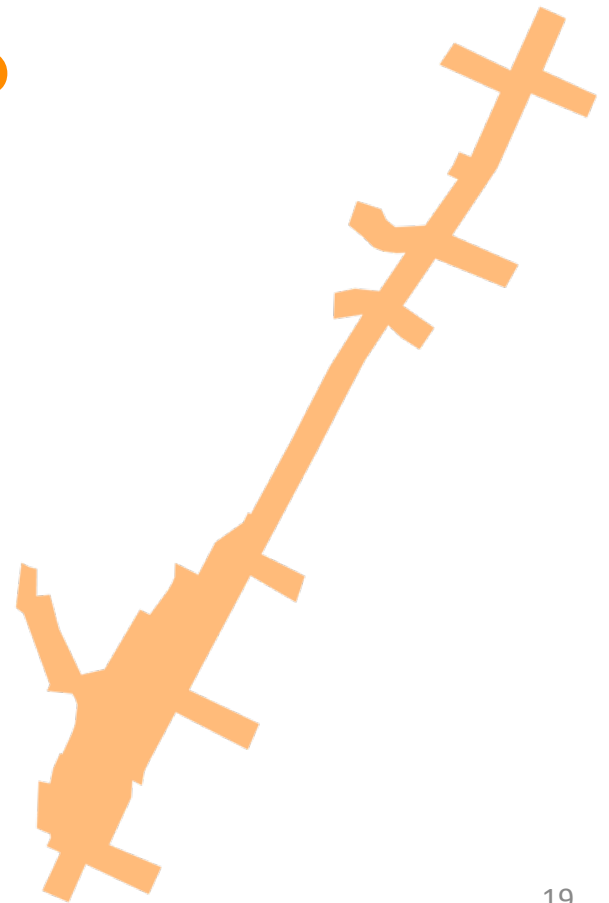
FOUR PRIORITIES: LIVABILITY

NYCDOT works to create livable, walkable streets and vibrant public spaces

- NYC Plaza Program
- CityBench
- Wayfinding



Questions?





**Department of
Parks and Recreation**



Parks



NYC Parks: Mission Statement

NYC Parks is the steward of 29,000 acres of land, and is the City's principal provider of recreational and athletic facilities and programs.



Essential Urban Systems/Networks

- Streets and highways
- Public transport
- Water supply
- Sewers and waste-treatment plants
- Telecommunications (wired and wireless)
- Electricity
- Schools
- **Parks & open space**
- Libraries
- Hospitals
- Public Safety
- Solid waste
- Social Services
- Ecosystem



Programs & Services

- GreenThumb
- Community Gardens
- Greenstreets, Street Trees & Green Infrastructure
- Shape Up NYC
- Swim for Life
- Kids in Motion
- Imagination Playground in a Box
- Mobile Recreational Units
- Special Events & Concessions



Framework for an Equitable Future

1. Community Parks Initiative
2. Programming for Places in Need
3. Standardized Maintenance
4. Streamlined Capital Process
5. Parks Needs Assessment
6. Utilization Program
7. Parkland Expansion
8. Recreation Center Renovations
9. Regional Parks Strategy



Park Improvements

Select Projects Recently Completed (\$28 million):

- Aqueduct Walk
- Mullaly Park
- Cedar Playground
- Devoe Park
- Grant Ave Park
- Keltch Park
- Macombs Dam Park
- Upper & Lower Merriam Playground
- Mosaic Success Garden
- Poe Park
- St. James Rec Center
- PS91X, PS33X Playgrounds
- University Woods Stairways
- Claremont Park
- Cleopatra Playground
- Mt. Eden Malls
- Richman Echo Park
- Sedgwick Playground
- Half-Nelson Playground



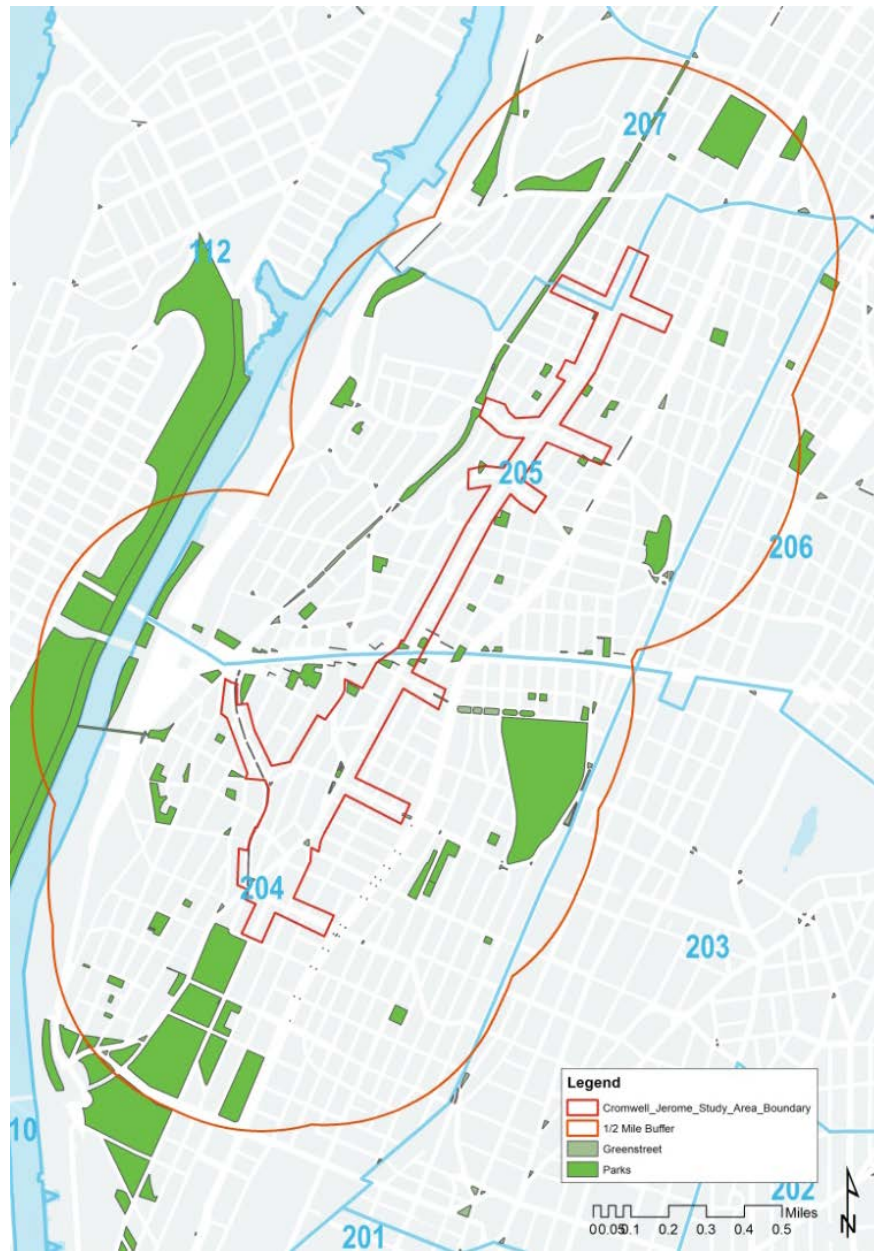
Park Improvements

Select Projects Currently Underway (\$19 million):

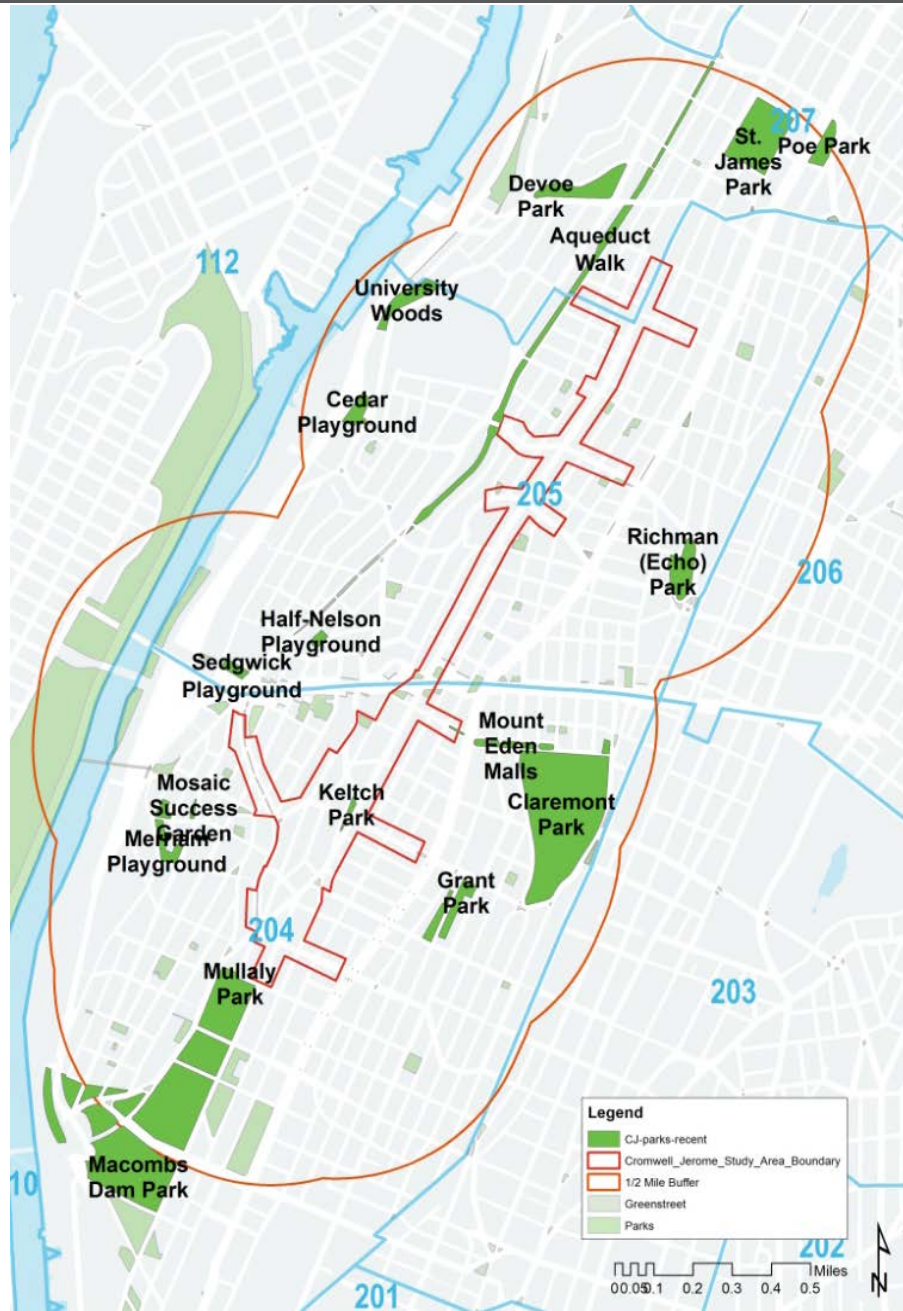
- Grand Ave Playground
- Highbridge Step Street
- Joyce Kilmer Park
- Mt. Hope Garden
- St. James Park
- Aqueduct Walk
- Cedar Playground
- Claremont Park
- Devoe Park
- Mullaly Park
- Poe Park
- University Malls
- St. James Rec Center
- PS85X Playground
- Mott Playground



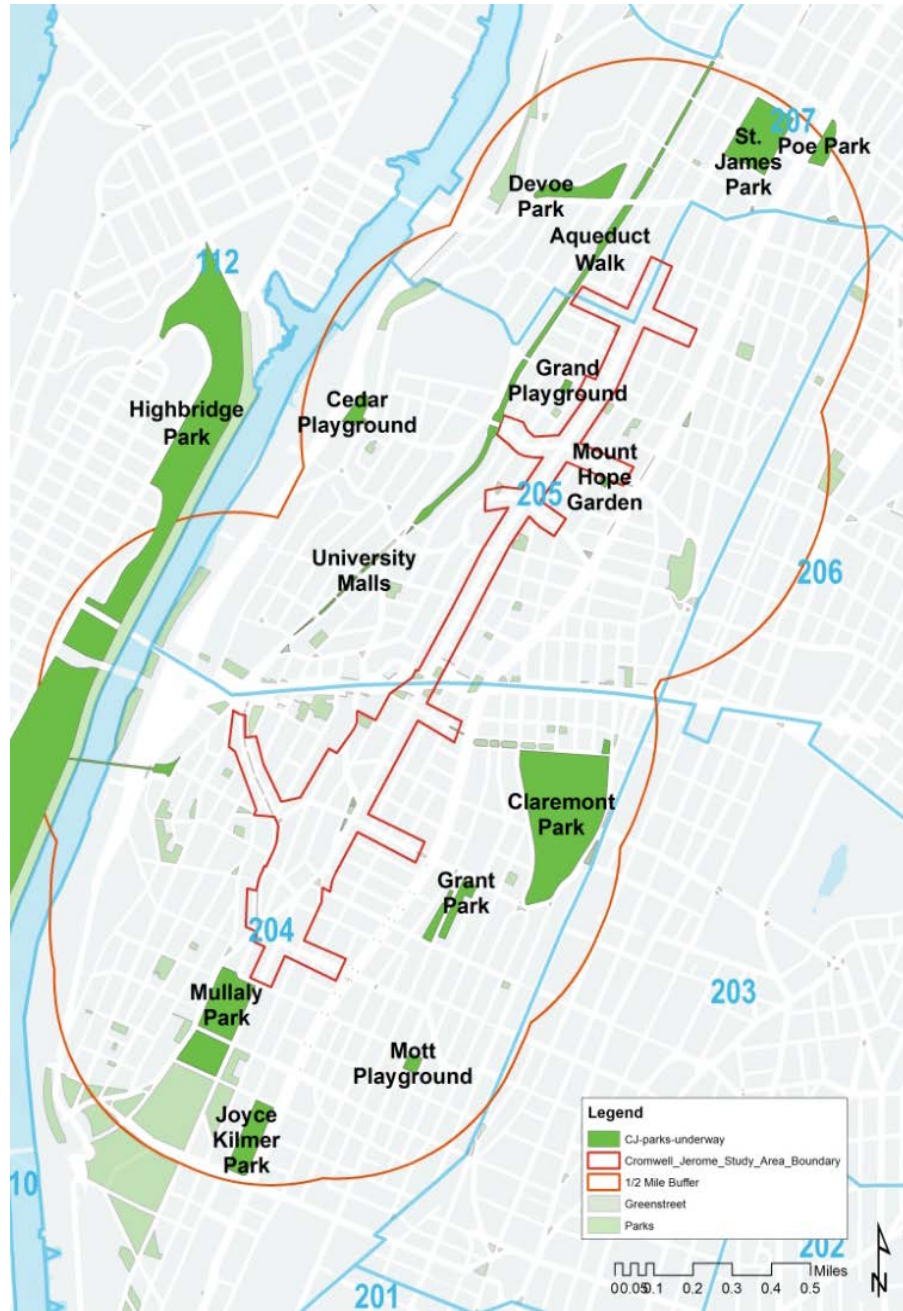
NYC Parks: Jerome Avenue Parks



NYC Parks: Recently Completed Projects



NYC Parks: Projects Underway

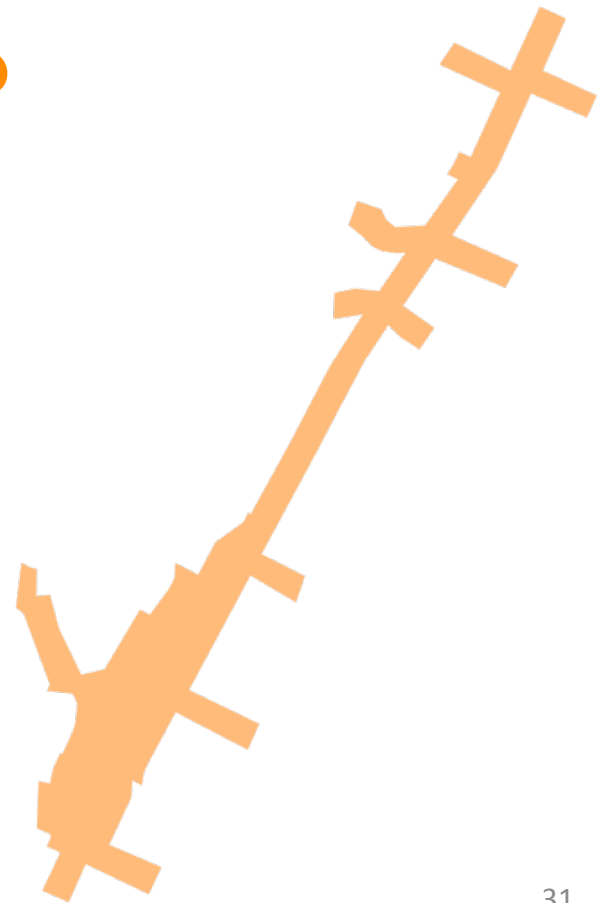


NYC Parks: Planning Group Feedback to Date

- Improve existing parks
- Improve access to regional parks
- Improve open space programming
- Explore Plaza Program opportunities
- Additional funding for park maintenance
- Explore/promote DOE schoolyards to playgrounds
- Improve connections between parks
- Consider park expansion/new park



Questions?



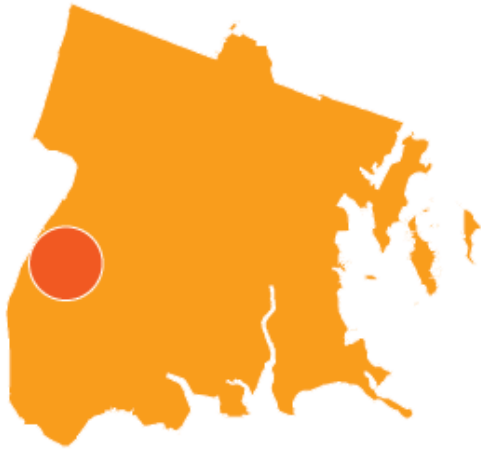
Neighborhood Profile



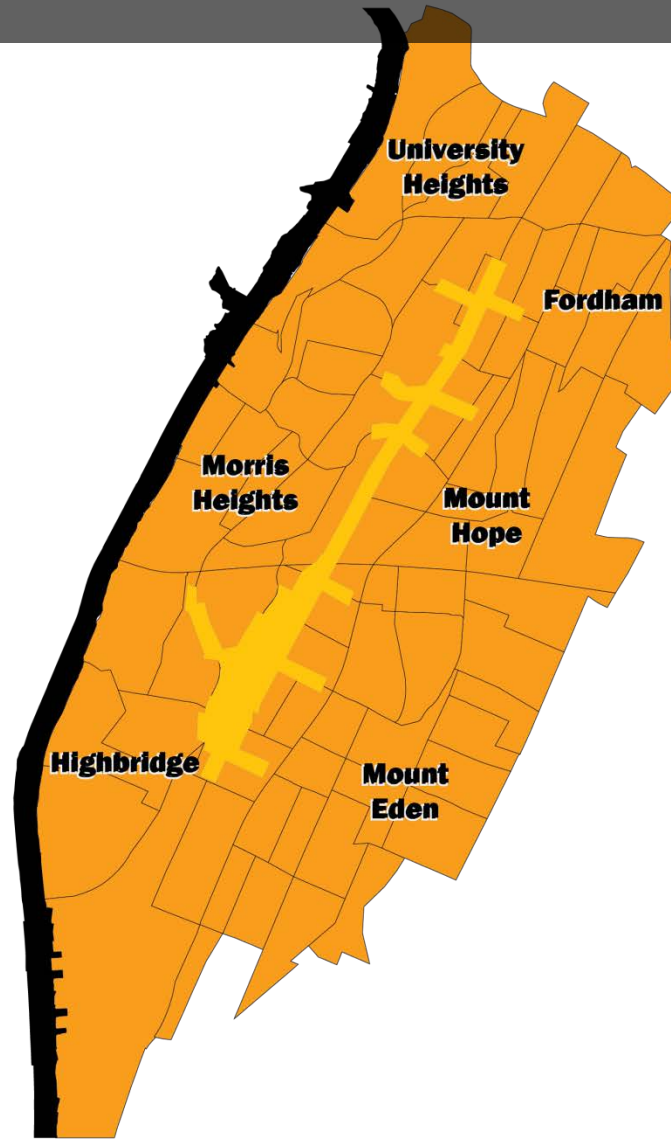
Areas of Analysis



NYC



Bronx



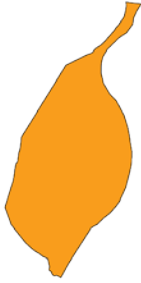
Area of Analysis: 78 Census Tracts
Surrounding the Rezoning Area, representing
portions of several Bronx Neighborhoods 33

Scale Comparison

Jerome Ave. Study Area, BX
345K Residents



St. Louis, MO
318K Residents



Pittsburgh, PA
305K Residents



New Orleans, LA
378K Residents



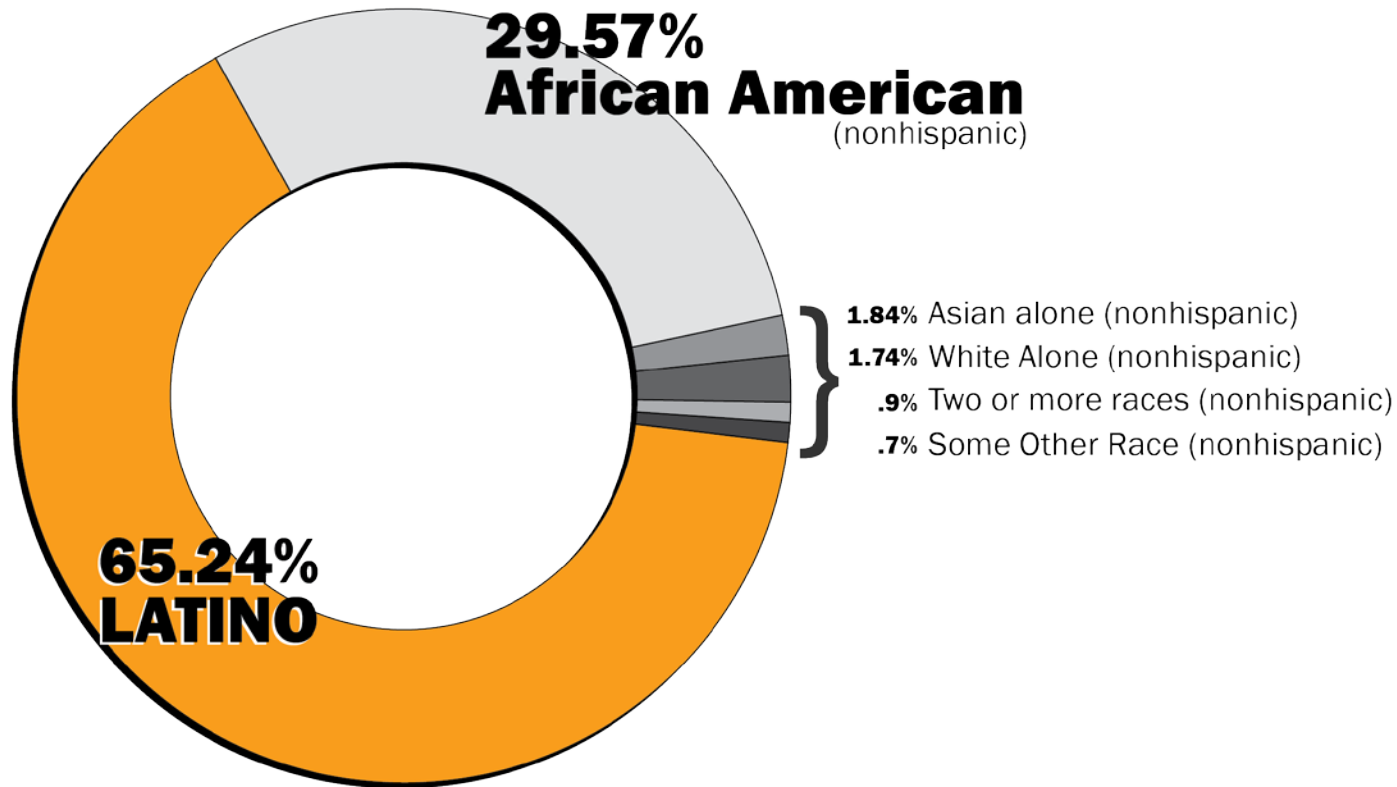
***to scale**

Total Population

345K

**2010 Census*

Racial/Ethnic Breakdown, Self-Reported



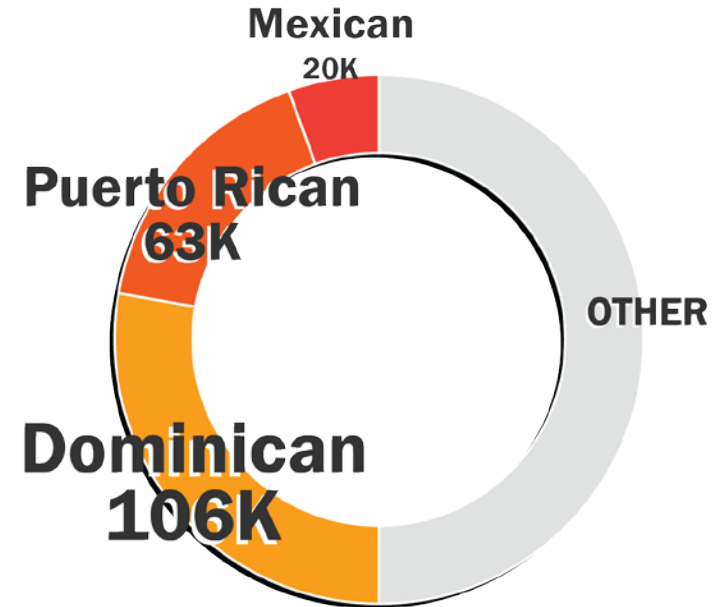
*** Over 94% of the study area is either Latino or African American**

compared to only 51% of the city as a whole

**2010 Census*

Total Latino Population | 228k

Composition

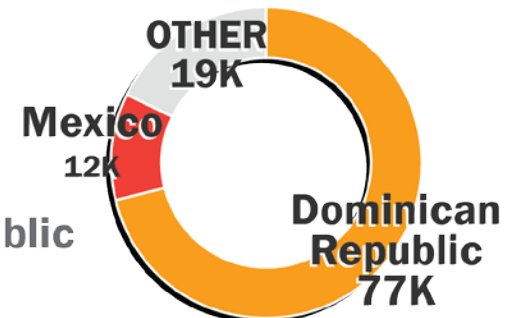


Totals including immigrant groups

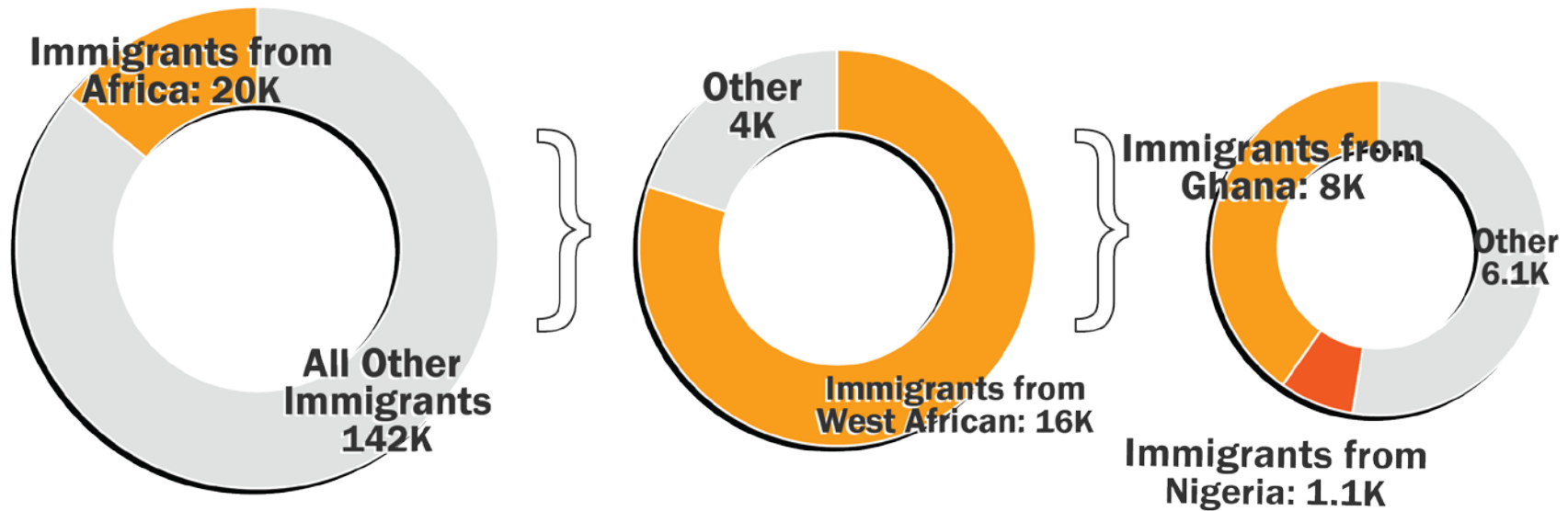
Place of Birth

According to most recent ACS data,
* **116K Latino Immigrants**

- * 77K Immigrants from the Dominican Republic
- * 12K Immigrants from Mexico



Immigrants from Africa | 20k



**According to most recent ACS data,
Of the 142K immigrants in the Study
Area, 20K came from Africa. Of these:**

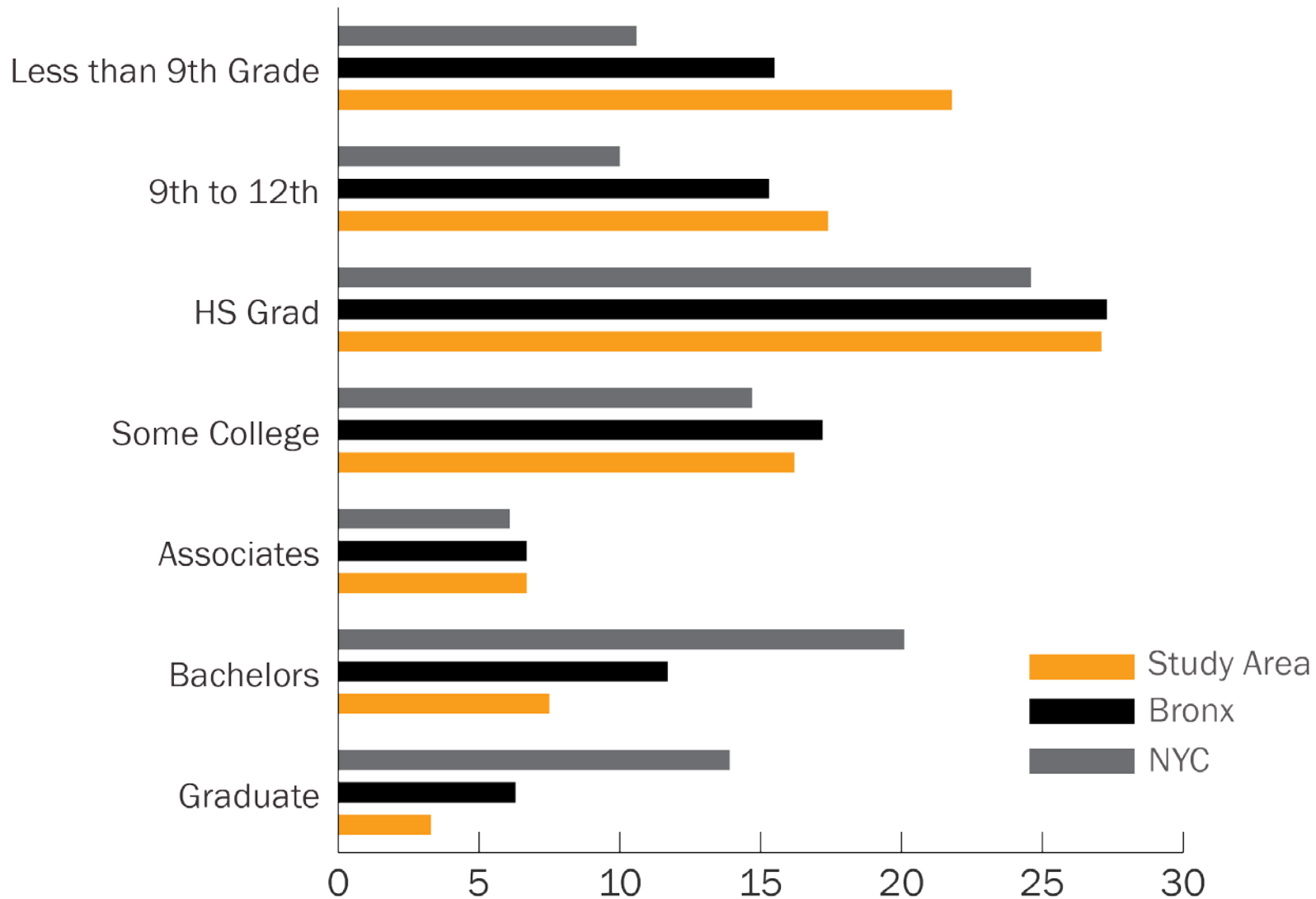
*** 16K came from West Africa, specifically:**

*** 8K from Ghana**

*** 1.1K from Nigeria**

Education Attainment

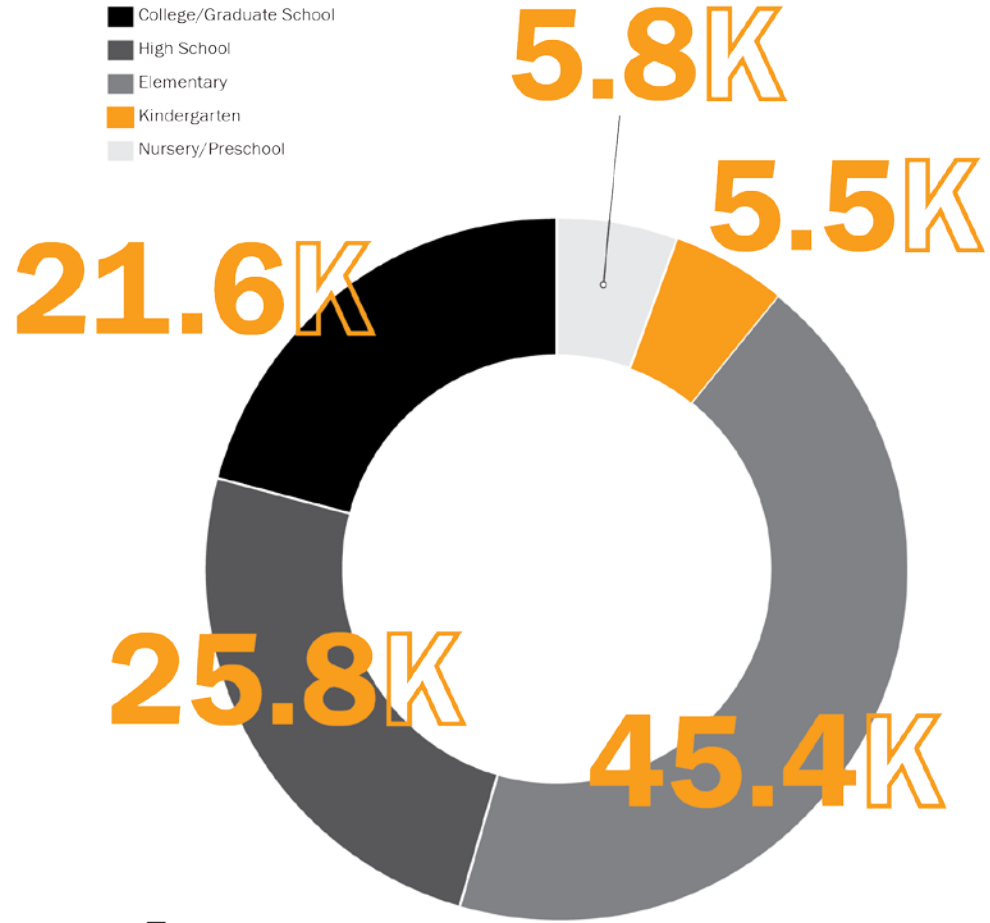
*population 25 years and over



Education

Current Enrollment: 104K (enrolled population, 3 years old and over)
*2012 ACS 5-year estimate

- College/Graduate School
- High School
- Elementary
- Kindergarten
- Nursery/Preschool



* **20.7 %** of the Study Area's enrolled population are in college or graduate school, compared to **25.1%** and **32%** for the Bronx and NYC, respectively

Households by the #'s

119,428
Total Housing Units



6K

Vacant

113K

Occupied

*2010 Decennial Census

Households by Building Type

*DCP PLUTO, Bldg Class



Elevator
Apartment

14%

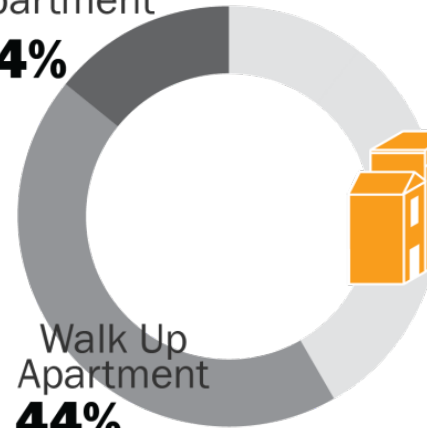


Walk Up
Apartment

44%



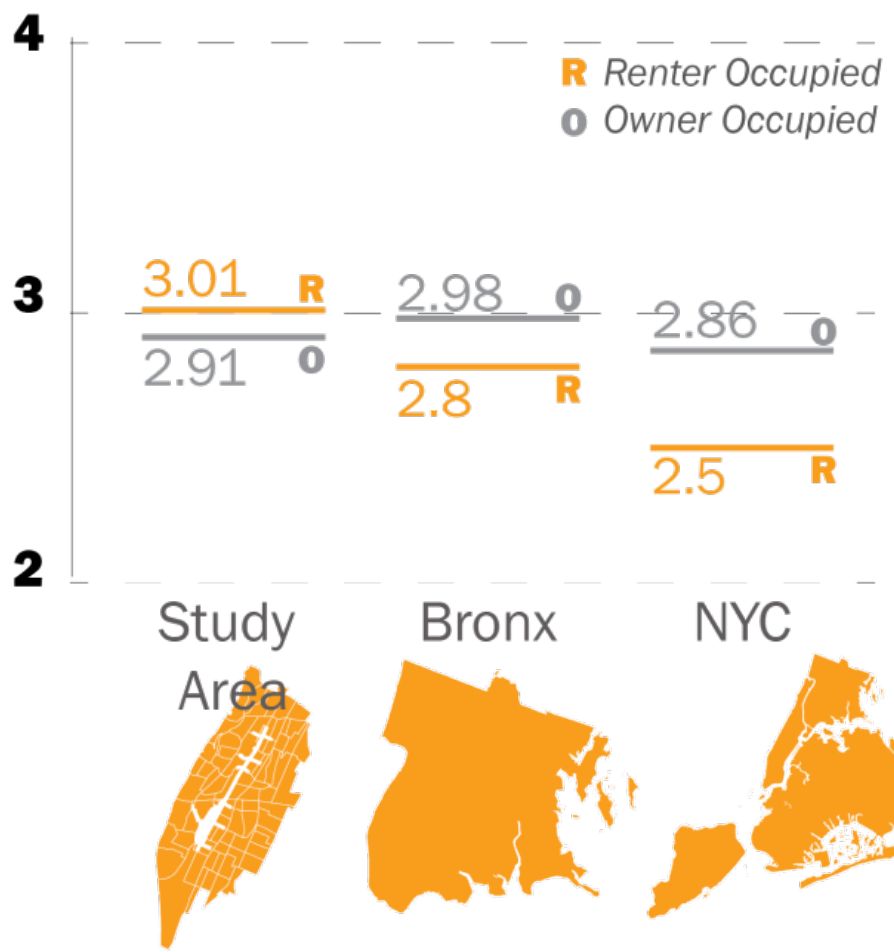
1&2 Family
Dwelling **42%**



Household Information

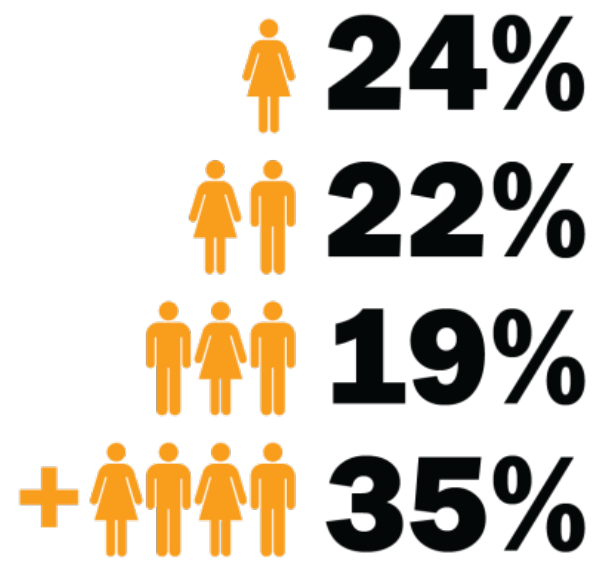
Average Household Size

*2012 ACS 5-year estimate

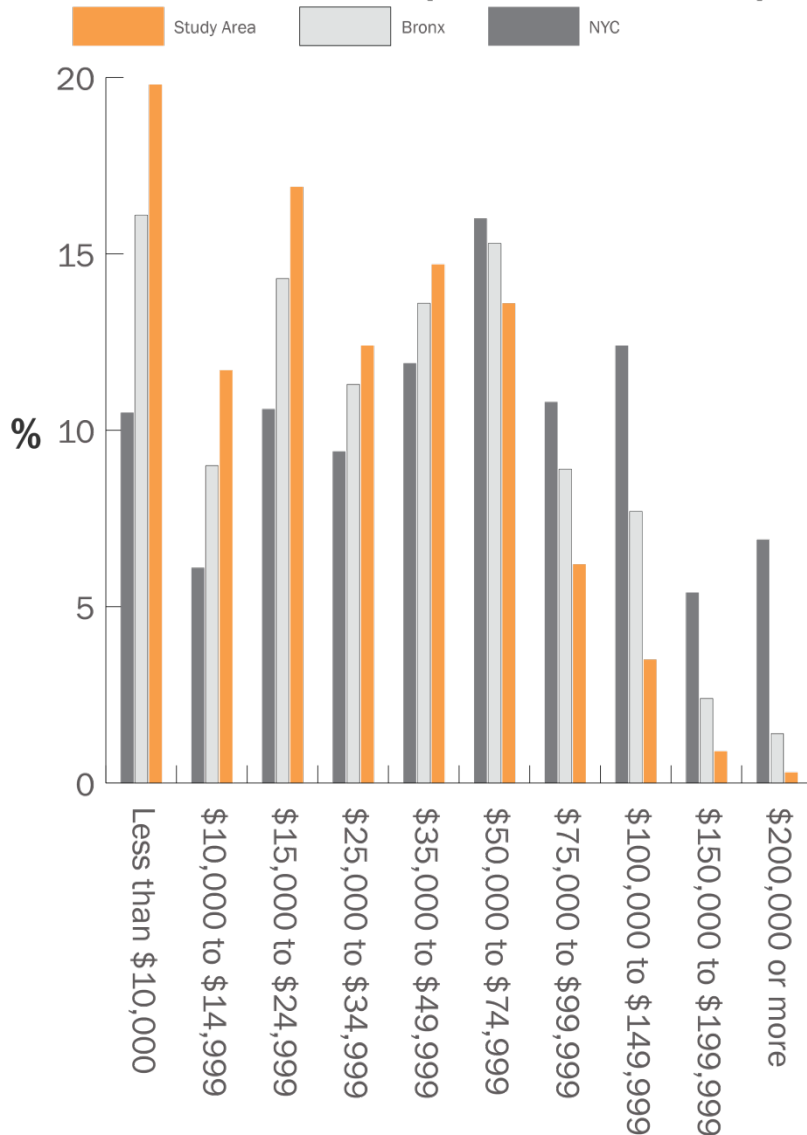


People Per Household

(Study Area) *2010 Census

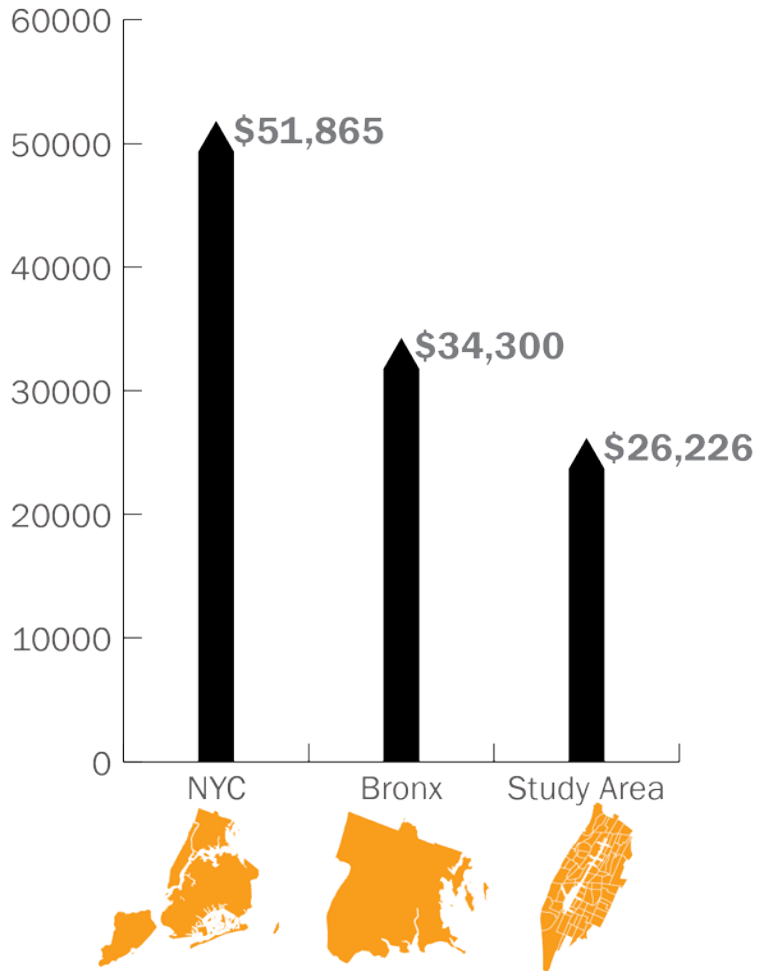


Income Brackets (% of households)

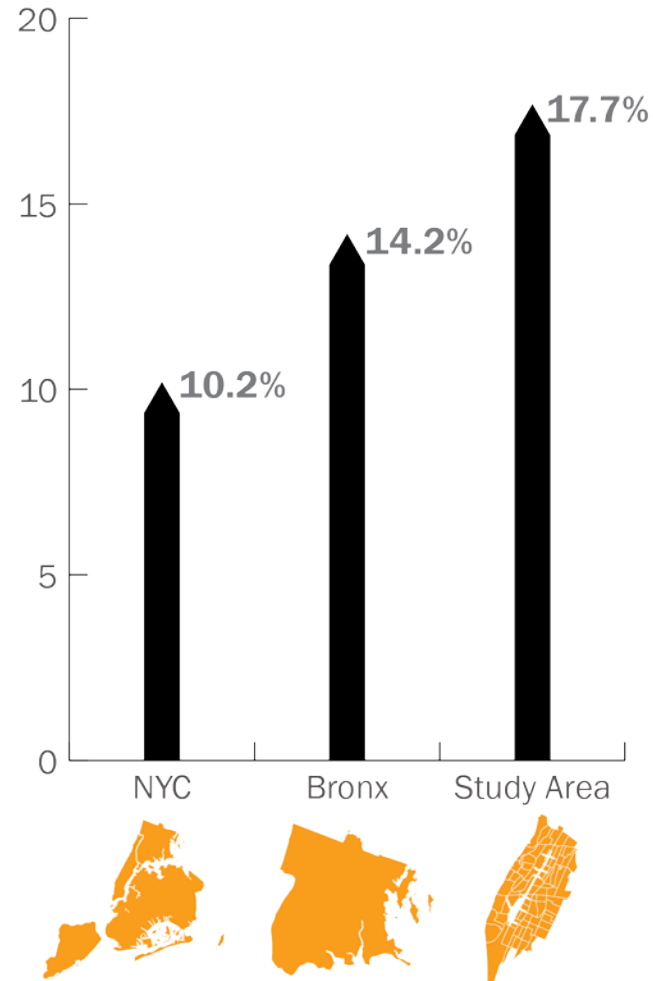


Nearly **15%** of city's households earn more than **\$150K** per year. Meanwhile, almost **HALF** of the households in the study area earn less than **\$25K**. Conversely, **1/4** of households earn more than **\$50K**.

Median Household Income



% Unemployed (Civilian Labor Force)

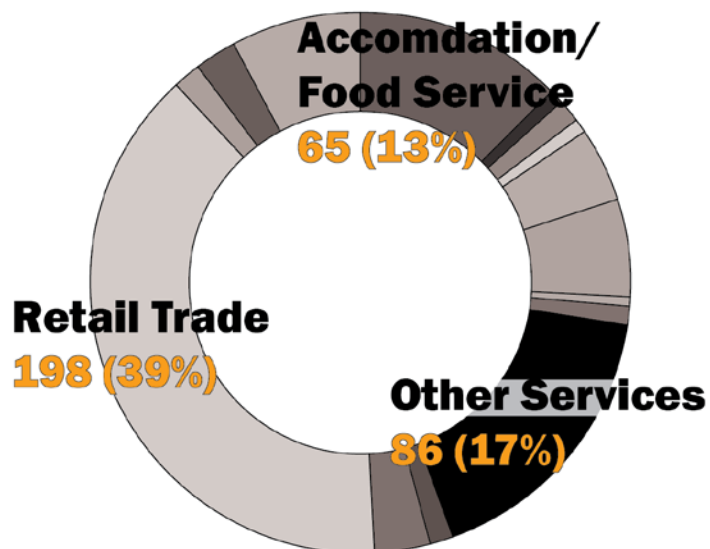


Industries and Employment

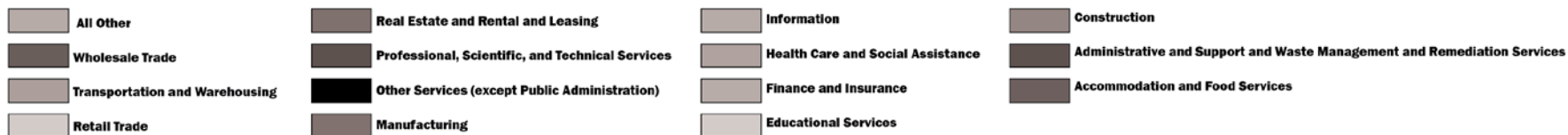
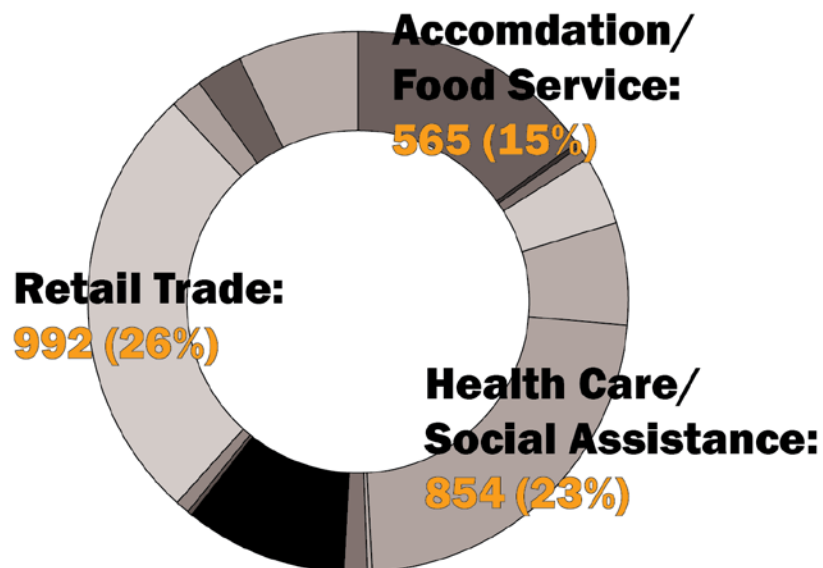
Total Firms: 512

Total Employees: 3,755

Firms by Industry



Employees by Industry



*Quarterly Census of Employment & Wages (QCEW)

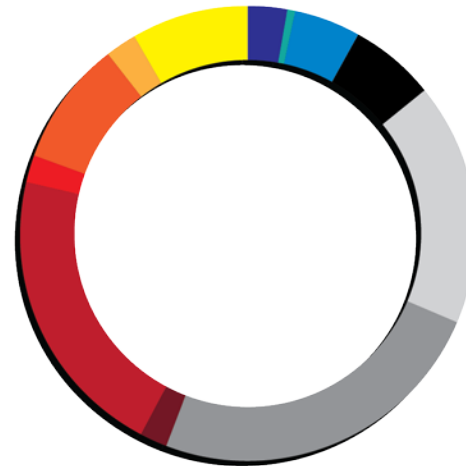
Retail Landscape

Study Area Consumers Spent **\$2.69 Billion** in 2014

Study Area Merchants Sold **\$1.37 Billion** in 2014



Demand



Supply

Food-service and Drinking

Misc.

General Merchandise

Sporting Goods and Hobbies

Clothing/Accessories

Gas Stations

Health and Personal Care

Food and Beverage

Building Material and Garden

Electronics and Appliance

Furniture & Home

Motor Vehicle & Parts

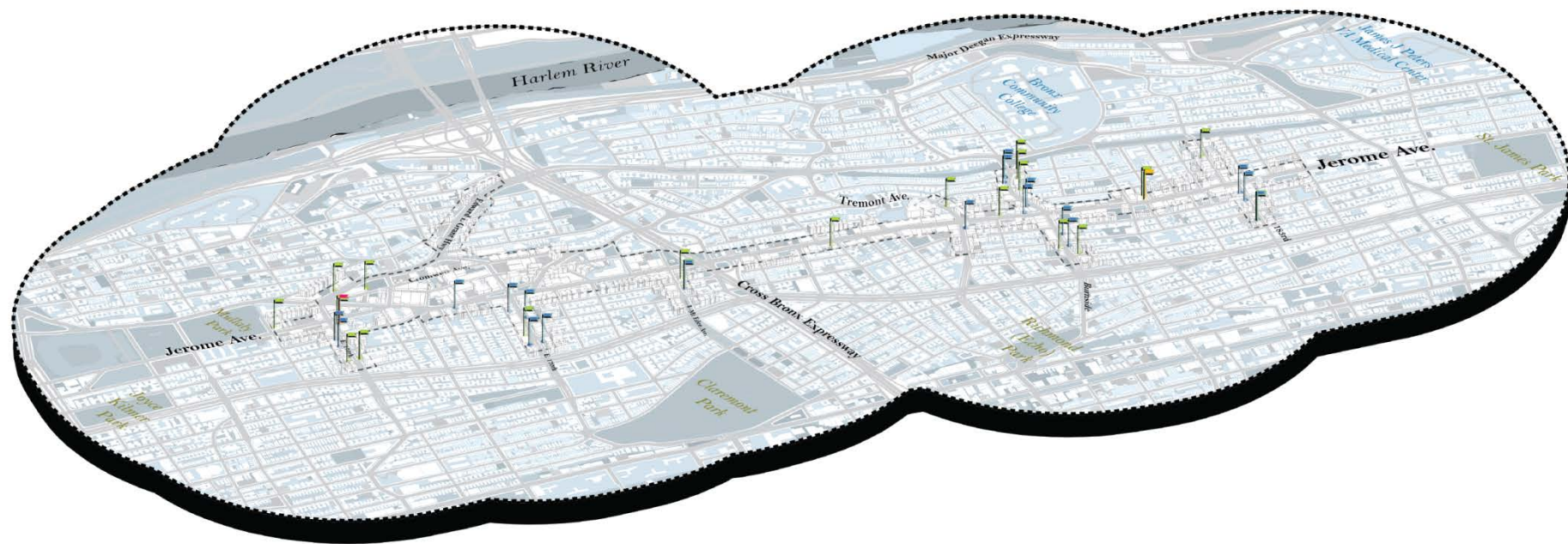
Opportunity Gap **\$1.32 Billion**

*Nielson Companies, Claritas Data

Where is Demand met?

DCP Retail Survey DrugStores, Health, Personal Care

49 total



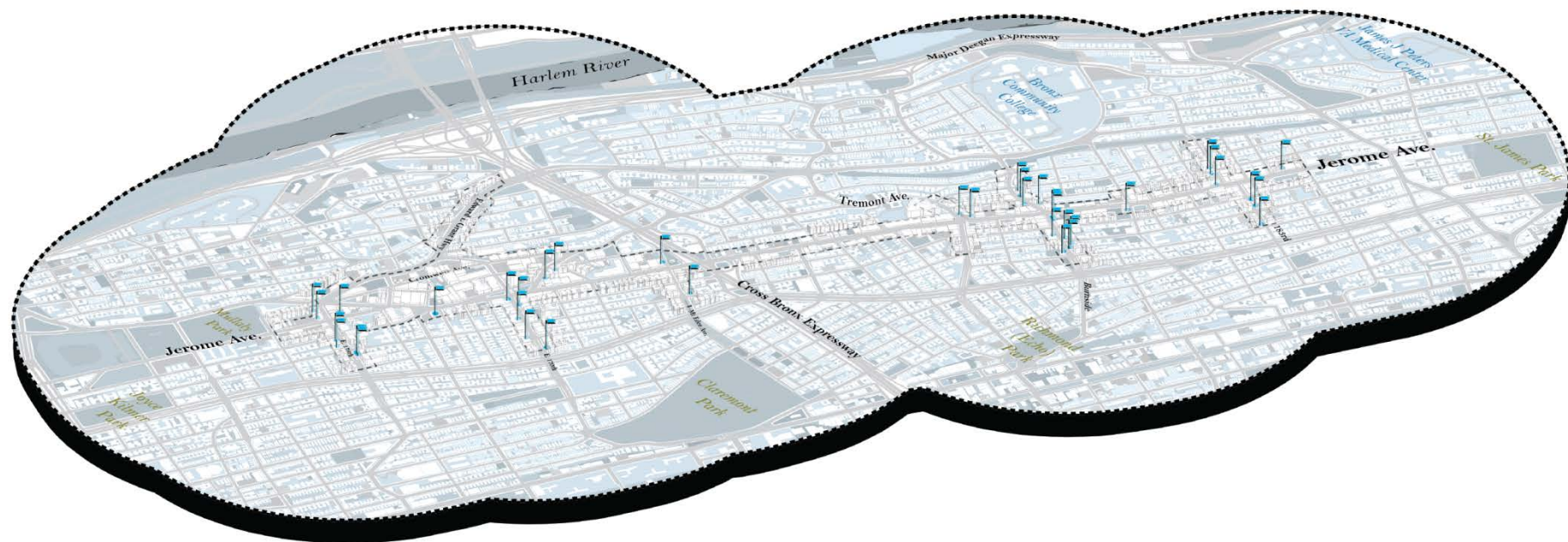
- Health & Personal Care
- Pharmacy/Drug Store
- Optical Store
- Gym/Fitness Center

\$168 Million more spent within than outside ⁴⁶

Where is Demand met?

DCP Retail Survey Electronics/Appliance

38 total

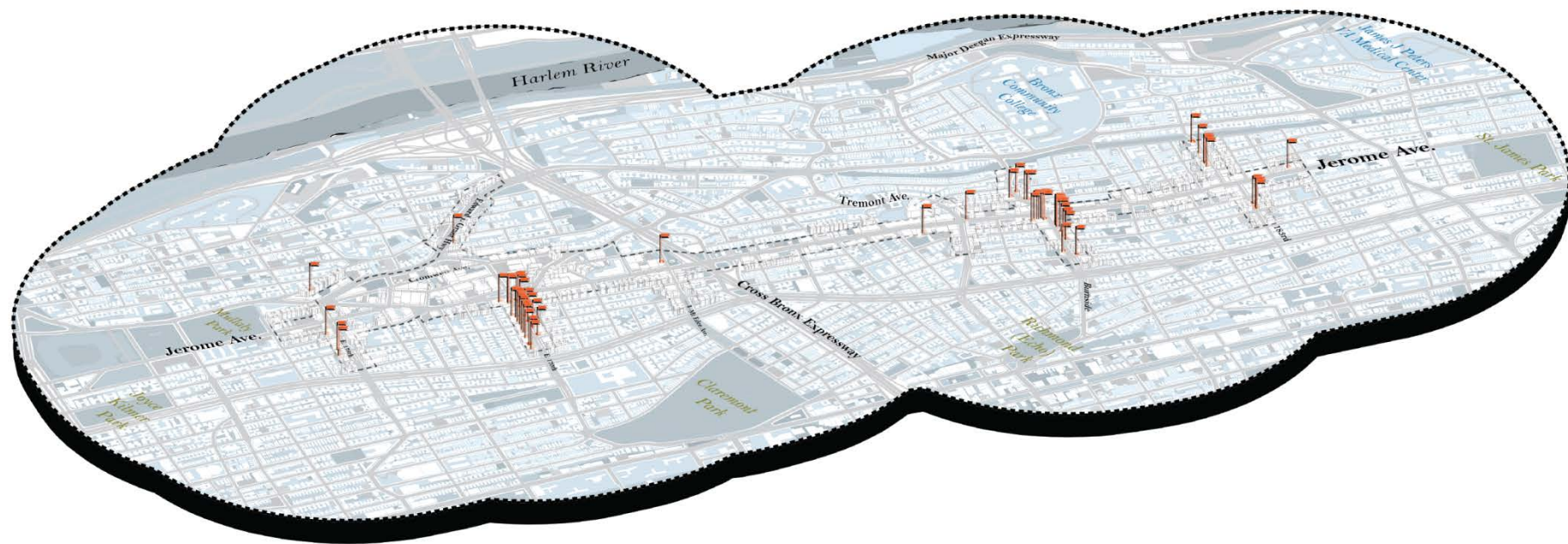


\$14 Million more spent within than outside

Where is Demand met?

DCP Retail Survey Clothing/Accessories

64 total



\$130 Million more spent within than outside ⁴⁸

Data Gaps & Needs

Department of City Planning

Decennial Census
American Community Survey
Field Work & Surveys
Inter-Agency Coordination
& Data Sharing

Jerome Ave. Planning Group

Anecdotal Information
Organizational Data
Institutional Knowledge
Community Expertise



**Comprehensive
Neighborhood Profile**

Public Events

