



SoHo/NoHo Neighborhood Plan

Arts & Culture Info Session

March 30, 2021

Welcome

6:30 – 6:40 PM: **Opening Remarks**

6:40 – 7:25 PM: **Presentation by DCP + DCLA**

5-minute break

7:30 – 8:30 PM: **Live Q&A**

Tonight's **Arts & Culture Info Session** - the third and final of a series of thematic info sessions - will cover:

- SoHo/NoHo's arts and culture landscape
- Live-work and JLWQA
- City support for arts and culture
- Your questions





1.

Opening Remarks

翻譯 / 翻译 (Translation)

在提問環節 (Q&A)，如果您需要廣東話翻譯，工作人員會帮您翻译问题和回答。如需其他幫助，您也可以通過電子郵件的方式 (soho-noho@planning.nyc.gov) 與我們聯繫。

在提问环节 (Q&A)，如果需要普通话翻译，工作人员会帮您翻译问题和回答。如需其它帮助，您可以通过电子邮件的方式 (soho-noho@planning.nyc.gov) 和我们联系。

During the Q&A, staff will be available to provide language assistance for Cantonese and Mandarin speakers as needed. Cantonese or Mandarin speaking participants may also contact us for additional assistance via email at soho-noho@planning.nyc.



Meeting Format

6:30 - 6:40 PM: **Welcome & opening remarks**

6:40 - 7:10 PM: **Presentation by DCP, DOT, DSNY**

5 min break

7:15 - 8:30 PM: **Live Q&A**

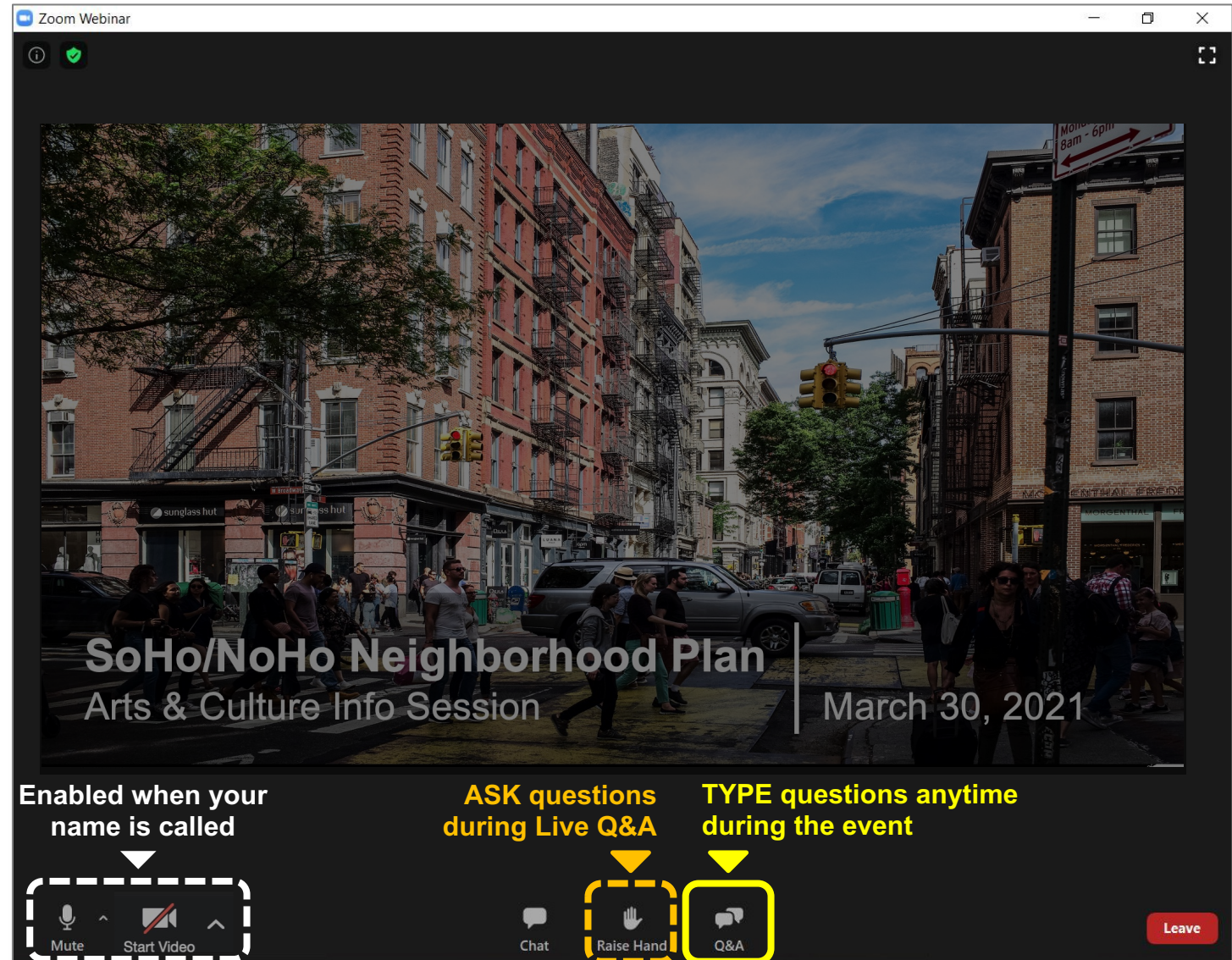
Prior to Live Q&A, all microphones are muted.

TYPE written questions via Zoom Q&A feature.

During Live Q&A, ask questions in two ways:

1. **TYPE** – using the zoom Q&A feature
2. **ASK** – using the zoom raise your hand feature (two-minute time limit to ask question). *You will be able to unmute yourself and turn on your camera when you are called on by the moderator.*

If you are dialing in by phone, press *9 to ask your question during Live Q&A.

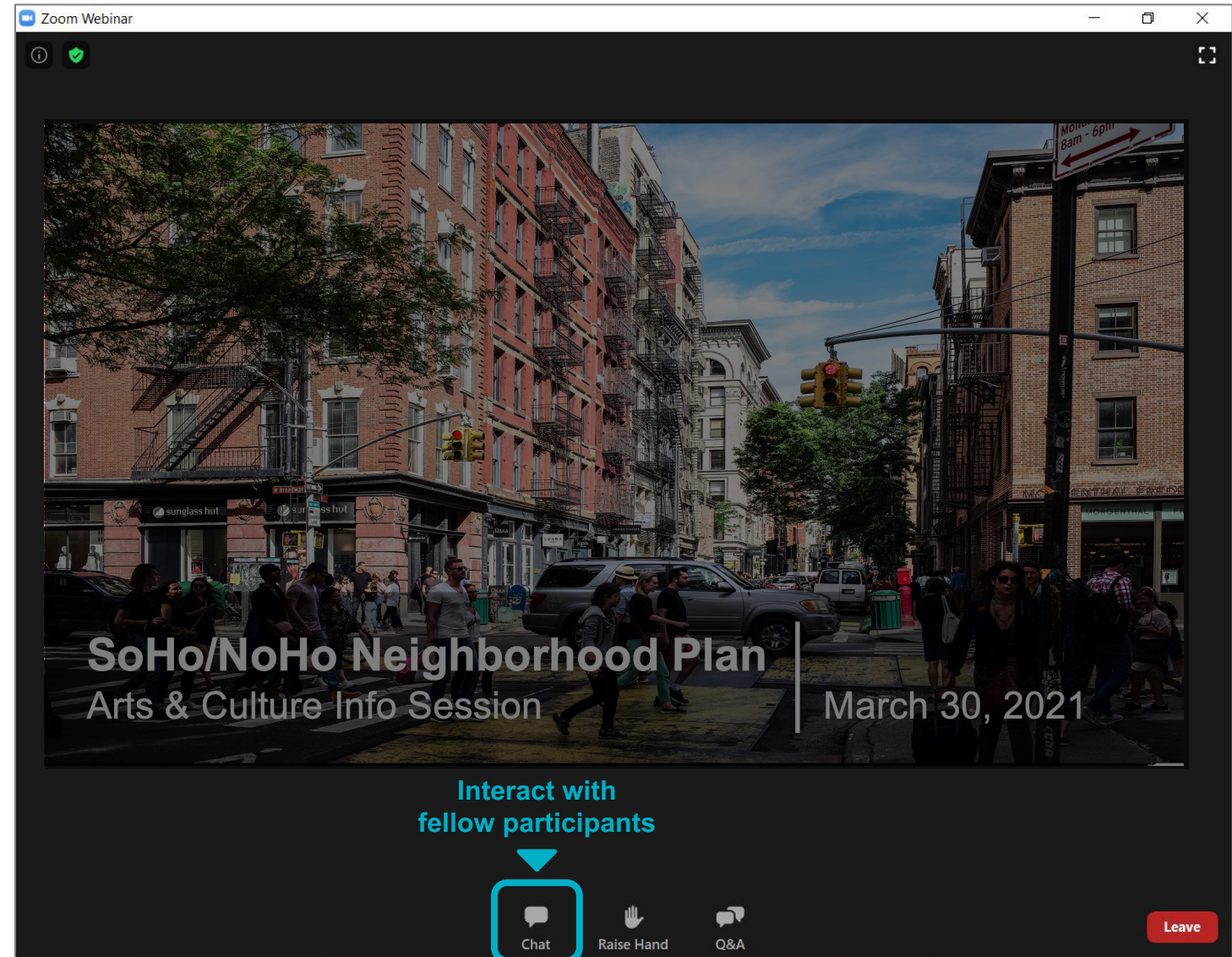


Meeting Format

We want to ensure that this conversation is a pleasant experience for all.

Use the chat feature to interact with your fellow attendees (enabled after presentation).

HELP Hotline: If you are having technical difficulties please dial (877) 853-5247 and, enter meeting ID: 618 237 7396, password: 1# and someone will be there to assist you.



Presentation Agenda

Department of City Planning (DCP)

- SoHo / NoHo Neighborhood Plan
 - Arts and cultural uses
 - Joint Living-work Quarters for Artist (JLWQA) and paths forward

Department of Cultural Affairs (DCLA)

- DCLA's mission & programs
- DCLA support in SoHo/NoHo
- Artist Certification program: past and present
- Opportunities in SoHo/NoHo



Commonly Asked Questions

- What are the options for occupants of JLWQAs? Can certified artists remain in their JLWQAs? Can non-artists be legalized?
- How will the proposal affect residents of rent regulated units, including units covered by the Loft Law?
- Can the proposal enhance the artist certification program? Will the proposal incentivize the reduction of JLWQA units? Where will the artists go?
- How will the proposal support the arts and sustain SoHo/NoHo's cultural legacy?



Where we are in the SoHo/NoHo Neighborhood Plan Process?



2.

SoHo/NoHo Neighborhood Plan

Arts & Culture Strategies

- *Retain existing Joint Living Work Quarters for Artist (JLWQA)*
- *Accommodate cultural and creative uses by artists, artisans & makers*
- *Provide an option to transition existing JLWQAs to residential, paired with provisions to support arts/culture*

Existing M1-5A & M1-5B Zoning

■ Manufacturing / Commercial: 5 FAR

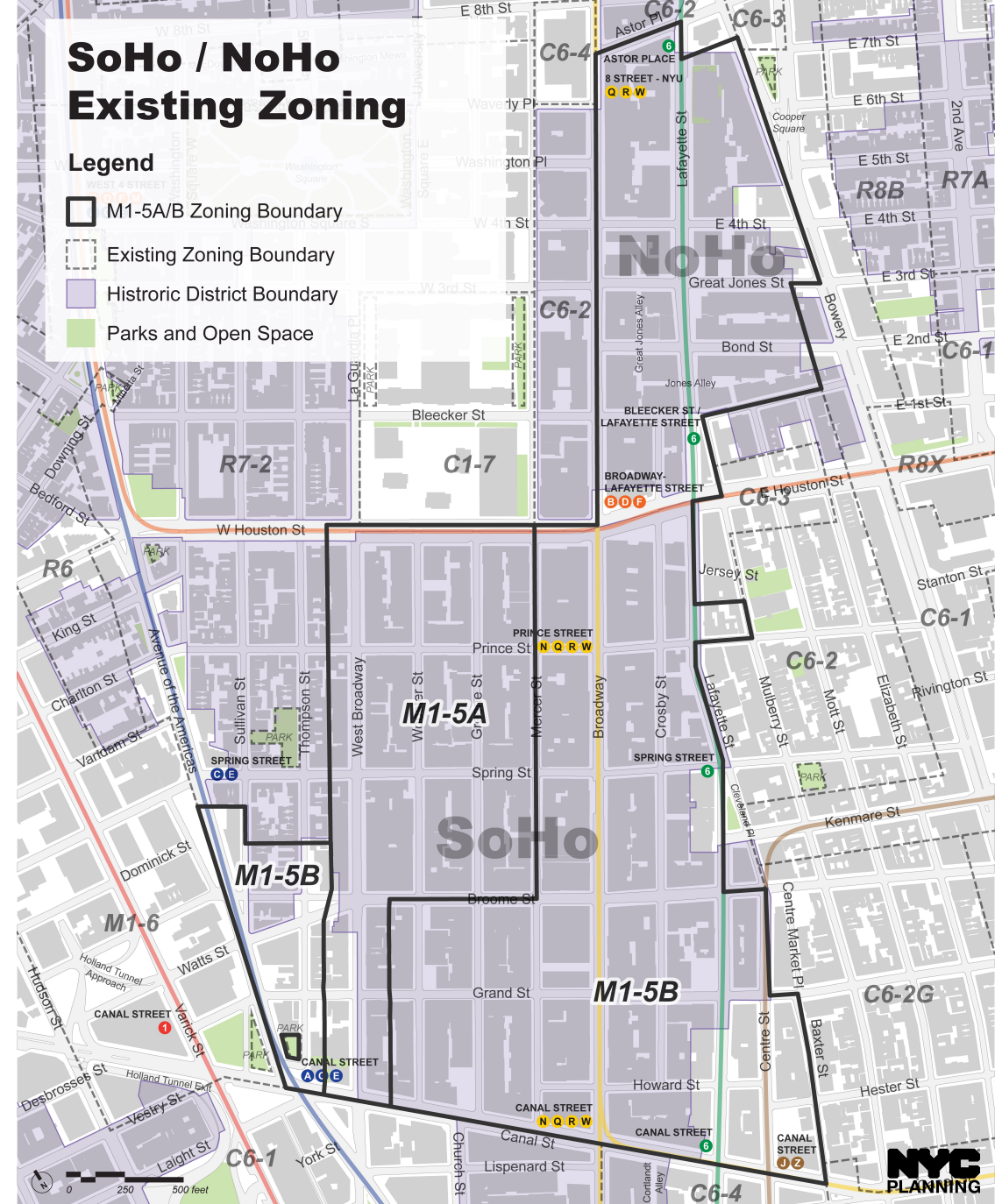
- Ground Floor Uses: industrial and related uses
 - Restricted Uses: Creative businesses (e.g. commercial galleries & artisanal retail)*
- Joint Living Work Quarters for Artist (JLWQA)
 - Certain artist live-work space permitted as manufacturing use
 - Requires artist certification by the Department of Cultural Affairs (DCLA)

■ Community facility: 6.5 FAR

- Permitted uses: healthcare facilities, houses of worship
- Restricted uses: Museums/non-commercial art galleries*

■ Residential: not permitted

- No affordable housing requirement

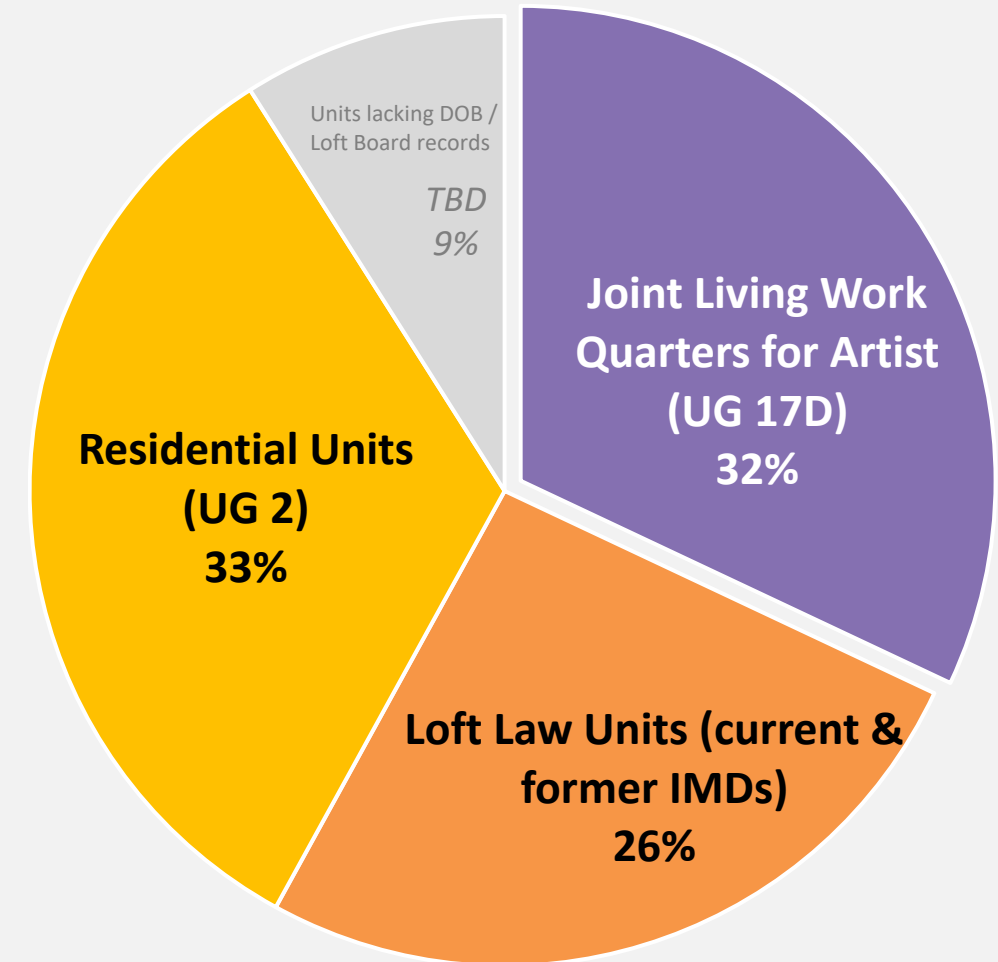


Historic Context

- **Post-Civil War – mid-20th Century:** Apparel/textile manufacturing, warehousing & wholesale center
- **Mid-20th Century:** Shrinking industrial sectors & **burgeoning artist live-work community**
- **1960's – 1970's: Artist live-work gaining legal status**
 - Artist in Residence (A.I.R.) for fire and safety
 - M1-5A & M1-5B districts established Joint Living-Work Quarters for Artist (JLWQA) as a manufacturing use in Use Group 17D
- **1980's: Increasingly popular loft-living**
 - Manhattan: Loft Law provided path to legalize residential use
 - SoHo/NoHo: Occupancy Survey (1983) found 1/3 households had certified artists
- **1990's – present: Dynamic mixed-use district**
 - ~ 8,000 residents including certified artists and those that are not
 - Dynamic local economy and cultural sector

SoHo/NoHo's Dwelling Unit Landscape

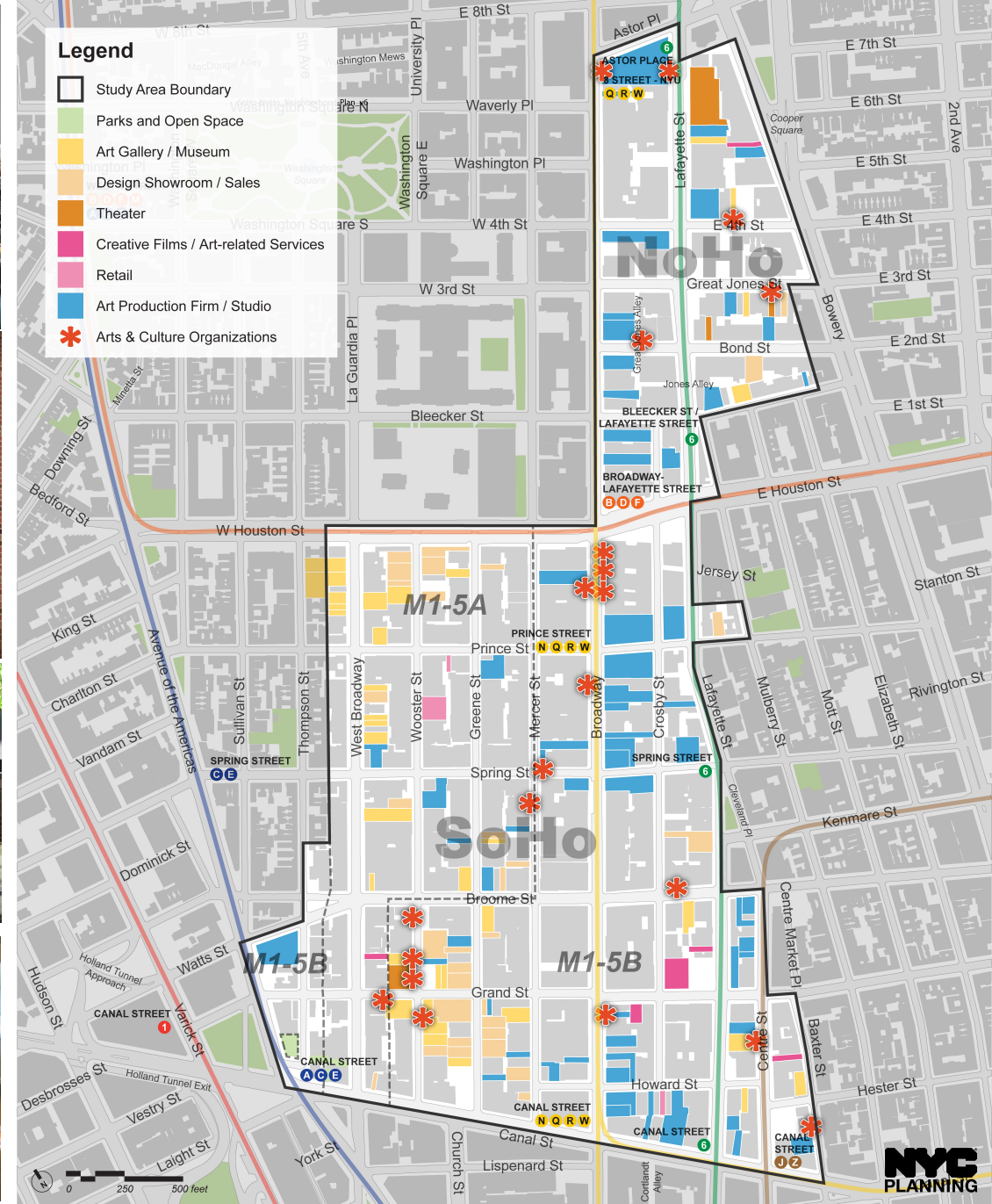
Source: DOB, Loft Board, PLUTO



Creative Landscape

Today, SoHo/NoHo is home to arts and culture organizations, creative businesses and individuals, including

- Independent artists
- Art studios
- Arts and culture organizations
- Museums
- Theaters
- Galleries
- Artisanal & maker-retailers
- Design showrooms
- Film / TV / Sound recording studio
- Creative / design firms
- Public art & other art installations



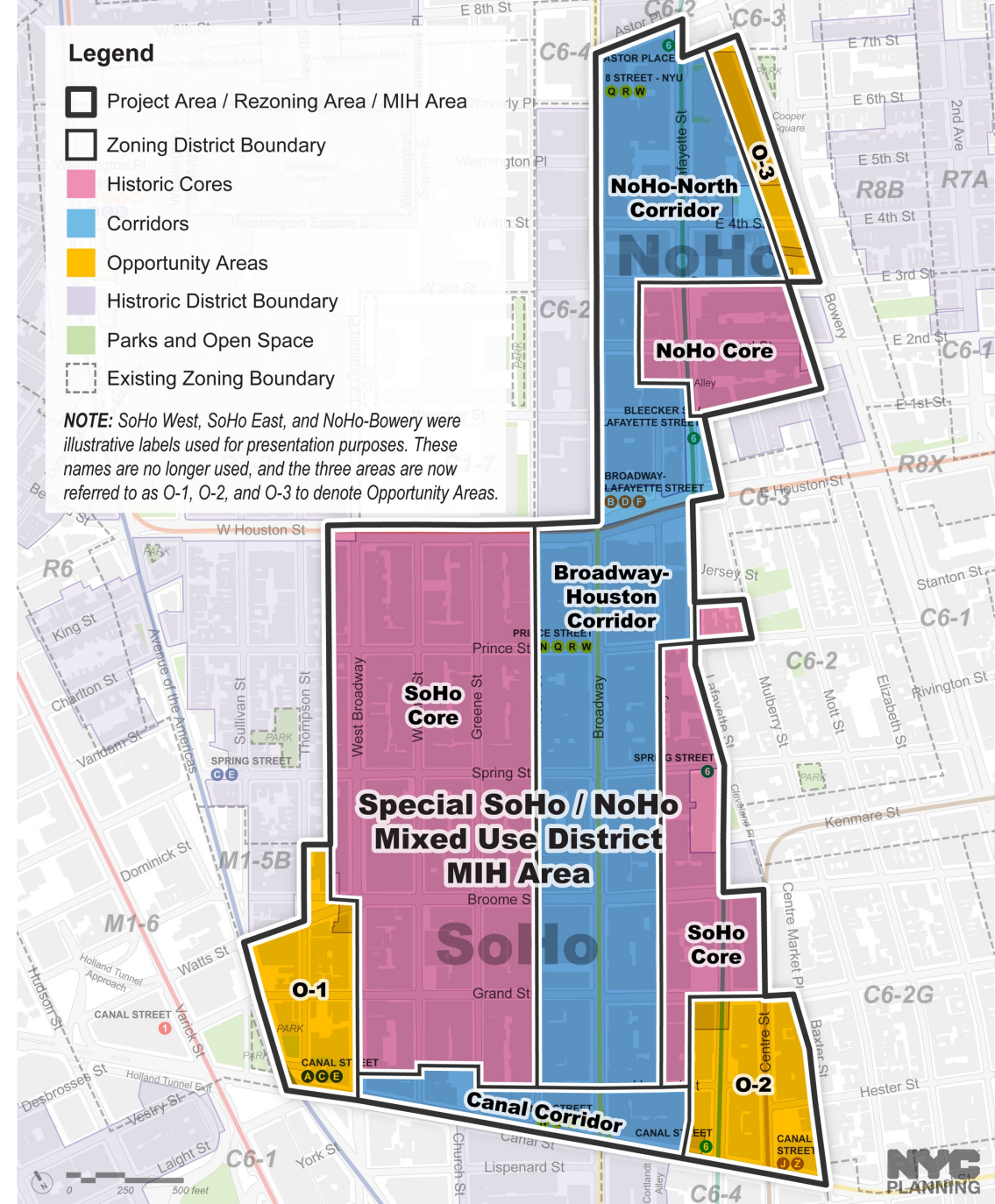
Why SoHo/NoHo? Why now?

- ❑ **Outdated 50-year-old zoning creates unnecessary barriers** for businesses, arts and cultural organizations, and residents
- ❑ COVID-19 highlighted **consequences of inequities and exacerbated zoning impediments**
- ❑ City's fair housing analyses have highlighted the **importance of adding housing in opportunity-rich neighborhoods** to address inequities
- ❑ **Envision SoHo/NoHo report**, culmination of 6+ month public engagement effort, **provides foundation for action**



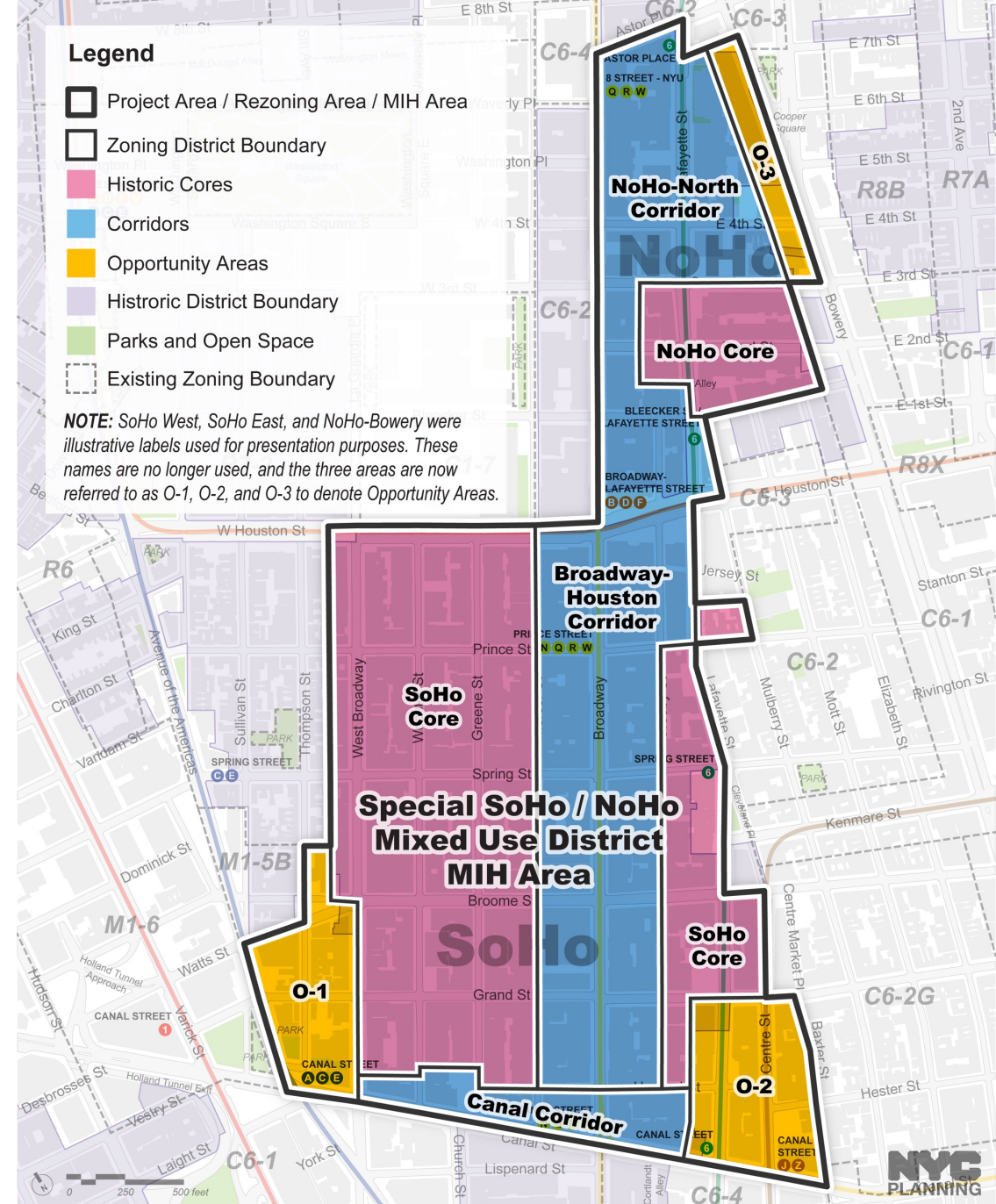
SoHo/NoHo Neighborhood Plan – Strategies for Arts/Culture

- **Map paired manufacturing / residential districts and apply mixed use regulations** (*M1 districts paired with R7X, R9X and R10 districts*)
 - Allow a wider range of commercial uses, including creative / artisanal retail, galleries, and hybrid establishments
 - Allow more community-oriented uses incl. arts & cultural, community facilities, and educational uses.
 - Allow museums / nonprofit galleries as-of-right
 - Allow existing Joint Living Work Quarters for Artist (JLWQA) to remain
 - Introduce residential use and require affordable housing through Mandatory Inclusionary Housing (MIH)
 - Apply flexible home occupation provisions to accommodate live-work more inclusively – including by artists - in residences



SoHo/NoHo Neighborhood Plan – Strategies for Arts/Culture

- **Provide an option to convert JLWQA to residential use, paired with benefits to arts/culture**
 - Existing JLWQA may remain as-is
 - Existing JLWQA may be converted to residential use through a contribution into a SoHo/NoHo "arts fund"
 - Provide additional support for arts and cultural organizations within and around SoHo/NoHo



3.

City Support for Arts & Culture

NYC Department of Cultural Affairs

Agency Mission

The New York City Department of Cultural Affairs (DCLA) is dedicated to supporting and strengthening New York City's vibrant cultural life. Among our primary missions is to ensure adequate public funding for non-profit cultural organizations, both large and small, throughout the five boroughs.

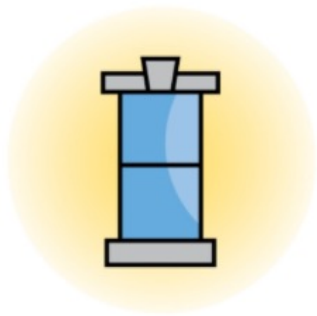
- Expense Funding
- Capital Funding
- Individual Artist Grants
 - Lower Manhattan Cultural Council (LMCC) is DCLA's regrant partner for Manhattan



Also: Materials for the Arts – Percent for Art – Public Artists in Residence – Technical Assistance – Advocacy
Visit us at: nyc.gov/culture

CreateNYC Cultural Plan

- Including arts and culture in the City's neighborhood planning process
- Funding individual artists and cultural nonprofits in the area as preserving artistic legacy of the community
- Preserving neighborhood and community character



NEIGHBORHOOD CHARACTER

Prevent displacement culture and community through participatory planning and community development.



CITYWIDE COORDINATION

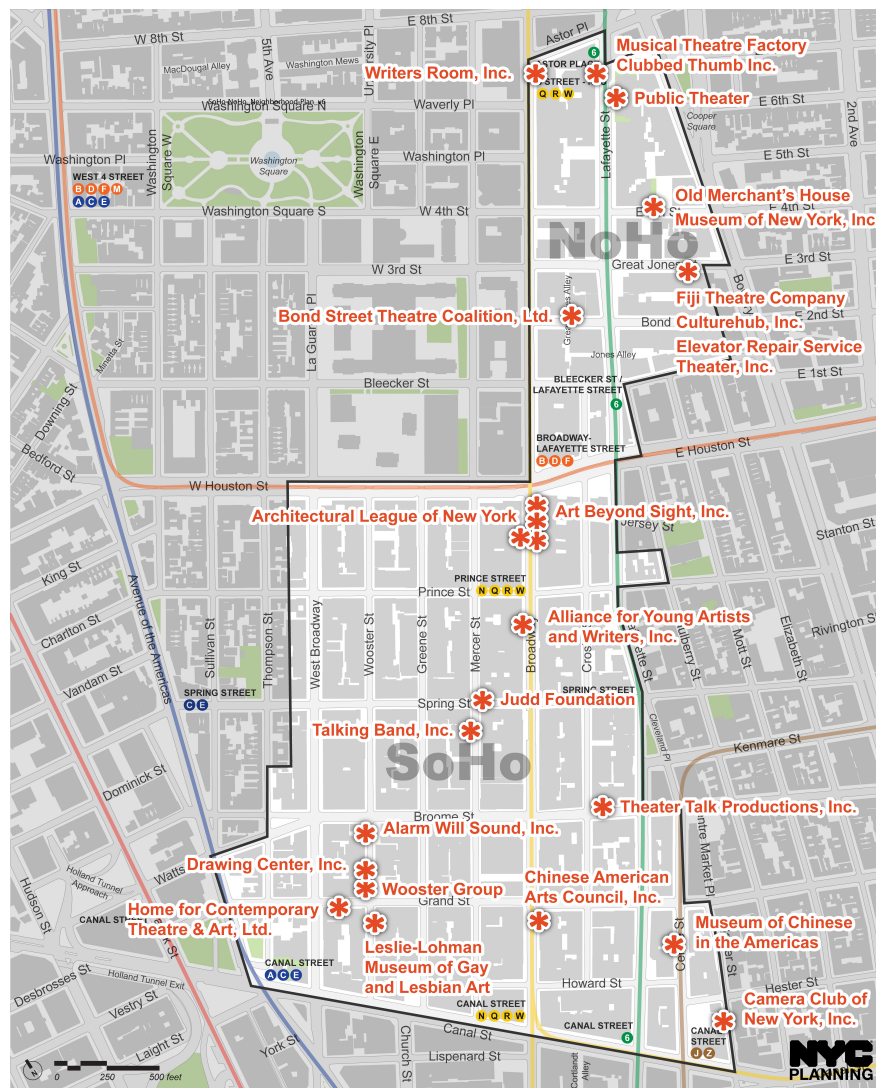
Arts and cultural funding, collaboration, and coordination across City agencies.



DCLA Support in Soho / Noho



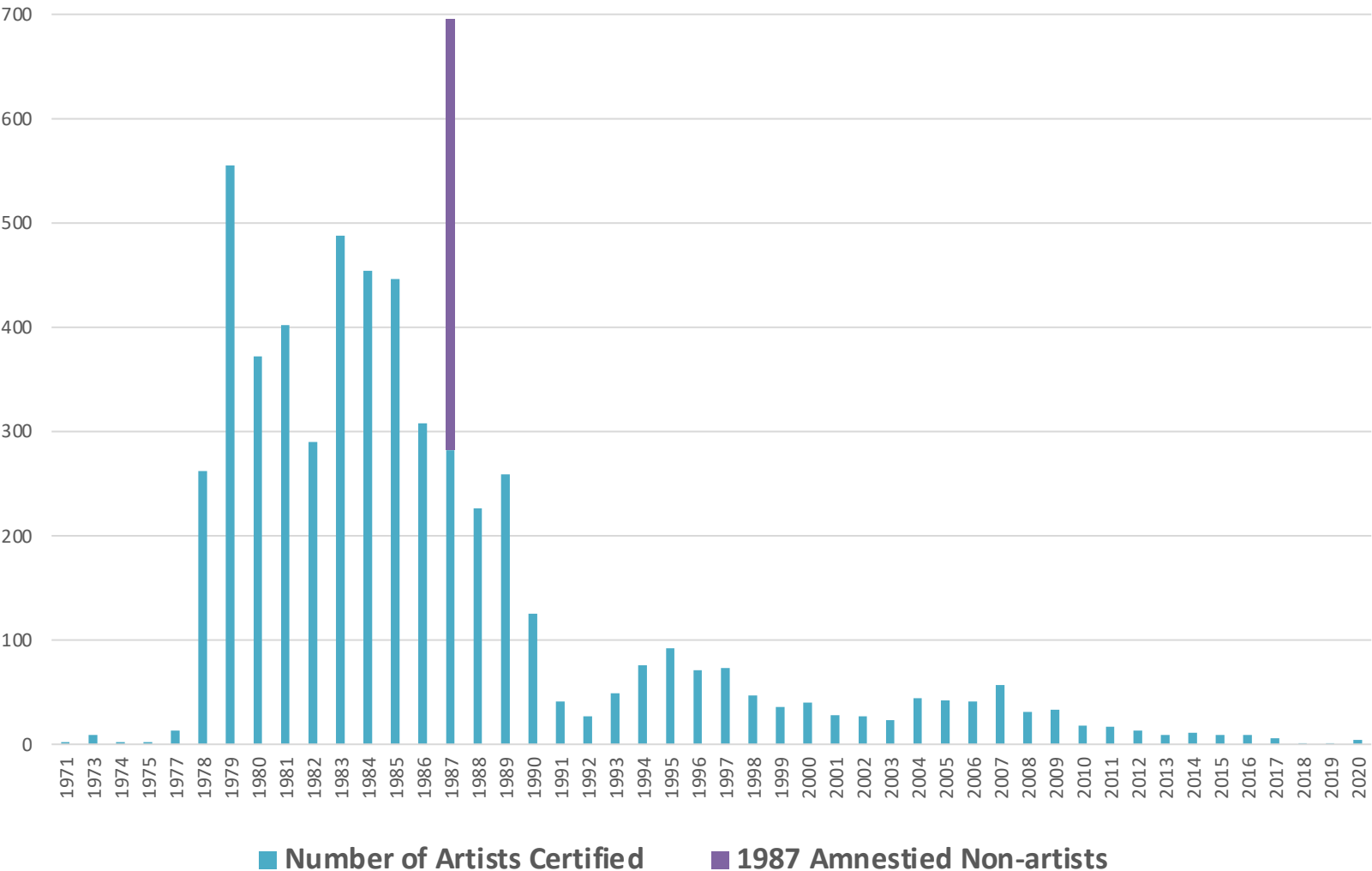
Nearly **\$2M to 25 cultural organizations** in program + operational funding to in Soho/Noho in FY21



5 active cultural capital projects totaling more than **\$18M** in Soho/Noho



Artist Certification: Past and Present



Pursuant to the City's Zoning Resolution, the Department of Cultural Affairs has been designated as the certifying agency.

Artist certification permits fine artists (as defined by NY State law) who demonstrate a need for a live/work loft to reside in specific lofts zoned for manufacturing.

Potential Cultural Opportunities in SoHo/NoHo

- Operational and programmatic funding for non-profit cultural organizations located within and around SoHo/NoHo.
- Capital funding for neighborhood-based non-profit cultural organizations to support the preservation of local artistic production, including office and workspaces for artists.
- Additional grants to individual artists living and/or working in and around SoHo/NoHo, to support and preserve existing cultural production.



SoHo Shakespeare Company



Museum of Chinese in America



5-minute break