



SoHo/NoHo Neighborhood Plan

Mixed-Use & Public Realm Info Session

February 25, 2021

Welcome

6:30 – 6:40 PM: **Opening Remarks**

6:45 – 7:25 PM: **Presentation by DCP, DOT & DSNY**

5 minute break

7:30 – 8: 30 PM: **Live Q&A**

Tonight's **Mixed-use & Public Realm Info Session** - the second of a series of thematic events - will cover:

- SoHo/NoHo's mixed-use conditions
- Zoning strategies to support mixed-use
- What we heard: quality of life improvement needs
- Transportation & sanitation toolkit for the public realm
- 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.gov.



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**

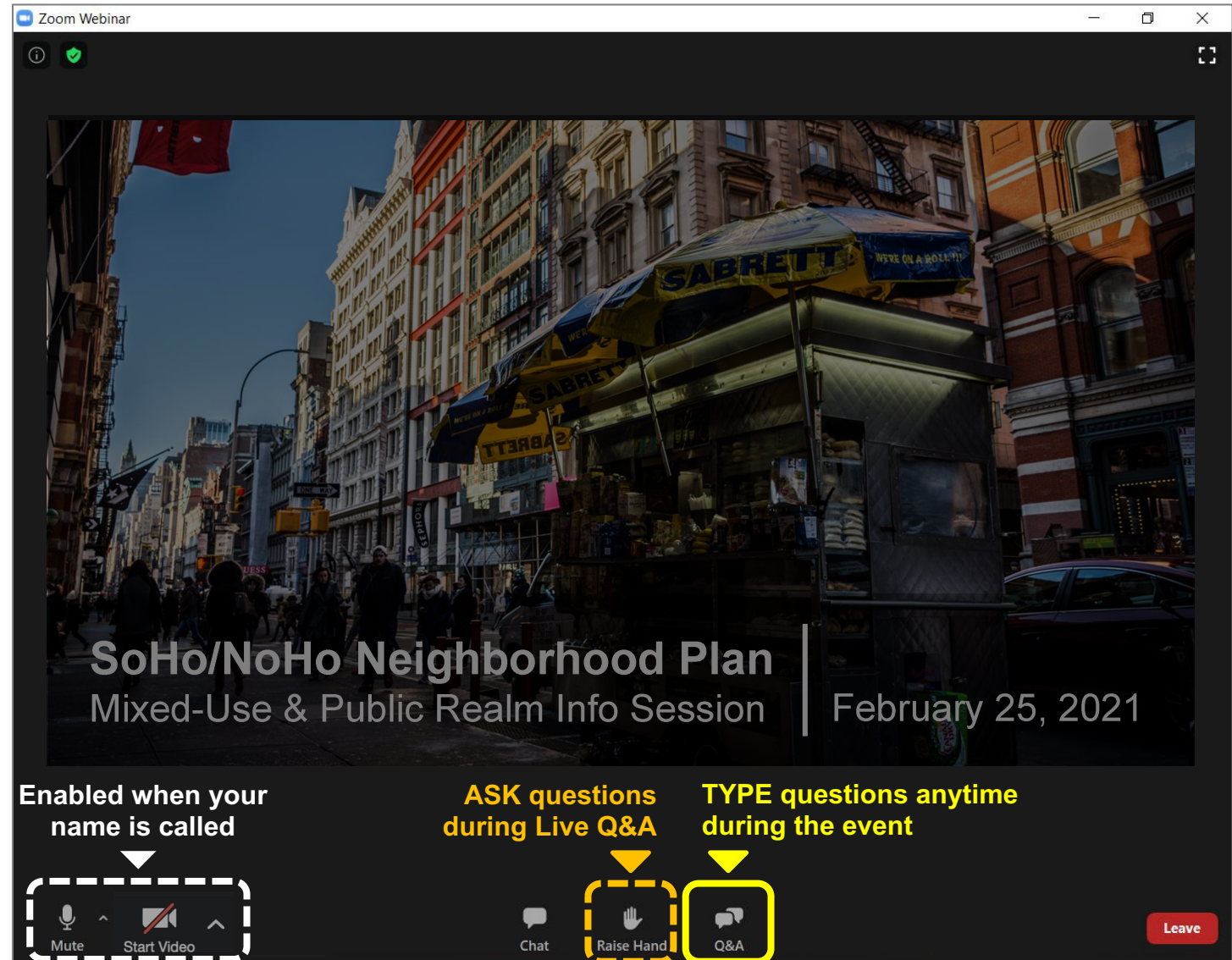
Prior to Live Q&A, all microphones are muted.

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.



Zoom Webinar

SoHo/NoHo Neighborhood Plan
Mixed-Use & Public Realm Info Session | February 25, 2021

Enabled when your name is called

ASK questions during Live Q&A

TYPE questions anytime during the event

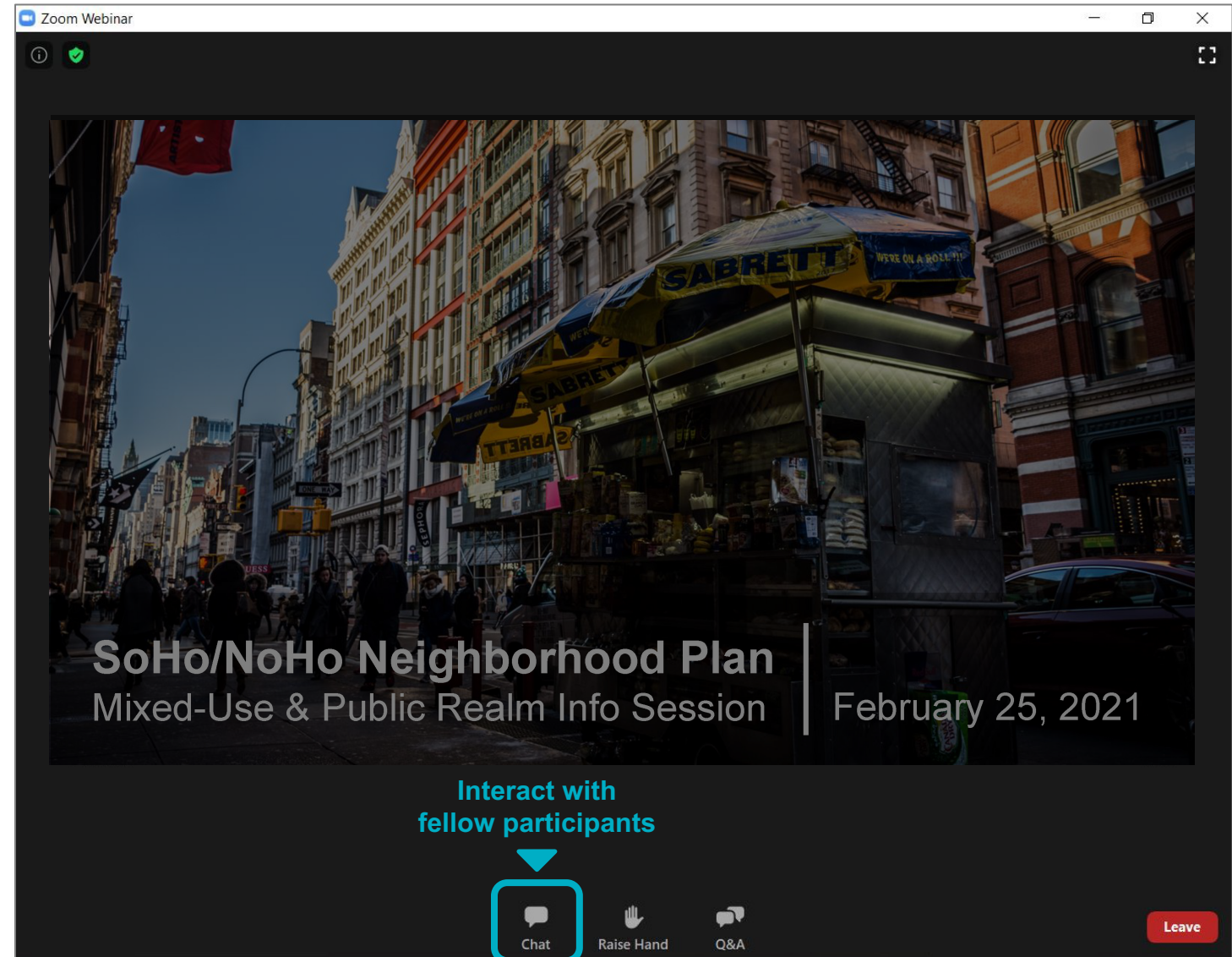
Mute Start Video Chat Raise Hand Q&A Leave

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
- Summary of quality of life concerns

Department of Transportation (DOT)

- Off-hour Deliveries Program
- Neighborhood Loading Zone

Department of Sanitation (DSNY)

- Clean Curbs Pilot
- Commercial Waste Zone

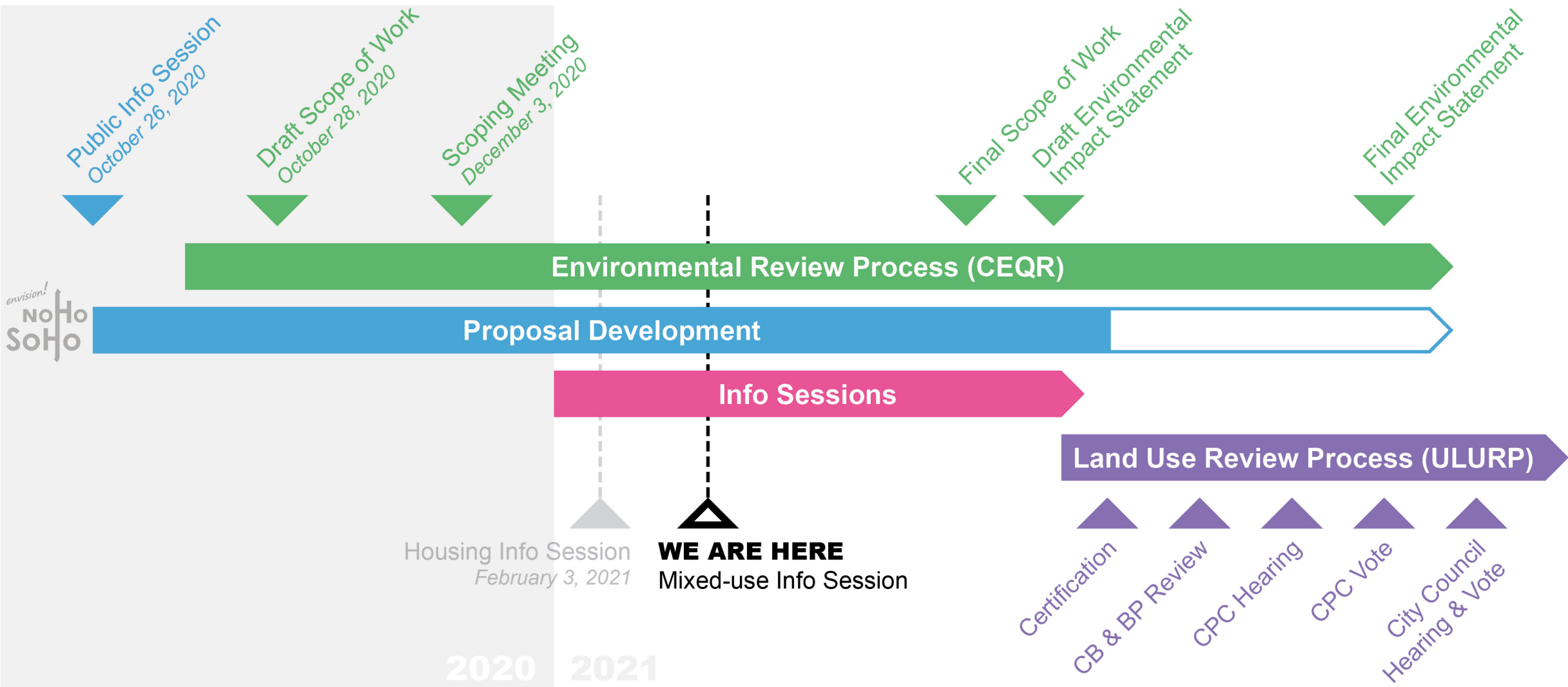


Commonly Asked Questions

- If stores can be permitted by special permits and variances, why do we need to change the zoning?
- The proposal recognizes Broadway as a hub for jobs and commerce. What about the residents that live along Broadway, Crosby Street and Mercer Street? What is the city doing to address quality of life concerns?
- What is the city doing to make sure SoHo/NoHo has adequate infrastructure, open space, services for existing and future residents?



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



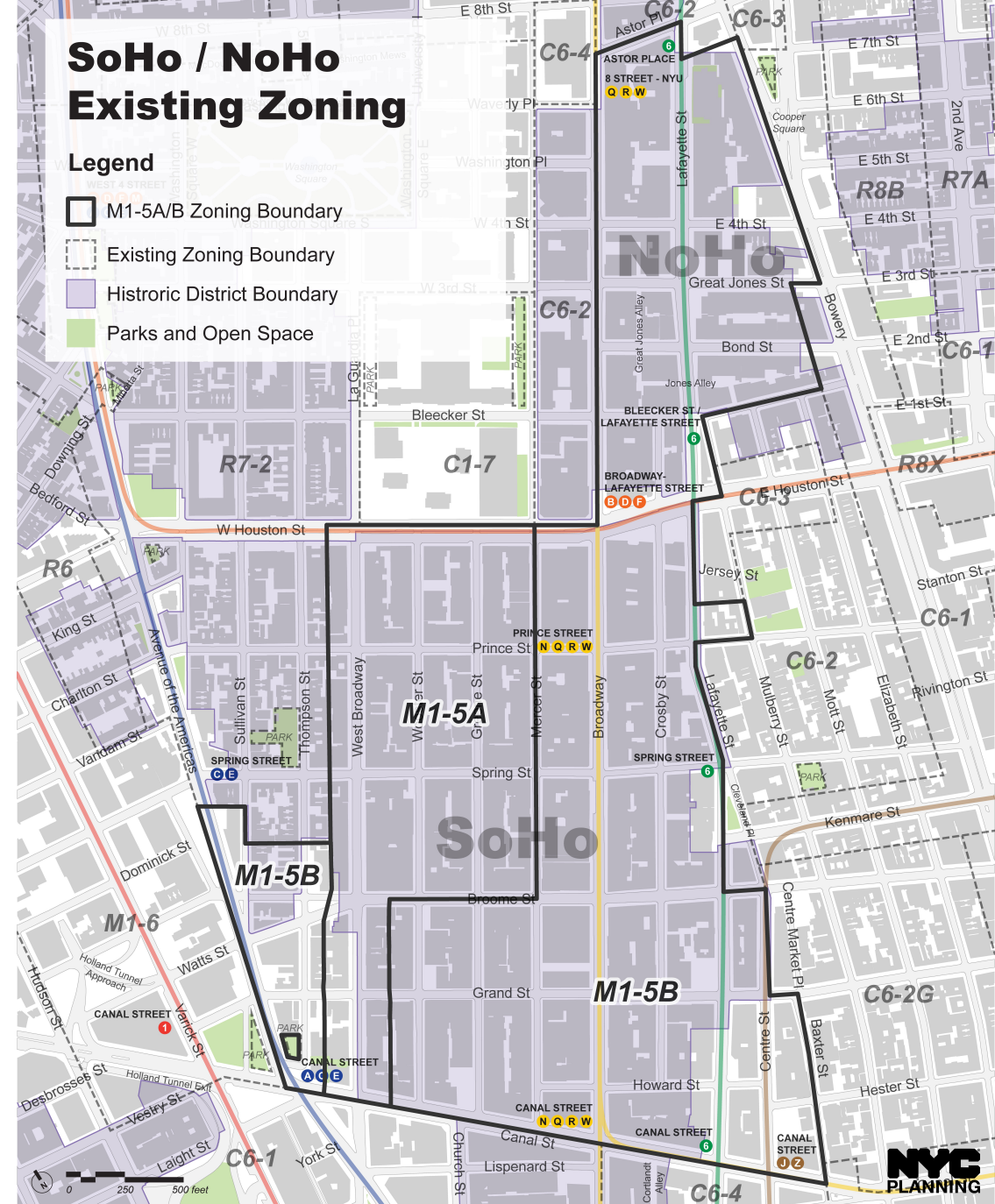
2.

SoHo/NoHo Neighborhood Plan

*Strategies to support economic resilience & strengthen
SoHo/NoHo as mixed-use neighborhoods*

Existing M1-5A & M1-5B Zoning

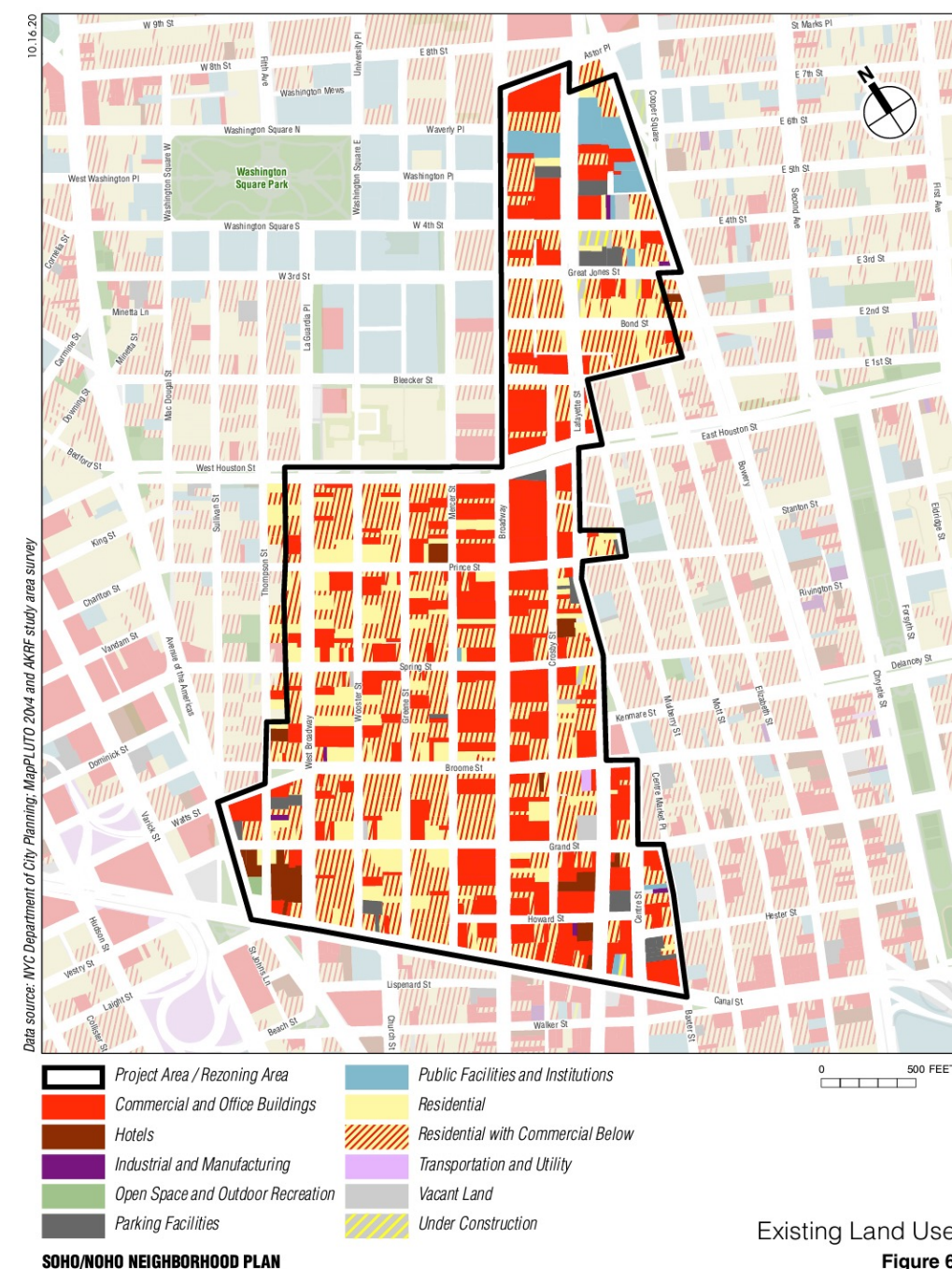
- **Manufacturing / Commercial: 5 FAR**
 - Ground floors largely restricted to industrial and related uses
 - Storefront uses typical for mixed-use neighborhoods prohibited except by variances and special permits
 - Joint Living Work Quarters for Artist (JLWQA)
- **Community facility: 6.5 FAR**
 - Limited to certain healthcare facilities, houses of worship, museums/non-commercial art galleries on limited basis
- **Residential: not permitted**
 - No affordable housing requirement
- **No height limits**



Dynamic Mixed-use Landscape

- **Unique mixed-use character**
 - Approx. 8,000 residents living among businesses
 - Highly mixed-use at neighborhood-, block- and building-scale
- **Non-industrial employment hub despite manufacturing zoning**
 - 53,000+ private sector jobs, incl. 10,000+ retail jobs (2018)
 - Home to small- to medium-sized firms incl. creative & professional offices
 - Approx. 18,600 net gain in jobs since 2010 (pre-COVID)
- **Major shopping district facing challenges exacerbated by rigid zoning restrictions & COVID-19 pandemic**
 - \$3.1 billion consumer spending 2016 (#2 in NYC; Top 10 in US)
 - \$170 million annual sales tax to NYC & NYS

Sources: U.S. Census Bureau, 2010 Census & OnTheMap Application & Longitudinal Employer-Household Dynamics (LEHD) Origin-Destination Employment Statistics (Beginning of Quarter Employment, 2nd Quarter of 2002-2018). HR&A, SoHo and NoHo Retail Conditions Study - 2018 (ESRI; PLUTO 2016)

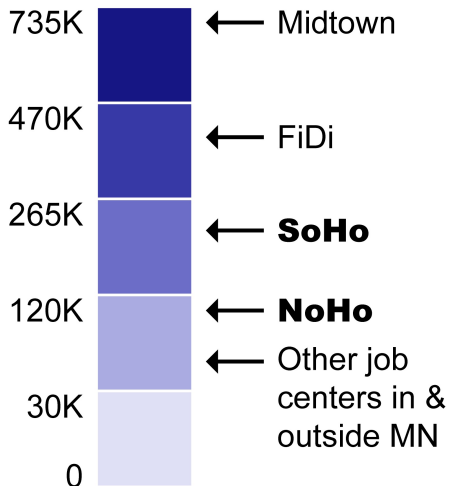


Regional Hub for Jobs

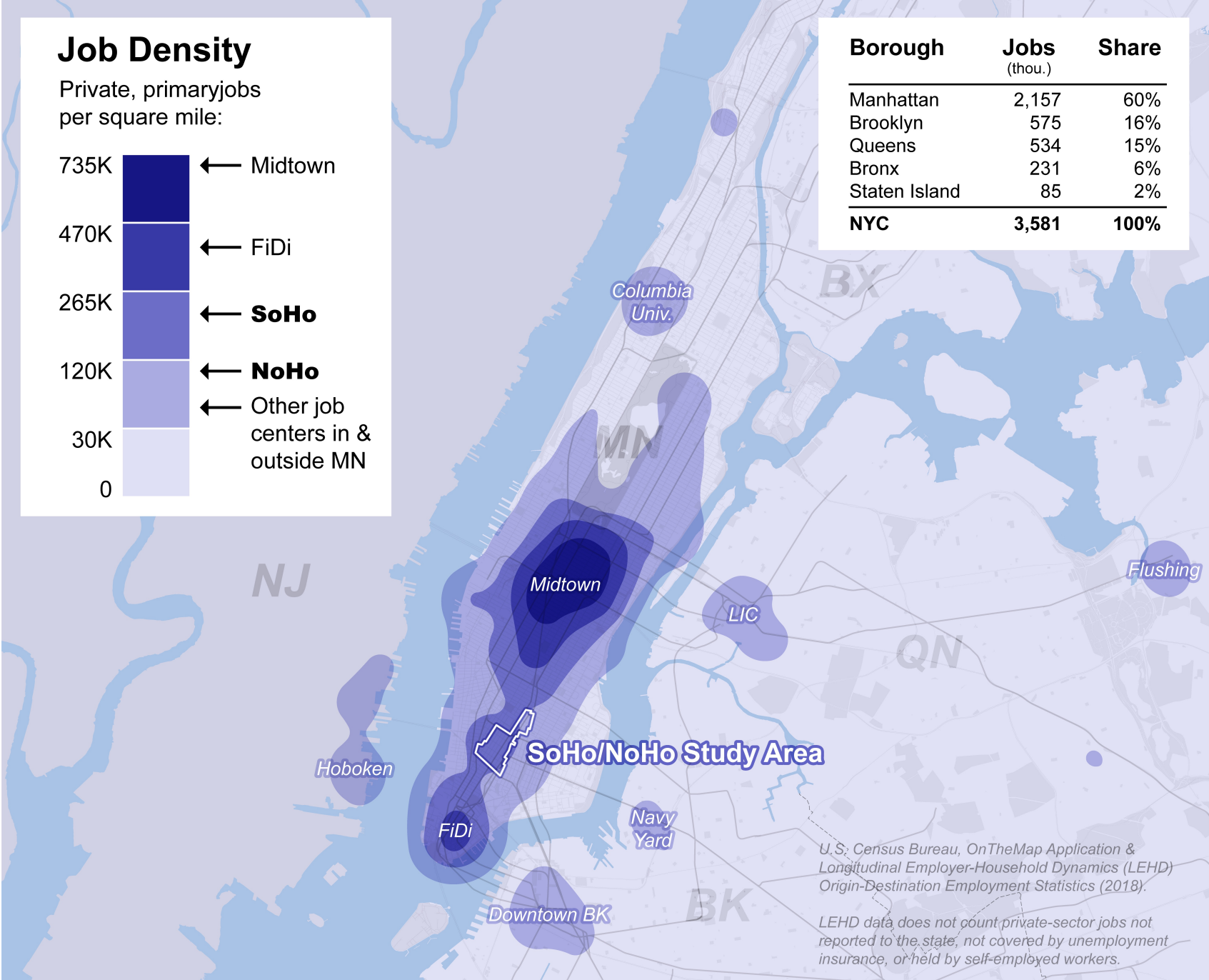
- Large number of jobs within a small geographic area
 - On average approx. 200k private sector jobs per square mile of land
 - 53,000+ total jobs, incl. 10,000+ retail jobs (2018)
- Employment hub for the region
 - Transit-rich
 - Proximity to educational institutions & workforce
 - Versatile loft spaces
 - Cachet

Job Density

Private, primary jobs per square mile:



Borough	Jobs (thou.)	Share
Manhattan	2,157	60%
Brooklyn	575	16%
Queens	534	15%
Bronx	231	6%
Staten Island	85	2%
NYC	3,581	100%



U.S. Census Bureau, OnTheMap Application & Longitudinal Employer-Household Dynamics (LEHD) Origin-Destination Employment Statistics (2018).

LEHD data does not count private-sector jobs not reported to the state, not covered by unemployment insurance, or held by self-employed workers.

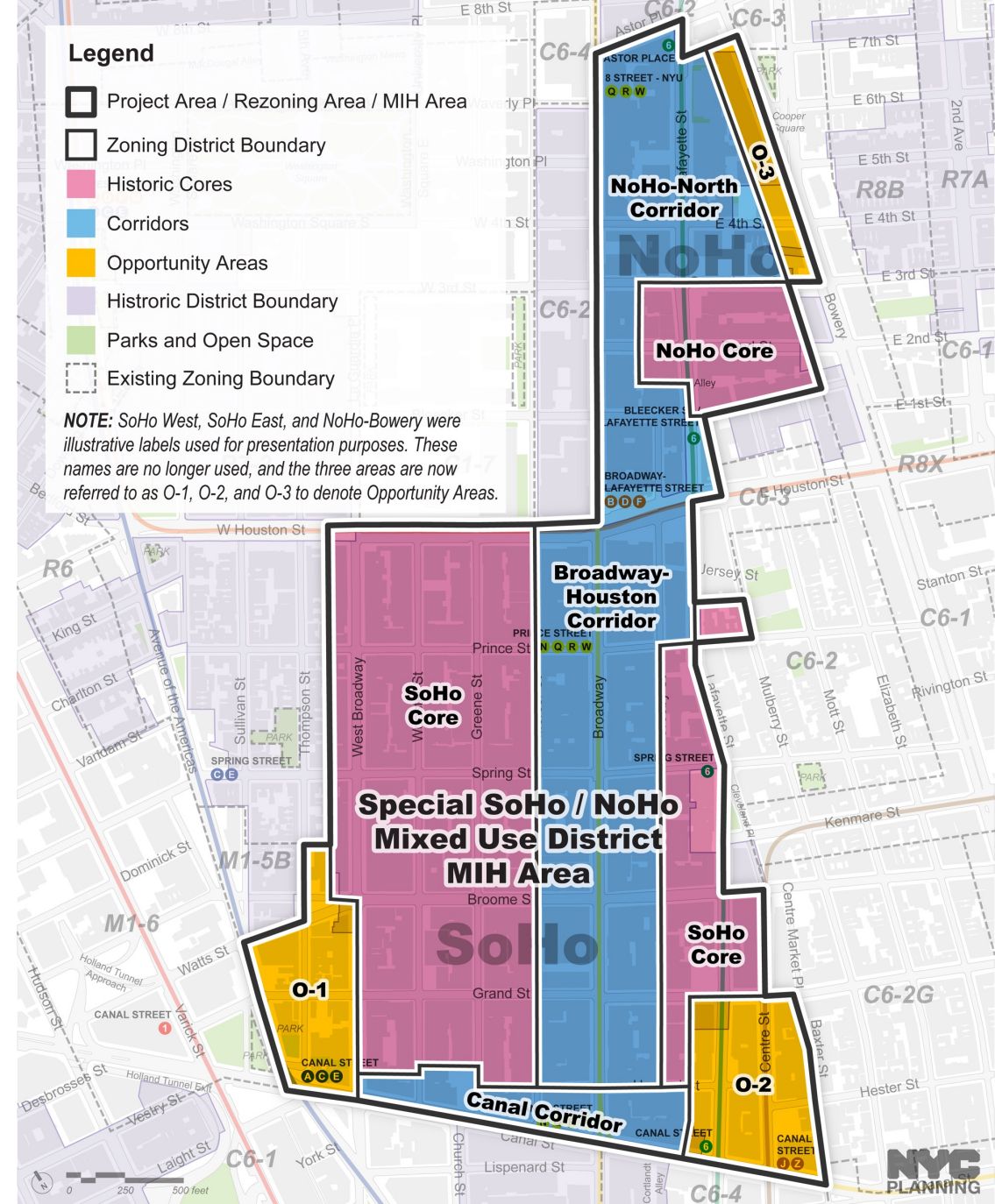
Why SoHo/NoHo? Why now?

- ❑ **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 Mixed-use

- **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
 - Eliminate outdated ground floor restrictions
 - Allow more community-oriented uses incl. community facilities, educational, arts & cultural uses
 - Permit housing & require affordable housing
 - Continue to permit light manufacturing uses & existing Joint Living Work Quarters for Artist (JLWQA)



SoHo/NoHo Neighborhood Plan – Strategies for Mixed-use

- **Strengthen Broadway** as major hub for jobs & commerce
 - Allow 6 FAR for commercial & light manufacturing use
 - Preserve significant concentration of office / production space (only applicable to large commercial buildings)
- Identify opportunities to **address quality of life concerns** with strategies beyond zoning:
 - Deliveries & noise
 - Solid waste management
 - Sidewalk congestion & open space



What We Heard

- Implement best practices for **loading/unloading** & the management of **commercial deliveries** with appropriate **noise mitigation**
- Implement best practices for **trash storage, pick-ups & street cleaning**
- Alleviate **street & sidewalk congestion**
- Maximize opportunities for **open space, community space & greenery**

3.

City Toolkit for Public Realm Improvement

Department of Transportation

Off-Hour Deliveries (OHD)

Forward
Thinking.



- **Shift deliveries to off-peak hours** (7pm – 6am)
- **Target Participants:**
 - **Corporate** – Food and non-food, retailers with vertically integrated supply chains
 - **Transporters** – Large shippers and carriers who distribute to many receivers
- **Our Role:** Technical support, tailored implementation guides, curb access (where feasible)
- **Lessons:** Receivers can lead change, proactive noise management, sustained engagement needed



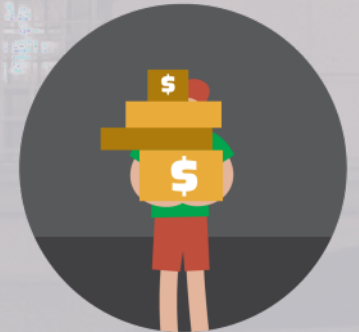
GOODS DELIVERED
OUTSIDE STORE HOURS



GOODS PREPARED
BEFORE STORE OPENS



MORE CERTAINTY ON
TRUCK ARRIVAL TIMES



REDUCED DELIVERY
COSTS

Off-Hour Deliveries (OHD)

Forward
Thinking.



Community Benefits



LESS CONGESTION



CLEANER AIR



SAFER STREETS



IMPROVED NEIGHBORHOOD
AESTHETIC

Transporter Benefits

- Efficient deliveries
- Reduced transit time and fuel costs
- More predictable delivery windows
- Improved truck utilization
- Reduced delivery costs

Receiver Benefits

- Goods delivered outside of store hours
- Good prepared before store opens
- More certainty on truck arrival times
- Reduced delivery costs

Off-Hour Deliveries (OHD)

Noise Mitigation

- Educating freight operators and retailers on available options for making quiet deliveries and realize the benefits of adopting noise control products
- Ask about any complaints or issues during routine check-in calls and meetings with partners
- 'Noise Mitigation Strategies' toolkit is available on our website, with samples of noise control equipment and best practices
- **311:** If a complaint is made about noise through this channel, we can facilitate working discussions with all involved parties to find a resolution

Forward
Thinking.



Pictures of sample hand pallet trucks which are designed to meet the growing demand for quieter materials handling solutions.

The graphics provided is not an exhaustive example of noise control products and vendors. It is intended for guidance and informative purposes only, and should not be construed as an official endorsement of any product, vendor, or consultant by the City of New York

Neighborhood Loading Zone (NLZ) Program



Tackling surge of online deliveries

- Launched Summer 2019
- Aims to reduce double parking on narrow residential streets by providing space at the curb for activities such as:
 - Package deliveries by commercial vehicle
 - Taxi and car service pick-up and drop-off
 - Active loading and unloading of personal vehicles
- To date, DOT has installed 111 loading zones along 26 corridors city-wide and will continue to expand in 2021





4.

City Toolkit for Public Realm Improvement

Department of Sanitation

Clean Curbs Pilot

- Joint DSNY-DOT pilot
- For private entities to set out containers for commercial waste on the street or sidewalk
- Benefits:
 - *Reduce rodents, odors, and quality of life concerns*
 - *Improve pedestrian flow and mobility*
 - *Enhance collection efficiency*

EXCLUSIVE: City Takes Major Steps to Get Garbage off the Sidewalk

By Gersh Kuntzman | Mar 11, 2020 | 35 COMMENTS



Photo: Marvel Architects and Recycle Track Systems, in partnership with Sam Schwartz Engineering and HR&A Advisors

Clean Curbs Pilot

- Entities (ie, BIDs or retailers) apply to DSNY to install container on street or sidewalk
- Applications require support of property owner(s)
- DSNY and DOT review the application
- If approved, entity notifies CB(s) of installation
- DOT approval, DSNY maintenance agreement, and insurance required before installation



Photo: Marvel Architects and Recycle Track Systems, in partnership with Sam Schwartz Engineering and HR&A Advisors

Clean Curbs Pilot

For more information, visit nyc.gov/cleancurbs.

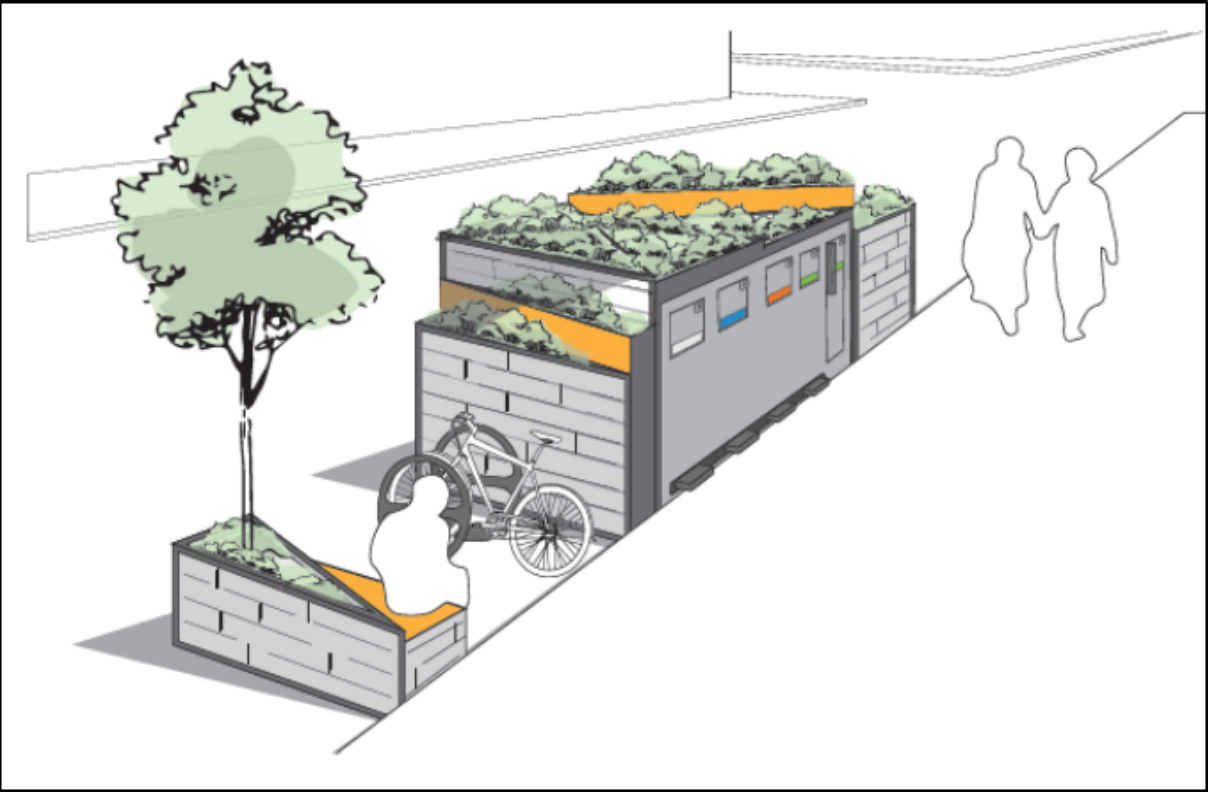
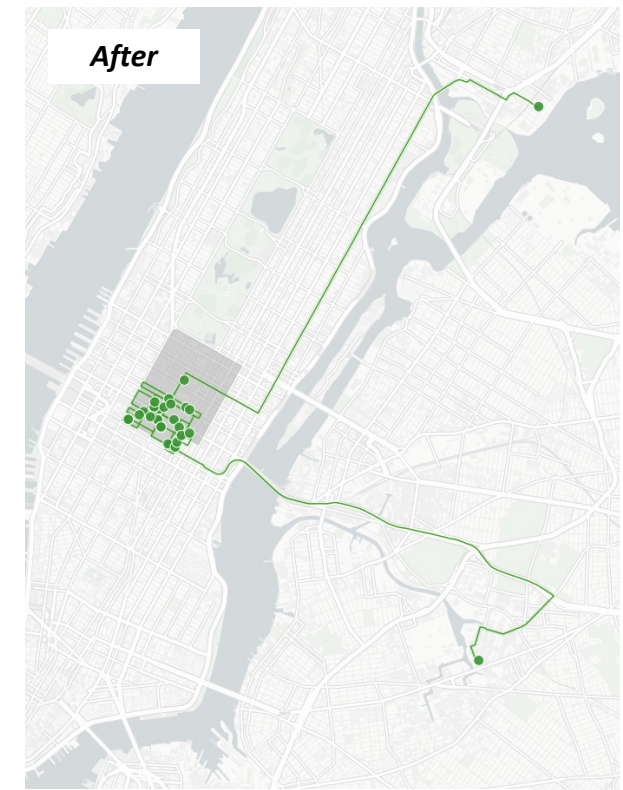


Photo: Center for Zero Waste Design with Caroline Slick and Peter Schon



Commercial Waste Zones

- DSNY reform of inefficient and dangerous private carting industry
- Creating a **safe and efficient** collection system that provides **high quality, low cost** service while advancing the City's **zero waste** goals
- Program will eliminate 18 million miles of heavy-duty truck traffic every year from NYC streets (more than 50% of current carting traffic)
- Better quality-of-life in all neighborhoods with safer, cleaner, quieter streets
- Local Law 199 enacted in November 2019, establishing the program

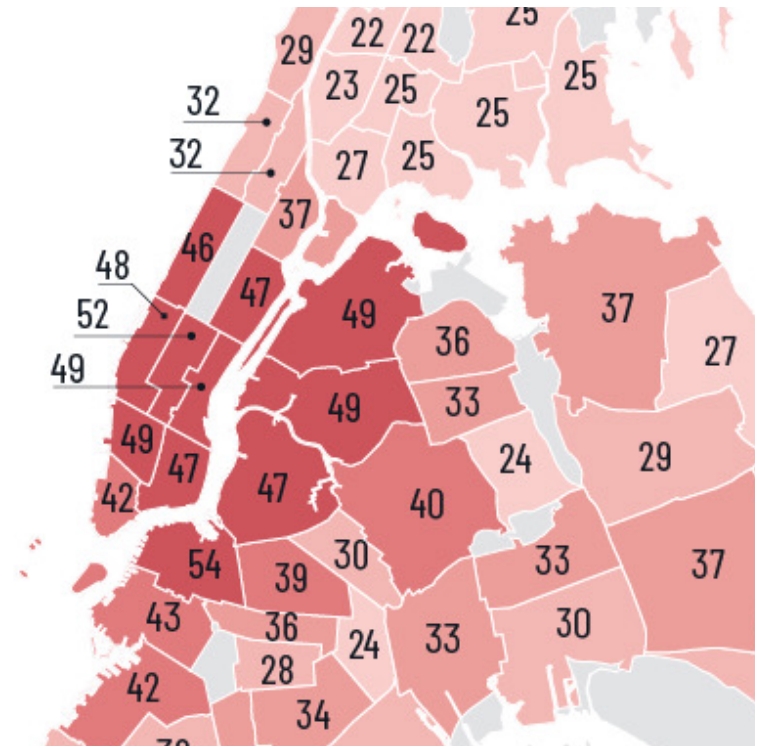


A single private collection route before and after CWZ implementation

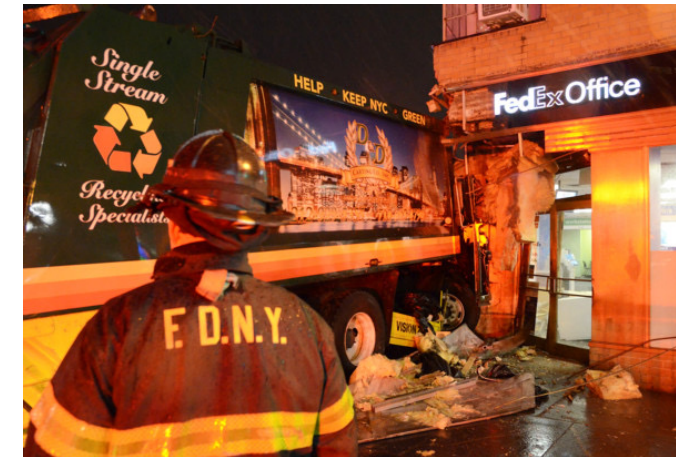


Commercial Waste Zones: *What's the Problem?*

- Routes are regularly over 100 miles long
- Many city blocks see 50+ trucks pass through daily
- **49 different carting companies currently service Manhattan CB2**
- *For residents:* excess noise, pollution, and traffic; safety risks
- *For workers:* long, dangerous routes; labor violations
- *For customers:* little price transparency, no confidence in recycling
- *For carters:* impossible to operate efficiently; incentives to cut corners on safety, recycling, infrastructure, and worker protections
- *For City:* outdated regulatory scheme, hard to enforce on issues other than integrity



Number of carters operating in each community district



Commercial Waste Zones: *What's the Solution?*

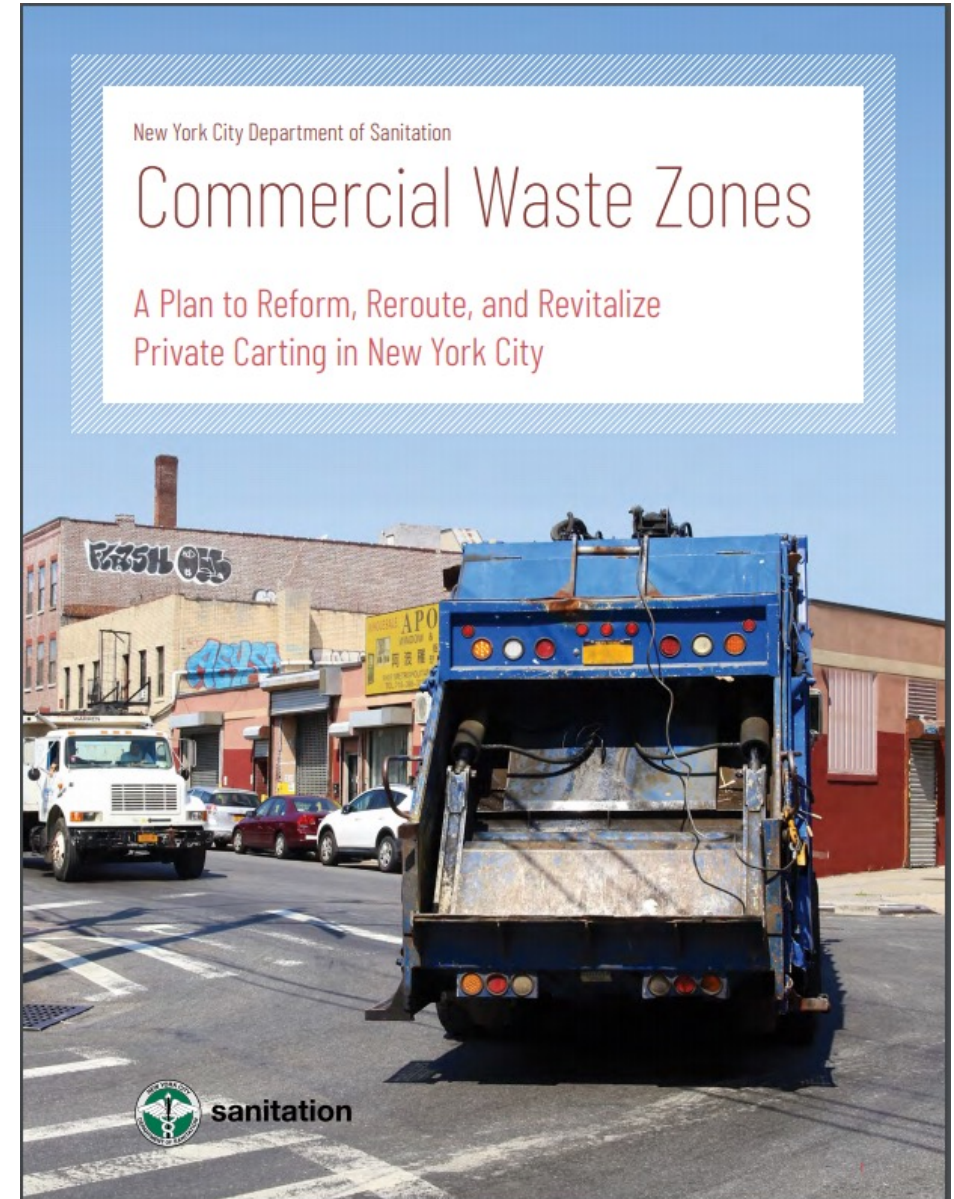
- 20 geographic zones established for carter operations
- RFP process will select three carters to collect waste in each zone
- Five additional carters will be available to provide containerized waste collection
- Only carters that meet high qualifications related to price, customer service, infrastructure, sustainability and safety will be able to win zone contracts
- A customer will pick the awarded carter that best meets its specific needs
- Like today, customers will be able to switch carters if their needs are not being met



*Midtown North and Midtown South are both part of CD 105

Commercial Waste Zones: *Benefits for All Stakeholders*

- Manhattan CB2 will go from 49 overlapping carters down to just 3
- Eliminating passthrough traffic from Downtown-to-Midtown routes
- *For residents:* safer streets, cleaner air, quieter nights
- *For customers:* low and transparent pricing, improved recycling, stronger service accountability, greater quality-of-life on retail corridors
- *For carters:* end of race-to-the-bottom dynamics, ability to operate efficiently and make long-term investments
- *For workers:* shorter and safer routes, increased training
- RFP in process, expected to continue throughout 2021
- Phased two-year customer transition process starting mid-2022
- Full plan, environmental review, and procurement documents available at: nyc.gov/commercialwaste





5-minute break