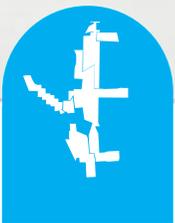


JEROME AVENUE

DRAFT NEIGHBORHOOD PLAN

October 2017



This project has been developed in collaboration with:

Housing Preservation and Development (HDP)
Small Business Services (SBS)
Department of Health and Mental Hygiene (DOHMH)
NYC Department of Transportation (NYCDOT)
Department of Parks & Recreation (DPR)
Mayor's Office of Immigrant Affairs (MOIA)
NYC Office of Workforce Development (WKDEV)
NYC Office of Environmental Remediation (OER)

Special thanks to:

Bronx Borough President Rubén Díaz Jr.
City Council Member Vanessa L. Gibson (District 16)
City Council Member Fernando Cabrera (District 14)
Bronx Borough Board
Davidson Community Center
Community Boards 4, 5, and 7
The Bronx Museum of the Arts

CONTENTS

Overview	4
Past Materials, Studies & Plans	6
Study Goals	8
Context Area	10
Process Timeline	12
Land Use & Zoning	14
Access & Open Space	52
Housing.....	76
Economic & Workforce Development	104
Community Resources	116
Open House: What We Heard	136

INTRODUCTION

The Jerome Avenue Neighborhood Plan is part of an on-going community engagement process that began in 2014. The Plan is a response to long term requests from local community boards, residents and elected officials to study the Jerome Avenue Corridor and identify opportunities to fulfill the vision for Jerome Avenue as a vibrant activity center which both supports and serves as the centerpiece of the surrounding neighborhoods. The Plan is also part of Housing New York, the Mayor's plan to build and preserve affordable housing throughout New York City in coordination with strategic infrastructure investments to foster a more equitable and livable New York City through an extensive community engagement process.

As part of the Plan, the Department of City Planning has worked closely with key city agencies, including the Department of Housing Preservation and Development (HPD), the Department of Transportation (CDOT), the Department of Parks and Recreation (DPR), the Department of Small Business Services (SBS), the Department of Health and Mental Hygiene (DOHMH), the School Construction Authority (SCA), the Mayor's Office of Immigrant Affairs (MOIA), and the Mayor's Office of Workforce Development (WKDEV), among other capital and service agencies, to prioritize city resources and engage the community.

Together with residents and strong community partners, the City engaged in a multi-faceted community outreach effort intended to reach the broadest possible range of stakeholders. This included focus groups with youth and seniors; mobile office hours at community gathering areas; Spanish language only workshops; immigrant focused events; topic focused visioning; and additional outreach with community-based organizations totaling more than forty events in all. The City partnered with deep-rooted community-based organizations, including: Highbridge Community

Development Corporation, New Settlement, WHEDco, Yankasa, BronxWorks, and Davidson Community Center.

Public events included open houses aimed at informing community stakeholders on the roles and responsibilities of the various agencies and on starting a dialogue around community needs and assets. The Open Houses were followed by a Community Workshop where participants were invited to have a more detailed and meaningful discussion with agency representatives, resulting in the setting and prioritization of community goals. Following the community workshop, a visioning session was held in which the community further refined the previously agreed-upon goals while establishing a future vision for the Jerome corridor. Local community boards, area residents, business owners, workers, elected officials, and community-based organizations identified goals for Housing, Community Resources, Economic & Workforce Development, Open Space & Access, and Land Use & Zoning.

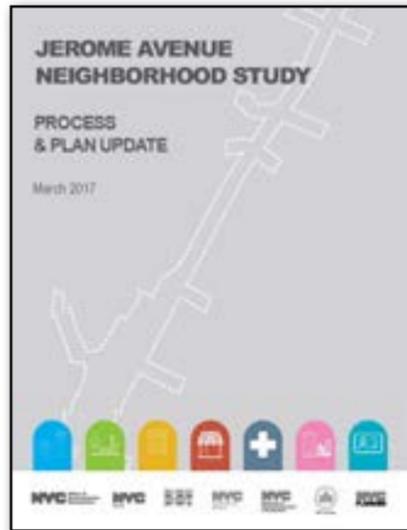
The community's goals task the Plan to:

- Provide sustainable, high-quality, and affordable housing with a range of options for residents at all income levels.
- Protect tenants and improve housing quality.
- Ensure every neighborhood has green streetscapes, quality parks, and diverse recreation spaces.
- Create greater retail diversity to meet current and growing retail and service needs.
- Prepare residents for job and career growth through job training and skills development.
- Promote and support small businesses and entrepreneurship.
- Support auto-related businesses.
- Promote a safe, walkable area in and around the elevated train.



PAST MATERIALS, STUDIES & PLANS

A number of materials have influenced the Jerome Avenue Neighborhood Plan. Others have been created throughout the study to document progress and provide updates on the planning process. These include:



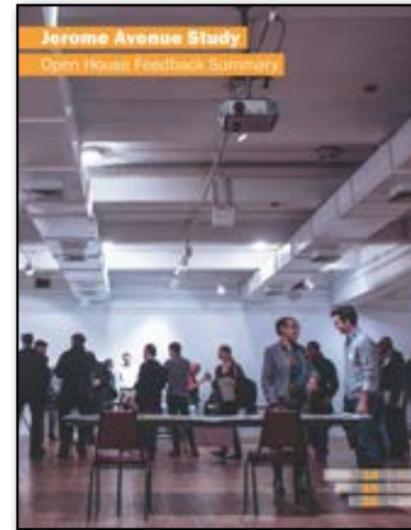
Jerome Avenue Neighborhood Study: Process and Plan Update (March 2017)

For more information, please see: <http://www1.nyc.gov/assets/planning/download/pdf/plans-studies/jerome-ave/process-plan-update-0317.pdf>



Jerome Avenue Neighborhood Study: Summer 2016 Public Engagement

For more information, please see: <https://www1.nyc.gov/assets/planning/download/pdf/plans-studies/jerome-ave/jerome-avenue-summer-events-summary.pdf>



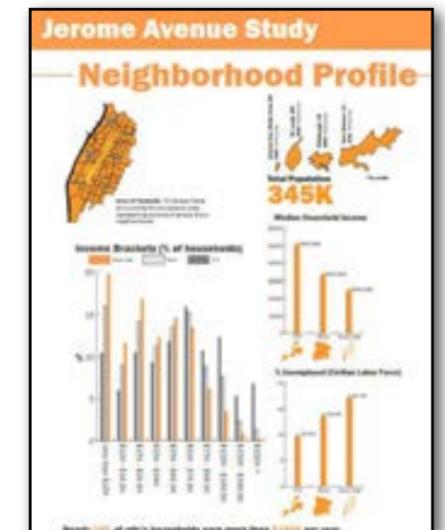
For more information, please see: <https://www1.nyc.gov/assets/planning/download/pdf/plans-studies/jerome-ave/infosessionssummary.pdf>

Jerome Avenue Study: Open House Feedback Summary (March 2015)



Jerome Avenue Study: Workshop & Visioning Session Summary (June 2015)

For more information, please see: https://www1.nyc.gov/assets/planning/download/pdf/plans-studies/jerome-ave/visioning_summary.pdf



For more information, please see: <https://www1.nyc.gov/assets/planning/download/pdf/plans-studies/jerome-ave/open-house/march/neighborhood-profile.pdf>

Jerome Avenue Neighborhood Study: **Neighborhood Profile**

STUDY GOALS

The Jerome Avenue Neighborhood Plan consists of five major chapters: Land Use & Zoning, Open Space & Access, Housing, Economic & Workforce Development, Community Resources, and a summary of the September 2017 Open House. All of these subject areas are, of course, highly interrelated. For instance, efforts to protect tenants and improve housing quality directly touch upon on the health of residents in the area. Likewise, land use & zoning actions aimed at supporting thriving commercial corridors will have direct impacts on the economic health of the area. Below is an overview of some of the overarching goals identified by the community as important outcomes of the Jerome Avenue Neighborhood Study.

LAND USE & ZONING

- 1 Map zoning districts conducive to fulfilling the vision of the Jerome Avenue Corridor as a thriving commercial corridor with more residential uses and safe, active streets, and public spaces.
- 2 Focus distinct nodes of density in appropriate locations (residential & commercial)
- 3 Leave strategic areas zoned for current uses.



OPEN SPACE & ACCESS

- 1 Ensure every neighborhood has green streetscapes, quality parks, and diverse recreation spaces.
- 2 Promote a safe, walkable Jerome Avenue underneath the elevated train.
- 3 Ensure the streets are safe and attractive for all users including pedestrians, bicyclists, transit users, and motorists.



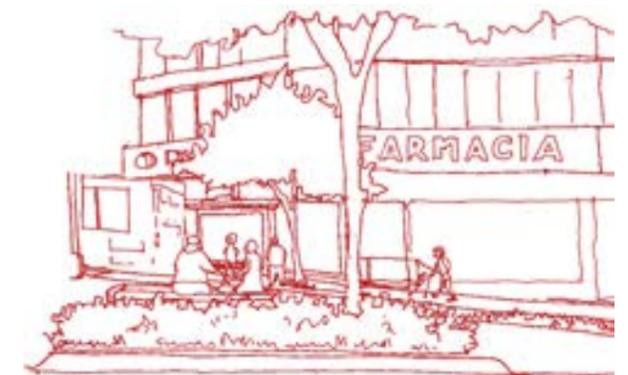
HOUSING

- 1 Provide sustainable, high-quality, and affordable housing with a range of options for residents at all income levels.
- 2 Protect tenants and improve housing quality.



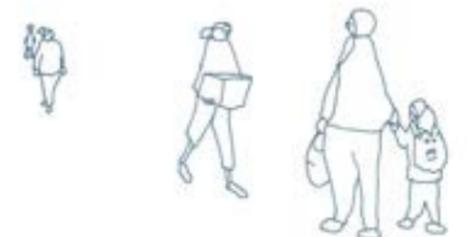
ECONOMIC & WORKFORCE DEVELOPMENT

- 1 Create greater retail diversity to meet current and growing retail and service needs.
- 2 Help Jerome Avenue residents prepare for jobs and career growth with appropriate training and skills development.
- 3 Promote small businesses and support entrepreneurship throughout the corridor.
- 4 Support auto-related businesses and workers.

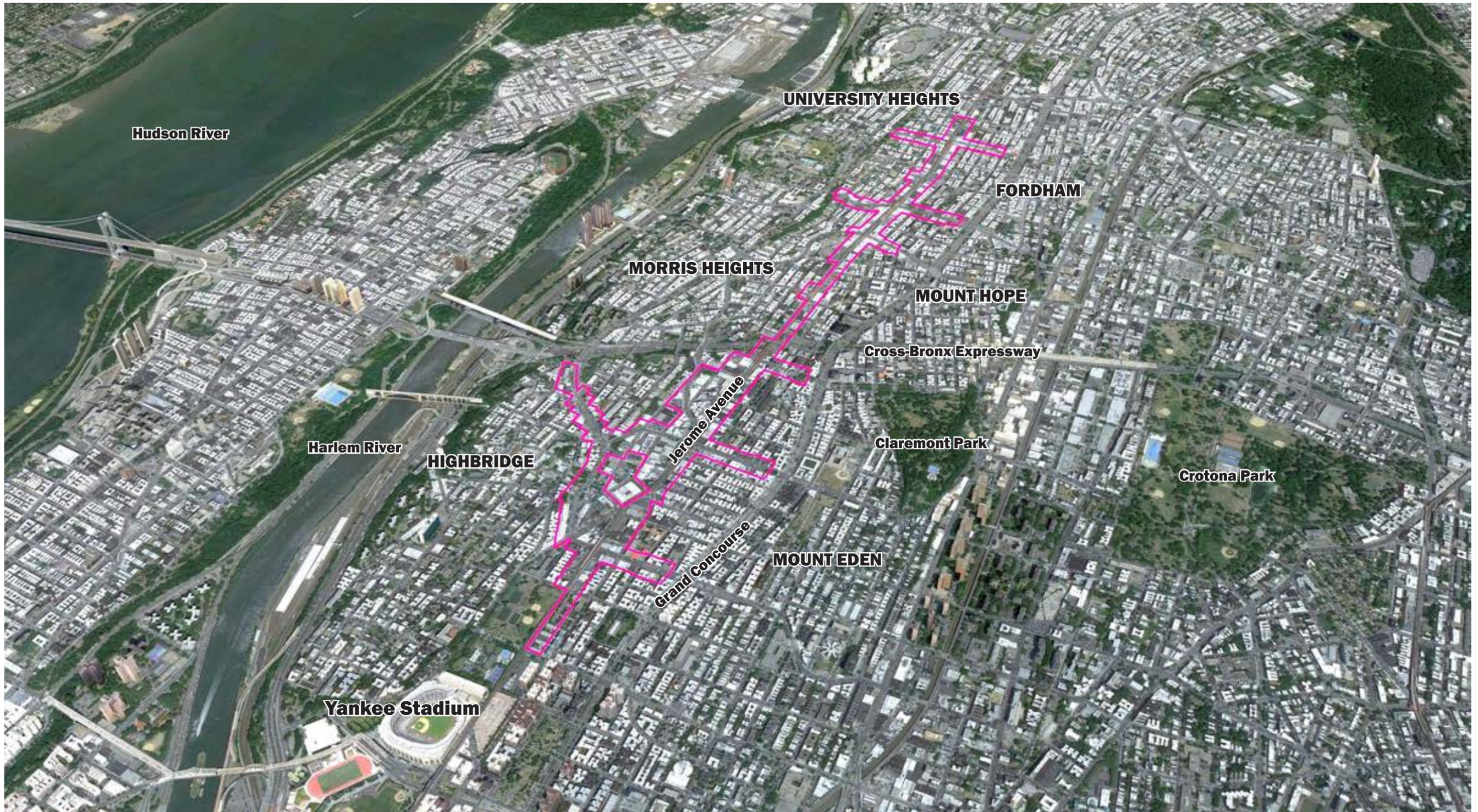


COMMUNITY RESOURCES

- 1 Meet the educational, health, and service needs of the community, especially youth and seniors, today and in the future as the neighborhood develops.
- 2 Improve quality of life and health of the neighborhood.

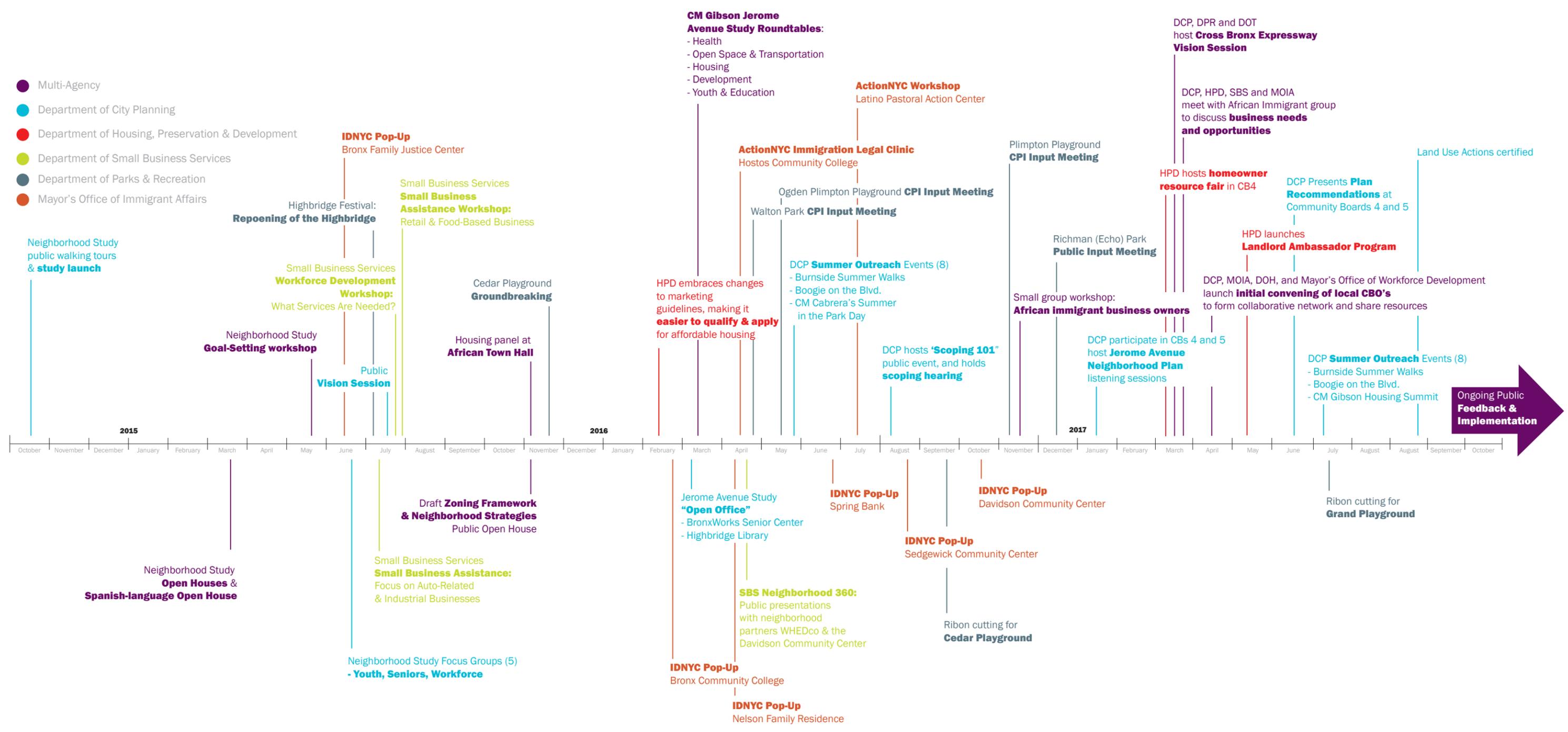


STUDY AREA IN CONTEXT

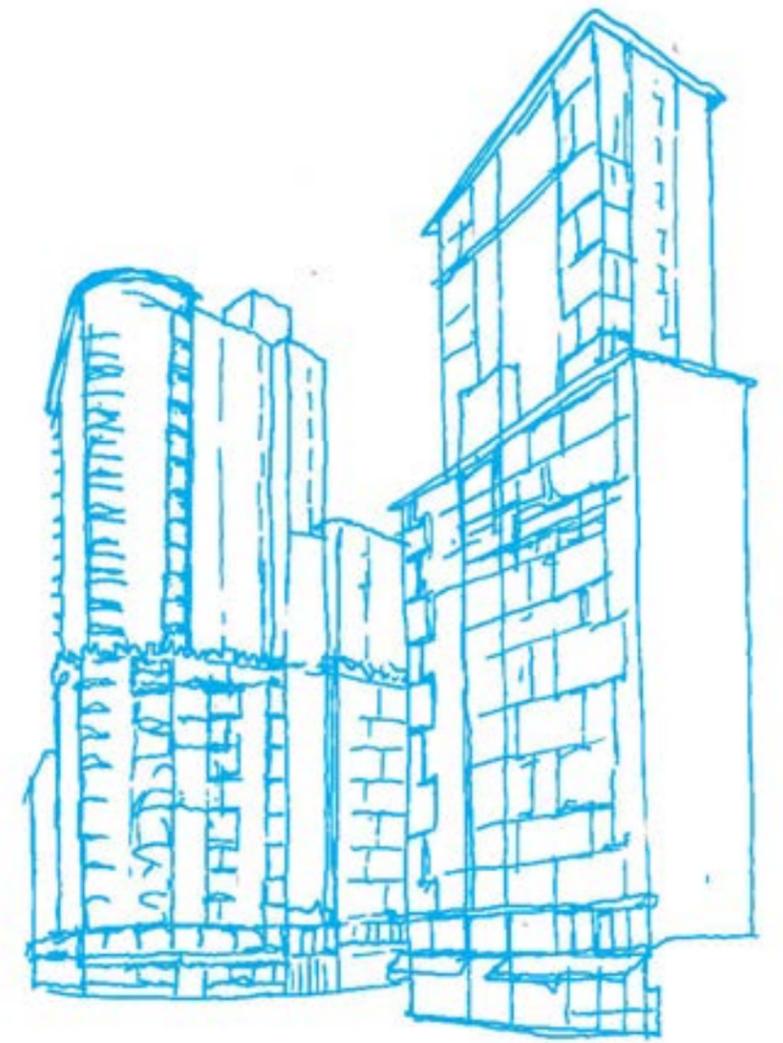


Map image © 2015 Google Earth

TIMELINE



01 LAND USE & ZONING



INTRODUCTION

Land-use patterns around Jerome Avenue were established a century ago at a time when Jerome Avenue was developing as a service corridor for dense residential development along the Grand Concourse and in nearby areas. This pattern was memorialized and further reinforced during the 1961 city-wide rezoning, the last such rezoning of its kind. Despite changing community needs, zoning and land uses along Jerome Avenue had not been re-examined until now, a request which came from Community Boards 4 and 5.

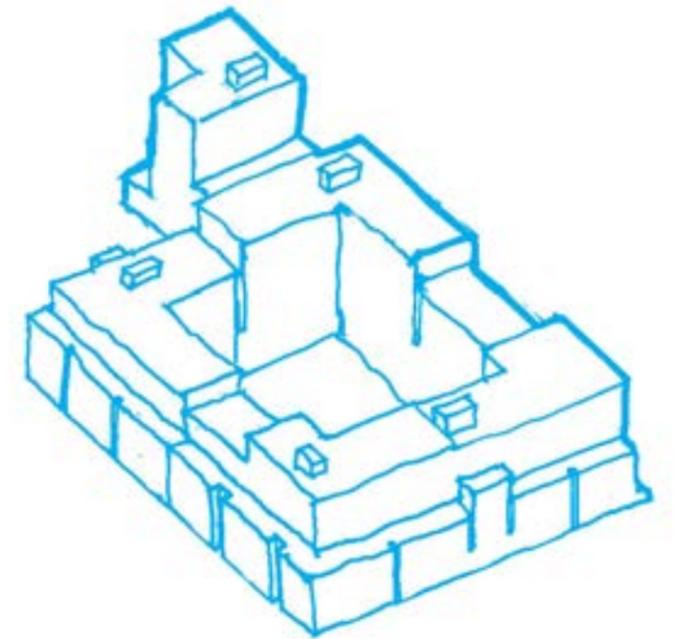
As part of this Plan, a series of land-use actions — including zoning map amendments, zoning text amendments, and City Map changes — have been crafted to support the community's vision for Jerome Avenue. The land-use actions are critical to the integration of all Plan elements and are will help to support its implementation and success. They reflect DCP's on-going community engagement process with local Community Boards, community residents, business owners, community-based organizations, elected officials, and other stakeholders.

Importantly, Jerome Avenue represents a unique opportunity to bolster much needed affordable housing. With over 2/3 of units in the area being rent regulated, preservation of existing affordable housing is of paramount importance in this area. Yet opportunities for new housing construction also key to meeting the Jerome Avenue Plan goals. Zoning changes to allow residential development where previously it was not are important steps towards creating opportunities for new affordable housing. Given past and recent trends, a substantial portion of new housing is expected to be affordable. In areas zoned for increased residential density, developers will be required to comply with the City's Mandatory Inclusionary Housing program (MIH). NYC's MIH program is the country's most rigorous and requires that between 20% and 30% of new units in mapped areas be reserved for permanently affordable housing. Regardless of market conditions, MIH will guarantee affordability in the area into the future.

Finally, the study offers a chance to encourage transit-oriented development along one of the city's richest transit corridors, served by both the 4 and B/D trains. This will help to ensure that communities in need continue to have access to this vital network. In short, Jerome Avenue represents an opportunity to transform an automotive-centered service corridor into a corridor that connects people and neighborhoods and that promotes important affordable housing goals.

GOALS

- 1 Map zoning districts conducive to fulfilling the vision of the Jerome Avenue Corridor as a thriving commercial corridor with more residential uses and safe, active streets and public spaces.
- 2 Focus distinct nodes of density in appropriate locations (residential & commercial)
- 3 Leave strategic areas zoned for current uses.



 Provide opportunities for the creation of new, permanent affordable housing with options for low- and moderate-income residents, while preserving the character of existing residential neighborhoods

Today, Community Districts 4 and 5 are characterized by stable housing. Eighty percent of the housing stock was built prior to 1947. Two-thirds of the housing in Community Districts 4 and 5 have rents that are government regulated. While nearly 25% of households in the surrounding area earn more than \$50,000 annually, the median household income is approximately \$25,900.

The proposed actions will support the development of new permanently affordable housing construction by mapping new zoning districts to permit increased residential development. The Jerome Avenue corridor and surrounding streets are characterized by a significant number of underutilized sites with capacity for growth. Zoning changes, including the application of the new Mandatory Inclusionary Housing (MIH) program, to allow residential development where none is currently permitted, as well as permit residential development at higher densities where it is already permitted, would facilitate expansion of the neighborhood's supply of affordable housing and the construction of new permanently affordable housing development along the corridor.

The area's existing housing stock is predominantly rent-regulated. While some unsubsidized construction has been observed in smaller buildings, past and recent development trends have shown that the majority of housing developed in the area has been publicly subsidized, and this trend is expected to continue. Between 2005 and 2015, more than 80% of all new multifamily housing units in Community Districts 4 and 5 were subsidized affordable units. Between July 2003 and the end of 2015, HPD financed the new construction of almost 4,500 homes and preserved over 8,500 affordable homes in this area.

The zoning proposal has been crafted to promote new development specifically along major corridors that currently contain very few residential units. Residential areas in the surrounding neighborhood are not being rezoned to allow for greater density, in recognition of the existing character of these residential areas, and the rezoning along Jerome will not promote additional development in these areas.

Within the rezoning area, it is expected that a variety of city and state financing programs for affordable housing will be utilized and that this will result in the creation of a substantial amount of affordable housing under the Proposed Actions. In addition, as new housing is created to serve a range of incomes, the application of the MIH requirement will guarantee that a percentage of units developed remain permanently affordable and provides assurance that new development will address the needs of residents at lower income levels even in the event that local housing market conditions change.

 **Ensure that new buildings fit into existing neighborhood context**

The predominant residential built form in the study area and surrounding blocks is six-to-eight story apartment buildings. Ground floor commercial uses are common. The study area and surrounding neighborhoods contain a mix of zoning districts, none of which have a fixed street wall or height limit (Special Grand Concourse District excluded). The proposed actions will promote a consistent and predictable street wall and fixed height limits. The proposed zoning districts seek to match existing built character where feasible, and mandate through the mapping of contextual zoning districts the incorporation of Quality Housing standards relating to recreation areas and landscaping within the building.

 **Increase opportunities to diversify neighborhood retail and services**

A full commercial district with a C4-4D designation will be mapped at Jerome Avenue and Burnside Avenue, as well as C2-4 commercial overlays throughout the corridor where residential districts are being mapped. Additionally, new commercial overlays along River Avenue and Edward L. Grant Highway where none exist today will allow for new commercial uses.

 **Create special rules for new buildings along the elevated rail to ensure access of light and air to the streets and to maintain distance between residential units and the train**

The #4 elevated train along Jerome Avenue lies at the heart of the study area. To facilitate development along and adjacent to the elevated rail, the proposed actions include special zoning bulk provisions within the Special Jerome Avenue District for setbacks along the elevated rail line and require non-residential ground-floor uses in all commercial districts.

 **Create special rules for new buildings and street wall continuity and relief on irregular lots**

On sites bounded by Edward L. Grant Highway and Jerome Avenue, the unique street grid pattern has produced irregular lots that inhibit the development of residential and mixed-use buildings. To facilitate development on irregular lots, the proposed actions include special zoning bulk provisions within the Special Jerome Avenue District for street wall continuity and relief, and additional height within limits to make development feasible in the area. Articulation of the street wall, transparency requirements, and special open space provisions will ensure a lively and visually interesting streetscape.



 **Promote active ground-floor uses and diverse retail to support community needs and provide a consistent streetscape throughout the corridor**

The proposed actions include commercial overlays that will facilitate local retail to serve the shopping and service needs of area residents and workers, allow for a greater range of commercial uses, and provide continuity in the pedestrian realm. In specified areas within the Special District (to be recorded in the Zoning Resolution), all new developments in commercial districts will be required to provide non-residential uses on the ground floor and meet lighting, glazing, and transparency requirements. These requirements will enhance the existing streetscape, match existing mixed-use buildings in the area, and provide an improved pedestrian experience.

 **Anchor the Jerome Avenue corridor and surrounding neighborhoods by permitting more density and a broader range of uses at two nodes**

The area along Burnside and Tremont Avenues is proposed to be designated as full commercial (C4-4D) district. This will permit higher-density residential, community facility, and commercial uses. This area will be permitted more commercial FAR than other parts of the rezoning area. The proposed zoning will help strengthen an existing, active commercial nodes by permitting greater density and a wider range of uses. The proposed zoning will leverage transit access, surrounding institutions, and proposed infrastructure investments to support regional retail uses such as entertainment uses and office space.

The highest density residential districts are proposed for strategic locations at the southern end of the rezoning area located where Edward L. Grant Highway, Jerome Avenue, and Cromwell Avenue converge, and at River Avenue and 165th Street. These are wide streets and intersections where additional density and growth can be accommodated.

 **Maintain zoning for heavy commercial and light industrial uses in targeted areas to support mixed uses and jobs**

The study area includes C8-3 and M1-2 zoning districts that have been in place since 1961. These areas include a number of auto-related businesses including those related to auto repair, auto body, auto glass, car audio, and tire shops, as well as parking facilities that include both surface lots and structured garages. Many of these businesses have been in existence for decades. During the outreach process, community stakeholders identified as a goal the preservation of areas for these businesses to remain and expand. While the proposed actions identify areas for growth and development to facilitate new residential, commercial, and community facility uses, four areas within the study area boundary were designated for no changes to the existing zoning in order to support the preservation of these unique businesses in the study area. These areas were carefully selected based on the number and types of businesses, locations off major streets, and unique site conditions that would impede other kinds of redevelopment. In support of this action the city is developing strategies and programs

specifically tailored to the unique desires and needs of the businesses in the study area. These actions include compliance assistance, job training, and business support. While not part of the proposed actions, these programs are an important component of the Jerome Avenue Neighborhood Plan.

 **Establish controls for hotels to ensure consistency with the goals and objectives of the rezoning**

The proposed hotel special permit is intended to ensure that hotel development does not conflict with the Plan’s goals of creating opportunities for permanently affordable housing. It is important to ensure that the neighborhood continues to serve a diverse array of housing needs and that any hotel use is consistent with such a goal and the character of the surrounding area.

The actions described here have been carefully developed to advance the specific goals of the Jerome Avenue Neighborhood Plan, identified through the planning and engagement framework. The land-use actions take strides towards unlocking additional capacity for permanently affordable housing, responding to the elevated rail structure, maintaining existing zoning controls where appropriate and desired, shaping the commercial and retail landscape and surrounding public areas, and controlling the height and bulk of buildings, as well as the quality of their interior spaces. The Plan’s overarching strategies and coordinated investments in all areas — from Housing to Community Resources, as described in the following chapters — will work in conjunction the land-use actions described in this chapter in order to fulfill the neighborhood vision identified through the Jerome Avenue Neighborhood Plan.



EXISTING ZONING

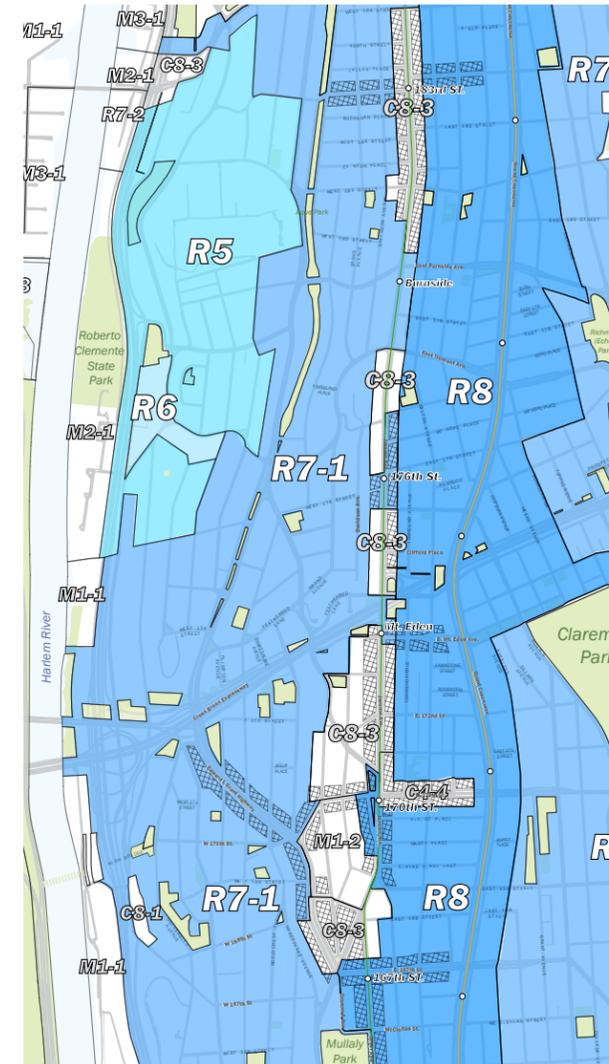
As noted above, land-use patterns along Jerome Avenue have been in place for over a century and have not been revisited since 1961, a year that only further served to reinforce the existing conditions. As such, many zoning districts along the corridor do not allow residential uses as-of-right, limiting opportunities for housing construction. Without height limits or other bulk controls, existing residential zones also do not require that new buildings fit in with the existing neighborhood character.

Jerome Avenue traverses a number of neighborhoods, including the Concourse, Mount Eden, Morris Heights and University Heights neighborhoods. Residential land uses predominate in these neighborhoods, with most of the housing stock comprised of multi-family walk-up and elevator apartment buildings, with a smattering of one- and two-family homes. Units in these neighborhoods are heavily rent-regulated, representing one of the highest concentrations of government-protected housing units in the entire city.

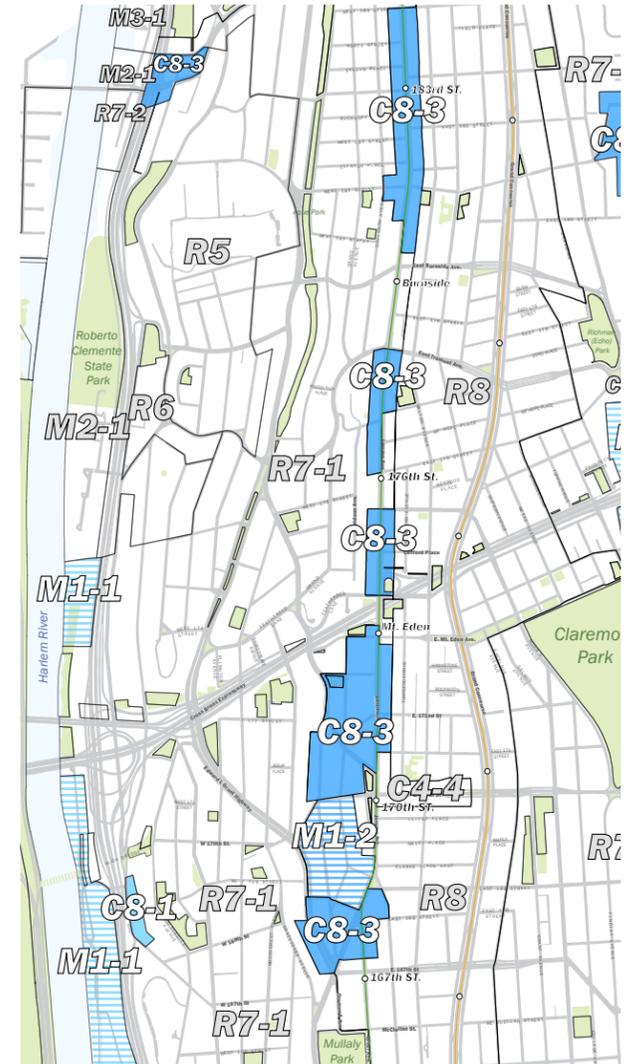
Commercial uses in these neighborhoods are concentrated in local-serving commercial and retail establishments along many of the area’s east/west connecting streets — such as Burnside Avenue and Tremont Avenue — through the center of which runs Jerome Avenue and the elevated 4 train.

The character of the Jerome Avenue corridor itself varies significantly from that of surrounding neighborhoods. Having developed as a service corridor between the nearby residential communities, the area is punctuated with garages and warehouses, parking facilities, and auto repair uses. Today, automotive-related commercial uses remain the most visibly prominent and the area is often regarded as an auto repair corridor despite automotive uses only comprising some 15% of lots. Current zoning perpetuates this stark contrast of uses due to prohibitions on residential construction along much of the Jerome Avenue corridor.

-  M-1 and C8 Districts prohibit residential uses
-  Land uses can negatively affect quality of life
-  Commercial use limitations at Burnside & Tremont Avenues
-  Difficulty building on irregular lots
-  Elevated rail infrastructure



Above: Existing residential zoning districts around Jerome Avenue.



Above: Existing commercial and manufacturing zoning districts around Jerome Avenue. Residential uses are prohibited in these districts.



PROPOSED ZONING

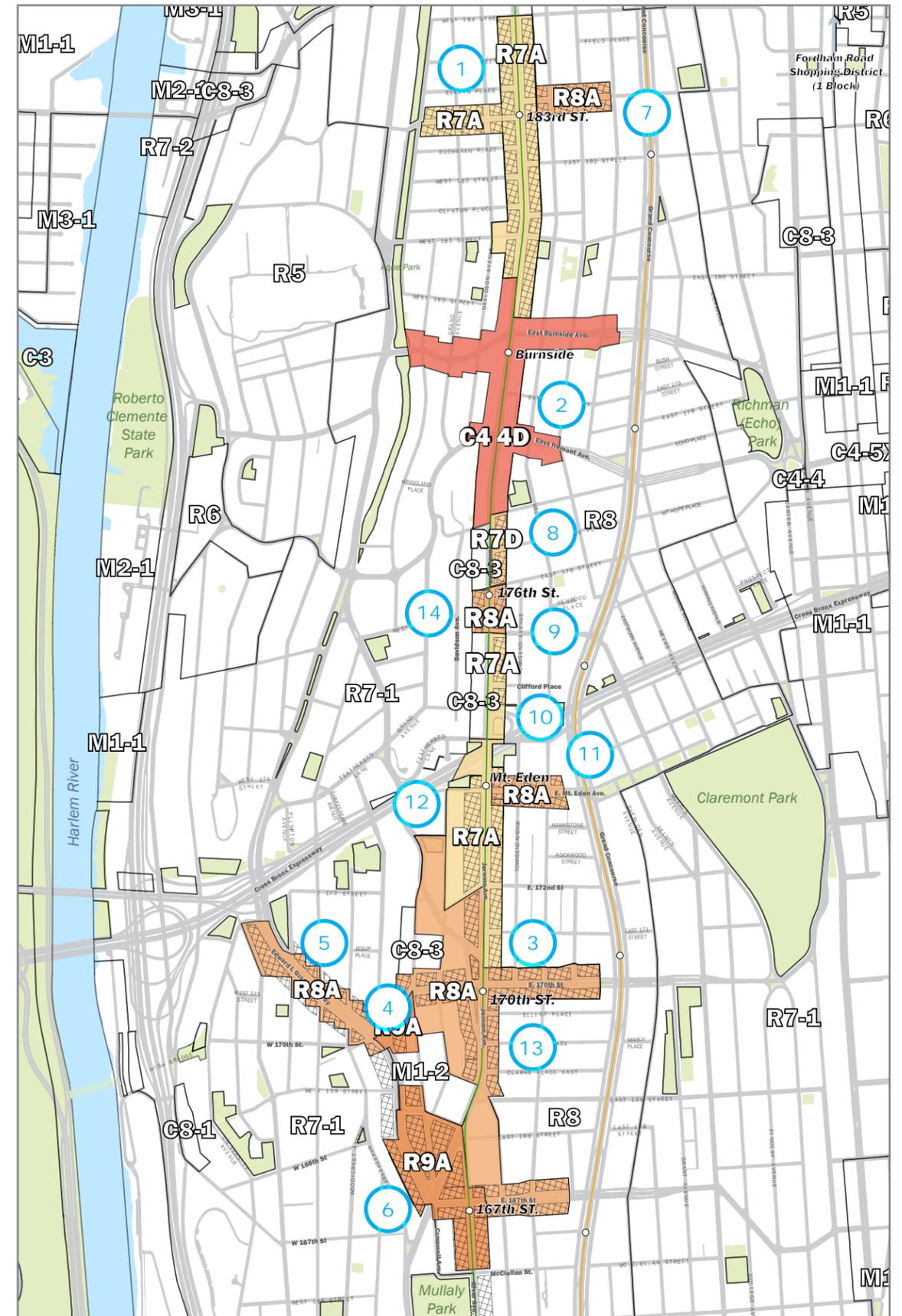
In order to respond to the shortcomings of existing zoning along the corridor, the Plan identifies a number of common-sense changes to existing zoning districts. These include districts that will allow residential uses where previously it was not allowed, ensure that future development is required to comply with contextual regulations related to height and bulk so that new developments better match existing neighborhood character, as well as special rules to ensure that zoning is not unnecessarily inhibiting new developments along the elevated rail line and on irregular lots.

Strategies for the Zoning Framework include:

-  Promote development at stations
-  Nodes of density at convergence of wide streets
-  Promote opportunities along major corridors
-  Expand commercial uses at Burnside/Tremont Avenues
-  Promote mid-density development and retail continuity along Jerome Avenue
-  Maintain existing zoning at key locations
-  Create special rules for lots along the elevated rail and irregular lots

KEY (facing page)

- | | |
|--|---|
| <ul style="list-style-type: none">  183rd Street, west of Jerome from R7-1 to R7A.  Rezone the Burnside and Tremont Avenue retail corridors to a full commercial (C4-4D) district  Rezone Macombs Road, south of Goble and the eastern frontage of Jerome Avenue south of E. 172nd from C8-3 to R8A  Rezone node at 170th and Edward L. Grant from R7-1 and C8-3 to R9A  Rezone Edward L. Grant between the Cross Bronx Expressway and Woodycrest Ave. from R7-1 to R8A  Rezoned River Avenue between McClellan St. and E 167th St., R8 to R9A  183rd, east of Jerome from R8 to R8A. | <ul style="list-style-type: none">  Rezone the east side of Jerome Avenue between E. 176th Street and E. 177th from R7-1 to R7D  Rezone Jerome Avenue between Easy 175th and E. 176th from R7-1 to R8A  Rezone the eastern frontage of Jerome Avenue between E. 175th and the Cross Bronx Expressway from C8-3 to R7A  Mt. Eden Avenue from R8 to R8A.  Rezone Jerome Avenue south of the Cross Bronx from C8-3 to R7A  Rezoned E. 170th from C4-4 to R8A  East side of Jerome Avenue (including 167th Street to the Grand Concourse) between 167th and 170th Street from R8 to R8A. |
|--|---|



THE SPECIAL JEROME AVENUE DISTRICT

While iconic, the elevated structure along Jerome disrupts the streetscape and affects development on adjacent lots. To address these issues, and to encourage well-designed buildings and an attractive public realm, the Plan calls for special zoning rules to be created. These include:

- New buildings fronting the elevated train will be required to limit the streetwall of the building to 1-2 stories, after which the building will be set back. These requirements will ensure adequate light and air to the street and significantly improve conditions for new residential units.
- All new buildings will also be required to be built to reduce interior noise. This is usually achieved through triple-glazed windows, insulation, and other common building technologies.
- New buildings fronting the elevated will be permitted additional height (1-2 stories) to allow better articulated and more attractive buildings
- New buildings will be required to provide store-front windows and active uses under the elevated train. Having continuous commercial uses along the corridor would make the street more inviting and walkable, would provide additional local services, and would bring more light and activity to Jerome.
- On constrained lots, the special district provides rules for open spaces to ensure a lively and visually interesting streetscape.

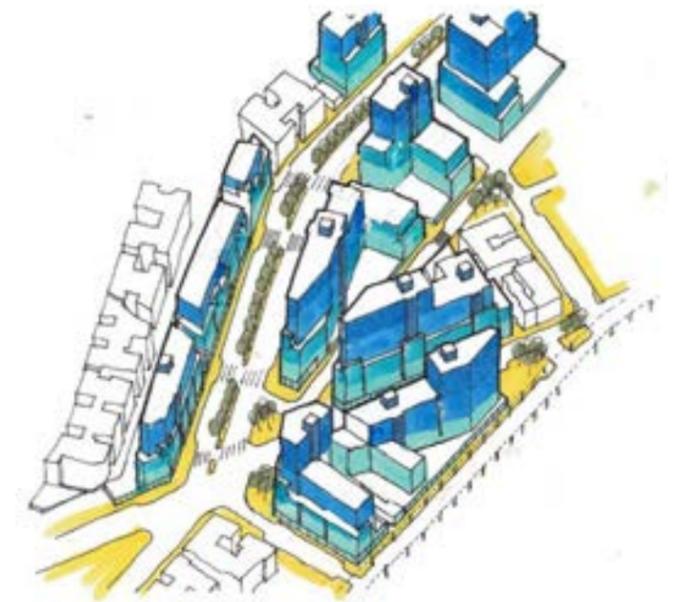
The special district rules aim to ensure development achieves the following goals:

- ▣ Create a sense of place along the elevated line and its adjacent streets
- ▣ Encourage a safe, lively, active, and varied pedestrian experience
- ▣ Foster development that occurs at a human scale
- ▣ Adapt to the environmental constraints of the elevated rail infrastructure
- ▣ Take into consideration existing site conditions (topography, lot depth, etc.)
- ▣ Promote construction of affordable housing along the Jerome Avenue transit corridor

Tools

A number of tools are available to help ensure that development along the elevated lines is in accordance with the vision established by the community. These include:

- ▣ Require a setback at a height not taller than 30 feet (2 stories)
- ▣ Allow for additional height on portions fronting the elevated
- ▣ Permit street wall articulation and opportunities for minor recessing at the ground floor
- ▣ Require planting, wall treatments, and/or urban furniture on recessed spaces at the ground floor
- ▣ Require **non-residential ground floor uses** along the corridor
- ▣ Encourage visual variety by requiring that 20% of the façade must recess 3 feet and by allowing dormers within 75 feet of corners



Mid-Density Districts

R7A / R7D

Recommendation:

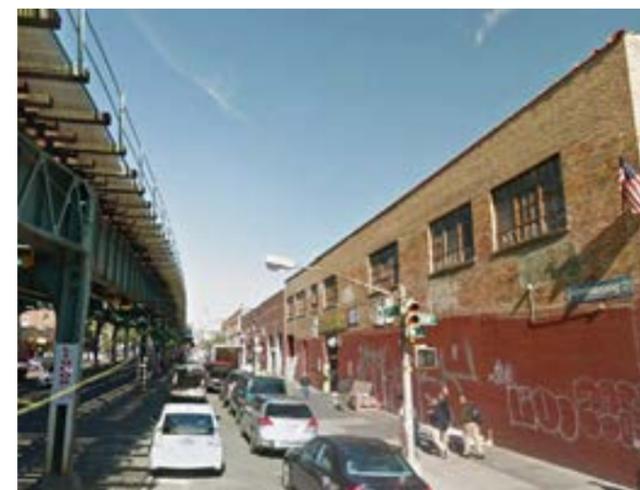
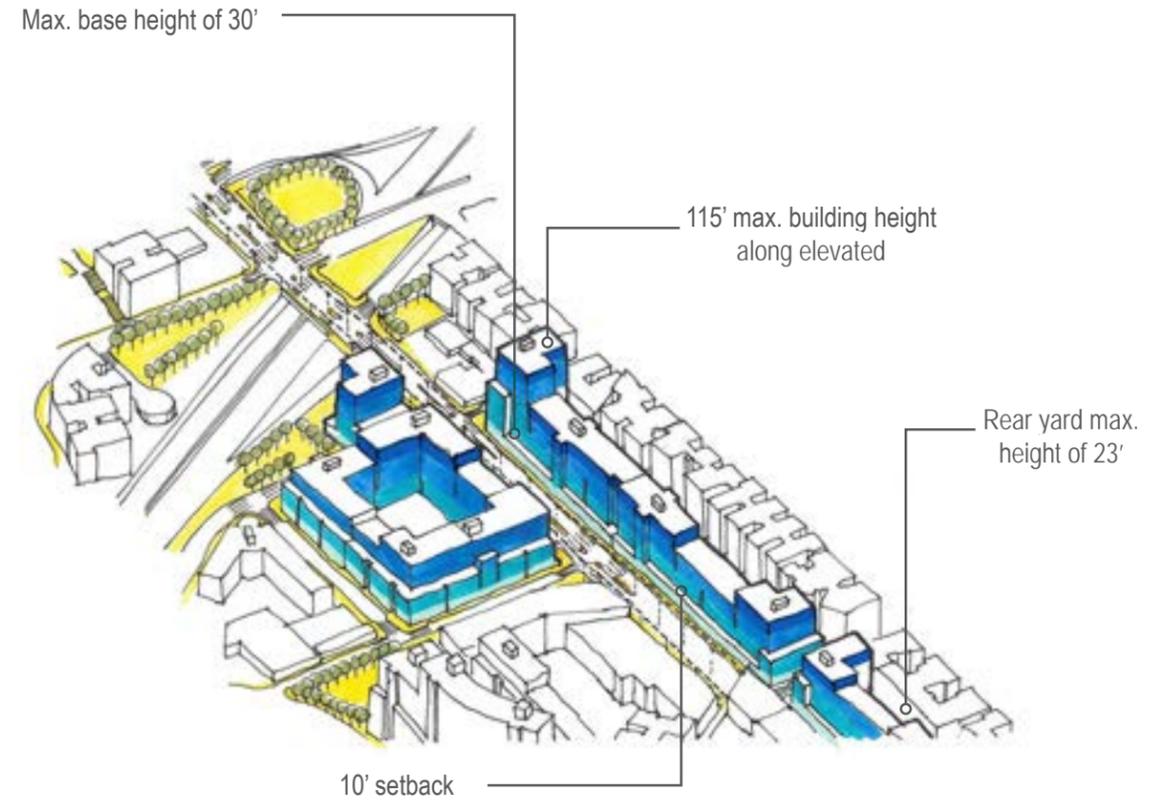
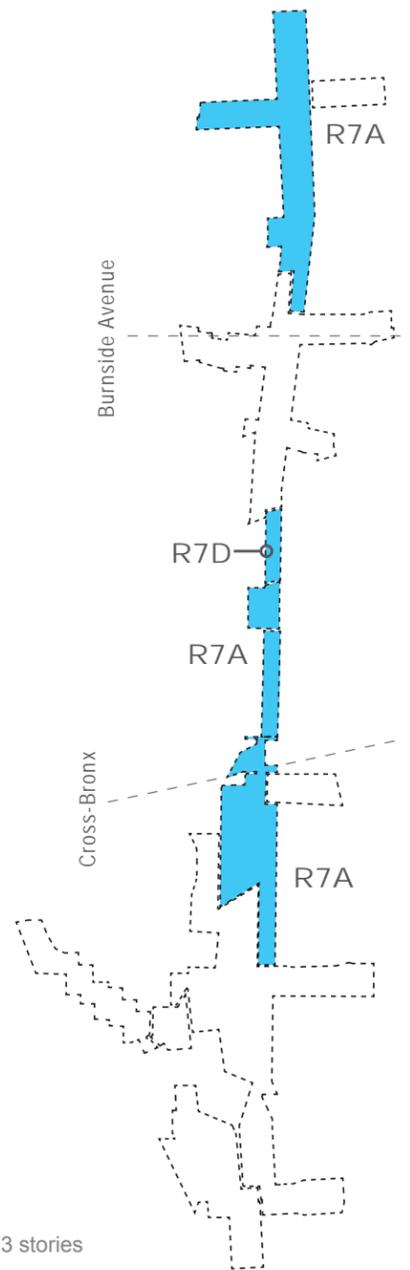
Map mid-density residential districts with commercial overlays along Jerome Avenue to create opportunities for housing, community facilities, and ground floor commercial uses along the corridor. The intended outcome is greater continuity and a sense of connection across neighborhoods.

Rationale:

Today, the neighborhoods along Jerome Avenue are defined by their residential context. By and large, areas west of Jerome Avenue are zoned as mid-density, R7-1 districts today. The recommendation to map similar districts (R7A and R7D) would permit residential and retail uses along the Jerome Avenue corridor, matching the surrounding neighborhood context. These districts would be mapped with commercial overlays, providing opportunities for ground floor retail and commercial services. Additionally, buildings on lots fronting the elevated rail would allow a maximum base height of 30' before requiring a 10' setback before rising to their maximum heights, ensuring adequate light and air reach the street, as well as setting back residential uses from the elevated rail line.

Existing Zoning:
R7-1, C8-3
FAR from 3.4 to 4.0 for Residential Uses
Max. 105' / 10 stories

Proposed Zoning:
R7A, R7D
FAR of 4.0, 4.6 for Residential Uses
FAR of 4.0 for Community Facilities
Max. 115' / 11 stories (R7A) ; Max. 135' / 13 stories (R7D)



Above: Existing conditions in area along Jerome Avenue proposed to be mapped R7A.



Above: An example of an R7A contextual building.



Mid-Density Districts



EXISTING:

Looking North along Jerome Avenue at the intersection of the Cross Bronx Expressway. **Current zoning permits one- and two-story auto and retail uses, which are reflected in the built form, are inactive at night and do not respond to the elevated rail line. Additionally, pedestrian crossings are difficult and there is a lack of streetscape amenities including pedestrian scale lighting.**



Mid-Density Districts



VISION:

Mid-density zoning districts permit residential uses above active ground floors. Buildings are required to set back from the rail line. Lighting and streetscape amenities improve the pedestrian realm and create a safer space under the elevated rail line. Safety improvements at the Cross Bronx intersection help to create a continuous pedestrian corridor.



Map Density along Major Corridors and Transit Stops

OCTOBER 2017

OCTOBER 2017

LAND USE & ZONING

Recommendation:

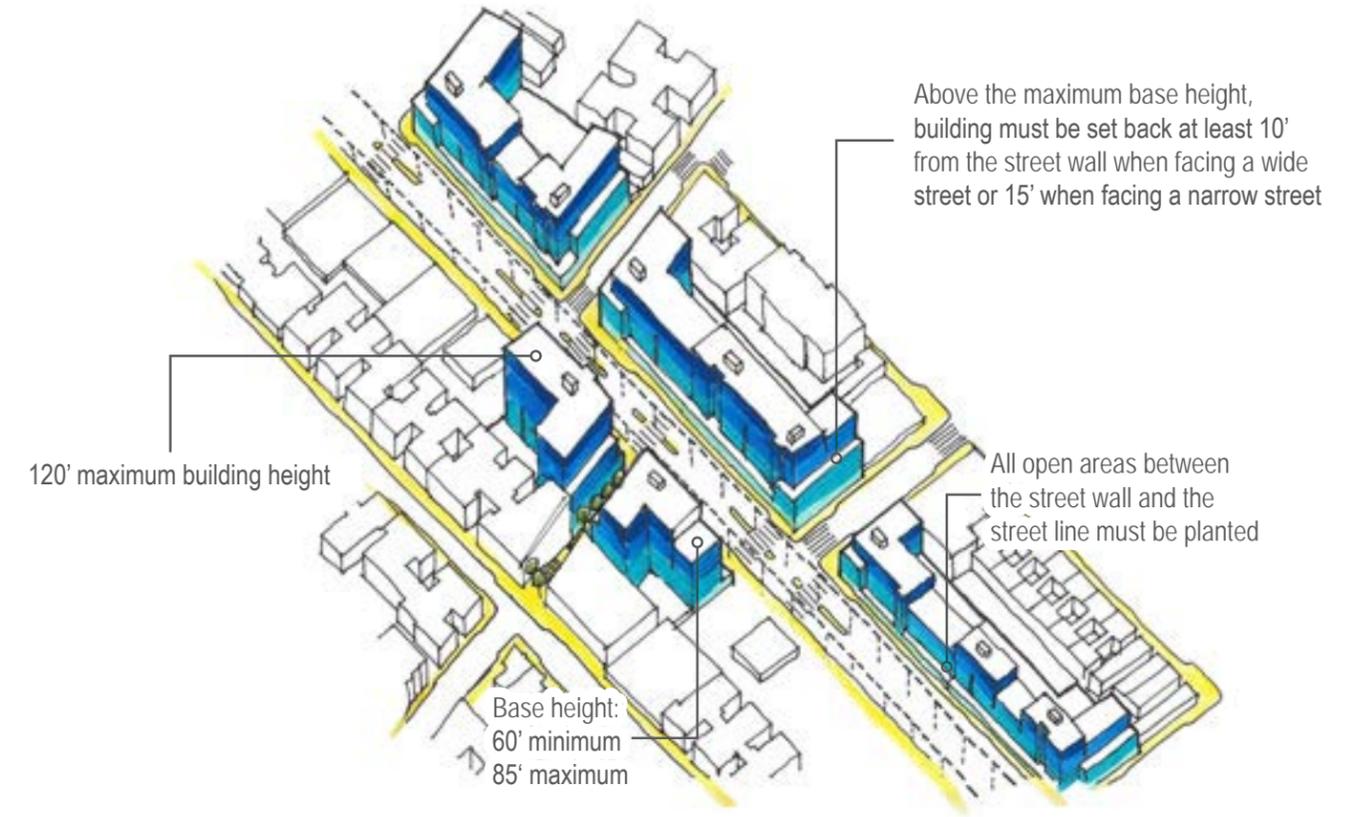
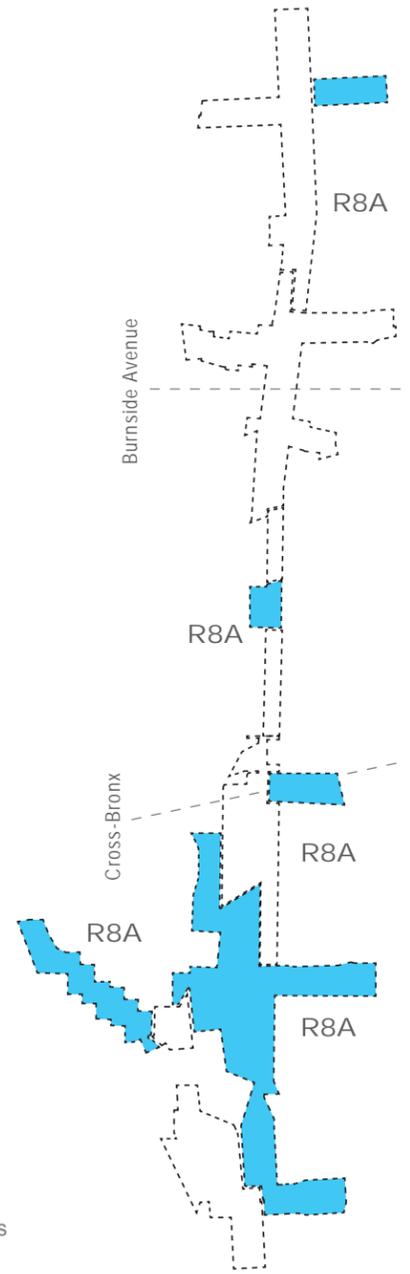
Map R8A residential districts along major thoroughfares and transit stations throughout the study area, providing opportunities to accommodate growth and match surrounding neighborhood context.

Rationale:

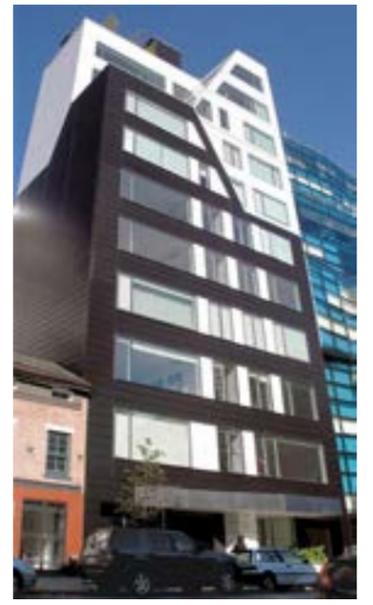
R8A districts are proposed in three conditions throughout the study area. The first condition is where R8 residential districts already exist on East 167th Street, Mt. Eden Avenue, and East 183rd Street. Mapping R8A will “contextualize” these districts, imposing height restrictions where none currently exist and requiring that buildings line up at the street. The second condition occurs at transit stations. In addition to the stations at 167th Street, Mt. Eden Avenue, and 183rd Street, an R8A district would be mapped at the transit node of Jerome Avenue and 176th Street. Finally, R8A districts are proposed along major, wide streets including: Edward L. Grant Street, 170th Street, and Macombs Road. Edward L. Grant and 170th Street are mapped with R7-1 and C4-4 (R7 residential equivalent) today while Macombs Road is currently zoned as a C8-3 district, which does not permit any residential development. All of these areas have potential for increased capacity, are poised for growth, and provide important connections across neighborhoods and to transit and parks.

Existing Zoning:
R8, C8-3, R7-1, C4-4, M1-2
FAR from 3.4 to 7.2 for Residential Uses
Max. height 145' / 14 stories (R8) ; 105' / 10 (R7-1)

Proposed Zoning:
R8A, R8A/C1-4, R8A/C2-4
FAR of 6.02, 7.2 for Residential Uses
FAR of 6.5 for Community Facilities
Max. height 105' / 10 stories



Above: Existing conditions in area to be mapped R8



Above: An example of an R8A contextual building.

Map Density along Major Corridors and Transit Stops



EXISTING:

Looking north at the intersection of Macombs Road and Inwood Avenue. Existing zoning encourages single story commercial uses at key intersections. Unique street configurations create difficult pedestrian crossings and there is a lack of streetscape amenities at intersections of multiple wide streets.

Map Density along Major Corridors and Transit Stops



VISION:

Higher density zoning at the intersection of wide streets permits mixed-use residential buildings that create a sense of place and act as neighborhood gateways. Street trees at regular intervals and improved crosswalks create a more walkable environment.



Mixed-Use Commercial/ Residential District at Burnside/Tremont

OCTOBER 2017

OCTOBER 2017

LAND USE & ZONING

Recommendation:

Map a full commercial C4-4D district at Burnside Avenue.

Rationale:

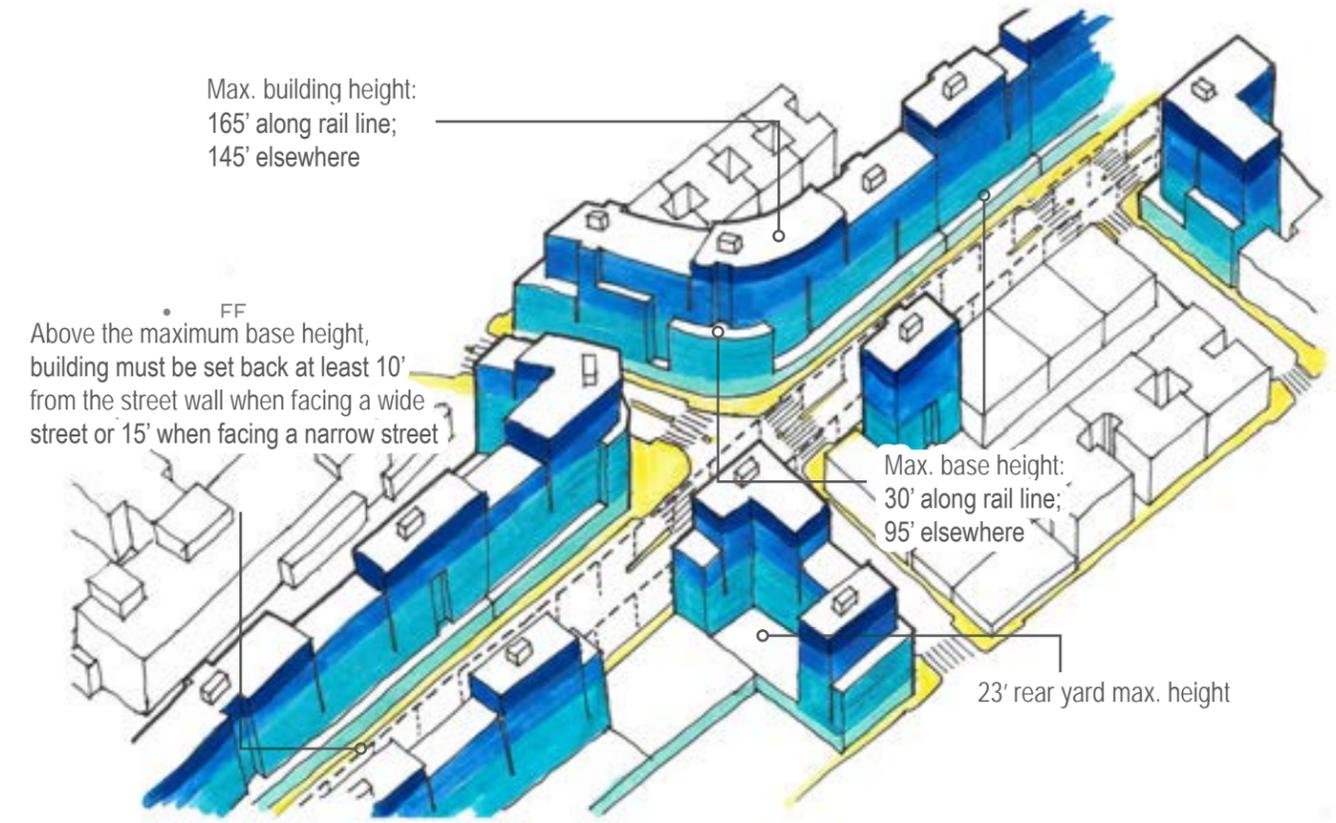
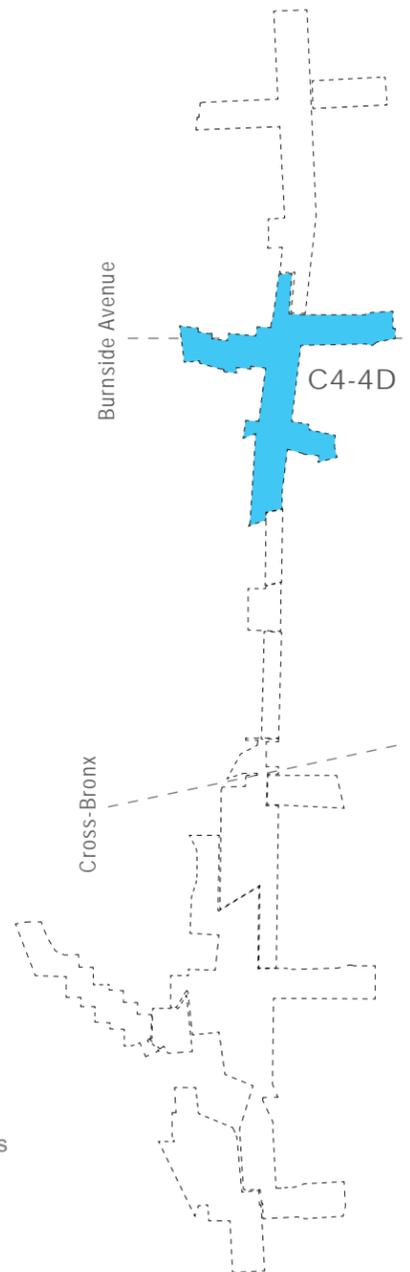
Today, both Burnside and Tremont Avenue are vibrant retail corridors with potential for future growth. Mapping a full commercial C4-4D district will provide opportunities for development that can create a greater diversity of commercial, retail, and entertainment uses to serve and support adjacent neighborhoods. Located between the Grand Concourse to the east, Fordham Road to the north, and Bronx Community College to the west, this centrally located district has the opportunity to connect neighborhoods, act as a magnet to draw users from greater distances, and support local businesses and institutions like Bronx Community College, Morris Heights Health Center, the Davidson Community Center, and BronxWorks. Proposed zoning would allow for both residential and commercial uses, contributing to a vibrant mix of uses at this important junction.

Existing Zoning:

R7-1, R8, C8-3
FAR from 3.4 to 7.2 for Residential Uses
Max. height 105' / 10 (R7-1) ; 145' / 14 (R8)

Proposed Zoning:

C4-4D (R8A equivalent)
FAR of 6.02, 7.2 for Residential Uses
FAR of 6.5 for Community Facilities
FAR of 3.4 for Commercial Uses
Max. height 165' / 16 stories



Above: Development in an existing C8-3 district.



Above: The Hub, a C4-4 commercial district in the Bronx.

Full Commercial District at Burnside/Tremont



EXISTING:

Looking west at the intersection of Burnside Avenue and Jerome Avenue. Existing zoning permits mixed-use commercial uses but limits growth. Additionally, streetscape amenities are not reflective of a busy commercial corridor and the elevated rail interrupts pedestrian activity.



Full Commercial District at Burnside/Tremont

OCTOBER 2017

OCTOBER 2017



VISION:

Full commercial zoning permits a wider variety of uses, including offices and entertainment venues that are more reflective of a Central Business District. Streetscape amenities and special treatment of the space under the elevated rail line, including wayfinding, seating, and lighting, will help reinforce a sense of place.



Nodes of Density at Strategic Locations

Recommendation:

Map R9A districts at the 167th Street station and the confluence of multiple streets.

Rationale:

R9A districts are the highest residential districts proposed in the Jerome Avenue Neighborhood Plan. By mapping R9A districts in strategic locations, resulting development will help anchor the southern portion of the corridor, taking full advantage of:

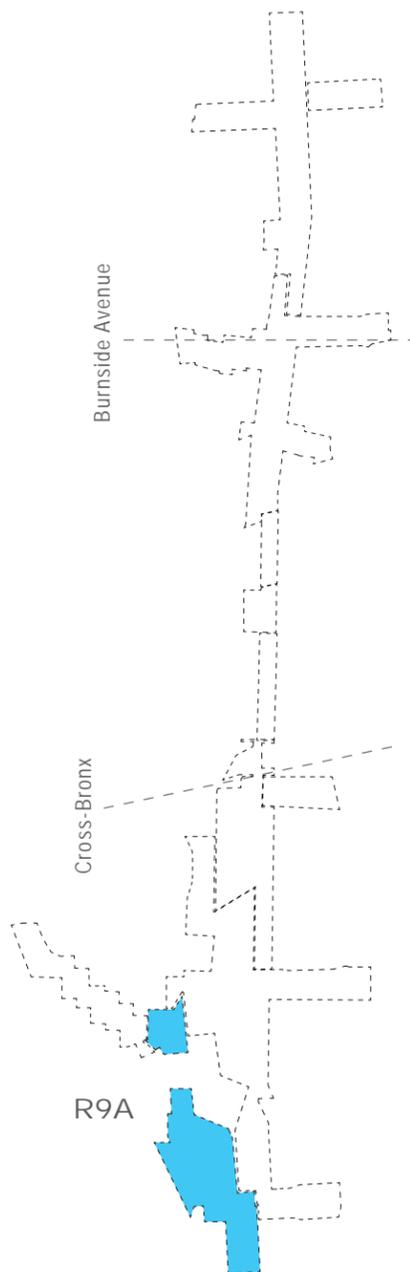
- Transit access at the 167th 4 and B/D stations, as well as the 170th Street 4 and B/D stations
- Opportunities for place-making at the convergence of 167th Street, Edward L. Grant Highway, Jerome Avenue, and Cromwell Avenue, and the convergence of 170th Street, Edward L. Grant Highway, and Cromwell Avenue.
- Site conditions allowing for increased densities, resulting in the mapping of Mandatory Inclusionary Housing.

Additionally, given the prevalence of irregular lots in the proposed district, special rules have been created to shape development that will:

- Create a sense of place according to immediate context
- Encourage a safe pedestrian realm
- Foster development that occurs at a human scale
- Create frontages that are active, lively, and varied
- Take into consideration the existing topography

Existing Zoning:
 R8, R7-1, M1-2, C8-3
 FAR from 3.4 to 7.2 for Residential Uses
 Max. height 145' / 14 (R8); 105' / 10 (R7-1)

Proposed Zoning:
 R9A
 FAR of 8.5 for Residential Uses
 FAR of 7.5 for Community Facilities
 Max. height 195' / 19 stories



Max. building height:
 195' along rail line;
 175' elsewhere

Above the maximum base height,
 building must be set back at least 10'
 from the street wall when facing a wide
 street or 15' when facing a narrow street



Above: Existing M1-2 district.



Above: An example of an R9A contextual building.



Nodes of Density at Strategic Locations



EXISTING:

Looking down Cromwell Avenue. Existing zoning encourages single story commercial uses at key intersections. Additionally, the unique street configuration creates difficult pedestrian crossings and there is a lack of streetscape amenities at this convergences of multiple wide streets.



Nodes of Density at Strategic Locations



VISION:

Higher density zoning at the intersection of wide streets permits mixed-use residential buildings that reinforce a sense of place and act as gateways to these neighborhoods. Street trees at regular intervals and improved crosswalks create a more walkable environment.



02 OPEN SPACE & ACCESS



OVERVIEW

Open Space and Access are a critical component of the health and functionality of any community, and particularly so for those that make up the Jerome Avenue Neighborhood Study area. A diverse range of open spaces punctuate the area, from playgrounds, to step streets, to the streets themselves. Yet these spaces face a number of challenges that undermine their important role as true community spaces. The geography of Jerome Avenue itself can be a challenge, as it sits in a valley with physical and environmental challenges that crisscross the corridor, including the Cross-Bronx Expressway, the elevated train, steep grade changes, and a concentration of automotive uses that sometimes compete for pedestrian space.

The Plan seeks to create a well-connected and greener community through a series of targeted recommendations such as reconstructing and rethinking neighborhood step streets, improving programming for neighborhood parks, and improving lighting and wayfinding. Additionally, real opportunities exist to expand existing park space in the area — notably Grant Park and Aqueduct Walk — and to create new park space, such as the development of Corporal Fischer Park.

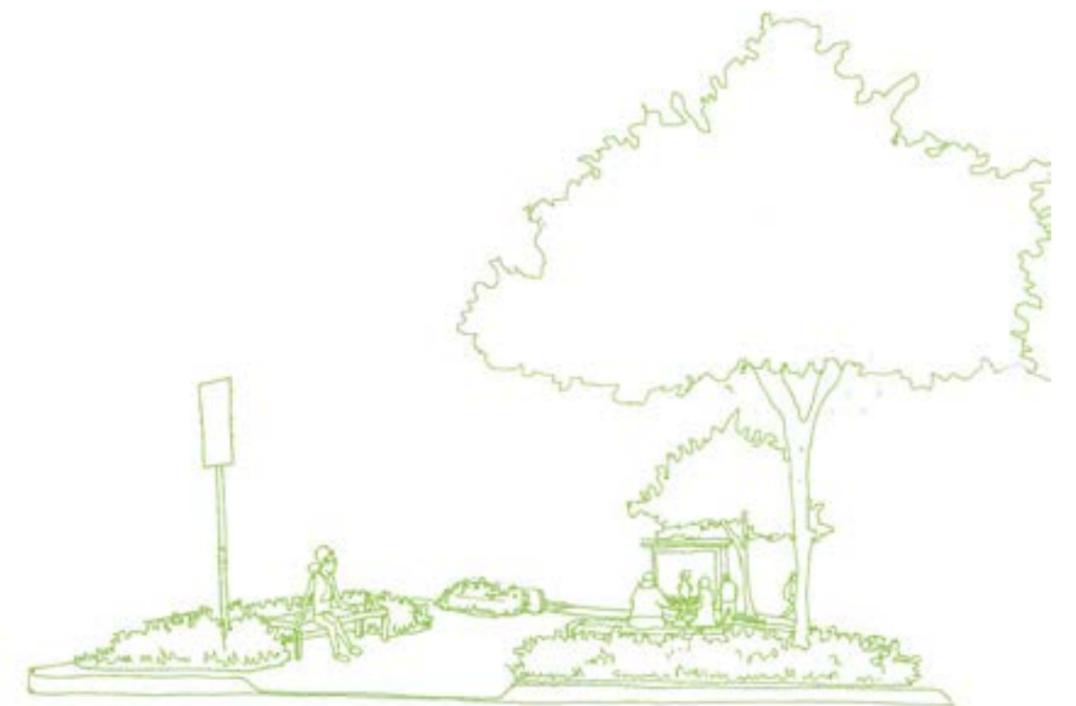
Along Jerome Avenue itself, the Plan includes a series of community-informed recommendations that focus on creating a safe, vibrant, and continuous pedestrian corridor along the elevated rail line, which through improved accessibility promises to better serve the surrounding communities. Improvements such as lighting, better streetscapes, and thoughtful place-making will allow the corridor to better live up to its potential as a vital public space that is greener, more accessible, and more pedestrian-friendly.

Together, these recommendations will help to inform the work of agencies like the Department of Transportation (DOT) and the Department of Parks and Recreation (DPR), building on their work in the area to date and helping to shape it for years to come.

Open Space and Transportation recommendations are described in the following pages.

GOALS

- 1 Ensure every neighborhood has green streetscapes, quality parks, and diverse recreation spaces.
- 2 Promote a safe, walkable Jerome Avenue underneath the elevated train.
- 3 Ensure the streets are safe and attractive for all users including pedestrians, bicyclists, transit users and motorists.



OPEN SPACE & TRANSPORTATION STRATEGIES

 STREETS

Streets are among our most important public spaces. Yet many streets are unsafe and create unnecessary conflicts between pedestrians and vehicles. These include sidewalks that are not always well-maintained, can be inaccessible to wheelchairs, and are oftentimes occupied by cars that are parked or being repaired. Additionally, current conditions require bus riders to wait in service lanes for pickup.

To address these issues, the Jerome Avenue Neighborhood Plan contains a series of recommendations related to capital improvements to streetscapes, pedestrian safety improvements, and land-use changes aimed at promoting more pedestrian-friendly sidewalks throughout the corridor. To this end, the Department of Transportation has already implemented improvements to sidewalks at Mt. Eden Avenue and MLK Boulevard and has further plans to implement a suite of pedestrian safety improvements at the Cross Bronx Expressway as well as at Burnside Avenue.

 RETAIL CORRIDORS

Today, the retail corridors that traverse Jerome Avenue are as vibrant and lively as ever, with vacancy rates below 5%. Yet poor street and sidewalks prevent them from living up to their full potential. To address shortcomings, the Plan highlights key recommendations for improving street safety and pedestrian spaces.

Yet healthy retail corridors depend on more than just the physical environment. Quality spaces are also the product of strong merchants, merchant relationships, identity, and placemaking. To help ensure these corridors prosper, the Department of Small Business Services has recently granted over \$1 million to local organizations for improvements beyond the public realm.

 STEP STREETS

Due to the unique valley-like condition of Jerome Avenue, step streets have always been an important means of connecting the surrounding neighborhoods to the corridor. But more than just connections, they also serve an important role as public spaces. While inconsistent conditions currently inhibit this role for some of these spaces, this Plan's recommendations offer a way forward for restoring them to their place as unique assets that not only contribute to a sense of place, but provides opportunities for improved physical health.

 UNDERPASSES

Underpasses under the Grand Concourse provide critical street and pedestrian connections between neighborhoods to the east and west of the Bronx's most iconic avenue at 167th Street, 170th Street, 174th Street, Tremont Avenue, and Burnside Avenue, in addition to being an important means of accessing the B and D trains. However, current conditions — poor lighting, accumulation of trash, and difficult pedestrian conditions, and stations entrances that are often inaccessible — keep some of these spaces from truly serving their functions.

The Plan offers a way forward for addressing these issues, including improved lighting and maintenance, new painting, more usable sidewalks, and reopening of access to shuttered train entrances.

 NEIGHBORHOOD PARKS

Neighborhood parks can transform communities. The Jerome Neighborhood Plan highlights three key opportunities for activating new neighborhood parks: Corporal Fischer Park, Grant Park, and Aqueduct Walk. These three park sites present strategic opportunities to fulfill longstanding community requests while creating new amenities for Jerome Avenue residents and visitors. From active recreation to spaces for community gathering or respite, developing new open spaces can provide important quality of life improvements for the neighborhoods surrounding Jerome Avenue.

For more on recommendations, see page 66.

 CROSS BRONX EXPRESSWAY

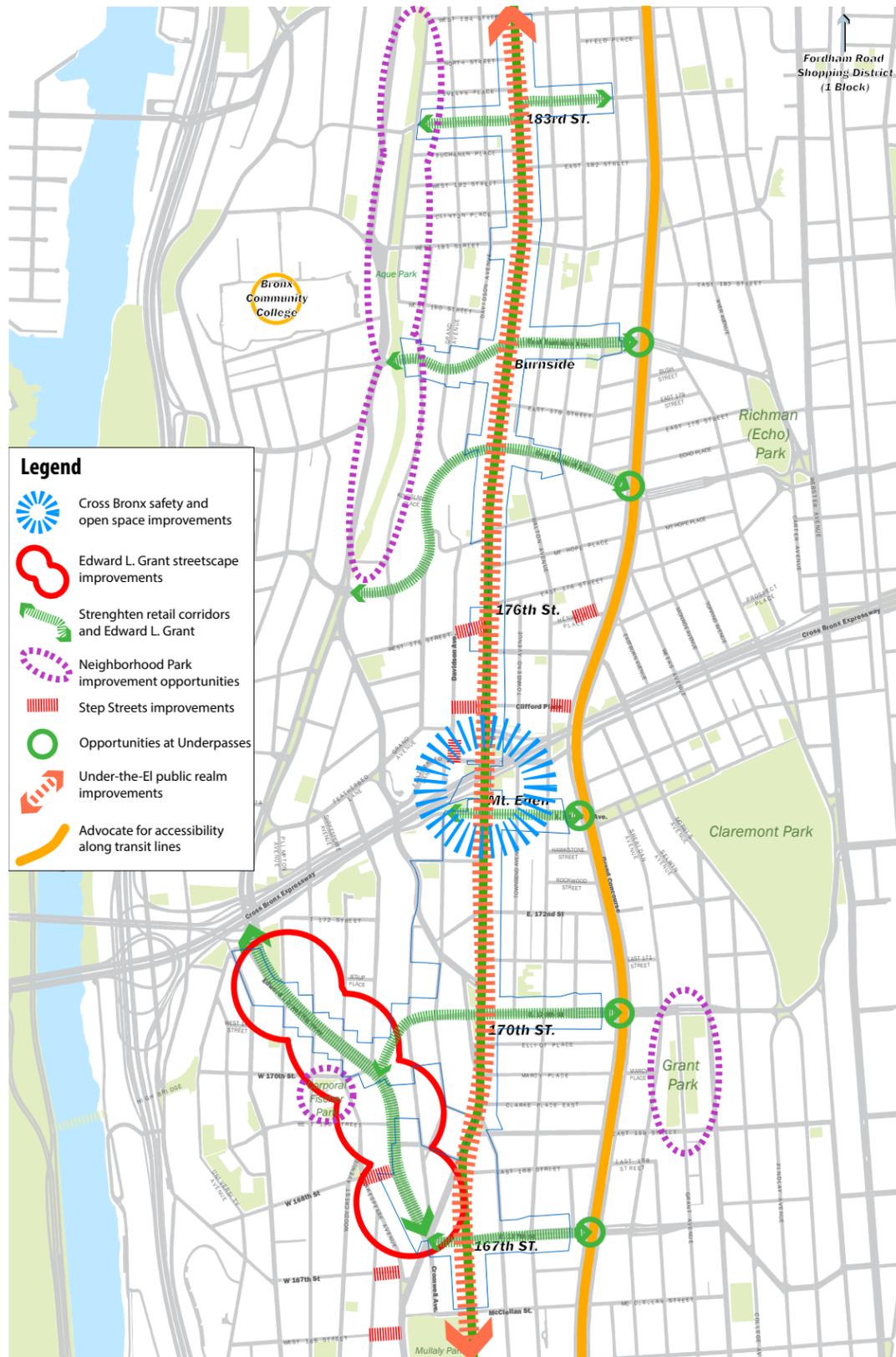
The Cross-Bronx Expressway presents a number of unique challenges, and as such merits special attention. For this reason, the Plan puts forward a series of targeted recommendations for this area, including improvements to the pedestrian realm, reinvestments in neglected pocket parks, and opportunities to activate currently underutilized sites.

For more on recommendations, see page 68.

 EL-SPACE

Not unlike the Cross-Bronx Expressway, the elevated rail line presents a series of unique challenges and opportunities. For this reason, the Plan offers up a series of specific recommendations aimed at improving these spaces, from lighting strategies to recommendations for improved building forms.





KEY STRATEGIES

Throughout the planning process, a number of key strategies were identified related to improved open space & access throughout the study area. These strategies are:

-  Create more inviting public spaces under the elevated rail with more lighting and street improvements
-  Enhance connectivity along the Edward L. Grant corridor
-  Strengthen Retail Corridors & Underpasses at the Grand Concourse
-  Improve Step Streets, improving physical activity, connectivity, and neighborhood identity
-  Pedestrian Safety and Open Space Improvements at the Cross Bronx Expressway & Jerome Avenue Interchange
-  Advocate for accessibility along transit lines
-  Map zoning to promote continuity along the corridor, and match neighborhood context, and require affordable housing through MIH
-  Improve existing and develop new parkland to enhance access to open space and provide more places for people to play and gather



THE CROSS-BRONX EXPRESSWAY

In March of 2017, the DCP and DOT held a community workshop to identify a series of improvements around the Cross Bronx Expressway at Jerome Avenue. Recommendations included ways of creating a node of public activity, reconnecting communities to the north and south, and pedestrian amenities and safety improvements for fostering inviting and lively green spaces. Just as importantly, the workshop was an opportunity for area residents to share their expertise as day-today users of these spaces.

The workshop was structured under three major activities:

-  A warm-up activity structured as a Mad Libs exercise to get groups talking about current issues and future possibilities.
-  A mapping activity that gave participants an opportunity to share their knowledge with city representatives, as well as to think spatially about issues and opportunities in the area.
-  A final activity that asks groups to work together to identify shared priorities around the Cross-Bronx Expressway.

These activities are briefly outlined below on the following pages.



Cross-Bronx Expressway “Mad Libs”

To get conversation started, participants were asked to complete a Mad Libs-style sheet. The answers prove helpful as a jumping off point for groups to share how they see the junction of the Cross-Bronx Expressway with Jerome Avenue today and what they would like to see for it in the future.

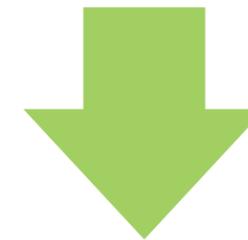


“Mad Libs” activity

Sample Group Responses Collected During the Workshop

Today, the CBX & Jerome Ave. Interchange is:
dark / dirty / chaotic / dangerous / unsafe
 and
too much on congestion / unsafe / daunting / intimidating / dismal / dangerous / need crossroad / under developed.

It makes me feel:
undervalued / scared / sad / concerned and saddened / nervous / uneasy to walk / uncomfortable/ unwelcome as a pedestrian / confused.



In the future the CBX & Jerome Ave. Interchange will be:
 with more light / more accessible / inviting / pedestrian friendly /less dangerous / bright / safer / with vibrant options
 and
 safe / less dangerous / developed / better crossing

It will make me feel:
 safe and serene for youth / better than before / comfortable / safe / secure and welcomed / more walkable / like I’m in Midtown.



Mapping Activity

Together as a group, workshop participants were next asked to identify issues and opportunities on an area map. Comments ranged from specific interventions such as better crosswalks, to broader issues such as finding a means of improving air quality — and by extension, health — for area residents.



Groups work at identifying issues and opportunities, providing city staff with invaluable insight into how they use these spaces.



Team work together to set priorities.

Prioritizing Interventions

Finally, participants were asked to work together to rank their priorities in the area as a group. While a great many priorities were identified as part of this process, the highest priorities for each group identified were:

- Aesthetic improvements
- Safety, and overall health
- Programming and access
- Air quality
- Culture amenities
- Age-friendly features
- Renaming this space
- Programs & Events
- Lighting & Safety



Participants in the workshop discuss area character.



Implement safety improvements such as high visibility crosswalks, expanded pedestrian refuge islands and new pedestrian signal timing at pedestrian crossings.

Recently-completed targeted improvements in Jennie Jerome Park through the Community Parks Initiative.

Explore improvements to connections between Walton and Jerome Avenues.

Reconstruct Davidson Step Street and consider including new elements such as step counts and pedestrian wayfinding.

Work with State DOT to explore potential uses for underutilized sites.

Improve pedestrian connections to the B/D by improving the streetscape along East 174th Street.

Improve access and utility for multiple generations and users in Jerome Playground South. Explore new programming opportunities and potential capital project.

CROSS-BRONX / JEROME AVENUE

The Cross-Bronx Expressway, at the intersection of Jerome Avenue, represents both a physical and psychological divide between the communities that lie to the north and south of it. The expressway, its ramps, and the elevated rail line create a chaotic and sometimes unsafe atmosphere for pedestrians who must traverse it to access transit and retail needs. Additionally, the construction of the expressway led to the creation of small, sliver-like park spaces, many of which remain underutilized.

STRATEGY:

Identify a series of improvements around the Cross Bronx Expressway at Jerome Avenue to reconnect the communities to the north and south. This includes pedestrian amenities and safety improvements which will foster an inviting public realm.

Work with State DOT to explore improvements to Featherbenches.

Explore opportunities to activate Inwood Park with programming, such as public art installations

Improve wayfinding at the Mt. Eden 4 train stop.

NEIGHBORHOOD PARKS

The neighborhoods surrounding Jerome Avenue are currently home to a diverse array of public spaces — including plazas, community gardens, playgrounds, and more — that are relatively well-distributed and offer places of respite amid this thriving area of the city. However, access to these spaces presents pedestrian and safety issues and prevents them from fully serving the surrounding communities, as does the lack of diverse and robust programming.

The Plan includes opportunities to develop new parkland and fulfill longstanding community requests. The development of Grant Park, Corporal Fischer Park, and Aqueduct Walk present strategic opportunities to create new amenities and build capacity for anticipated population growth.

CORPORAL FISCHER

The development of a new 0.5 acre park at this site is an important opportunity to better serve Jerome Ave residents and provide a much needed, long asked for open space resource in this neighborhood.



Note: Image provided for illustrative purposes only.

GRANT PARK

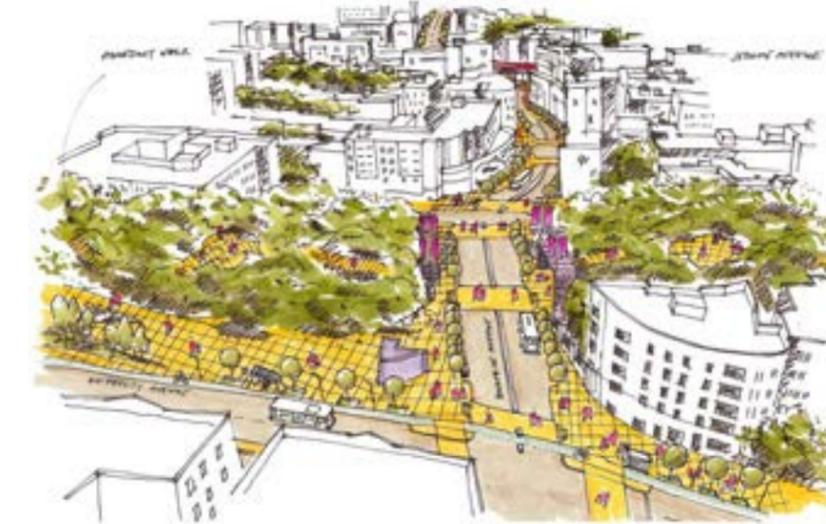
The removal of an existing roadbed and comprehensive reconstruction of a 4.75 acre park offers a transformative opportunity to expand open space and create a cohesive neighborhood park for this community



Note: Image provided for illustrative purposes only.

AQUEDUCT WALK

Explore opportunities to develop the southern portion of Aqueduct Walk, augmenting the existing linear park as well as expanding and enhancing the existing playground.



Note: Image provided for illustrative purposes only.





EI-Space

Few elements are as iconic to the Jerome Avenue neighborhood as the site of the elevated train itself. While improvements have been made to surrounding properties, improvements beneath and adjacent to the elevated train structure have been minimal.

Jerome Avenue should serve as a continuous central north/south spine, connecting neighborhoods and providing a positive and safe pedestrian experience. As one of the borough's most used transit corridors, improvements under the Jerome Avenue elevated should focus on creating a vibrant space that meets the needs of the dense and diverse communities that surround the avenue.

- 1 Implement a comprehensive EI-Space Lighting strategy that transforms the elevated train into a wayfinding element for the community and increase pedestrian lighting along corridors where feasible to support a walkable corridor.
- 2 Implement Bus Stops Under the EI sidewalk extensions at 6 intersections providing a seamless transition from sidewalk to bus stop.
- 3 Increase street life and eyes on the street by allowing mix of active residential and commercial uses along Jerome Avenue.

- 4 Provide public realm amenities such as the new CityEI designed to be installed around elevated train support columns at key transit nodes.
- 5 Extend sidewalks where appropriate.
- 6 Create special building envelope regulations to ensure the street has adequate light and air.



DOT Improvements

Under Vision Zero, New York City Department of Transportation (NYCDOT) is committed to working with sister agencies to improve street safety throughout the Five Boroughs. The 2015 Vision Zero Bronx Pedestrian Safety Action Plan serves as a guide to systematically improve streets with the highest rates of pedestrian fatality and severe injury with new street designs. As part of the Jerome Avenue Neighborhood Plan, NYCDOT will build upon a longstanding commitment to safety for all street users and implement various improvements in the neighborhood, including:

- **Pedestrian safety improvements**, such as curb extensions and pedestrian islands, high visibility crosswalks, and signal timing changes on Jerome Avenue from East 167th Street to East 182nd Street
- **LED conversion** – replacing the Bronx’s 33,000 existing street lights with LED cobra heads and creating brighter, safer streets
- **Capital reconstruction** of the Grand Concourse including the installation of buffered and raised bike lanes and wayfinding
- Reconstruction of **Clifford Place and Davidson Avenue Step Streets** – primary connections and unique public spaces – between Jerome Avenue and Morris Heights

Jerome at Cross Bronx Safety Improvement Project

DOT will be implementing pedestrian safety improvements at the intersection of Jerome Avenue and the Cross Bronx Expressway, as well as along East 170th Street between Walton Avenue and Morris Avenue. At Jerome and Cross Bronx, DOT will install high visibility crosswalks, a new signal, and concrete curb extensions - improvements that together make it safer to cross Jerome Avenue and access both the 4 and B/D trains and PS 170. At East 170th, DOT will be building median tip extensions to shorten crossing distances at the Grand Concourse tunnel entrances and provide a safe refuge for pedestrians.



Jerome at Burnside Safety Improvement Project

DOT will be implementing four painted neckdowns at the intersection of Jerome and Burnside. These neckdowns will create more pedestrian space at what is currently a crowded and busy intersection, and shorten pedestrian crossings on Jerome Avenue. This project will also feature a pilot for a new lighting and furniture feature called CityEI, which is designed to wrap around the elevated train columns at Jerome and Burnside, and create additional lighting and seating at the intersection.

LED Conversion

DOT is currently replacing all of the Bronx’s 33,000 existing street lights with LED cobra heads. LED cobra heads will be more energy efficient and cast brighter light on the street, which will increase safety for both pedestrians and motorists.

Grand Concourse - Phase II, III, IV

DOT is currently working on safety improvements for pedestrians and motorists throughout this historic corridor, including implementing raised crosswalks, curb/sidewalk extensions, and the installation of buffered and raised bike lanes, among others. Additionally, the plan includes public space and wayfinding improvements, public art, wayfinding, and improved landscaping and pedestrian amenities like benches.

Wayfinding

WalkNYC is New York City’s standard for pedestrian wayfinding. WalkNYC provides a clear visual language and graphic standards that can be universally understood, encourages walking and transit usage by providing quality multi-modal information, and provides consistent information across a broad range of environments in the city. DOT proposes new sign locations at Jerome Ave and Burnside Ave, Jerome Ave and 170th St., and at Jerome Ave. and Tremont.



Left: Pedestrians in Manhattan consult a WalkNYC kiosk.

E174th St Bridge Rehab

DOT will rehabilitate the bridge at Grand Concourse Bridge over E.174th Street as part of a 10 bridge rehabilitation contract. The project is expected to begin in the summer of 2018. The scope of work includes an upgrade to the existing underdeck lighting on E.174th Street to increase safety for pedestrians accessing the B/D train and elimination of conditions which have led to the installation of screening over loose concrete.

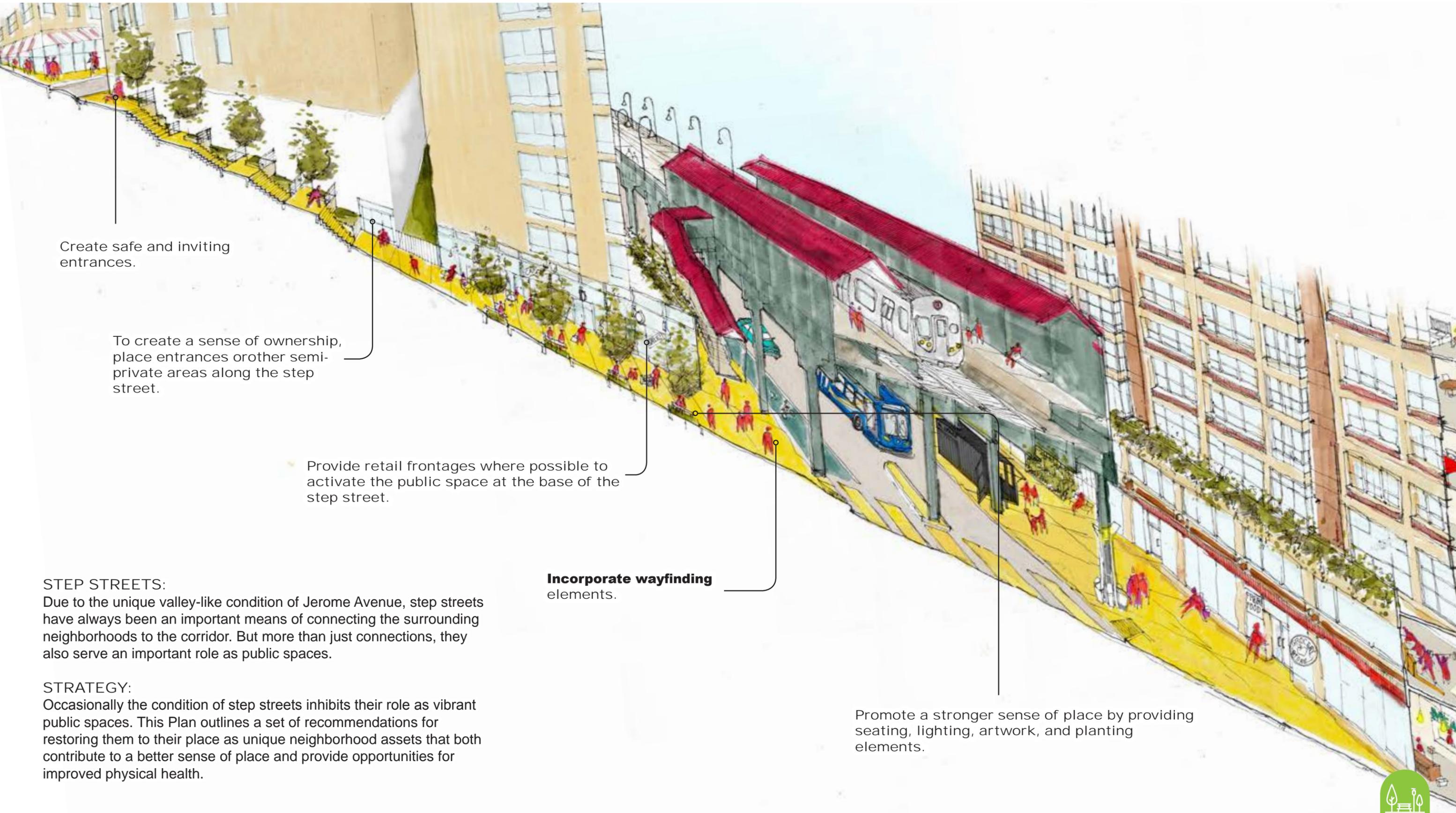
Clifford Place Step Street

DOT will reconstruct the Clifford Place Step Street between Walton Avenue and Grand Concourse including the landings, approaches and adjacent sidewalk. Additional repairs will be made to the retaining walls, and new lighting will adorn the length of the street.

Davidson Step Street

DOT will reconstruct the Step Street at Davidson Avenue between East 174 St and Featherbed Lane. Similar to Clifford Place, DOT will reconstruct the landings, approaches and adjacent sidewalks to the step street, and install new lighting the length of the street.





Create safe and inviting entrances.

To create a sense of ownership, place entrances or other semi-private areas along the step street.

Provide retail frontages where possible to activate the public space at the base of the step street.

Incorporate wayfinding elements.

Promote a stronger sense of place by providing seating, lighting, artwork, and planting elements.

STEP STREETS:

Due to the unique valley-like condition of Jerome Avenue, step streets have always been an important means of connecting the surrounding neighborhoods to the corridor. But more than just connections, they also serve an important role as public spaces.

STRATEGY:

Occasionally the condition of step streets inhibits their role as vibrant public spaces. This Plan outlines a set of recommendations for restoring them to their place as unique neighborhood assets that both contribute to a better sense of place and provide opportunities for improved physical health.



Parks Improvements

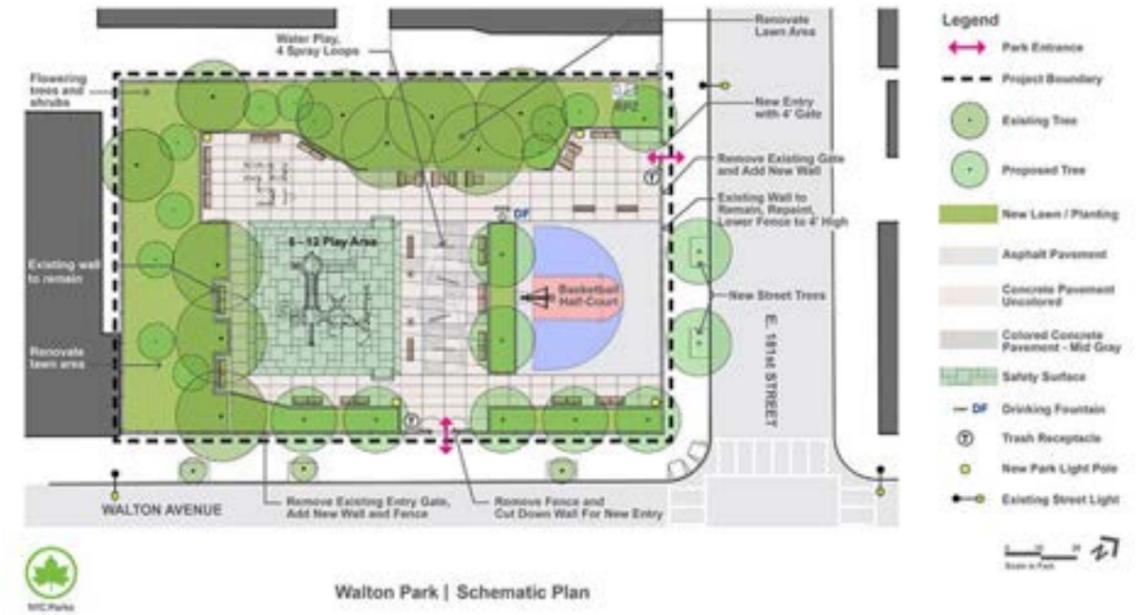
NYC Parks' vision is to create and sustain thriving parks and public spaces for New Yorkers. With several active capital projects, as well as a number of completed park reconstructions, NYC Parks is already deeply invested in serving the residents surrounding Jerome Avenue.

Accomplishments to Date:

- 📌 \$2.4M reconstruction of the basketball courts and playground at Cedar Park was completed in September 2016, and procurement is now underway for a \$1M reconstruction of the comfort station.
- 📌 At Grand Avenue Playground, a \$2.7M reconstruction of the garden and playground was completed in June 2017.
- 📌 The \$3.8M Mt. Hope Garden remediation and playground reconstruction broke ground in June 2017.
- 📌 Construction is underway at Aqueduct Walk at W. 182nd Street on the \$1.6M construction of a comfort station, expected to be complete in spring 2018. Procurement has begun on the \$2.977M reconstruction of MLK Plaza at W. 180th. Procurement completion expected December 2017.

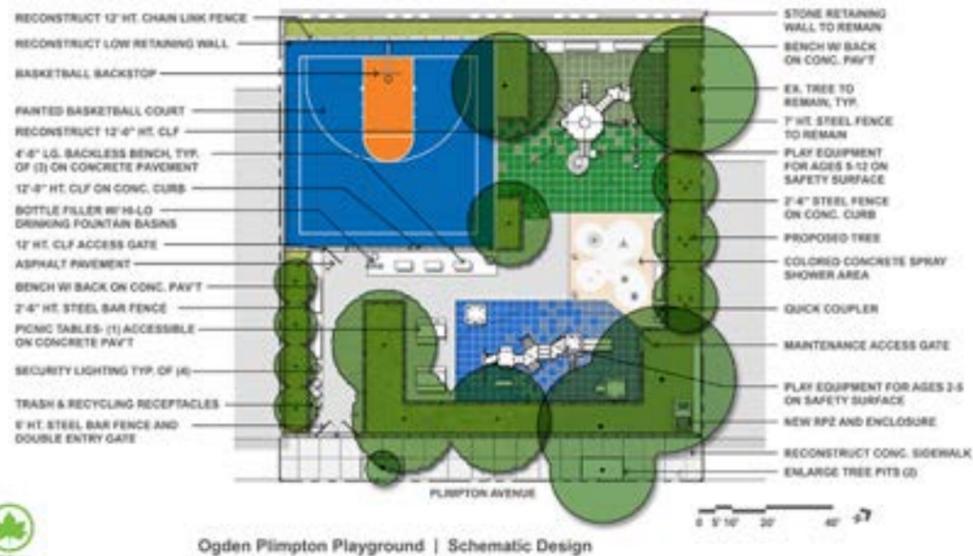


📌 Design is complete and procurement is underway for the reconstruction of Walton Park. Procurement completion is expected in December 2017.



Through the Community Parks Initiative, NYC Parks is investing in under-resourced parks throughout the neighborhoods surrounding Jerome Avenue, including:

- 📌 \$1.75M reconstruction of Ogden Plimpton Playground is currently in procurement. Procurement completion anticipated January 2018.



📌 Design is underway for the \$4.4M reconstruction of Plimpton Playground. Design completion is expected by the end of 2017.

NYC Parks also has the following projects underway:

- 📌 The \$4.487M reconstruction of the Grant Park playground and basketball courts is currently in procurement. Procurement completion anticipated May 2018.
- 📌 Design has begun on a \$4M transformation at Richman (Echo) Park to reconstruct the playground and basketball courts. Design completion is expected by the end of 2017.

03 HOUSING

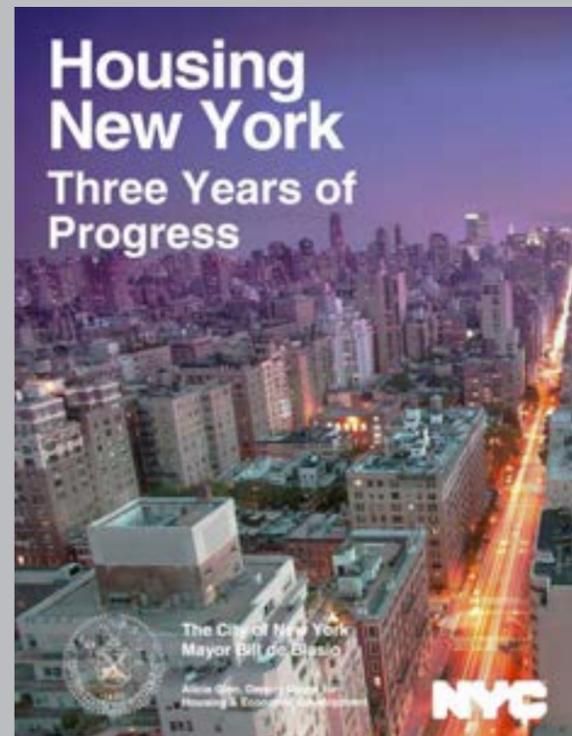


INTRODUCTION

This section of the Jerome Avenue Neighborhood Plan summarizes the goals, strategies, and actions that the City proposes to undertake in response to the range of needs and priorities along Jerome Avenue and in surrounding neighborhoods. The Jerome Avenue Neighborhood Plan is part of a broader community development initiative under Housing New York, which is the Mayor's plan to build and preserve affordable housing through strategic investments that foster diverse, livable neighborhoods.

Housing New York: Three Years of Progress

In May 2014, the de Blasio Administration unveiled Housing New York, a comprehensive plan to create and preserve 200,000 high-quality, affordable housing units over 10 years – enough for almost half a million people. Three years in, the City is ahead of schedule. The Department of Housing Preservation and Development (HPD) and Housing Development Corporation (HDC) have financed the new construction or preservation of 77,651 affordable units – the highest rate of affordable housing production in 25 years.



The Administration also exceeded its commitment to financing unprecedented levels of affordability. A full 32% of our total current production is serving households making less than \$42,950 for a family of three. Fifteen percent of those units are serving New Yorkers making less than \$25,770 for a family of three. And in February, 2017, the City committed an additional \$1.9 billion to increase by 10,000 the number of apartments serving households making less than \$40,000, half of which will be dedicated to seniors whose fixed incomes have left them struggling to keep up with rising rents.

The City is also doing more to serve New Yorkers with special needs: to date, it has financed 6,533 apartments set aside for formerly homeless households, including 2,850 supportive housing units with on-site social services. And by 2024, the City is aiming to create and preserve a total of 15,000 new homes for seniors, and 500 apartments for veterans.

GOALS

- 1 Provide sustainable, high-quality, affordable housing with a range of options for residents at all income levels.
- 2 Protect tenants and improve housing quality.



HOUSING SNAPSHOT

The Jerome Avenue Study Area, which is located primarily in Bronx Community Districts (CDs) 4 and 5, contains one of the largest concentrations of rent regulated housing in New York City. Over 65% of all homes in this area are regulated by a government agency, compared to just one-third of all homes across the city. This stock of stable affordable housing, which includes several thousand homes managed by the New York City Housing Authority (NYCHA), has served local residents for many decades.

However, the city's population is growing, and increased demand is putting pressure on the area's housing supply. Between 2002 and 2014, the median gross rent in CDs 4 and 5 increased by 18% and 35%, respectively, while rents increased 24% citywide. As a result, many have reported that housing costs are becoming untenable. The median household income in the Jerome Avenue area is \$25,490, but in order to afford current asking rents for a two-bedroom apartment, one would need to earn at least \$68,000 per year. In fact, approximately 66% of all households are considered "rent burdened," meaning they spend more than a third of their income towards rent.

The City has invested heavily in affordable housing for the Jerome Avenue area. Since 2003, over 15,500 affordable homes have been built or preserved in CDs 4 and 5, and in the past three years alone, HPD has financed the construction or preservation of over 6,000 affordable apartments. CDs 4 and 5 consistently rank among the top community districts in terms of the number of affordable homes created or preserved. In addition, approximately 13,500 families in CDs 4 and 5 benefit from Housing Choice Vouchers, which help keep their rents affordable. More needs to be done to ensure long-term residents remain stably housed, and that still more housing is created to meet the intense demand for affordable housing in the Jerome area.

¹Community Districts 4 and 5 are used as the Jerome Avenue context area.

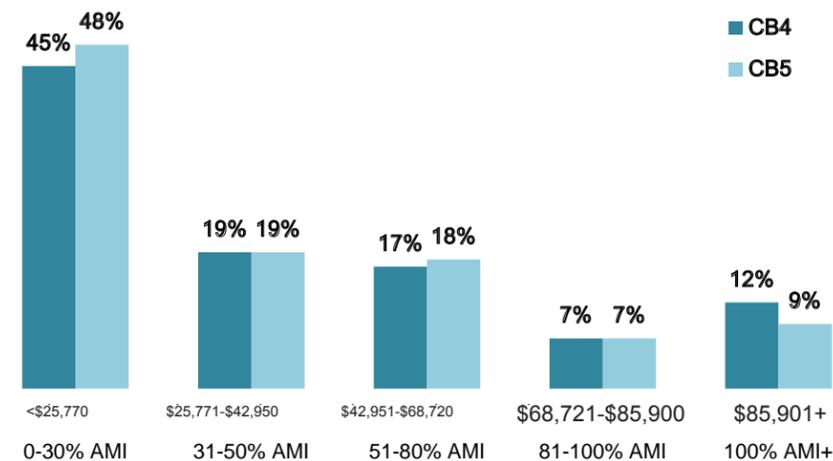
⁴NYC Housing and Vacancy Survey, 2014.

²NYC Housing and Vacancy Survey, 2002 and 2014.

⁵HPD and NYCHA, 2017.

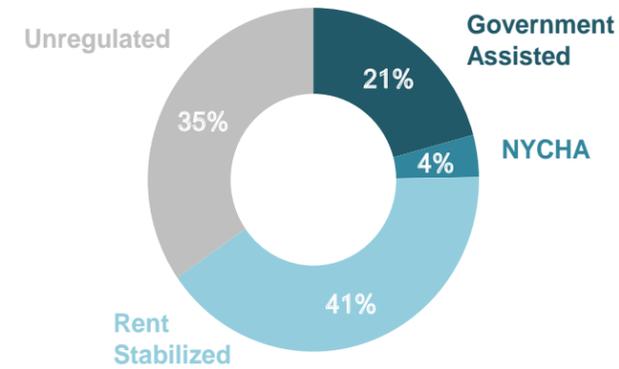
³Median household income for DCP's 1/4-mile secondary study area. U.S. Census, American Community Survey, 2011-2015

Distribution of Households by Income Group (CDs 4 and 5)



Source: ACS 2011-2015; Income limits are for a three-person household (HUD 2017)

Regulatory Status of Existing Housing (CDs 4 and 5)



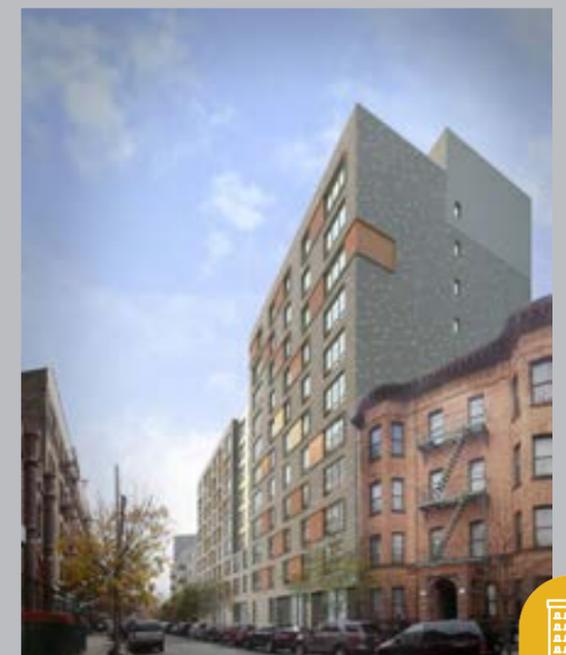
Source: HPD Research & Evaluation 2014

Affordable Housing Development and Preservation Activity in Bronx Community Districts 4 and 5 (as of 6/30/2017)

Type	2003 - 2013	2014 - June 2017	Total
New Construction	3,500	1,595	5,095
Preservation	5,922	4,527	10,449
Total Units	9,422	6,122	15,544

Project Profile: 284-298 East 162nd Street

HPD closed on the construction loan for 284-298 East 162nd Street, a 126-unit low-income project in Concourse Village, in June 2016. Apartments are available for families earning up to 40%, 60%, and 80% of the Area Median Income (sample rents for one-bedroom apartments are approximately \$590, \$930, and \$1320 per month, respectively), as well as for formerly homeless families and individuals. When complete, the building will include a community library, computer room, and fitness room; a landscaped play area; and solar panels.





HOUSING GOALS

-  Preserve existing affordable housing
-  Develop new affordable housing
-  Increase access to affordable housing
-  Promote economic opportunity



PRESERVE EXISTING AFFORDABLE HOUSING

The Administration is working on multiple fronts to keep New Yorkers in their homes and make sure our housing stock is in good financial and physical shape.

HPD preserves affordable housing by rigorously enforcing the Housing Maintenance Code; financing improvements in the quality, physical condition, and efficiency of residential buildings in exchange for restrictions on the rents an owner can charge; and monitoring the condition and long-term financial stability of affordable buildings. Under Housing New York, the City has also worked to protect tenants from deregulation and harassment, expanded and refined its preservation tools to reach a wider range of properties, and created new incentives to preserve long-term affordability in changing neighborhoods.

Finance and Safeguard Affordability

HPD administers programs that provide loans and tax incentives to help building owners improve the quality, physical condition, and efficiency of their properties. In exchange for financial assistance, property owners are required to maintain rents at levels that are affordable to existing tenants, as well as limit future rent increases. Over the past three years, HPD financed the preservation of over 4,500 affordable homes in CDs 4 and 5, representing nearly 9% of all homes preserved across the city.



Date	Type of Event	Co-Sponsors
3/7/2017	Homeowner and Landlord Resource Fair	Community Board 4
11/30/2016	Homeowner and Landlord Resource Fair	Community Board 5 and Community Board 4
8/18/2016	Landlord Resource Fair	United Neighborhood Housing Program (UNHP)

Keep existing apartments affordable by continuing to offer loans and tax incentives to building owners

Over 65% of the existing homes in CDs 4 and 5 are rent stabilized, rent controlled, and/or receive some form of governmental assistance that limits the rents that can be charged. Privately owned housing that receives government assistance, whether through HPD, New York State Homes and Community Renewal (HCR), or the U.S. Department of Housing and Urban Development (HUD), comprise approximately 21% of the total housing stock in the area. These homes have affordability restrictions that are monitored closely by the respective agencies.

HPD's goal is to keep the homes in its portfolio under regulatory protections that restrict rents, and it does so by proactively reaching out to owners to inform them about the financial incentives the City can provide to help them keep the apartments affordable. HPD also meets regularly with HUD and organizers to ensure close coordination on opportunities to keep HUD-assisted buildings affordable after their current restrictions end. HPD has also designed programs to help regulated affordable housing remain viable and affordable, including the HUD Multifamily Program and Low Income Housing Tax Credit Preservation Program.

Implement an extensive outreach strategy to promote programs that could help owners make repairs and preserve affordability for existing tenants

For buildings that are not currently assisted or monitored by a government agency, HPD is taking a more proactive and strategic approach to engaging building owners who could benefit from our financing and tax incentives in exchange for maintaining affordable rents. Many property owners are either not aware of HPD's products or do not have experience working with a government agency, but HPD is piloting new tactics to reach and assist those owners.

HPD has developed an outreach strategy specifically targeting property owners and homeowners throughout the Jerome Avenue area, and we are committed to evaluating and refining this approach. Current efforts include the following:

- **Owner Outreach Events.** In collaboration with elected officials, community-based organizations, and lenders, HPD is hosting a series of events for landlords in CDs 4 and 5 to provide information about resources that allow them to keep their buildings in good physical and financial health in exchange for preserving affordability.
- **Mailings, E-mails, and Calls.** HPD is conducting large-scale and targeted mailings, e-mails, and personal and automated calls to building owners to share information about preservation loan and tax incentive programs. The agency is targeting owners who are most likely in need of assistance, including owners of buildings with indicators



of distress, those with expiring or recently expired tax exemptions, and/ or those on the tax lien sale list. Information about HPD's programs is also enclosed with the annual reminder sent to buildings that are required to register with HPD.

- **Surveying of Distressed Properties.** HPD's Neighborhood Planning and Preservation Unit coordinates with the Division of Neighborhood Preservation (DNP) to reach out to owners of distressed buildings to inform them about resources that can help them make repairs and keep rents affordable. DNP conducts "block sweeps" where at least one building is showing signs of distress to proactively identify properties that may need assistance. Depending on the condition of the buildings, the agency will call the owners to familiarize them with HPD's loan products or make referrals for further inspection, litigation, or tenant legal services.

Community organizations and elected officials are encouraged to recommend buildings to be surveyed. Please send the building addresses and reason for referral to hpdproactive@hpd.nyc.gov.

HPD welcomes all opportunities to speak with property owners interested in preserving the physical and financial health of their buildings. If you own property and want to know whether HPD's financing programs might be a good fit, please visit nyc.gov/letsinvest.



Project Profile: New Settlement Apartments

New Settlement Apartments, a 14-building project in Mount Eden, received financing from HPD's Participation Loan Program and other subsidies to rehabilitate 893 affordable homes in exchange for extending its regulatory term for another 60 years. Apartments are available at 30%, 50%, 60%, and 85% of the Area Median Income (sample rents for one-bedroom apartments are approximately \$420, \$750, \$920, and \$1,400 per month, respectively), and the owner agreed to continue providing 30% of the units for homeless families and individuals. The complex will also house Bronx Lebanon Hospital's Women, Infants, and Children clinic and the Young Adult Opportunity Initiative, a community group for underemployed young adults.



Pilot a Landlord Ambassadors Program to provide technical assistance to property owners

In addition to enhanced outreach and education initiatives focused on local property owners, community members and elected officials identified a need for more sustained technical assistance for mission-driven, faith-based, and small- to mid-sized property owners who are interested in, but unfamiliar with, the process of securing a loan to undertake building improvements.

In response, HPD has partnered with Enterprise Community Partners to pilot a Landlord Ambassadors Program to contract with community-based organizations to conduct outreach and provide technical assistance to owners of multifamily buildings in Upper Manhattan, South/Central Bronx (including the Jerome Avenue area), and Eastern/Central Brooklyn. The Landlord Ambassadors can assist local property owners to:

- Provide information about the benefits of using HPD financing programs.
- Navigate HPD program requirements, including regulatory requirements, and package application materials for HPD review and approval.
- Access local resources and vendors needed in order to close, construct, and operate their properties, including contractors, property managers, attorneys, and other professionals.

The Northwest Bronx Community and Clergy Coalition (NWBCCC) serves as the Landlord Ambassador for Bronx Community Districts 1-7. For more information, please visit nyc.gov/letsinvest, stop by NWBCCC's offices at 103 East 196th Street, or call them at (347) 224-3293.

Help homeowners access the resources they need to keep, maintain, and improve their homes

HPD and our partners offer a variety of low-interest repair loans to owners of one- to four-unit, owner-occupied homes. Owners who need electrical, plumbing, weatherization, or other upgrades can contact HPD, Neighborhood Housing Services (NHS), or the

Homeowner Hotline

The Center for New York City Neighborhoods (CNYCN), an HPD partner, operates the Homeowner Hotline, which connects New York City homeowners at risk of foreclosure with free housing counseling and legal services. The Center can also provide information about important tax programs and other resources, including HPD's home repair loans, which help low to moderate income homeowners make critical repairs to their buildings so they can avoid foreclosure and resist pressures to raise rents or sell. Homeowners in need of assistance can reach the Center by calling (855) HOME-456 or 311.



Parodneck Foundation, for help with the application process and for answers to questions.

NHS also offers emergency repair loans to correct health and safety related emergency situations such as roof leaks, water main breaks, or heating system repairs. Parodneck assists low- and moderate-income homeowners over 60 years old through the Senior Citizen Home Assistance Program (SCHAP).

Homeowners interested in HPD repair loans should visit hpd.nyc/letsinvest.

Code Enforcement: A Guide on What to Expect

To help demystify the code enforcement process, HPD recently released a one-page, visual guide describing what happens when a tenant calls 311 to complain about a housing quality issue. The guide is available in English, Spanish, Chinese, and Korean. In an effort to continue improving customer service, HPD also created an online survey for tenants to report their experiences with the HPD code enforcement team. More information can be found on HPD's website: www1.nyc.gov/site/hpd/renters/complaintsand-inspections.page.



Promote Safe and Healthy Housing

HPD's Office of Enforcement and Neighborhood Services (OENS) works closely with other HPD divisions and community partners to identify buildings that are in poor condition; assess and develop appropriate strategies to resolve those problems; and develop plans, with responsible owners, to return buildings to firm financial footing and good physical condition.

Continue to improve housing quality through rigorous enforcement of the Housing Maintenance Code

OENS responds to 311 calls, Housing Court Requests, and building referrals from community groups and elected officials by sending inspectors to see if building conditions violate the City's Housing Maintenance Code. If they find such conditions, they issue violations, which require that the owner correct the condition. The most serious conditions must be corrected immediately, while less serious conditions must be corrected within 30 to 90 days. If owners do not correct violations, buildings may enter into one of HPD's enforcement programs.

Between July 2016 and June 2017, OENS conducted 66,251 inspections and issued 59,284 new violations in CDs 4 and 5. In addition, 61,217 violations were closed. The agency spent about \$535,000 in emergency repair work. HPD's Housing Litigation Division (HLD) is currently involved in 48 Housing Court cases on comprehensive litigation to both compel a landlord to repair all open violations on the building and seek civil penalties where appropriate. HLD also initiated 209 cases for heat and hot water violations.

If your landlord is neglecting repairs in your building or endangering the health and safety of you or your neighbors, please call 311.

Prioritize the surveying of distressed properties in Community Districts 4 and 5

As part of HPD's focus on Jerome Avenue and surrounding neighborhoods, OENS has prioritized "block sweeps" throughout the area. Working with the community groups and elected officials, HPD will continue to identify buildings and blocks that are experiencing issues with maintenance or other housing related issues. The Division of Neighborhood Preservation (DNP) then assesses the referred building and all other properties on the same block. HPD takes appropriate action if a building is showing distress, which may include inspections, litigation, loan programs, or referrals to legal services.

Between August 2016 and August 2017, based on HPD data about buildings showing signs of distress, HPD visited 421 buildings, and 124 buildings have been added to the Proactive Preservation Initiative for a full survey. Based on those visits, 34 properties have been referred for code enforcement inspection, 15 were referred for housing litigation, and 76 are under continued monitoring. Six buildings were added to the Alternative Enforcement Program.

If you would like to recommend buildings to be surveyed, please send the building addresses to hpdproactive@hpd.nyc.gov.



Explore strategies to identify and mitigate the impact of “zombie homes”

The impact of the foreclosure crisis is still being felt across the city as homeowners, many of whom are victims of discriminatory lending practices, are unable to continue paying their mortgage and forced to relocate – leaving behind so-called “zombie” homes.

In 2016, New York State passed new legislation to address the problem of foreclosures and vacancies of small homes. The Zombie Property and Foreclosure Prevention Act (“Zombie Law”) now requires banks and other lenders to identify and report vacant properties for which they hold the note, whose owners have fallen behind on their mortgage payments. The lenders need to secure and maintain these properties, so that they are not a safety hazard for neighbors, and are subject to penalties if they fail to comply or meet these requirements.

HPD recently received grant funding from the Local Initiatives Support Corporation (LISC) to aid in the implementation of the Zombie Law by identifying and surveying potential zombie homes, creating a citywide database of zombie homes, exploring strategies to return zombie homes to productive use, and connecting at-risk homeowners to available foreclosure prevention resources.

Once established, HPD’s Zombie Homes Initiative will work with local stakeholders in CDs 4 and 5 to identify and report zombie homes, and to conduct outreach to local homeowners who are in need of assistance.



Left: HPD staff provides information to a faith-based leader interested in affordable housing development.

Protect Tenants

Many low- and moderate-income renters, especially seniors, depend on rent regulation, and those who do are poorer and more likely to have a Black or Hispanic head of household than tenants in unregulated units. Changes in the state rent regulation laws over the last few decades have resulted in a net loss of over 150,000 rent-regulated units citywide, which means landlords and owners can raise rents to market rates. The City has worked with tenants, advocates, and the State Assembly to achieve significant reforms in the laws, but more needs to be done to save critical rent-regulated housing.

Continue to provide free legal representation to Jerome Avenue area tenants facing harassment

To support tenants who are facing eviction or harassment, the City has expanded funding for civil legal services for low-income New Yorkers. This includes more than \$60 million in legal services for low-income tenants, which is a tenfold increase in Mayoral funding for tenant legal services since FY 2013. While only one in 100 tenants had lawyers in 2013, one in four was represented as of April 2016. During this period, evictions by City marshals dropped by 24%.

In the Jerome Avenue area, the City’s Human Resources Administration (HRA) launched the tenant legal services program in FY 2015. HRA is investing \$9.6 million million to serve approximately 4,000 households annually in the neighborhoods surrounding the Jerome corridor, and funding is fully secured through FY 2021. The program focuses on ensuring that tenants can stay in their neighborhood by providing access to legal representation that is both proactive – i.e., working with residents and tenant associations to identify patterns of harassment – and responsive to evictions and other cases tenants may face in court.

In February 2017, the Mayor announced that the City will fund universal access to legal services for tenants facing eviction in Housing Court. Through a five-year implementation plan, free legal representation will be available to all tenants with household incomes at or below 200% of the federal poverty line, or roughly \$50,000 for a four-person family. Legal counseling will be available to those earning more. The City estimates that approximately 400,000 New Yorkers will be served under the program every year at full implementation.

If you feel that you are the victim of harassment and would like to consult with a legal services provider, please call the Tenant Protection Hotline at [917-661-4505](tel:917-661-4505).

If you are falling behind on your rent and at risk of becoming homeless, please call 311 to be connected with a local HomeBase Center, which can provide emergency rental assistance, or contact:

Bronxworks
1130 Grand Concourse
(718) 508-3100

HELP USA
1780 Grand Concourse, Level 1
(347) 226-4540

Continue to work with the Tenant Harassment Prevention Task Force to investigate and take action against landlords who harass tenants

The Administration helped to create an interagency, multi-jurisdictional Tenant Harassment Prevention Task Force to investigate and bring enforcement actions – including criminal charges – against landlords who are found to be harassing tenants. Through referrals made by HPD’s OENS and community-based organizations, among other sources, the Task Force

Tenant Support Unit (TSU)

In the Jerome Avenue area, tenants living in rent-stabilized apartments have reported that landlords are trying to push them out by making frequent buy-out offers, neglecting repairs, and/or performing illegal construction work. In response, outreach specialists with the City’s Tenant Support Unit (TSU) are going door-to-door in the area, informing tenants of their rights, documenting complaints related to harassment and eviction, and making referrals to free legal support whenever necessary. Since beginning work in the Jerome area in November 2015, TSU Specialists have knocked on 32,419 doors and opened 1,312 cases in zip codes 10452 and 10453. As part of their efforts in the Jerome Avenue area, TSU specialists have made 12,698 case management calls. Through its targeted engagement efforts and individualized case management approach, TSU has assisted 3,072 tenants in the Jerome Avenue area with referrals to free legal assistance and other services.

is investigating landlords that tenants claim are using a variety of tactics, including disruptive and dangerous renovation and construction projects, to force tenants to vacate rent-regulated apartments. HPD will continue to work with the Tenant Harassment Prevention Task Force to take action against landlords in the Bronx who are harassing tenants.

Additionally, recent rent regulation reforms have increased civil penalties for harassment of rent controlled and stabilized tenants and are protecting tenants from repeated buy-out offers.

Please refer allegations of harassment directly to the Task Force at thpt@hpd.nyc.gov.

Educate tenants about their rights and resources to prevent displacement

HPD is committed to working with partner agencies, elected officials, and community groups to ensure tenants are aware of their rights and have access to important housing resources. HPD’s Neighborhood Education and Outreach Unit hosts tenant fairs and coordinates HPD and other agency participation in community events, where they provide information about tenants’ rights, legal services, rental assistance programs, the affordable housing application process, and other topics. The team also coordinates the distribution of multilingual housing resource materials. In addition, through its discretionary awards and Neighborhood Preservation Consultant contracts, the City Council and HPD provide critical funding to community-based organizations to promote tenant resources and deliver services, including financial counseling, legal clinics to prevent eviction, education and advocacy, tenant organizing, and emergency assistance.

Community-based organizations can request materials or discuss HPD participation in an event by contacting Pam Glaser at glaserp@hpd.nyc.gov.

Continue to explore the creation of a “Certificate of No Harassment” (CONH) Pilot Program

In response to growing interest across the city, the Administration is exploring the feasibility of a broader but more targeted Certificate of No Harassment (CONH) or similar type of program to protect rent regulated tenants from being harassed to leave their homes. A Working Group led by Councilmember Brad Lander and HPD has met regularly for the past year, and a proposal building on the working group’s findings is expected to be released this year.



DEVELOP NEW AFFORDABLE HOUSING

Providing resources to residents who want to remain in the southwest Bronx is our number one priority. However, to accommodate a growing population and ensure that a shortage of housing does not drive rents higher, we must ensure that the supply of housing also increases, and that any new housing built includes permanently affordable homes.

The City has made enormous progress in creating new affordable housing. Since the release of Housing New York, we have financed or incentivized the construction of 25,342 affordable homes. Of those, 1,595 new apartments were created in Bronx CDs 4 and 5, representing over 6% of the total citywide.

The proposed rezoning could ultimately result in the development of over 4,000 apartments, of which about a quarter would be permanently affordable through the implementation of the Mandatory Inclusionary Housing program (MIH). The City anticipates that in the near term, most if not all residential development will require subsidy, and HPD will encourage developers to utilize its financing programs to develop buildings that are 100% affordable.

Implement Mandatory Inclusionary Housing (MIH) to require that all new residential development include permanently affordable homes

The Mandatory Inclusionary Housing program (MIH) requires developers to provide permanently affordable housing in new buildings whenever land is rezoned for increased or new residential development. By creating housing for people earning a range of incomes in every new building, MIH ensures that neighborhoods remain diverse as they grow.

Depending on the MIH option(s) selected for the Jerome Avenue rezoning, residential developments along the corridor will be required to set aside 20% to 30% of all units as permanently affordable, and at levels that are much more affordable than current asking rents.

For example, the average asking rent for a two-bedroom apartment listed on the market today in the area is about \$1,900 per month. In order to afford this rent, a family of three would need to earn at least \$68,000 per year. MIH Option 1, on the other hand, requires developers to rent comparable two-bedroom apartments at an average of about \$1,166 per month, which would be affordable to a family of three earning up to \$51,540. It also requires some units to be set aside at even lower rents: 10% of all homes would rent for \$736 per month for a two-bedroom unit, which would be affordable to a family of three earning up to \$34,360.

MIH Option	Affordable Housing Set-Aside	Area Median Income (AMI)	Max. Annual Income (example for a family of three, 2017)	Sample Rent (for a 2-bedroom unit, 2017)
1	25%	60% of AMI (on average)	\$51,540 (on average)	\$1,166
	with 10% required at:		\$34,360	\$736
2	30%	80% of AMI (on average)	\$68,720 (on average)	\$1,660
3	20%	40% of AMI (on average)	\$34,360 (on average)	\$736
4	30%	115% of AMI (on average)	\$98,785 (on average)	\$2,089
	with 5% required at:		\$60,130	\$1,445
	with 5% required at:		\$77,310	\$1,874

When new housing capacity is approved through land use actions, the City Planning Commission and City Council can choose to impose either one or both of the first two options above (1 and/or 2). In addition, the City Planning Commission and City Council may add one or both of the second two options (3 and/or 4). If multiple options are imposed, the development team can select whichever option best meets its needs.

Continue to offer financing to develop affordable housing that exceeds minimum MIH requirements

HPD aims to foster economic diversity by financing the development of housing that is affordable to families with a range of incomes and needs. HPD’s financing programs have options that provide for extremely low- to middle-income households, as well as for seniors and households with special needs. HPD’s new Our Space initiative, for example, creates housing for homeless families where rents can be set as low as the public assistance shelter allowance.

HPD is committed to working with owners of privately owned property in the Jerome Avenue area who may be interested in affordable housing development. However, subsidies will only be offered where the developer agrees to exceed the minimum MIH requirements by providing additional affordable units, additional units targeting the lowest incomes, and/or additional permanently affordable units.

In his 2017 State of the City address, Mayor de Blasio announced the allocation of an additional \$1.9 billion in capital funding to increase the number of affordable homes for families earning less than \$43,000 per year. As part of its implementation strategy, HPD recently revised the terms of its Extremely Low and Low Income Affordability (ELLA) and Mix and Match financing



programs, which are the most commonly used in the southwest Bronx, to provide more homes for the lowest earners and also require that a portion of all homes are set aside for formerly homeless families. These changes were made in response to advocacy from organizations in the Jerome Avenue area, as well as others from around the city. Key updates include:

- Requiring 40% of all apartments in the ELLA program to serve extremely low and very low incomes (those making less than \$25,770 up to \$42,950 for a three-person family), as well as requiring and incentivizing deeper affordability under the Mix and Match program.
- Requiring a 10% set aside for homeless families and individuals in every project, while still providing units for extremely low and very low income households.
- Encouraging the incorporation of senior or supportive housing.
- Increasing the number of permanently affordable units where HPD has strong leverage (in MIH projects or those with higher subsidy needs).
- Achieving a greater mix of incomes within individual projects, which contributes to their long-term sustainability and allows for projects to provide more units for low earners.

HPD welcomes any opportunity to talk or meet with property owners interested in developing affordable housing. For more information about HPD's financing programs, including contact information for program managers, visit nyc.gov/development-programs.

Developers who request HPD financing are expected to present their proposals to the local community board for review as part of the predevelopment process – regardless of whether or not they will require zoning approvals. Community members can consult Community Board 4 and 5 meeting agendas for information about upcoming presentations.

Advance affordable housing development on publicly owned land

The City will advance the development of publicly owned sites in CDs 4 and 5, which include the Lower Concourse North project and five sites included in New Infill Homeownership Opportunities Program (NIHOP) and Neighborhood Construction Program (NCP) clusters.

The City will also evaluate additional publicly owned sites that are currently in use by City agencies but may be appropriate for redevelopment with affordable housing. While many of these properties serve critical community functions, HPD is actively working with its partner agencies to evaluate whether they can be relocated and/or incorporated into new affordable housing development on-site. For instance, a portion of a unusable park space, Corporal Fischer, was “alienated,” or approved for a non-open space use, through State legislation sponsored by Assemblymember Joyner and signed by Governor Cuomo in September 2017. The site will be redeveloped as affordable housing through a Request for Proposals (RFP) process, with a preference for senior housing. As part of the project, the City will renovate the remaining park

space and add more accessible recreational space through the closure and integration of a local street into the new park.

For all public sites in the Jerome Avenue area deemed appropriate for housing, HPD will solicit feedback from residents, community groups, and elected officials, and will redevelop those sites through a competitive RFP process. HPD recently introduced a new policy to ensure future public control of all affordable housing developed on City-owned sites.”



HPD Commissioner Maria Torres-Springer at the groundbreaking of a senior housing development in the Bronx.

Proactively engage property owners along Jerome Avenue

HPD, in partnership with the Department of Small Business Services, will host an event this fall for property owners in the rezoning area to inform them of the City's resources for developing new affordable housing and for small business support and development.

Support mission-driven groups interested in developing affordable housing on underutilized sites

Community members expressed a desire to see more participation by mission-driven organizations in affordable housing development and preservation. To assist those interested in affordable housing, a number of resources are available:

- HPD recently published a Pre-Qualified List of Owner's Representatives to help mission-driven organizations who may have underutilized land but little to no real estate experience. In creating the list, HPD evaluated each organization's technical expertise, experience, and capacity to represent owners in the development of affordable housing.
- LISC NYC, in partnership with HPD, launched the New York Land Opportunity Program, which is providing dedicated technical assistance to mission-driven owners with development sites.
- The New York City Acquisition Fund offers preferred rates and terms to organizations, including non-profits, to acquire existing buildings and development sites.
- The NYC Office of Environmental Remediation offers grants to mission-driven organizations to study redevelopment options for vacant sites.

INCREASE ACCESS TO AFFORDABLE HOUSING

Over the last several years, HPD has worked with community partners to better understand the needs of affordable housing applicants and made improvements to the overall application process. HPD is committed to continually improving access to affordable housing, such as by making it easier for residents to complete the application process, better advertising open lotteries, and refining eligibility criteria to qualify a broader range of applicants.

Make it easier for residents to understand, prepare for, and complete the affordable housing application process

HPD recognizes that the affordable housing application process can be time-consuming, and we continue to take steps to help residents become better prepared to submit complete and accurate applications. HPD already has several initiatives underway:

- HPD's Housing Ambassadors Program trains community groups to provide free technical assistance and resources to residents who wish to apply for affordable housing. HPD staff or Housing Ambassadors can also be available to participate in community events to assist residents with general questions about the affordable housing lottery and application process. Current Housing Ambassadors in the Bronx include the University Neighborhood Housing Program:
 - Northwest Bronx Resources Center, 2715 Bainbridge Avenue, (718) 933-2539
 - BronxPro Group, 1605 Dr. Martin Luther King Jr. Boulevard, (718) 294-5840
- The Housing Ambassadors network now also includes several organizations specifically serving people with disabilities.
- This fall, in partnership with the Department of Consumer Affairs' Office of Financial Empowerment (DCA OFE), HPD will kick off the second year of "Ready to Rent," a financial empowerment program to help New Yorkers prepare for affordable housing. The program provides application assistance, information, and free financial counseling to housing seekers.
- HPD's numerous materials about applying for affordable housing—videos, booklets, and information guides—are available in 17 different languages and formats accessible to people with disabilities.
- HPD is working with Housing Ambassadors and other local groups to distribute a new brochure with a financial readiness focus – Ready, Set, Apply! – created in partnership with DCA OFE and CUP.
- HPD recently created a video guide on how to apply for affordable housing, and will be adding to the informational video series over the course of 2017 and 2018.
- HPD is engaging in a large-scale project to redesign the Housing Connect website to improve the marketing process from advertising through lease-up. Improvements

are expected to include: a tailored applicant experience, strategies to help residents complete more accurate applications, and the creation of a more streamlined, efficient application process.

- The agency has made changes to the project advertisement template to include information for those with rental subsidies and about new asset limit policies.

Better advertise open housing lotteries

Community groups and elected officials can be alerted to open lotteries and help spread the word to their constituents. If you are an organization interested in receiving notifications for open lotteries, you can sign-up on Housing Connect (nyc.gov/housingconnect). HPD advertises the lotteries on Facebook, Twitter ([@NYCHousing](https://twitter.com/NYCHousing)), and the HPD and HDC websites, and developers must advertise in citywide and local media.

In addition, developers are required to advertise open lotteries at the construction site and include a phone number that interested applicants can call in order to be placed on an inquiry list. Once the lottery is open, HPD requires the developer to post the marketing ad, in multiple languages, on the construction site and alert all applicants on the inquiry list.

Advertisements and applications are available in English, Spanish, Chinese, Korean, Arabic, Russian, and Haitian Creole.

Continue to refine marketing policies and procedures to reach New Yorkers most in need

HPD is working to remove barriers to qualifying for affordable housing, such as poor credit or prior experience with Housing Court. For example:

- HPD's Tenant Selection Criteria, revised in 2016, do not allow for applicants to be rejected based on credit score alone, or simply for having appeared in Housing Court. Rather, developers must review a more complete credit and Housing Court history and follow strict rules if using the information to disqualify applicants.

Recruiting Housing Ambassadors

Housing Ambassadors are community-based organizations and service providers, trained by HPD, who help people prepare and apply for affordable housing. HPD is recruiting more organizations to serve as Housing Ambassadors in the Bronx and throughout the city.

If you know of a group that might be interested in becoming a Housing Ambassador, please contact ambassadors@hpd.nyc.gov.

Visit nyc.gov/housing-ambassadors for a list of current Housing Ambassadors.



- HPD confirms, prior to advertising or qualifying applicants, that developers' criteria are in line with HUD's 2016 guidance on the use of criminal records by housing providers. This guidance states that landlords and developers may not count prior arrests that do not result in convictions. Further, when reviewing conviction records, they must consider the nature of the offense (i.e., whether it has any relation to protecting resident safety or property), as well as its severity and how recently it occurred.
- DCA OFE offers free financial counseling to help applicants prepare for housing searches and applications through the Ready to Rent program and its financial empowerment centers. When applicants are denied from an HPD-sponsored lottery on the basis of credit history, they receive a letter that connects them to OFE's resources.
- HPD has worked with community groups to better understand local needs and continues to accept feedback in order to update marketing guidelines appropriately. HPD and developer partners must comply with all federal and local fair housing laws.

Ensuring Fair and Equal Housing

Developers creating City-sponsored affordable housing are required to follow HPD/HDC marketing and tenant selection policies and procedures to ensure that the process is fair and provides equal opportunity to all applicants, regardless of race, color, religion, gender, sexual orientation, gender identity or expression, national origin, age, genetic information, disability, or veteran status. In addition, the process should affirmatively further fair housing by promoting racial, ethnic, income, and geographic diversity among residents and within the neighborhood, and by providing applicants with mobility, vision, or hearing disabilities who require accessible/adaptable design a priority for those units.

HPD or HDC must approve each developer's plan to advertise and market available affordable apartments. If marketing plans are found to be insufficient or do not follow the rules for fair housing marketing, the agency will require the developer to modify.

Please refer questions or issues related to the marketing process directly to HPD at hpdcompliance@hpd.nyc.gov. Please note that individuals wishing to appeal a lottery rejection must follow the instructions on the rejection letter, which specifies whom to contact and how.

PROMOTE ECONOMIC OPPORTUNITY

HPD is committed to leveraging its investments in affordable housing to create local jobs and strengthen small businesses. In partnership with the Department of Small Business Services (SBS) and Economic Development Corporation (EDC), HPD is implementing a host of new programs and requirements.

Connect residents to good jobs in the building trades

One of the largest and most impactful targeted hiring programs in the nation, HireNYC enables the City to use its investments to connect more New Yorkers to good jobs and help local businesses find skilled workers. HireNYC now requires that any housing development receiving \$2 million or more in HPD subsidy post open positions with the Workforce1 system and consider qualified candidates. Bronx residents will be able to apply for jobs through the City's HireNYC program at any Workforce1 Center location.

Expand local hiring incentives in HPD-financed developments

In all HPD Requests for Proposals for the development of City-owned property, respondents must demonstrate a plan for outreach to residents of the local community district related to employment opportunities generated by the proposed project. Outreach may be demonstrated by activities such as training programs, job placement activities, the applicants' own staffing practices, and/or the applicants' contracting practices. Applicants will be required to comply with their outreach plans and report regularly on outreach activities.

Expand opportunities for Minority and Women-Owned Business Enterprises (M/WBEs) in the affordable housing development industry

HPD is committed to promoting the participation of M/WBEs and non-profit organizations in the development and management of City-subsidized affordable housing. Through the Building Opportunity Initiative, HPD seeks to:

- Build the capacity of M/WBE and nonprofit developers through professional development, networking, and mentoring programs. The Building Capacity Workshop Series introduces M/WBE and non-profit developers to best practices in affordable housing development, from site selection and project financing to construction and property management.
- Improve access to capital for M/WBE developers with low-cost financing options for site acquisition and predevelopment costs through the New York City Acquisition Fund, which offers flexible bridge loans for the purchase of vacant sites or occupied buildings, predevelopment, and moderate rehabilitation.



- Enhance the ability of M/WBE developers to compete more effectively for HPD support by providing targeted new construction and preservation opportunities. For example, in January 2017, HPD designated six sites to M/WBE developers through the M/WBE Building Opportunity RFP.
- Expand the use of M/WBE construction contractors and professional service providers on HPD-financed development projects through the M/WBE Build Up Program. This new program requires that developers of projects where HPD contributes \$2 million or more in subsidy must spend at least a quarter of all HPD supported costs on certified M/WBE construction, design, or professional service firms.



Ensure affordable housing development contributes to a healthy and diverse retail environment on Jerome Avenue

SBS worked in partnership with the Davidson Community Center and the Women's Housing and Economic Development Corporation (WHEDco) to conduct a Neighborhood 360° Commercial District Needs Assessment (CDNA) of the 73-block Jerome Avenue commercial corridor.

The Neighborhood 360° CDNA includes analysis of the existing business landscape, consumer characteristics, physical environment, and unique character of the corridor to help SBS and its partners better understand the needs of the local commercial corridors and develop recommendations to foster a healthy retail mix. HPD will share the assessment with anyone proposing to develop affordable housing on or near Jerome Avenue and ask that they consider the retail and community facility needs of the community in selecting tenants for ground floor commercial or community space.

In addition, on March 13, 2017, SBS awarded \$1.1 million in Neighborhood 360° grants to WHEDco and Davidson Community Center to staff, plan, and implement customized commercial revitalization programs informed by the CDNA over the next three years. Initial projects will include a business marketing campaign, business support workshops, shop-local events, merchant organizing, and cultural programming to promote small business growth and quality of life in the southwest Bronx.



04 ECONOMIC & WORKFORCE DEVELOPMENT



OVERVIEW

Economic stability and workforce development are critical determinants of the health, safety, and prosperity of a community. The Plan's recommendations focus on small businesses, workers, and residents alike with the goal of strengthening small business, encouraging entrepreneurship, and ensuring workers and residents have opportunities for the training and services that are critical to quality jobs. A healthy and diverse commercial landscape benefits the neighborhood as a whole, allowing residents to participate in a local economy and to meet their daily needs where they live.

The retail corridors along Jerome Avenue, as well as the area's east-west running corridors, are a critical asset to residents. Yet current retail does not fully meet community needs as evidenced by significant retail leakage from the area. Additionally, the Cross-Bronx Expressway and Jerome Avenue at times act as barriers between the communities around them. Combined with limitations of what's allowed under current zoning and a lack of coordination between local merchants, retail in the area is challenged.

Through the planning process, Small Business Services has worked to engage local partners, draft recommendations, and issue grants aimed at improving conditions. This Plan recommends a number of other strategies, as well as highlighting those already being implemented in order to strengthen and connect local merchants and foster identity and placemaking in the area, as well as land-use recommendations aimed at creating opportunities for a more diverse retail and commercial environment.

Automotive uses occupy a segment of the Jerome Avenue commercial corridor. These uses also present a unique set of challenges, including ownership (most businesses are renter-occupied); compliance issues and the related environmental impacts; and physical and spatial demands that can sometimes result in conflicts with the pedestrian realm and surrounding uses. Each of these have an impact on the surrounding health and well-being of the surrounding neighborhoods and are thus the impetus for the specific strategies identified in this section.

Finally, workforce development is a particularly critical component of any successful plan. Historically, unemployment levels in the neighborhoods along Jerome Avenue have been higher than the Bronx and the City at large. The Plan presents an opportunity to address this discrepancy and to help ensure that local residents are better prepared for employment in growth sectors, better connected to education and training resources, and able to overcome barriers to employment in high-quality jobs.

Economic Development recommendations are further described in the following pages.

GOALS

- 1 Create greater retail diversity to meet current and growing retail and service needs.
- 2 Help Jerome Avenue residents prepare for jobs and career growth with appropriate training and skills development.
- 3 Promote small businesses and support entrepreneurship throughout the corridor.
- 4 Support auto-related businesses and workers.

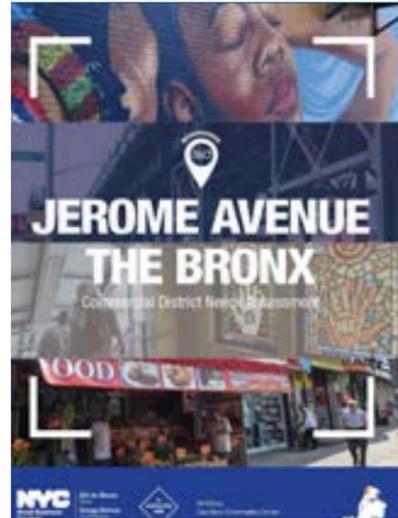


RESOURCES

Jerome Avenue Commercial District Needs Assessment

Beginning in early 2016, SBS worked in partnership with Women's Housing and Economic Development Corporation (WHEDco) and Davidson Community Center to conduct a Neighborhood 360° Commercial District Needs Assessment (CDNA) of major Jerome Ave commercial corridors, including 181st Street, Burnside Avenue, Tremont Avenue, 176th Street, Mt. Eden Avenue, 170th Street, and 167th Street.

The CDNA contained analysis of the existing business landscape, consumer characteristics, physical environment, and unique character of Inwood to help SBS and its partners better understand the needs of the local commercial corridor, small businesses, and shoppers.



Neighborhood 360° Fellows

Neighborhood 360° help community-based organizations complete commercial revitalization projects and connect local stakeholders to City resources. The fellows are paid by SBS and are full-time community development professionals, community organizers, or planners.

SBS has placed paid, full-time, Neighborhood 360° Fellows at WHEDco in 2016 and 2017 to increase WHEDco's capacity to engage stakeholders and execute more impactful economic development and commercial revitalization projects in the Jerome Avenue commercial district.



Neighborhood 360° Grants

Neighborhood 360° grants provide operating funds to not-for-profit corporations to address key findings, commercial revitalization opportunities, and project recommendations identified in each neighborhood Commercial District Needs Assessment (CDNA).

SBS awarded \$1.1 Million in Neighborhood 360° grants to WHEDco and Davidson Community Center to staff, plan, and implement customized commercial revitalization programs informed by the Jerome Avenue CDNA over the next three years.

Initial Neighborhood 360° projects will include:

-  A shop local marketing campaign to promote mom & pop retailers.
-  Lighting and Design Guidelines.
-  Public space activation through art installations.
-  Community safety program for local teens.
-  Seating and street furniture to activate spaces under the elevated train.
-  Strengthening existing merchant associations and development of a merchant directory.
-  Placemaking and public events to activate and foster vibrant commercial corridors.
-  Holiday lighting and shopping campaign event at key business nodes.

WHEDco will also be using Neighborhood 360° funding to provide direct business support to local merchants and aspiring entrepreneurs, including: ongoing coordination and referrals to SBS' Business Solutions Center services, hosting marketing and technical assistance workshops to help merchants improve their business operations, as well as providing free legal assistance including office hours and one-on-one engagements with business owners. Through WHEDco's ongoing Neighborhood 360° merchant engagement, they will also develop individual "Merchant Profiles" of local business owners that can be used as part of a district-wide marketing campaign.



COMMERCIAL CORRIDOR REVITALIZATION

Street infrastructure to improve traffic and better parking regulation.

Area beautification, cleaner streets and sidewalks, less litter.

Strengthen existing merchant association to expand outreach, recruitment, and business advocacy.

Activate spaces under the elevated train with lighting, seating and street furniture.

Safety improvements, including more street lighting.

Enhancements to streets and sidewalks to improve pedestrian safety.

Shop-local campaign to highlight and promote mom-and-pop retailers.

Cultivate relationships with institutional anchors to enhance connectivity along West Burnside Ave. and to the subway station.

BURNSIDE AVENUE

Burnside Avenue is a key east-west connection connecting Bronx Community College to Jerome Avenue and the Grand Concourse. Today, the corridor enjoys a healthy retail environment, yet does not operate at its full potential. Strategies for improving conditions include mapping a full commercial district, streetscape improvements, and Neighborhood 360° interventions such as placemaking, merchant organizing, and investments in local organizations. This image is meant only to provide an idea of the kinds of improvements that could be made in the area.



AUTOMOTIVE USES

Jerome Avenue is known for automotive repair shops, and the shops play a role in the local economy.

In response to the challenges faced by auto repair shops and their employees in the area, the study seeks to work to address the needs of the automotive industry in a more comprehensive way. These challenges include immigration status, limited formal training, and English proficiency, as well as the need for shop owners to comply with regulations. The current operation of the shops often conflicts with walkability, commercial continuity and the general environment of the corridor.

While the proposed zoning actions will allow for other competitive uses to locate along the corridor, adding pressure to some automotive uses and their employees and highlighting the need for them to interact better with surrounding uses, the City will work to address the need of the automotive industry.

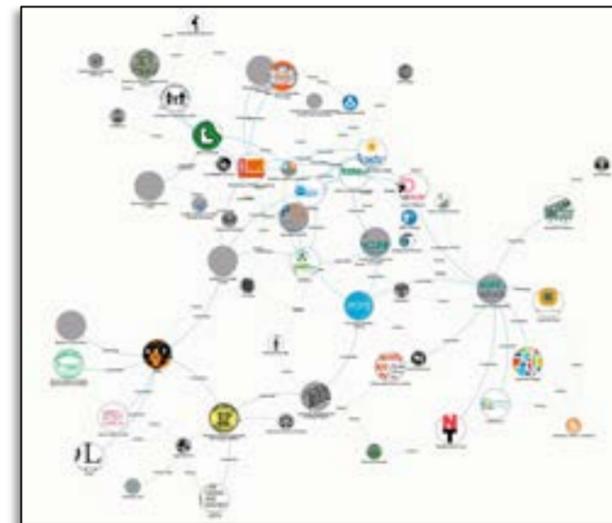
STRATEGIES:

- 1 Connect auto workers to jobs and training opportunities through the City's Workforce1 Centers and the creation of a Workforce Referral Network with local CBOs.
- 2 Connect auto workers to language and immigration services.
- 3 Retain current zoning in areas with concentration of auto uses to ensure a diverse local economy into the future.
- 4 Market and provide business services and conformance information including regulatory information. Examples:
 - Lease negotiations
 - Legal clinics
 - Right to Know workshops (DEP)
 - Certificate of Fitness (FDNY)
- 5 Provide access to capital to support business and compliance needs

PROMOTE LOCAL WORKFORCE DEVELOPMENT

Promote locally-focused effort to build an employment and resource sharing network.

-  Promote workforce development and training opportunities
-  Connect residents to relevant training programs
-  Connect growth-sector employers with job seekers



Map of West Bronx CBO Network



Local community organizations discuss opportunities for collaboration at a Stakeholder Meeting on 4/26/17



WORKFORCE DEVELOPMENT

Access to jobs and local workforce development is critical to the health of communities around Jerome Avenue. In partnership with the Mayor's Office of Workforce Development, Department of Health and Mental Hygiene, Department of Small Business Services, and Mayor's Office of Immigrant Affairs, City Planning has brought together a diverse group of local community-based organizations to begin to address the needs around local workforce development.

This work aims to:

- identify barriers for local residents to entering the workforce
- identify barriers for local residents to qualifying for quality jobs
- identify training and educational opportunities
- connect local residents to existing resources and jobs.

The CBOs are doing great work and offer a breadth of resources to the community today, and as a first step, we aim to hold a public event this fall to connect the community with this information and valuable resources.

In addition, through the Jerome Avenue Neighborhood Plan, we are responding to local demands from Community Boards 4 and 5 and the Coalition to create a collaborative employment model similar to the Lower East Side Employment Network (LESEN). LESEN is a partnership of local workforce development organizations that collaborate to ensure local job seekers are matched up with local employers and positioned to advocate for local hire. This summer representatives from JobsFirstNYC and LESEN shared their insights and experiences with the Jerome Avenue workforce development group. Thank you to the participating organizations:

Bronx Community College — Bronx Lebanon Family Medicine — BronxWorks — Burnside Merchants Association — CASA — Davidson Community Center — Emerald Cities Collaborative, Bronx Cooperative Development Initiative — Hope Program — Institute for Family Health — MIT Community Innovators Lab/ Bronx Cooperative Development Initiative — Montefiore Medical Center -Mount Hope Housing Corporation — Northwest Bronx Community and Clergy Coalition — Odyssey House — Part of the Solution (POTS) — Sustainable South Bronx — WHEDco

GOALS:

- 📌 Prepare local residents and workers for jobs and career growth
- 📌 Market services and opportunities in the Jerome corridor and surrounding communities
- 📌 Create a Workforce Referral Network among local CBOs to connect residents to jobs and training opportunities and language and immigration services
 - Promote workforce development and training opportunities
 - Connect residents to relevant training programs
 - Prepare local job seekers for growth-sector employment
 - Support local hire by connecting employers with local job seekers

ONGOING

The Department of Small Business Services offers high-quality and accessible services to businesses and residents in the Jerome Avenue Neighborhood Study area, including:

Workforce1 Career Centers

The New York City Department of Small Business Services operates 20 Workforce1 Career Centers across the city, including 4 centers in the Bronx. These centers offer services to prepare and connect qualified candidates to job opportunities throughout New York City. WF1 Centers offer specialty services for healthcare, industrial and transportation, and veterans.

West Farms Workforce 1 Center

West Farms Workforce 1 Center offers services for youth, ages 18-24, who seek to obtain a High School Equivalency Diploma while preparing for careers. Workforce1 Career Centers are a proud partner of the American Job Center network. 901 East Tremont Avenue

The Bronx Workforce 1 Career Center

The Bronx Workforce 1 Career Center on Fordham Road offers a range of services to everyone, but it includes a dedicated Veteran Specialist available to connect veterans and their spouses to training, jobs, and supportive services to meet your career goals while leveraging your military skills and experiences. 400 East Fordham Road

Employment Works

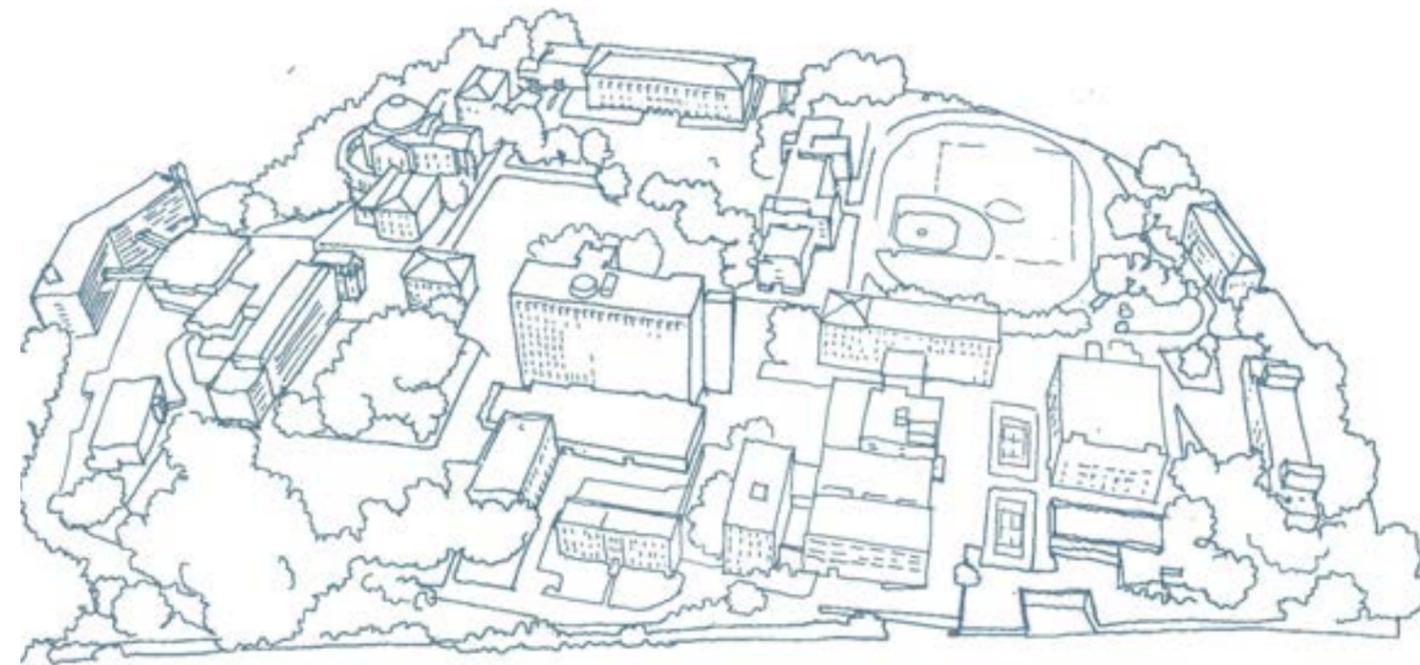
Employment Works services are provided to for individuals with criminal justice involvement. Services include: career advisement, connections to employment, interview preparation including guidance on answering questions related to past convictions, occupational training, and connection to High School Equivalency (HSE) preparation services. 369 E 148th Street

NYC Business Solutions

The Department of Small Business Services operates seven Small Business Solutions Centers across the city. The NYC Business Solutions Centers provide access to free services to start, operate and grow small businesses. 400 East Fordham Road



05 COMMUNITY RESOURCES



OVERVIEW

In addition to housing, jobs, open space, and transportation, there are key community resources that help residents learn, form social networks, deal with stress, and enhance their overall well-being. Schools, community-based organizations, and services for seniors, youth, and immigrants are all part of the fabric of the neighborhoods along Jerome Avenue, and must be supported as the neighborhoods grow.

Further, given the critical health issues faced by Bronx residents, it's important to think about the ways that the other goals of the plan can create places where people can thrive and be well. It's also important to develop specific strategies that target key health concerns.

Schools are part and parcel of the social fabric of the Jerome Avenue area, which touches on two distinct school districts. School capacity in these districts is a concern today. As neighborhoods continue to grow, it is important that capacity does too. This planning process provided an opportunity to work closely with the School Construction Authority (SCA) and the Department of Education (DOE) to ensure that present and future needs are addressed. Already the corridor will benefit from new investments at P.S. 033, located at 2424 Jerome Avenue, which will be expanded to include as many as 300 additional seats. Additionally, proposed land-use actions will create new opportunities to build or expand community-serving facilities, including schools, as the community continues to grow.

Similarly, community-based organizations fill a vital role for these neighborhoods. From social services and workforce development to dance classes and afterschool programs, these institutions anchor the communities they serve. Just as with schools, as the neighborhoods grow, it is critical that facilities are able to grow their capacity. Local organizations — such as the Davidson Community Center and the Women's Housing and Economic Development Corporation (WHEDco) — have been key partners throughout the planning process and the recommendations contained here include opportunities related to capacity building, increased service provision, and physical expansion of existing facilities.

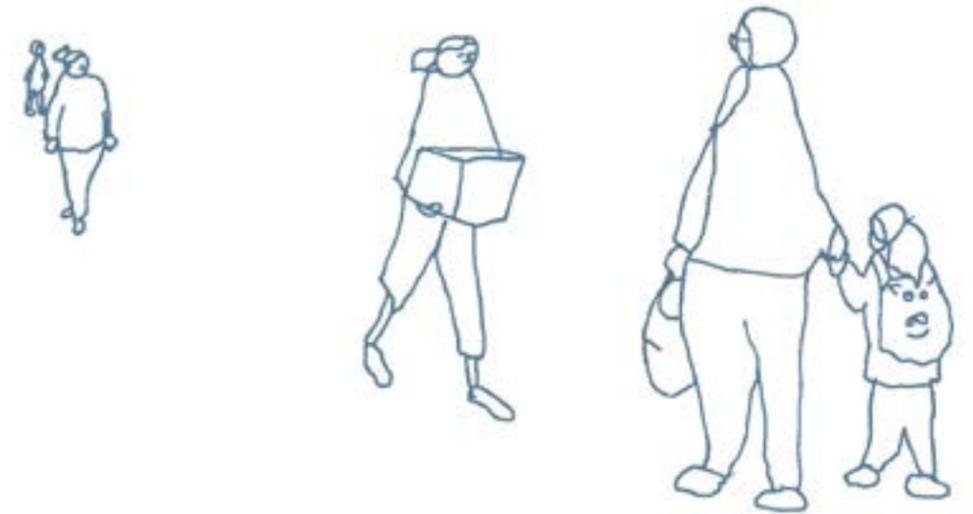
Additionally, immigrant populations constitute a significant and growing share of those living along the corridor. This includes over 100,000 Latino immigrants and the fastest growing African immigrant population in the City. This diversity should be celebrated, while at the same time recognizing these communities' unique needs. DCP has been working in conjunction with the Mayor's Office of Immigrant Affairs (MOIA) to better understand and respond to community needs. Plan materials and events have also sought to accommodate Spanish and French speakers via translated materials or by making translation and interpreting services available as needed. As part of the planning process, MOIA will continue to target programs along the corridor and DCP will continue to engage with these communities. (See page 120 for more info on MOIA's programs.)

Finally, with youth and senior populations particularly pronounced in the neighborhood — higher than the Bronx and the City at large — the Plan places special emphasis on reaching out to these communities to ensure that the final recommendations reflect their needs throughout.

Further information on Community Resources is available in the following pages.

GOALS

- 1 Meet the educational, health and service needs of the community, especially youth and seniors- today and in the future as the neighborhood develops
- 2 Improve quality of life and health of the neighborhood



IMMIGRANT AFFAIRS

The New York City Mayor’s Office of Immigrant Affairs (MOIA) promotes the well-being of immigrant communities by creating programs and policies that enhance the economic, civic, and social integration of Immigrant New Yorkers. MOIA works with community organizations, libraries, and other City agencies to provide the following services to the Jerome Avenue community.

IMMIGRATION

New York City continues to experience robust growth in its many diverse and vital immigrant communities. However, these communities often face a number of obstacles, including: issues with access to language, tenant harassment and discrimination, trouble connecting to workforce and training opportunities, and obstacles to accessing justice/legal services.

STRATEGIES

- Coordinate with MOIA to identify ways the City can support immigrant communities.
- Create outreach strategy to reach immigrant population.

COMMUNITY INSTITUTIONS

As New York’s youngest borough, and one experiencing rapid growth, education will continue to remain a top priority in the area. Additionally, vital neighborhood services are limited by spatial constraints in existing facilities.

STRATEGIES

- Support the Department of Education and School Construction Authority to ensure the educational needs of the communities along Jerome Avenue Corridor are met.
- Explore opportunities to refurbish, expand or enhance critical community-service institutions.



Message to Immigrant New Yorkers from Mayor de Blasio and Speaker Mark-Viverito

"During these uncertain times we must remind ourselves of who we are as a city, and hold steadfast to our values. Hard work, respect and unity during times of adversity define us as New Yorkers and that will not change, no matter who is president. Our commitment to standing with and protecting our immigrant communities is stronger than ever. As always, the City of New York is prepared to defend and protect our immigrant brothers and sisters. We will never turn our back on you."

This resource guide serves as a quick and easy road map of City services currently available to all New Yorkers.

Resources for New York City Immigrants

The City of New York supports all its residents. Most City services are available to everyone, including undocumented immigrants. Be going to school or using the health care system or other services. City employees will not ask about immigration status unless it is necessary to do their jobs. They must keep immigration status information confidential.

IDNYC

- IDNYC is the City's identification card for all New Yorkers. IDNYC does not collect immigration status information, and we keep applicants' information confidential. The City will protect IDNYC information to the full extent of the law.

Education

- Children age 4 or turning 4 are eligible for Pre-K. All residents have the right to attend public school from age 5 until graduation or until the end of the school year when they turn 21. Classes are available for English learners.

Health care

- Low-cost emergency and non-emergency health care is available to all at public hospitals and clinics and at other affordable clinics.
- NYC Well is a free, confidential connection mental health care, in more than 200 languages, any time of day. Call 1-888-NYC-Well, text WELL to 65173, or go to nyc.gov/well

Child care

- Low-income families with children age 6 weeks through 12 years old can get free or low-cost child care.

Emergency food and shelter

- Locations across NYC provide free food to people in need.
- The Homebase program can help residents avoid entering the shelter system.

Public safety

- The City does not conduct immigration enforcement. The NYPD does not ask about the immigration status of crime victims, witnesses, or other people who ask for help.
- Anyone who has been the victim of a hate crime, or is not sure, should contact the NYPD. To contact the NYPD Hate Crimes Task Force directly, call (646) 610-5267.

Immigration legal help

- Free, safe immigration legal help is available through ActionNYC. Call the ActionNYC hotline at 1-800-354-0365 during business hours Monday to Friday.
- Be aware of unlicensed immigration service providers who take advantage of their customers. Get help only from a trusted, licensed attorney or accredited representative. For questions about this, call the New Americans Hotline at 1-800-568-7036 between 9AM-5PM on Monday through Friday.

Protection from discrimination

- New Yorkers also have the right to be free from unlawful discrimination, retaliation, and harassment in the workplace, housing, and public places.
- To file a complaint or learn more, call 311 or call the NYC Commission on Human Rights at (718) 722-3131.

Do you have questions or concerns?
Call 311 for more information about these resources, or call the Mayor's Office of Immigrant Affairs directly during work hours at (212) 788-7654. Translation is available.



IDNYC, city identity card



HEALTH

The neighborhoods along Jerome Avenue suffer disproportionately from poor health outcomes as a result of longstanding and rising income inequality, as well as the history of racial residential segregation. High rates of diabetes, asthma, mental health hospitalizations, and depression are highlighted in the Department of Health and Mental Hygiene’s 2015 Community Health Profiles. Reducing health inequities requires policymakers, health professionals, researchers and community groups to advocate and work together for systemic change.

STRATEGIES

Implement holistic interventions that address the root causes of these issues and make coordinated investments that foster neighborhood conditions that support residents in living their healthiest lives.

What Creates Health?

Studies have shown that a neighborhood’s socioeconomic conditions can affect whether its residents smoke, have healthy diets, and practice safe reproductive behaviors. By the same token, aspects of neighborhood environments—such as the presence of sidewalks and playgrounds, after-school physical activity programs for children and youth, and availability of affordable nutritious food—can promote health by encouraging healthy behaviors and making it easier to adopt and maintain them. Similarly, people are more likely to receive recommended medical care when facilities are accessible from where they live, either because they are located nearby or because safe, convenient transportation is available.

Throughout the planning process, residents identified key issues that make it hard to stay healthy in the neighborhoods of the West Bronx. These include challenges accessing healthy food and opportunities for physical activity, as well as stress and safety in neighborhood public spaces.



Neighborhood Health is the product of many factors including: preventing injury, disease, and stress; making healthy choices easy and accessible; creating safe, clean, and stable living conditions; sustaining fair and inclusive economies; and ensuring an equitable society. Neighborhood planning is an important opportunity to make sure that the people and places that constitute a community are working together to create health for all residents.

What is Health Equity?

“Health equity is attainment of the highest level of health for all people. Achieving health equity requires valuing everyone equally with focused and ongoing societal efforts to address avoidable inequalities, historical and contemporary injustices, and the elimination of health and health care disparities” (Centers for Disease Control and Prevention). These disparities “adversely affect groups of people who have systematically experienced greater obstacles to health based on their racial or ethnic group; religion; socioeconomic status; gender; or other characteristics historically linked to discrimination or exclusion.” (Nancy Krieger, PhD, Harvard School of Public Health)





Neighborhood Health Action Center

Community Districts 4 & 5 are within the catchment area of the Department of Health and Mental Hygiene's South Bronx Neighborhood Health Action Center. The center is located at 1826 Arthur Avenue (CD 3), and serves a geographic area that includes Districts 1-6. The Action Centers' goals include:

- Expanding high-quality clinical care in order to address the causes of high premature mortality rates.
- Linking residents to critical social support services and health education to advance patient treatment, utilizing Neighborhood Navigators to coordinate care.
- Addressing root causes of health inequities, including the physical environment, structural racism, housing and employment.
- Reducing the duplication of efforts and closing service gaps by coordinating the efforts of the many clinical and community-based partners working in each neighborhood.

The Wellness Suite at the South Bronx Neighborhood Health Action Center promotes women's and maternal well-being by providing a physical space for women to breastfeed, exercise, and more. The Wellness Suite provides referrals to wrap-around services with a focus on housing eviction support, distributing "family essentials" and linking women to job training and economic supports. The Wellness Suite also helps mothers strengthen their social support networks, the type of structural supports that are often missing in communities with poor birth outcomes and high infant mortality rates.

Racial and ethnic inequities are driven by historical injustices against Black women and other women of color, exposing them to residential segregation, poor housing, community and intimate partner violence, reduced access to quality health care, and limited access to healthy food and exercise. All these factors deeply impact infant mortality rates.

The Department of Health and Mental Hygiene's Bureau of Maternal and Infant Reproductive Health, The Center for Health Equity and the First Deputy Commissioner's Office are collaborating to lead a bold, multi-faceted citywide and neighborhood-level birth equity initiative to address stark racial disparities in maternal and infant health outcomes. Based on literature, epidemiology and feedback from partnering community based organizations; we outlined a three-pronged strategy to address key drivers of racial inequities:

1. Promoting safe sleep and housing quality
2. Reducing toxic stress and trauma
3. Improving women's health across the life cycle

The Wellness Suite at the South Bronx Neighborhood Health Action Center will promote women's and maternal well-being by providing a physical space for women to breastfeed, exercise, and more. By partnering with local CBOs, we will provide referrals to wrap-around services with a focus on housing eviction support, distributing "family essentials" and linking women to job training and economic supports. The Wellness Suite will also help mothers

strengthen their social support networks, the type of structural supports that are often missing in communities with poor birth outcomes and high infant mortality rates.



Increase access to healthy food.

Shop Healthy

Shop Healthy NYC is a Department of Health and Mental Hygiene initiative that aims to increase access to healthy food and engage residents and organizations to support sustainable food retail change in their community. The program, launched in 2012, grew out of years of intensive work with more than 1,000 retailers in high-need communities, and targets multiple types of food retailers.

To ensure a long-term impact on food access, Shop Healthy NYC aims to influence supply and demand by:

1. Reaching out to food retailers to increase stock and promotion of healthy foods, including intensively working with stores to meet specific criteria.
2. Collaborating with distributors and suppliers to facilitate wholesale purchases and widespread promotion of healthy foods.
3. Engaging community constituents (customers) to support participating retailers and increase neighborhood access to healthy foods.

Shop Healthy has provided technical assistance to organizations within Community Districts 4 and 5 including New Settlement and WHEDCo.

Community members who are interested in getting involved have two options:

- Supporting the Program: Partner groups show support by any number of simple activities, including hanging Shop Healthy posters at the site; distributing farmers' market maps to group members; posting flyers directing members to a nearby farmers' market or Green Cart.
- Adopt-a-Shop: If a group wants to be more involved, they may "adopt" their local food store. Stores will sell what their customers buy, and groups are trained to work with a store to make healthy options more available and help show retailers that there is a demand for healthier products.

Health Bucks

Health Bucks are \$2 coupons (each) that can be used to purchase fresh fruits and vegetables at all NYC farmers markets. Health Bucks provide New Yorkers who receive Supplemental Nutrition Assistance Program (SNAP) benefits, also known as food stamps, with additional purchasing power to buy fresh, locally-grown produce. For every \$5 spent at farmers markets using SNAP on an EBT card, shoppers receive \$2 in Health Bucks. Health Bucks are available at NYC farmers markets that accept EBT. Community organizations also apply



to receive Health Bucks to distribute to their clients as an incentive to support nutrition education and other health-related activities.

8,750 Health Bucks were distributed in Community Districts' 4 & 5 in 2016.

FARMERS MARKETS

Stellar Farmers Markets

The Stellar Farmers Markets program provides free, bilingual nutrition education and cooking demonstrations at select farmers markets throughout NYC. Using the New York State Health Department's, "Just Say Yes to Fruits and Vegetables" curriculum, Stellar Farmers Markets aims to increase fruit and vegetable consumption by teaching participants how and why to prepare healthy meals using fresh, seasonal produce. Participants over 18 years of age receive a \$2 Health Bucks coupon for attending the workshop.

Farmers Markets for Kids

Farmers Markets for Kids provides free, bilingual food-based activities for children at select farmers markets. Classes encourage children to eat more fresh fruits and vegetables by engaging them in hands-on activities. Children explore fruits and vegetables, taste featured recipes and receive a \$2 Health Buck coupon.

Market	Location	Time
170 Farm Stand*	170th St. & Townsend Ave	Wednesdays 2:30-6:30pm
Harvest Home North Central Bronx Farmers Market	Moshulu Parkway & Jerome Avenue	Wednesdays 8am-4pm
Bronx Borough Hall Greenmarket**	Grand Concourse between 161st-162nd Sts.	Tuesdays 8am-4pm
Taqwa Community Farmers Market	90 West 164th Street between Ogden & Nelson Avenues	Saturdays 10am-4pm

*Farmers Market for Kids
 **Stellars Farmers Market

 Create Healthy Homes

The Department of Health and Mental Hygiene's Healthy Homes Program (HHP) uses a multi-faceted approach to improve housing quality for high risk children in NYC. Leveraging the NYC Health Code, HHP focuses efforts to reduce and eliminate environmental exposures in the homes of children with asthma and/or lead poisoning.

Improving housing quality for children with asthma

HHP's efforts to improve housing quality for children with asthma focus on eliminating pests such as mice and cockroaches, and the conditions that are conducive to pest infestations-leaks, holes, and other housing conditions. Pests produce allergens which can negatively impact a child's asthma. To target children at greatest need, HHP has developed a referral network of over 70 health care providers that serve children with uncontrolled asthma. These providers, located in high risk neighborhoods throughout NYC, can directly refer their patients to HHP for an environmental assessment. HHP, under authority granted by the NYC Health Code, can then order building owners to correct pest infestations as well as the conditions that are supporting pest proliferation. Owners are given 21 days to correct pest-related issues. If owners do not correct violations, NYC DOHMH HHP will issue a Notice of Violation, which can result in monetary fines being levied on the owner.

From 2016 to date, HHP has received 71 referrals of children with uncontrolled asthma. Pests and conditions conducive to pests were identified in 61 of the 71 referred addresses. To date, HHP has worked with owners to complete repairs in 30 of the 61 addresses.

#Not62

#Not62 brings together stakeholders from across multiple sectors of government, the business community, healthcare providers, community-based groups, faith based organizations and others to address the social, economic and behavioral factors related to health and to work collaboratively to improve health outcomes. The coalition's early success in winning the prestigious and competitive RWJF "Culture of Health" prize in October 2015 helped motivate the group to continue its work.

Participants include the Bronx Borough President's Office, The Bronx Neighborhood Health Action Center of the New York City Department of Health and Mental Hygiene, Bronx Health REACH, and Montefiore Health System.



Improving housing quality to prevent childhood lead poisoning

HHP also focuses on reducing and eliminating lead-based paint hazards by proactively reducing hazards before a child is exposed, as well as intervening when a child is identified with an elevated blood lead level.

Proactive efforts are promoted through HHP response to 311 calls of unsafe renovation practices that may be creating lead dust hazards in buildings where at least one child <18 years of age resides. HHP inspectors are dispatched to investigate these complaints, and if substantiated, will order the contractor to stop work and clean up any dust and debris that is present. In addition, HHP inspectors will collect dust samples to determine if lead levels in dust are above regulatory limits. If one or more dust samples are above regulatory limits, building owners are required to provide clearance dust wipes at the end of the renovation to ensure that no contaminated lead dust remains. HHP inspectors will conduct follow up inspections to verify work is being performed in a lead-safe manner. If you live in a building where a renovation is creating dust that is getting into hallways, stairwells, or apartments, please call 311.

From 2016 to date, HHP has received 21 complaints of unsafe work for CD 4 and 5. Unsafe work practices were confirmed for 13 of the addresses, with 9 of these addresses having dust lead levels above the regulatory limit.

In addition to responding to 311 complaints, HHP maintains a blood lead registry that contains all blood lead test results collected from NYC children. This registry enables HHP to rapidly respond to all new reports for a child less than 6 years of age with a blood lead level of 10 mcg/dL or greater. Upon receipt of these reports, an inspector is assigned to perform an environmental investigation in an effort to identify and mitigate potential lead exposure sources. If lead-based paint hazards or lead dust hazards are identified during the inspection, the building owner is ordered to abate these hazards in a lead-safe manner using trained contractors. If an owner fails to correct hazards, NYC HPD's Emergency Repair Program will perform the work, and bill the owner for the cost of the work.

From 2016 to date, HHP has performed 50 investigations in response to a report of child less than 6 years of age with an elevated blood lead level living within CD 4 and 5. Lead paint and/or dust hazards were identified in 32 of these addresses, and ordered work has been completed in 26 of 32 addresses.



Create Healthy Schools

Children in low-income neighborhoods are at a higher risk of childhood obesity and developing chronic diseases later in life than children in the rest of the city. This is partly due to insufficient physical activity and a lack of healthy eating options available in these neighborhoods.

The Center for Health Equity's Neighborhood Health Action Centers are part of the Health Department and New York City's plan to promote health equity and reduce health disparities at the neighborhood level. The Action Centers work with schools to implement robust physical activity and healthy eating programs. They also work with the Department of Education's Office of School Wellness Programs as part of a larger commitment to raising student achievement levels and combating the childhood obesity epidemic.

The Center for Health Equity and the Office of School Wellness Programs have designed a toolkit and provide technical assistance to help schools create a **School Wellness Council** and **School Wellness Policy** to improve the health of your school community.

The South Bronx Neighborhood Health Action Center's Healthy Schools Initiative currently works with 10 schools in CB4 and 5 schools in CB5 to establish school-level wellness policies to create healthier school environments that promote healthy eating and active living.

Prevent Teen Pregnancy

Bronx Community Boards for & 5 face high rates of teen pregnancy. Preventing unintended teen pregnancy is important because unintended teen pregnancy leads young people to drop out of high school, preventing them from accessing higher education and better employment opportunities.

New York City Teens Connection works with high schools, foster care agencies, colleges, youth serving organizations and clinics to provide youth across the city with effective teen pregnancy prevention programming and linking them to the services of a high-quality, teen-friendly clinic.

Community Based Organization Partners

- Abbott House
- Lutheran Social Services
- Bronx Community College
- New Settlement Apartments

High Schools in Community Districts 4 & 5

- Bronx School for Law, Government and Justice
- New Explorers High School
- Bronx Collegiate Academy
- New Directions Secondary School HS
- Bronx High School of Business
- Theatre Arts Production Company School (TAPCo)
- The Young Women's Leadership School





Treat Violence as a Public Health Issue

Violence of all forms affects our city, devastating families and communities. Research increasingly shows that this is a health issue in need of a health approach in response. Such an approach focuses on preventing events, providing treatment for people at the most risk and changing social expectations. Reducing violence means safer and healthier communities.

Cure Violence

Since 2012, the NYC Health Department has been providing program oversight and support to anti-violence programs in the city. The Cure Violence model is an evidence-based public health approach that seeks to stop the spread of violence by using the following methods and strategies associated with disease control:

- Detecting and interrupting conflicts
- Identifying and treating the highest risk individuals
- Changing social norms

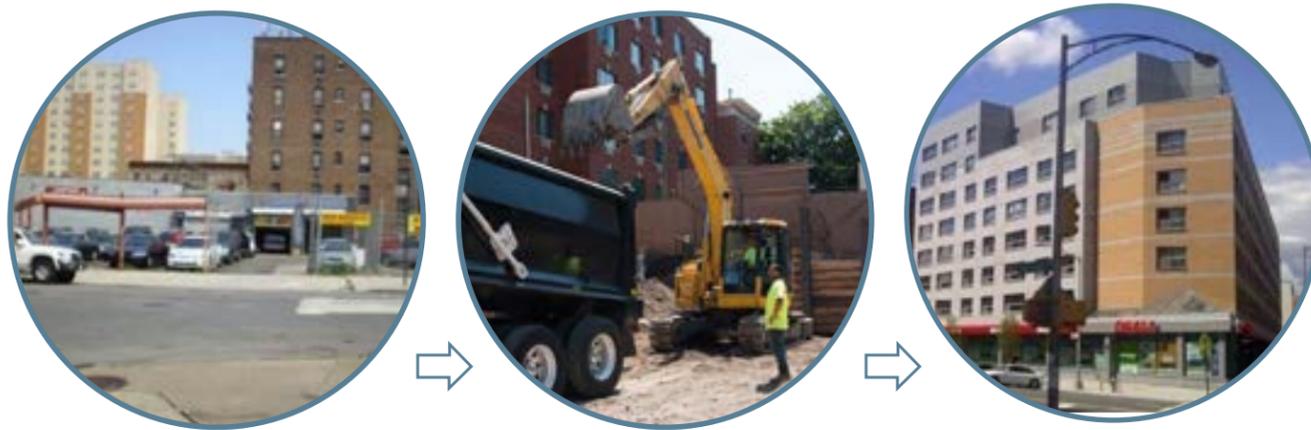
Cure Violence Sites within Community Districts 4 and 5 include Release the Grip (RTG), Bronx Rises Against Gun Violence (B.R.A.G. West), and Save Our Streets (S.O.S).

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ENVIRONMENTAL REMEDIATION

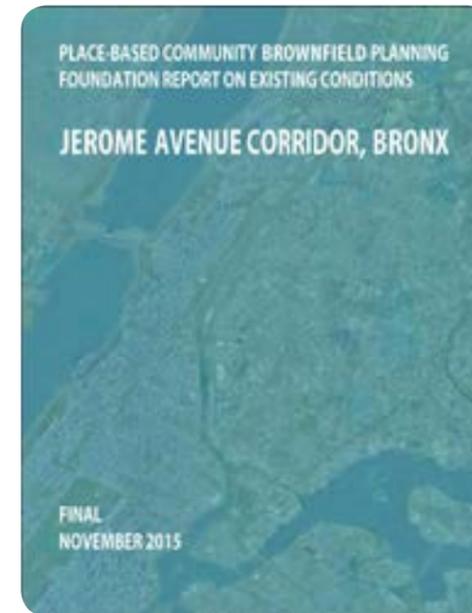
Brownfields are properties where environmental contamination complicates redevelopment. Examples of brownfields include former gas stations, dry cleaners, and industrial operations; abandoned railroads; or illegal dumping sites. In general, brownfields represent lost opportunities to create jobs, provide housing or neighborhood services, or otherwise serve communities. Although they may be located anywhere, brownfields are typically found along transportation corridors, former rail lines, and areas where material was placed to fill in wetlands. Based on estimates of vacant industrially-zoned sites, there are over 3,100 potential brownfield sites in New York City.



A former gas station site requires environmental remediation before it can be redeveloped as an affordable housing development

THE REMEDIATION PROCESS

Environmental cleanup of contaminated land generally occurs as the first step of redevelopment. Some properties may have been assigned mandatory cleanup requirements through a rezoning process, or developers may choose to take a property through the City’s Voluntary Cleanup Program or NY State’s Brownfield Cleanup Program. The process starts with an environmental investigation, where consultants examine land use records and spill reports and conduct sampling of the soil, groundwater, and soil vapor. The sampling information is used to create a remedial plan, which may involve tasks like digging out contaminated soil or installing a vapor barrier. Once the Mayor’s Office of Environmental Remediation (MOER) or the NYS Department of Environmental Conservation approves the plan, the developer can implement the remedy. At the end of the cleanup process, the city or state regulator examines the remedial documentation and certifies the cleanup as complete.



Full document available at: <http://on.nyc.gov/2w1BTKd>

The Jerome Avenue Neighborhood area is considered a Place-Based Community Brownfield Planning Area, as identified in OneNYC, the City’s plan for growth, sustainability, and resiliency. MOER supports meaningful community engagement in site cleanups and larger redevelopment projects. We offer technical and financial assistance to community brownfield planners interested in neighborhood revitalization and pre-development activities.

The NYC Mayor’s Office of Environmental Remediation was established to encourage and oversee cleanups of these sites and to create programs to promote their redevelopment.



TENANT RIGHTS

The Jerome Plan does not stand alone in meeting the housing needs of local residents. In August, Mayor deBlasio signed history-making tenant protections into law.

Legal Representation

All low-income tenants facing eviction are now guaranteed free legal representation in Housing Court. They no longer have to face court alone. The program, which is overseen by the Civil Justice Coordinator at the Human Resources Administration, will serve 400,000 tenants when it is fully implemented in five years.

“New York City will be the first city in country to ensure anyone facing an eviction case can access legal assistance thanks to this new law. New Yorkers should not lose their homes because they cannot afford a lawyer and stopping wrongful evictions from happening makes both ethical and economic sense,” said Mayor de Blasio.

Tenant Harassment
NYC passed new laws to protect tenants against landlord harassment, including by making it easier for tenants to take abusive property owners to court, increasing penalties and enforcing against dangerous and illegal construction. Together, the laws will help keep families safe and help them stay in their homes and the neighborhoods they helped build. The laws:



- Allow Housing Court judges to Award tenants damages
- Partially shift the harassment burden of proof to the landlord
- Expand the definition of harassment to include repeated contact at unusual hours
- Allow tenants to sue landlords for harassment based on repeated disruption of essential services and landlord-initiated lawsuits against other tenants for frivolous reason in the same building
- Increase minimum civil penalties for tenant harassment
- Allow victims of harassment to recover damages and reasonable attorney fees.



Tenant Safety

The Stand for Tenant Safety laws target construction-as-harassment and includes reforms to the Department of Buildings (DOB) related to construction standards and other practices. These laws:

- Create an Office of the Tenant Advocate within the DOB
- Require the Department of Buildings to withhold permits when property owners owe more than \$25,000 in unpaid violations
- Ensure tenants are safe in their homes while construction is going on in their buildings and that they have resources available to them during such construction
- Ensure contractors who engage in construction work without required permits or who violate stop work orders are held accountable for their actions.



Enforcement

In addition, as part of the Jerome Avenue Neighborhood Plan, the City has doubled down on commitments in enforcement.

Residents in 22 buildings in the Jerome study area now have the safe, quality housing that they need and deserve. HPD announced on August 10 that these 22 buildings were discharged from the Alternative Enforcement Program (AEP) list which target's the city's most distressed buildings for improvements. The citywide AEP list identifies 250 distressed multifamily residential buildings with HPD violations and allows for enhanced enforcement, which includes roof to cellar inspections, fees, and an AEP "Order to Correct" the underlying conditions of the HPD violations. These enhanced enforcement tools are used to improve living conditions for each building's residents.

These efforts are part of the City's commitment to keeping residents in place, preserving affordable housing, providing opportunities for new affordable housing and jobs, and investing in the neighborhood to support Jerome's vitality and quality of life.



06 OPEN HOUSE



OVERVIEW

On September 14, 2017, the Department of City Planning and its sister agencies — including the Department of Health, the Department of Parks and Recreation, the Department of Transportation, the Mayor’s Office of Immigrant Affairs, and the Department of Small Business Services — hosted an open house at the Bronx Museum of the Arts. This was an opportunity for the community to interact with representatives from each agency, have conversations related to each of the plan areas, and provide feedback on the Jerome Avenue Neighborhood Plan.

The following pages present a summary of feedback heard as part of the “What Creates Health?” activity, facilitated by the Department of Health and Mental Hygiene. As health touches on everywhere aspect of our daily lives, the activity offered key insights into each of the plans subject areas, from Access & Open Space to Economic & Workforce Development.



WHAT CREATES HEALTH ACTIVITY

Urban Planning and Public Health share a common history. In the 1800s, the two fields emerged from the need to stop the spread of illness and disease and prevent premature death. The Bronx is home to a key monument to that history—the Highbridge—which carried fresh water to New York City in 1848 to address outbreaks in cholera, and respond to the tragedy of the Great Fire of 1835. Today, the Bronx faces a different public health crisis. Although the city as a whole has seen increases in life expectancy and improvements in health outcomes, there are striking inequities between neighborhoods. Longstanding and rising income inequality, as well as racial residential segregation have led to conditions wherein New Yorkers who live in Bronx Community Districts 4 and 5 have life expectancies that are nearly 10 years shorter than their neighbors in the Upper East Side of Manhattan. This is unfair, and unjust.

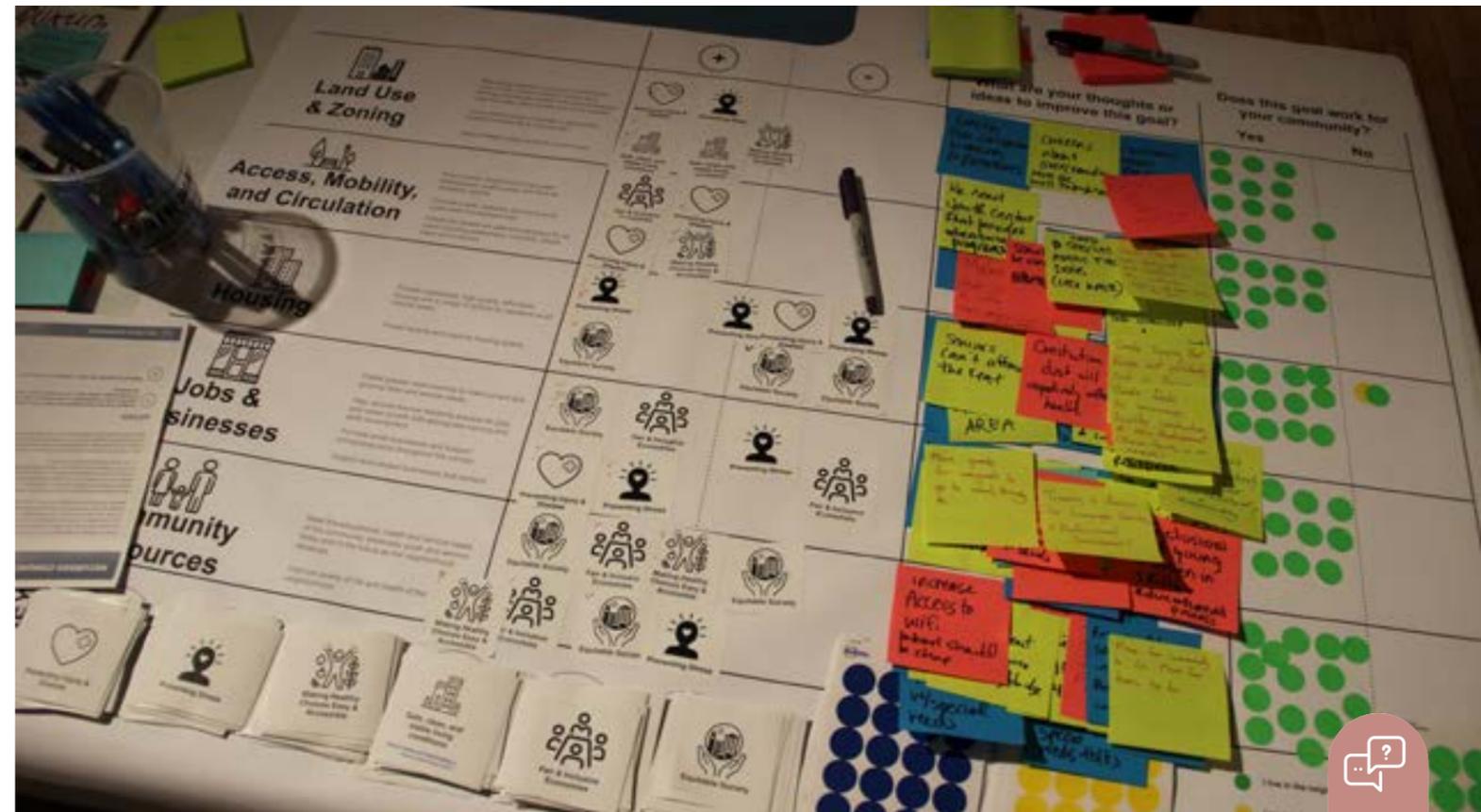
But what creates health in neighborhoods such as those along the Jerome Avenue Corridor? On Saturday, September 16th, staff from the Department of Health and Mental Hygiene’s Center for Health Equity (CHE) joined the Jerome Avenue Neighborhood Plan Open House, hosted by the Department of City Planning. CHE staff facilitated an exercise inviting participants to reflect on the connections between the Plan’s Goals and some key strategies for creating health including:

- Preventing Injury and Disease
- Preventing Stress
- Making Healthy Choices Easy and Accessible
- Safe, Clean, and Stable Living Conditions
- Fair & Inclusive Economies
- Equitable Society

These strategies are not mutually exclusive, and they sparked conversations with attendees about the root causes of the neighborhoods’ health outcomes. Community health is more than just the sum of individual behaviors. Neighborhoods are dynamic places where people interact with each other, as well as their environments and the policies that shape them. For example, many participants in the What Creates Health activity reflected that the Neighborhood Plan’s goals to improve Access, Mobility, and Circulation would both prevent injury and disease, and would make healthy choices easy and accessible. Participants also reported that the Plan’s goals related to Jobs & Businesses could create a more equitable society, and prevent stress. However some participants feared that these strategies would have the opposite impact—making it harder to prevent stress, or create fair and inclusive economies.

Rather than a prescription, What Creates Health? Is a forum to discuss and discover the holistic connections between people and place that create the conditions for communities to thrive. Creating healthy neighborhoods requires collaboration between urban planners, policymakers, health professionals, community groups, and residents. Reconnecting urban planning and public health to assess the impacts of local decision-making on the well-being of neighborhoods is an opportunity to develop new solutions to stubborn, and systemic challenges. As the residents and leaders of Community Boards 4 and 5 consider the future of their neighborhood, they have an important opportunity to discuss and plan for what creates health.

Below: Feedback gathered during the Jerome Avenue Neighborhood Plan Open House as part of the What Creates Health activity.



HOUSING

Stated Plan Goal: Provide sustainable, high-quality, affordable housing with a range of options for residents at all income levels; Protect tenants and improve housing quality.

Thoughts or Ideas to Improve this Goal?

- “asbestos & air quality. Employ people to monitor year round”
- “housing qualifications are too high for residents”**
- “ensure that a higher % of housing is truly affordable + reflective of current income levels”**
- “why did rent length change from 3 years to 2+1 year leases?”
- “AMI that reflects people in the area”**
- “community rooms within buildings. Recreational space within buildings”
- “seniors can’t afford the rent”
- “construction dust will affect health”
- “create funds to encourage healthy construction of new development (passive housing or for example)”
- “certain # of jobs go to union jobs. Safety + health”
- “make sure housing for seniors is safe & accessible”
- “make sure its green”
- “pathways to home ownership, low-income CO-OPS”
- “prioritize local residents for new housing”
- “housing for people w/ mental health + information”
- “create housing that keeps out pollutants such as passive housing”
- “people should have the opportunity to elevate their status - educationally + economically”

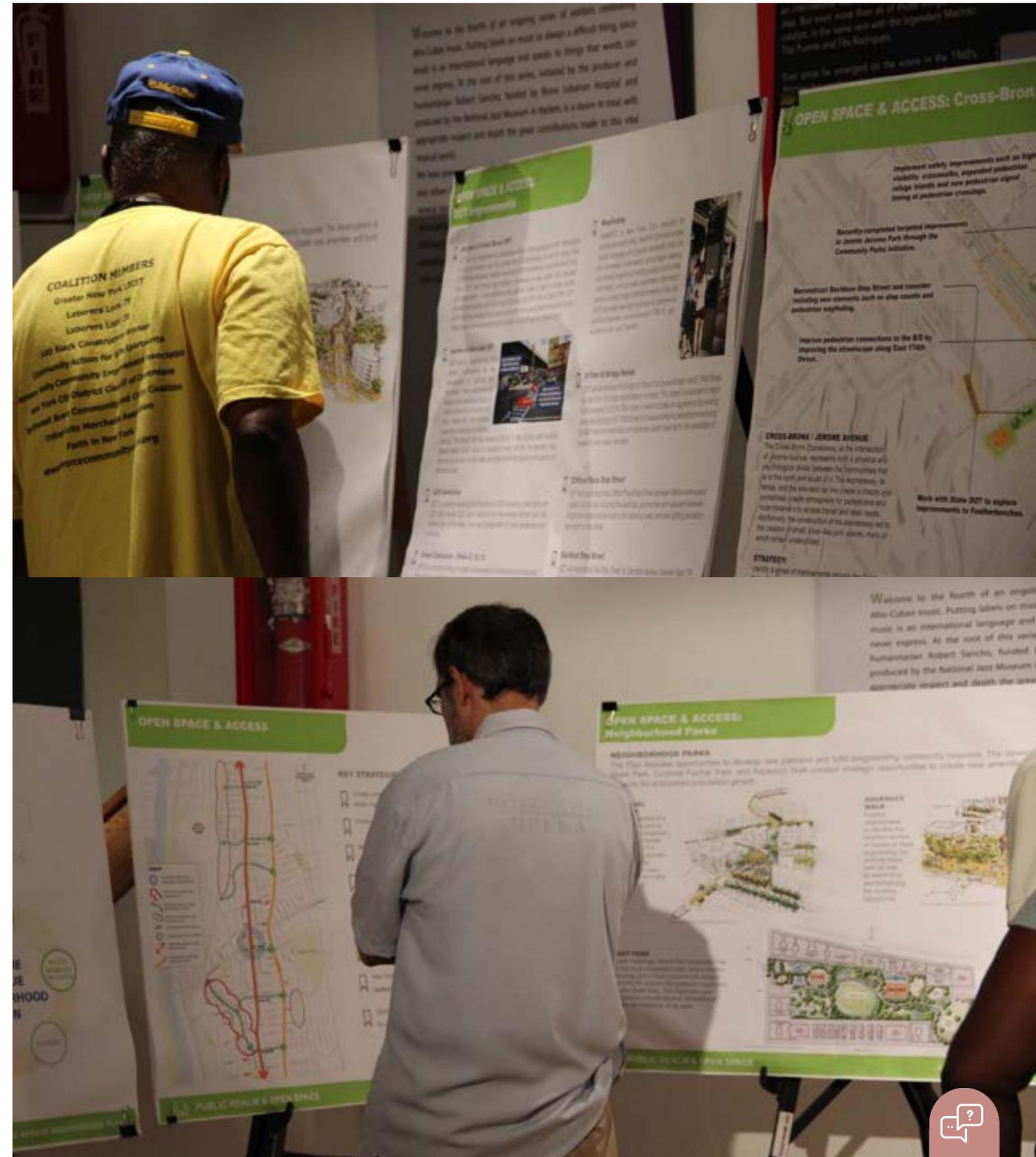


ACCESS & OPEN SPACE

Stated Plan Goal: Ensure every neighborhood has green streetscapes, quality parks, and diverse recreational spaces; Promote a safe, walkable Jerome Avenue underneath the elevated train; Ensure the streets are safe and attractive for all users including pedestrians, bicyclists, transit users and motorists.

Thoughts or Ideas to Improve this Goal?

- “Handicap accessibility & assisted living”
- “Make sure streets are even to make it easy to cross the street”
- “Something for animals”
- “Making sure that community is included +can enjoy
- “More parks with opportunities for excersice Webster Ave, Edward L. Grant”
- “Easier access for mobility challenged, elderly. Safe crosswalks + bike lanes”
- “Need special areas for dog (dog waste)”
- “Joyce Kilmer park too dirty, not well maintained on the weekends. Deters people from going”
- “Streets should be useful”
- “We need active recreation and fitness opportunities for kids and young people”**
- “Bring back the Tremont Park fountain from City Hall Park!”
- “Fitness for adults!”
- “Dog parks! One for big dogs, one for little dogs that are safe and clean places for pets.”
- “Create playgrounds of high quality and creativity! Include opportunities for children’s development and innovative play”
- “More services for teenagers between Tremont and the Cross Bronx Expressway”
- “Need better parks, more fitness spaces, teen spaces”**



LAND USE & ZONING

Stated Plan Goal: Map zoning districts conducive to fulfilling the vision of the Jerome Avenue Corridor as a thriving commercial corridor with more residential uses and safe, active streets and public spaces; Focus distinct nodes of density in appropriate locations (residential & commercial). Leave strategic areas zoned for current uses.

Thoughts or Ideas to Improve this Goal?

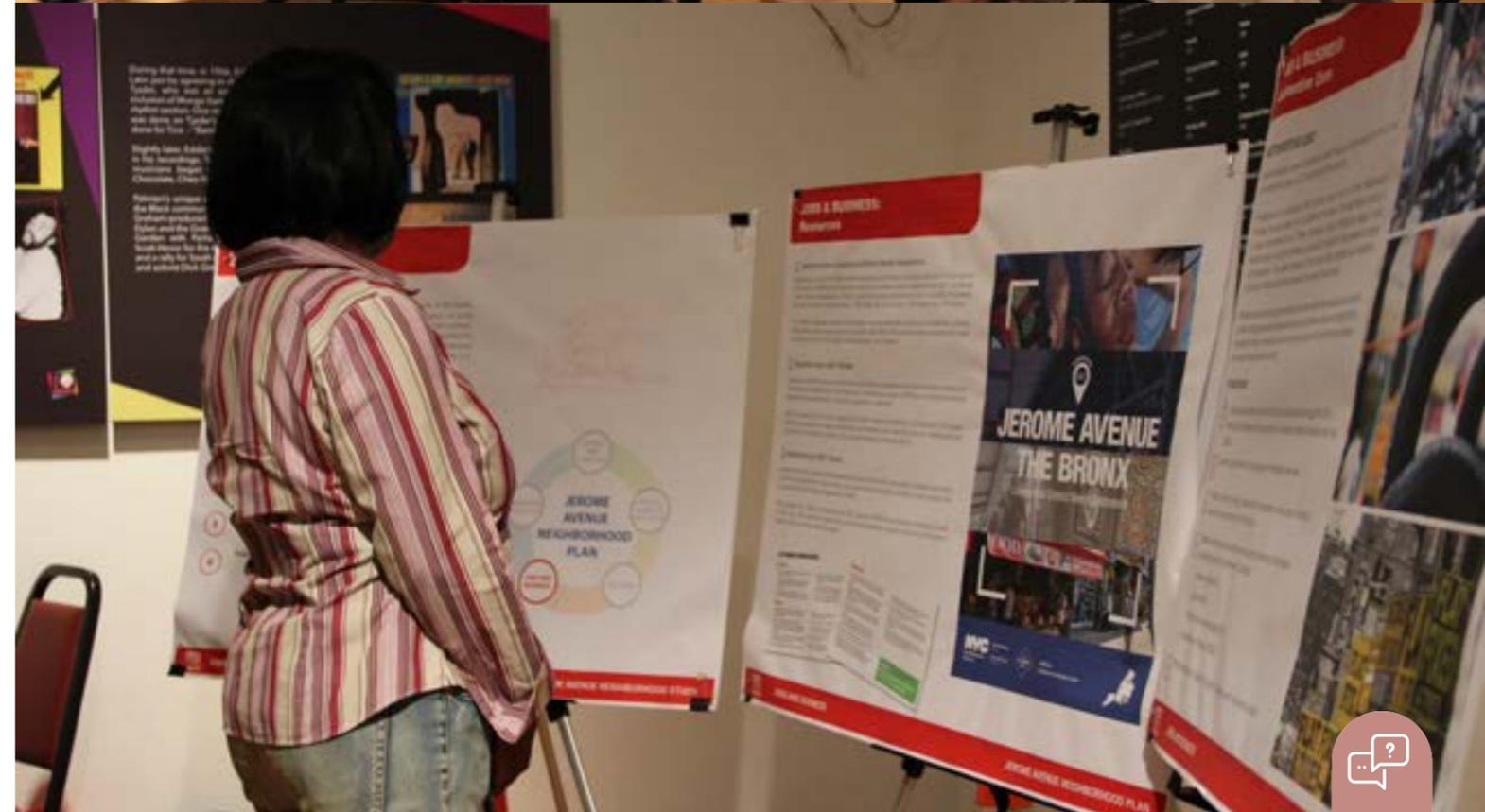
“concerns about overcrowding must be well thoughtout”
 “concerns about parkland & open space”
 “we need youth centers that provides educational programs”

ECONOMIC & WORKFORCE DEVELOPMENT

Create greater retail diversity to meet current and growing retail and service needs; Help Jerome Avenue residents prepare for jobs and career growth with appropriate training and skills development; Promote small businesses and support entrepreneurship throughout the corridor; Support auto-related businesses and workers.

Thoughts or Ideas Provided by Open House Participants to Improve this Goal:

“employment opportunities for seniors”
 “spaces for entrepreneurs”
 “internships for the youths”
 “increase wages, local employment opportunities”
 “skill development & training for people not college bound trade skills”
 “entryways into unions”
 “apprenticeship program”
 “workforce development center”
 “jobs need be for everyone of all educational backgrounds + level”
 “inclusion of young women in skills + educational process”
 “training + access to language services + professional development”
 “more grants for immigrants to go to school, training,etc.”



COMMUNITY RESOURCES

Meet the educational, health and service needs of the community, especially youth and seniors-today and in the future as the neighborhood develops; Improve quality of life and health of the neighborhood

Thoughts or Ideas Provided by Open House Participants to Improve this Goal:

"safe for kids prevents stress"

"adequate staffing for local hospitals + clinics (CityMD, etc)"

"open up wellness centers that address physical & mental health"

"services for seniors & handicap, special needs folks"

"fire department is too far away + school seats or new schools (high schools public not charter)"

"school for kids w/ special needs"

"help seniors build community & connect to services"

"ensuring that schools are located in strategic sites that are safe and convenient"

"more for community to do. More for teens to do."

"community center east of Concourse + Highbridge"

"increase access to wifi. Internet should be cheap"



THANK YOU!

Thank you to all those in the Jerome Avenue area who have contributed their time, thoughts, and passion to ensuring that the Jerome Avenue Neighborhood Plan is as responsive to community needs as possible.

DRAFT JEROME AVENUE NEIGHBORHOOD PLAN

October 2017



This document was created by the NYC Department of City Planning, in partnership with its sister agencies, including: the Department of Housing Preservation and Development, the Department of Small Business Services, the Department of Health & Mental Hygiene, the NYC Department of Transportation, NYC Parks, and the Mayor's Office of Immigrant Affairs.

