



SoHo/NoHo Neighborhood Plan

As Approved by the City Planning Commission | Oct 20, 2021

Proposal at a Glance

Expand Housing

Add housing & require **affordable housing** in centrally located, transit-rich neighborhoods with good jobs and services

Support the Arts

Sustain SoHo/NoHo's **cultural legacy** by promoting public presence of the arts in and around SoHo/NoHo

Strengthen Mixed-Use

Establish modern mixed-use zoning that strengthens SoHo/NoHo's status as a **regional hub for jobs and commerce**

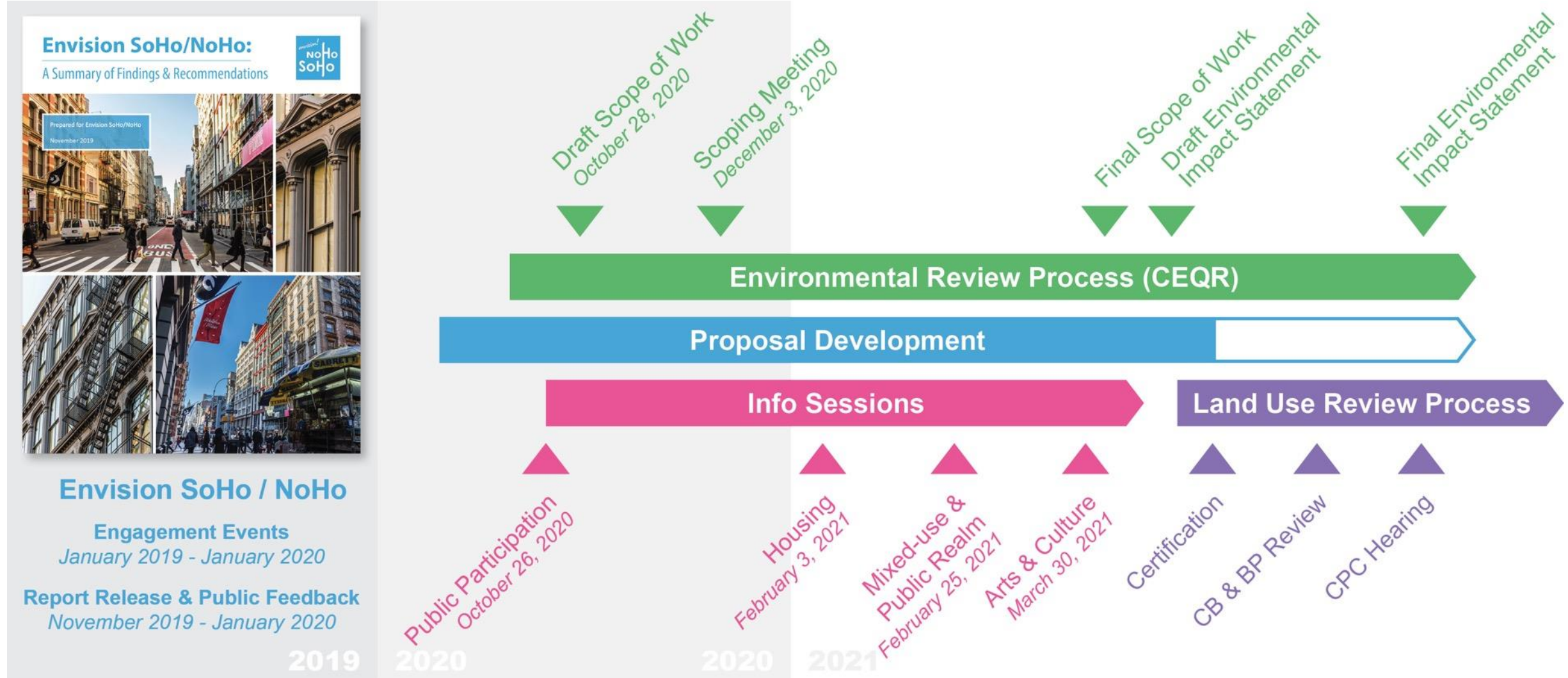
Build Contextually

Accommodate growth within **contextual envelopes** that encourage good design and respond to historic character

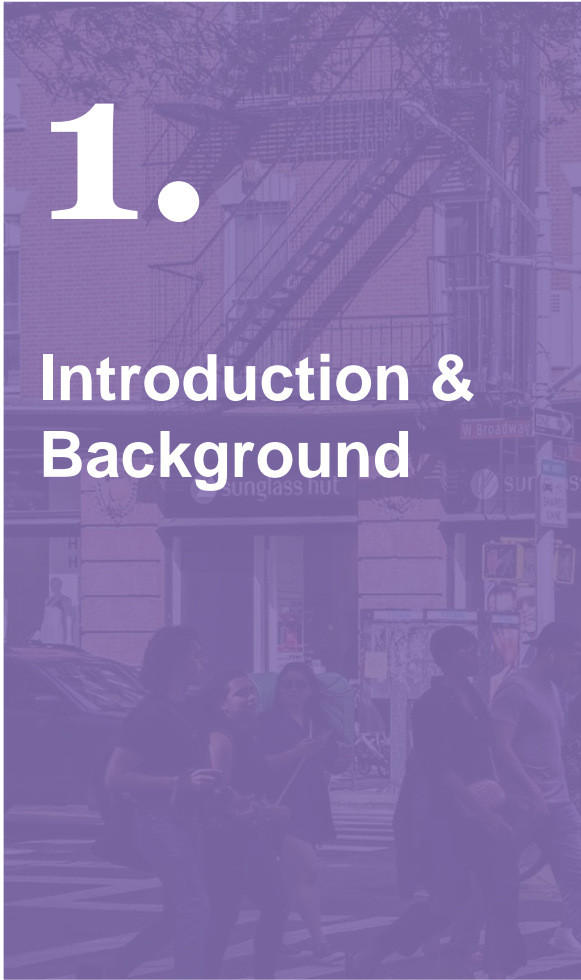
Improve Public Realm

Continue collaboration with DOT, DSNY, and local stakeholders to explore **public realm improvement strategies**

Neighborhood Planning Process



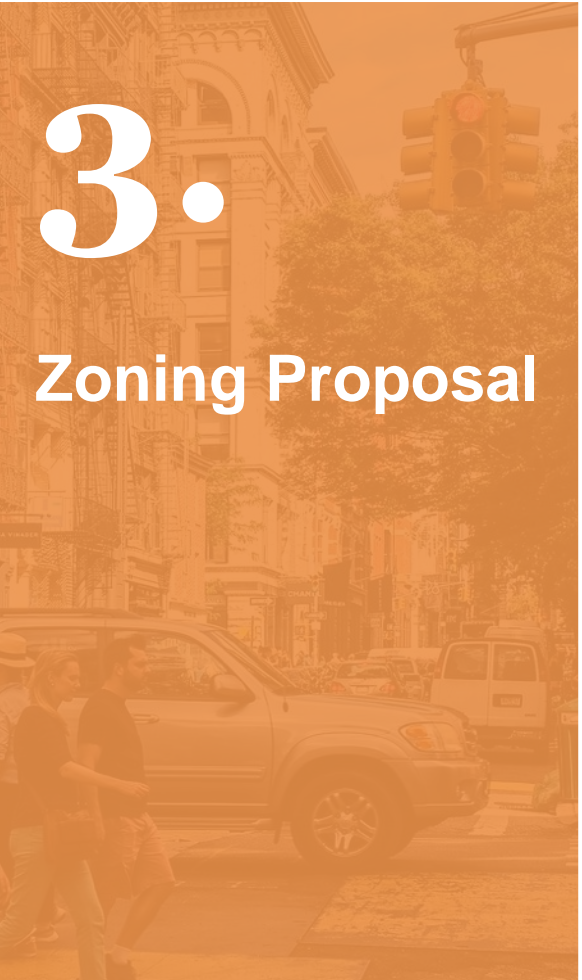
Agenda



1.
Introduction & Background



2.
SoHo/NoHo Neighborhood Plan Goals



3.
Zoning Proposal



4.
Environmental Review

1.

Introduction & Background

- Study Area Context
- Why SoHo/NoHo?

Study Area

SoHo/NoHo, Manhattan CD 2

Centrally located

Exceptional transit access

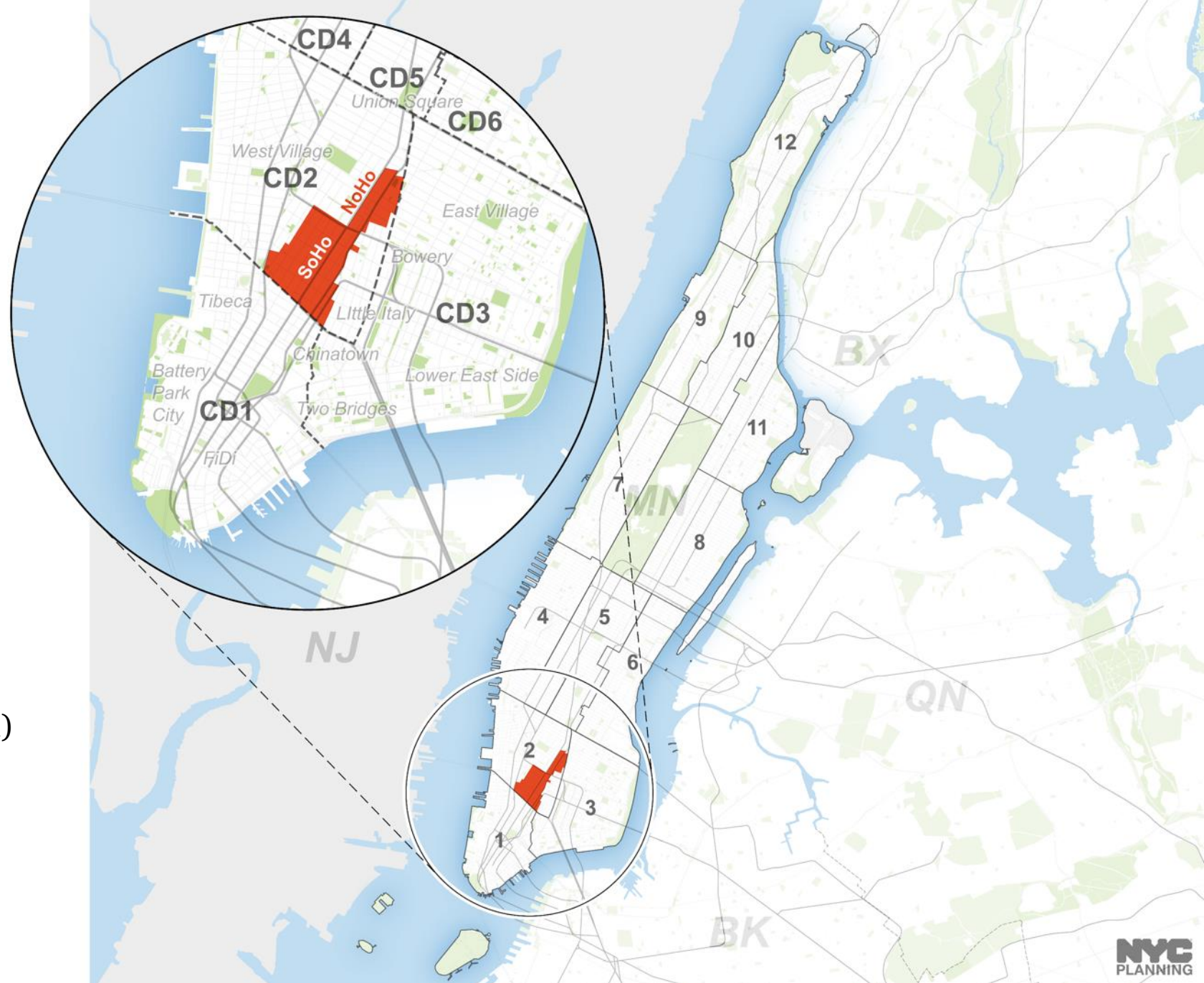
(10 stations on N/Q/R/W, B/D/F/M, A/C/E, J/Z, 1, 6 subway lines)

Dynamic mixed-use neighborhoods with live-work traditions

Five-decade old manufacturing zoning (M1-5A/M1-5B established in 1971)

Iconic cast-iron architecture protected by six historic districts

Unique history and cultural identity



Exceptional Transit



Dynamic Mixed-use



Destination



Iconic Architecture



Unique History & Cultural Identity

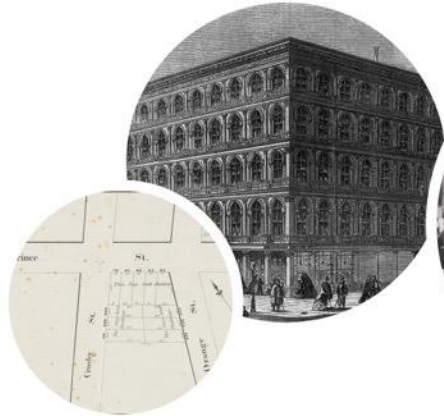


Photo Sources

Lionel Pincus & Princess Firyal Map Division, NYPL

Library of Congress

Archives of American Art, Smithsonian Institution

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Manuscripts & Archives Division, NYPL

The Miriam & Ira D. Wallach Division of Art, Prints & Photographs: Photography Collection, NYPL

Flickr: Phillip Ritz

Flickr: Professor Bop



Residential

Commerce, Entertainment, & Industry

Artist live-work

Loft-living

Mixed-use neighborhoods

Post-Civil War - mid-20th c.
Apparel/textile manufacturing, warehousing & wholesale center

1960's - 1970's
Artist live-work gaining legal status

1980's
Increasingly popular loft-living

1990's - present
Dynamic mixed-use district

Mid-20th Century
Shrinking industrial sectors & burgeoning artist live-work community

Entertainment District



The Broadway Entertainment District circa 1836 (New York Public Library)

Industry & Commerce



1870. Broadway, north across Grand Street (New York Public Library)

Changing Economy & Industry



Broadway near Broome Street, The New York Public Library (1935)

Unique History & Cultural Identity



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Residential

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Artist live-work

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Mixed-use neighborhoods

Post-Civil War - mid-20th c.
Apparel/textile manufacturing, warehousing & wholesale center

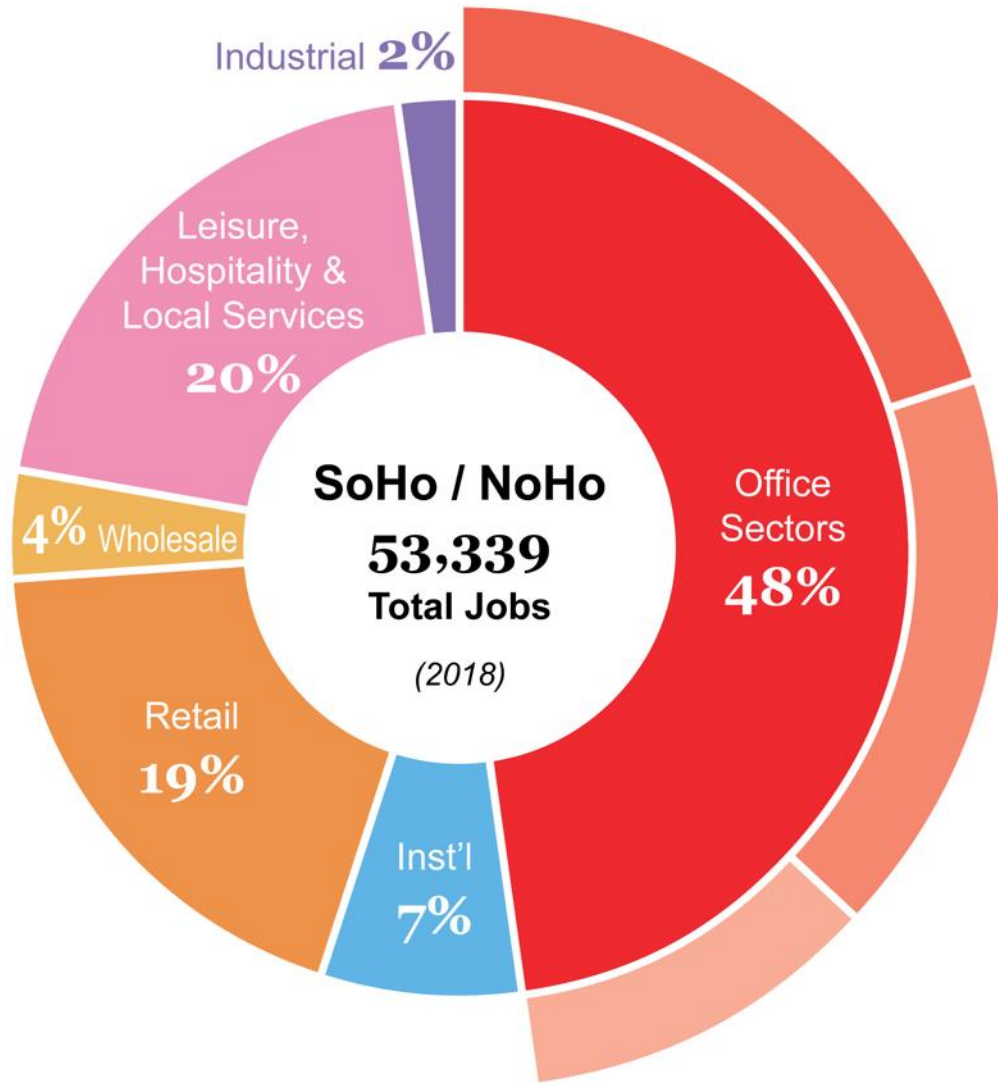
Mid-20th Century
Shrinking industrial sectors & burgeoning artist live-work community

1960's - 1970's
Artist live-work gaining legal status
Artist in Residence (A.I.R.) for fire & safety
M1-5A & M1-5B districts established Joint Living-Work Quarters for Artist (JLWQA) as a manufacturing use in Use Group 17D

1980's
Increasingly popular loft-living
Manhattan: Loft Law provided path to legalize residential use
SoHo/NoHo: Occupancy Survey (1983) found 1/3 households had certified artists

1990's - present
Dynamic mixed-use district
~8,000 residents including certified artists and those that are not
Dynamic local economy and cultural sector
Over 53,000 private sector jobs
Internationally renowned shopping district
Tourist destination with iconic architecture

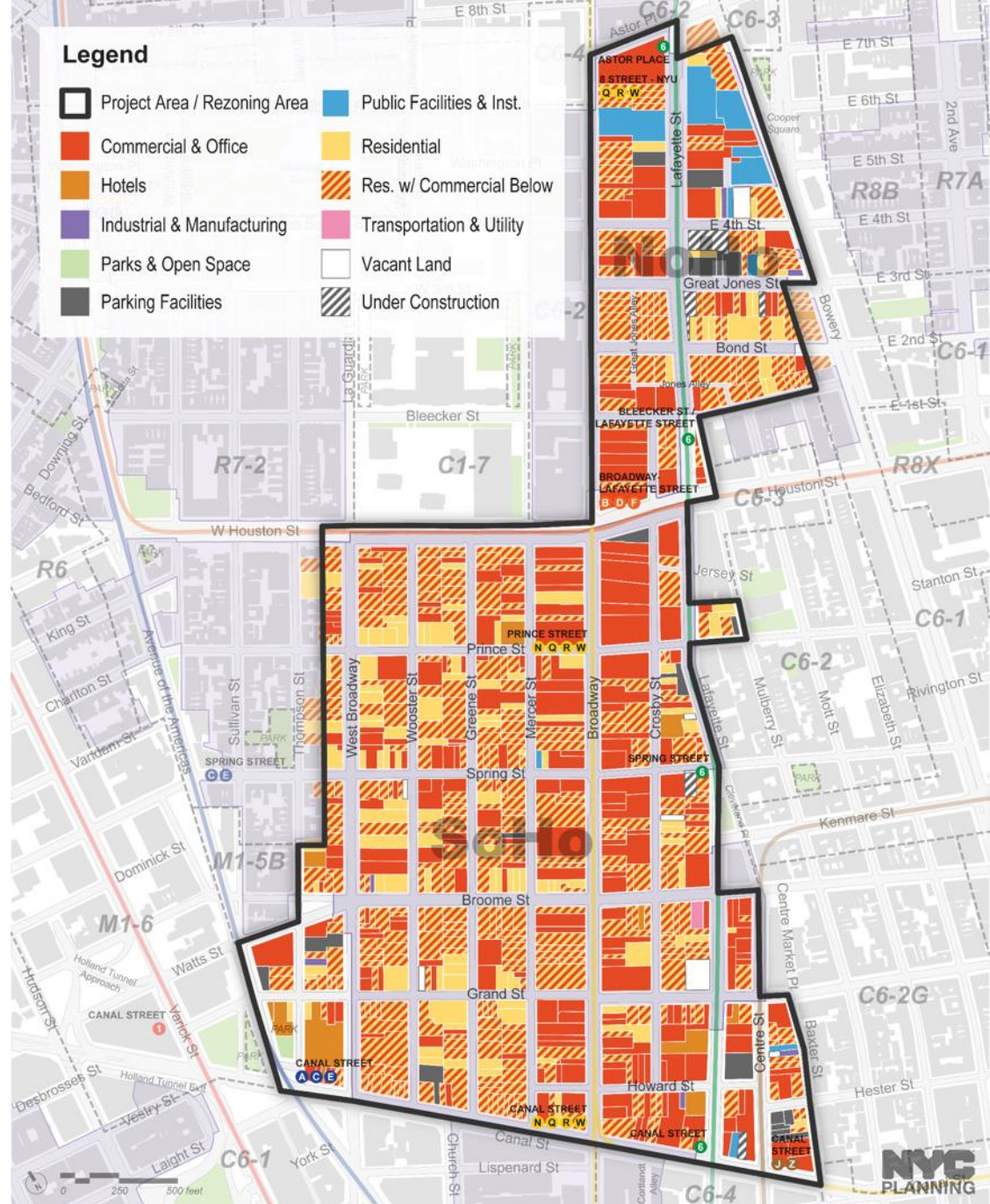
Dynamic Mixed-Use District



Information
20%

Professional, Scientific, and Technical Services
17%

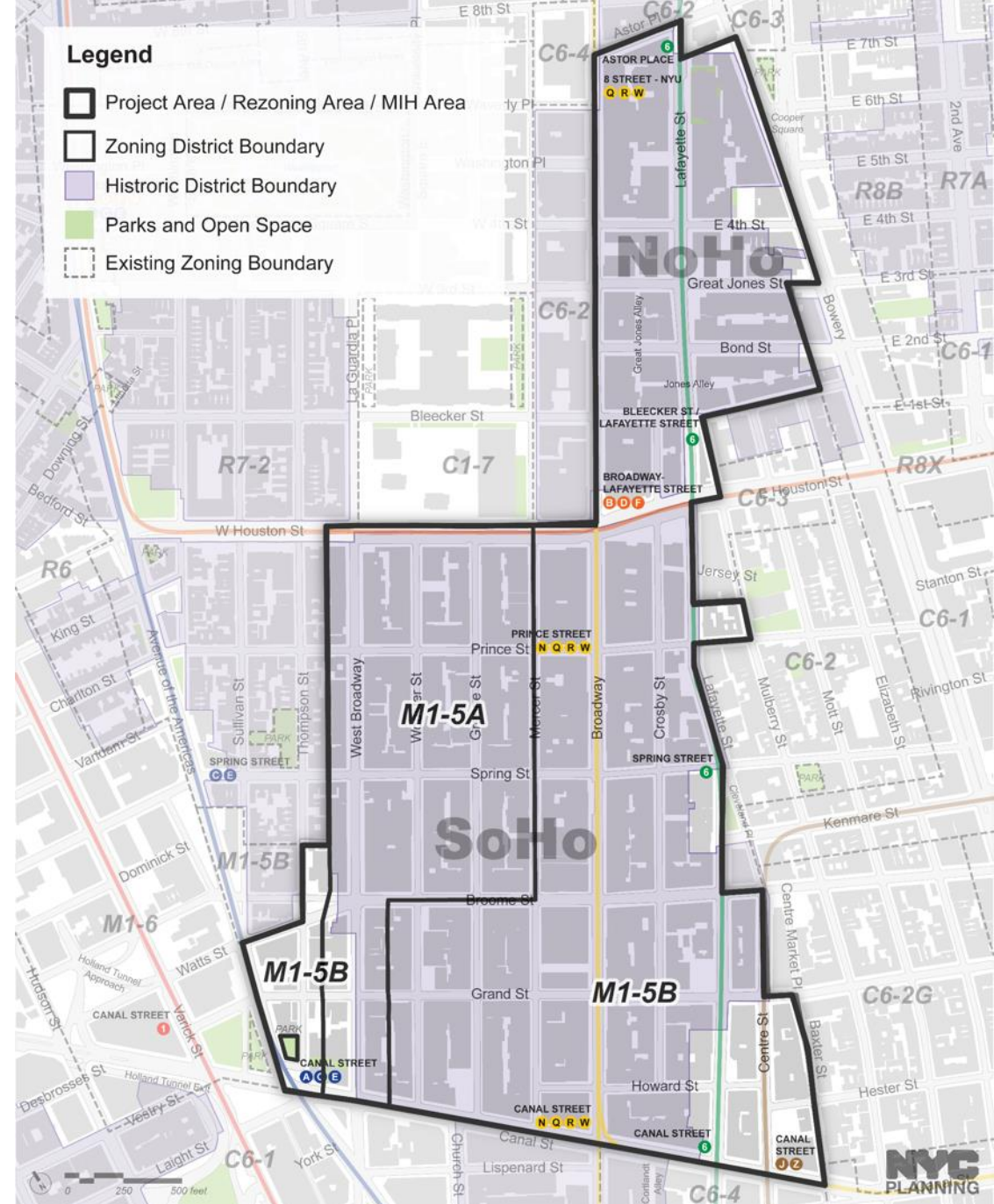
Other Office-based
11%



Employment data: 2018 LEHD (US Census Bureau). Land use map: Map PLUTO 20v4 and AKRF study area survey

Outdated M1-5A/M1-5B Zoning

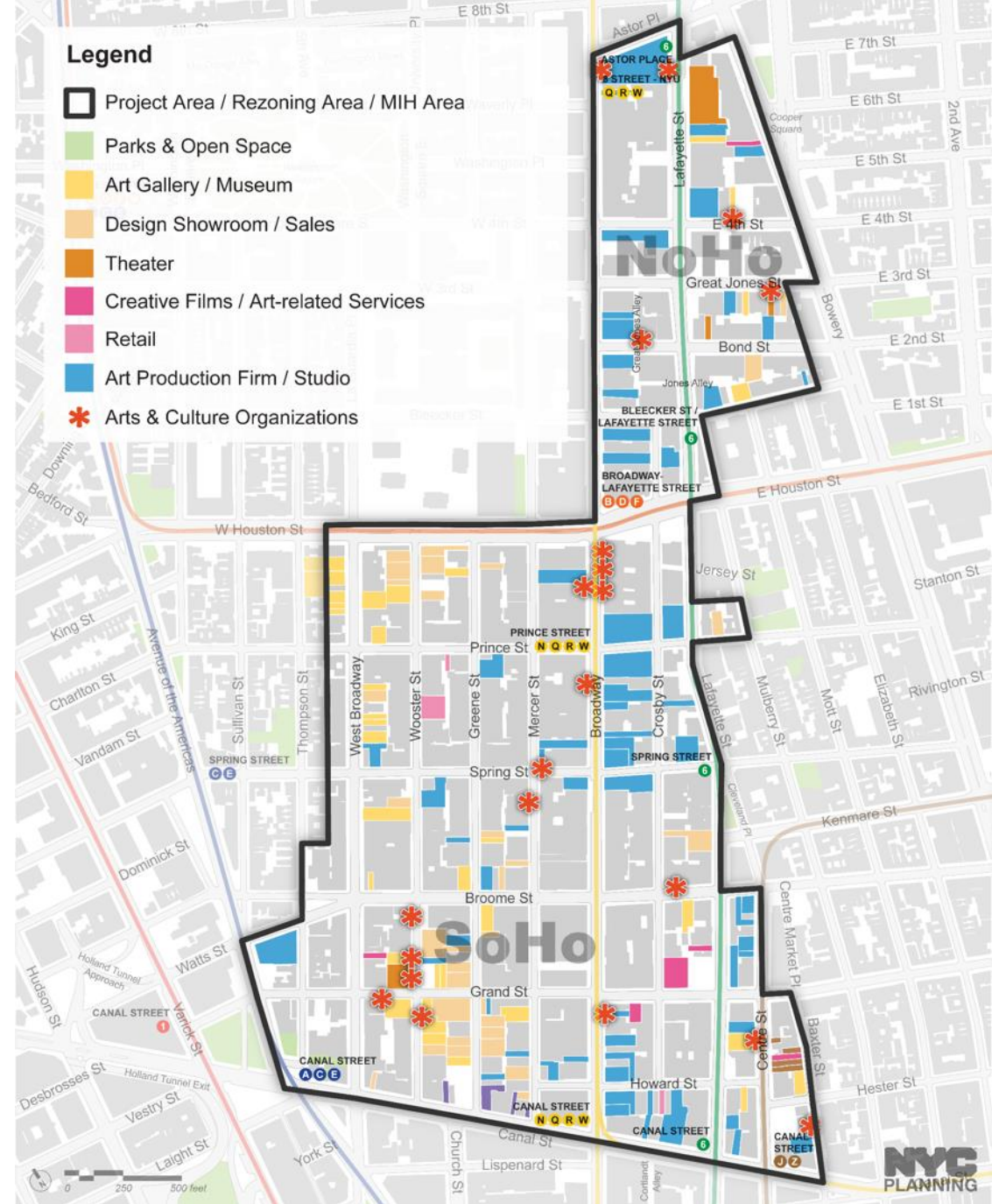
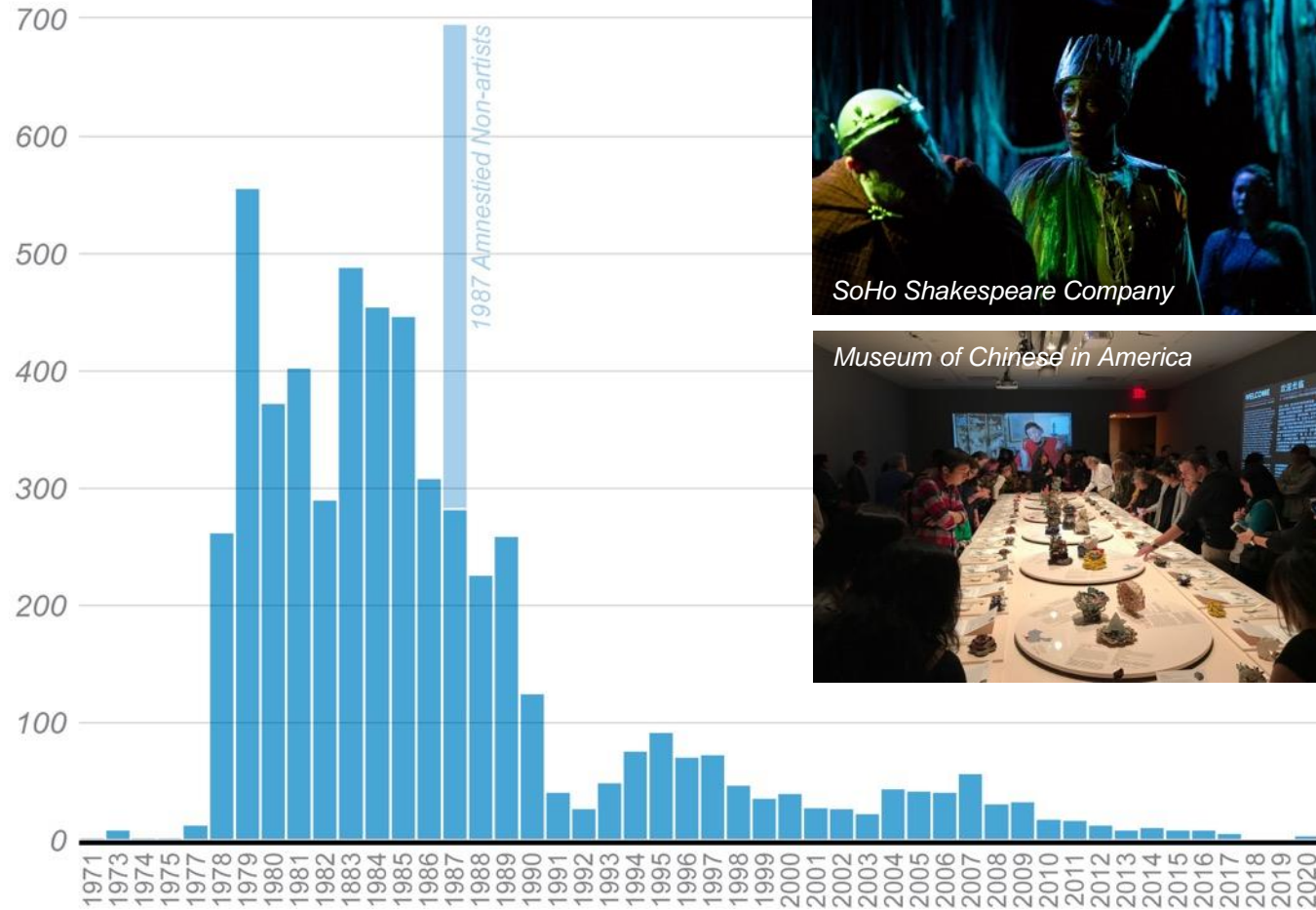
- **Residential: Not permitted**
 - No affordable housing requirement
- **Manufacturing / Commercial: 5 FAR**
 - Ground floors largely restricted to industrial and related uses
 - Joint Living Work Quarters for Artist (Use Group 17D JLWQA)
- **Community facility: 6.5 FAR**
 - Limited range
- **Standard M1-5 envelope**
 - Non-contextual
 - No height limits
 - Street wall height: 85' or 6 stories
 - Sky Exposure Plane (SEP)
 - Allows sheer-rising towers setback from the street



Evolved Creative Landscape

Number of Artists Certified for JLWQA

Source: Department of Cultural Affairs



Economic Engine

Regional hub for jobs & commerce

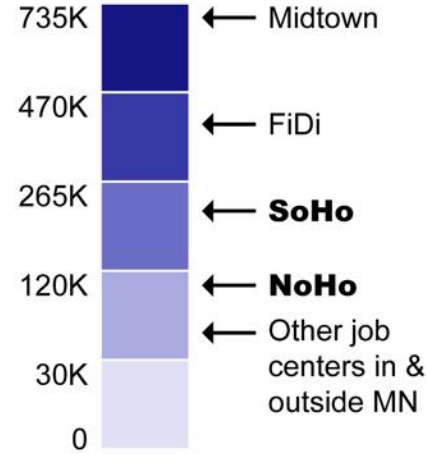
- **High job density**
 - 53,000+ private sector jobs concentrated in SoHo/NoHo
 - Home to small- to medium-sized firms

- **Major shopping district**
 - \$3.1 billion consumer spending 2016
 - \$170 million in annual sales tax
 - Ranked #2 in NYC and Top 10 in US in sales

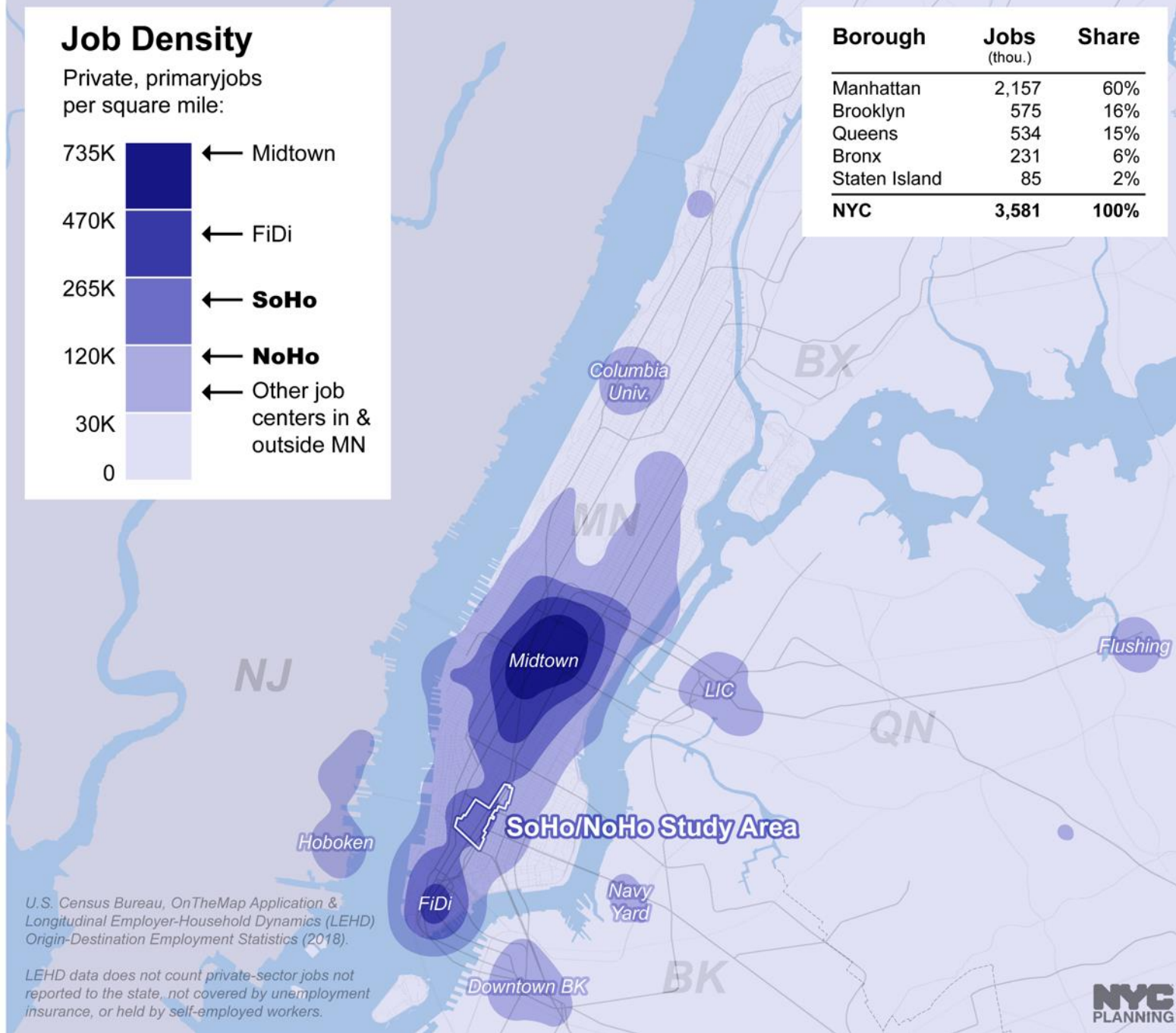
Retail sector data: HR&A retail conditions study (2018). Demographic data: 2010 Census, block-level data aggregated to SoHo/NoHo boundary.

Job Density

Private, primary jobs per square mile:



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

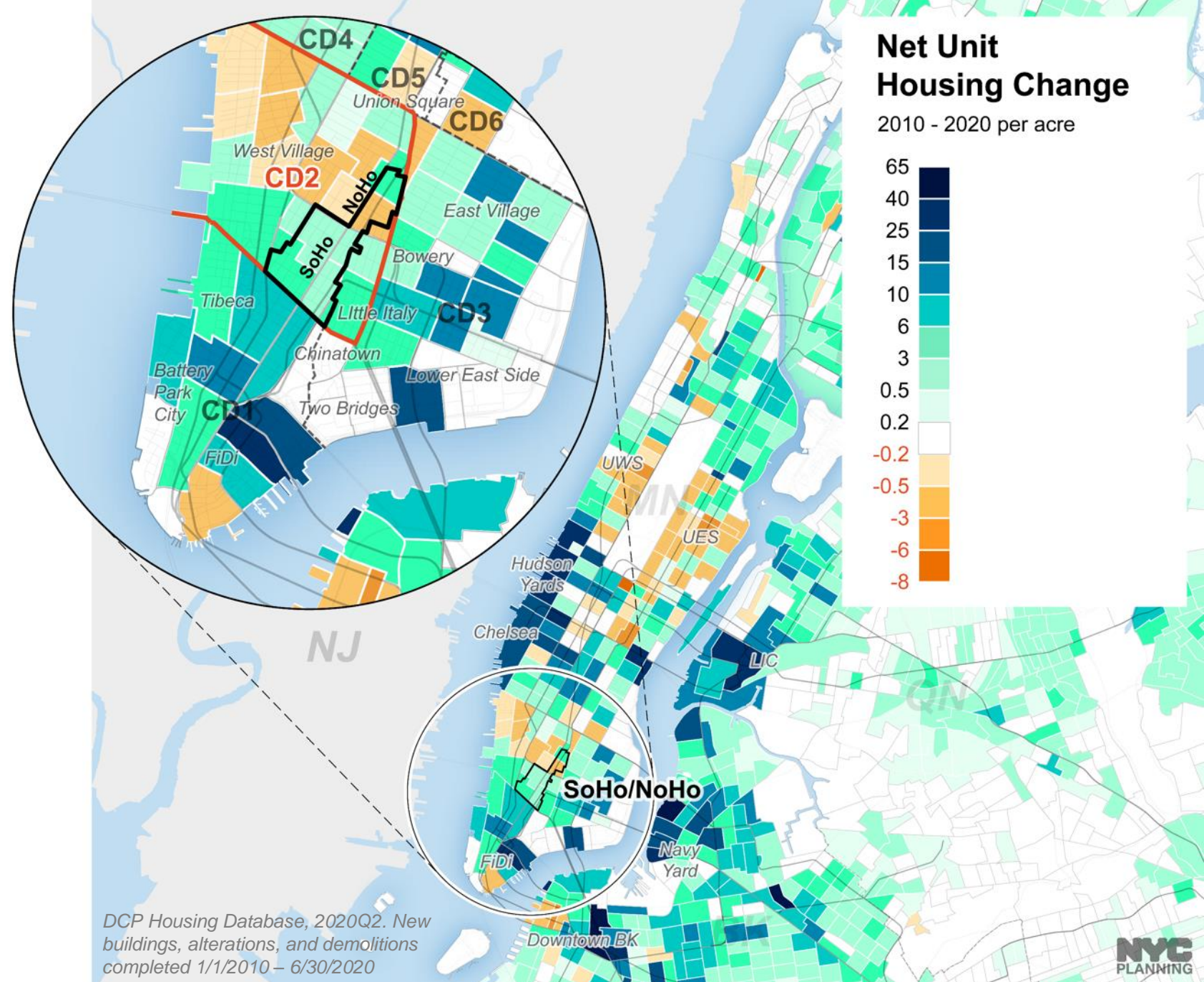


U.S. Census Bureau, OnTheMap Application & Longitudinal Employer-Household Dynamics (LEHD) Origin-Destination Employment Statistics (2018).

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

Opportunity-rich but lacking housing

- **Transit-accessible**
(10 stations on N/Q/R/W, B/D/F/M, A/C/E, J/Z, 1, 6 subway lines)
- **Close to jobs, major institutions & other amenities**
- **Housing production constrained by restrictive zoning and other factors**
 - SoHo/NoHo lost or gained little housing in the past decade
 - Manhattan CD2 lagged most of the city's CDs in housing gains (ranked #48 out of 59 CDs)
- **No income-restricted affordable housing**



Why SoHo/NoHo? Why now?

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

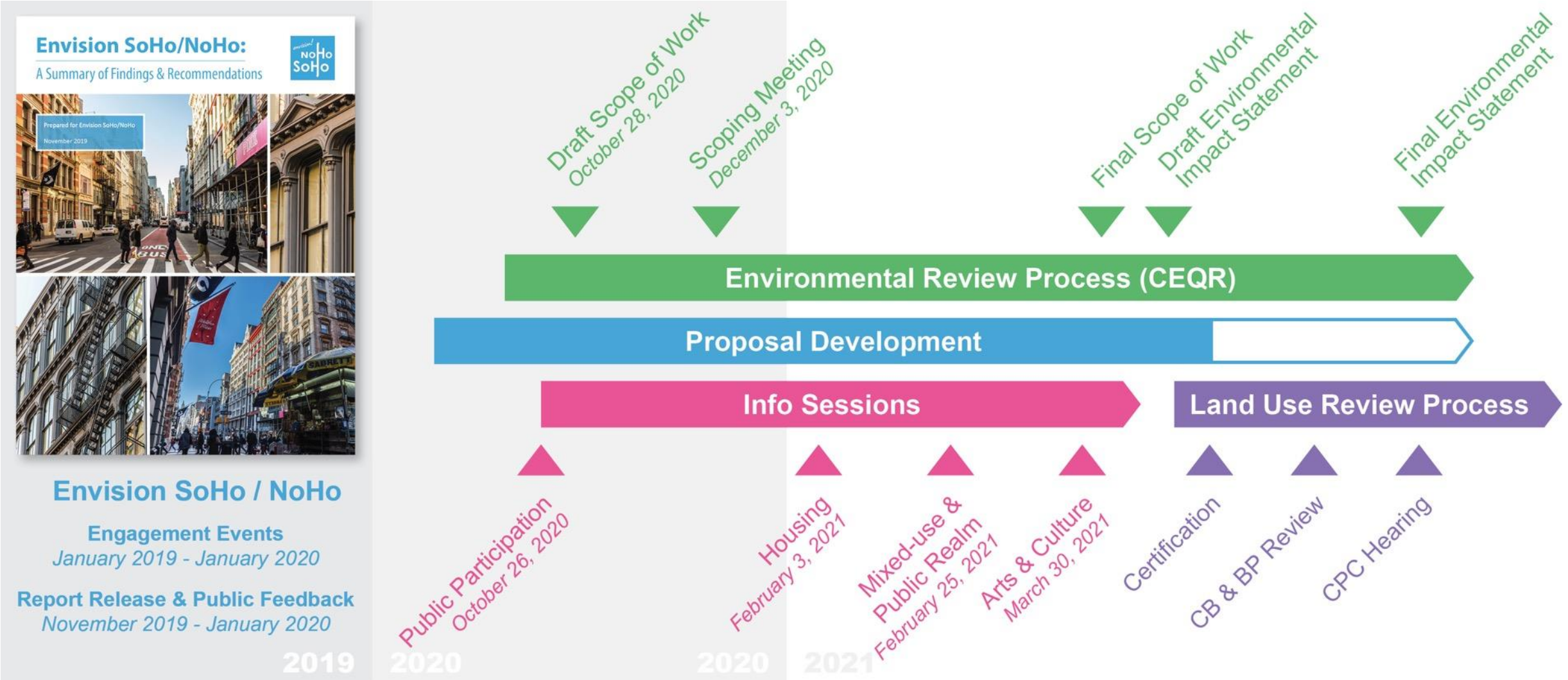


2.

SoHo / NoHo Neighborhood Planning Goals

- Community Engagement
- Shared Vision and Goals

Neighborhood Planning Process



Envision SoHo/NoHo Process

Engagement Events

January 2019 – January 2020

8 Public Events

FEB 6th	Introduction to Process & Key Themes
FEB 28th	Defining Mixed-Use (non-residential)
MAR 20th	Living in the Mix (residential & live/work)
APR 11th	Mixing It Up (non-residential & residential)
MAY 2nd	Making Mixed-Use Work (tools & strategies)
JUN 13th	Summary of Recommendations
JAN 8th	Public Release of Envision SoHo/NoHo Report (2020)

24 Individual Stakeholder Interviews

8 Focus Group meetings

17 Advisory Group Working Sessions

2 CB2 Land Use Committee Meetings

Online Engagement





Workshop III Recap

Proposed Workshop III (April 13)

- Review and discuss the findings and recommendations from the previous two workshops.
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Public Workshop



Public Workshop



Public Meeting

envision!
NoHo
SoHo



Advisory Group

- Broadway Residents Coalition** | Pete Davies
- Cooper Square Committee** | Steve Herrick
- Cooper Union** | Danielle Cooper Daughtry
- Council Member Carlina Rivera** | Pedro Carrillo
- City Council Land Use Division** | Raju Mann, Chelsea Kelley
- Landmarks Conservancy** | Peg Breen, Andrea Goldwyn*
- Lower Manhattan Cultural Council** | Diego Segalini
- Manhattan Chamber of Commerce** | Jessica Walker, Jeffery Brault*
- Manhattan Community Board 2** | Carter Booth
- New York University** | Arlene Peralta, Nichole Huff*
- NoHo Business Improvement District** | Cordelia Persen
- NoHo-Bowery Stakeholders** | Zella Jones
- NoHo Neighborhood Association** | Jeanne Wilcke
- NYC Loft Tenants Association** | Chuck DeLaney, Alexander Neratoff*
- Real Estate Board of New York** | Paimaan Lohdi
- SoHo Alliance** | Sean Sweeney, Bo Riccobono*
- SoHo Broadway Initiative** | Mark Dicus, Brandon Zwagerman*
- SoHo Design District** | Dahlia Latif, Michele Varian*

*Alternate



Focus Group Participants

Artist Residents

Elliott Barowitz, Craig Bashear, Mary Clarke, Nancy English, Ara Fitzgerald, Jen Gatien, Rebecca Kelly, David Lawrence, Jim Long, Denise Martin, Susan Meisel, John Rockwell, Phyllis Rosenblatt, Kathleen Row, Ben Schonzeit, Lora Tenenbaum, Gary Tenenbaum, Bruce Williams, Susan Wittenberg

Business Community

David Dartellow (Case Iron Real Estate), James Cavello (Westwood Gallery), Marc Elia (Nike), Andrew Kahn (Cushman & Wakefield), Bari Musacchi (Rubirosa & Baz Bagel), Lionel Ohayon (Icrave), Jill Platner (Jill Platner Jewelry and Sculpture), Jean Marie Salaun (Selima Optique), Scott Sartiano (Broken Coconut), Dave Ugelow (Group Nine Media), Michael Zenreigh (Michael Zenreich Architect)

Commercial Property Owners

Anthony Borelli (Edison Properties), Helen Chiu (Win Restaurant Supplies), Alex & Jonathan Chu (Chu Enterprises), Jordan Claffey (RFP Realty), Jonathan Feldberg (Scholastic), Ken Fishel (Renaissance Properties New York), John Pasquale (PEP Real Estate), Michael Salzhauer (Benjamin Partners), Abe Shnay (SK Development), Gaston Silva (Vornado), Victor Trager (Trager LLC)

Residential Property Owners

Margaret Baisley, Tim Clark, Sharon Ermilio, Kim Lippmann, Caspar Luard, John Peachy, Scott Schnay, Edward Somekh, David Thall, Sarah Walker, Ronnie Wolf



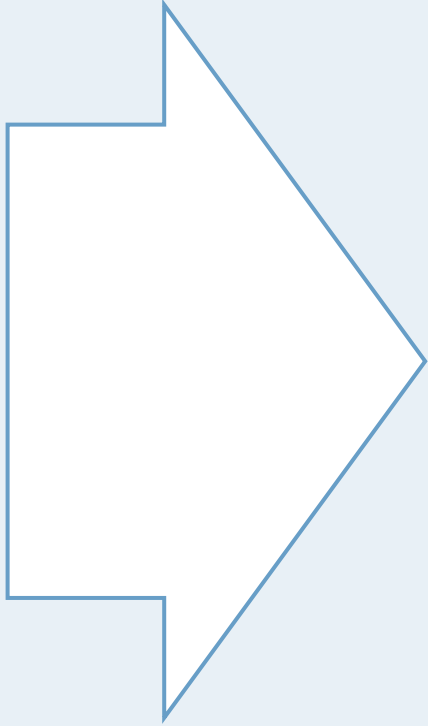


Summary of Findings & Recommendations

Engagement Events

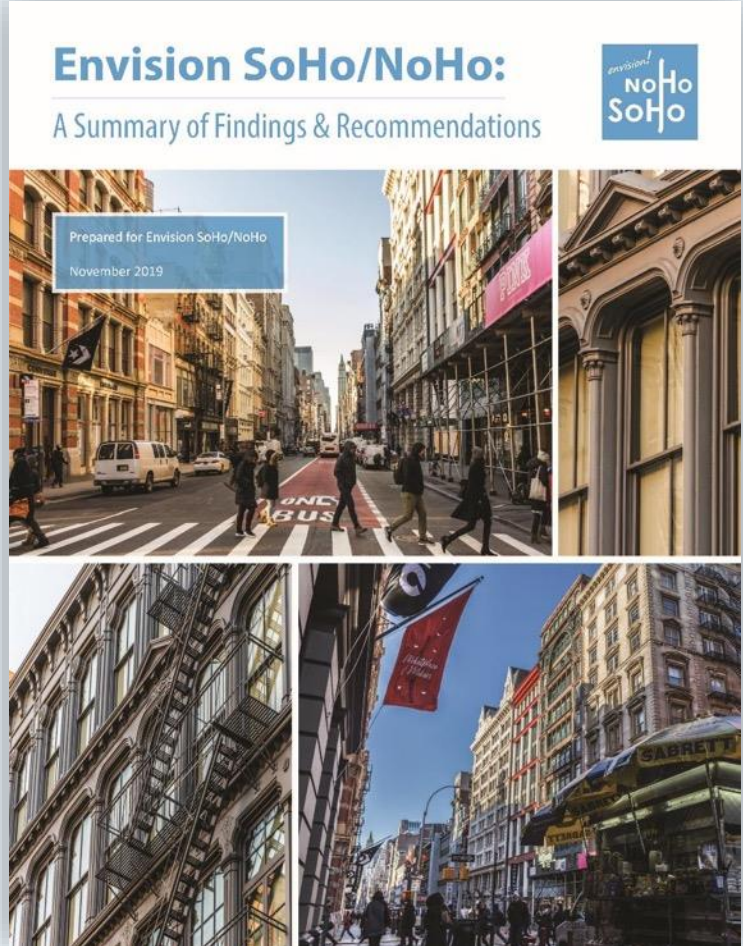
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Online Engagement	



Report Release & Public Feedback

November 2019 – January 2020





Envision SoHo/NoHo Report | Recommendations

Improve Quality of Life

- Alleviate **street & sidewalk congestion**
- Implement best practices for **loading/unloading** & the management of **commercial deliveries**
- Implement best practices for **trash pick-ups & street cleaning**
- Maximize opportunities for **open space, community space & greenery**
- Improve **enforcement** of zoning rules, building codes & other regulations

Encourage Neighborhood Diversity

- **Maintain, enforce & strengthen existing protections** for residents including renters & those in rent regulated units
- Support & promote the **artist/maker communities** while **allowing people** to live in SoHo/NoHo **without artist certification**
- **Create housing & live-work opportunities** on underused land in ways that respect & **support neighborhood diversity & character**

Promote Economic Vitality

- **Promote mixed-use** in ways that respect & support neighborhood diversity & character
- Preserve, promote, & create more opportunities for **arts, maker & cultural uses**
- Foster the small business community by **reducing regulatory barriers & providing supportive resources**



Planning Goals Informed by Envision SoHo/NoHo

Improve Quality of Life



Encourage
Neighborhood Diversity



Promote Economic Vitality



SoHo / NoHo Neighborhood Planning Goals



Planning Goals Informed by Envision SoHo/NoHo



Foster a more equitable, diverse & inclusive SoHo/NoHo	Support economic resiliency & strengthen mixed-use	Celebrate SoHo/NoHo's role in the arts & creative economy	Shape future development to enhance historic character
Expand Housing	Strengthen Mixed-use	Support the Arts	Build Contextually

SoHo / NoHo Neighborhood Planning Goals

Planning Goals Informed by Shared Vision

Expand Housing

- **Create opportunities for new housing** in new construction & conversions
- **Require affordable housing** through Mandatory Inclusionary Housing (MIH)
- **Retain Joint Living Work Quarters for Artist (JLWQA)**
- **Accommodate & expand live-work**

Strengthen Mixed-use

- **Remove impediments** for mix of compatible commercial & light manufacturing of uses
- **Provide flexibility** for business adaptation & new modes of operation
- **Preserve** significant concentration of **office & production space**
- Better manage the **public realm** and advance **quality of life** improvements

Support the Arts

- **Retain Joint Living Work Quarters for Artist (JLWQA)**
- **Accommodate creative businesses & live-work** by artists, artisans & makers
- Create a path to transition existing JLWQAs to residential, paired with provisions to **support arts/culture in new ways**

Build Contextually

- Guide future development to **enhance historic character & neighborhood context**
- **Contextual zoning** to require loft building forms
- **Differentiate areas within and outside historic districts**
- **No tall towers** exceeding existing building heights & neighborhood context in and around SoHo/NoHo

Public Information Sessions: Neighborhood Plan Updates

OCT 26
2020

Plan Update & Public Participation

500+ Attendees

Planning goals & upcoming engagement events.

FEB 3
2021

Housing

200 Attendees

Strategies for affordable housing presented with the Department of Housing Preservation and Development.

FEB 25
2021

Mixed-use & Public Realm

150+ Attendees

Mixed-use zoning and quality of life strategies for residents and businesses presented with the Department of Transportation and Department of Sanitation.

MAR 30
2021

Arts & Culture

150+ Attendees

Strategies for supporting arts and culture presented with the Department of Cultural Affairs.

Interagency Collaboration



Department of
Housing Preservation
& Development



Cultural
Affairs



Loft Board



Buildings



Landmarks Preservation
Commission

3.

Zoning Proposal



Proposed Actions

1. Zoning Map Amendment

to replace all or portions of existing M1-5A and M1-5B districts with medium- to high-density mixed-use districts and establish a new Special SoHo-NoHo Mixed Use District (SNX) in the Project Area.

2. Zoning Text Amendment

to establish regulations for the proposed Special SoHo NoHo Mixed-Use District (SNX) and to amend Appendix F of the ZR to apply the Mandatory Inclusionary Housing (MIH) program to the Special District.

Expand
Housing

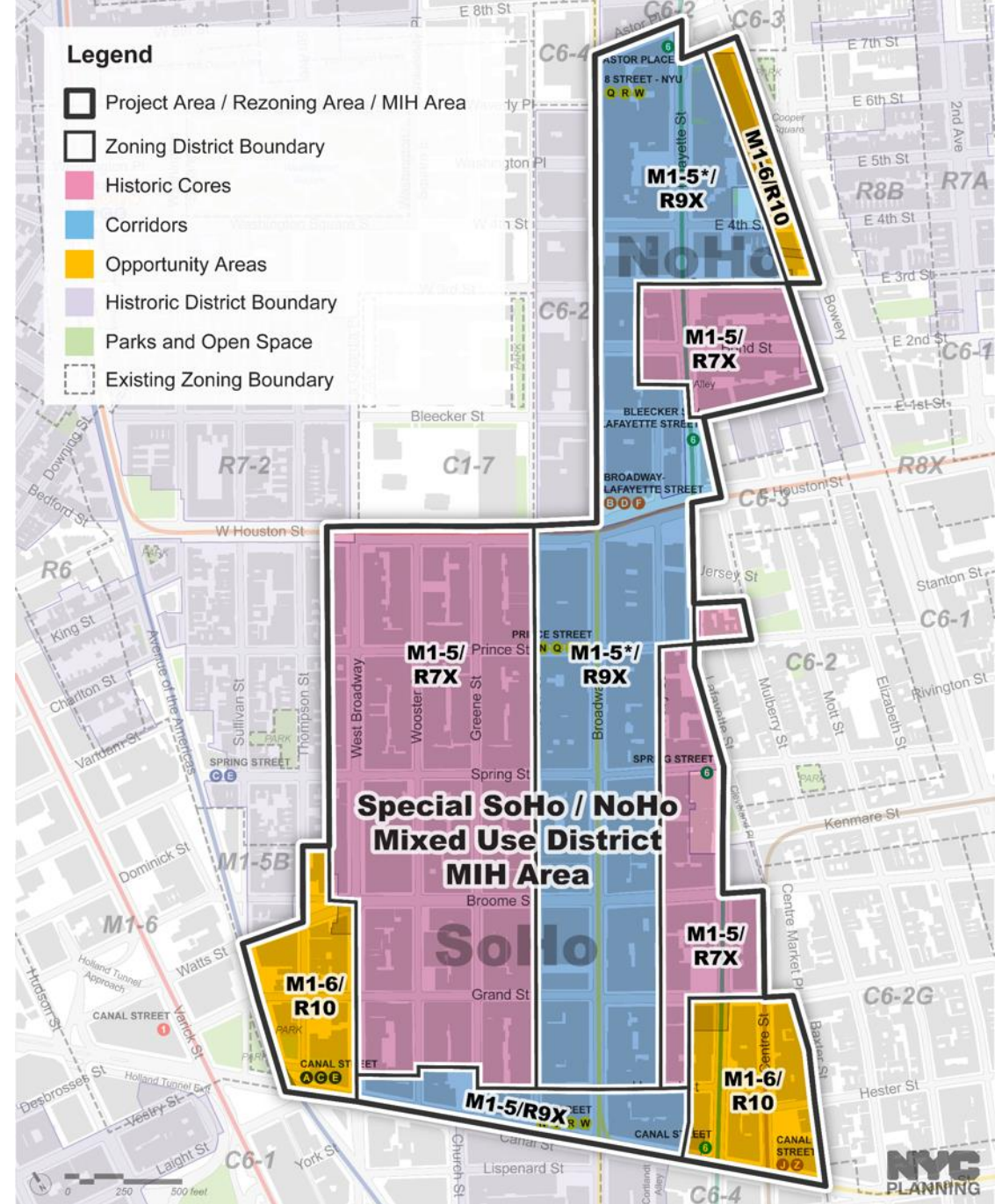
Support
the Arts

Strengthen
Mixed-use

Build
Contextually

Proposed Zoning Overview

- **Map paired manufacturing / residential districts** to support dynamic mix of residential, commercial, manufacturing, and community facility uses
- Establish a new special district – **Special SoHo/NoHo Mixed-use District & three density tiers**
 - *Historic cores*
 - *Corridors*
 - *Opportunity areas*
- **Contextual building envelopes** to shape appropriate built forms
- **Designate Mandatory Inclusionary Housing (MIH) Area** to require permanently affordable housing in SoHo/NoHo for the first time
- **Sustain SoHo/NoHo's cultural legacy** by promoting public presence of the arts



3

Zoning Proposal

Expand
Housing

Support
the Arts

Strengthen
Mixed-use

Build
Contextually

Housing in SoHo/NoHo

Loft Law Units

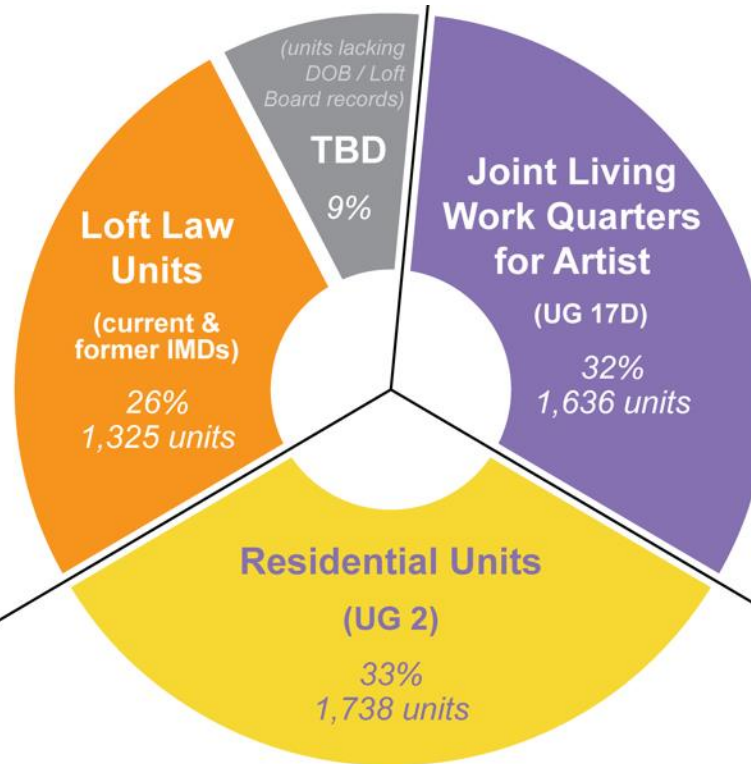
(Multiple Dwelling Law Article 7C)

- **Interim Multiple Dwellings (IMDs)**

- Undergoing residential legalization
- Some units subject to Loft Law rent rules

- **Former IMDs**

- Legalized as residences
- Some units subject to rent regulation (DHCR)



Joint Living Work Quarters for Artist (JLWQA)

- **Legalized / converted from former manufacturing lofts**

- Require artist certification by Department of Cultural Affairs
- Many not occupied by certified artists

Residential Units

- **Converted / constructed units**

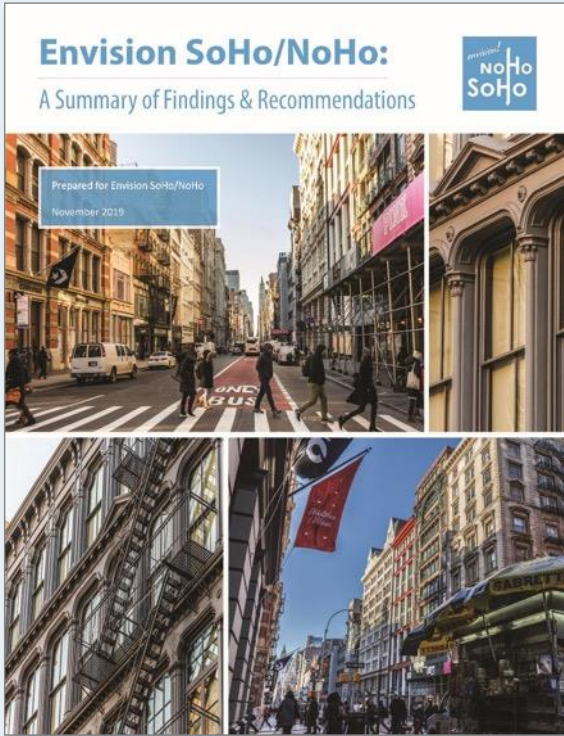
- Via CPC special permits / BSA variances; Market rate

- **Pre-existing units (e.g. tenements, rowhouses)**

- Some units subject to NYS Rent Stabilization Laws

Source: DOB BIS; Loft Board; PLUTO

Encourage Neighborhood Diversity

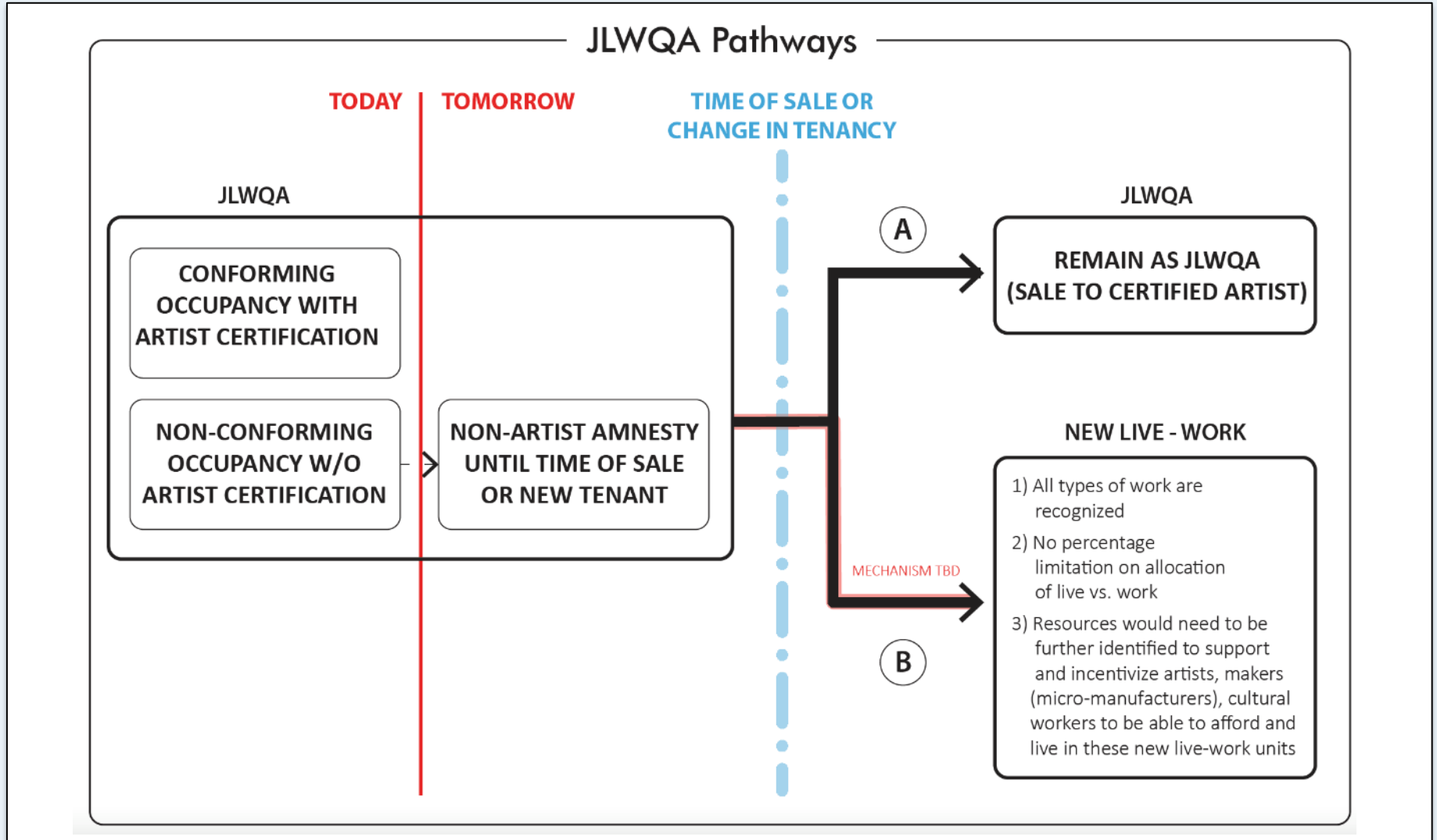
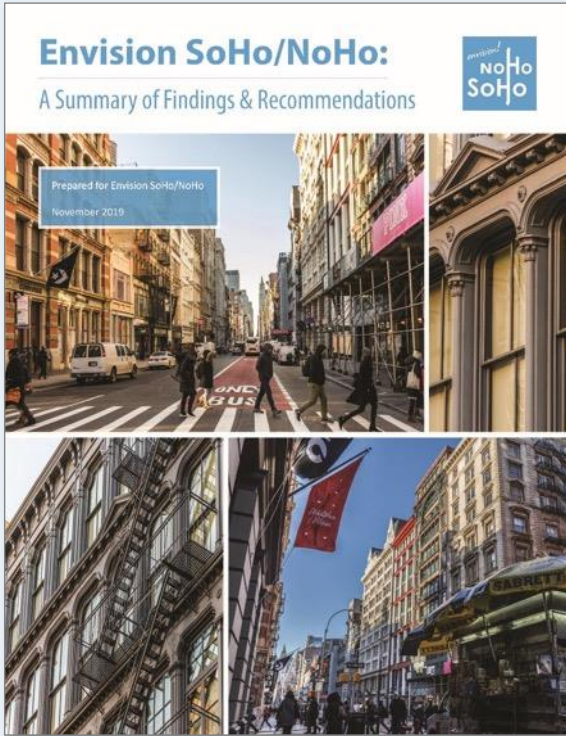


Conscious efforts should be made to reconcile the chasm between outdated regulations and the realities of people who reside in the neighborhoods, and to promote more diversity and more equity in SoHo/NoHo.

Support and promote the artist and maker communities while allowing people to live in SoHo/NoHo without artist certification.

Create housing and live-work opportunities on underused land in ways that respect and support neighborhood diversity and character.

Encourage Neighborhood Diversity



Housing and Live-Work

Joint Living Work Quarters for Artist (JLWQA)

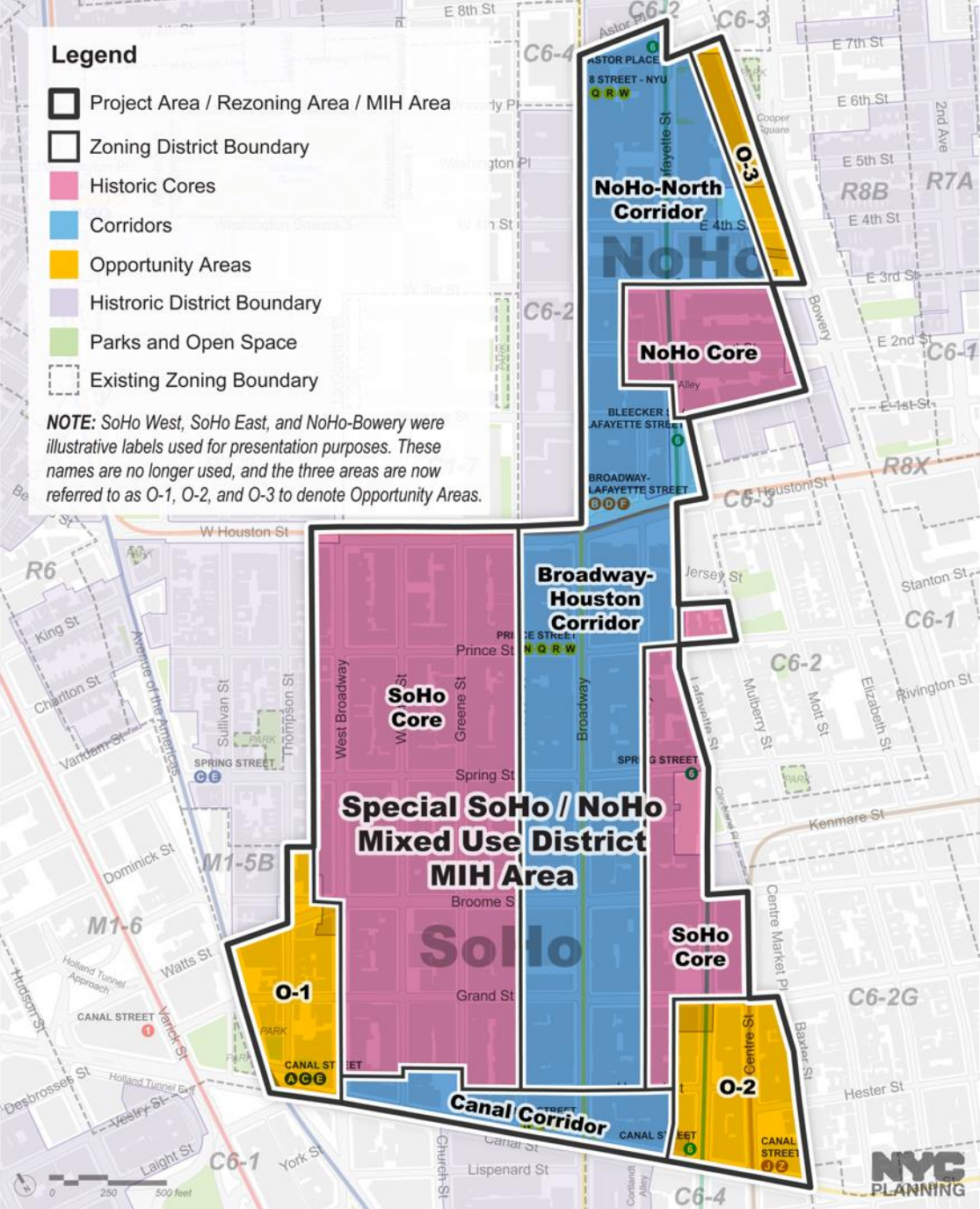
- Continue to allow existing JLWQA
- Option to transition to residential, paired with *SoHo/NoHo Arts Fund* contribution

Residential as-of-right with MIH

- New construction
- Commercial-to-residential conversions

Expanded home occupation provisions to accommodate existing and evolved live-work modes

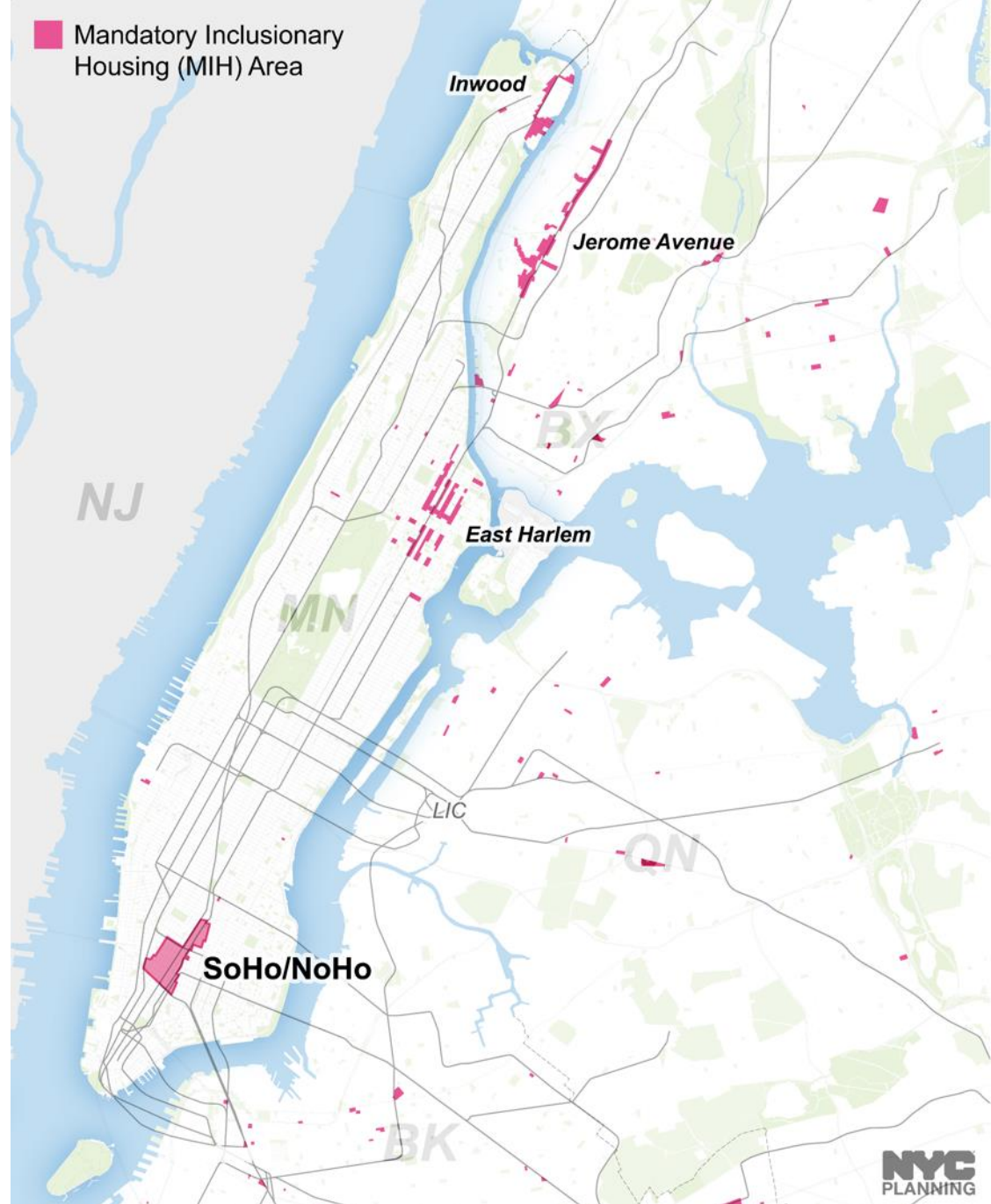
- Up to 49% of dwelling units
- Expanded range of home occupations
- More inclusive
- Reflect new realities since COVID-19
- Applicable to all new and converted residential units



Mandatory Inclusionary Housing (MIH)

Designate Mandatory Inclusionary Housing (MIH) Area to require permanently affordable housing

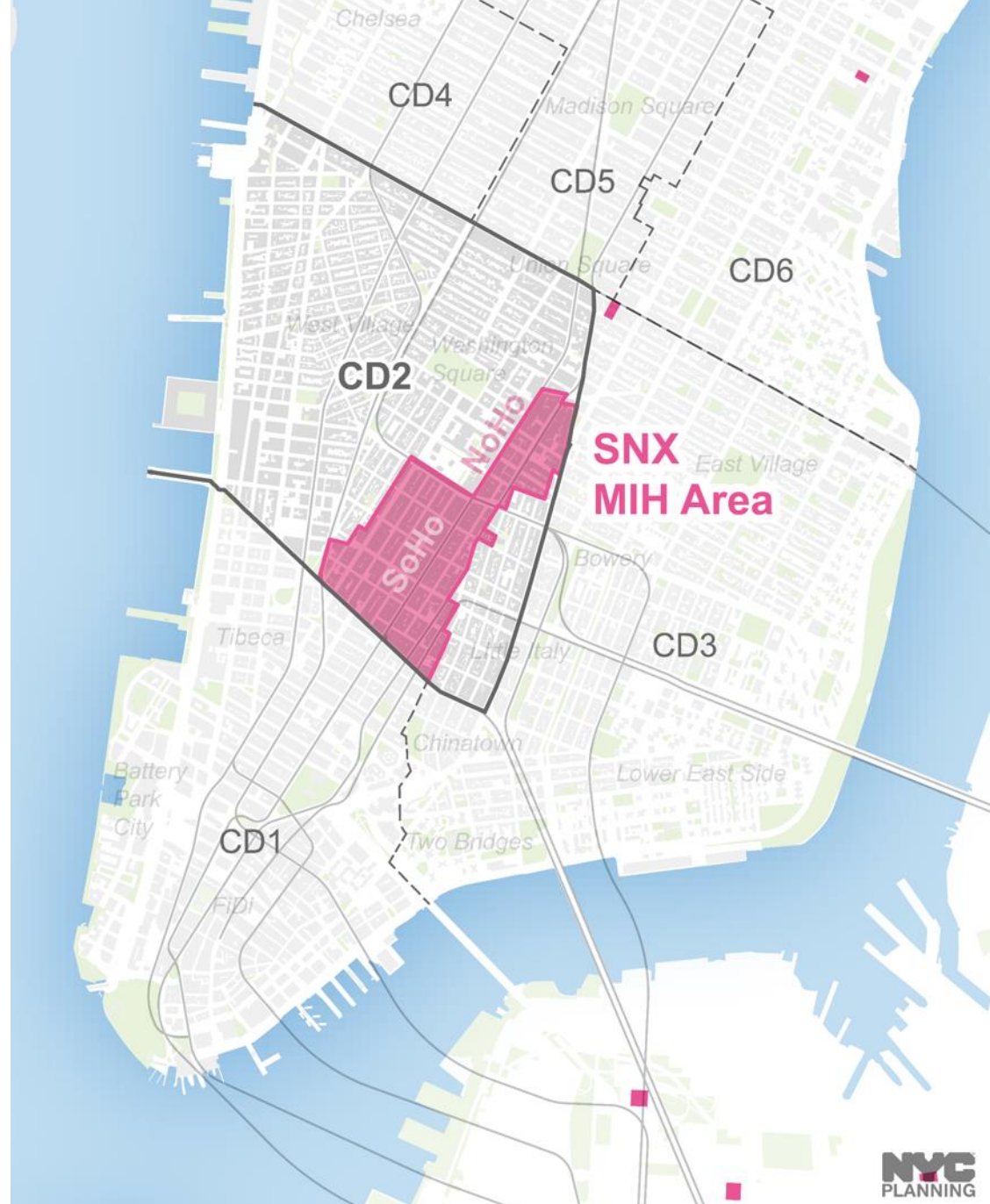
- First MIH area in Manhattan Community District 2
- First MIH area with significant overlap with historic districts
- Will be one of the largest MIH areas in the city
- Between **25% and 30%** of new residential floor area would be required to be **permanently affordable** and available to residents at **a range of income levels**.



Mandatory Inclusionary Housing (MIH)

Proposed MIH Options in SoHo/NoHo:

- **Option 1:** 25% of residential floor area must be for affordable housing units for residents with incomes averaging 60% AMI (\$61,440 per year for a family of three)
- **Option 2:** 30% of residential floor area must be for affordable housing units for residents with incomes averaging 80% AMI (\$81,920 per year for a family of three)

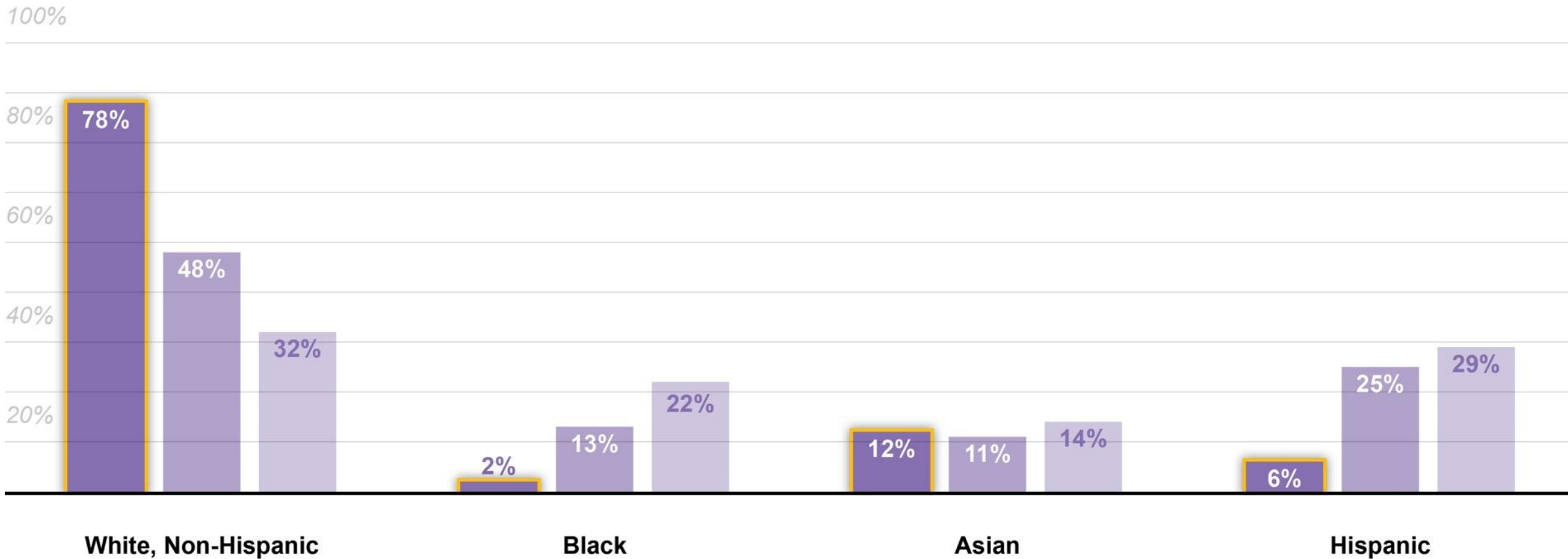


Housing Types in NYC

Type	Description	Rent / Affordability Regulation	Presence in SoHo/NoHo?
Unregulated/ Private Market	Privately-owned housing that is sold / leased at market-rate	N / A	Yes
	Privately-owned housing that may be affordable to some families (a.k.a. “naturally-occurring affordable housing”)	N / A	No
Public Housing*	Publicly-owned and operated housing managed by the New York City Housing Authority (NYCHA)	Income eligibility and rents regulated by NYCHA/HUD	No
Rent-Stabilized/ Rent-Controlled	Privately-owned, multifamily buildings, most often built before 1974, in which tenants are protected from sharp rent increases and have the right to renew their lease.	Rents regulated by NYS Rent Stabilization Law or other NYS laws like the Loft Law	Some (mostly via Loft Law)
Government Assisted / Income-restricted	Privately-owned buildings that receive public subsidy or other benefits in exchange for providing income-restricted housing with affordable rents .	Income eligibility and rents governed by a regulatory agreement with the owner	No
Rental Assistance	Federal, State, and City programs which pay for all or part of the rent on behalf of a tenant. (e.x. Housing Choice Vouchers (Section 8), CityFHEPS)	Income eligibility and rents regulated depending on voucher source.	Likely No

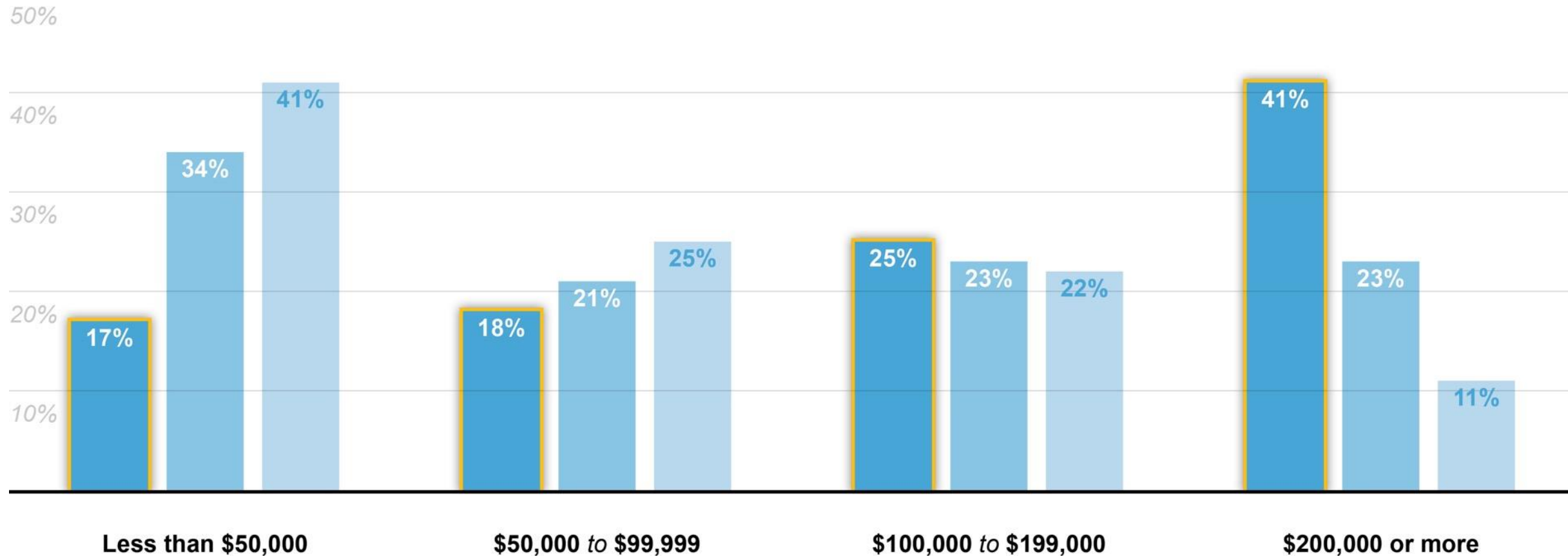
* Includes PACT Developments which is publicly-owned housing converted to more stable funding through the PACT (Permanent Affordability Commitment Together) Program.

Race and Ethnicity



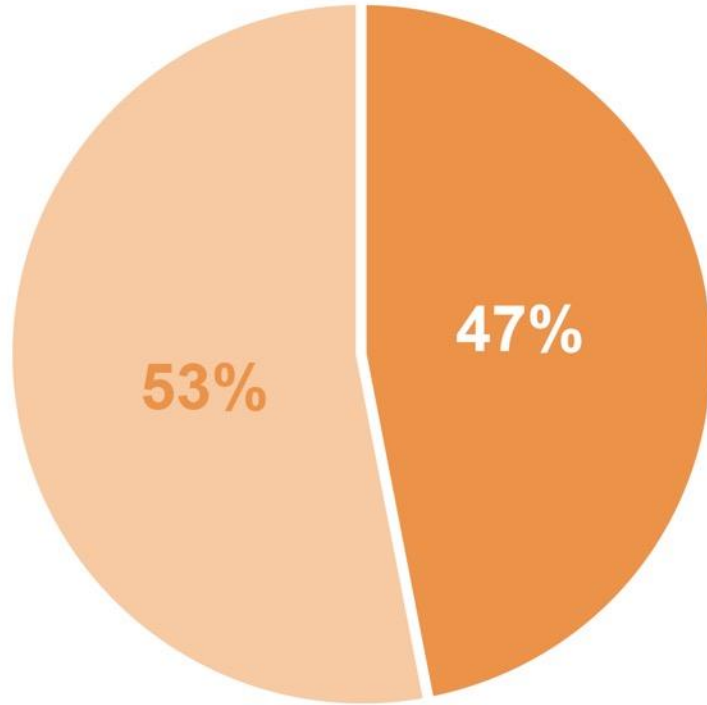
Source: 2010 Census, Tables P2, P12, P21, P29, H4, H5, H13, and H17; block-level data. Manhattan blocks split by the Study Area boundary were proportionally allocated based on the number of residential units in parcel-level PLUTO data.

Household Income Distribution

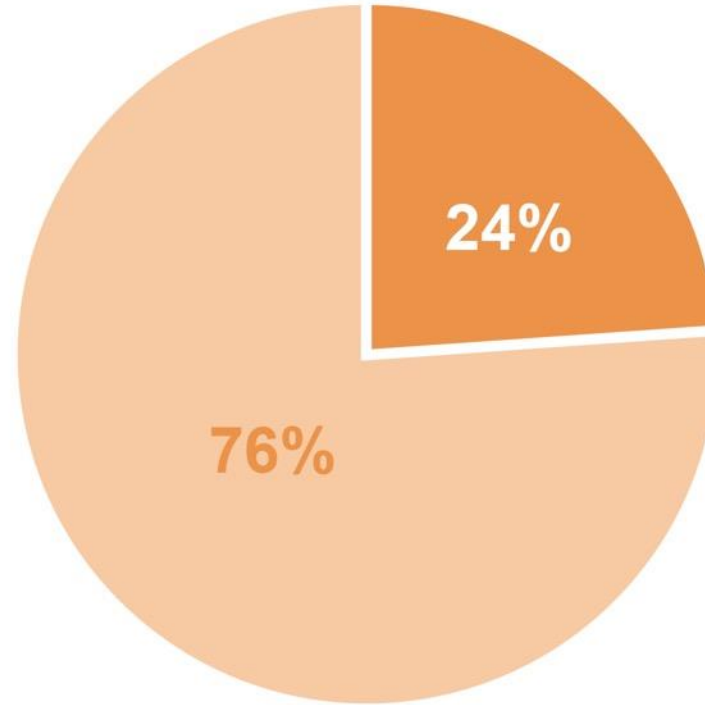


Source: NYC Department of City Planning-Population Division, American Community Survey, 2015-2019
 Manhattan Block Groups 45001, 47002, 49001, and 55021 were aggregated to approximate the SoHo/NoHo Study Area

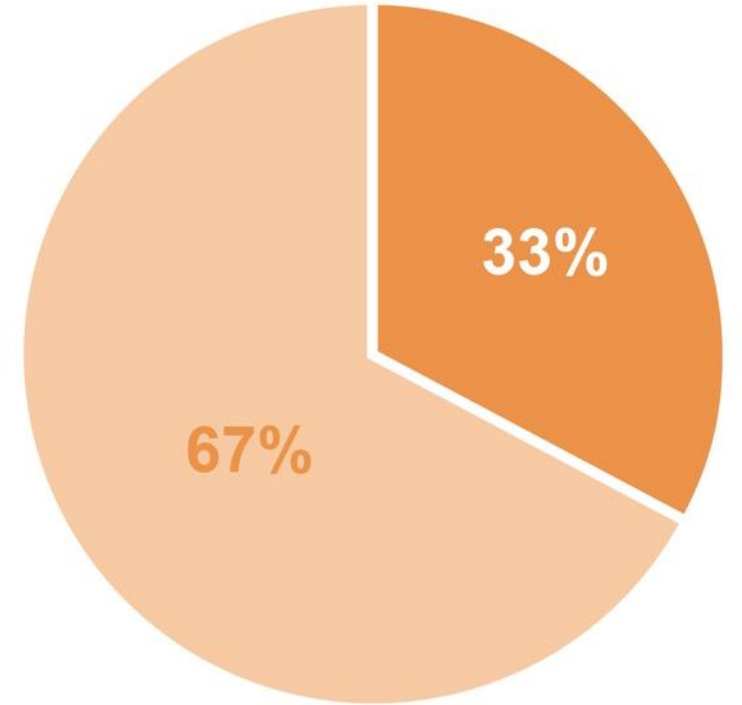
Renters vs Owners



SoHo/NoHo Study Area



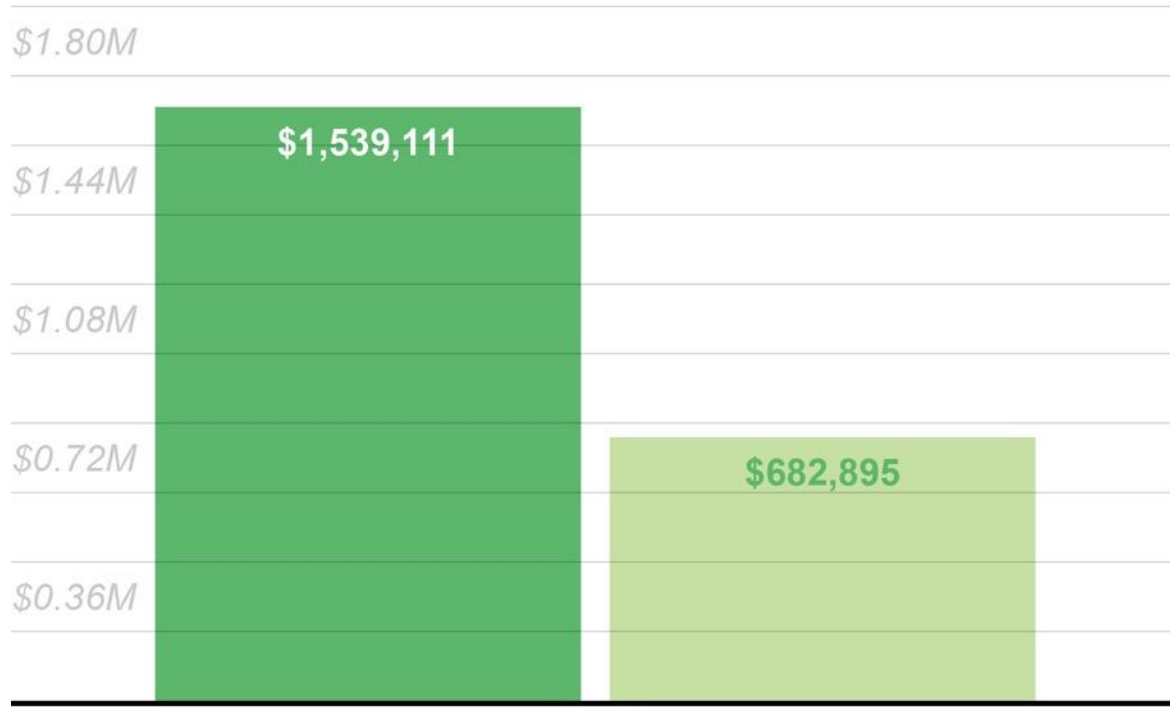
Manhattan



NYC

Source: NYC Department of City Planning-Population Division, American Community Survey, 2015-2019
Manhattan Block Groups 45001, 47002, 49001, and 55021 were aggregated to approximate the SoHo/NoHo Study Area

Rent & Sales Prices



Median Sales Price | 2020



Gross Rent in 2018 Adjusted Dollars | 2014 - 2018

Source: Street Easy Median Sale Price -- Includes Coops, Condos, and Single-Family Townhouse; American Community Survey 5-Year Estimates, Department of City Planning Population Fact Finder
 CB2 area includes the following Street Easy Neighborhoods: SoHo (which includes Hudson Square), Greenwich Village, West Village, Nolita and Little Italy

Housing New York Findings & SoHo/NoHo

Implemented a Mandatory Inclusionary Housing (MIH) policy

The most aggressive in the nation – to require permanent, mixed-income affordable housing in all areas rezoned for residential growth. Through our partnership with the City Council, as of March 2016, as New York City grows, renters are guaranteed that a portion of homes will be permanently affordable.



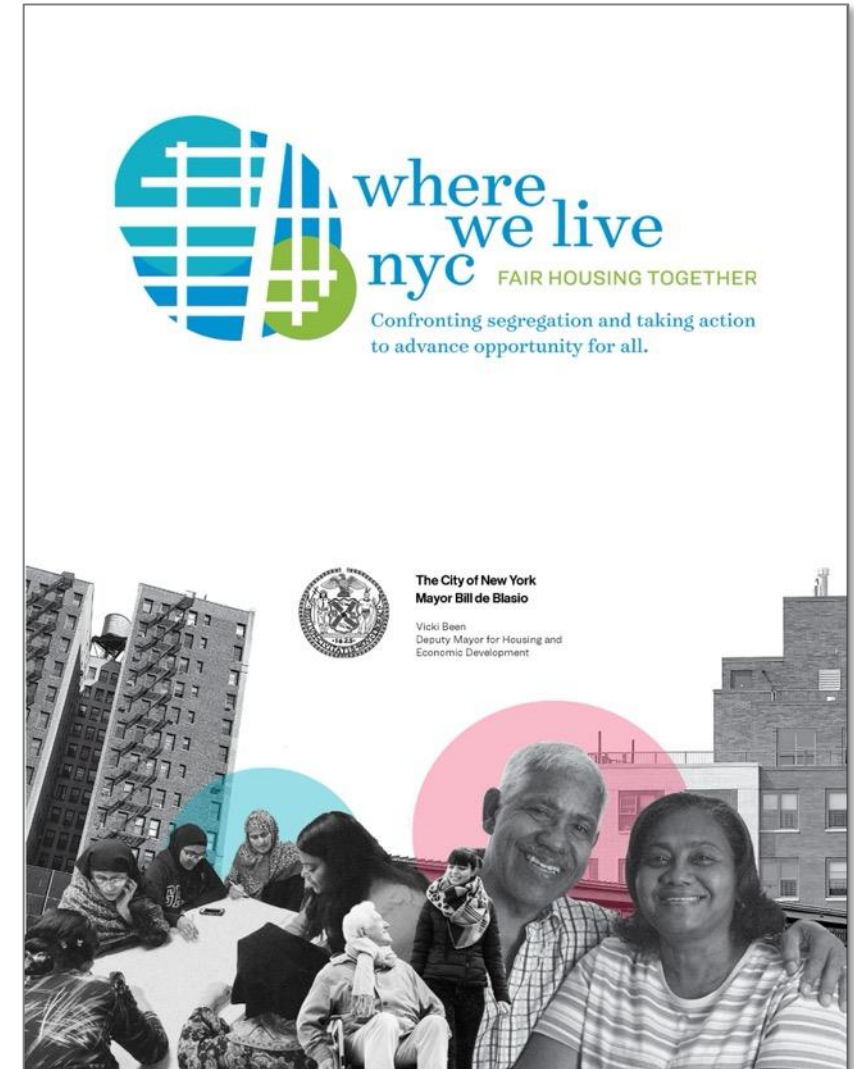
Where We Live Findings & SoHo/NoHo

- Plan includes six goals with associated strategies and actions to fair housing.
- Includes a set of strategies to **increase housing opportunities, particularly for low-income New Yorkers, in amenity-rich neighborhoods.**
- 2.1.3 Advancing proposals for neighborhood rezonings in Gowanus and SoHo/NoHo** to expand the housing stock, add new affordable housing, and increase neighborhood diversity, among other neighborhood planning objectives.

Confront
Segregation

Fight
Discrimination

Take action to
advance
opportunity
for all



SoHo/NoHo Constraints & Opportunities

CONSTRAINTS

- **Zoning prohibits residential use**
- **Lack of City-owned land** to build 100% affordable housing
- Lack of existing income-restricted affordable housing
- **High land costs and market rents** make affordable housing financing tools such as loans and tax incentives infeasible

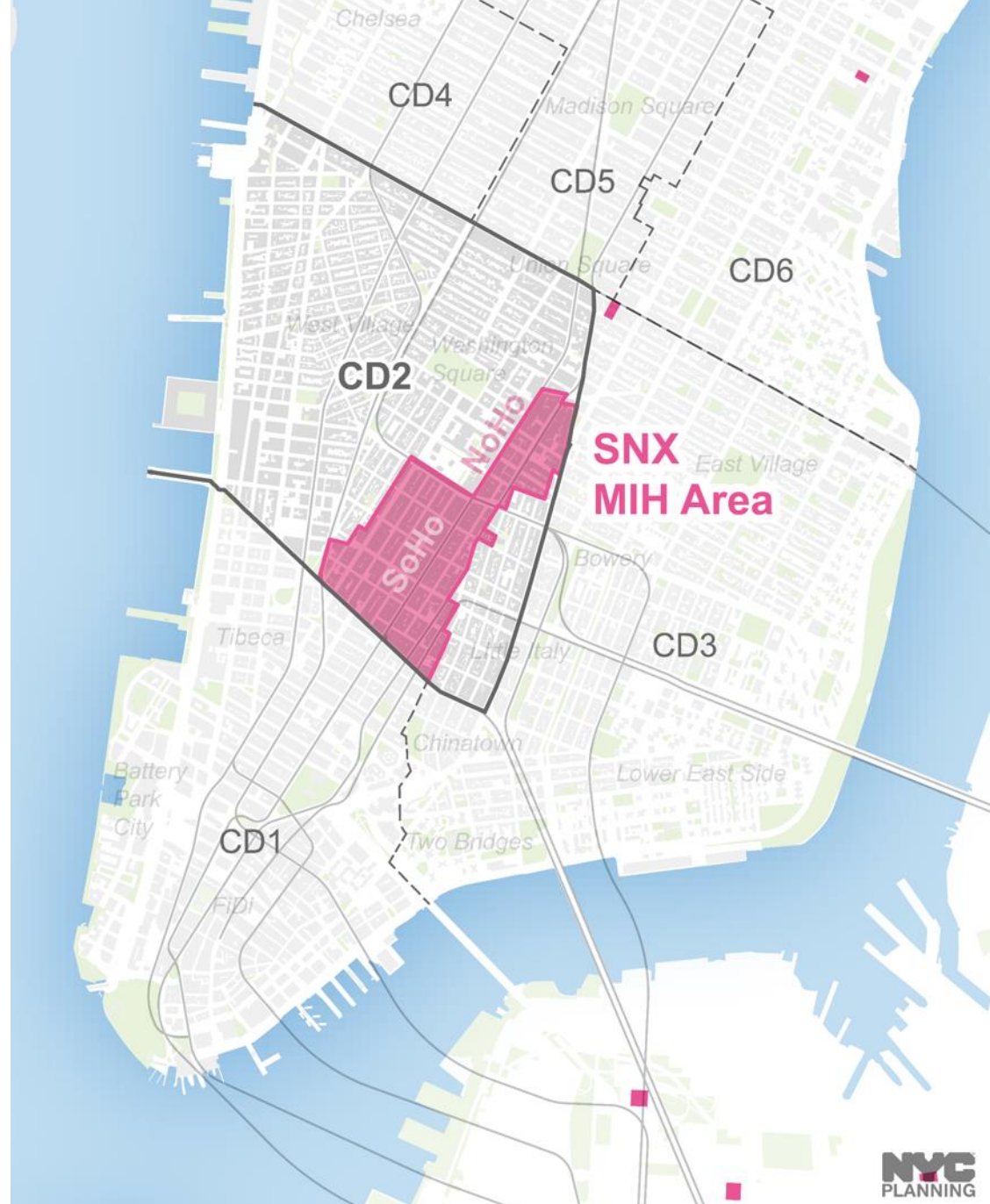
OPPORTUNITIES

- Rezone to **allow housing** (incl. infill developments and conversions)
- Continue to **identify opportunities on publicly-owned sites** within SoHo/NoHo and in CD2
- Work with DCP, DOB, and HCR to identify rent-regulated homes and ensure consistent enforcement
- **Require permanent affordable housing via MIH on private development sites**

MIH in SNX | Unique Conditions

Targeted adjustments in SoHo/NoHo's unique built and regulatory context

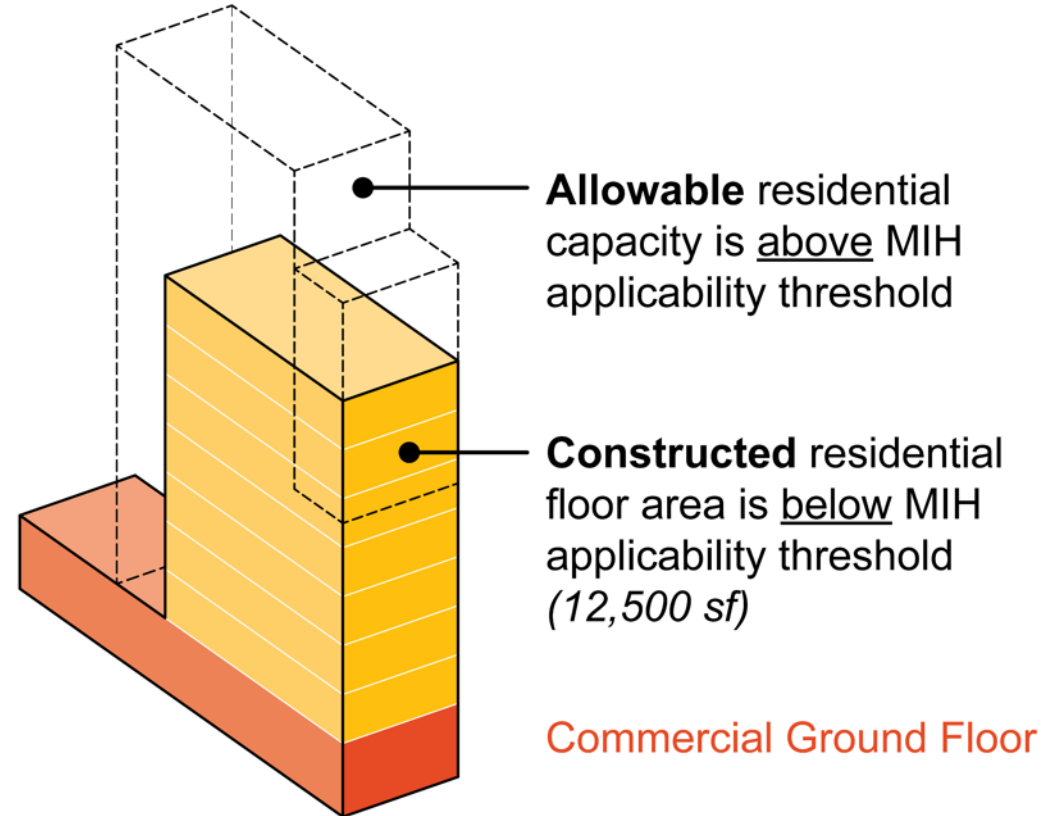
- **New developments & enlargements**
 - Under-building to circumvent MIH requirement
 - Historic districts and LPC review
- **Conversions**
 - Challenges to configure affordable units with appropriate layouts and unit types in existing loft buildings



MIH in SNX | Developments & Enlargements

New developments & enlargements

- Under-building to circumvent MIH requirement
- Historic districts and LPC review



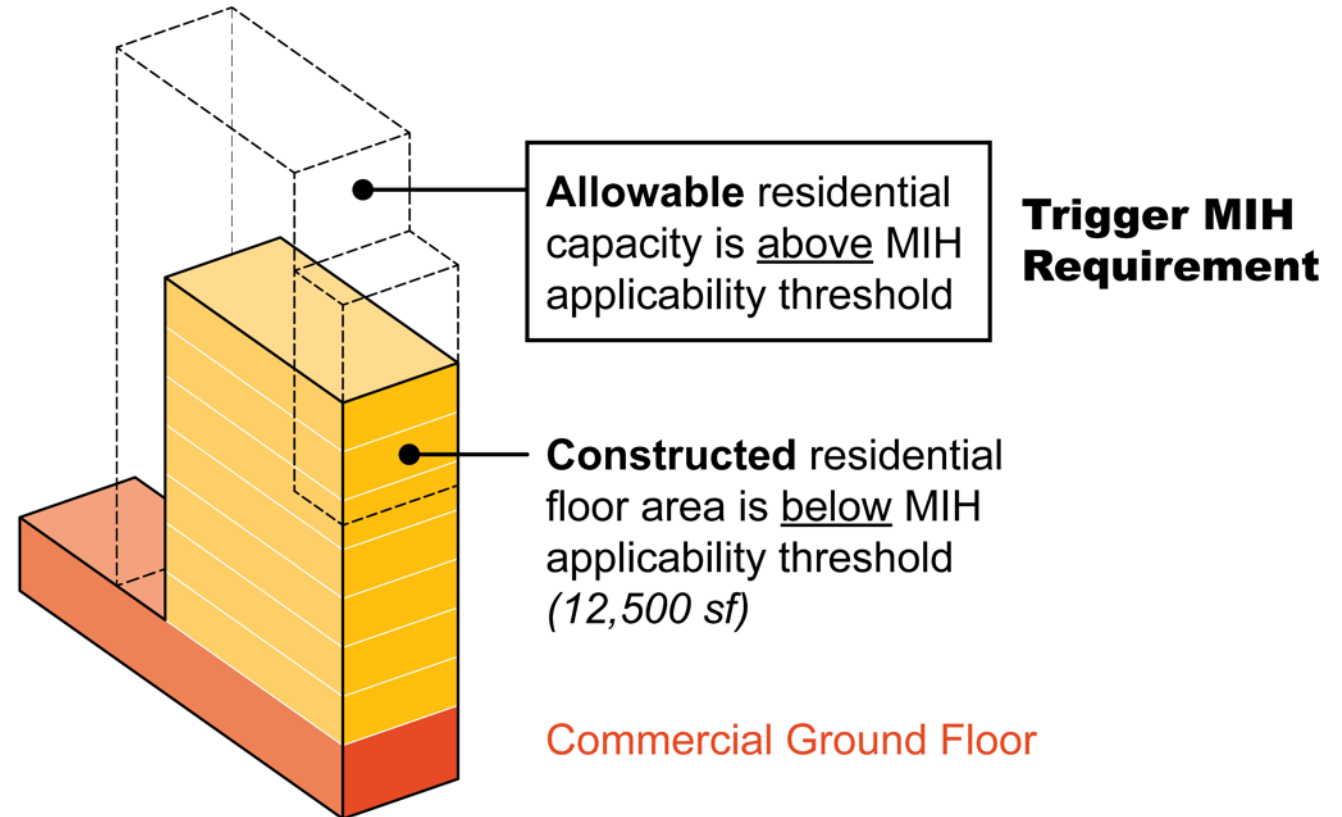
MIH in SNX | Developments & Enlargements

New developments & enlargements

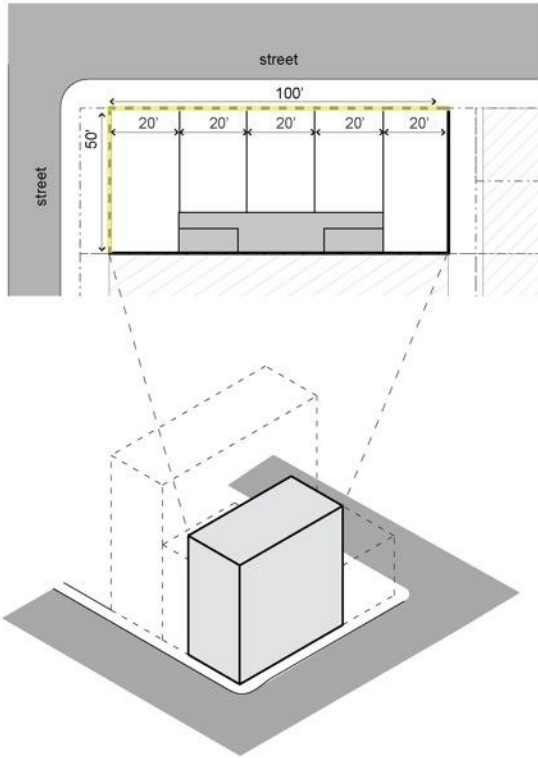
- Under-building to circumvent MIH requirement
- Historic districts and LPC review

Proposed MIH applicability adjustment

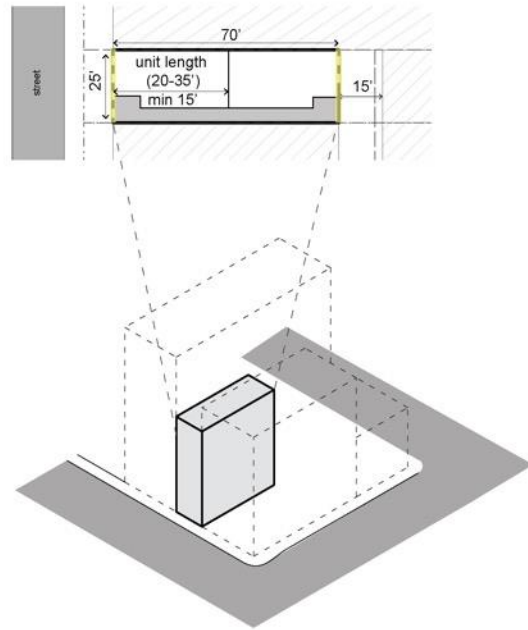
- Address unique physical and regulatory context
- Eliminate incentives of under-building
- MIH applies to any zoning lot with **12,500 sf of residential capacity**



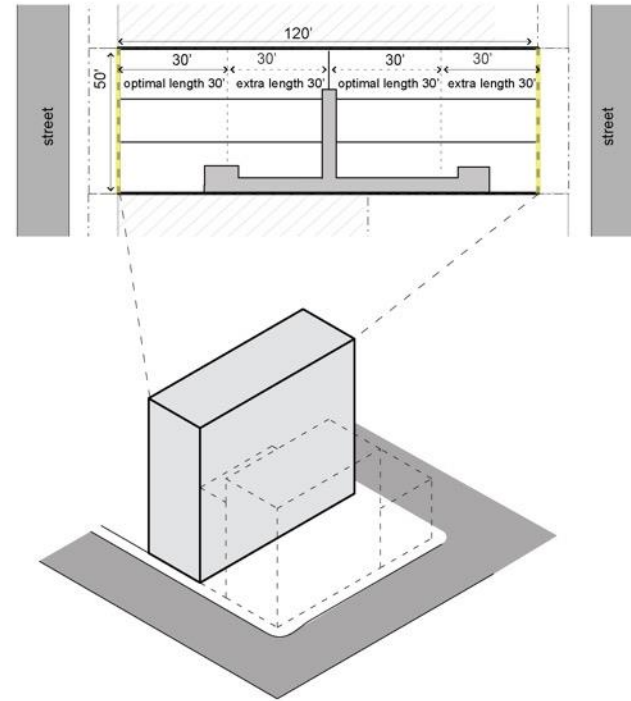
MIH in SNX | Conversions



CORNER LOTS



INTERIOR LOTS

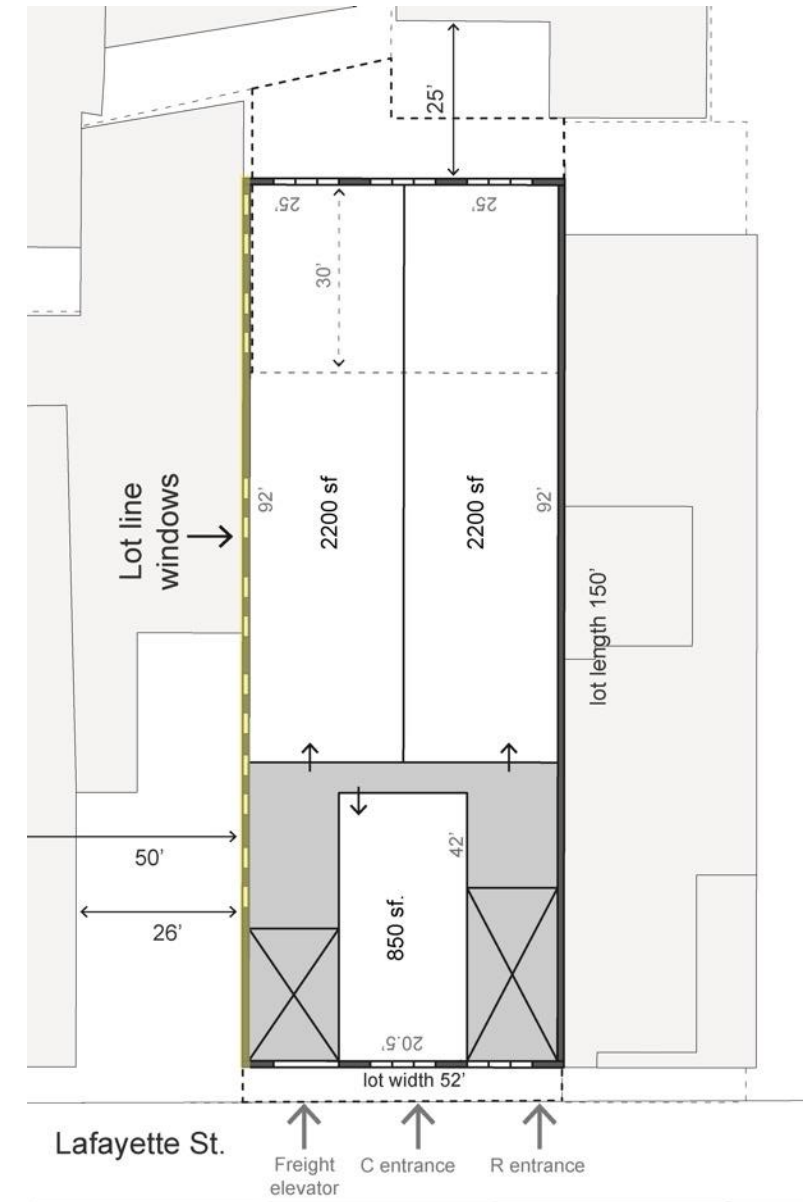


THROUGH LOTS



MIH in SNX | Conversions

- Address challenges and inefficiency of on-site unit provision in **physically constrained conversions**
- Make **payment-in-lieu** option available for conversions, if **BSA** finds that **the existing building configuration imposes constraints**, including:
 - Deep, narrow or otherwise irregular floorplates
 - Limited opportunities to locate legally required windows
 - Pre-existing circulation or structural column systems resulting in practical difficulties in configuring MIH floor area into apartment sizes and bedroom mixes per MIH guidelines
 - HPD input (CPC mod)



Interior lot example

MIH in SNX | Summary

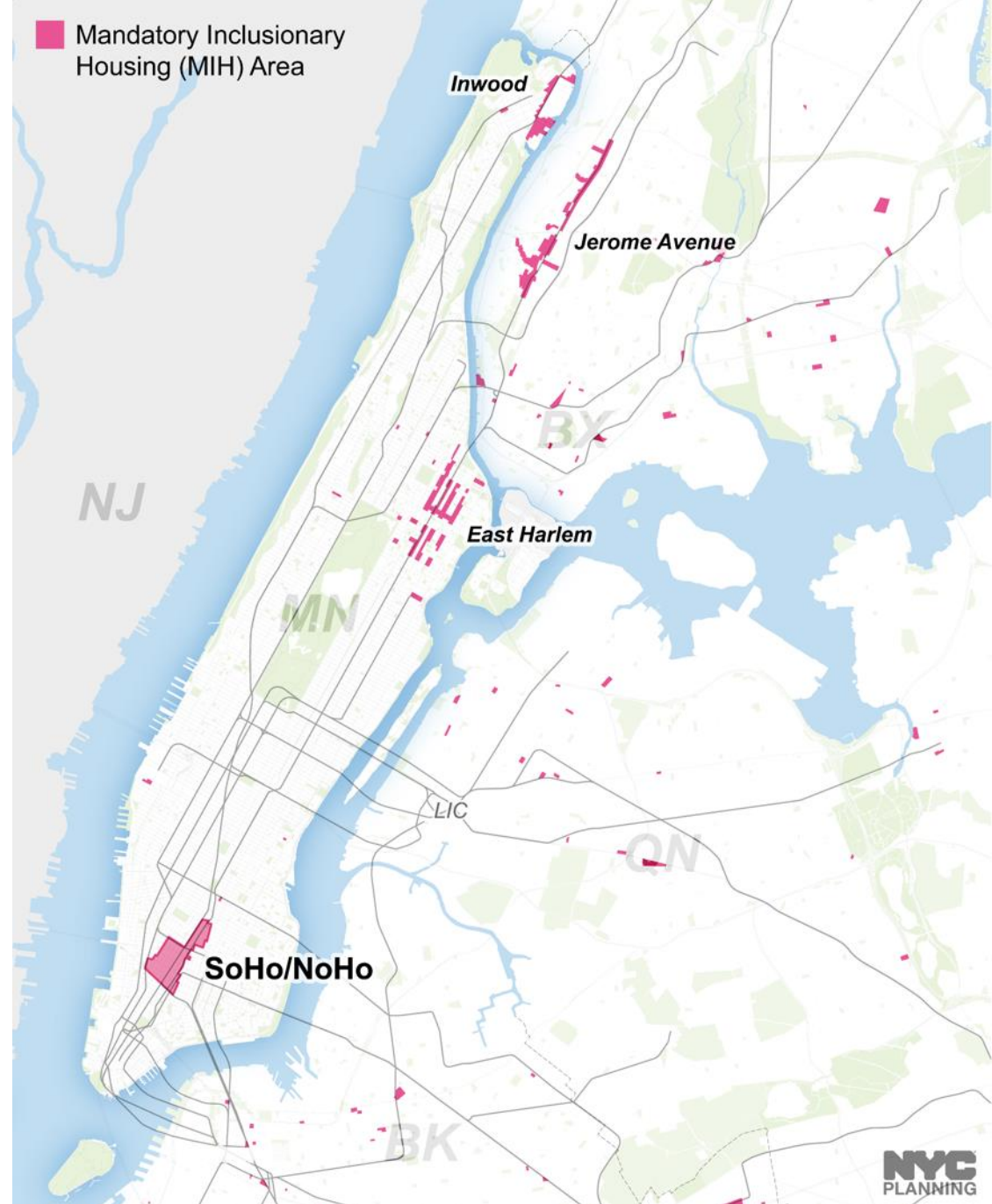
Targeted adjustments in SoHo/NoHo's unique built and regulatory context

- **New developments & enlargements**

- Applicability adjustment to address under-building

- **Conversions**

- BSA special permit to allow payment-in-lieu option on physically constrained sites



3.

Zoning Proposal

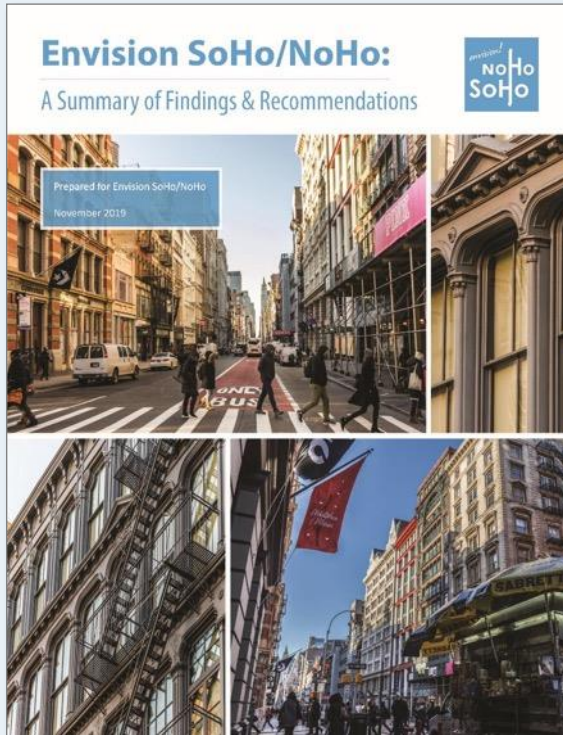
Expand
Housing

Support
the Arts

Strengthen
Mixed-use

Build
Contextually

Cultural Identity and the Arts



Maintain JLWQA as a permitted use and allow for the creation of new types of units and buildings so that art-making/maker-uses can continue to coexist with other uses and residents.

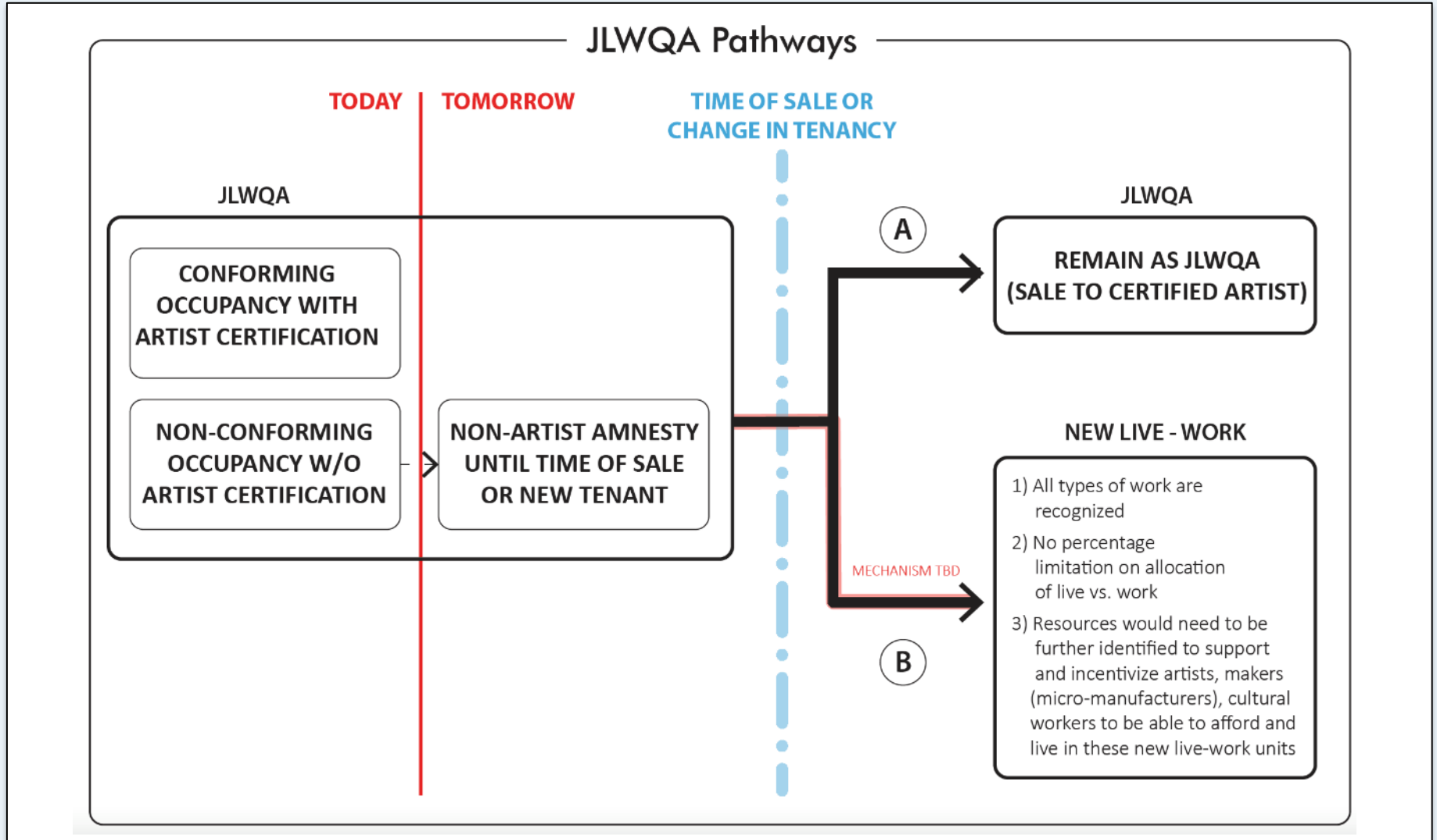
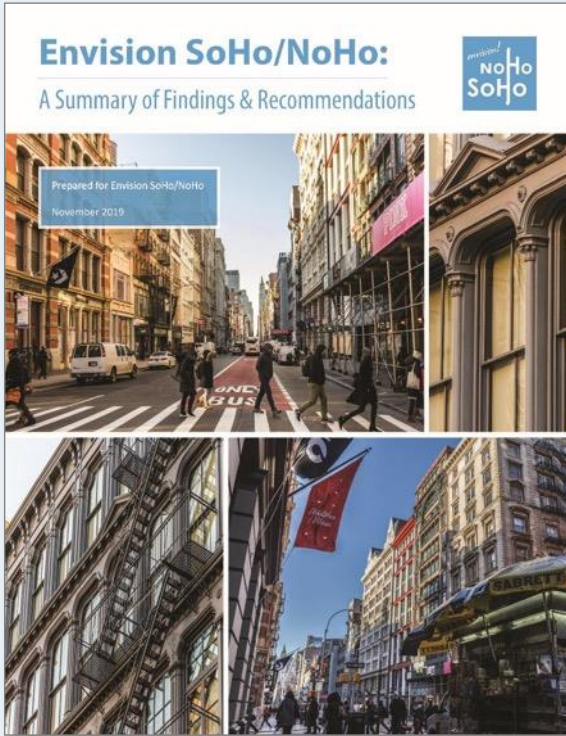
Develop pathways to legalize non-artist residents in SoHo/NoHo.

Explore ways to affirm SoHo/NoHo's art heritage and cultural assets

Identify additional resources to support and promote the artist community

Leverage the business and not-for-profit communities to reactivate underused spaces

Encourage Neighborhood Diversity



SoHo-NoHo Arts Fund

Existing Joint Living Work Quarters for Artist (JLWQA)

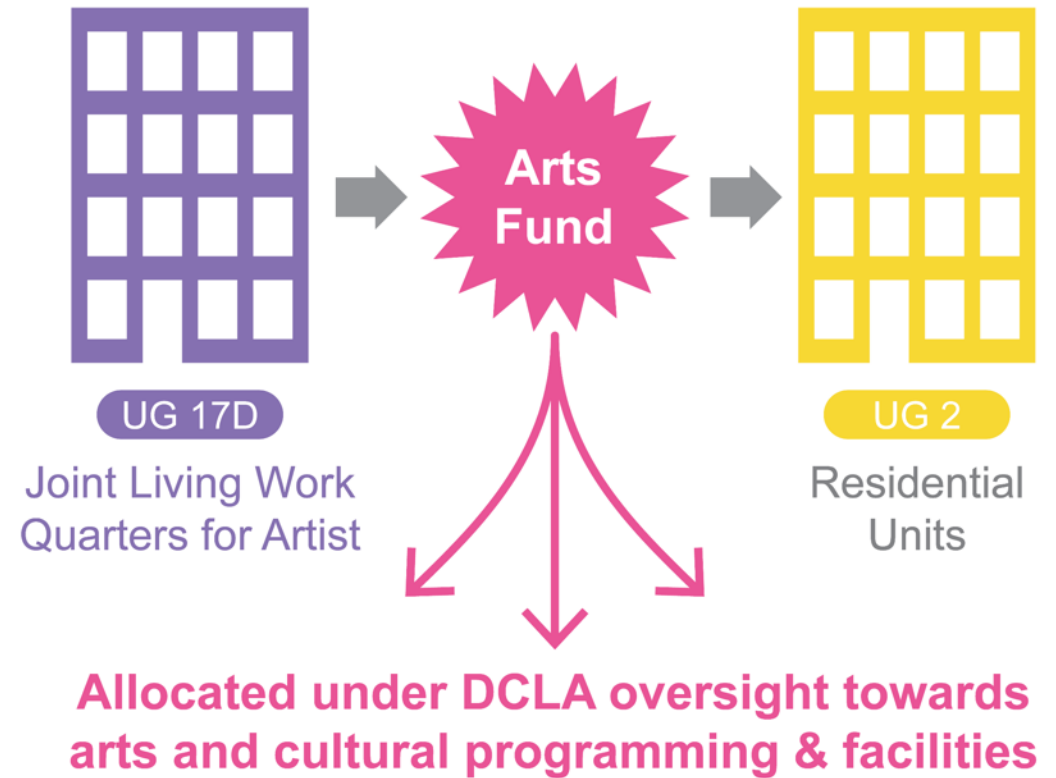
- Option A: remain as is; or
- Option B: transition to residential with *SoHo-NoHo Arts Fund* contribution

Process (DCP / DOB / DCLA)

- Chairperson certification
- Fund allocated by Department of Cultural Affairs (DCLA) or nonprofit designee

Contribution Rate

- Establish contribution rate of \$100 psf
- Increase over time per CPI



Contribution Rate – Market Analysis Method

- **Department of Finance sales data** (*between 2010 – 2020*)
 - Sales of individual units, incl. co-ops and condos
- **Unit Square footage information from StreetEasy**
- **Screening outliers & incomplete records** (*small share of total records*)
 - Outliers in terms of size: Units < 1,000 sf and units \geq 5,000 square feet
 - Units lacking square footage information
- **Unit classification**
 - JLWQA
 - Non-JLWQA: pre-existing and converted residential units (incl. Loft Law units)
 - New construction: Included as its own category for comparison, separate from other non-JLWQAs
 - Sources: DOB certificates of occupancies, Loft Board data

Contribution Rate – Market Analysis

- **Sales price of non-JLWQAs higher than those of JLWQAs**
 - Range of market value differences: \$76 to \$263 psf
- **Estimated contribution** assuming average unit characteristics & proposed contribution rate of \$100 psf
 - Share of unit market value: 7.2% (average); 6.5% (median)

	JLWQA	Non-JLWQA*	Difference
Count	671	133	
Average	1,624	1,814	+\$189
1st Qrtl	1,293	1,369	+\$76
Median	1,545	1,767	+\$222
3rd Qrtl	1,920	2,182	+\$263

*Incl. Units legalized under the Loft Law + UG 2 residential units

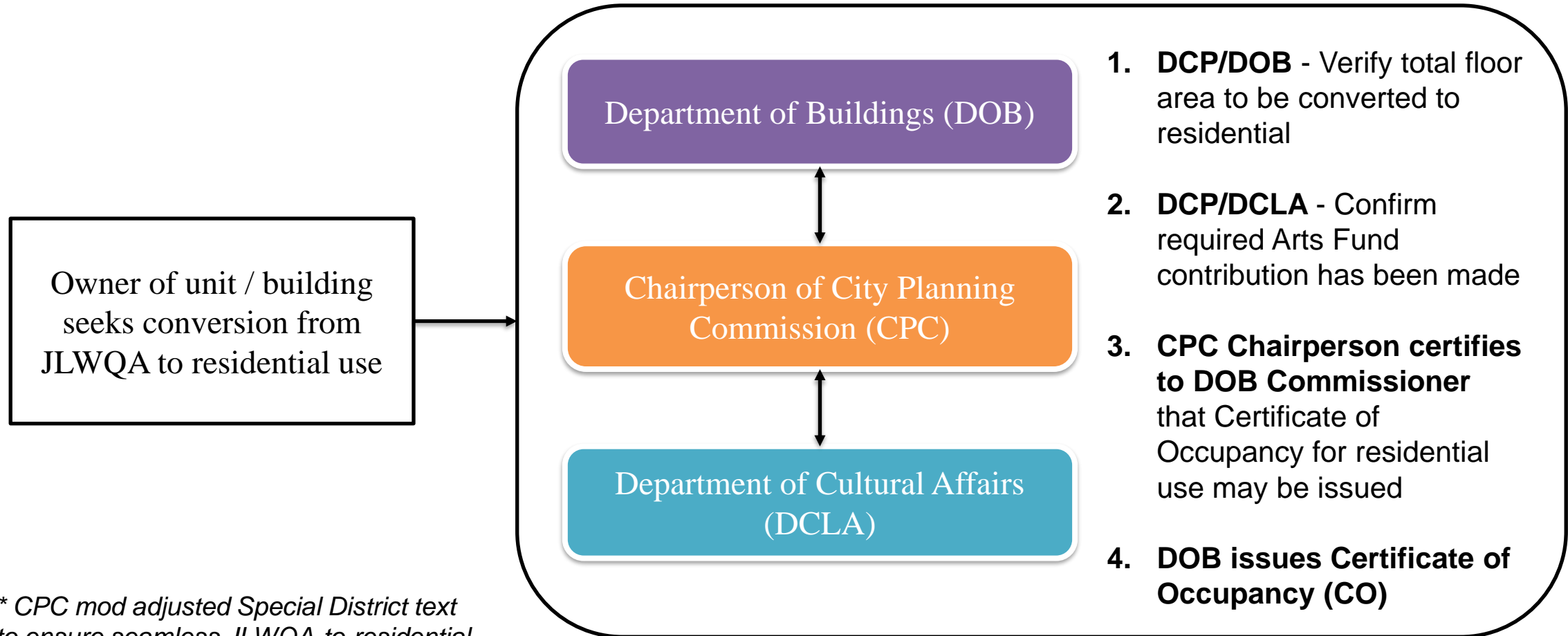
(Table and box chart updated on 9/14/2021 to correct minor inadvertent errors)

Price Per Square Foot



JLWQA & Arts Fund - Process

Coordinated interagency process (DCP/DCLA/DOB) facilitated by CPC Chairperson certification



* CPC mod adjusted Special District text to ensure seamless JLWQA-to-residential conversion, if voluntarily sought

Arts Fund Opportunities

What is it for?

Programming, projects and facilities that promote the public presence of the arts within the Special District and surrounding neighborhoods

Programmatic Support:

- Provide annual competitive grant funding to individual artists, unincorporated arts collectives, and nonprofits for projects and services that offer Lower Manhattan communities diverse artistic and cultural experiences.

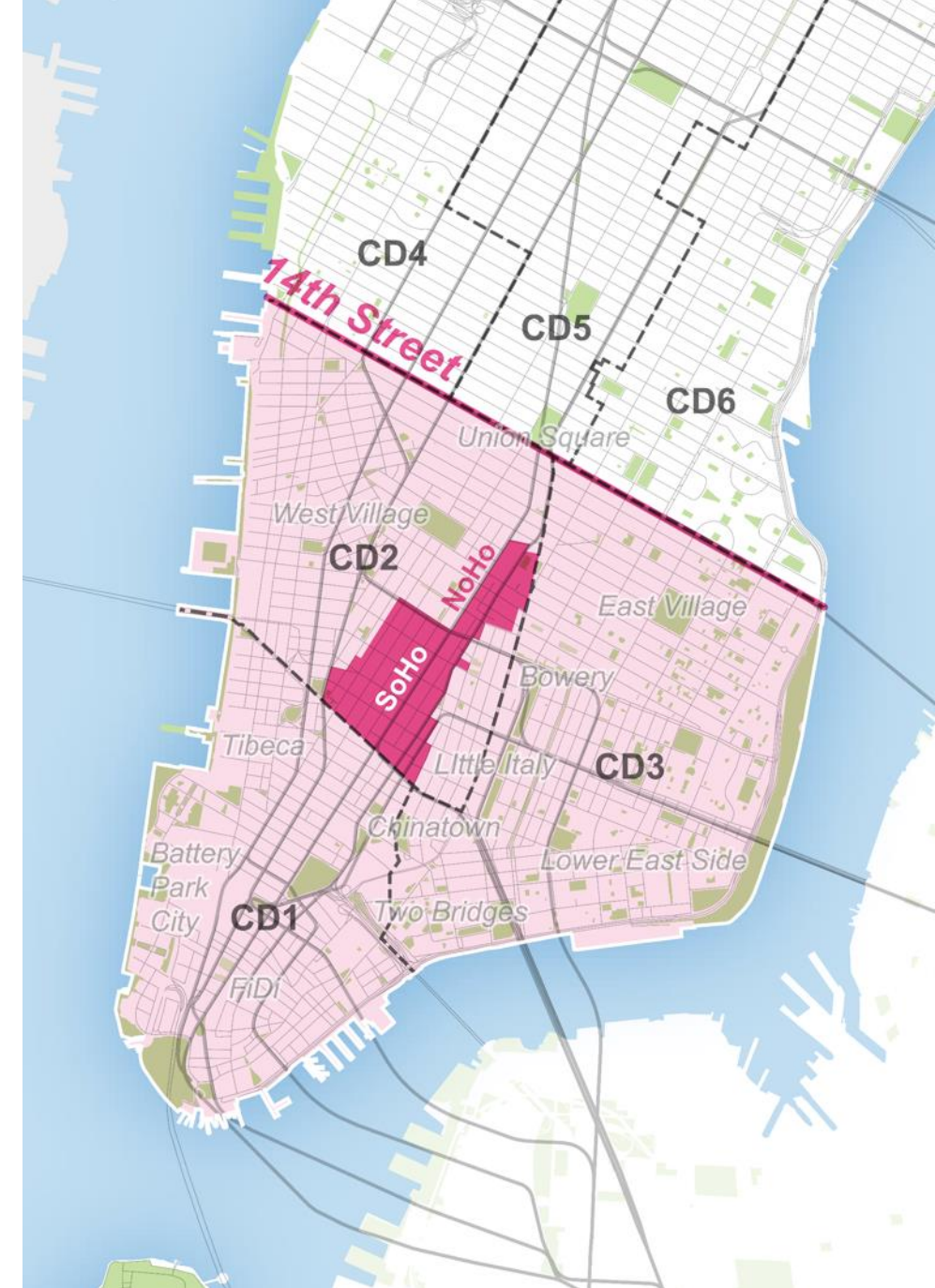
Facility Stewardship Support:

- As funding allows and for projects not currently eligible for City capital dollars, provide one-time grant funding for equipment, maintenance, renovation and upgrade to existing or new cultural facilities located within Lower Manhattan.

Property Acquisition Support:

- As funding allows, provide one-time grant funding toward cultural nonprofits' purchase of administrative and/or programmatic space in Lower Manhattan.

Ongoing discussion with DCLA



Arts Fund Administration

Designated nonprofit as administrator for SoHo/NoHo Arts Fund

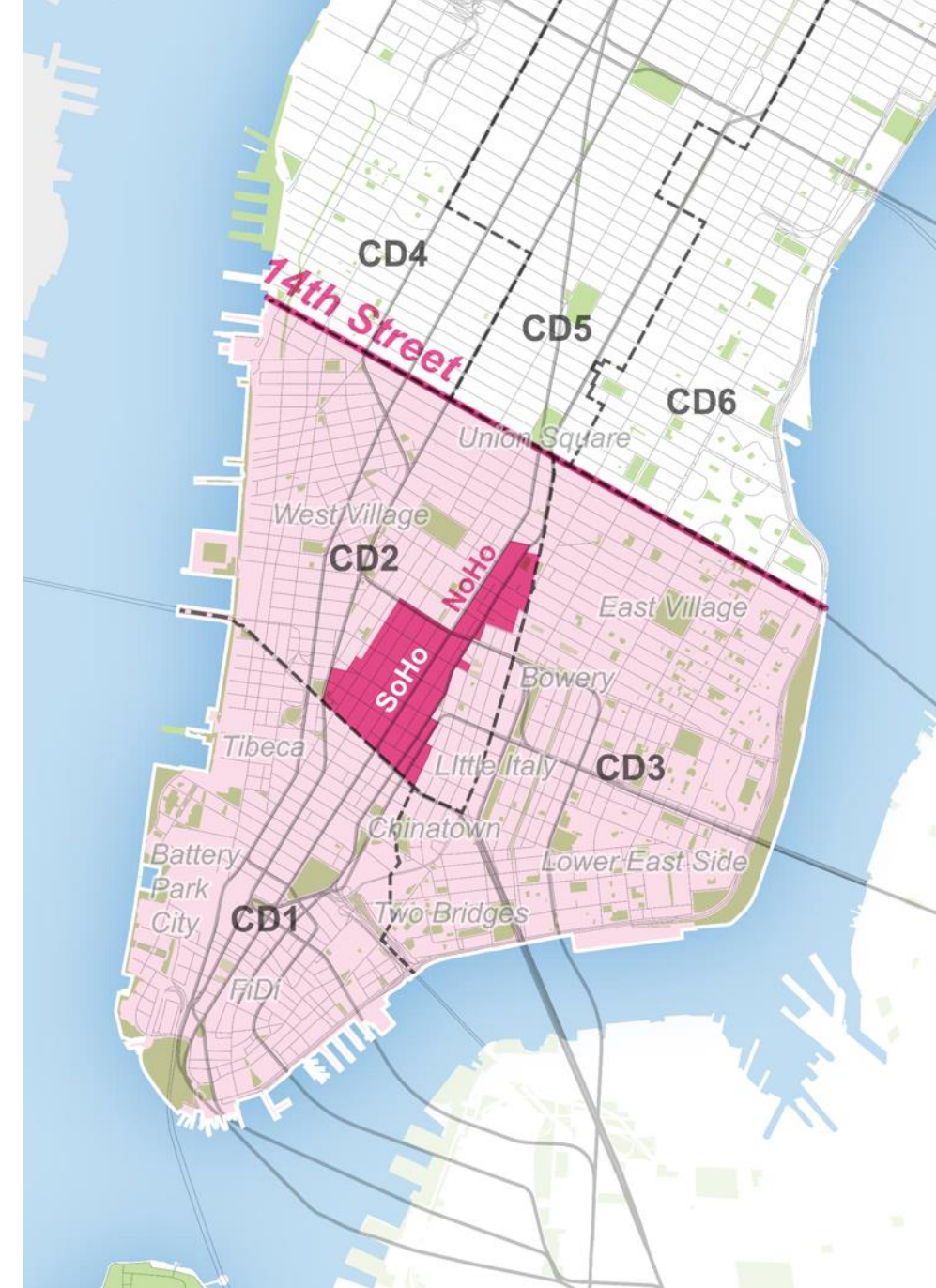
- Dedicated funding stream / account
- DCLA / City oversight
- Lower Manhattan Cultural Council (LMCC) as a potential partner

Application open to individual artists, arts collectives, nonprofits and organizations

- **Programmatic funds** for arts and cultural activities
- **Capital funds** to preserve existing cultural assets and support new ones

Align grant-giving process with tried-and-true artist regrant models

- **Peer review panel** of local artists and professionals
- **Assembled each year**
- **Opportunities to tailor** to SoHo/NoHo Arts Fund goals





Department of Cultural Affairs



SoHo Shakespeare Company



Department of Cultural Affairs

3.

Zoning Proposal

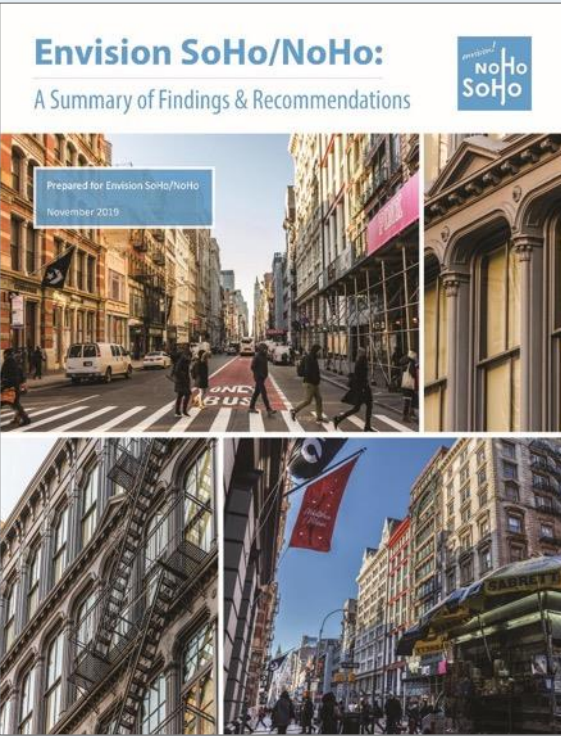
Expand
Housing

Support
the Arts

Strengthen
Mixed-use

Build
Contextually

Promote Economic Vitality



*Economic vitality should **recognize the important economic role** of the neighborhoods' many commercial activities [...] and encourage a **vibrant and diverse ground floor landscape** that **enhances the quality of life** for residents.*

*Continue to allow art-making and maker uses such as JLWQA, art studios, and artisanal manufacturing while **making it easier for a diverse range of art, culture, and maker uses to evolve and expand in place.***

*Explore parameters for **hybrid uses** that would accommodate a wider range of difference uses in a single space.*

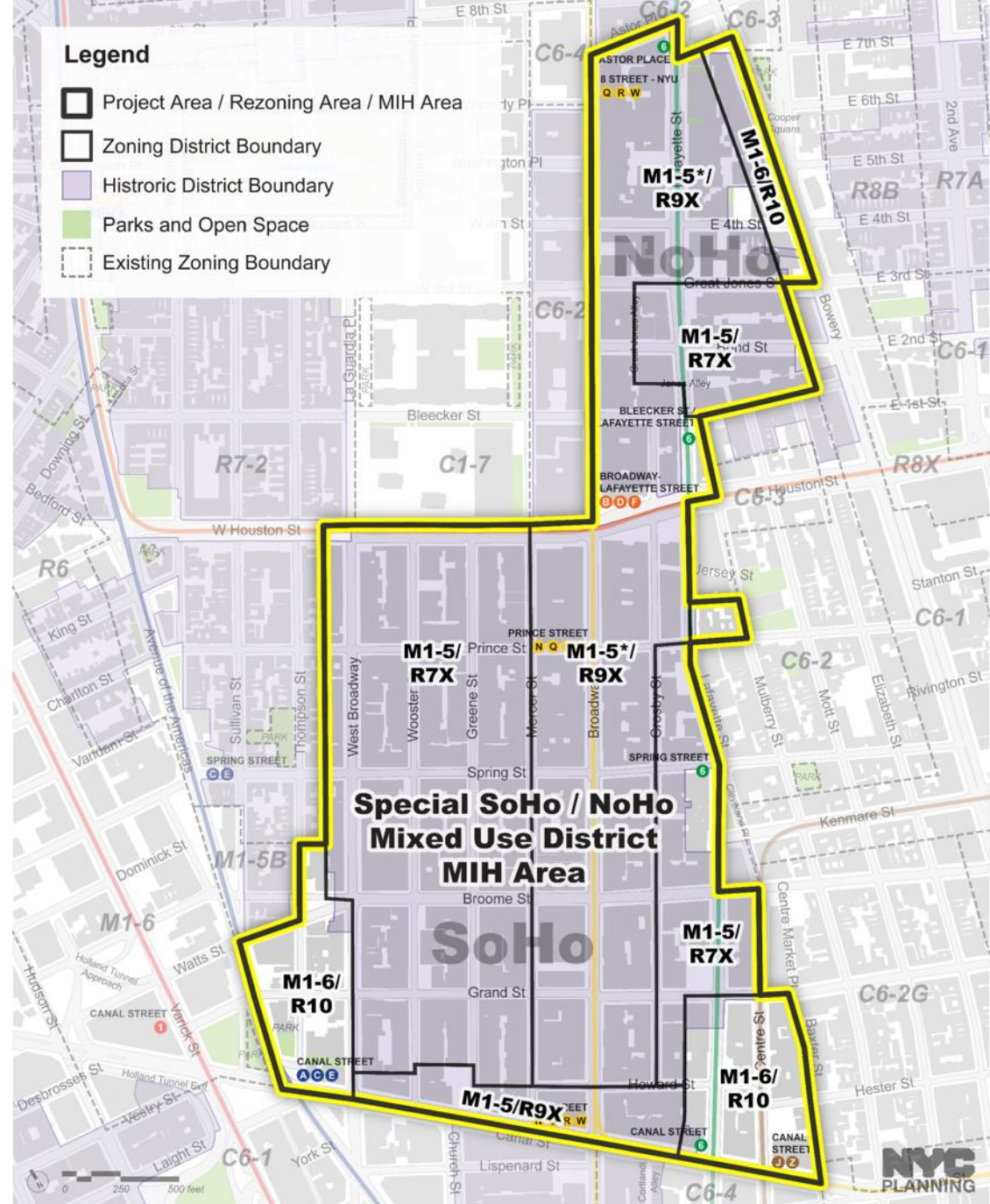
*Specify, allow and incentivize **scarce neighborhood uses that aim to serve the community***

*Provide **predictable zoning rules that support small businesses** such as independent retail and local services of appropriate neighborhood scales.*

Permitted Uses

Map paired manufacturing / residential districts and apply mixed use regulations (*M1 districts paired with residential districts*)

- **Residential use** (*with flexible live-work provisions*)
- **Light manufacturing uses** (*incl. existing Joint Living Work Quarters for Artists*)
- **Wider range of commercial uses**, including
 - *Retail of varied types and sizes*
 - UG 10A large retail over 25,000 sf subject to Chairperson Certification (CPC mod)
 - *Food and beverage*
 - *Hybrid uses (e.g. maker-retailer)*
- **Community-oriented uses** incl. arts & culture, community facilities, and educational uses.
 - *Schools, libraries, community centers*
 - *Allow museums / nonprofit galleries / theaters*



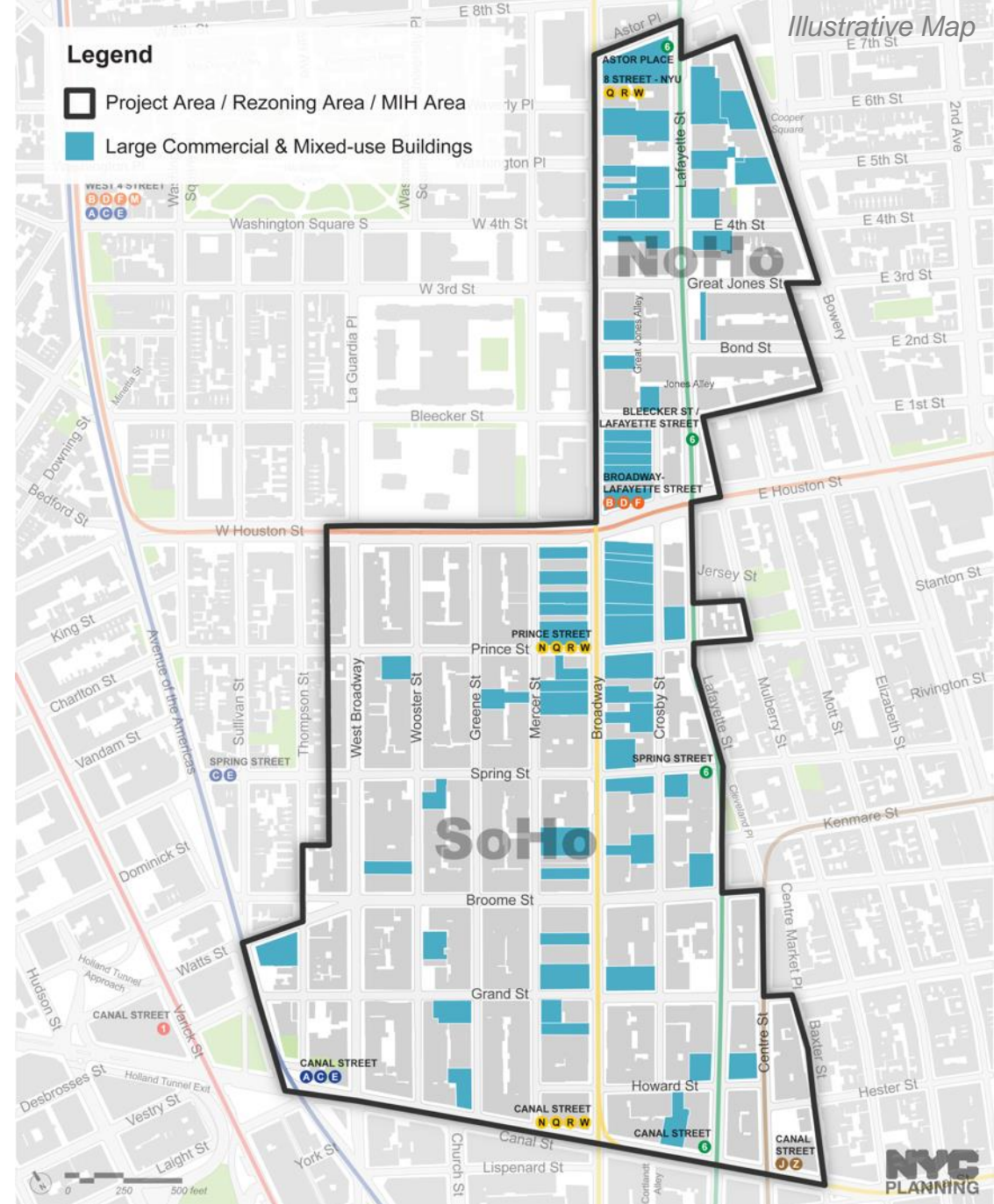
Large Retail & Quality of Life

- **Proposal at certification**
 - Retail of all sizes, including large retail, allowed as-of-right
 - Continue work with DOT and DSNY to develop strategies to improve quality of life
- **Question raised at CPC hearing:** *How will the quality-of-life issues related to large stores be addressed?*
 - Retail deliveries (loading / unloading)
 - Solid waste management
- **CPC modification:** UG 10A large *retail over 25,000 sf can only be permitted via a new CPC Chairperson certification*
 - Loading plan in consultation with DOT
 - Ensure retail delivery needs are accommodated without impeding other uses (incl. residences) and users of the public realm
 - Exempt buildings with interior loading berths from the cert
- **Beyond zoning, continue work with DOT/DSNY and local stakeholders**
 - DOT programs: Neighborhood Loading Zones, Noise Mitigation Guidelines for deliveries, Cargo bikes
 - DSNY programs: Commercial Waste Zones (consolidation of carting / collection), Clean Curbs Pilot (containerized waste management)

Preserve Large Buildings for Jobs

Large buildings in SoHo/NoHo (60,000 sf and larger)

- Represent less than 10% of total buildings
- Contain over 50% of the total commercial floor area
- Primary location for jobs



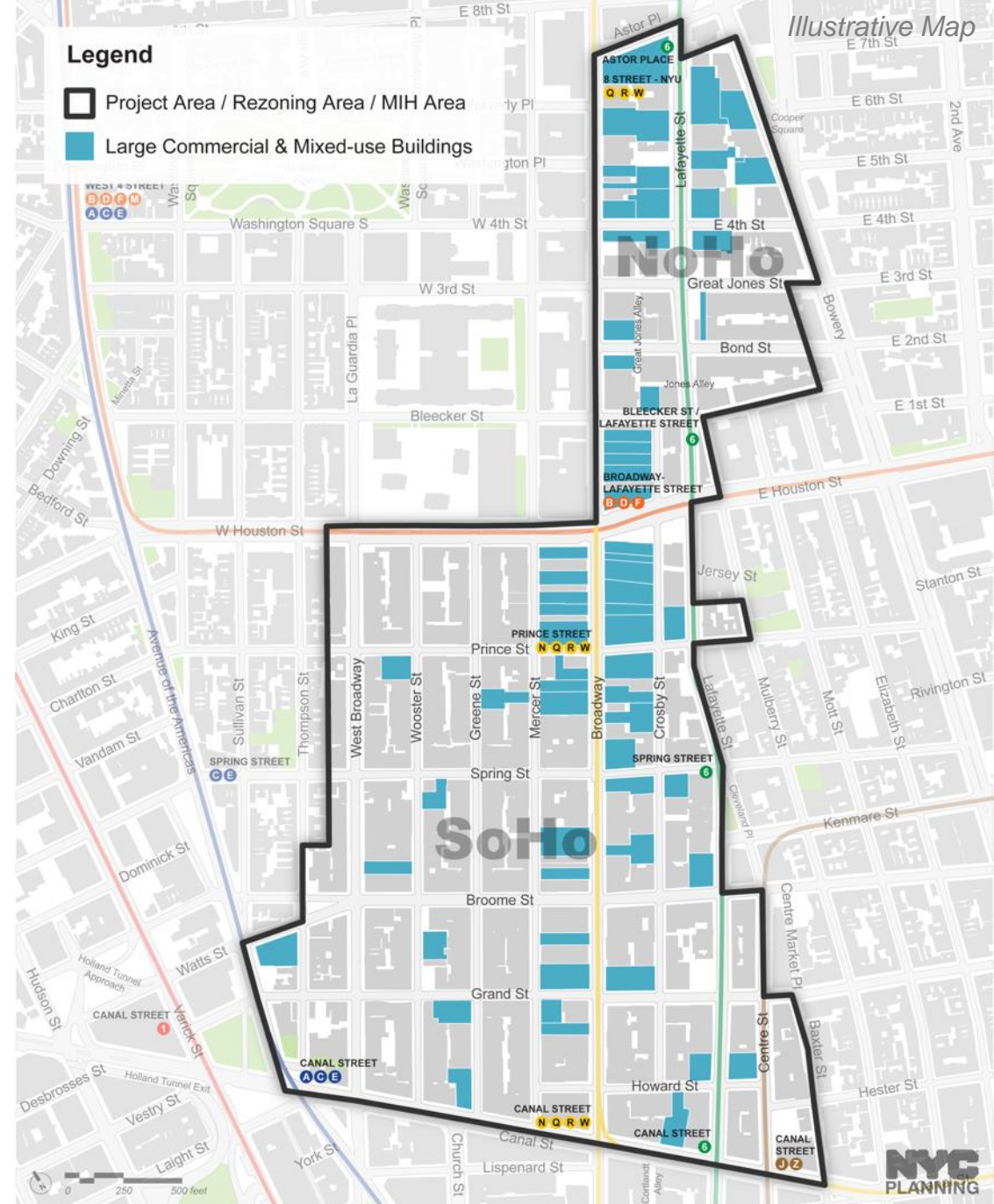
Preserve Large Buildings for Jobs

Large buildings in SoHo/NoHo (60,000 sf and larger)

- Represent less than 10% of total buildings
- Contain over 50% of the total commercial floor area
- Primary location for jobs

Provision:

- Existing job-generating floor area required to be preserved (incl. office, commercial, manufacturing)
- Applies to buildings containing 60,000 sf or more built floor area
 - *Exemption for primarily residential buildings*
- Chair certification process



Other Use Provisions

Activate Corridors

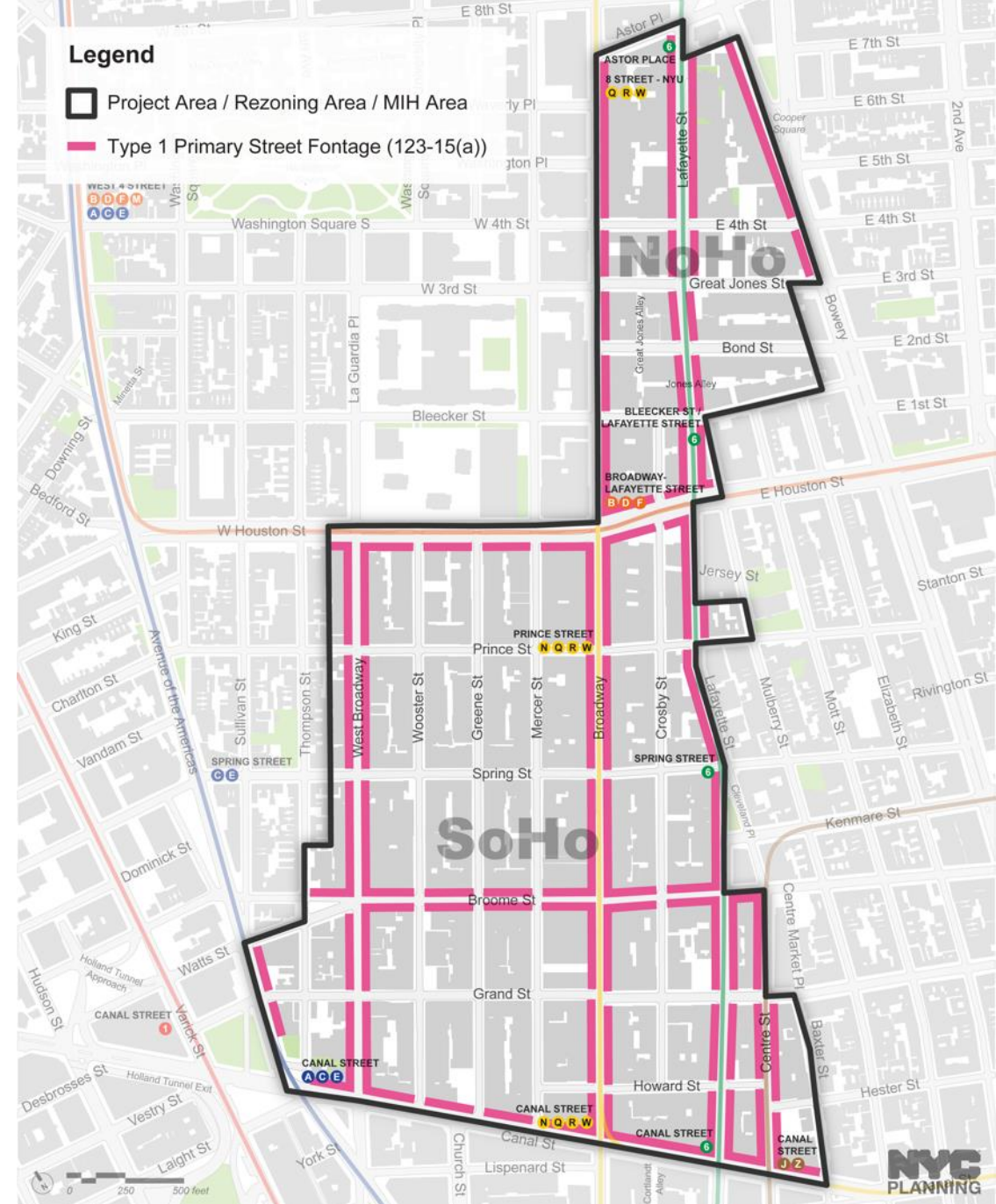
- Foster a safe, varied, and walkable pedestrian experience
- Require non-residential uses along primary frontages
- Minimum transparency and limit curb cuts

Location of Uses

- Make it easier for buildings with existing tenants to convert floor area to a different use
- Allow non-residential uses above & on same story as residences

Additional Commercial Uses

- Physical Culture and Health Establishments as-of-right
- Hotel use by special permit



3.

Zoning Proposal

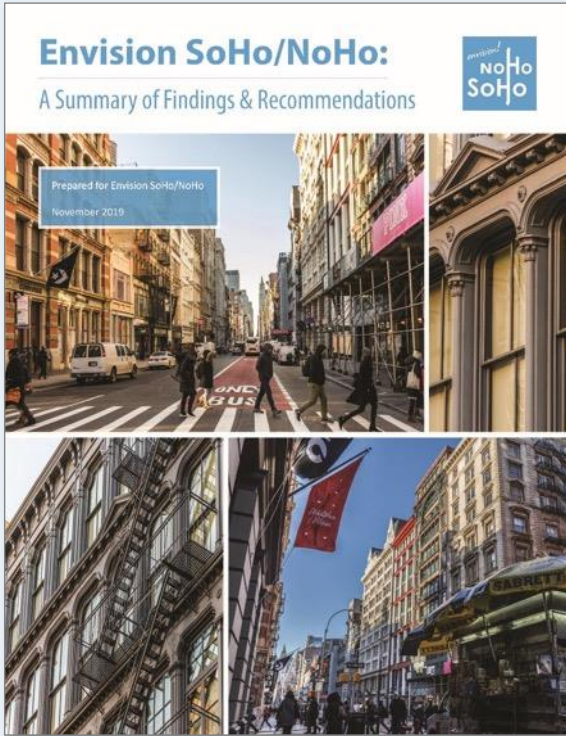
Expand Housing

Support the Arts

Strengthen Mixed-use

Build Contextually

Design and Built Form

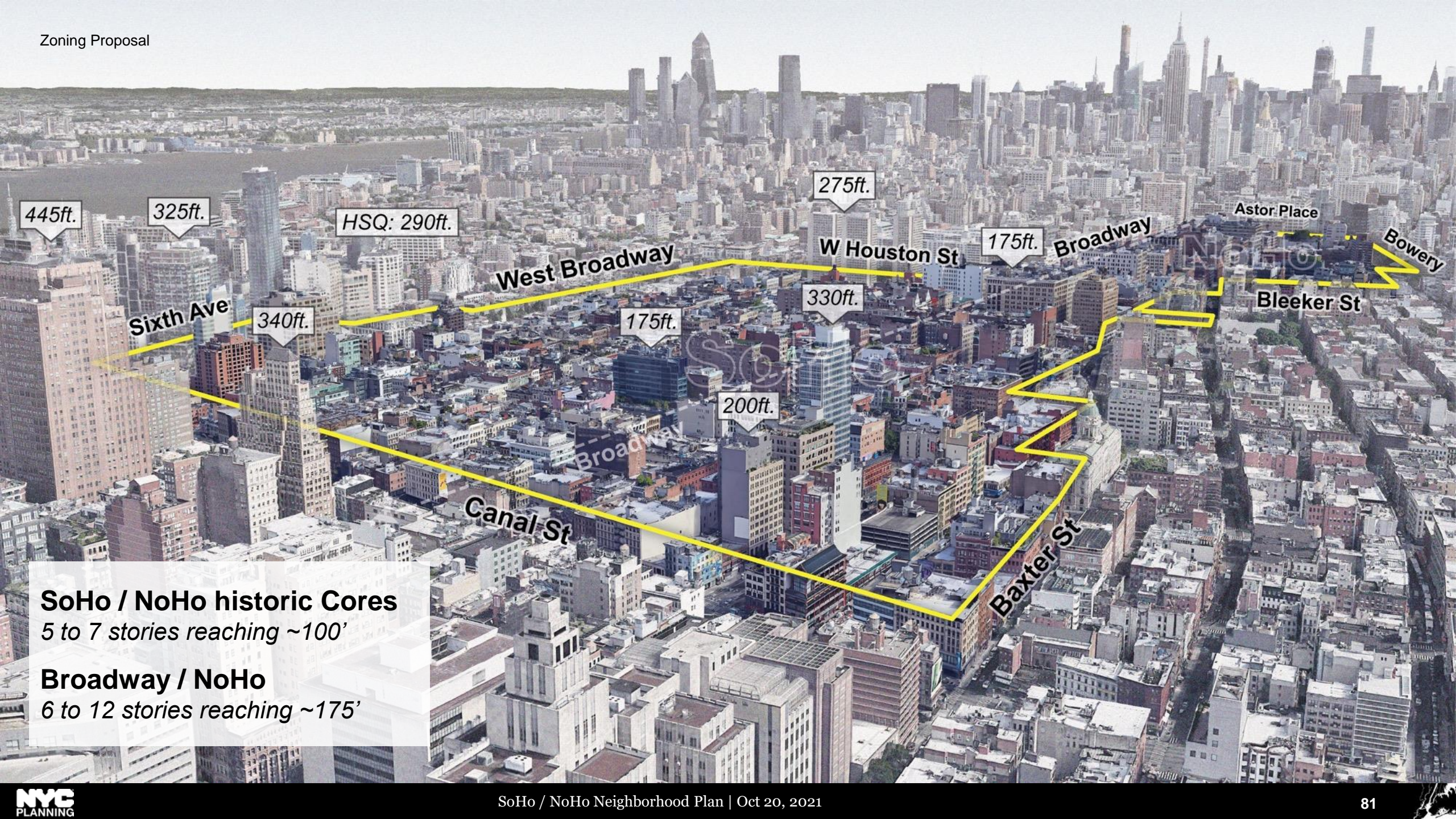


SoHo/NoHo's historic architecture and iconic built environment are assets that this community deeply values. Historic district designations protect the vast majority of the SoHo/NoHo study area's built environment, yet additional efforts should be undertaken to help guide development in the area.

Create housing and live-work opportunities on underused land in ways that respect and support neighborhood diversity and character.

Ensure height, scale and density (FAR) of new buildings are in context with existing historic buildings and neighborhood built environment.





SoHo / NoHo historic Cores

5 to 7 stories reaching ~100'

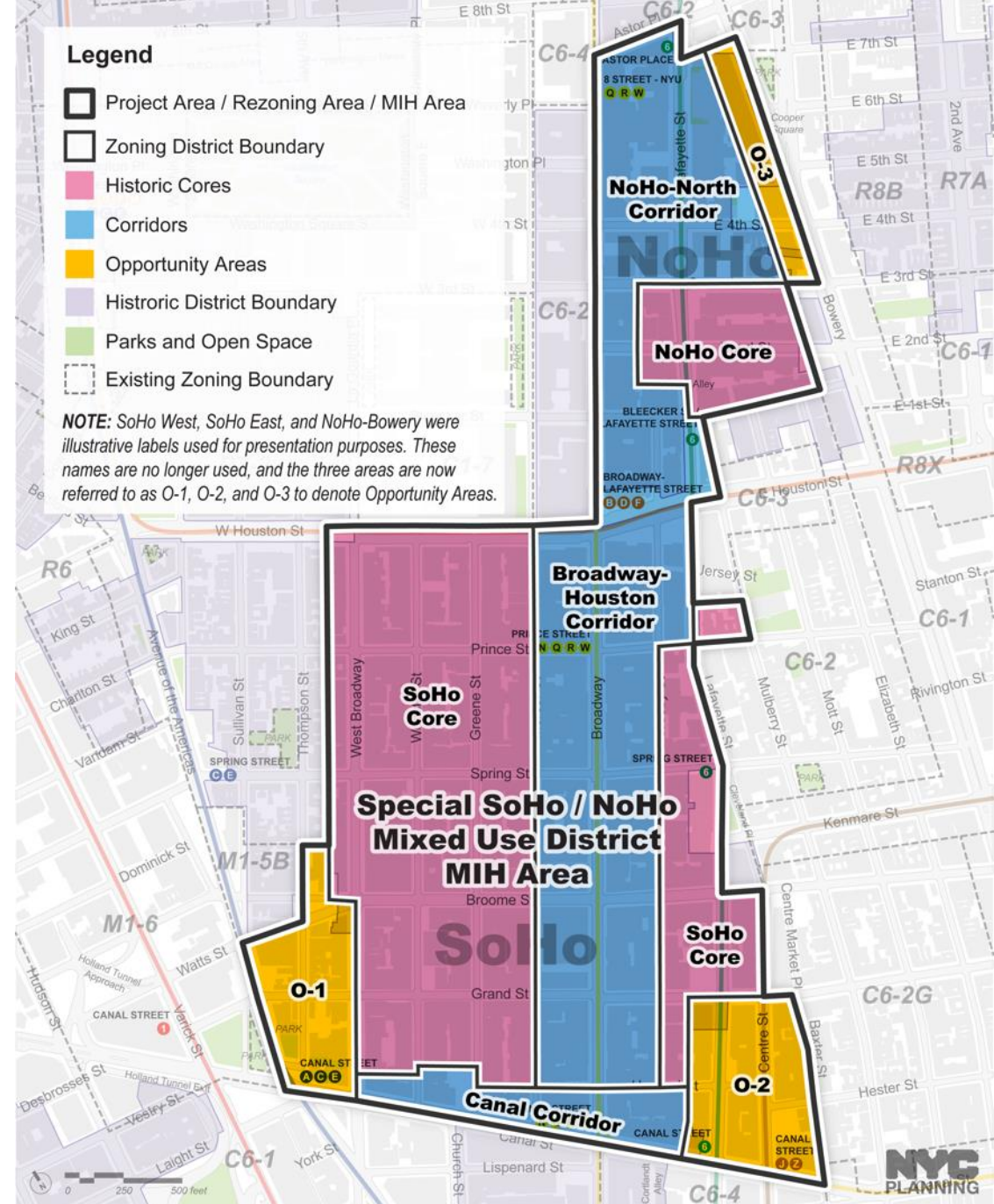
Broadway / NoHo

6 to 12 stories reaching ~175'

Bulk | Density & Envelope Overview

	M1-6 / R10 <i>Opportunity Areas</i>	M1-5 / R9X <i>Historic Corridors</i>	M1-5 / R7X <i>Historic Cores</i>
Residential FAR	12.0	9.7	6.0
Commercial / Mfg. FAR	7.0/8.0/10.0 <i>(CPC mod)</i>	5.0 / 6.0	5.0
Community Facility FAR	6.5		
Base Height (ft)*	125 - 155	85 - 145	60 - 105
Max Height (ft)	275	205	145

* Additional base height flexibility within historic districts to facilitate better cornice alignment

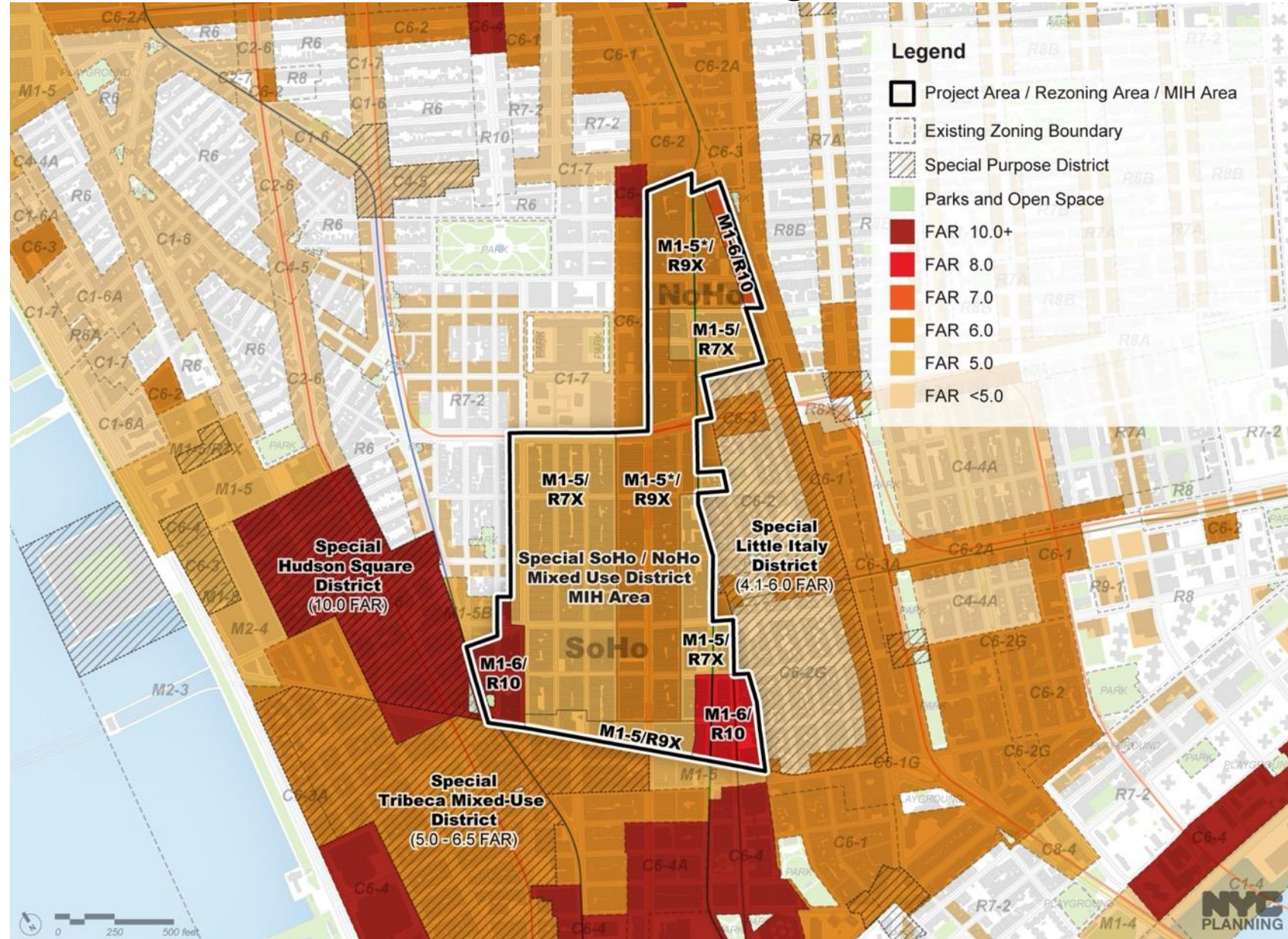


Commercial FAR

Considerations

- Permitted commercial densities in adjacent areas (*see map*)
- Presence of major corridors
- Existing concentration of office space and jobs
- Proximity to other major business districts and commercial hubs
- Surrounding neighborhood context

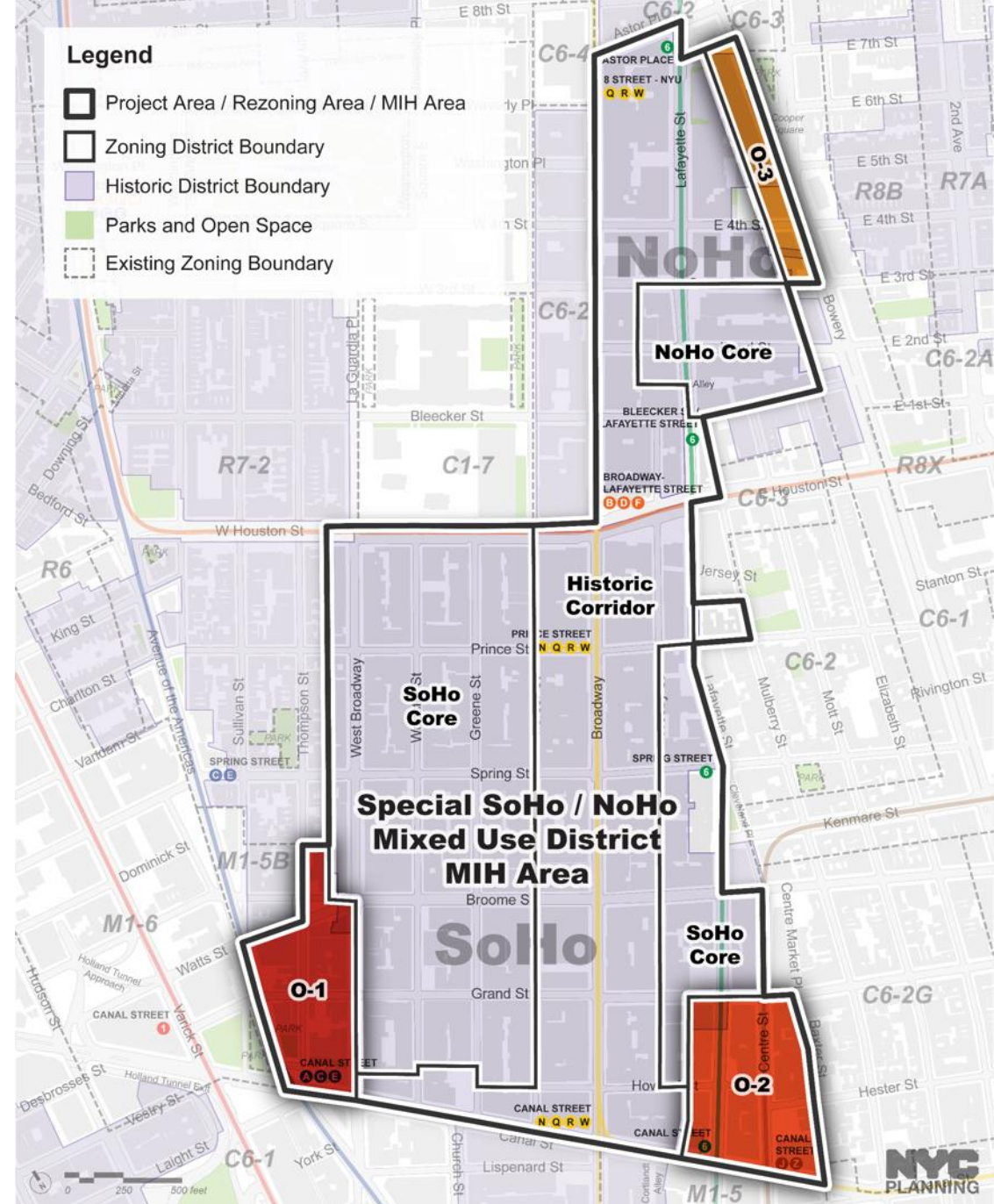
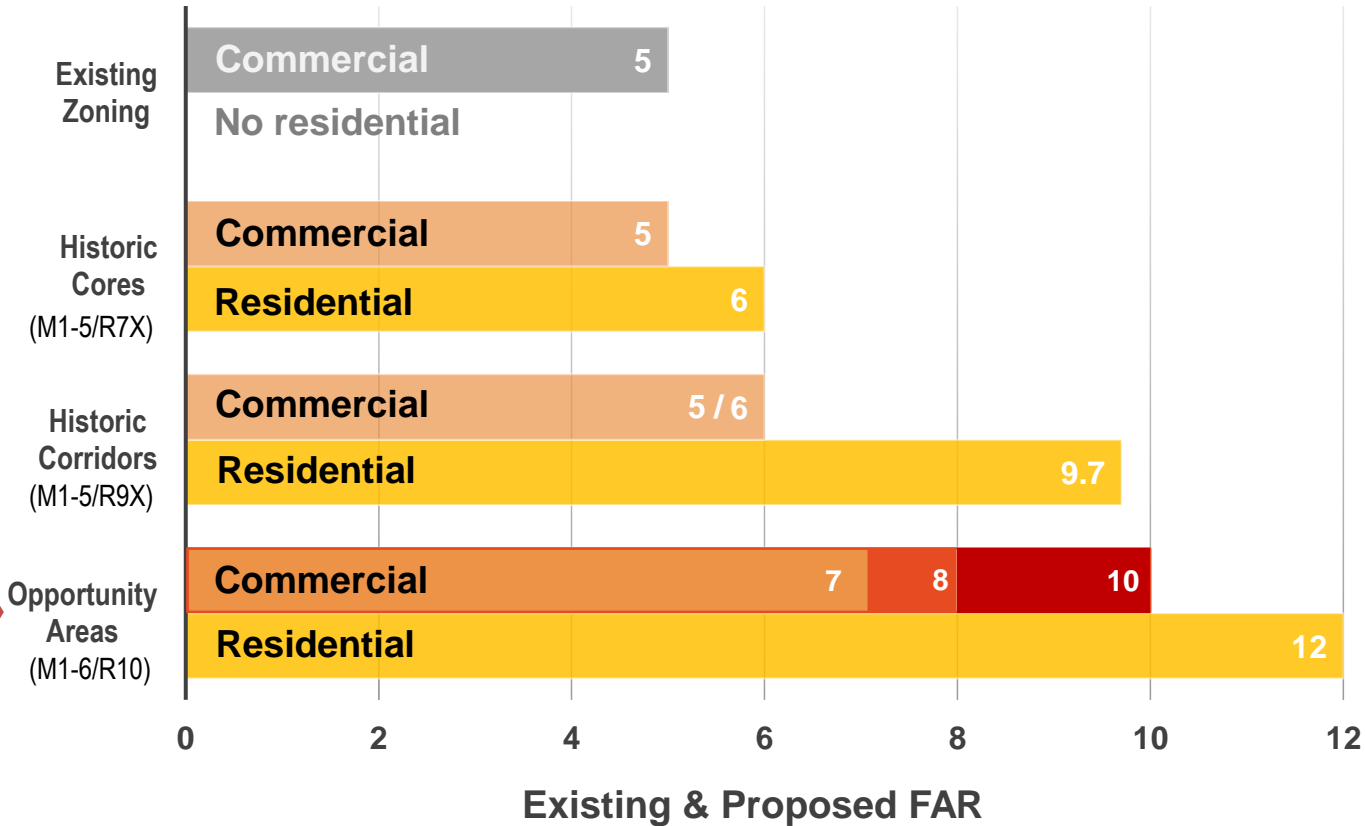
Existing Permitted Commercial FAR



Commercial FAR

Recommended modification

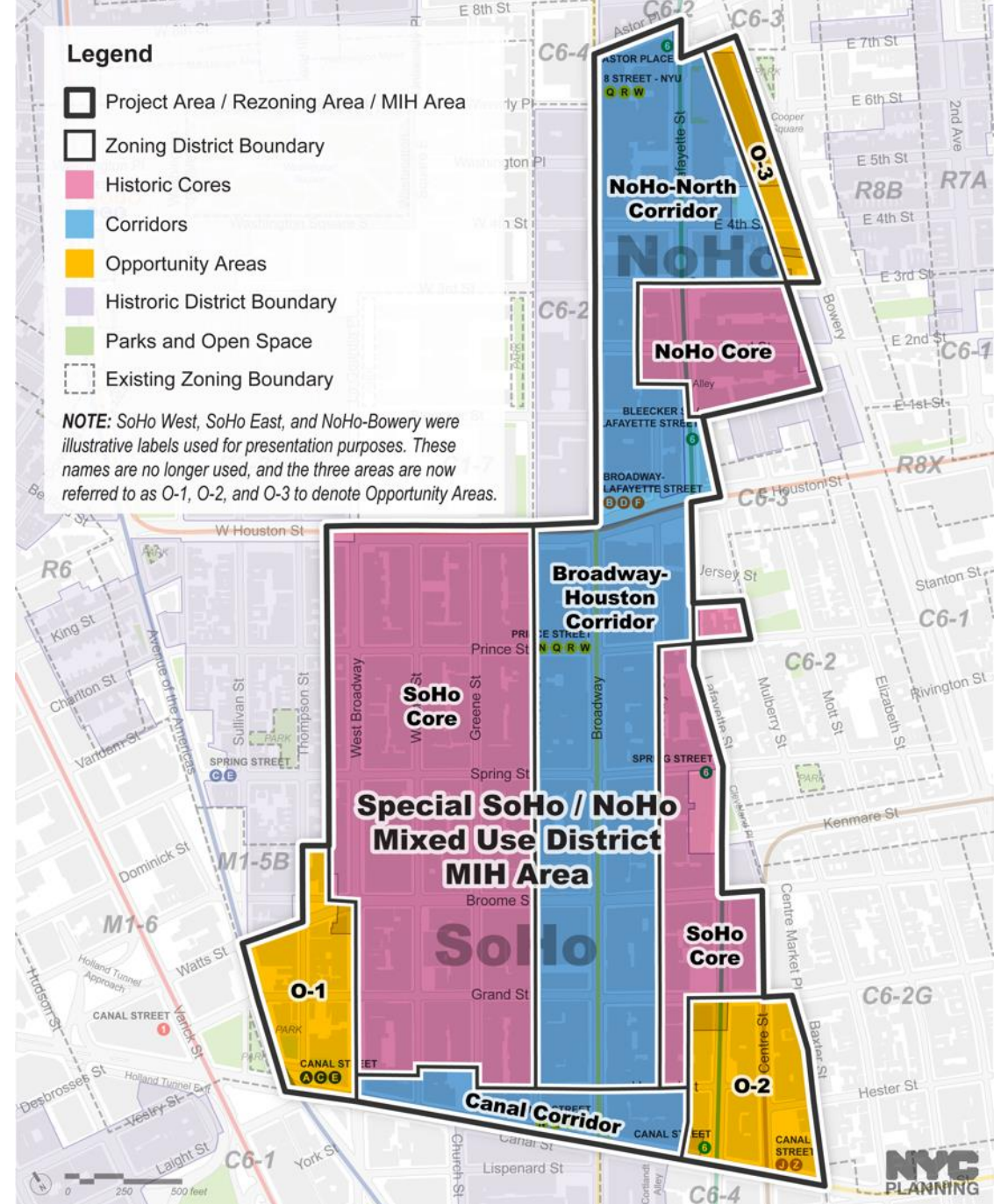
- Opportunity Area O-1: Maintain 10 FAR
- Opportunity Area O-2: Lower to 8 FAR
- Opportunity Area O-3: Lower to 7 FAR



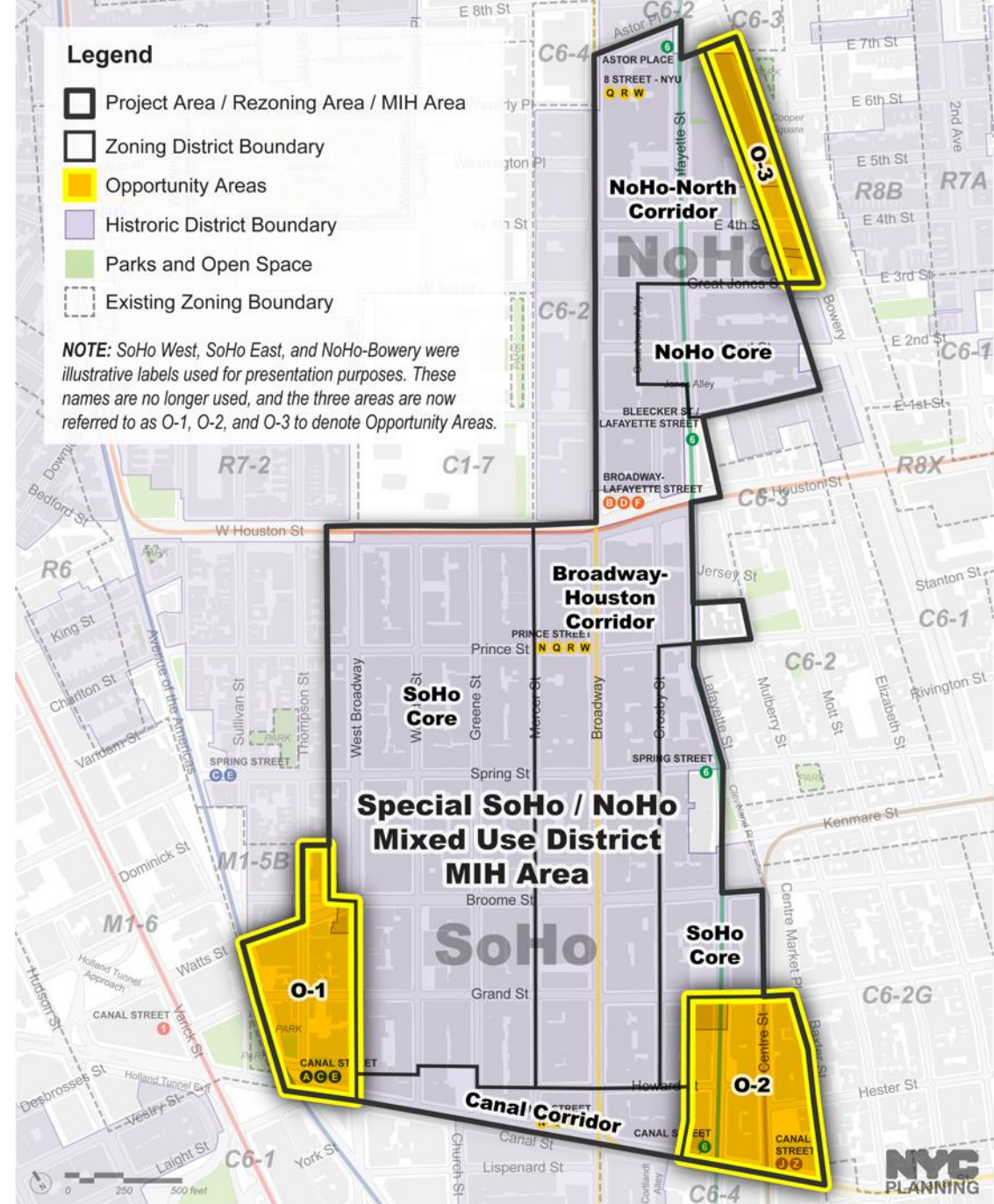
Bulk | Special Provisions

Special district provisions provide modern building envelopes to achieve appropriate build forms and design

- **Contextual envelopes for loft-like building form**
 - Street wall requirement
 - Base heights & maximum building heights reflective of context
- **Additional base height flexibility within historic districts to facilitate better cornice alignment**
- **Adjustments to facilitate better site planning**
 - Yards
 - Courts



Opportunity Areas



Opportunity Area / M1-6/R10

Canal Street & 6th Avenue looking east



Opportunity Area / M1-6/R10

Centre Street & Hester Street looking north



Opportunity Area / M1-6/R10

Bowery looking south



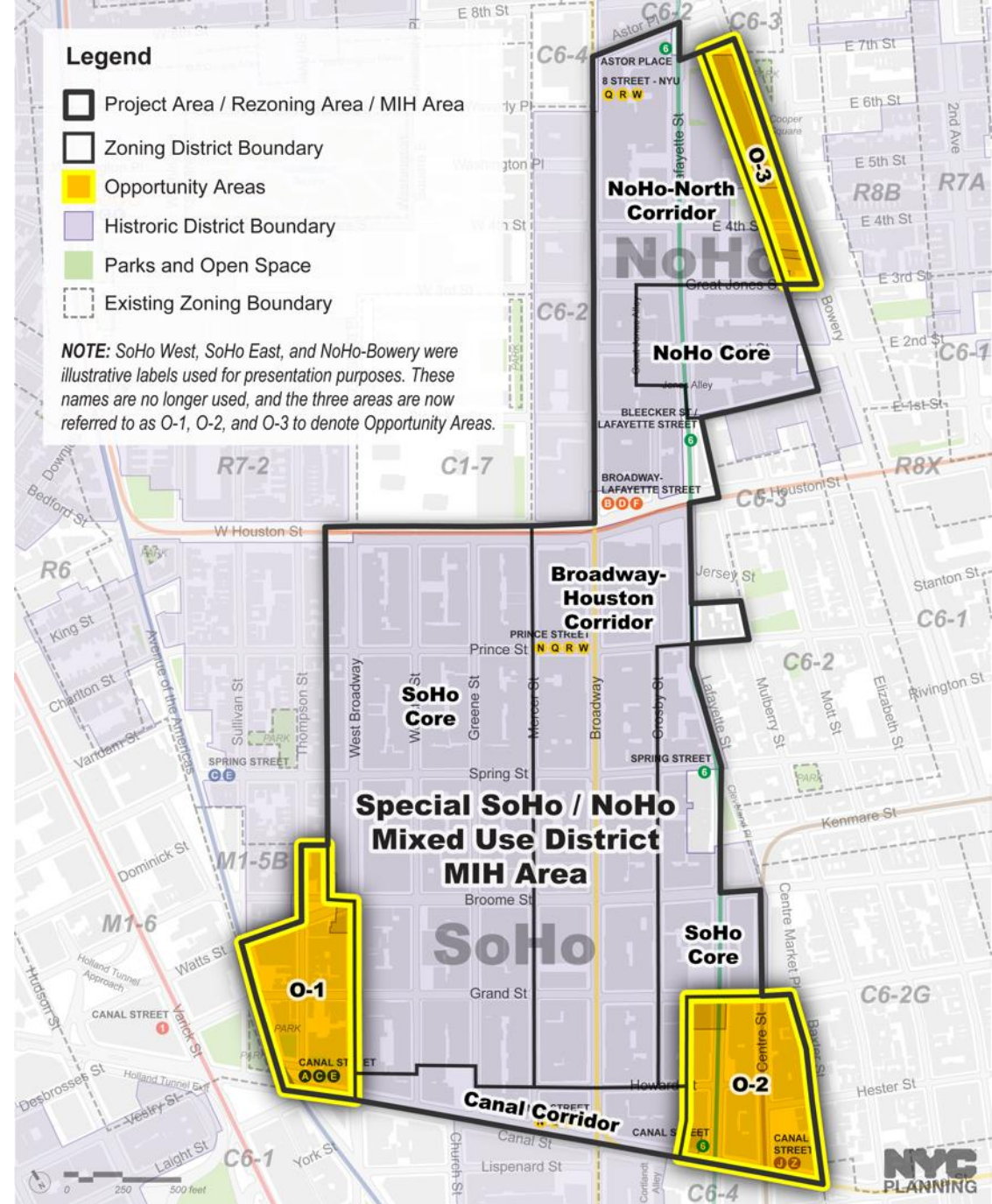
Opportunity Areas

Subareas: O-1, O-2, O-3

Proposed Zoning: M1-6/R10

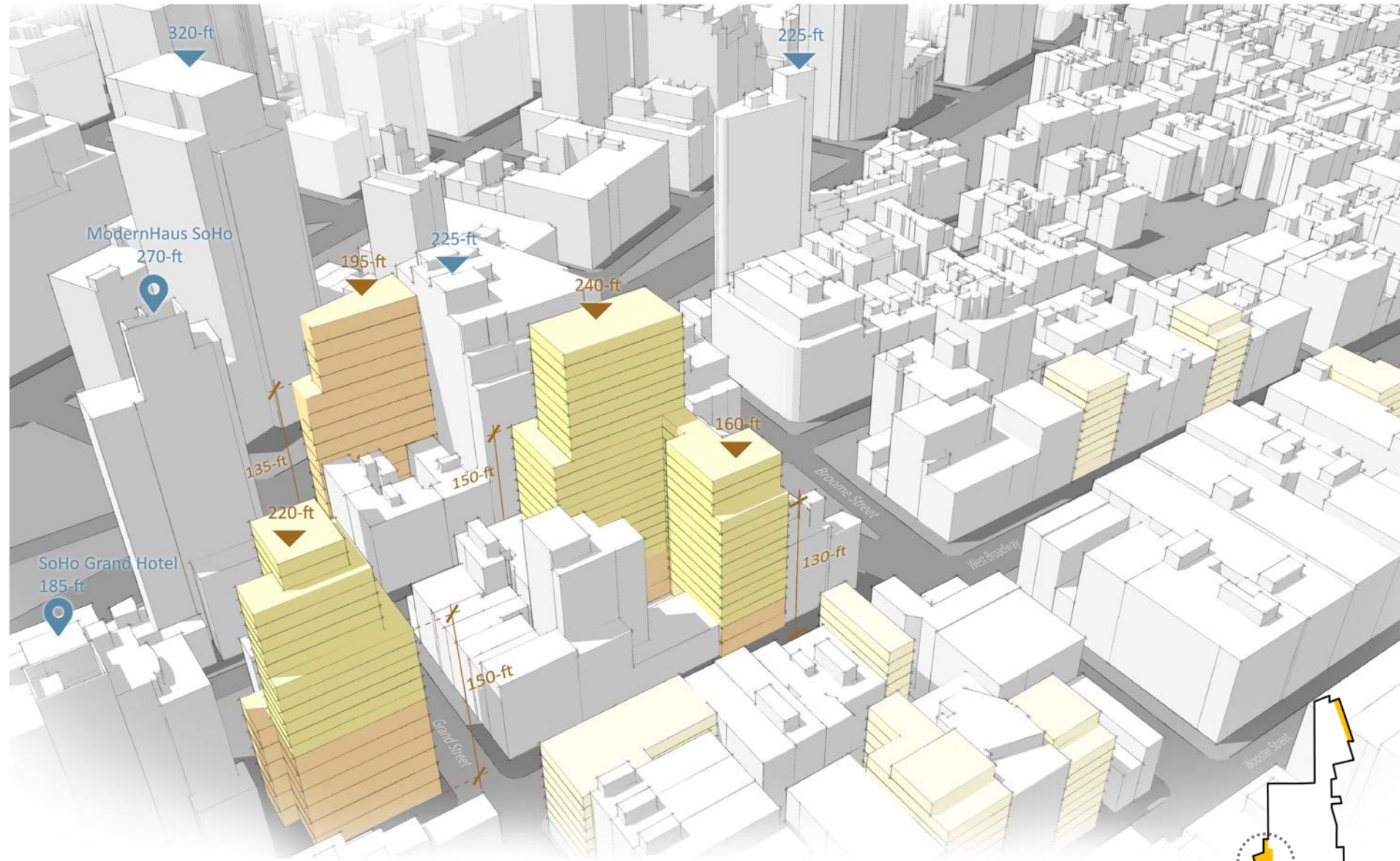
Key Features:

- New high-density **mixed-use district**
- **Increase density to maximize development potential, allow residential use and require affordable housing**
 - Residential with MIH: 12 FAR
 - Manufacturing / commercial: 7 / 8 / 10 FAR
 - Community facility: 6.5 FAR
- **Contextual envelope**
 - Base height: 125' – 155'
 - Max building height: 275'



Opportunity Area 1 (O-1)

M1-6 / R10	
Max. Residential FAR (w/ MIH)	12.0
Max. Commercial / Manufacturing FAR	10.0
Max. Community Facility FAR	6.5
Min. Base Height	125 ft
Max. Base Height	155 ft
Max. Building Height	275 ft

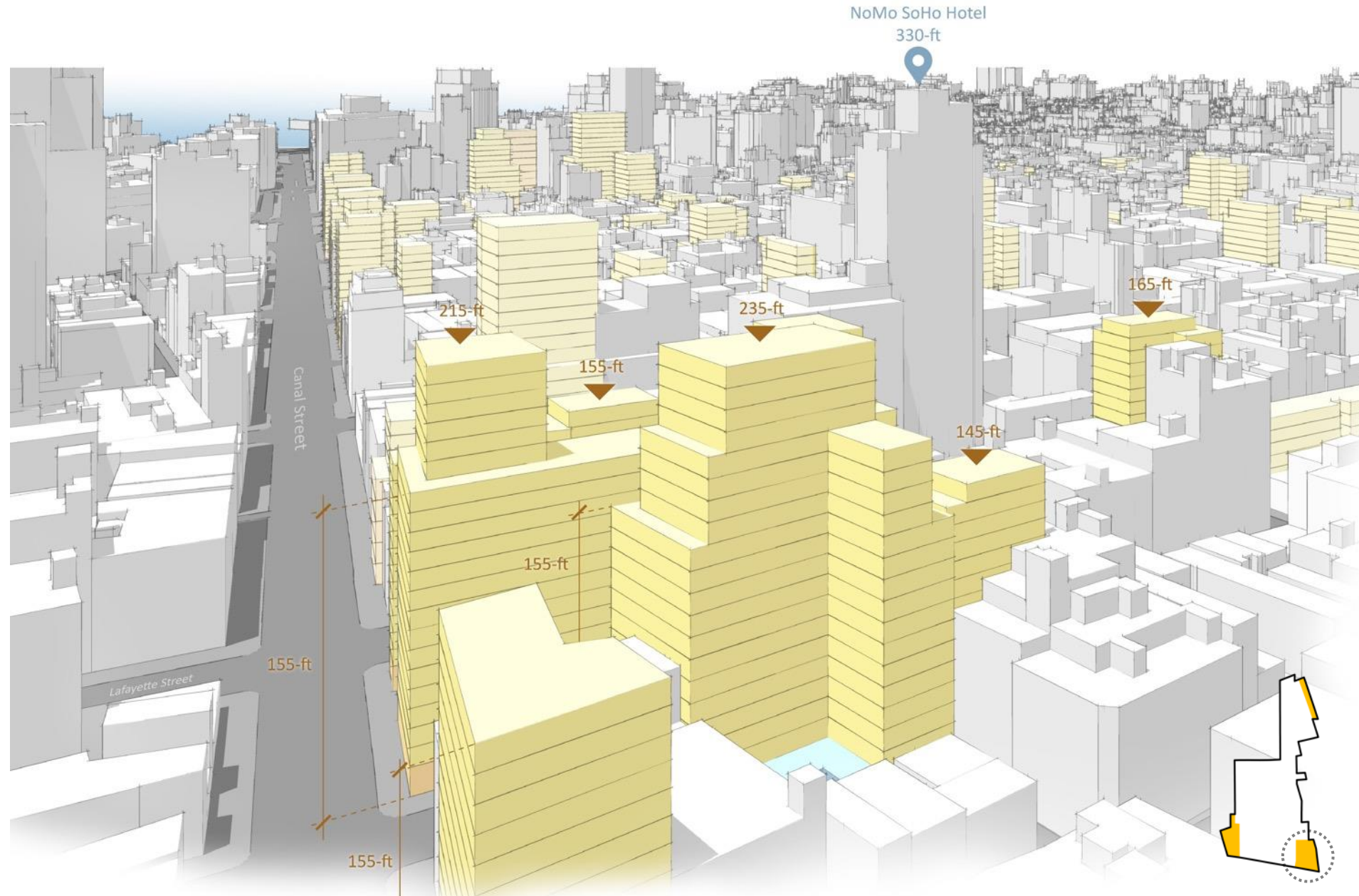


NOTE: SoHo West, SoHo East, and NoHo-Bowery were illustrative labels used for presentation purposes. These names are no longer used, and the three areas are now referred to as O-1, O-2, and O-3 to denote Opportunity Areas.



Opportunity Area 2 (O-2)

M1-6 / R10	
Max. Residential FAR (w/ MIH)	12.0
Max. Commercial / Manufacturing FAR	8.0
Max. Community Facility FAR	6.5
Min. Base Height	125 ft
Max. Base Height	155 ft
Max. Building Height	275 ft



NOTE: SoHo West, SoHo East, and NoHo-Bowery were illustrative labels used for presentation purposes. These names are no longer used, and the three areas are now referred to as O-1, O-2, and O-3 to denote Opportunity Areas.

Opportunity Area 3 (O-3)

M1-6 / R10	
Max. Residential FAR (w/ MIH)	12.0
Max. Commercial / Manufacturing FAR	7.0
Max. Community Facility FAR	6.5
Min. Base Height	125 ft
Max. Base Height	155 ft
Max. Building Height	275 ft



NOTE: SoHo West, SoHo East, and NoHo-Bowery were illustrative labels used for presentation purposes. These names are no longer used, and the three areas are now referred to as O-1, O-2, and O-3 to denote Opportunity Areas.

Opportunity Area / M1-6/R10

Centre Street & Grand Street looking south



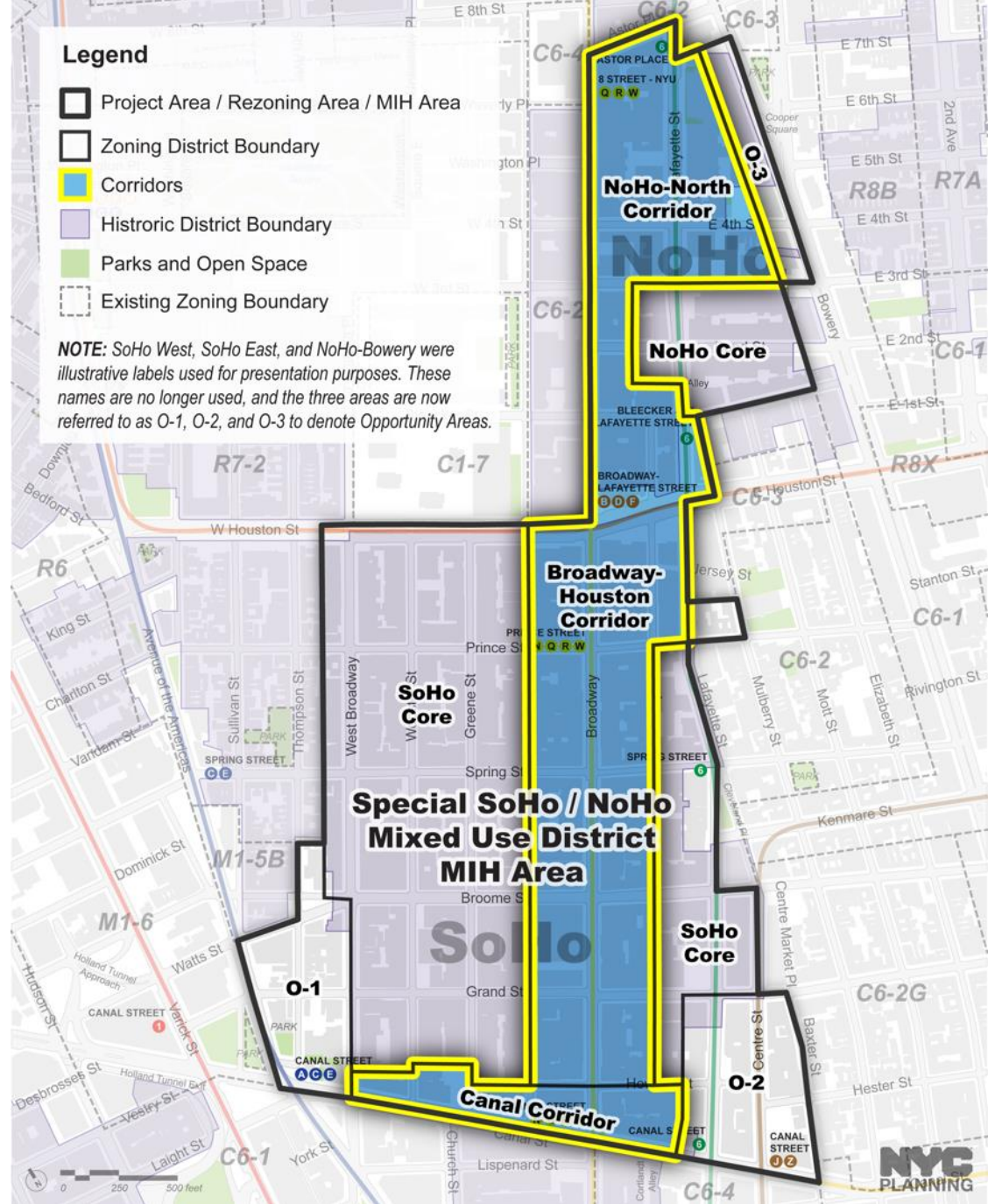
Historic Corridors



NoHo Broadway



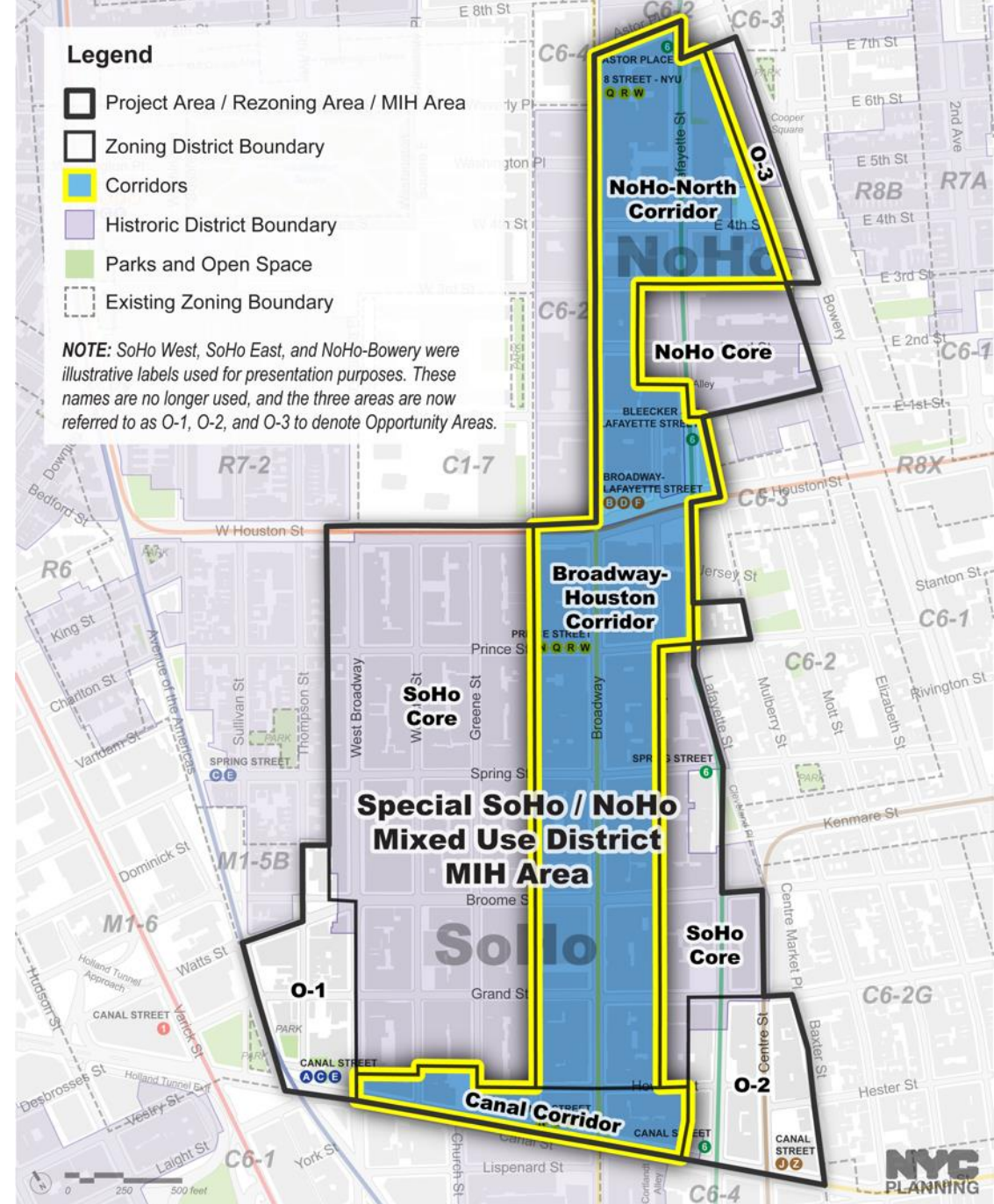
SoHo Broadway



Historic Corridors



Canal Street



Broadway Corridor / M1-5/R9X

Broome Street & Broadway looking southwest



NoHo North / M1-5/R9X

Lafayette Street looking west



Canal Corridor / M1-5/R9X

Canal Street & Lafayette Street looking north



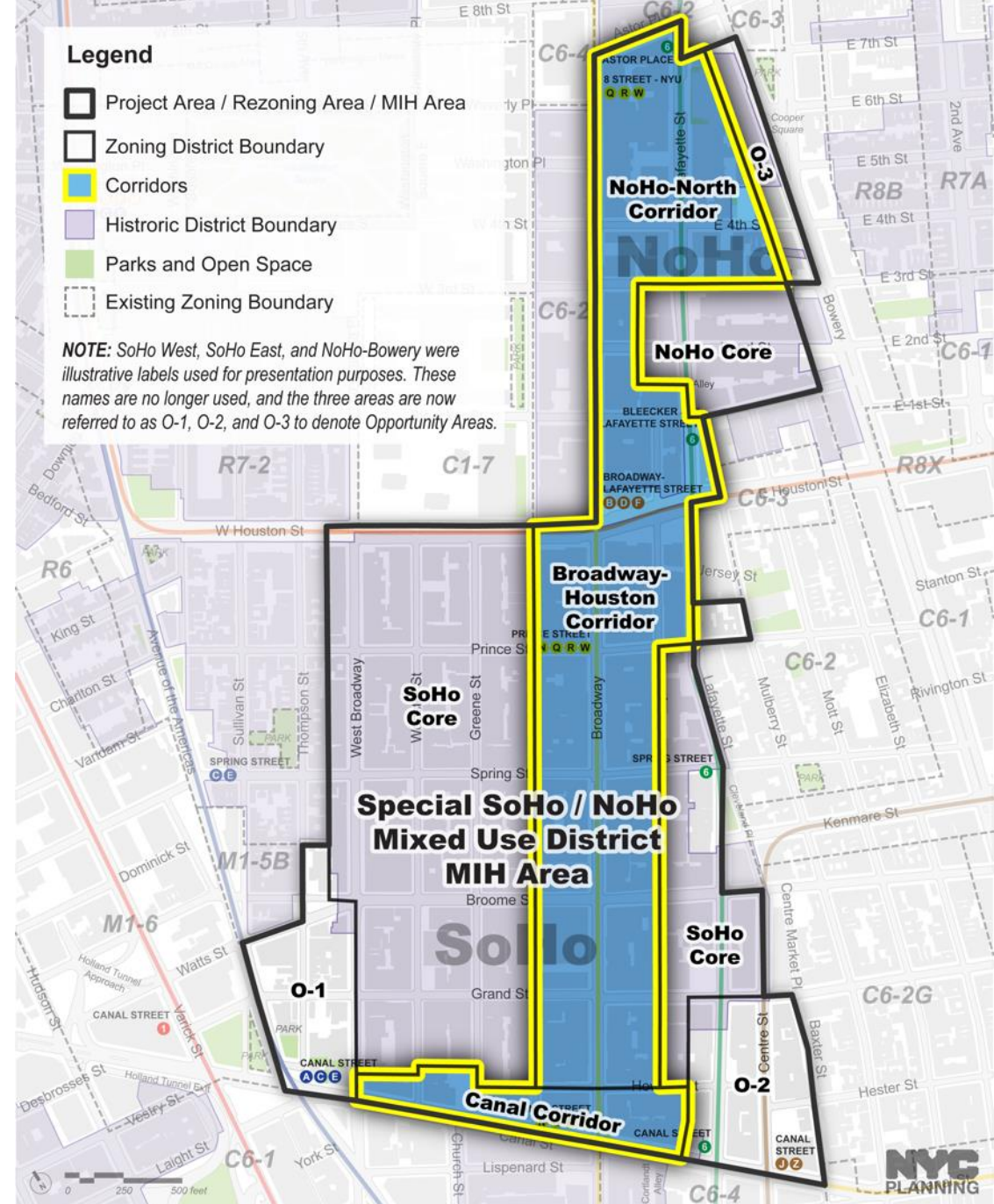
Historic Corridors

Subareas: Broadway Corridor, Canal Corridor

Proposed Zoning: M1-5/R9X

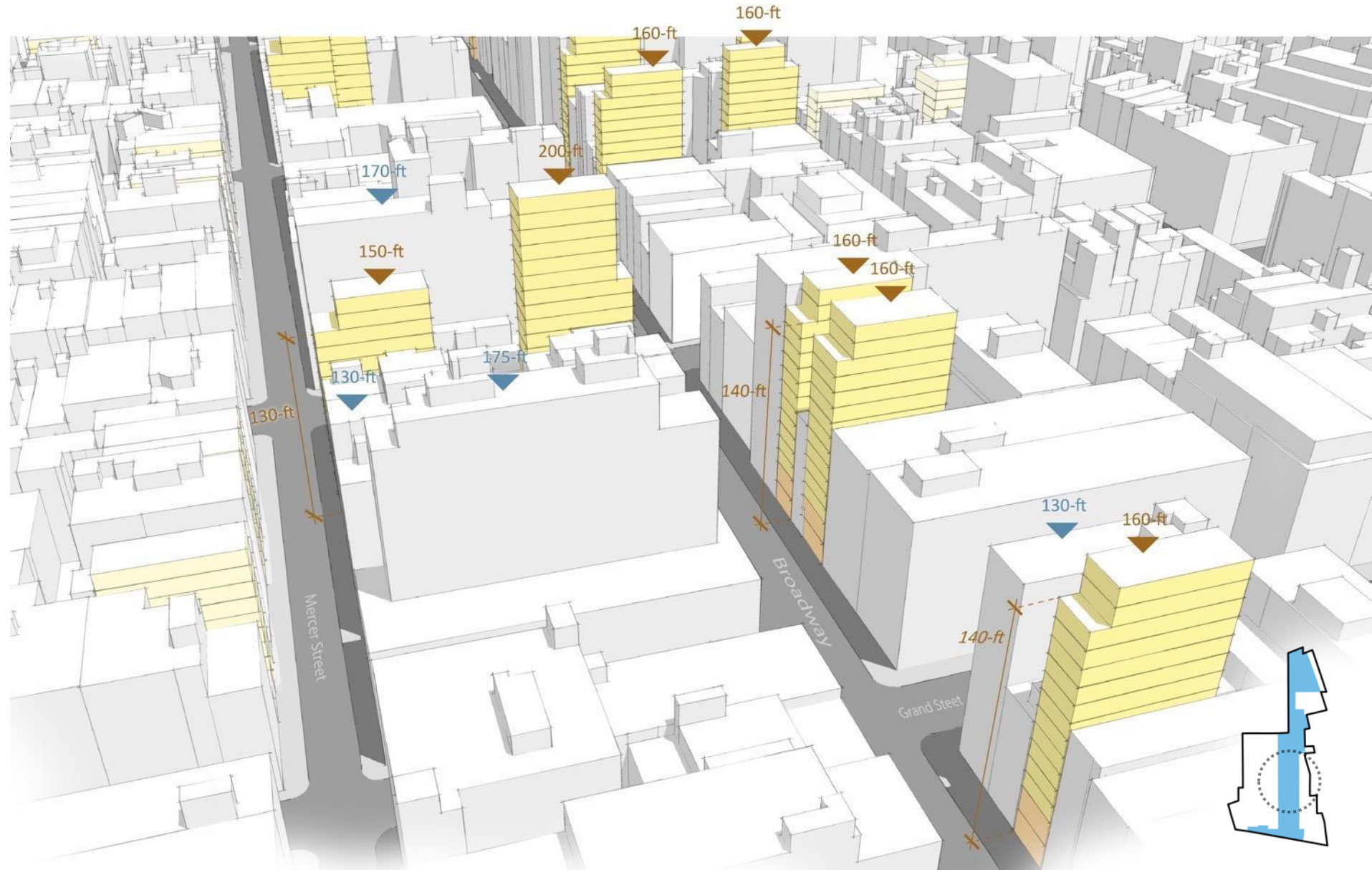
Key Features:

- New high-density **mixed-use district**
- **Increase density to match existing taller/denser buildings, allow residential use and require affordable housing**
 - Residential with MIH: 9.7 FAR
 - Manufacturing / commercial:
 - 6 FAR in Broadway Corridor
 - 5 FAR in Canal Corridor
 - Community facility: 6.5 FAR
- **Contextual envelope**
 - Base height: 85' – 145' / Max building height: 205'
 - Provision that allows LPC to adjust base height range



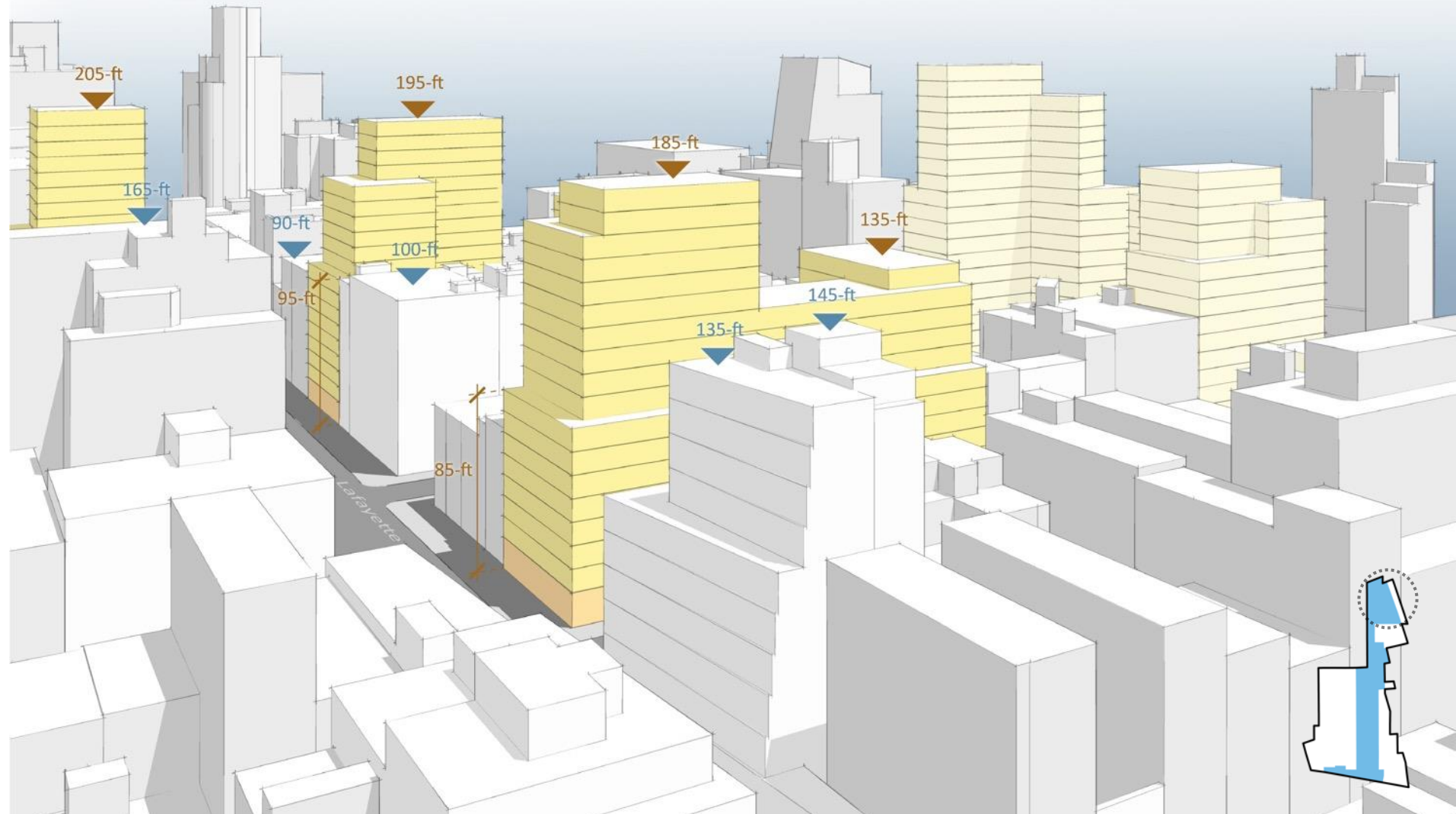
Historic Corridors

M1-5 / R9X	
Max. Residential FAR (w/ MIH)	9.7
Max. Commercial / Manufacturing FAR	6.0 / 5.0
Max. Community Facility FAR	6.5
Min. Base Height	85 ft
Max. Base Height	145 ft
Max. Building Height	205 ft

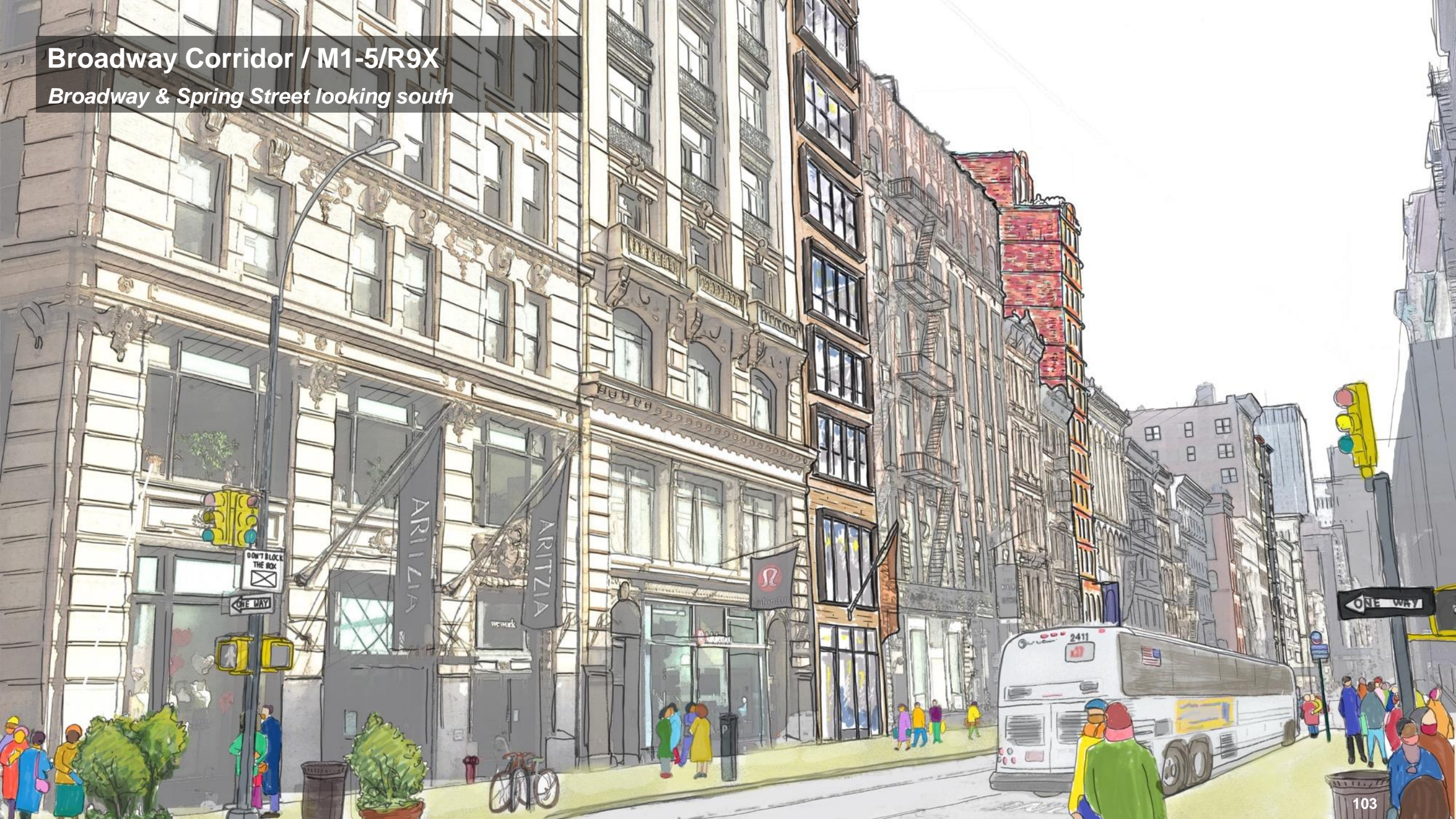


Historic Corridors

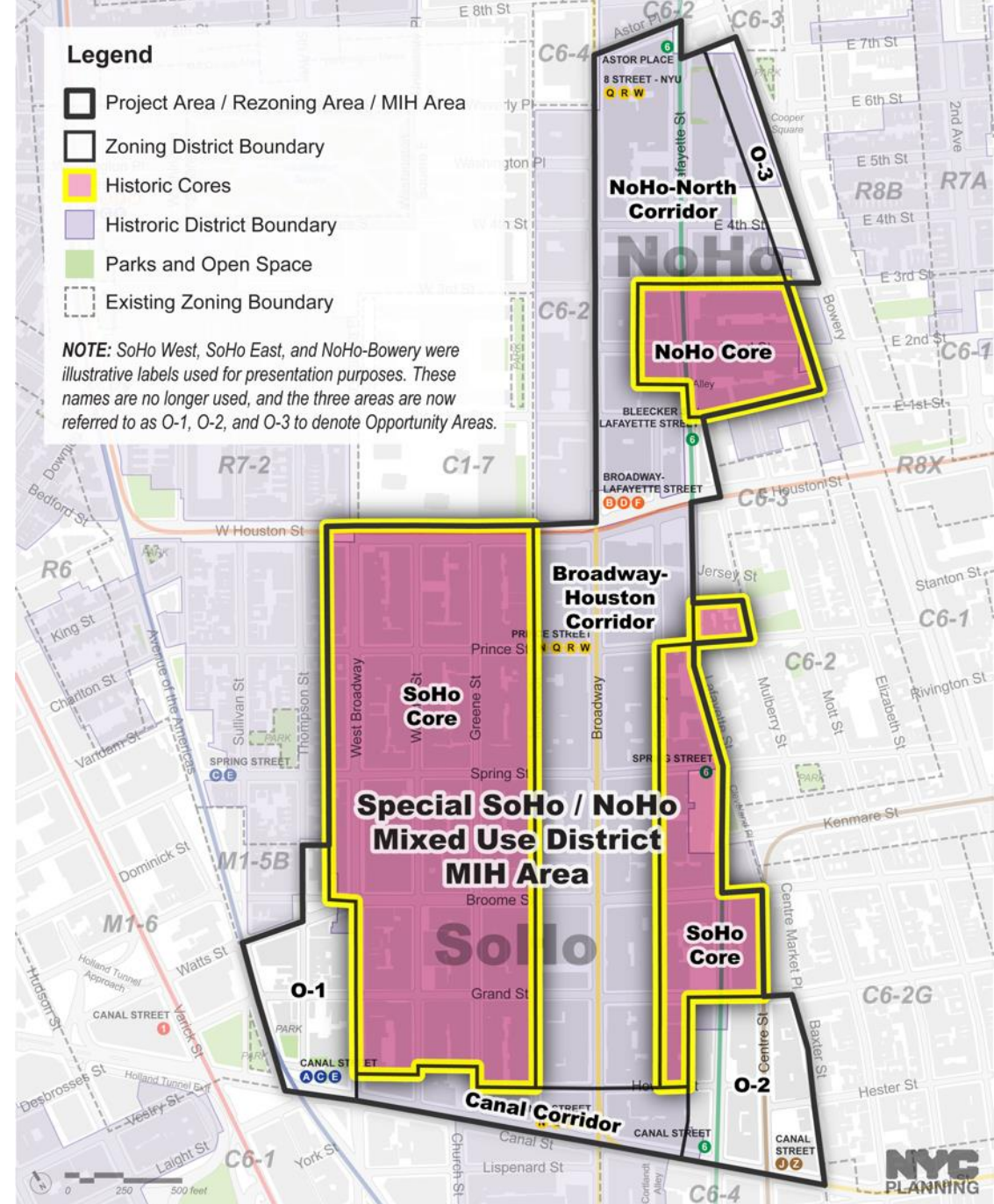
M1-5 / R9X	
Max. Residential FAR (w/ MIH)	9.7
Max. Commercial / Manufacturing FAR	6.0 / 5.0
Max. Community Facility FAR	6.5
Min. Base Height	85 ft
Max. Base Height	145 ft
Max. Building Height	205 ft



Broadway Corridor / M1-5/R9X
Broadway & Spring Street looking south



Historic Cores



SoHo Historic Core / M1-5/R7X

Greene Street looking south



SoHo Historic Core / M1-5/R7X

West Broadway looking west



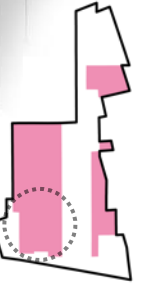
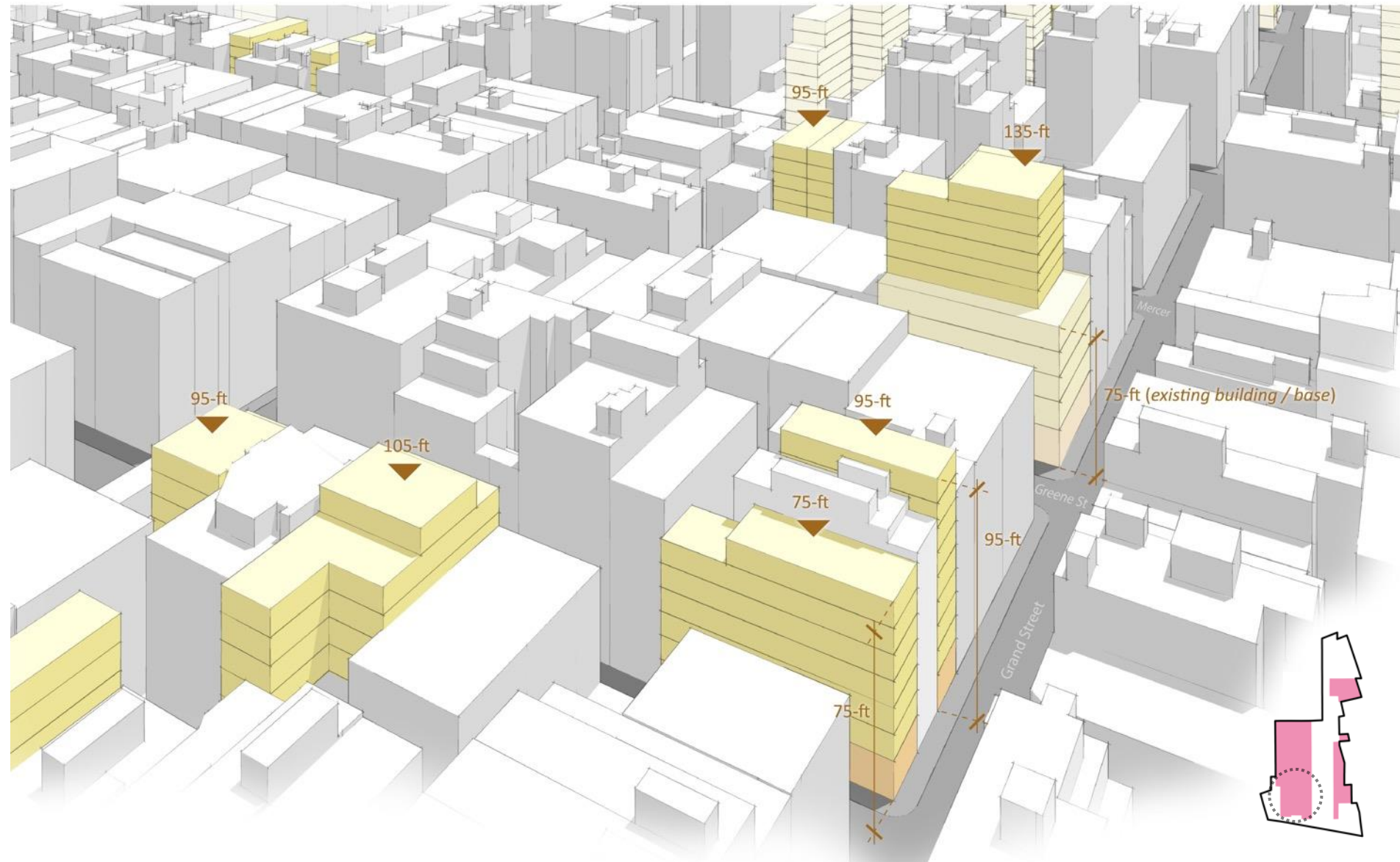
NoHo Historic Core / M1-5/R7X

Bond Street looking west



Historic Cores, SoHo Core

M1-5 / R7X	
Max. Residential FAR (w/ MIH)	6.0
Max. Commercial / Manufacturing FAR	5.0
Max. Community Facility FAR	6.5
Min. Base Height	65 ft
Max. Base Height	105 ft
Max. Building Height	145 ft



SoHo Historic Core / M1-5/R7X

West Broadway looking south



Proposed Actions

1. Zoning Map Amendment

to replace all or portions of existing M1-5A and M1-5B districts with medium- to high-density mixed-use districts and establish a new Special SoHo-NoHo Mixed Use District (SNX) in the Project Area.

2. Zoning Text Amendment

to establish regulations for the proposed Special SoHo NoHo Mixed-Use District (SNX) and to amend Appendix F of the ZR to apply the Mandatory Inclusionary Housing (MIH) program to the Special District.

Expand
Housing

Support
the Arts

Strengthen
Mixed-use

Build
Contextually

4.

Environmental Review



Environmental Review

- A Notice of Completion of a **Draft Environmental Impact Statement (DEIS)** was issued on May 17, 2021. **DEIS identified significant adverse impacts with respect to:**

- Open Space
- Shadows
- Historic and Cultural Resources (archaeological and architectural resources)
- Transportation (transit and pedestrian conditions)
- Construction (noise)

No other significant adverse impacts were identified.

- A Notice of Completion of a **Final Environmental Impact Statement (FEIS)** reflecting the comments made during the public hearing was issued on October 8, 2021.
 - Significant adverse impacts related to hazardous materials, air quality and noise would be avoided through the placement of (E) designations (E-619) on selected projected and potential development sites as specified in Chapters 10, 15 and 17, respectively of the FEIS.
 - The identified significant adverse impacts and proposed mitigation measures under the proposed actions are summarized in Chapter 21, “Mitigation” of the FEIS.



Thank You.