



SoHo / NoHo Neighborhood Plan Information Session

October 26 | 2020 | 6:00 – 8:00 p.m.

Meeting Format

6 - 8 pm: Presentation followed by Q&A

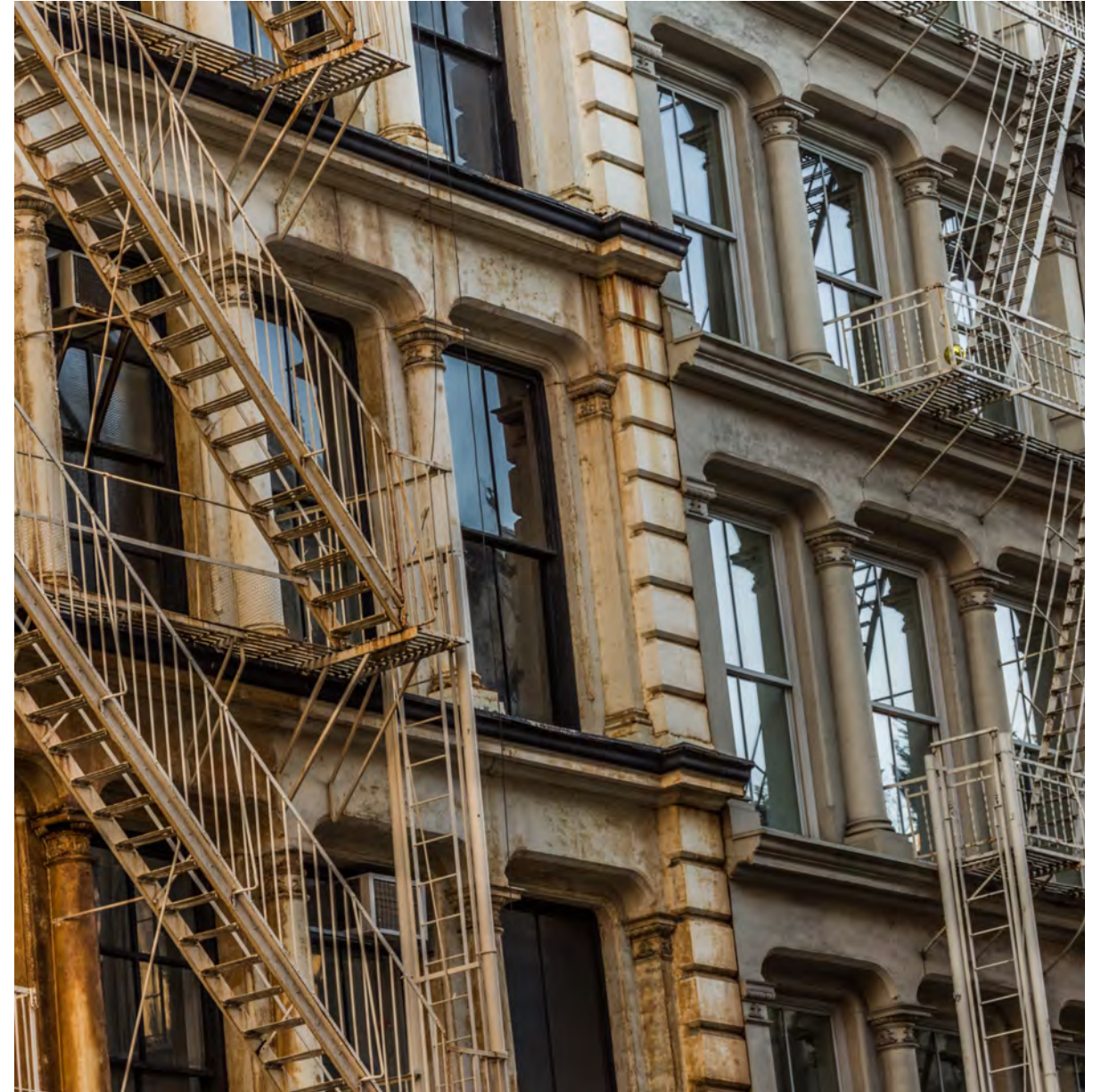
During the presentation, all microphones will be muted. You will be able to ask questions during the presentation in two ways:

1. **CHAT** – using the Q&A feature on ZOOM
2. **EMAIL** – we are monitoring our email address during the event: soho-noho@planning.nyc.gov

During the Q&A following the presentation, we will take questions in three ways:

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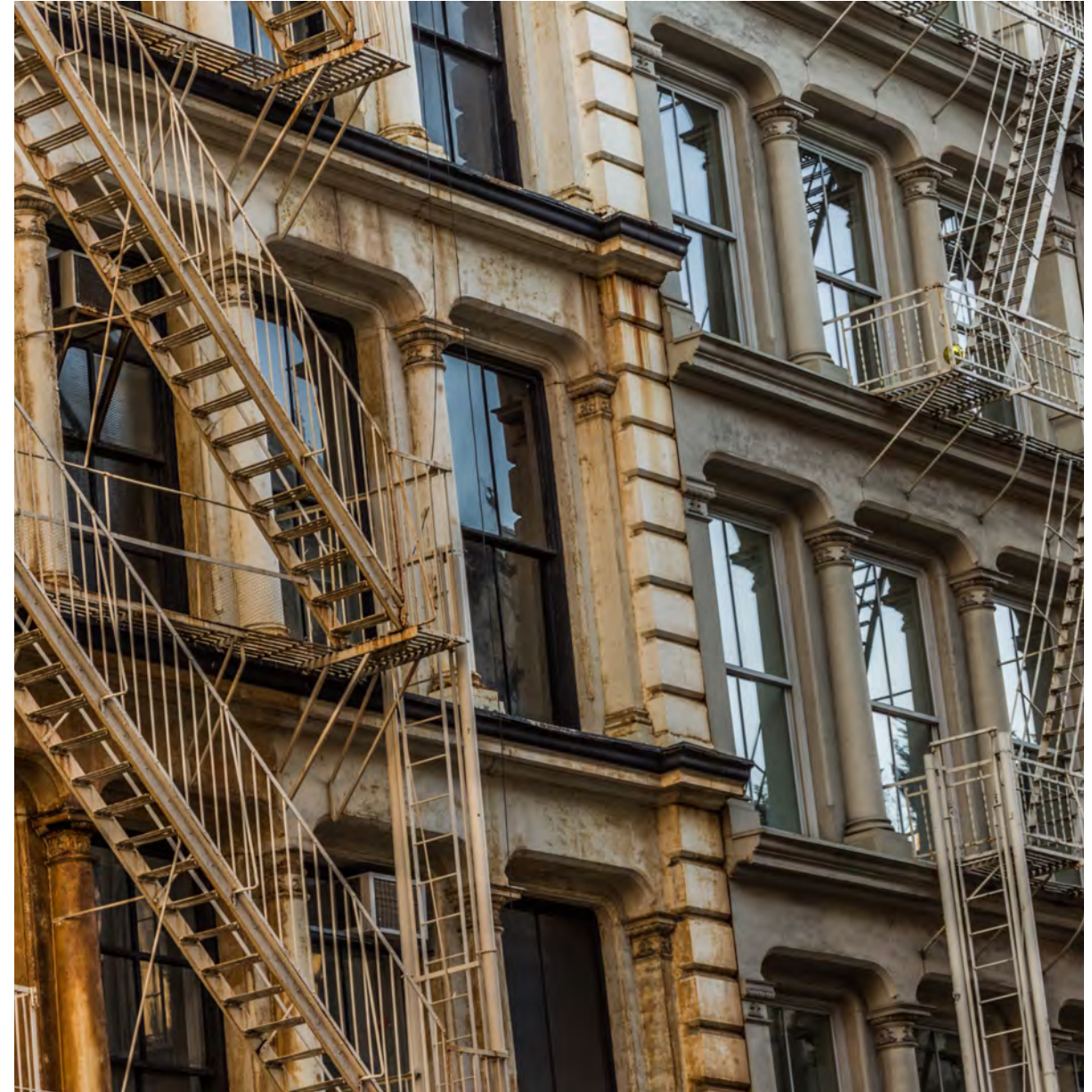
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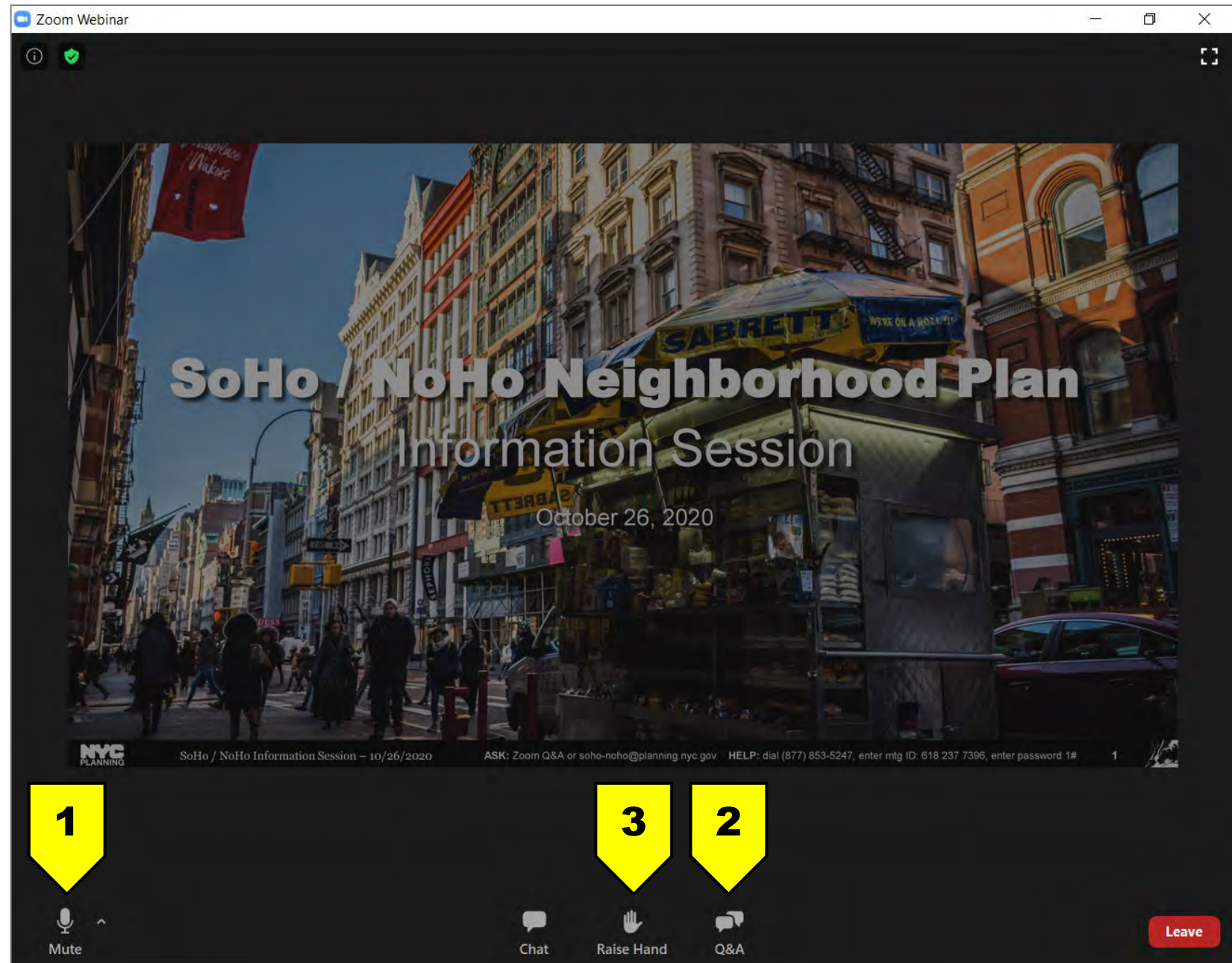


ZOOM tips

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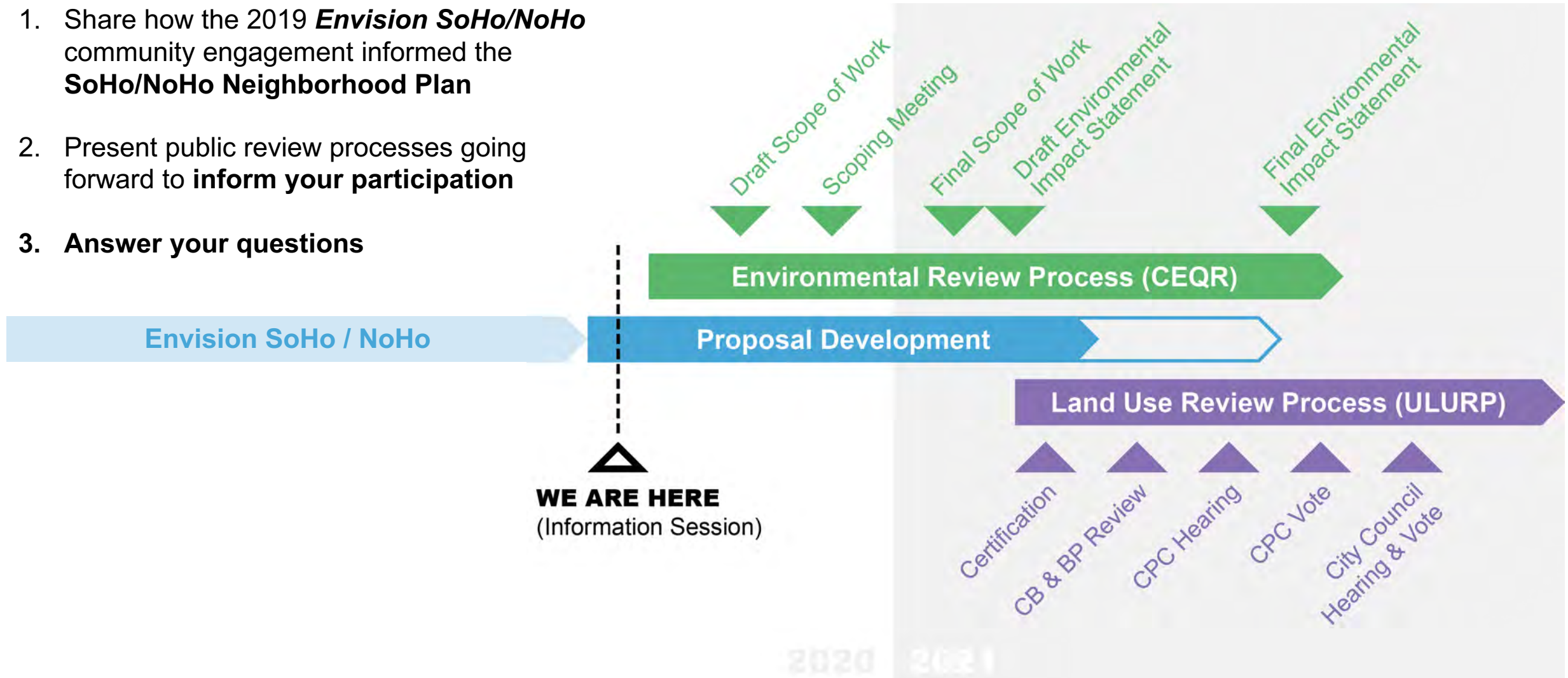
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Purpose of this Information Session

1. Share how the 2019 *Envision SoHo/NoHo* community engagement informed the **SoHo/NoHo Neighborhood Plan**
2. Present public review processes going forward to **inform your participation**
3. **Answer your questions**



SoHo/NoHo Background

- Manhattan Community District 2
- Centrally located & highly accessible by transit
- Six historic districts & iconic cast-iron loft buildings
- Approx. 7,800 residents
- Over 51,000 jobs
- Dynamic mixed-use & live-work neighborhoods
- Five-decade old M1-5A and M1-5B zoning

Sources:

2010 Census (US Census Bureau)

2017 Quarterly Census of Employment and Wages (US Bureau of Labor Statistics)



Agenda

1.

Recap of 2019
*Envision SoHo /
NoHo Community
Engagement Process*

2.

*SoHo / NoHo
Neighborhood
Planning Goals*

3.

*Environmental and
Land Use Review
Processes*

4.

*Next Steps for
Public Participation*

5. Q&A Session

1.



Recap of 2019 *Envision SoHo / NoHo* *Community Engagement 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 Advisor Group Working Sessions

2 CB2 Land Use Committee Meetings

Online Engagement



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, Crraig 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 (Icraive), 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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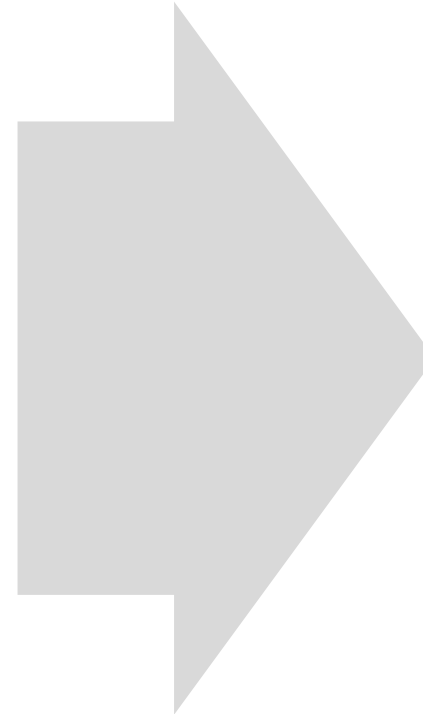
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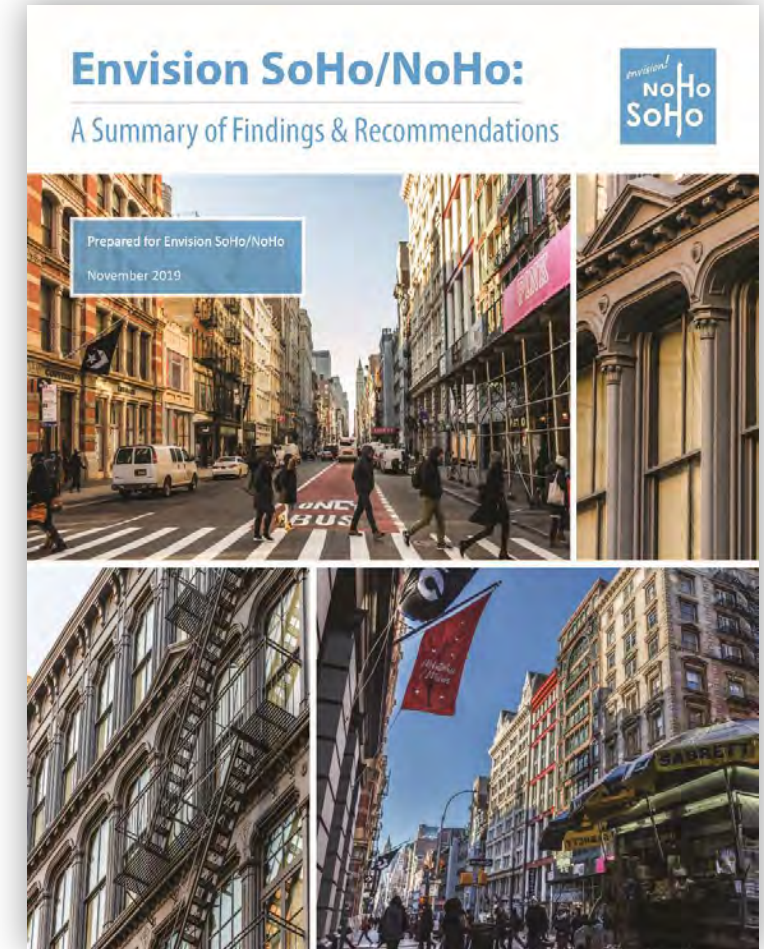
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Online Engagement



Report Release & Public Feedback

November 2019 – January 2020



Guiding Principles



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**

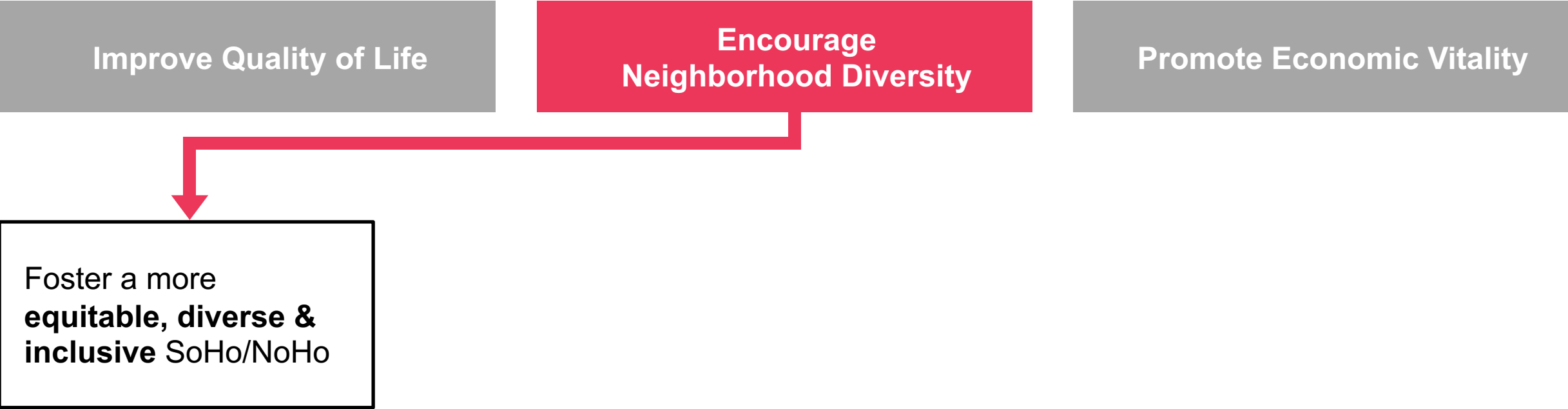
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SoHo / NoHo Neighborhood Planning Goals

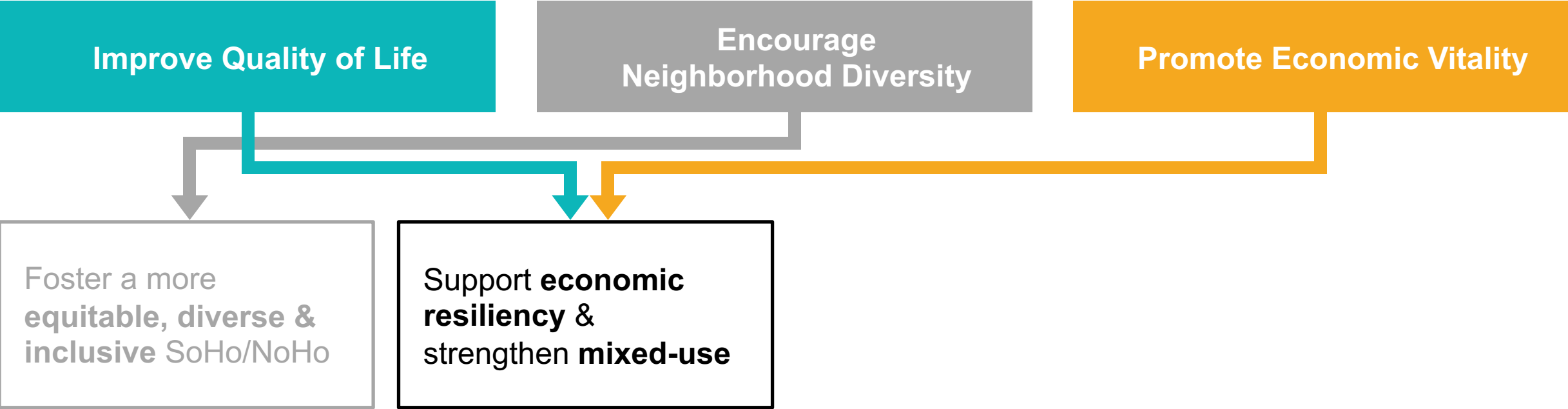
Neighborhood Planning Goals Informed by Envision SoHo/NoHo



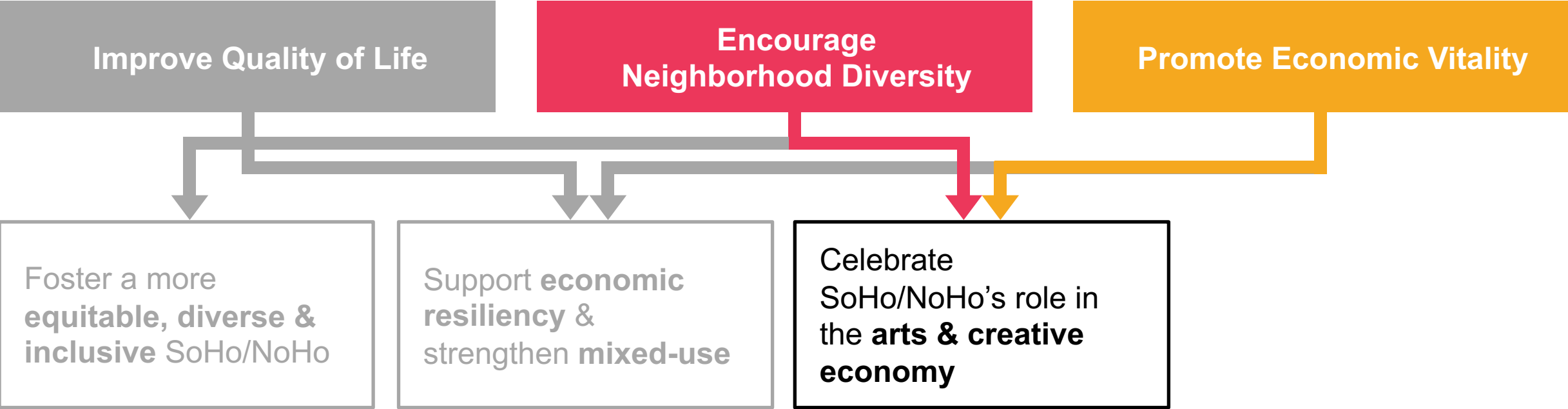
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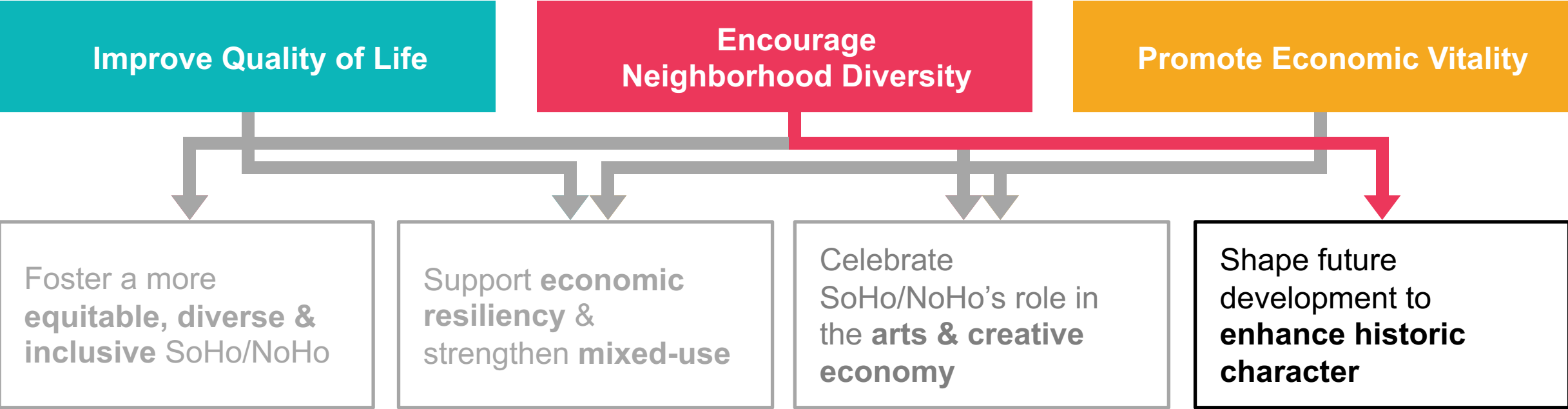
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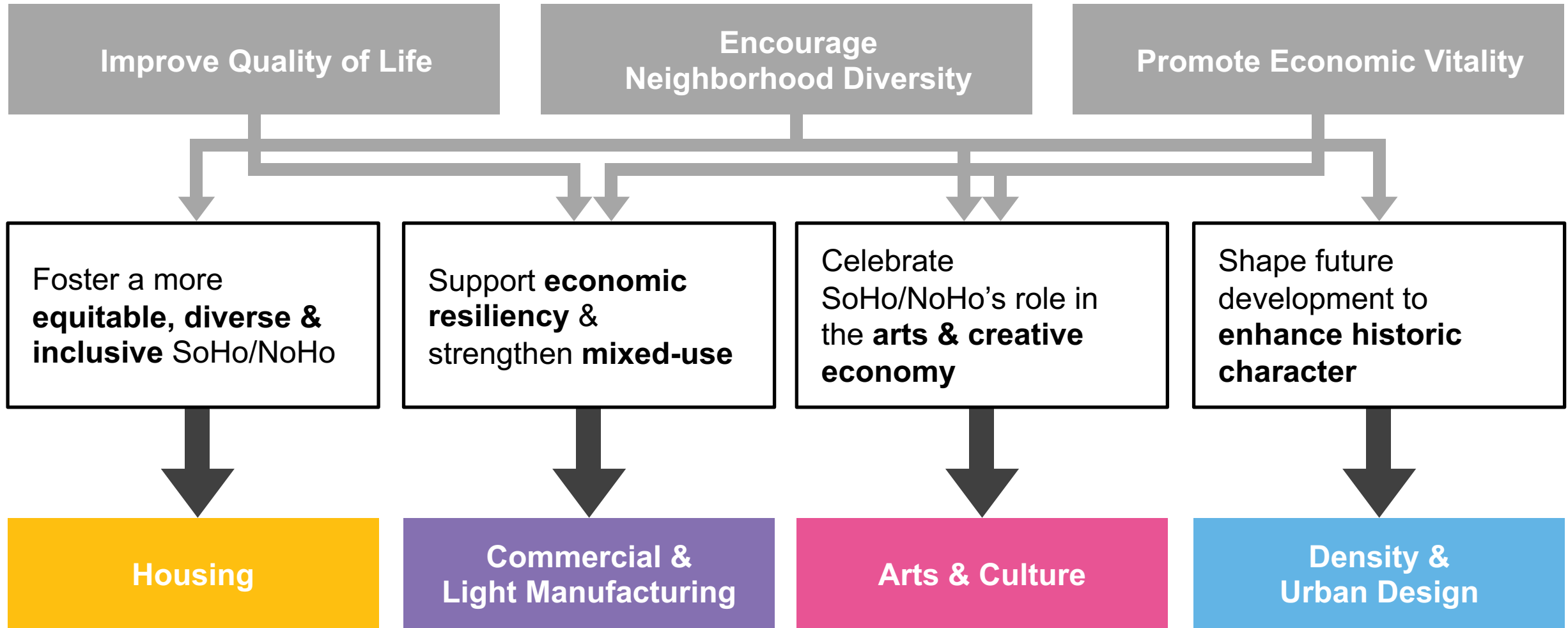
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Housing

Commercial & Light Manufacturing

Arts & Culture

Density & Urban Design

- **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**

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Commercial & Light Manufacturing

- **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

Arts & Culture

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Arts & Culture

- **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**

Density & Urban Design

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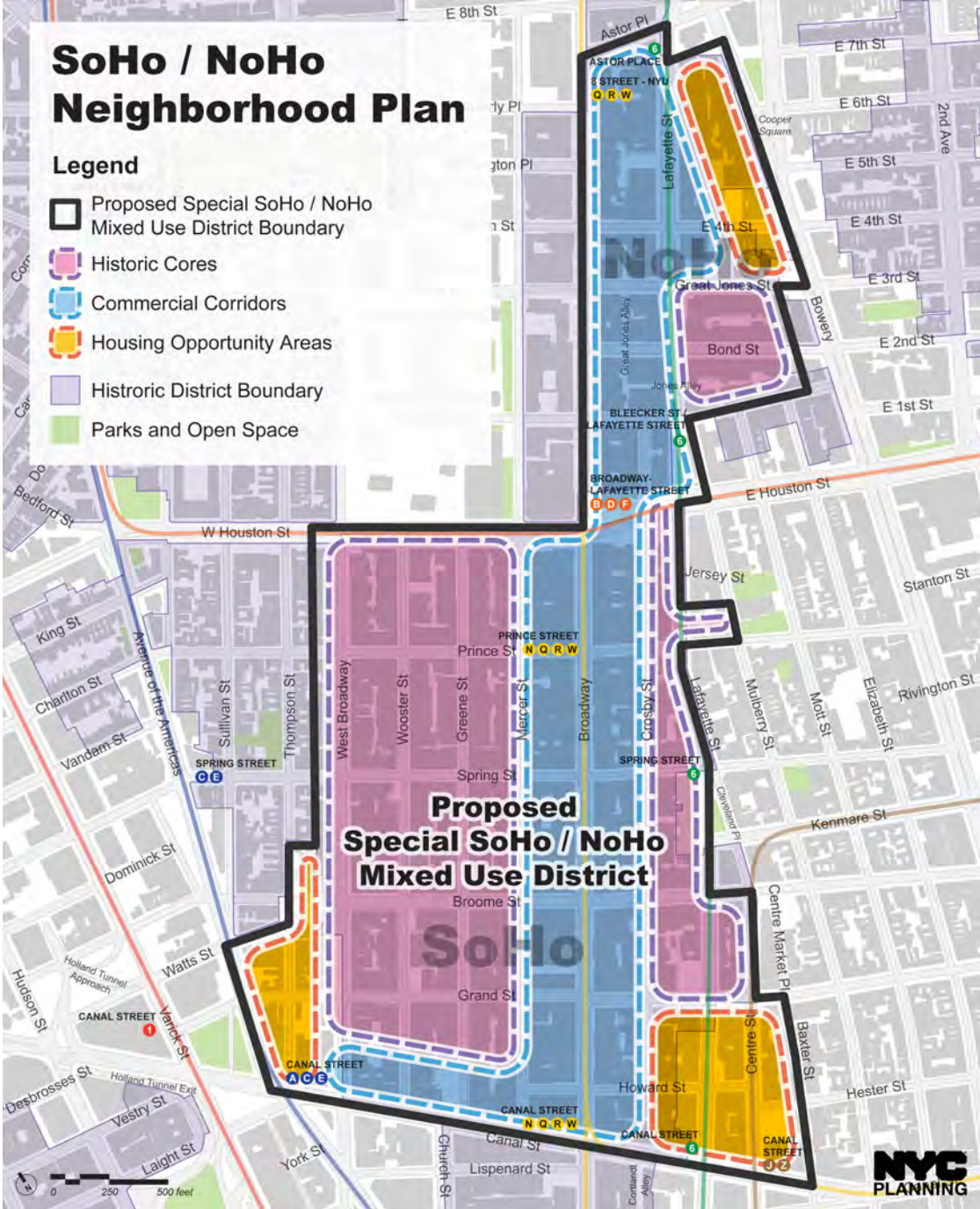
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Density & Urban Design

- 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

Summary

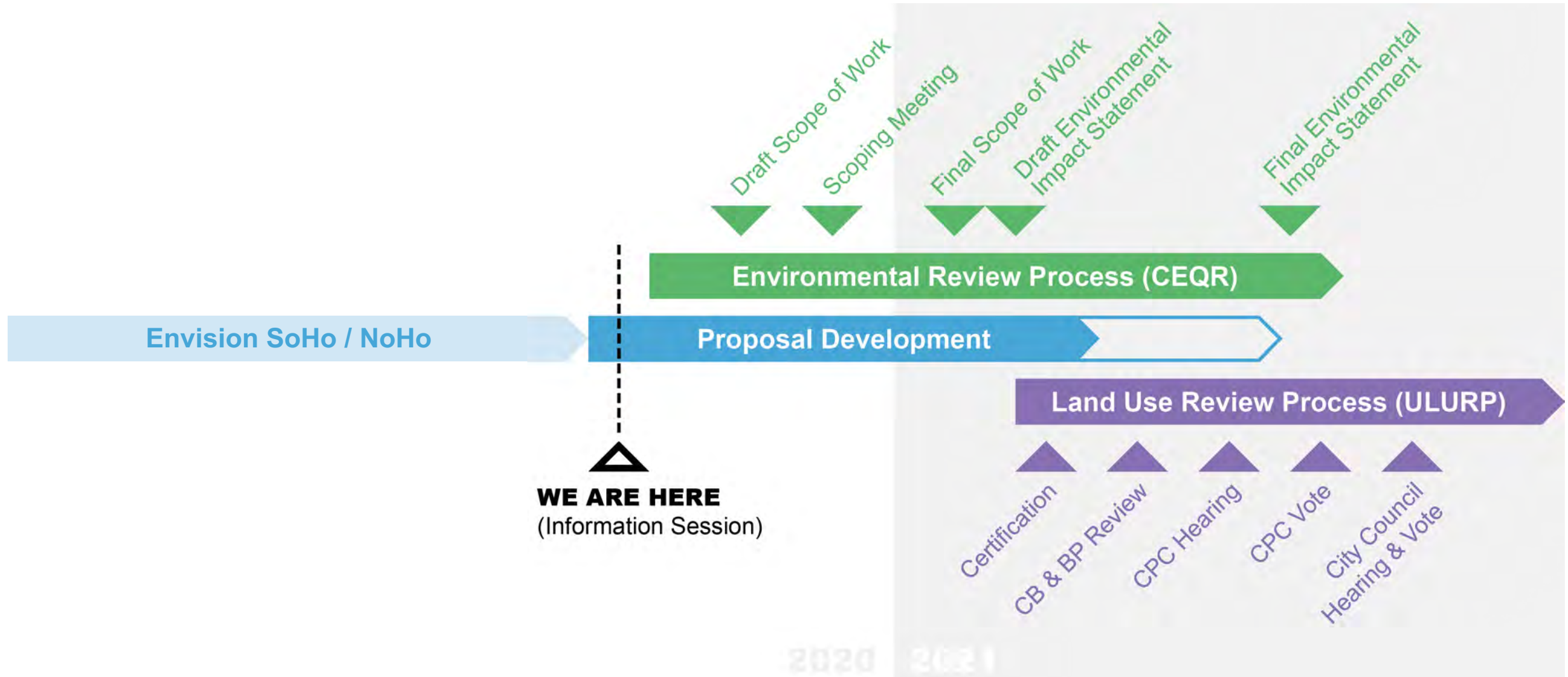
- **Special SoHo/NoHo Mixed Use District**
- **Mandatory Inclusionary Housing (MIH) Area**
 - Approx. 3,200 units of new housing (incl. 800 affordable units)
- **Distinct Subdistricts**
 - **Historic Cores**
 - Maintain existing density
 - Contextual zoning to preserve historic character
 - **Commercial Corridors**
 - Increase density to match existing taller/denser context
 - Contextual zoning to recognize historic character
 - Preserve major concentration of commercial space
 - **Housing Opportunity Areas**
 - Increase density to maximize housing
 - Contextual zoning to guide building form/scale
- **Strategies outside of zoning**



3.

Environmental and Land Use Review Processes

Process Overview



Environmental Review: CEQR Process

City Environmental Quality Review (CEQR)

- Identifies potential environmental and neighborhood impacts from a new land use proposal.
- Potential impacts are studied to inform the proposal.

Environmental Impact Statement (EIS)

- Produced for land use proposals that result in a large increment of change or cover an extensive area.
- SoHo/NoHo Neighborhood Plan requires an EIS.



Why CEQR?

- Quantifies and describes potential effects and what can be done to address them
- Enables participants in the public review process to evaluate project benefits and new needs it might produce
- Ensures mitigation measures are identified for adverse environmental impacts



Draft Scope of Work (DSOW)

- Helps the public understand and participate in the CEQR review from the start
- Establishes scope of what environmental components need to be analyzed to inform the neighborhood plan proposal
- Does not establish the final neighborhood plan proposal

STAY UP TO DATE

- ❖ DSOW will be posted on our website on October 28, 2020 at www.nyc.gov/sohonohoplan



WE ARE HERE
(Information Session)

Scoping Meeting

- Allows public to comment on the DSOW (proposed analysis framework)
- Public, including elected officials, community board representatives, and city agencies can provide recommendations on what should be included in the analysis
- DCP collects and responds to all public comments after the scoping meeting

STAY UP TO DATE

- ❖ Scoping Meeting will be held on Dec. 3, 2020
- ❖ Register for the Scoping Meeting at www.nyc.gov/sohonohoplan



Final Scope of Work

- Public and other comments are reviewed and incorporated into the Final Scope of Work
- FSOW initiates analysis for the Draft Environmental Impact Statement



Draft Environmental Impact Statement (DEIS)

- Discloses environmental data to inform public and decision makers
- Outlines possible mitigation measures for potential impacts in various environmental categories
- Analyzes alternatives to the proposal
- Enters public review to be commented on during land use review process

LEARN MORE

- ❖ Learn more about each of the subject areas in the CEQR Technical Manual at: <http://www1.nyc.gov/site/oec/environmental-quality-review/technical-manual.page>



Final Environmental Impact Statement (FEIS)

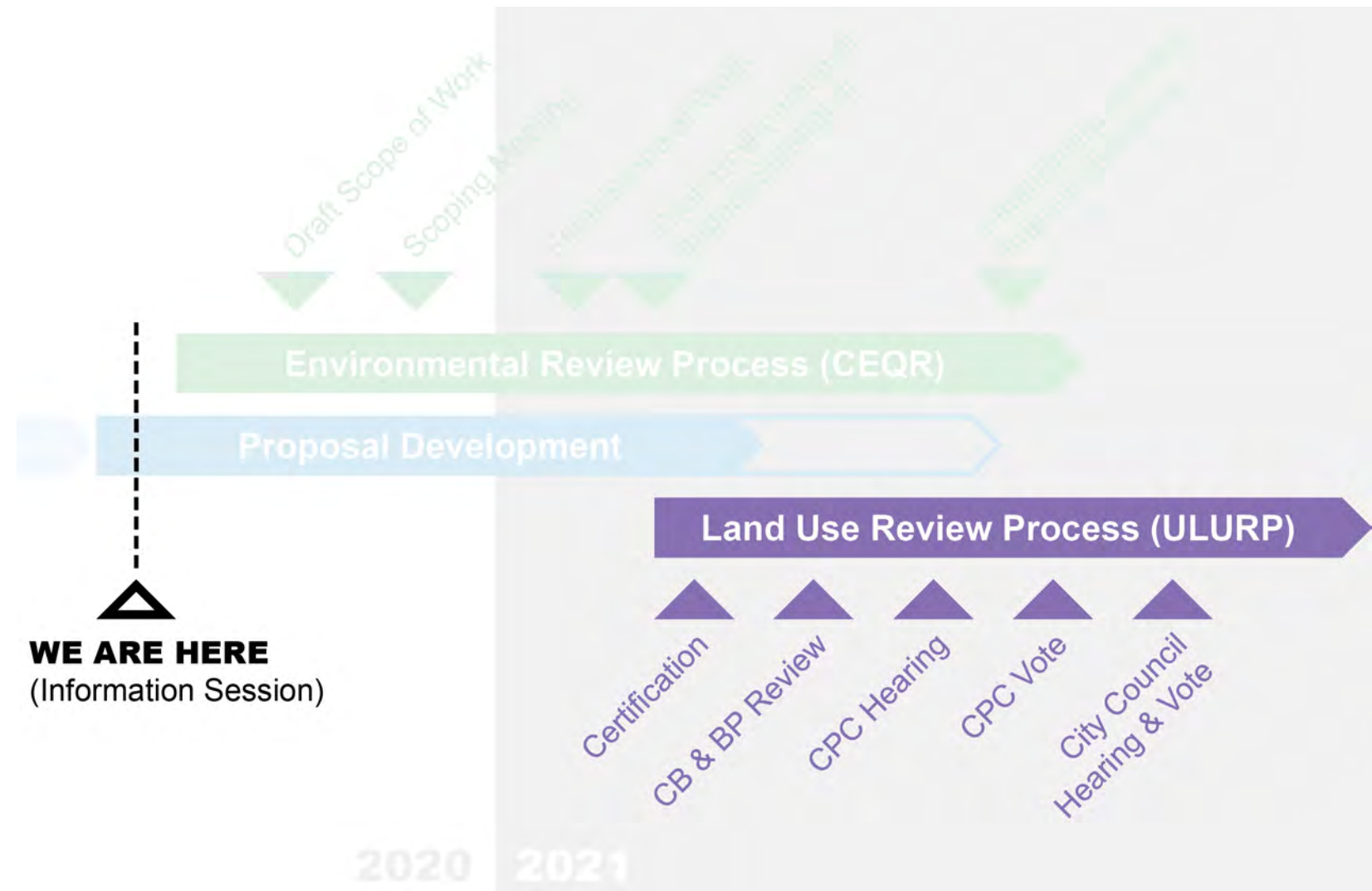
- Environmental analyses are finalized
- Incorporates refined data regarding potential mitigations
- Revises DEIS in response to public comments



Land Use Process: ULURP

Uniform Land Use Review Procedure (ULURP)

- Standardized procedure for public review of land use applications
- Key participants:
 - YOU!
 - Department of City Planning (DCP)
 - City Planning Commission (CPC)
 - Community Boards
 - Borough Presidents
 - City Council
 - Mayor

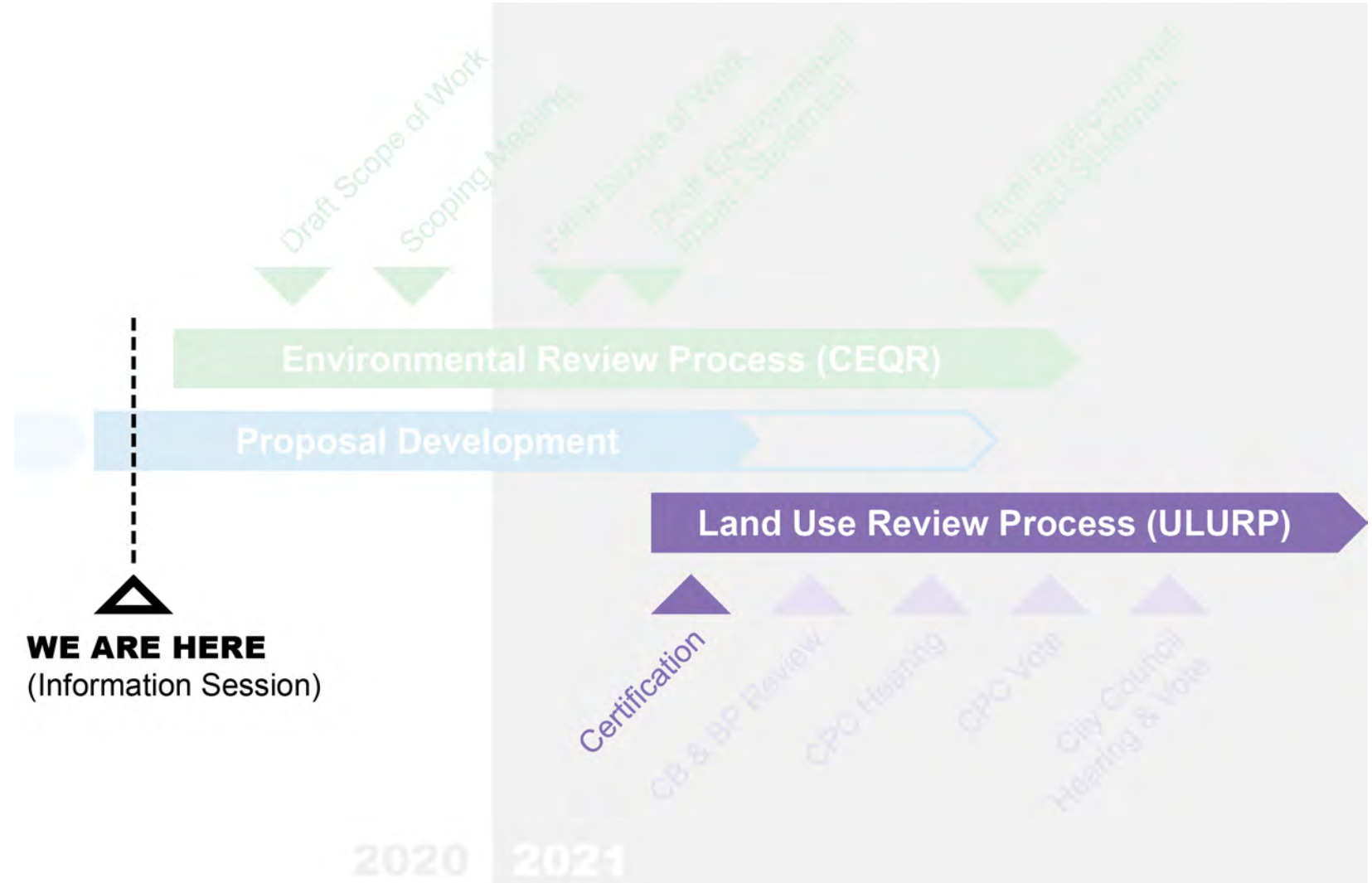


Land Use Process: Certification

- DCP responsible for certifying that neighborhood plan proposal application is complete and ready for public review
- Application is presented and certified at CPC review session
- DEIS must be issued before application can be certified
- Certified application is sent within **nine** days to Community Board, Borough President, and City Council

STAY UP TO DATE

- ❖ CB2 will receive notice for the Plan's certification date.
- ❖ The CPC Review Session date will also be posted on our website at www.nyc.gov/sohonohoplan.



Land Use Process: Community Board & Borough President

- **Community Board (CB)** required to hold public hearing and adopt and submit a written recommendation to CPC and Borough President (60 days)
- **Borough President (BP)** to submit a written recommendation to CPC (30 days)
- Process includes review of DEIS.

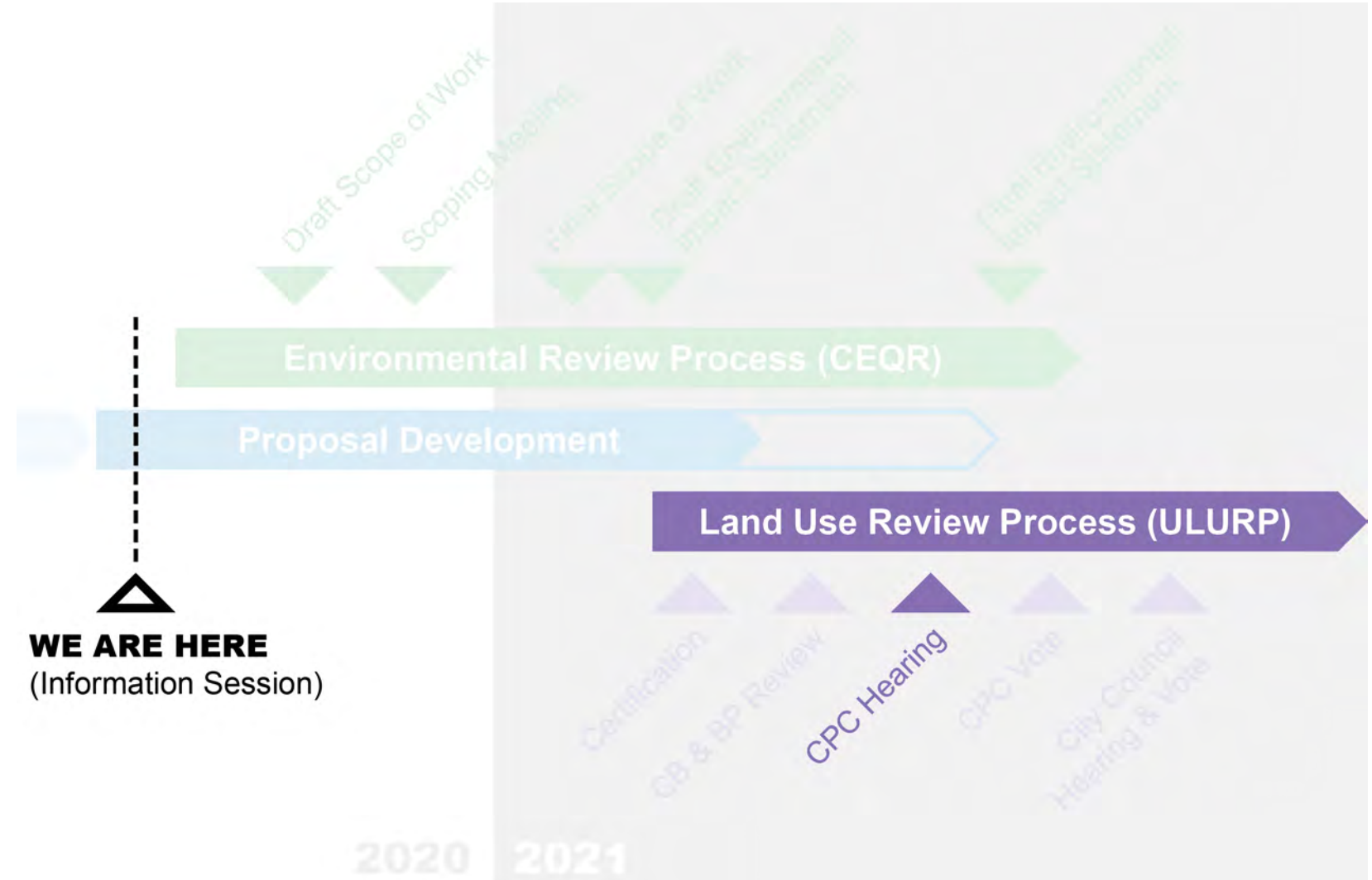
STAY UP TO DATE

- ❖ CB2 will post a notice for their public hearing.
- ❖ The Borough President also has the option of holding a public hearing.



Land Use Process: CPC Public Hearing

- CPC must hold a public hearing and approve, approve with modifications, or disapprove the application (60 days)
- Public can attend and sign up to speak on the proposal and DEIS

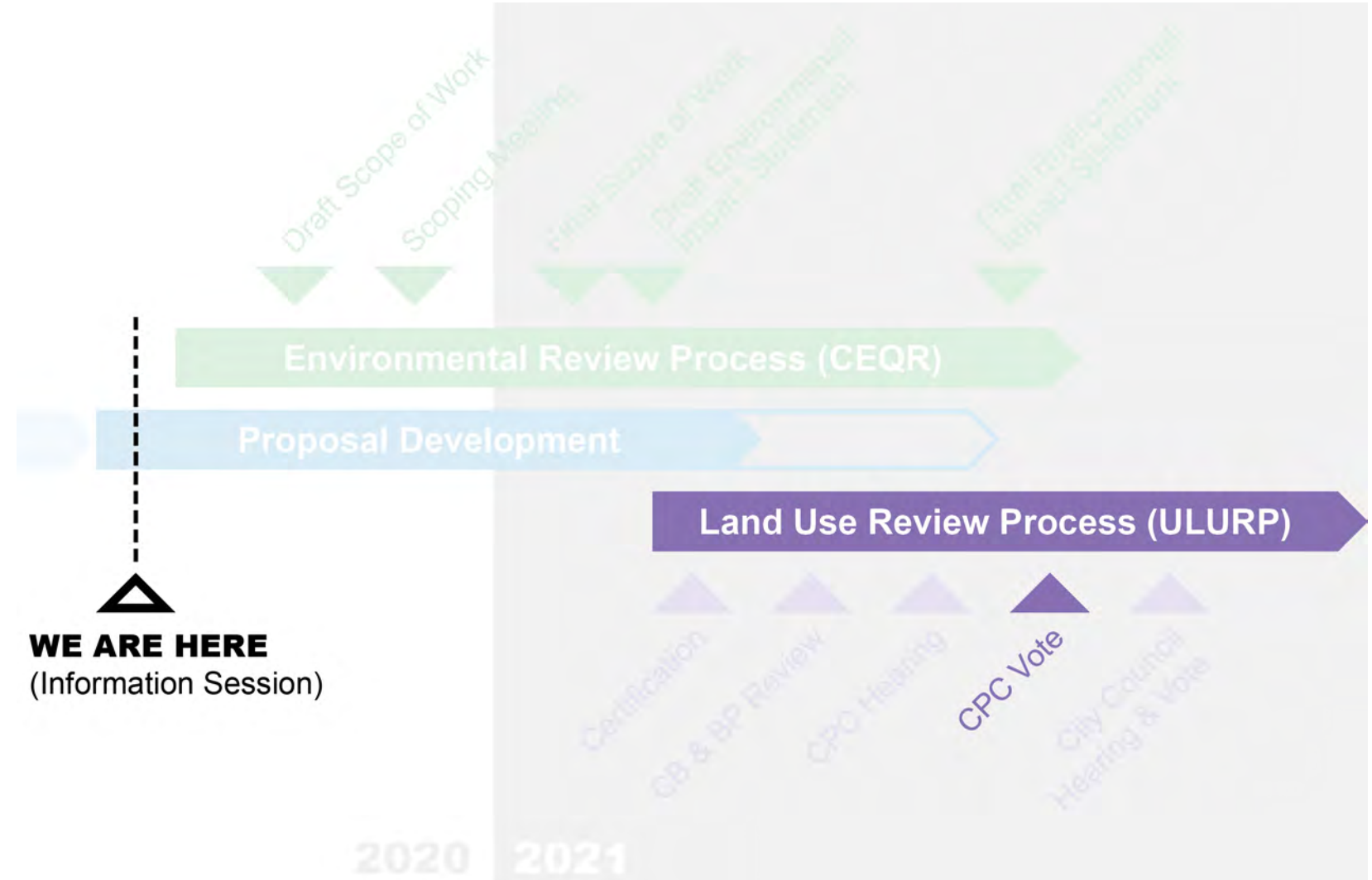


STAY UP TO DATE

- ❖ The CPC Public Hearing date will be posted on our website at www.nyc.gov/sohonohoplan.
- ❖ The public can also attend the pre-hearing review session held the Monday prior to the hearing.

Land Use Process: CPC Vote

- CPC considers all public comments (written and verbal) prior to the vote
- All comments on the DEIS are reviewed
- FEIS is issued 10 days prior to the vote

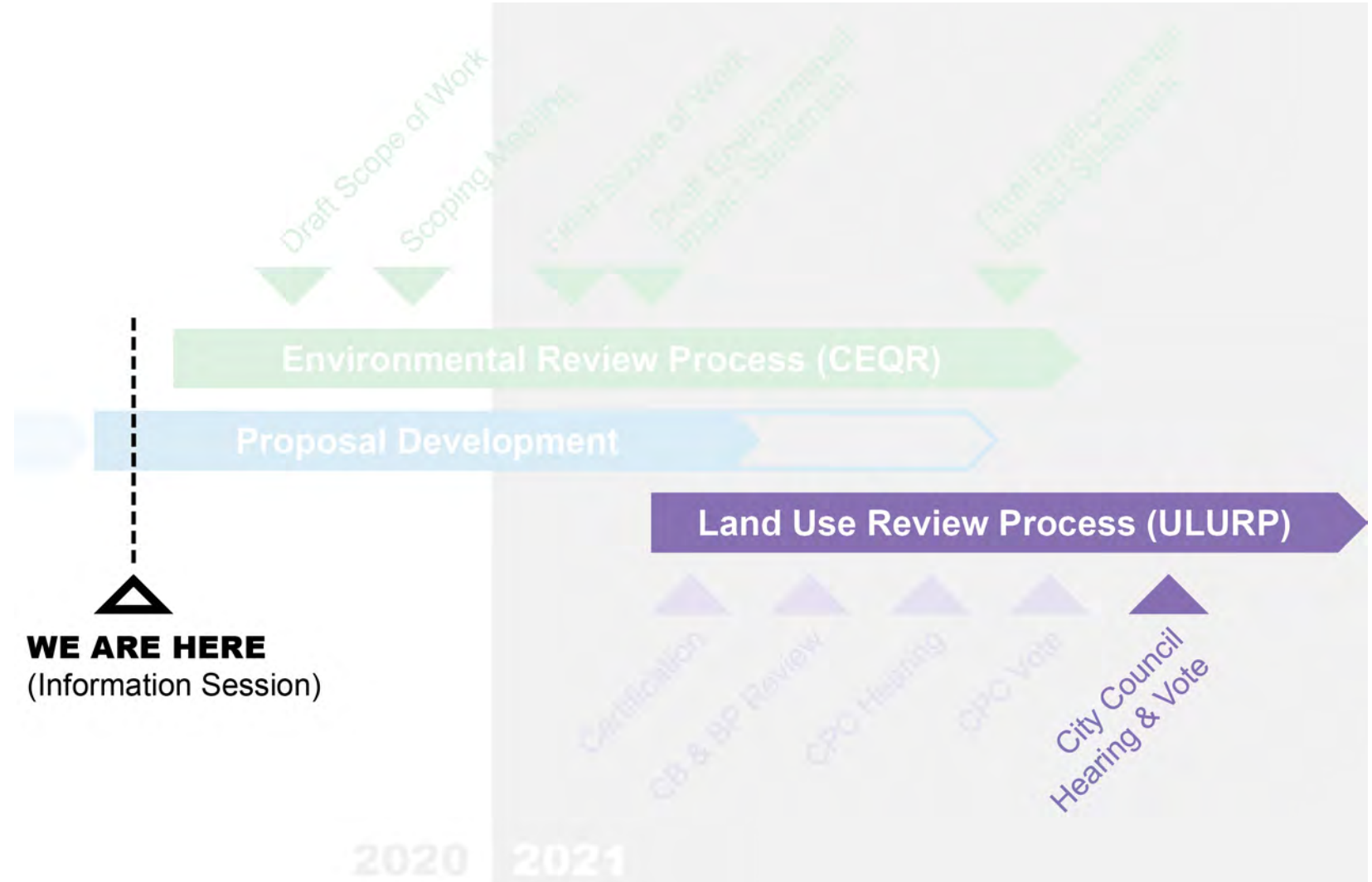


STAY UP TO DATE

- ❖ The CPC vote and report will be posted on our website at: www.nyc.gov/sohonohoplan.

Land Use Process: City Council

- If approved by CPC, City Council will hold a public hearing, and approve, approve with modifications or disapprove the CPC decision



STAY UP TO DATE

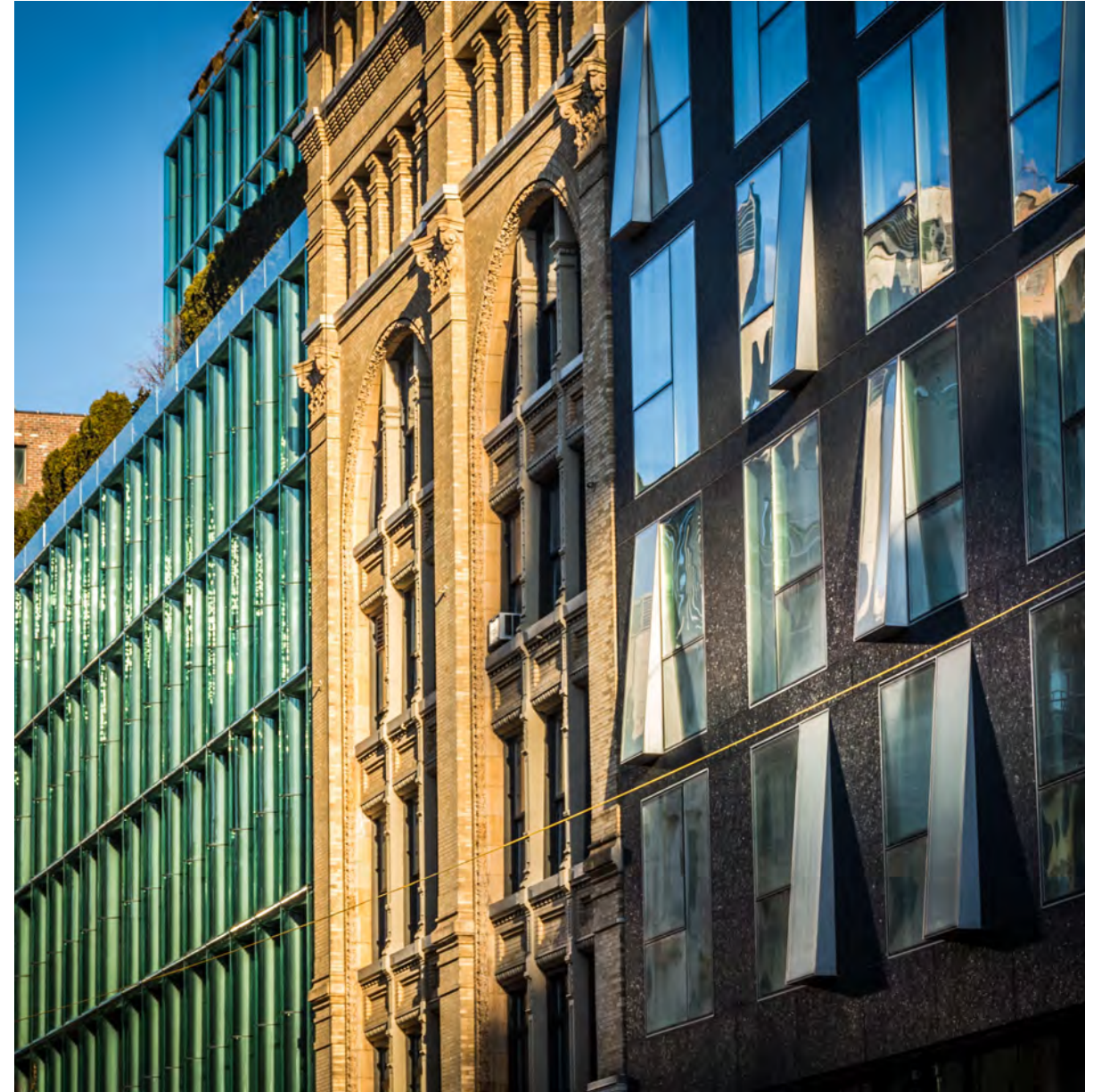
- ❖ City Council will issue a public notice for the hearing and instructions on how to participate.

4.

Next Steps for Public Participation

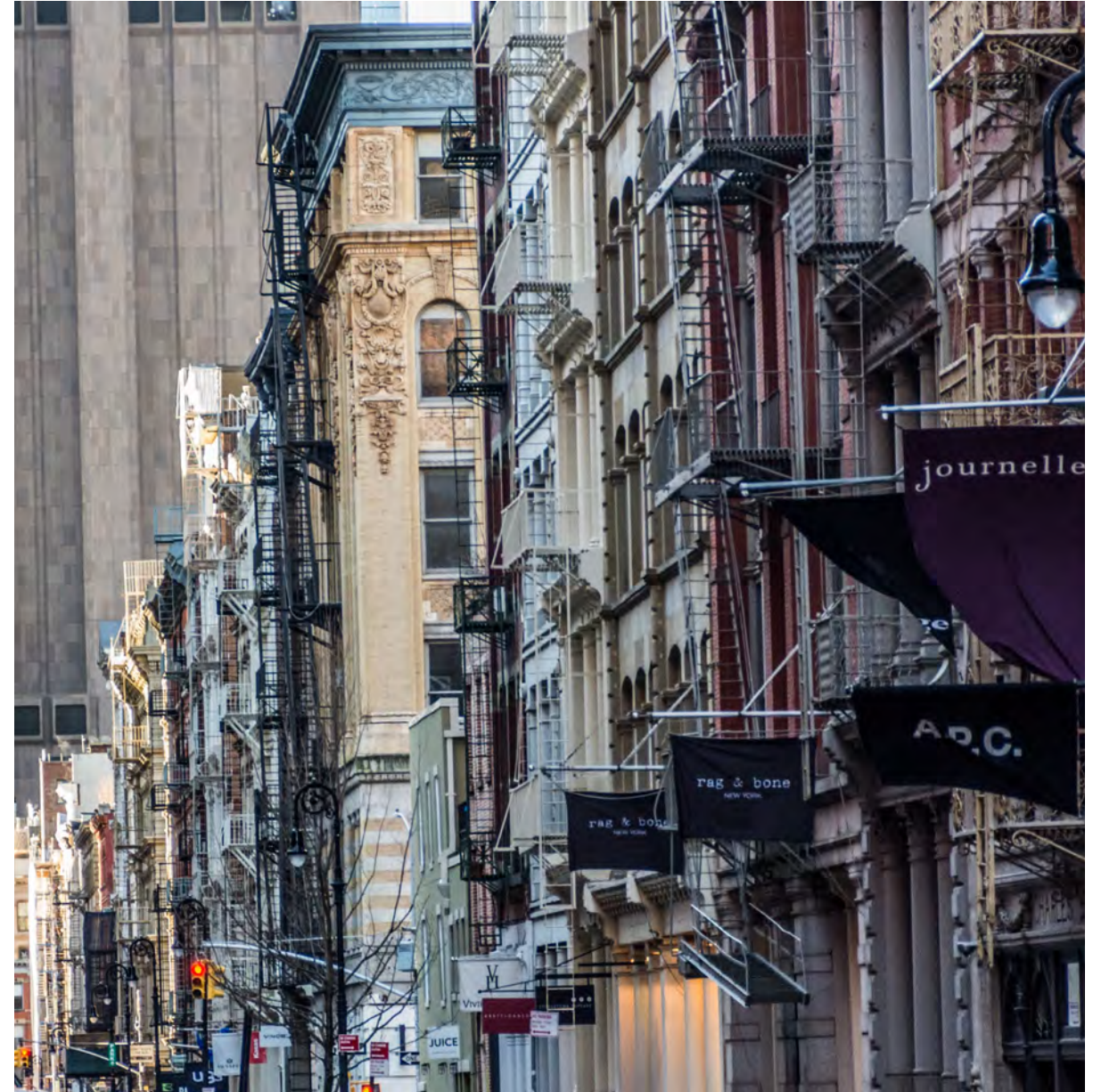
Immediate Next Steps

- Ask questions during Q&A
- This meeting and presentation will be posted online
- Review the Draft Scope of Work to be posted on Oct. 28th
- Attend the December 3rd scoping meeting
- Stay up to date on our website:
www.nyc.gov/sohonohoplan



How to Participate at the Dec 3rd Scoping Meeting

- Register to attend the scoping meeting on our website: www.nyc.gov/sohonohoplan.
- You can sign up to speak at the Scoping Meeting
- Written comments will be accepted for 15 days following the scoping meeting.



Project Team



Edith Hsu-Chen
MN Director



Erik Botsford
MN Deputy Director



Sylvia Li
MN West Side Team Leader



Nabeela Malik
MN Planner



Andrew Cantu
MN Planner



Anthony Lechuga
MN Planner



Rich Wang
MN Senior Lead Urban Designer



Joshua Simoneau
MN Senior Urban Designer



Lara Merida
Neighborhood Studies Director



5 minute break



Q&A Session

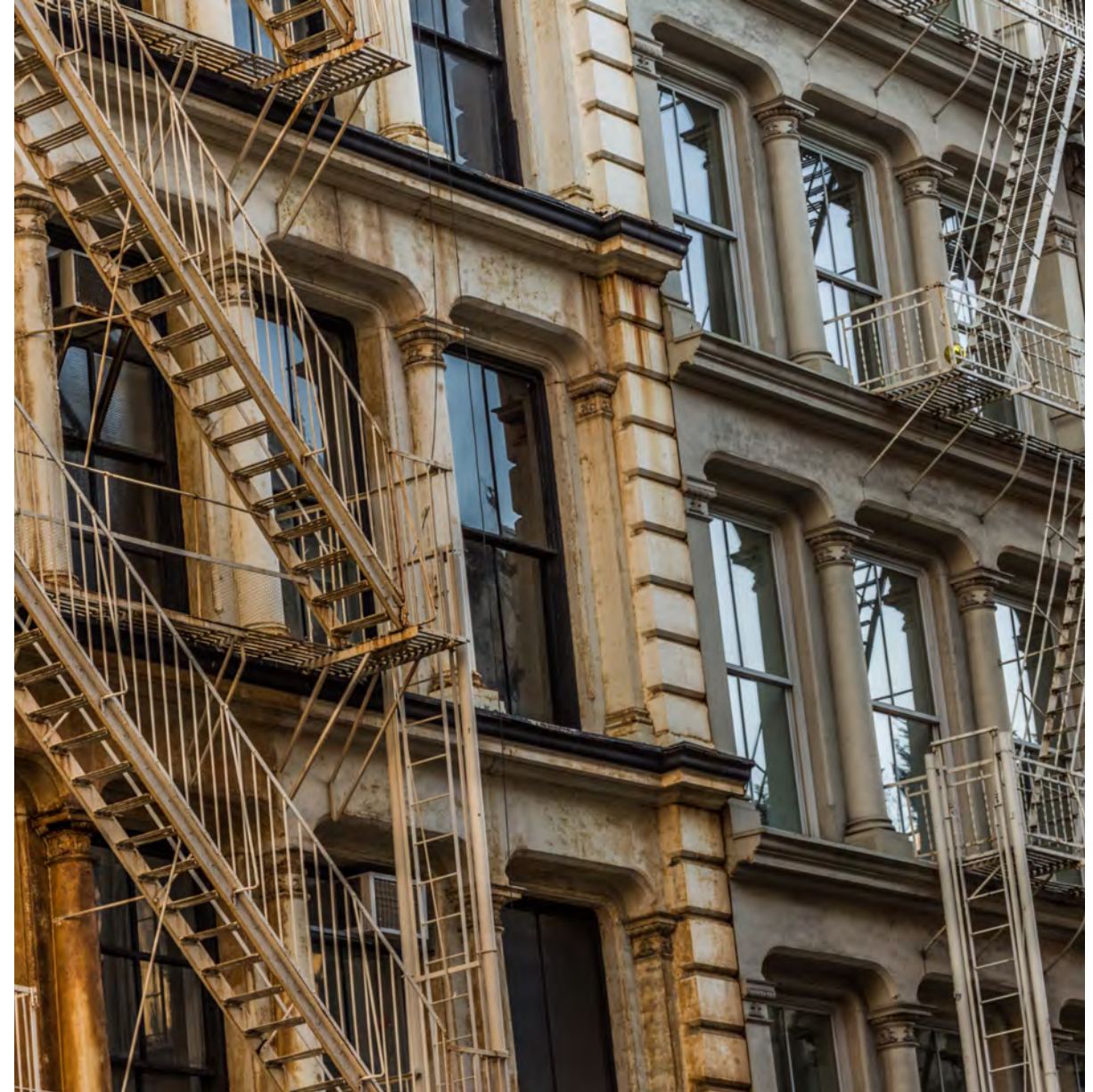


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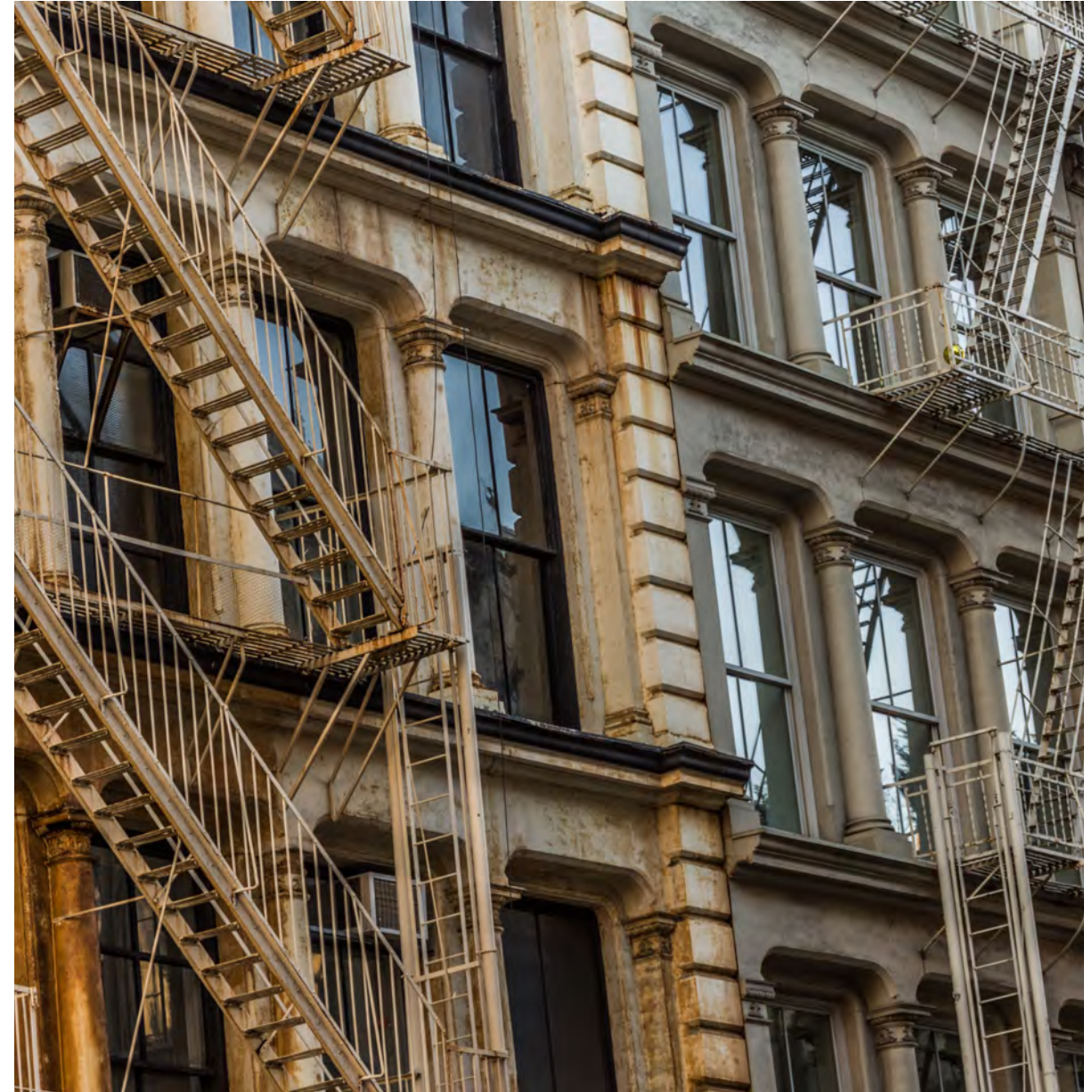
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