

VILLAGE PRESERVATION

GREENWICH
VILLAGE SOCIETY
FOR HISTORIC
PRESERVATION



A PROPOSAL FOR

The East Village Enhanced Commercial District



What is an enhanced commercial district?

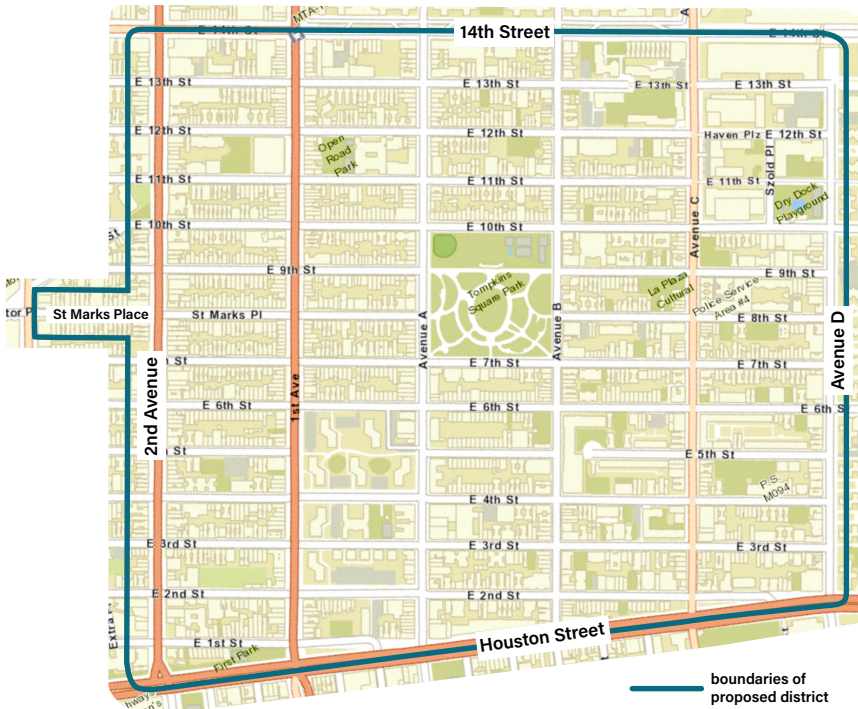
It is an area governed by a set of land use regulations that address neighborhood concerns about local commercial corridors at a finer level of detail than standard zoning controls can. The regulations are layered on top of the district's existing zoning. Half a dozen enhanced commercial districts exist throughout the city.

Why does the East Village need one?

An enhanced commercial district would support independent small businesses and preserve the neighborhood's unique character. Over the past decade, national chains, big box retailers, and destination nightlife establish-

ments have become an increasing presence in the area. The slackening of this trend during and since the pandemic presents an opportunity to put in place regulation that helps preserve a balanced retail mix throughout the neighborhood — a goal that has become especially pressing in light of the ongoing decline in the number of “mom & pop” shops and businesses that serve the local community.





Where would the enhanced commercial district be?

It would extend from 14th Street to Houston Street, and from Avenue D to the Second Avenue corridor, with an extension along the St. Mark's Place corridor to Third Avenue.

What would an enhanced commercial district do?

It would help restore a balance among independent local retail and its corporate and destination counterparts by restricting access to formula and big box retailers and by encouraging the preservation and creation of spaces for small businesses.

How would the enhanced commercial district work?

It could regulate new businesses in various ways. It may:

- **Place restrictions on the maximum storefront size of new and expanding commercial establishments;**
- **Prohibit formula retail establishments throughout much of the district, only allowing them on 14th Street and Houston Street;**

Existing buildings would not be governed by these regulations. New ones would be able to seek exemptions to them by special permit.

What is the status of this proposal?

Community Board 3 put the consideration of an enhanced commercial district on hold during the pandemic. We are doing outreach among stakeholders in the matter to explain the proposal, elicit feedback, and answer questions. On that basis, the community board may decide to hold a town hall on the issue and develop a formal proposal for consideration by the Department of City Planning.