

Jerome Avenue Study

Open House Feedback Summary



3.14.15

3.19.15

3.26.15

Overview

To launch the public planning process for the Jerome Avenue Neighborhood Study, the Department of City Planning (DCP), in collaboration with Community Boards Four and Five, held three Open Houses in March 2015. The Open Houses were the first in a series of events for the public to learn and share about the study area and engage in the planning process. The first two open houses were held at the Bronx Museum of the Arts and the Davidson Community Center, respectively. The Davidson Community Center co-sponsored a Spanish Language open house as the last of the three sessions. The event included materials translated in Spanish as well as Spanish-speaking staff from city agencies, community boards, and the Davidson Center. DCP created a virtual open house to continue the conversation on-line; see www.nyc.gov/jerome.

We designed the sessions in an “open house” format to encourage participants to take part at their own pace. Through a series of interactive stations, participants and agencies shared information and engaged in discussion about different topics. The stations provided an opportunity for participants to express their ideas, issues, and goals on Housing, Community Resources, and Economic Development. Through large-format boards, information was available on a wide range of topics including: *the planning process, affordable housing, land use and zoning, area demographics, retail, transportation, open space and small business services*. In addition, interactive stations allowed participants to share where they live and work, identify neighborhood assets, and make suggestions to improve conditions under the elevated.

Representatives from DCP, the Department of Housing Preservation & Development (HPD), Small Business Services (SBS), the Mayor’s Office of Environmental Remediation (MOER) and the Department of Transportation (CDOT) engaged participants in discussions about their programs and services, answered questions, and recorded participants comments and suggestions.

Overall, more than 200 participants from across the study area and beyond attended the Open Houses. Residents, local retailers and restaurateurs, teachers, ministers, college students, property owners, housing developers, elected officials, retirees, auto-repair shop owners, parents and others contributed to the discussion. Based on the results of an exit survey, the vast majority of participants either “agreed” or “somewhat agreed” that: the events were

informative (97%), provided the right activities (94%) and level of information (96%), and that the open houses were quality events (95%). They look forward to participating in future planning activities related to the Jerome Avenue Study.

The following is a description of the open house stations and a summary of the top issues and goals identified by participants. DCP and sister agencies will use the ideas gathered at these events as the foundation for the upcoming Community Workshop and Visioning Session (May and June, respectively). Continued participation in these events is critical to a successful plan. The events will shape the community plan, including changes to zoning and land use, and infrastructure investments to support the long-term growth and sustainability of the neighborhoods along the Jerome Avenue corridor.



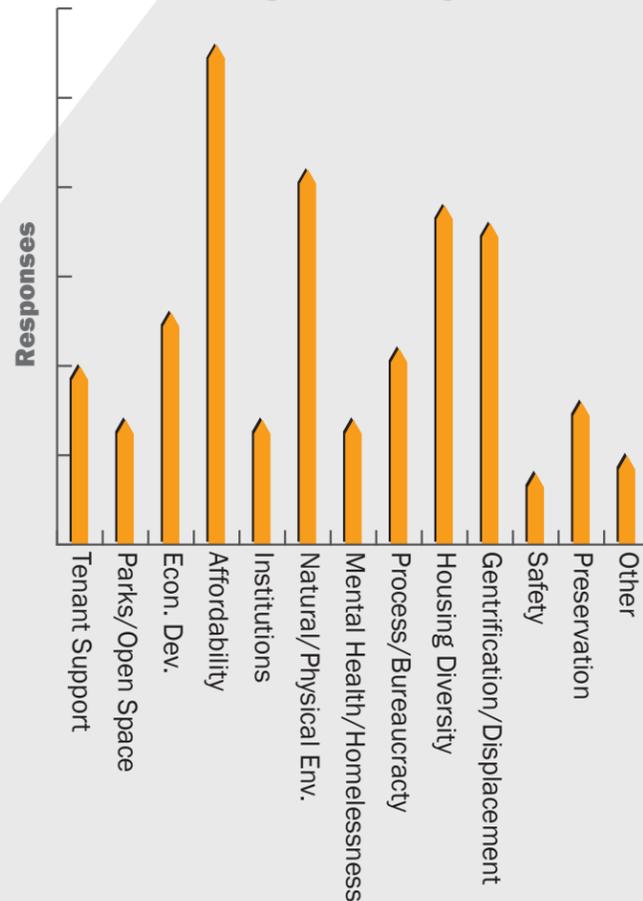
Housing

The Department of Housing Preservation and Development provided an overview of the Mayor's Housing Plan, a housing profile of the area which included data on the existing housing stock and government regulation, case studies of local affordable housing developments, and information regarding preservation strategies. Recurring themes from participants included concerns related to affordability levels and fears of gentrification and displacement. Additional comments included prioritizing the physical quality of housing, the need for increased building maintenance, and a stronger emphasis on green/sustainable building technologies and construction.

To view the information on display, please visit: http://www.nyc.gov/html/dcp/pdf/jerome_ave/open-house/march/housing.pdf

Below were the most commonly cited Goals & Issues related to housing, from all three sessions:

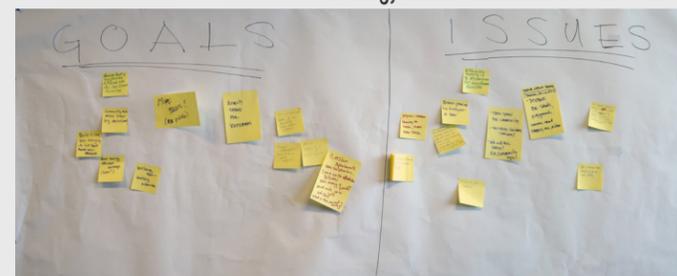
- Affordability *example: "I want to spend no more than 30% of my check on rent."*
- Natural/Physical Environment *example: "Poor quality housing. Need more aggressive code enforcement mechanisms."*
- Housing Diversity *example: "Housing opportunities for recent college grads."*
- Gentrification/Displacement *example: "Increase home value. Higher taxes for seniors with fixed incomes. What do we do?"*
- Economic development *example: "To bring real and great jobs to more Bronx residents through the building trades."*



Reported Issues & Goals: Session I



Reported Issues & Goals: Session III, Spanish Language Session



Reported Issues & Goals: Session II



Rents are too high.

More mixed-income housing

Progress without displacement

To bring real and great jobs to more Bronx residents through the building trades

socioeconomic diversity

Housing not showing up fast enough

Parks and green space in proximity to housing

What about elderly (55+) who are disabled?

Pollution/drugs/security/landlord/safety/cleanliness

Housing for people in all stages of life

More open space for the community

More support for tenants

Special needs housing(Homeless/ex convicts) -->distance for schools, playgrounds. Concerns for the safety of children

Want personality - in streets and buildings

Address "quality of life" issues

Studios, 1,2, and 4 BR units in the same building

Affordable housing to accommodate budgets

Housing with resources to help those with mental health issues

More after schools, youth centers, youth employment

True mixed income housing

Anti-displacement, anti-harassment policies

Community members want change, but want their ideas incorporated

Waive app. Fee for credit check? \$25 - \$50 too much

True community involvement

Senior housing

More energy efficient buildings



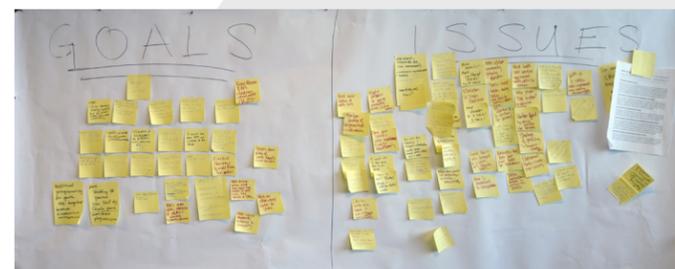
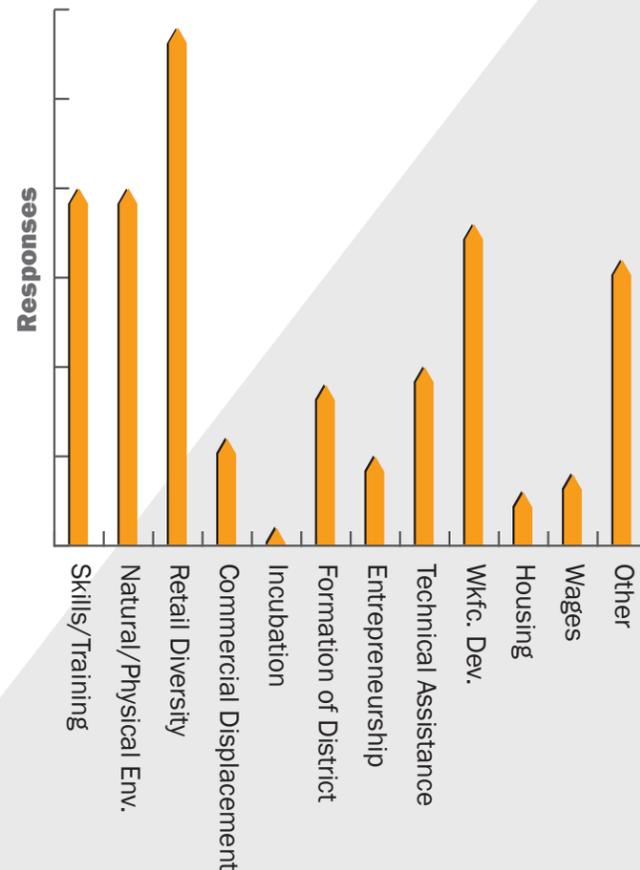
Economic Development

The Mayor's Office of Environmental Remediation and Small Business Services shared information about brownfield clean-up and how the city supports jobseekers and businesses, respectively. A variety of topics were discussed including business retention, training opportunities, environmental impacts related to the automotive industry, and access to fresh food. Participants discussed both the desire to retain and support local businesses, and encourage more diversity in the retail corridors. Additionally, concerns were raised regarding pollution, air quality and its impact on the physical health and well-being of area residents.

To view the information on display, please visit: http://www.nyc.gov/html/dcp/pdf/jerome_ave/open-house/march/community-resources.pdf

Below were the most commonly cited Goals & Issues related to economic development, from all three sessions:

- Retail Diversity *example: "There needs to be a balance of Mom & Pop shops with national commercial retail."*
- Natural/Physical Environment *example: "SBA loans for façade improvements to restaurants. Outdoor seating to attract customers."*
- Skills/Training *example: "Need apprenticeship programs in partnership with local college."*
- Workforce Development *example: "What steps can be taken for local hiring?"*
- Technical Assistance *example: "Building infrastructure and navigating permits and licenses."*



Reported Issues & Goals: Session I



Reported Issues & Goals: Session II



More sustainable jobs and businesses Movie theaters, recreation

Business incubators

I would like to see blacks and Latinos in job programs services in the area don't have to be all 99 cent stores & bodegas

Affordable housing for college grads and college students

Building infrastructure & navigating permits and licenses

Career paths for community permanent construction jobs

Connect with high school to offer youth training opportunities

Make auto business more accountable of handling oils

More sit-down diners and cafes

Neighborhood based entrepreneurship opportunities and resources

unions involved in offering training opportunities

What steps can be taken for local hires?

Noise/Emissions from buses-->asthma

Balance of local MOM & POP shops with national retail

tax exemptions for small businesses until they establish

Platinum LEED buildings for new buildings

Put the manufacturing activity in the back, enforcing codes

High quality food

Restaurants, not fast food

Anti-Harassment funds for small businesses Accessible stores for seniors

Business improvement district on Burnside

bookstore, staples, high quality retail

Where are the cultural resources? Libraries

Diversify uses on Jerome ave.

Job opportunities for people in the community - working wage

Unskilled jobs don't offer livable wages



Community Resources

The community resources station focused on schools, parks, and the transportation system. Issues pertaining to parks were the most prevalent. Participants identified an abundance of assets in the study area. Stakeholders made clear their desire for more investment in existing and future community resources. An emphasis was placed on additional cultural institutions such as arts venues and museums, as well as more open space, specifically a dog run. Participants also highlighted accessibility and mobility as a major issue. This was a recurring theme related to the lack of elevator service along the stretch of the #4 train's elevated line within the study area. There was also general concern about the physical environment (lighting, trash receptacles, landscaping).

Staff from DOT, DCP and DPR presented a variety of material. DPR provided a map of all the parks and recreational facilities in the study area, and provided information about recently completed projects and future investments. Maps of the study area's transportation network were displayed as well as focus group feedback on issues and goals. Additional information included a map of the area's schools and statistics about educational attainment and enrollment.



Reported Issues & Goals: Session I

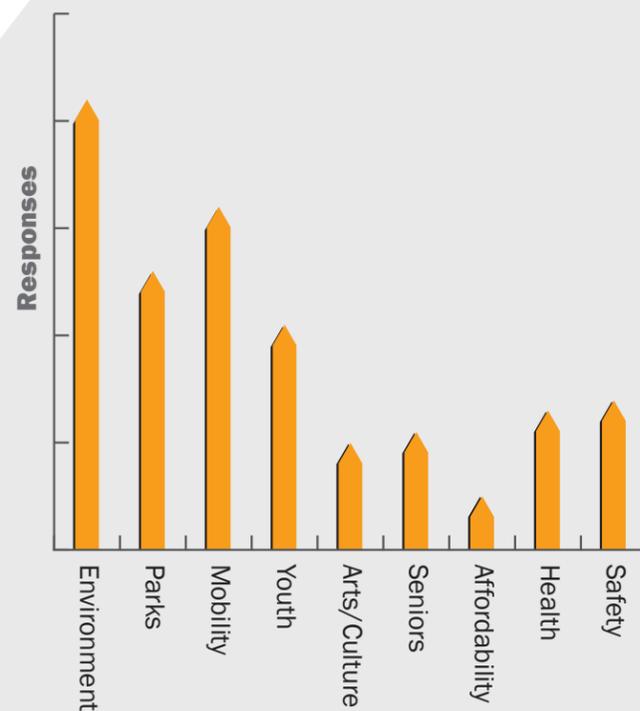


Reported Issues & Goals: Session III, Spanish Language Session

To view the information on display, please visit: http://www.nyc.gov/html/dcp/pdf/jerome_ave/open-house/march/community-resources.pdf

Below were the most commonly cited Goals & Issues related to community resources, from all three sessions:

- Natural/Physical Environment *example: "Sustainability: Make sure bridges, lights, etc. use renewable energy to help the environment as a whole."*
- Mobility *example: "Elevators and escalators at different stations (#4 line and the D line)."*
- Parks & Open Space *example: "More running tracks in the parks."*
- Youth Programming/Education *example: "Children's Museum for the neighborhood."*
- Safety, *example: "I want more light throughout Jerome Avenue."*



Reported Issues & Goals: Session II



Dog park/dog run

More health care for seniors

Need senior centers and healthcare

Help people age in place with appropriate services

Open space play facilities for each school

Need highly qualified teachers + more school seats (overcrowding exist)

More pre-schools needed

More music! More cultural events!

Use renewable energy resources for all power within the community

4 train is awful, always delays and is always crowded

Webster ave does not feel safe for pedestrians

Clean, safe parks

More outdoor community gatherings

Educational and job training I would like to see more art at the Bronx

Children's Museum in the neighborhood

Senior mobility around the neighborhood

Elevators + escalators at different train stations

Elevated train noise is an issue

Maintain identity of neighborhood

I would like more bikes and citi bikes in the Bronx

New parks (especially a dog park)

reduce pollution

programs for the youth in the study area

I want more light throughout Jerome ave

underneath the elevated has been neglected

Cultural services that support residents around the area

Security/Safety

Step streets: don't feel safe, not senior friendly

Have parks along Jerome ave (not just playgrounds)

Better sanitation services in parks and streets

Too much CBX traffic on Jerome!!

Museums around the neighborhood single bus service along Jerome

More green roofs



Other Activities

In addition to the topic-based stations, the open houses included exercises to actively engage area stakeholders. “Where do you live, Work” allowed participants to identify on a map, where they lived and where they worked. This exercise provided a geographic representation of how people experience and relate to the area.

“What I Love About My Neighborhood” provided an opportunity for participants to physically locate what they most enjoyed and what they are most proud about where they live on a large-scale map. This exercise, elicited a broad spectrum of responses, including the identification of specific neighborhood assets and the desire for improvements at specific locations.

“Under the Elevated” encouraged participants to

think about the experience under the elevated #4 train. The elevated is an iconic neighborhood feature that provides mobility and represents access. However, the physical infrastructure creates unwelcoming spaces beneath and around the tracks, which are disruptive, confusing and unsafe for both motorists and pedestrians alike. This exercise identified problem areas and potential improvements.

To learn more about the Jerome Avenue Study please visit www.nyc.gov/jerome



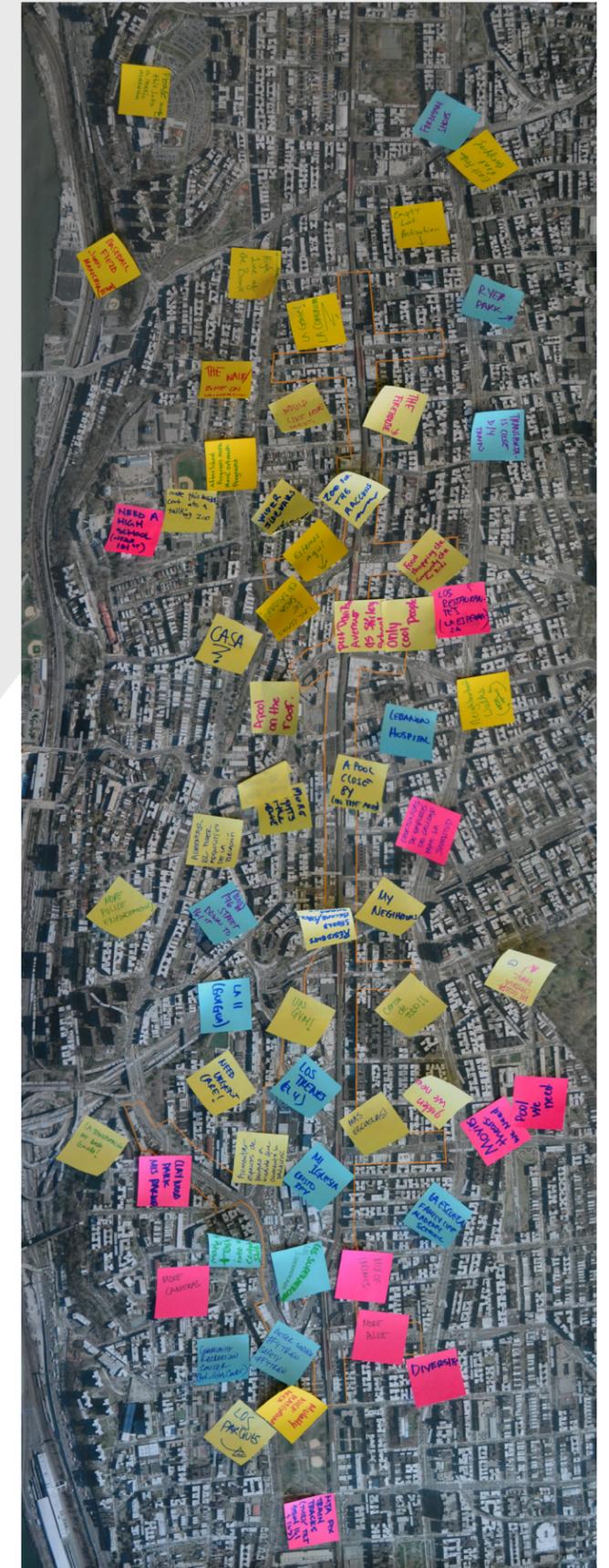
Thoughts & ideas expressed during the “Under the Elevated” exercise



A community member participates in the “What I Love About My Neighborhood” exercise



Feedback from the “What I Love About my Neighborhood” exercise



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Open House In Action



Open House participants indicate where they live and work



CB 4 leadership participate in a mapping activity at the Bronx Museum of the Arts

Thomas Herera (Community Board 5) gives an opening address at the Spanish-language Open House





Participants photograph boards of particular interest



Participants engage in a discussion with DCP staff at the Bronx Museum of the Arts



Participants view boards at the Davidson Center



Participants map what they love about their neighborhoods

Jerome Avenue Study

Area Context

Avenue Study Context Map



Jerome Avenue Context Photos



CITY PLANNING
DEPARTMENT OF CITY PLANNING CITY OF NEW YORK

Jerome Avenue Study

Existing

Land Use Map



Use Photos

