

CROMWELL-JEROME PLANNING GROUP

JANUARY 6, 2015

THE PLANNING PROCESS & HOUSING PLAN OVERVIEW



- 
- 1. Planning Group Mission**
 - 2. Study Update**
 - 3. Planning Process**
 - **Environmental Review**
 - **Uniform Land Use Review Procedure**
 - 4. Assets, Challenges, & Goals Discussion**
 - 5. Neighborhood Profile Sneak Peak**
 - 6. Housing Plan Overview**
 - 7. Next Steps**

Planning Group Mission

*The mission of the Cromwell-Jerome Planning Group (CJPG) is to **provide guidance and structure to the broader neighborhood planning process for the Cromwell-Jerome Neighborhood Plan.***

The CJPG will be comprised of community-based organizations, local business owners, property owners, residents, local elected officials, and city agencies.

The group will support outreach and consensus building with the broader stakeholder community.

The group will help identify and discuss issues and challenges related to the neighborhood plan and the planning process, discuss areas of interest identified by planning group members, monitor progress of the plan including key milestones and events, guide the planning framework and key aspects of the plan, help shape community engagement strategies, and support plan implementation.



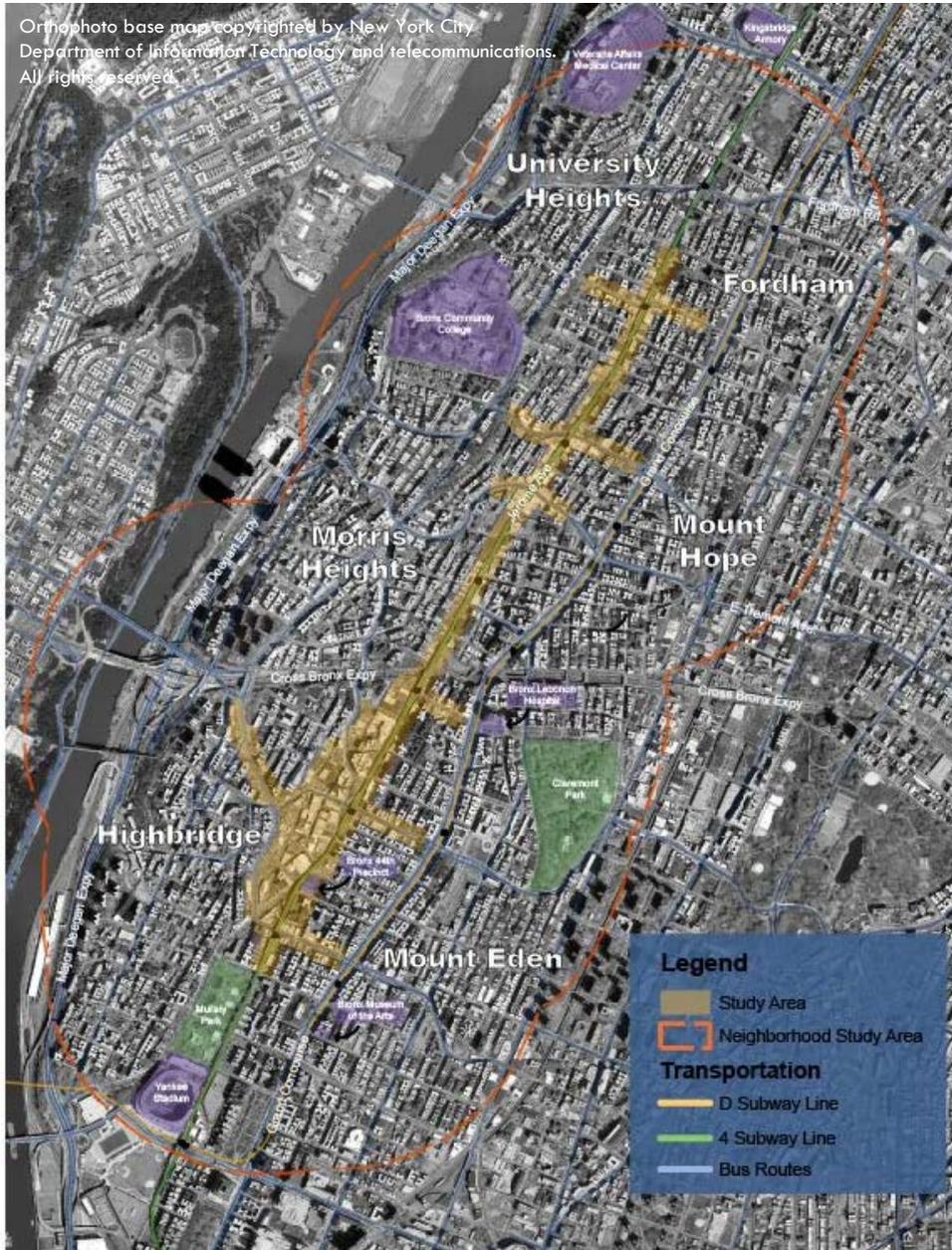
Study Update

- On September 30, 2014 the Cromwell-Jerome Planning Group was launched
 - There were 33 attendees representing: local organizations, city agencies, elected officials, residents, business and property owners.
- In October DCP sponsored (3) walking tours: 2 for the public and one for local organizations and City Agencies.
- Briefings held with CM Gibson, Senator Rivera, Bronxworks and the United Auto Merchants Association (UAMA).
- Transportation focus groups conducted in November and December
- Extensive data collection and research
- Upcoming meetings with: Senator Serrano, CM Cabrera, CM Gibson Tenant's Council, African Advisory Council, Mid-Bronx Senior Citizen Council



Study Area Expansion

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In response to request expanded study area from 57 blocks to 73 blocks

Survey Results

CROMWELL-JEROME NEIGHBORHOOD PLANNING STUDY OUTREACH and COMMUNICATION – SURVEY

NAME/ORGANIZATION: _____ EMAIL: _____

Outreach and communication will be critical to the success of this study. We want to offer a wide range of events and methods of communication. Please answer the following questions to assist us; answer based on your perspective and experience.

1. Please CIRCLE the TOP THREE modes of effective communication to **ensure people are informed** of the study and public events.

E-mail

Flyers and Hand Outs

Store-front Display

Notices in Residential Buildings

Community Events/Street Fairs

DCP website

Community Board presentations and discussions

Newspaper articles

Newsletter

Facebook Page

Other:

2. Please CIRCLE the TOP THREE modes of effective communication to **ensure people are able to participate and provide input** into the planning process

Small group meetings

Surveys

On-line Surveys (Survey Monkey, e.g.)

Focus Groups

Local drop-in office hours

Walking Tours

Houses of Worship presentations

Community Events/Street Fairs

Community Board presentations and discussions

Other:

3. The diversity of this community is one of its many assets and we'll learn a lot more through the planning process. In your opinion, how critical will translation services be to effectively communicating with everyone in the community? **Please CIRCLE your response.**

Critical	Important	Neutral/No opinion	Moderate	Unnecessary
To reach significant portion of the population	To reaching a portion of the population		Should be considered for select events and communications	To effectively reach the majority of people in the area

If translation services are critical or important, in your opinion, what languages require translation?

4. Name two groups that you believe are critical for us to meet with and engage?

Top three modes of communication ensure people are informed of the study and public events:

1. Email
2. Flyers and Hand Outs
3. Community Presentations and discussions

The top three modes of effective communication to ensure people are able to participate and provide input into the planning process:

1. Small group meetings
 2. Focus Groups
 3. Community Board presentations and discussions
- Other: Schools/Parents/Town Halls, community Boards

Translation services will be critical to reach significant portion of the population

Languages: Spanish, French and African dialects

Effective Communication

Critical to the overall planning process and the success of the CJPG is communicating effectively and responding to issues and topics raised throughout the process. The process is a dialogue.

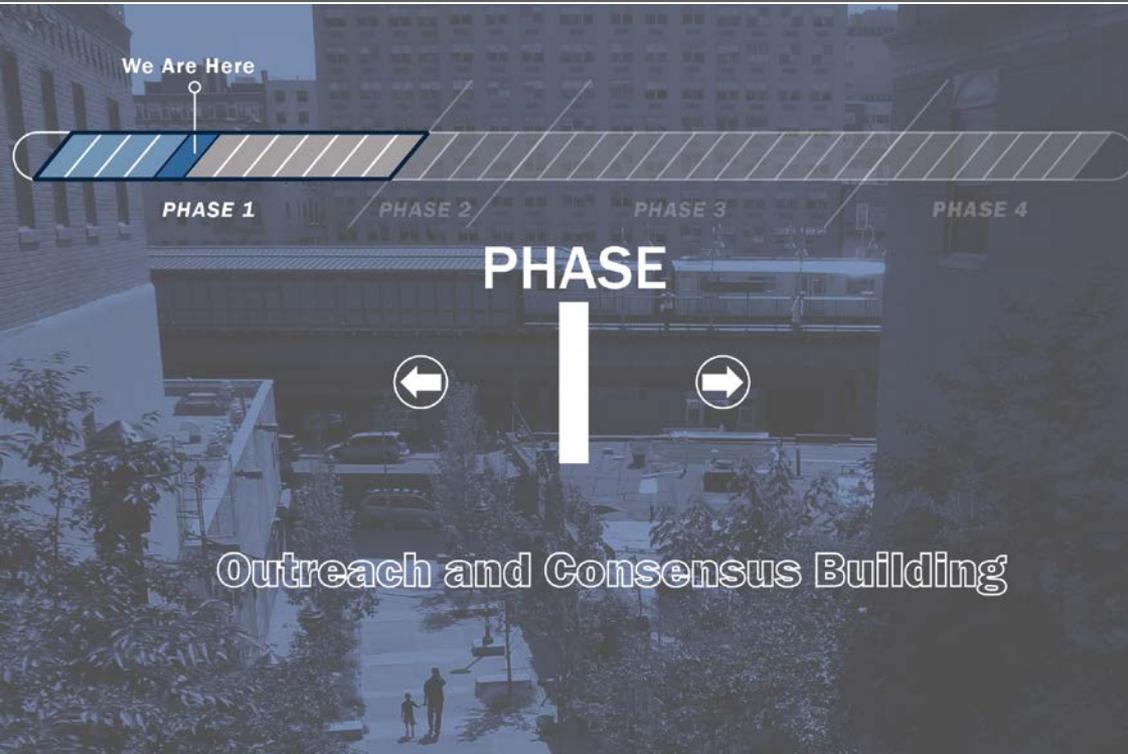
This evening's meeting will focus on:

1. The planning process (including an overview of environmental review and ULURP)
2. An overview of the housing plan and explanation of some of the key strategies



The Planning Process

Phase I



Activities

- Planning Group Meetings
- Walking Tours
- Interagency Consultation
 - Assess current capital investments
 - Brainstorm on future capital strategies
- Information Sessions
 - ✓ Spanish
- Business Outreach/Business Survey
- Data collection, research & Analysis
- Transportation Study
- Community Survey
- Focus Groups: *Seniors, Youth, Business/Retail, Auto Businesses*
- Community Workshops/Listening Sessions
 - ✓ Housing
 - ✓ Economic Development (Workforce Development, Retail)
 - ✓ Community Resources (Transportation, Schools, Parks)
- Visioning Sessions (April/May)

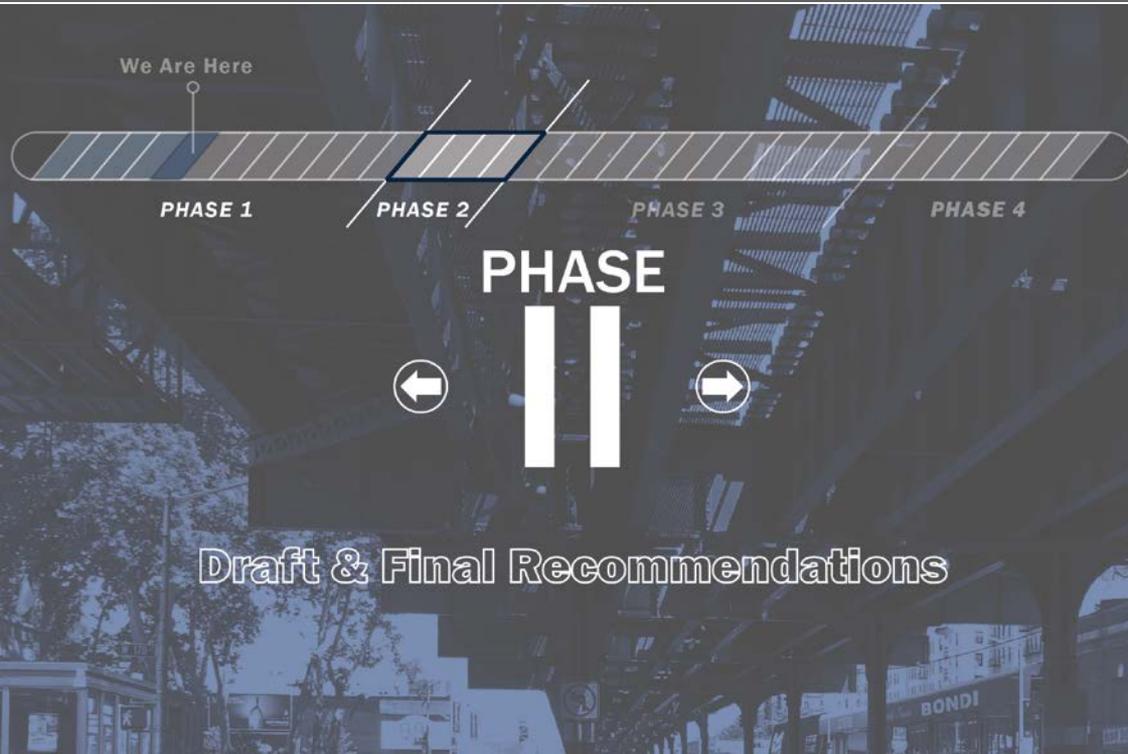
Output

- Quick Wins for the Agencies
- Neighborhood Profile
- Identify: *Issues, Opportunities, Challenges and Goals*

Goal

- Consensus on shared vision for the area

Phase II



Activities

- CJPG Input
- Interagency Consultation
 - Economic Development Strategy
 - Capital Investments
- Stakeholder Outreach
- Mobile DCP Open House
 - Draft Recommendations
 - Final Recommendations

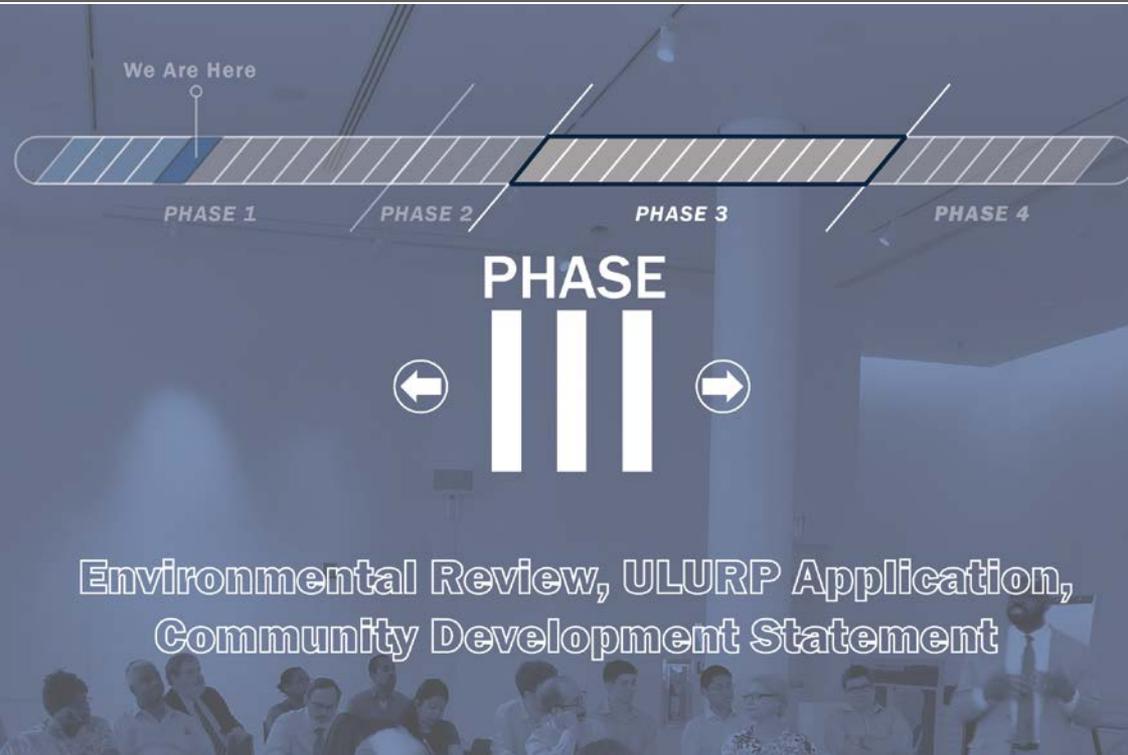
Output

- Draft Recommendations
 - Zoning & Land Use Changes
 - Capital Investments
- Final Recommendations
 - Zoning & Land Use Changes
 - Capital Investments

Goal

- Planning Framework comprised of the following:
 - Housing
 - Identify opportunity areas
 - Affordability levels
 - Land Use & Zoning Changes
 - Building Heights
 - Permitted Uses
 - Economic Development
 - Job training needs and resources
 - Identify gaps in retail services
 - Infrastructure Needs/Capital Investments

Phase III



Activities

- Environmental Analysis
 - Disclosure of potential impacts
- Preparation of ULURP Application

Output

- Draft Environmental Impact Statement (DEIS)
- ULURP Application
- Draft Community Development Statement
 - Overview of the planning process
 - Codify capital commitments

Goal

- Public Review of Land Use Application, Environmental Analysis and Community Development Statement

Environmental Review Process

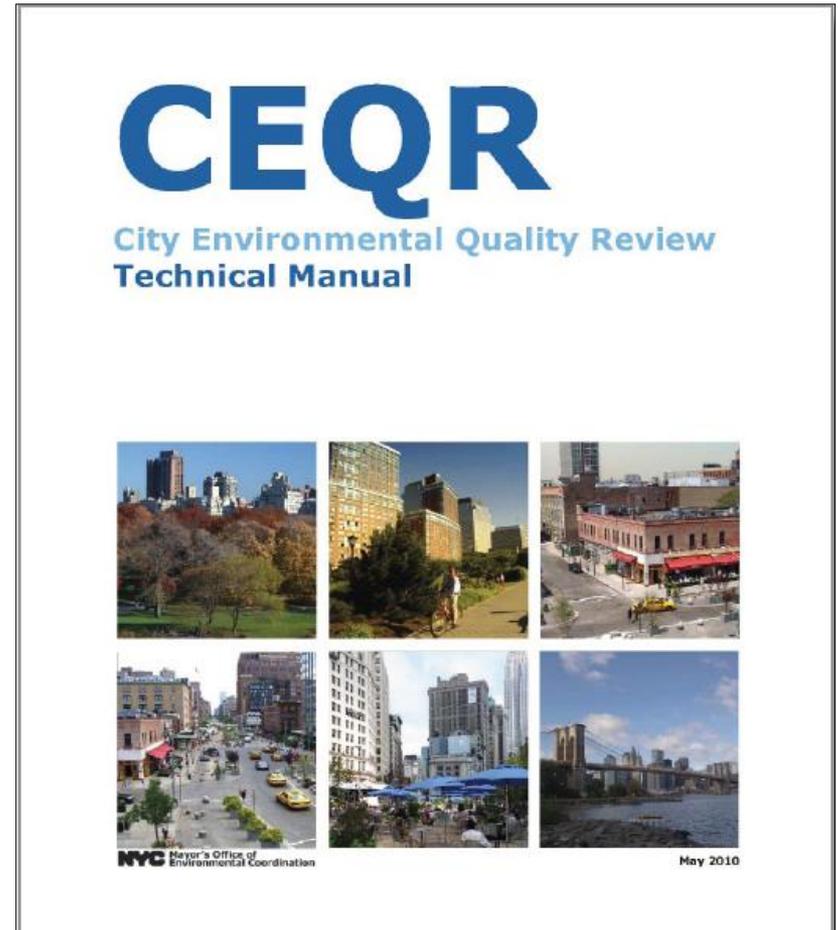
City Environmental Quality Review

What is CEQR?

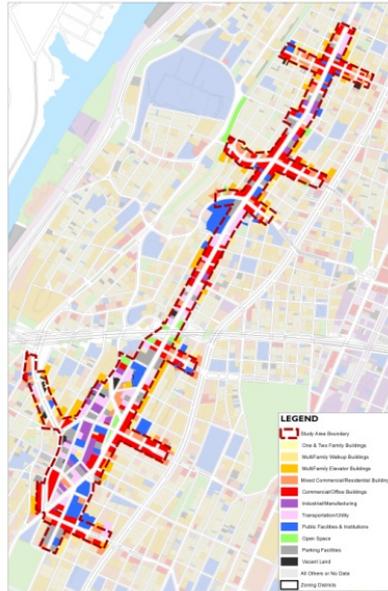
CEQR identifies any **potential adverse environmental effects of proposed actions** (e.g., zoning changes and others), assesses their significance, and proposes measures to eliminate or mitigate significant impacts.

The environmental review process involves a number of steps, which allow for public review and comment, and are synchronized with the ULURP timetable where possible.

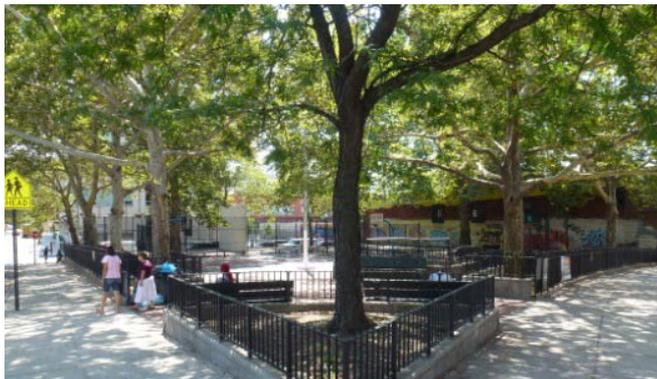
- [Environmental Assessment Statement](#)
- [Determination of Significance](#)
- [Scoping](#)
- [Draft Environmental Impact Statement](#)
- [Final Environmental Impact Statement](#)



Areas of Analysis



Land Use, Zoning & Public Policy



Open Space & Urban Design



Hazardous Materials, Noise, Energy & Air Quality



Neighborhood Character & Historic Resources

Areas of Analysis



Traffic and Parking; Transit & Pedestrians



Socioeconomics



Solid Waste & Sanitation Services



Water & Sewer Infrastructure & Natural Resources



Community Facilities (schools, etc.)

Phase IV



Activities

- Public Hearings
 - Community Board (60 days)
 - Bronx Borough President Review (30 days)
 - City Planning Commission Review (60 days)
 - City Council Review (50 days)

Output

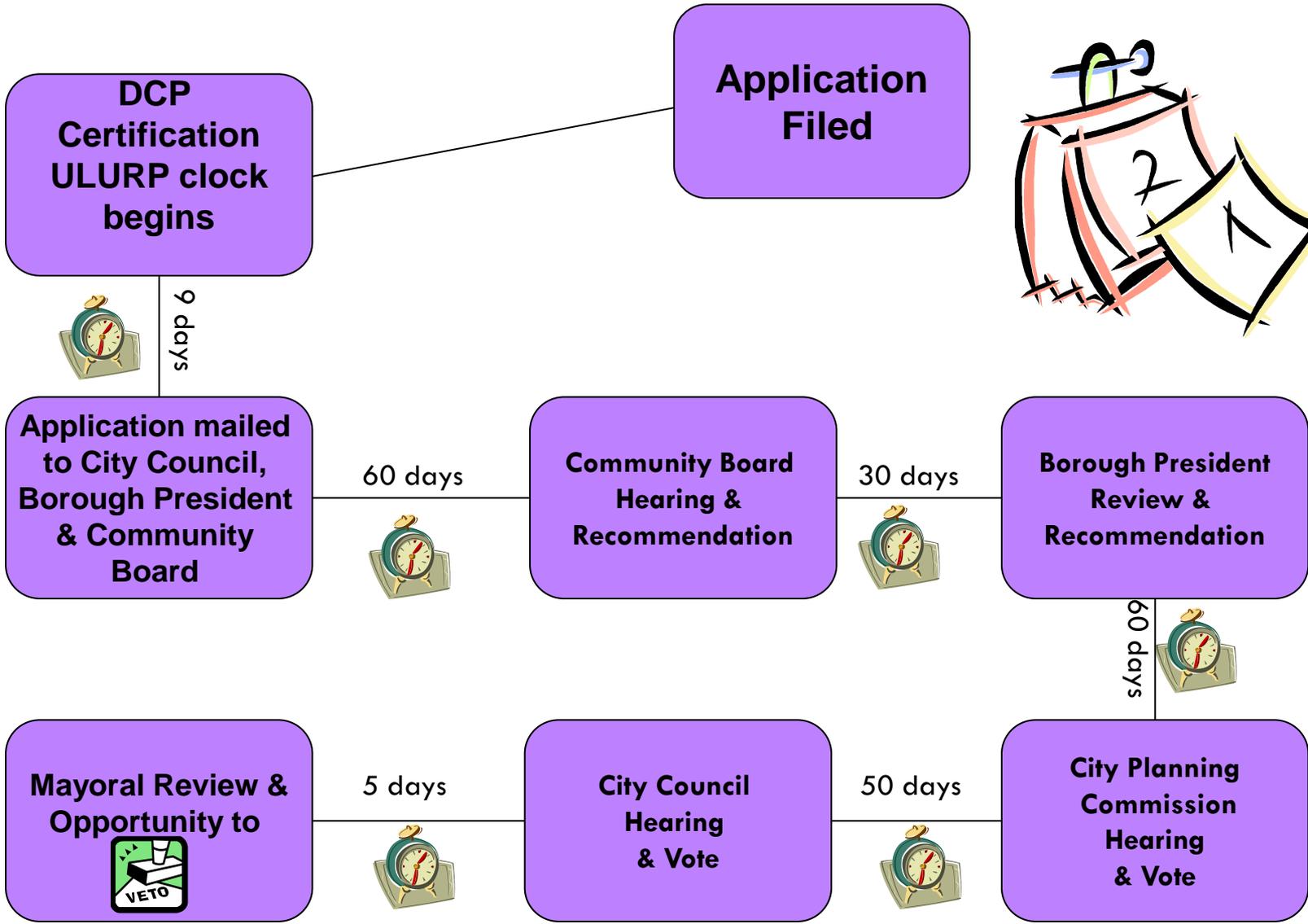
- Land Use Application
- Community Development Statement
- Community Board Recommendation
- Borough President Recommendation
- City Planning Commission Recommendation
- City Council Approval
- Final Environmental Impact Statement (FEIS)

Goal

- Adoption of Cromwell Jerome Neighborhood Plan
- ✓Approval of ULURP Application
- ✓Final Community Development Statement

ULURP

Seven-Month Calendar



QUESTIONS

**Up Next:
Discussion of Assets, Challenges & Goals**



What did we hear?

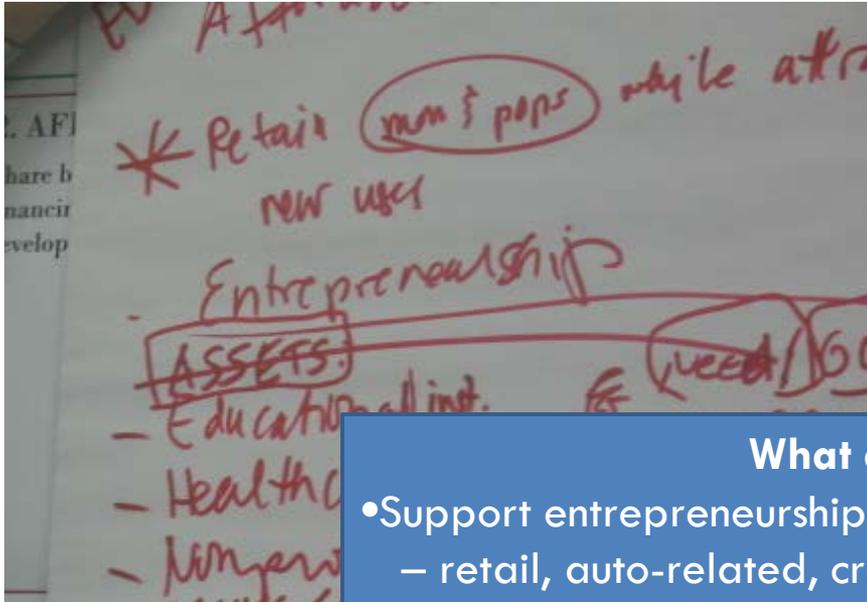
- Create opportunities for new permanent affordable housing
- Create opportunities for home ownership
- Provide housing for a range of income levels
- Support current residents
- Promote green infrastructure and sustainable development

Green/Sustainable
Improved access to job
centers
Local hiring/quality jobs
Beneficial use of
commercial space

(Transit-oriented)
- Long-time residents
- Quality housing
- Low vacancy
- Strong surrounding
residential
- Youth

- Institutions -
museum, Precinct
- Interest (Internal
Econ. Dev)





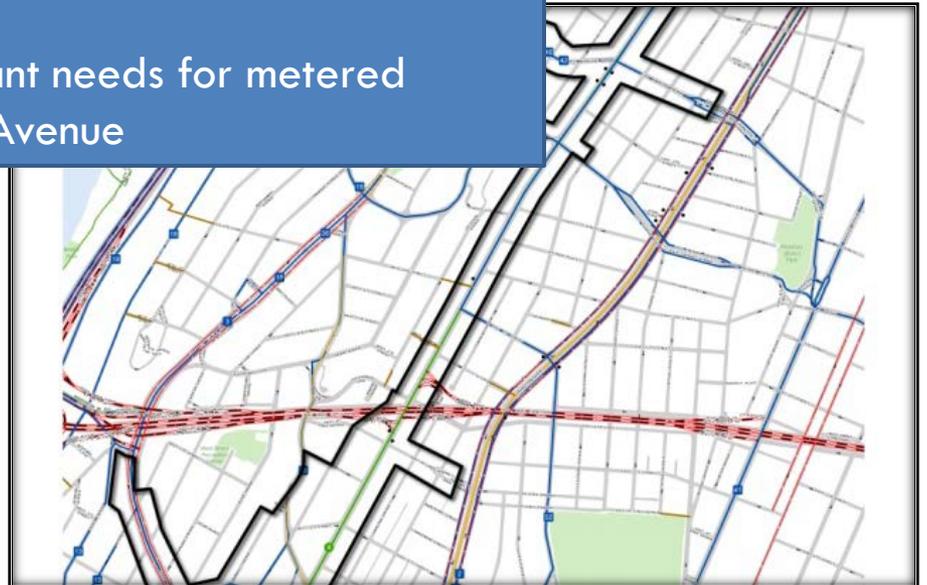
What did we hear?

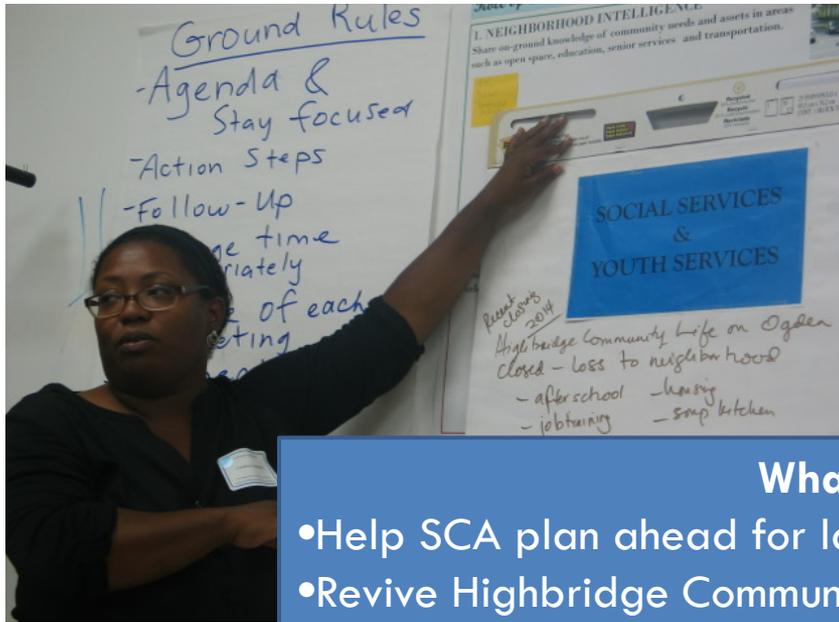
- Support entrepreneurship & small businesses
 - retail, auto-related, creative businesses
- Enhance retail corridors
- Build on assets: education, healthcare, nonprofits
- Increase buying power for area residents
- Assess job training/workforce development needs
- Ensure retail diversity (sit down restaurants, supermarkets)





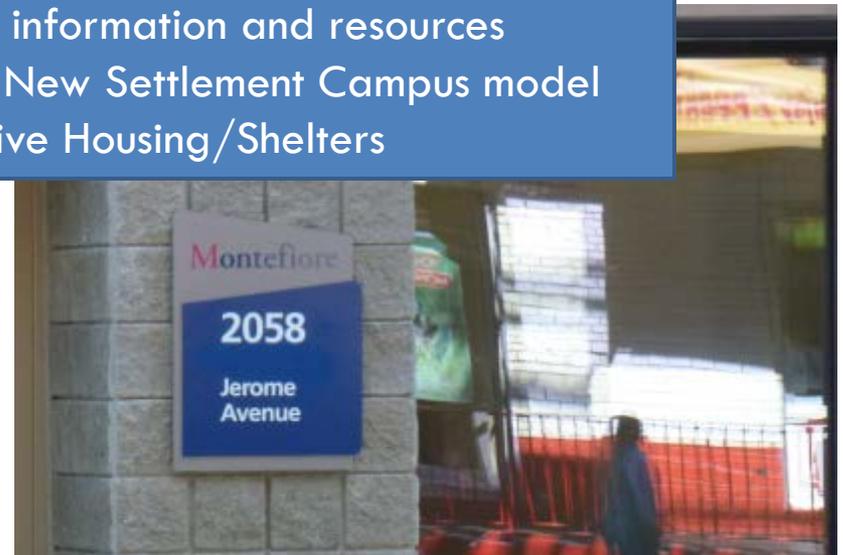
- What did we hear?**
- Improve lighting and sidewalk connections
 - Improve pedestrian safety and walkability
 - Enforce parking rules
 - Improve handicap accessibility (e.g., elevator @ Burnside Avenue)
 - Understand merchant needs for metered parking on Jerome Avenue





What did we hear?

- Help SCA plan ahead for land use changes and future growth
- Revive Highbridge Community Life Center or similar replacement for community services
- Improve access to health-related information and resources
- Explore opportunity to replicate New Settlement Campus model
- Monitor proliferation of Supportive Housing/Shelters



Neighborhood Profile: Areas of Analysis



New York City



The Bronx



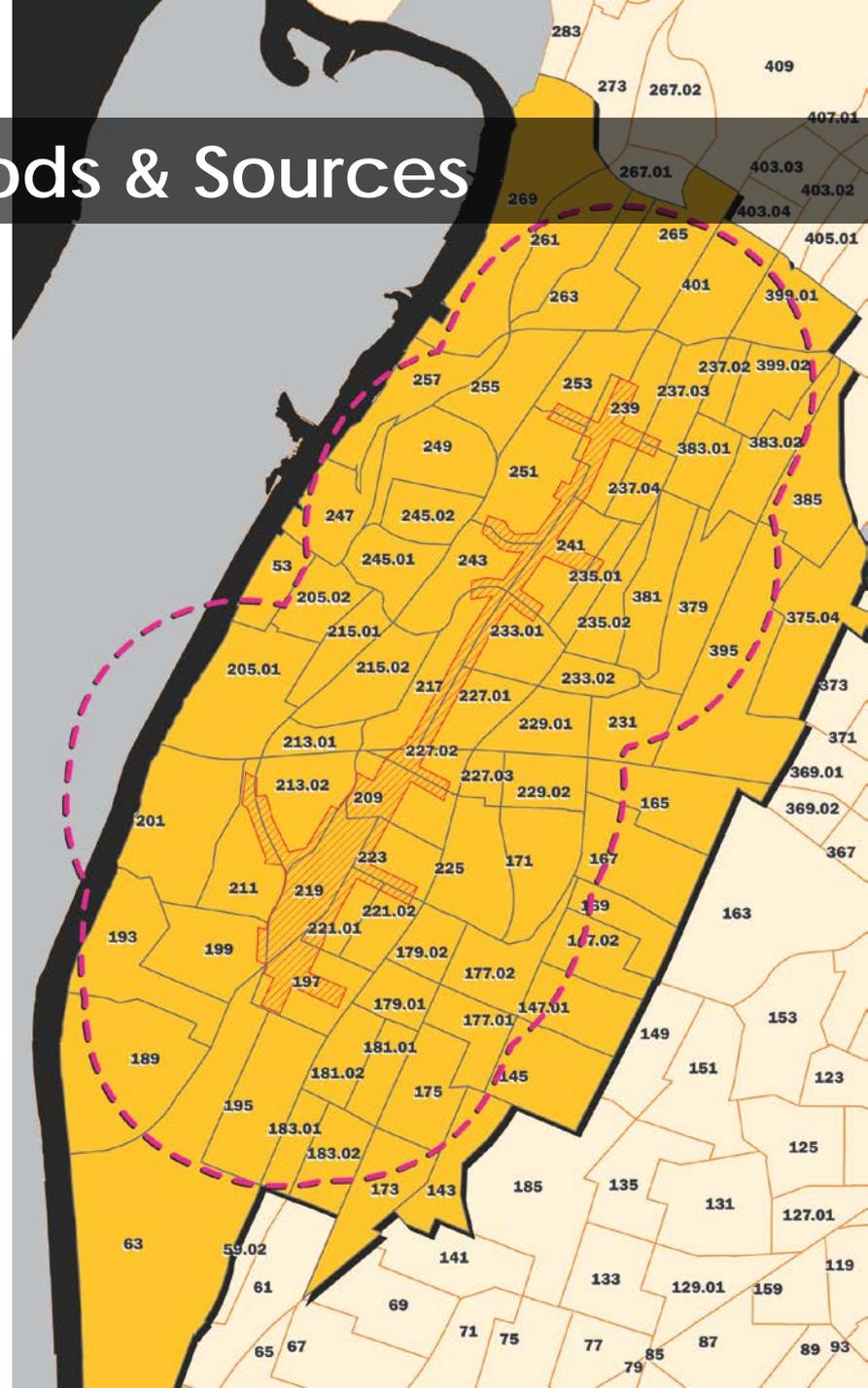
Neighborhood Area

All Census Tracts within 1/2 mile of the Study Area Boundary

Neighborhood Profile: Methods & Sources

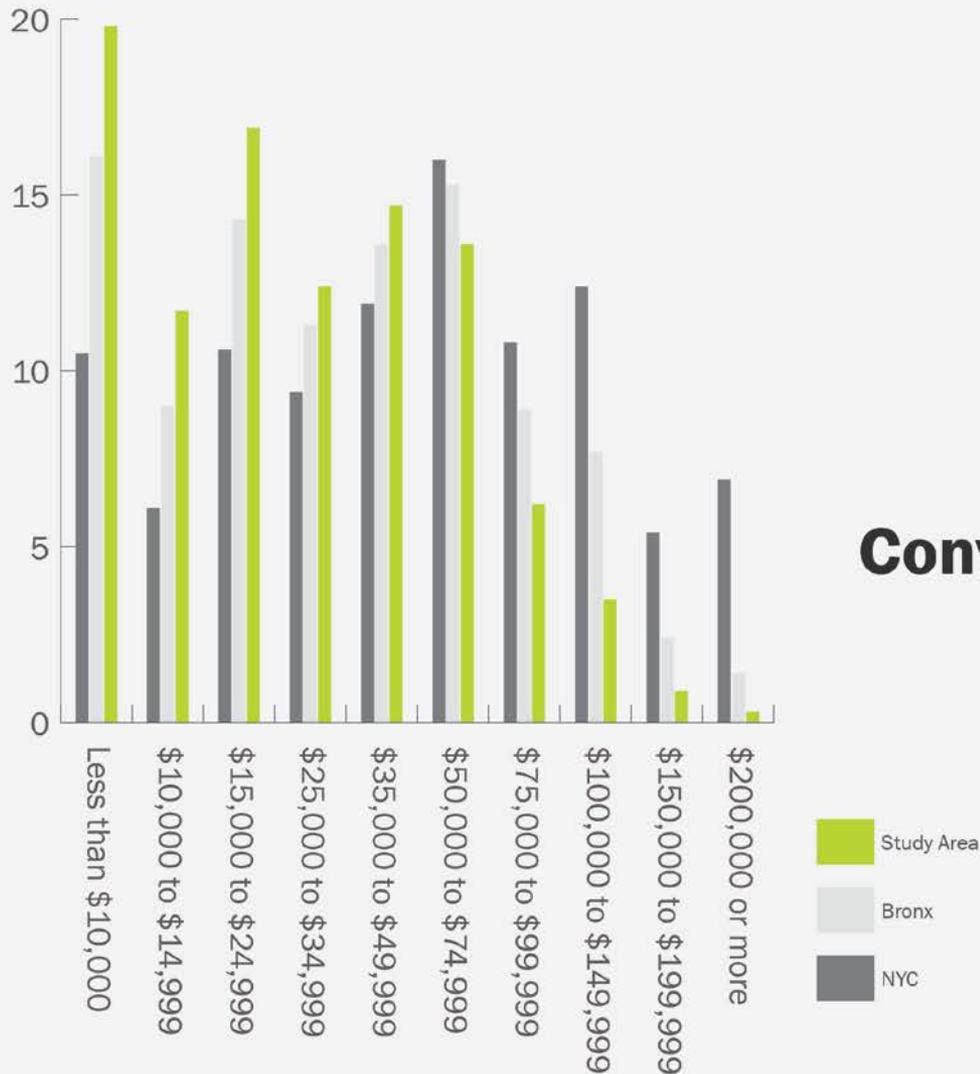
- **Calculations:**

- Study Area Defined
- ½ Mile Buffer Drawn
- All Tracts Within OR Intersecting the Buffer Selected for Analysis



Neighborhood Profile

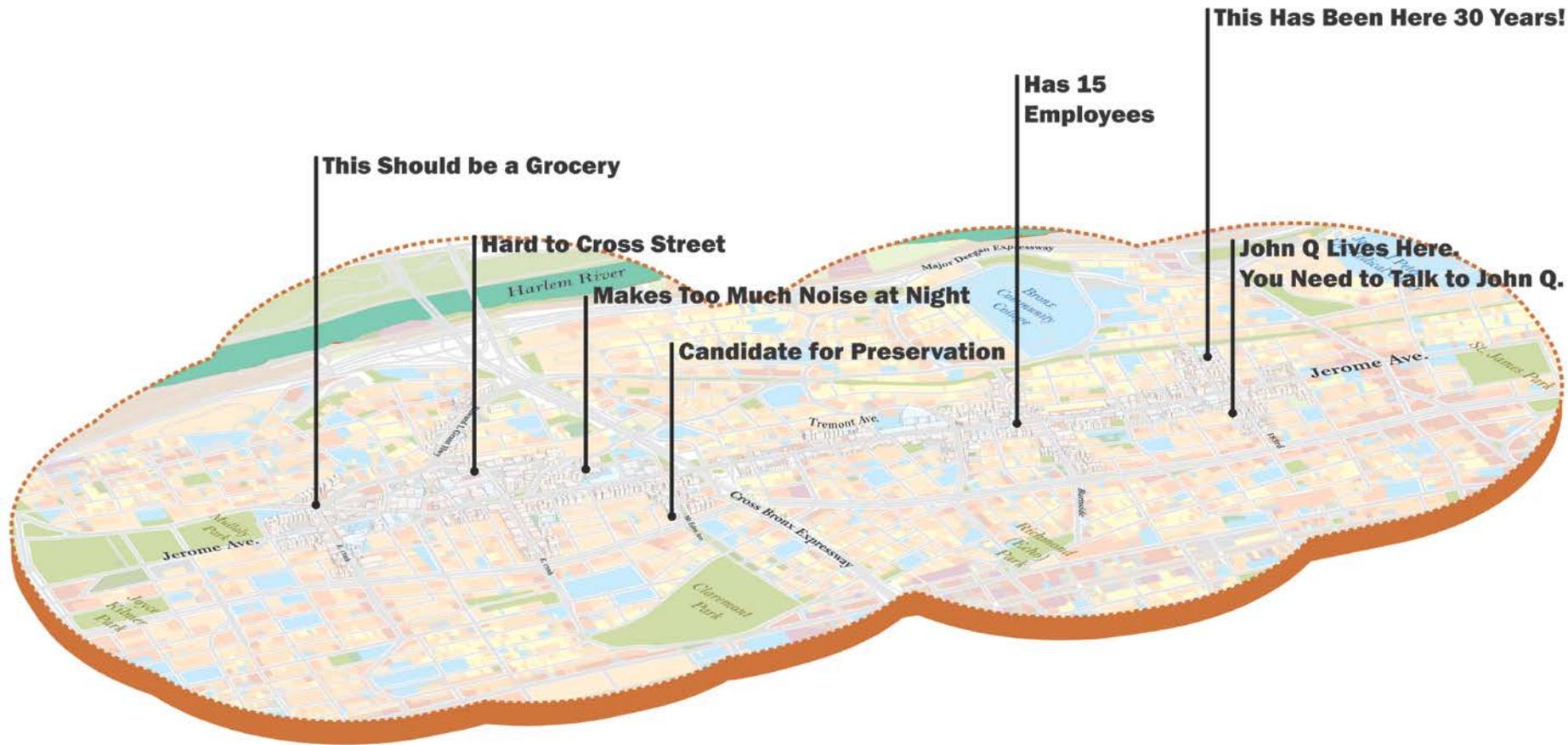
Income Brackets (households)



Nearly **15%** of city's households earn more than **\$150K** per year. Meanwhile, almost **HALF** of the households in the study area earn less than **\$25K**

Conversely, **1/4** of households earn more than **\$50K**

Neighborhood Profile: Planning Group Role



Housing New York

A Five-Borough, Ten-Year Plan

Cromwell-Jerome Planning Group

January 6, 2014

NYC[™]
Department of
Housing Preservation
& Development

Today's Agenda

- *Housing New York* and the case for affordable housing
- How is the City promoting affordable housing?
- Affordable housing in Community Districts 4 + 5
- Building and tenant programs

Housing New York – Released May 2014

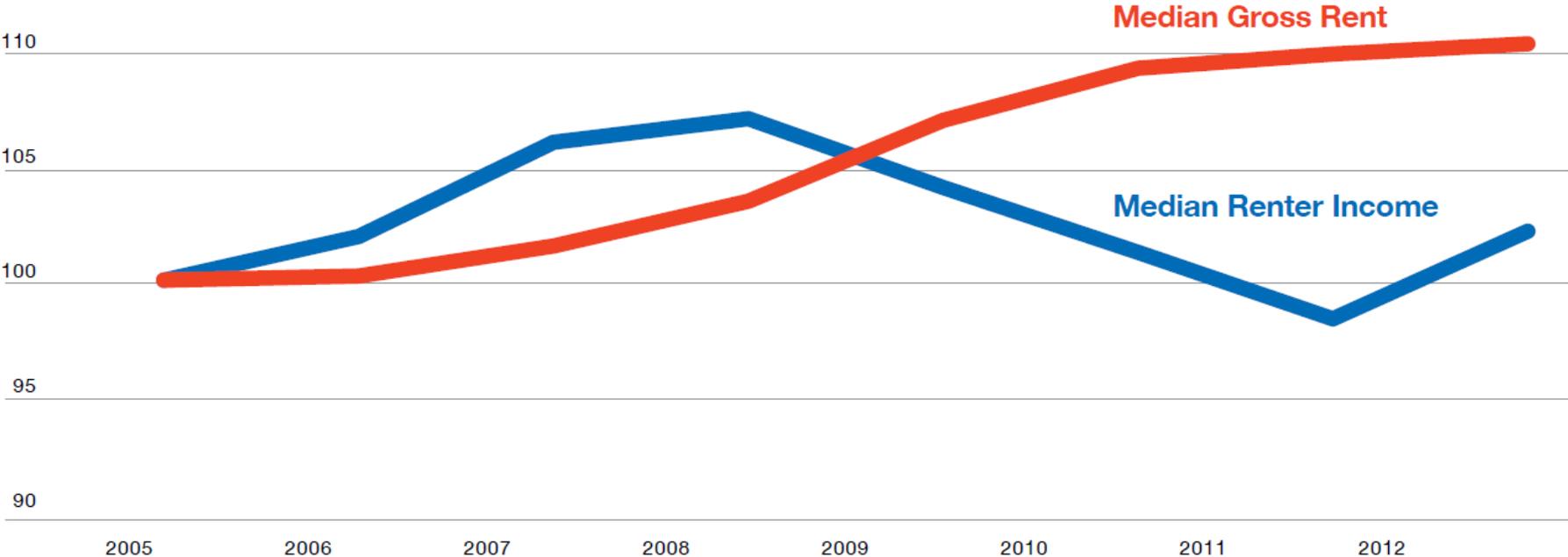
5 KEY COMPONENTS

1. Fostering diverse, livable neighborhoods
2. Preserving the affordability and quality of the existing housing stock
3. Building new affordable housing for all New Yorkers
4. Promoting homeless, senior, supportive, and accessible housing
5. Refining City financing tools and expanding funding sources for affordable housing

Housing New York

HOUSING COSTS ARE GROWING FASTER THAN INCOME

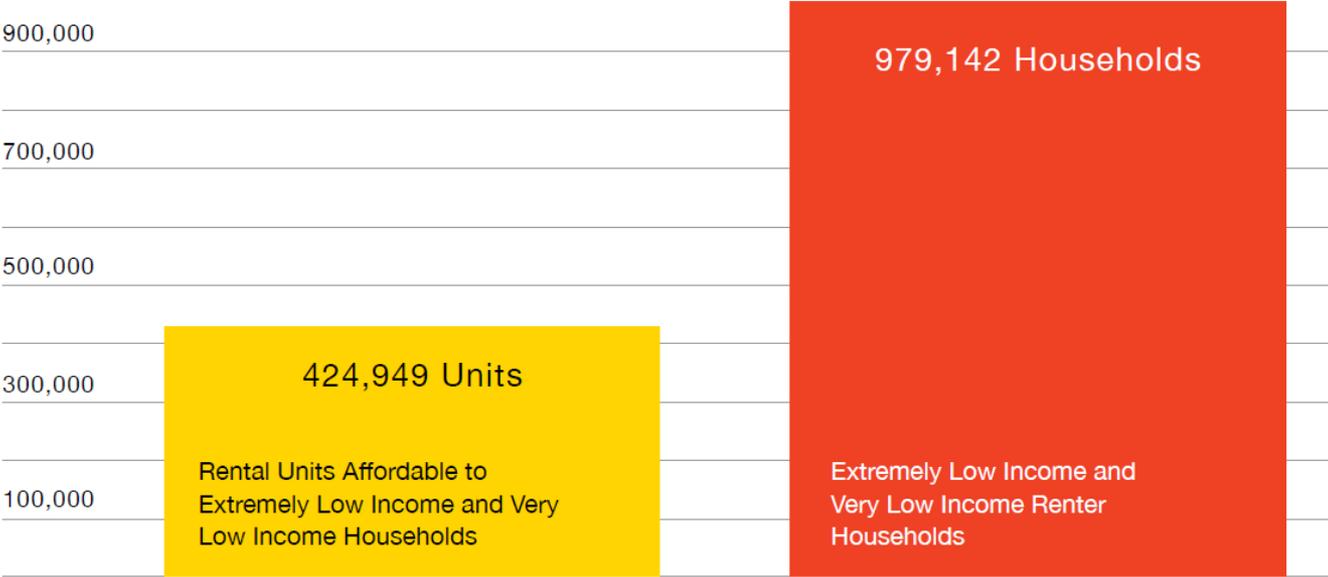
Index of New York City Median Gross Rent and Renter Household Income, 2005 - 2012



Housing New York

NOT ENOUGH AFFORDABLE UNITS TO MEET CURRENT NEEDS

Supply and Demand among Extremely Low Income and Very Low Income Renter Households



Data Source: Housing and Vacancy Survey (U.S. Census), 2011.

There are more than two Extremely Low Income and Very Low Income households for every one housing unit that is affordable to them.

What is Affordable Housing?

What is considered “affordable” varies based on **income** and **household size**

What is Affordable Housing?

An apartment is considered “affordable” if a family spends no more than **30%** of its income to live there

If your annual salary is...	Your monthly rent should <i>not</i> be greater than:
\$100,000	\$2,500
\$50,000	\$1,500
\$20,000	\$500

What is Affordable Housing?

Annual Incomes for Family of 4

by AMI

100% AMI

\$25,150

30% AMI

Retail
Salesperson

\$50,340

60% AMI

Taxi Driver
and
Janitor

\$67,100

80% AMI

Caseworker
and Home
Health Aide

\$109,070

130% AMI

Teacher
and
Carpenter

\$138,440

165% AMI

Construction
Worker and
Registered
Nurse

\$83,900

Housing Affordability in Study Area

Community Districts 4 + 5 ¹	Households ²	Rent Burdened ³
All Households	90,758	58%
30% AMI or less	40,805	84%
31-50% AMI	18,244	82%
51-80% AMI	16,249	35%
Greater than 80% AMI	15,460	[data n/a] ⁴

1. *Defined as Sub Borough Areas 103 and 104*
2. *94% of housing units are renter-occupied*
3. *Defined as households who spend more than 30% of their income on gross rent; excludes public housing residents and Section 8 voucher holders*
4. *Sample size too small*

Source: 2011 Housing and Vacancy Survey

How is the City Promoting Affordable Housing?

Preservation

- Helping to keep existing housing affordable

New Construction

- Creating new affordable housing opportunities

Community Partnerships

- Working with building owners and tenants

Affordable Housing in Community Districts 4 + 5



Since 1980, HPD has financed the new construction or rehabilitation of over **50,000 units** of affordable housing in Community Districts 4 + 5:

New Construction:	7,451 affordable units
<u>Preservation/Rehab:</u>	<u>43,482 affordable units</u>
Total (CDs 4 + 5):	50,933 affordable units since 1980

Recent Projects in CDs 4 + 5: Preservation

1479 Macombs Road Underway

- Occupied rehab project
- 72 rental units
- No rent restructuring for existing tenants
- Rents for the vacant units will be established at 75% of AMI
- Financed using HPD's Participation Loan Program (PLP)



Bronx Pro Group

Recent Projects in CDs 4 + 5: Preservation

Davidson Avenue Cluster Completed 2013

- Occupied rehab project
- 185 rental units
- No rent restructuring for existing tenants
- Rents for the vacant units will be established at 75% of AMI
- Financed using HPD's Participation Loan Program (PLP)

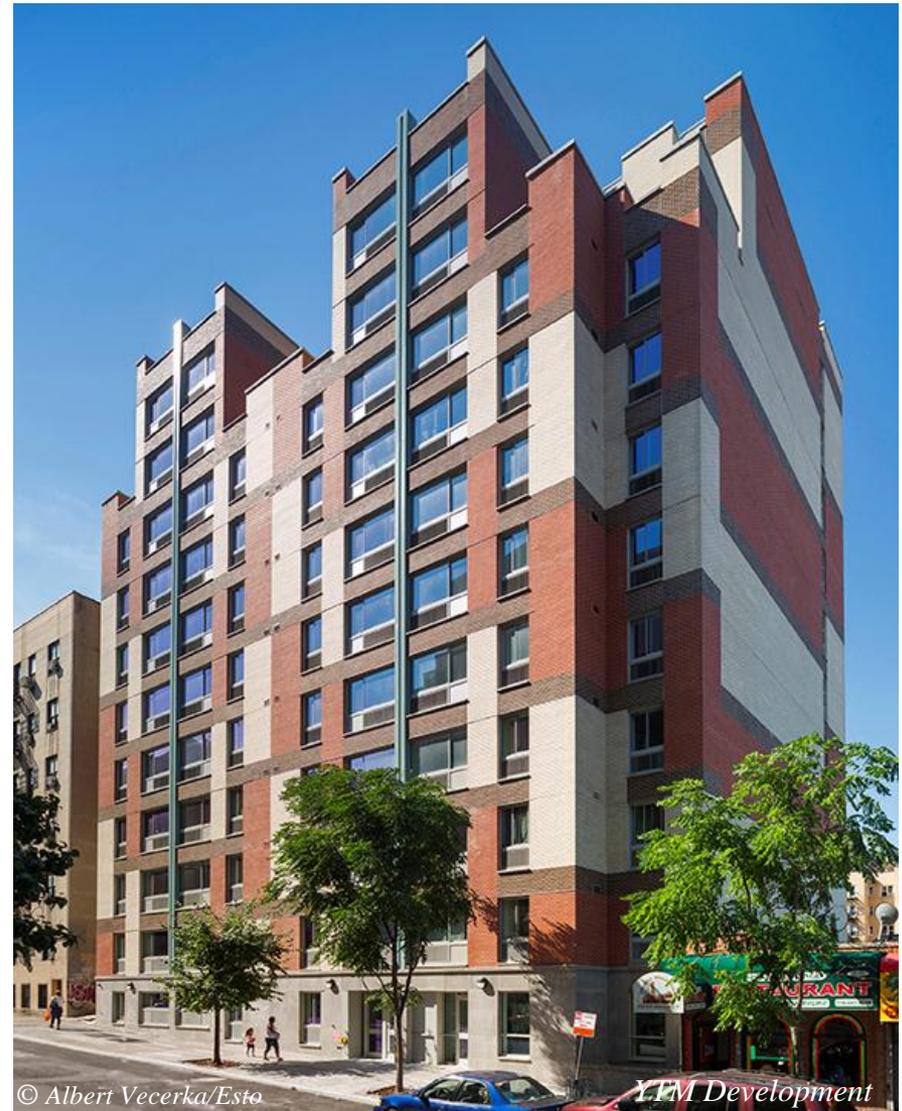


Bronx Pro Group

Recent Projects in CDs 4 + 5: New Construction

East Clarke Place Court Completed 2014

- 2 buildings – 11 and 13 stories
- 106 rental units
- All affordable to families making up to 60% AMI
- Project built on one City-owned site and one privately-owned site



© Albert Vecerka/Esto

YIM Development

Recent Projects in CDs 4 + 5: New Construction

Creston Apartments Proposed

- 11 stories
- 113 rental units
- Most units affordable to families making up to 60% AMI
- Some units affordable to families making up to 80% AMI
- Project proposed to be built on private property with public financing and subsidies



Schur Management Company

HPD's Community Partnerships

Tenant Outreach & Education

- Rights to a safe home
- Legal protections
- Rent regulation
- Anti-harassment protections
- Community resources



Owner Services

- Clearing violations
- Building repairs
- Financial counseling and access to other resources



Access to Affordable Housing

NYC Housing Connect www.nyc.gov/housingconnect

- Look for affordable housing
- Understand eligibility guidelines
- Submit your application
- Sign a lease, appeal, or apply for other housing

This building is being constructed through the Low-Income Rental Program (LIRP) of the New York City Department of Housing Preservation and Development.



Affordable Housing For Rent

20 NEWLY CONSTRUCTED UNITS
2311 Tiebout Avenue Bronx, NY 10468
 Transit: D/B/4 train to 182nd Street, BX41 to Webster/E.182nd St., BX34 to Valentine Ave/Fordham Rd, BX1/BX2 to Grand Concourse/Field Pl
 More Info: www.fordham-bedford.org
No application fee, No broker's fee.
Smoke-free building

Who Should Apply?
 Individuals or households who meet the income and household size requirements listed in the table below may apply. Only qualified applicants will be eligible for apartments. Applicants who live in New York City receive a general preference for apartments.

Preference for a percentage of units goes to:
 • Applicants with mobility impairments (5%)
 • Applicants with visual or hearing impairments (2%)
 • Residents of Bronx Community District 5 (50%)
 • Municipal employees (5%)

1. View the Available Units...			2. See Unit Requirements...	
Unit Size	Monthly Rent*	Units Available	Household Size**	Annual Household Earnings***
1 bedroom	\$533	2	1 person	\$18,274 - \$23,520
			2 people	\$18,274 - \$28,880
1 bedroom	\$845	6	1 person	\$28,971 - \$35,280
			2 people	\$28,971 - \$40,320
2 bedroom	\$651	2	2 people	\$22,320 - \$28,880
			3 people	\$22,320 - \$30,240
			4 people	\$22,320 - \$33,560
			2 people	\$35,109 - \$40,320
2 bedroom	\$1,024	10	3 people	\$35,109 - \$45,360
			3 people	\$35,109 - \$50,340
			4 people	\$35,109 - \$50,340

* Rent includes gas for cooking

** Household size includes you and everyone who will live with you.

*** Household earnings includes salary, tips, pension, social security, child support, public assistance and other income for household members. Income guidelines subject to change.

How Do You Apply?
 Apply online or through mail. To apply online, please go to: www.nyc.gov/housingconnect. To request an application by mail, send a postcard or self-addressed envelope, to: Fordham Bedford Housing Corporation, Attn: Tiebout Green LLC, 2751 Grand Concourse, Bronx, NY 10468. If you choose to submit your completed application by mail, completed applications must be sent by **regular mail only (NO PRIORITY, OVERSIZED, CERTIFIED, REGISTERED, EXPRESS OR OVERNIGHT MAIL WILL BE ACCEPTED)** to the Post Office Box address indicated on the application. Only send one application per development. Don't submit duplicate applications. Do not apply online and also send in a paper application. Applicants who submit more than one application will be disqualified.

When is the Deadline?
 Applications must be postmarked or submitted online no later than **November 10, 2014**. Late applications will not be considered.

What Happens After You Submit an Application?
 After the deadline, applications are selected for review through a lottery process. If yours is selected and you appear to qualify, you will be invited to an interview to continue the process of determining your eligibility.






Mayor Bill de Blasio
 HPD Commissioner Vicki Been
www.nyc.gov/housingconnect