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
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
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:
   - Email
   - Flyers and Hand Outs
   - Community 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
   - Focus Groups
   - Community Board presentations and discussions
   - Walking Tours
   - Houses of Worship presentations
   - Community Events/Street Fairs
   - 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.

<table>
<thead>
<tr>
<th>Critical</th>
<th>Important</th>
<th>Neutral/No opinion</th>
<th>Moderate</th>
<th>Unnecessary</th>
</tr>
</thead>
<tbody>
<tr>
<td>To reach significant portion of the population</td>
<td>To reaching a portion of the population</td>
<td>Should be considered for select events and communications</td>
<td>To effectively reach the majority of people in the area</td>
<td></td>
</tr>
</tbody>
</table>

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
**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
**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
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

Hazardous Materials, Noise, Energy & Air Quality

Open Space & Urban Design

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
Seven-Month Calendar

ApplicationFiled

DCP Certification ULURP clock begins
9 days

Application mailed to City Council, Borough President & Community Board
60 days

Community Board Hearing & Recommendation
30 days

Borough President Review & Recommendation

City Council Hearing & Vote
50 days

City Planning Commission Hearing & Vote

Mayoral Review & Opportunity to Veto
5 days
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
Assets, Challenges & Goals

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)
Assets, Challenges & Goals

OPEN SPACE & RECREATION

What did we hear?

• Explore Plaza Program opportunities
• Additional funding for park maintenance
• Find JOP (jointly operated playgrounds) sites
• Explore/promote DOE school yards to playgrounds
• Improve connections between parks
• Consider park expansion/new park
Assets, Challenges & Goals

TRANSPORTATION

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.
Housing New York
A Five-Borough, Ten-Year Plan

Cromwell-Jerome Planning Group
January 6, 2014
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
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 COSTS ARE GROWING FASTER THAN INCOME

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

- Median Gross Rent
- Median Renter Income

2005 2006 2007 2008 2009 2010 2011 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.

424,949 Units
Rental Units Affordable to Extremely Low Income and Very Low Income Households

979,142 Households
Extremely Low Income and Very Low Income Renter Households
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 $100,000, your monthly rent should not be greater than $2,500.
- If your annual salary is $50,000, your monthly rent should not be greater than $1,500.
- If your annual salary is $20,000, your monthly rent should not be greater than $500.
What is Affordable Housing?

<table>
<thead>
<tr>
<th>AMI Percentage</th>
<th>Annual Income for Family of 4</th>
<th>Occupations</th>
</tr>
</thead>
<tbody>
<tr>
<td>30% AMI</td>
<td>$25,150</td>
<td>Retail Salesperson</td>
</tr>
<tr>
<td>60% AMI</td>
<td>$50,340</td>
<td>Taxi Driver and Janitor</td>
</tr>
<tr>
<td>80% AMI</td>
<td>$67,100</td>
<td>Caseworker and Home Health Aide</td>
</tr>
<tr>
<td>130% AMI</td>
<td>$109,070</td>
<td>Teacher and Carpenter</td>
</tr>
<tr>
<td>165% AMI</td>
<td>$138,440</td>
<td>Construction Worker and Registered Nurse</td>
</tr>
</tbody>
</table>

Total Income: $83,900
## Housing Affordability in Study Area

<table>
<thead>
<tr>
<th>Community Districts 4 + 5&lt;sup&gt;1&lt;/sup&gt;</th>
<th>Households&lt;sup&gt;2&lt;/sup&gt;</th>
<th>Rent Burdened&lt;sup&gt;3&lt;/sup&gt;</th>
</tr>
</thead>
<tbody>
<tr>
<td>All Households</td>
<td>90,758</td>
<td>58%</td>
</tr>
<tr>
<td>30% AMI or less</td>
<td>40,805</td>
<td>84%</td>
</tr>
<tr>
<td>31-50% AMI</td>
<td>18,244</td>
<td>82%</td>
</tr>
<tr>
<td>51-80% AMI</td>
<td>16,249</td>
<td>35%</td>
</tr>
<tr>
<td>Greater than 80% AMI</td>
<td>15,460</td>
<td>[data n/a]&lt;sup&gt;4&lt;/sup&gt;</td>
</tr>
</tbody>
</table>

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
- **Preservation/Rehab:** 43,482 affordable units
- **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)
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)
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
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
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