

**DISTRICT 35**

# Land Use Planning Advisory Committee

**MEETING #1 - FEBRUARY 27**

# Agenda

1. Settle in + welcome from CM Hudson
2. Introductions
3. Project context
4. ULURP overview
5. Closing + next steps



Image: Kate Glucksberg

# Purpose + Outcomes

1. Come together as a group representing the diverse communities within District 35
2. Provide an overview of the participatory land use planning process
3. Hear your feedback on the outreach and engagement process
4. Set expectations for the role of the Advisory Committee in this process



# Introductions

1. Name
2. Affiliation
3. Connection to neighborhood
4. One way a land use planning process in Council District 35 can be inclusive



# PROJECT CONTEXT

# Issue Statement

The current land use decision-making process in New York City is **deeply flawed**.

Community members often **do not have a meaningful role** in shaping the outcomes of a new project or building.

These conditions **do not work towards fulfilling the long-term needs** or aspirations of community members.

**A new approach is needed** to ensure that community priorities are integrated in land use processes long before a project arrives for Community Board approval.

# Project Goals



Understand **community needs and priorities** on a variety of issues (housing, open space, education, transportation, food access etc.)



Develop a District-wide **vision for land use** that integrates community priorities with a data-driven analysis of District needs



Create a **new blueprint** for how land use decisions are made at the local level that empowers and engages community members

# Land Use Framework

Our work will result in a community-driven land use vision and prioritization framework for District 35. This framework will serve multiple purposes. It can be:

1. Used by developers or other entities to inform what types of development they should propose in the district;
2. A checklist to ensure that a base level of community needs are integrated into any new development that is proposed in the district;
3. An accountability mechanism for community members to ensure that their needs and priorities are considered in the early phases of project development.

This process is the first of its kind and may serve as a pilot for other Council Districts.



# Hester Street

- Hester Street is an urban planning, design and development nonprofit that works to ensure neighborhoods are shaped by the people who live in them
- Contracted by CM Hudson's Office through City Council Discretionary Funding
- Past relevant projects:
  - East Harlem Neighborhood Plan (2015-2017)
  - Bushwick Community Plan (2016-2019)
  - Where We Live NYC: Fair Housing Together (2018-2019)

## Project Team



## DISTRICT 35

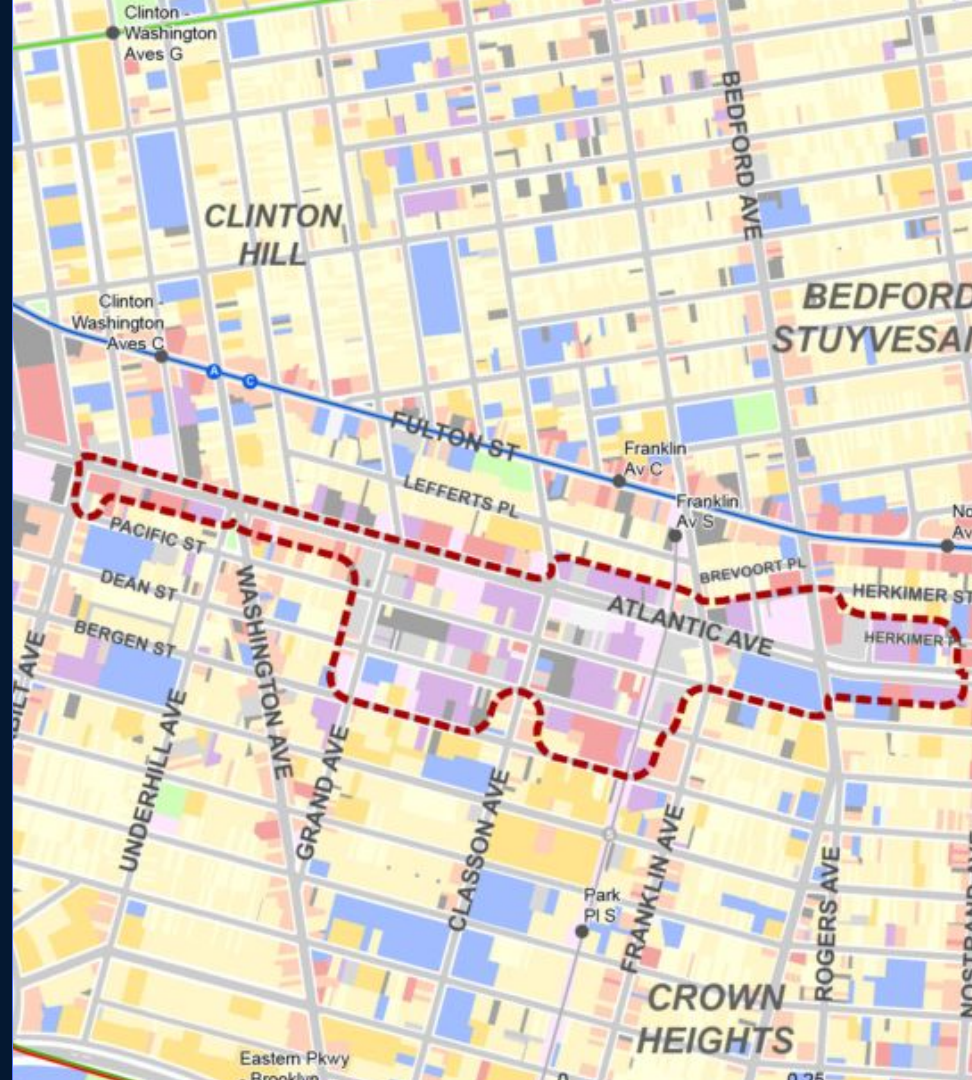
# Atlantic Avenue Mixed Use Plan (AAMUP)

Parallel outreach and planning process  
specifically around an upcoming rezoning

Involvement of CM Hudson, DCP, CBs 2, 3,  
8, and consultant WXY Studios

Findings can mutually benefit each process

ADVISORY COMMITTEE MEETING #1



# Advisory Committee Role

1. **Knit together leadership** from across a diverse district to provide guidance on how to meaningfully engage district residents and incorporate their feedback
2. Serve as an **accountability mechanism** for the planning process
3. **Support with outreach** related to the planning process to expand the quantity and diversity of district residents participating in public engagement process
4. **Not a formal organization or legal entity**

# Outreach + Engagement Plan Overview

The engagement strategy is intended to produce a holistic understanding of community needs and priorities to inform future development in the District.



# Project Timeline

	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul
Phase 1: Project Planning + Set Up	Active	Active								
Phase 2: Outreach + Engagement Planning		Active	Active	Active						
Phase 3: Community Engagement Events					Active	Active	Active	Active	Active	
Phase 4: Data + Research Analysis			Active	Active			Active	Active		
Phase 5: Land Use Vision + Prioritization Framework								Active	Active	Active

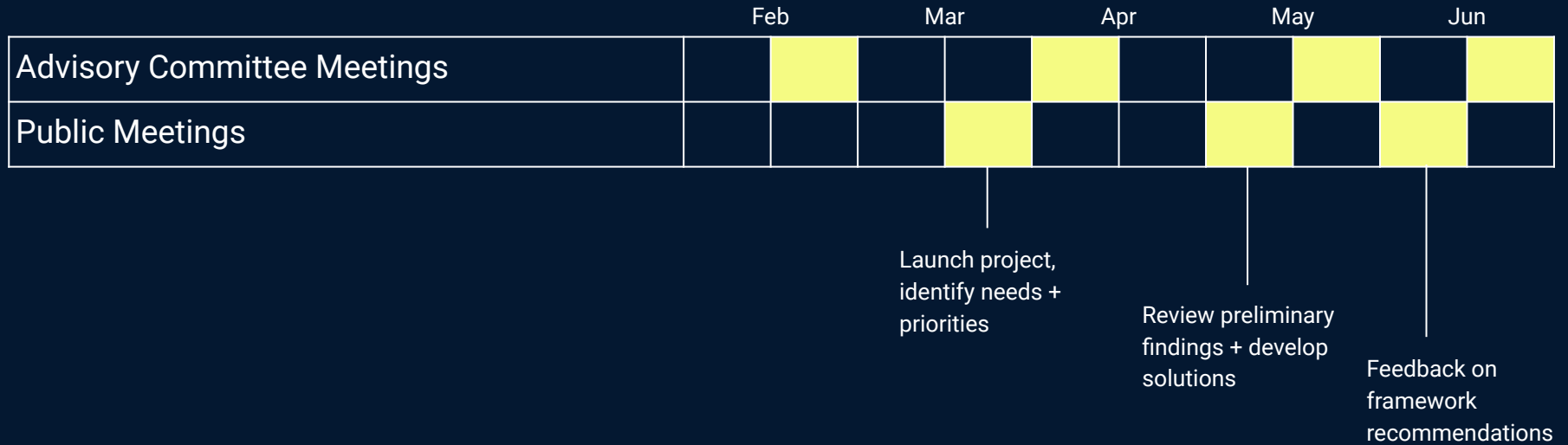
# Community Engagement Events

		Feb	Mar	Apr	May	Jun
Advisory Committee Meetings						
Public Meetings						
Focus Groups						
Survey + Social Media						
Informal Engagements + Interviews						

# Community Engagement Events



# Community Engagement Events





# Community Engagement Events

		Feb		Mar		Apr		May		Jun
Advisory Committee Meetings										
Public Meetings										
Focus Groups										

Topic Areas:

1. Public Realm
2. Housing
3. Youth + Education
4. Health + Seniors
5. Businesses, Workforce Development, Arts + Culture

# Community Engagement Events

		Feb		Mar		Apr		May		Jun
Advisory Committee Meetings										
Public Meetings										
Focus Groups										
Survey + Social Media										

1. Spread awareness and provide another channel for input with wide distribution
2. Identify location-specific needs that development can address
3. Collect stories of lived experience related to land use

# Community Engagement Events

	Jan	Feb	Mar	Apr	May	Jun
Advisory Committee Meetings		█		█		█
Public Meetings			█		█	█
Focus Groups (1) Public Realm (2) Housing (3) Youth + Education (4) Health + Seniors (5) Businesses, Workforce Development, Arts + Culture				█	█	
Survey + Social Media			█	█	█	█
Informal Engagements + Interviews				█	█	

1. Meet people where they are (community events, schools, etc.)
2. Collect rich, nuanced feedback

# Discussion

1. What questions and feedback do you have so far?
2. What considerations should we keep in mind during the outreach and engagement process?



DISTRICT 35

# ULURP OVERVIEW

ADVISORY COMMITTEE MEETING #1

# Origins + Process

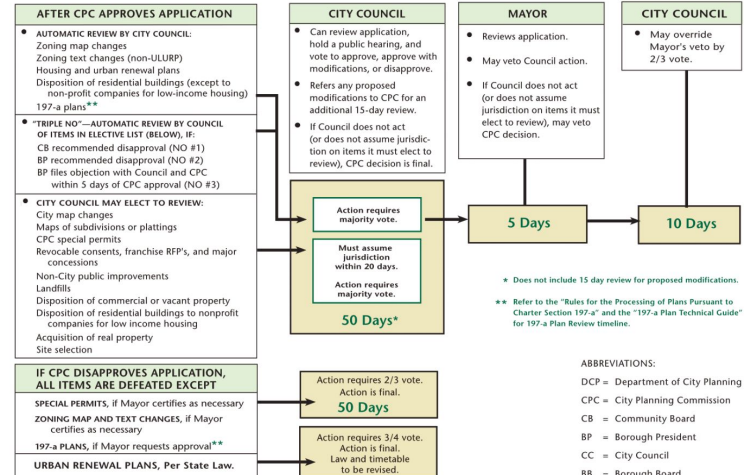
Uniform Land Use Review Procedure (ULURP) is a standardized procedure whereby applications affecting the land use of the city are publicly reviewed.

The City Charter requires ULURP for:

- Zoning map changes and zoning special permits
- Acquisitions and dispositions of City-owned property
- Site selection for capital projects
- Housing and urban renewal plans and projects pursuant to city, state, and federal laws
- Revocable consents, request for proposals, and other solicitations

## Uniform Land Use Review Procedure (ULURP)

CITY MAP CHANGES MAPS OF SUBDIVISIONS PLATTINGS ZONING MAP CHANGES CPC SPECIAL PERMITS REVOCABLE CONSENTS FRANCHISE RFP'S MAJOR CONCESSIONS NON-CITY PUBLIC IMPROVEMENTS HOUSING AND URBAN RENEWAL PLANS LANDFILLS DISPOSITION OF REAL PROPERTY ACQUISITION OF REAL PROPERTY SITE SELECTION	DEPARTMENT OF CITY PLANNING Application and Pre-Certification	COMMUNITY BOARD	BOROUGH PRESIDENT and BOROUGH BOARD	CITY PLANNING COMMISSION	SEE FLOW CHART BELOW FOR THE PROCESS FOR CITY COUNCIL AND MAYORAL REVIEW (Charter Section 197-d)
	<ul style="list-style-type: none"> <li>• Receives application and related documents.</li> <li>• Forwards application and documents within 5 days to CB, BP, and CC (and BB, if project affects more than one CB).</li> <li>• Certifies application as complete.</li> </ul>	<ul style="list-style-type: none"> <li>• Notifies public.</li> <li>• Holds public hearing.</li> <li>• Submits recommendation to CPC, BP (and BB).</li> <li>• Can waive rights on franchise RFP's and leases.</li> </ul>	<ul style="list-style-type: none"> <li>• BP submits recommendation to CPC or waives right to do so.</li> <li>• BB (if project affects more than one CB) may hold a public hearing and submit recommendation to CPC or waive right to do so.</li> </ul>	<ul style="list-style-type: none"> <li>• Holds public hearing.</li> <li>• Approves, modifies or disapproves application.</li> <li>• Files approvals and approvals with modifications with City Council.</li> <li>• Disapprovals are final, except for zoning map changes, special permits, and urban renewal plans.</li> </ul>	
<b>PROCESS TAKES</b>	No Specified Time Limit (after 6 months, applicant or BP in some cases, may appeal to CPC for certification).	<b>60 Days</b>	<b>30 Days</b>	<b>60 Days</b>	
<i>Clock = 1 Year</i>					
<b>TOTAL DAYS</b>		<b>60 Days</b>	<b>90 Days</b>	<b>150 Days</b>	



# Common Critiques

- Community Board votes are advisory
- Long-standing practice of 'member deference'
- Outreach not required outside the formal venues
- Projects almost 'fully-baked' when they enter the process
- Lack of citywide comprehensive plan for development results in hyper-focus on individual sites, fueling the NIMBY vs. YIMBY dynamic



# Case Study 1

**Project Name:** Bedford-Union Armory

**Location:** 1561 Bedford Ave + 1089 President St  
between Bedford Ave + Rogers Ave

**Project Type + Program:**

Adaptive Reuse and Redevelopment

- 108,000 sf community facility
  - Rec center: sport courts + indoor pool
  - Space for 10 non-profit organizations
- 25,000 sf commercial use
- 362,000 sf residential use

**Developer:** BFC Partners

**ULURP Applicants:** NYCEDC + NYC DCAS

ADVISORY COMMITTEE MEETING #1





# Case Study 1: Bedford-Union Armory

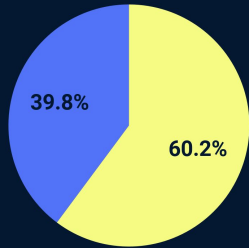
## Housing Affordability

250 affordable units ←

+165 market rate units

415 total units

- Affordable
- Market Rate



**Area Median Income (AMI):** 30 - 60%

**Rent Range:** \$367/mo studios - \$1,472/mo 3-bedrooms

**Additional units set aside:** households earning under \$30,000 and formerly homeless New Yorkers

**Duration:** 99-year lease between NYCEDC and BFC Partners

## ULURP Actions

### Site Disposition

### Zoning Text Amendment

- Mandatory Inclusionary Housing (MIH)

### Zoning Map Amendment

- R6 to R7-2 and R7-2/C2-4 districts

### Special Permit

- ZR Section 74-74 large scale general development

# Case Study 2

**Project Name:** 142-150 South Portland

**Location:** 142-150 South Portland Ave between Hanson Pl + South Elliott Pl

**Project Type + Program:**

13-story mixed use development

- 76,000 sf of residential use
- 10,000 sf of community use
- Below ground medical facility

**Developer/ULURP Applicant:** South Portland LLC



# Case Study 2: 142-150 South Portland

## Housing Affordability

25 affordable units

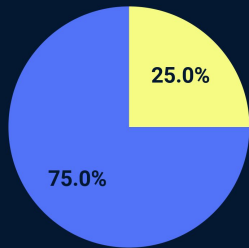
+75 market rate units

100 total units

← Area Median Income (AMI): 60%

Rent Range: \$761/mo - Studios, \$1,339/mo - 3 bedrooms

- Affordable
- Market Rate



## ULURP Actions

### Zoning Text Amendment

- Mandatory Inclusionary Housing (MIH)

### Zoning Map Amendment

- From R7A TO R8A

# Discussion

1. Any clarification questions?
2. What can we learn from the two case studies and other recent developments in District 35?
3. Any preliminary ideas about how land use decision-making can lead to better outcomes?



# CLOSING + NEXT STEPS

# Advisory Committee Meeting Schedule

	Jan	Feb	Mar	Apr	May	Jun
Meeting 1: Kickoff + setting expectations		█				
Meeting 2: Review preliminary engagement findings + develop solutions				█		
Meeting 3: Review preliminary framework recommendations					█	
Meeting 4: Review drafts of final deliverables						█

# Next Steps

## Hester Street + Council Member's Office

1. Schedule future meetings
2. Launch survey
3. Plan first public meeting

## Advisory Committee

4. Complete neighborhood survey and participate in optional interview
5. Share survey and invitation to first public meeting throughout networks
6. Assist in identifying focus group participants for five topic areas



# THANK YOU!

**Points of Contact:**

**Andrew Wright**

Senior Director of Policy & Budget Initiatives  
Office of Council Member Crystal Hudson

[anwright@council.nyc.gov](mailto:anwright@council.nyc.gov)

**Casey Peterson**

Senior Project Manager  
Hester Street

[caseyp@hesterstreet.org](mailto:caseyp@hesterstreet.org)



# Advisory Committee Members

1. Myrtle Avenue Brooklyn Partnership (MARP)
  2. Crown Heights JCC
  3. Ft. Greene Senior Council
  4. Switching Lifestylez
  5. Greater Direction
  6. Housing Justice for All
  7. Pratt Center for Community Development
  8. Brooklyn Public Library
  9. Ifetayo Cultural Arts Academy
  10. Medgar Evers College
  11. NYCHA TA President, Ingersoll Houses
  12. TA President, Ebbets Field + Chair of CB 9 Housing Committee
  13. TA Vice President, Tivoli Towers
  14. District Manager, CB 2
  15. District Manager, CB 8
  16. District Manager, CB 9
1. Kristin Brown
  2. Rabbi Eli Cohen
  3. Claudette Macey
  4. Carlos Jones
  5. Mills Dor
  6. Cea Weaver
  7. Tara Duvivier
  8. Michele Bonan
  9. Naima Oyo
  10. Dr. Evelyn Castro
  11. Darold Burgess
  12. Beverly Newsome
  13. Alicia Cardenas-Solano
  14. Taya Mueller
  15. Michelle George
  16. Dante Arnwine