



Northern Boulevard

Roosevelt Avenue

Heart of the District

Comprehensive Community Planning in Council District 26

September
2024



Map of study area along Northern Boulevard and Roosevelt Avenue

Contents

5	Project background
9	Community engagement
15	Neighborhood context
25	Findings and data analysis
33	Recommendations
63	Conclusion
66	Acknowledgements
67	Endnotes
69	Appendix



Council Member Won speaking to community members at the final Town Hall

Project background

Now is the time to envision the future of the 'heart' of Council District 26 in Queens, a vibrant, diverse, and transit-rich community that many call home.

Intentions

This comprehensive community vision for Northern Boulevard and Roosevelt Avenue will inform future land use planning, investment, and development and build new connections along two vital neighborhood corridors in Sunnyside, Woodside, Astoria, and Dutch Kills.

From October 2023 through June 2024, the planning team hosted a series of meetings and engagements to hear from a diversity of residents and stakeholders about how to best celebrate and improve Northern Boulevard and Roosevelt Avenue, bound by the Brooklyn-Queens Expressway (I-278) to the east and Queens Boulevard to the west.

The plan focuses on these corridors as they are vital thoroughfares in Council District 26 that require careful planning and investment to better serve community needs.

Contributing factors leading to this plan include:

- **Unsafe streets:** Car-centric infrastructure has created unsafe street conditions for pedestrians that divides neighborhoods instead of connecting them
- **Businesses:** Many small businesses are faced with infrastructure challenges and rising rents, while a prominence of other businesses like car dealerships and big box stores shape the urban landscape
- **Development:** Interest and speculation has recently led to developer-led projects
- **Community boards (CBs):** Queens CBs 1 and 2 called for comprehensive planning

Project goals



Create a community-driven vision outlining needs and priorities for the study area to ensure better decision making around land use planning, advocacy, and funding



Engage a diversity of residents and small businesses to involve those historically excluded from planning processes



Hold City government accountable to the community

Roles

Role of the Council Member

Council Member Julie Won and Council Speaker Adrienne Adams funded this plan through NYC Council discretionary funding, which was allocated to Hester Street.

The plan can be used by Council Member Won in three major ways:

1 The recommendations can guide how Council Member Won votes in City Council on land use applications in the district to ensure private land use proposals address community needs

2 Council Member Won can advocate for investments and changes for other needs beyond land use, including but not limited to capital investments, street design, and public space

3 If City government starts a formal planning or rezoning process, the plan will outline community priorities that must be addressed, with some community engagement already conducted.

About Hester Street

Hester Street is an urban planning, design and community development non-profit that works to ensure neighborhoods are shaped by the people who live in them. Hester Street led the community-driven land use planning process.



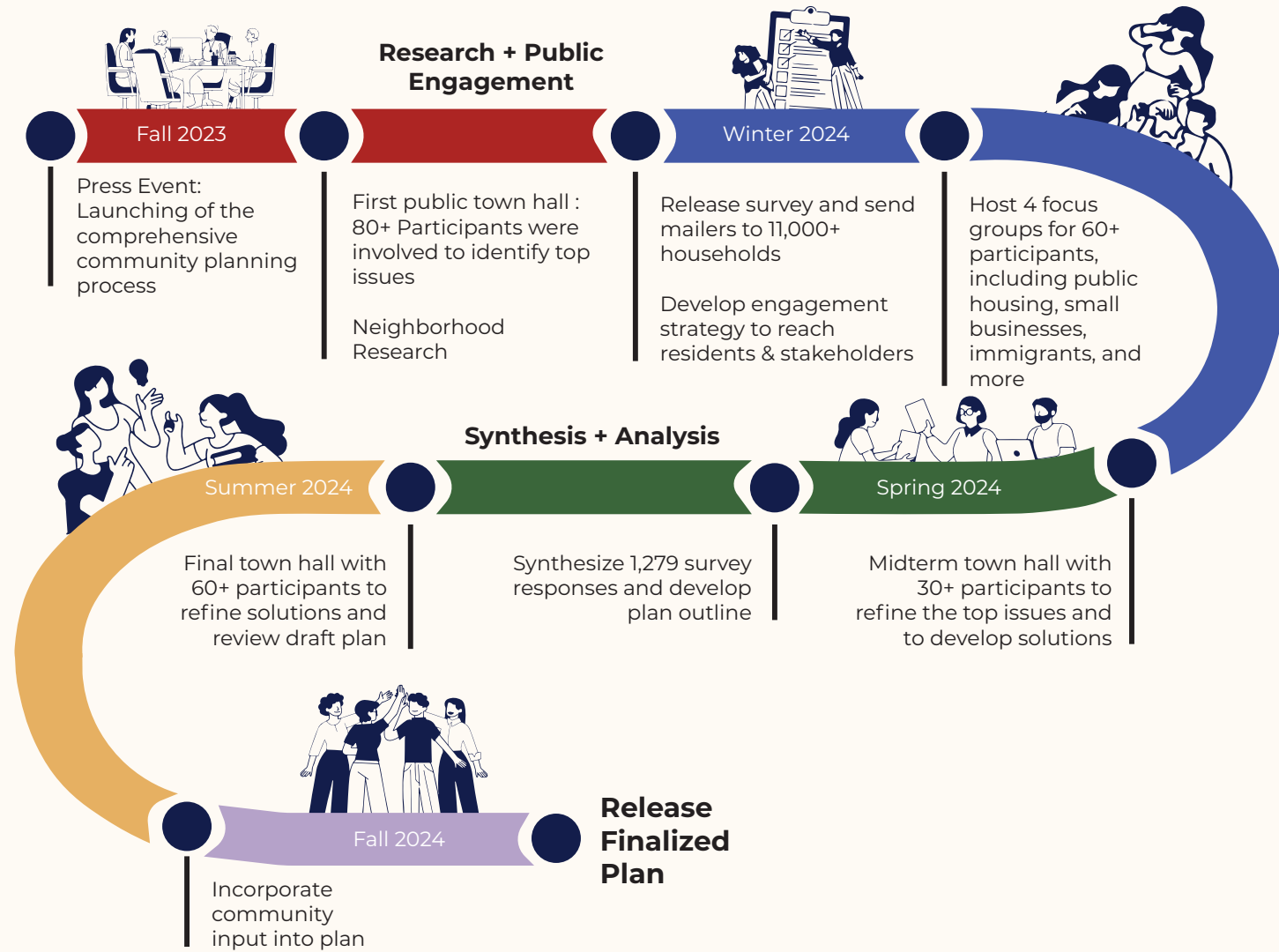
Community engagement

The planning team used many different types of community engagement methods throughout this process to meet people where they are in the neighborhood.



Participants gathering around a mapping activity at the first Town Hall

Timeline



Process

Over the course of a year, the planning team engaged over **1,500 residents and stakeholders** of the study area in Council District 26 through public town halls, focus groups, a survey, canvassing, and outreach.

Engagement materials and interpretation services were available in **six major languages** of the area: English, Spanish, Bangla, Nepali, Tibetan, and Arabic.

Residents and stakeholders who have been historically excluded from planning processes were prioritized in the focus groups and neighborhood outreach. The intention was to include more participants than typical planning processes and elevate marginalized voices on matters that affect their daily lives.

Engagement events

Community engagement events and outreach were conducted along the corridors of Northern Boulevard and Roosevelt Avenue and advertised more broadly across the Council District through social media, LinkNYC kiosks, canvassing, flyering, and outreach by local community organizations. By meeting people where they are in the community, the planning team was able to engage a diverse set of residents.

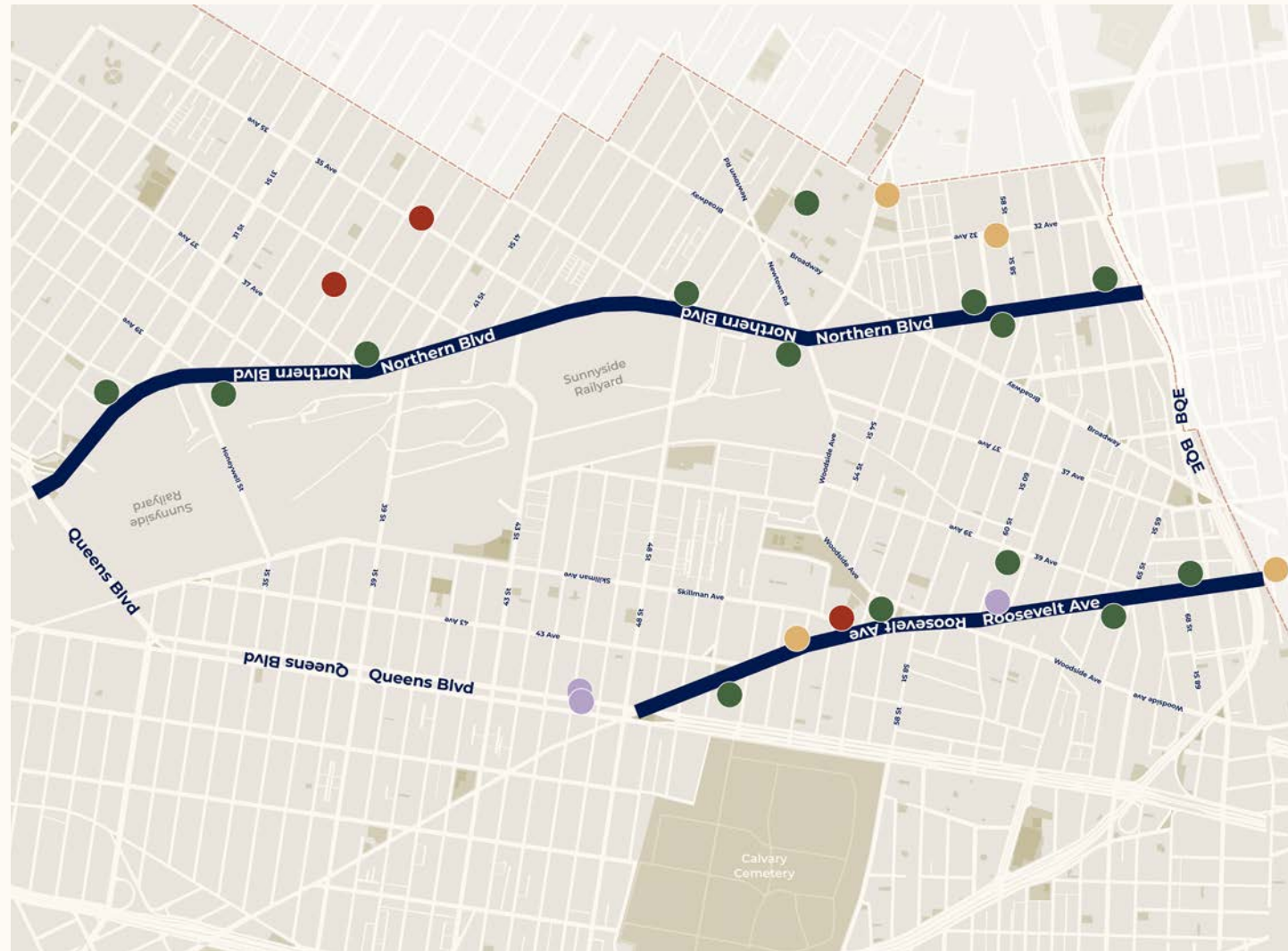
By the numbers

- 3** Town halls
170+ participants
- 4** Focus groups
60+ participants
- 5** Tabling sessions
100+ participants
- 14** Outreach events
500+ participants

1,279 Survey responses

- 6** Languages spoken
 - English
 - Nepali
 - Tibetan
 - Spanish
 - Bangla
 - Arabic

Mapping engagement



- Town halls
- Focus groups
- Tabling sessions
- Outreach events

“Do engagements in social places where we can just talk – safe places for the community.”

Focus group participant

Learnings from the process

The release of this plan is the first major step towards securing vital improvements for Northern Boulevard and Roosevelt Avenue.

To maintain momentum and engagement with community members and engage additional stakeholders moving forward, key learnings from the process thus far include:

- **Hire trusted messengers** in the community to conduct outreach as an effective way to increase participation amongst groups historically left out of planning processes.
- **Reach non-English speaking communities by engaging with them directly** in smaller focus groups in their language for more effective, thoughtful conversations, rather than in large, multi-lingual public events.
- **Continue to engage with community boards**, particularly land use committees, to ensure long standing neighborhood knowledge is integrated into the process.
- **Begin engaging relevant City and State agencies** to better understand the feasibility of these emerging priorities.





Under the 7 train at Roosevelt Avenue and 51st Street

Neighborhood context

The study area contains a diverse range of land uses and a unique set of challenges and opportunities to improve quality of life for residents and visitors alike.

Historical context



Queens is incorporated into New York City.



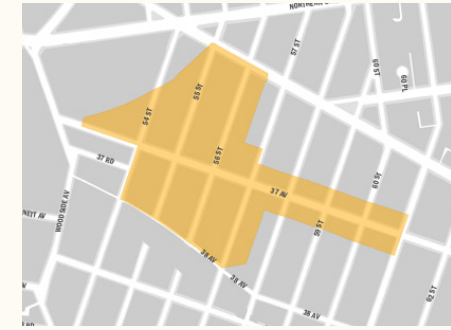
The 7 train opens, the first subway line in Queens.



The Home Owners' Loan Corporation is established, leading to the redlining of NYC neighborhoods - large swaths of the study area were assigned the lowest rating (C or D).



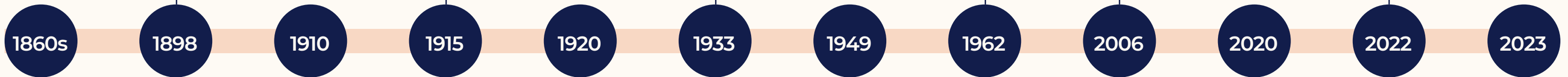
Sunnyside Gardens Historic District listed on the National Register of Historic Places



Industrial Business Zones in Long Island City and Woodside are established by the Department of City Planning to preserve industrial and manufacturing businesses.



Innovation Queens project is approved by New York City Council after intense community debate and negotiations.



Woodside developed with large-scale residential development, becoming the largest Irish American community in Queens.



Pennsylvania Railroad constructs Sunnyside Yard, a main train storage and service point connected to Manhattan by East River tunnels.



Sunnyside is developed as a low to moderate-density neighborhood of single-family homes and low-rise apartment buildings.



NYCHA Woodside Houses is constructed, featuring 20 6-story buildings over 22.3 acres.



de Blasio administration and Amtrak publish a masterplan to deck over Sunnyside Yard and build a new neighborhood, but the plan failed to garner enough public support.



East Side Access opens, a rail project extending LIRR to Grand Central Terminal through Sunnyside Yard.

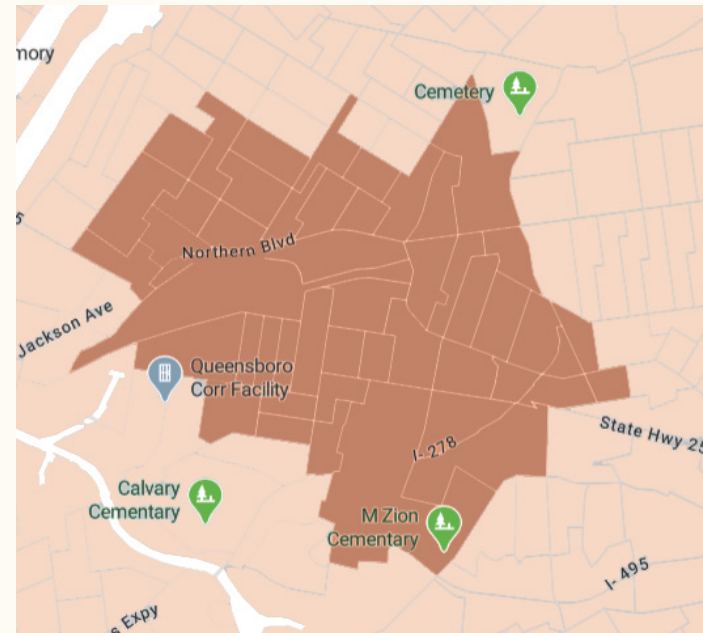
See Endnotes for image sources

Demographic shifts

Demographic trends in the study area were analyzed over a ten year period from 2012 to 2022 using American Community Survey 5 Year Estimates from the U.S. Census.

The study area includes census tracts* within and adjacent to the boundaries of Roosevelt Avenue and Northern Boulevard between Queens Boulevard and I-278. The data do **not** represent the entire Council District 26.

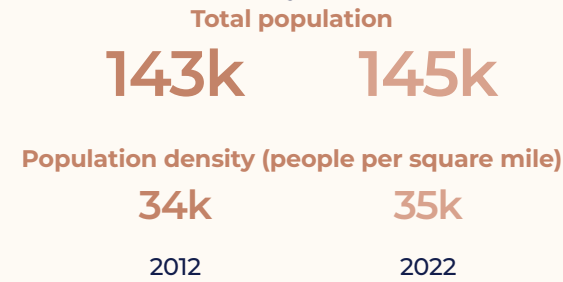
Demographics study area



*The selected tracts are 31, 33.01, 33.02, 47, 51, 53, 55, 57, 59, 153, 155, 157, 159, 161, 163, 169, 171.01, 171.02, 179.01, 179.02, 181.01, 181.02, 183, 185.01, 185.02, 189, 229, 235.01, 235.02, 243, 245, 247, 249, 251, 253.01, 253.02, 255, 257, 259, 261, 263, 265.01, 265.02, 293, 295, 297, 483.01, and 483.02.

Population density

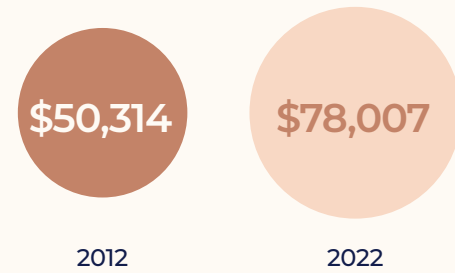
The area slightly grew by about 2,000 people, a 1.3% increase over 10 years.



Median household income

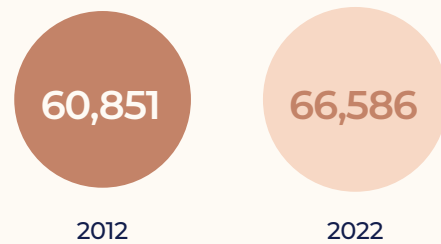
In inflation adjusted dollars

Adjusted for inflation, the median household income grew by almost \$28,000.



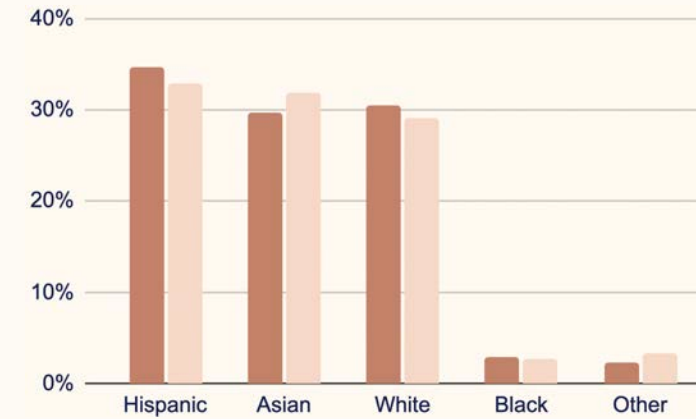
Housing units

The area gained almost 6,000 housing units.



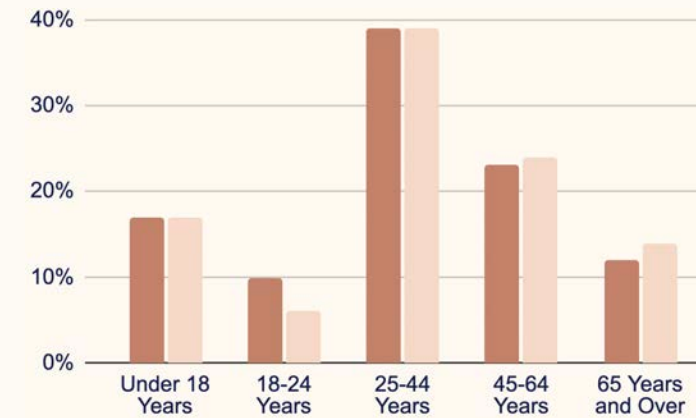
Race and ethnicity

The Hispanic population remained the largest, closely followed by Asian and white.



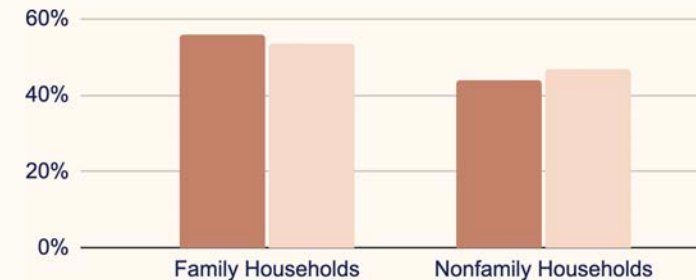
Age

The proportion of residents under 18 stayed constant, while over 45 slightly increased.



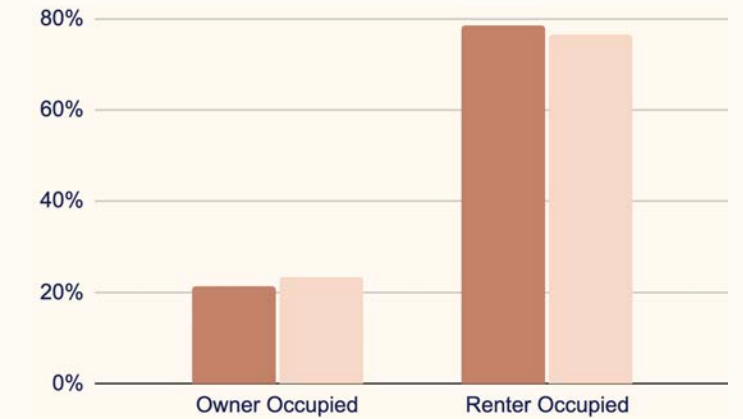
Household type

Nonfamily households surpassed family households as the predominant type.



Tenure

Rental households far outweigh owner occupied households in the study area, although owner occupied households slightly grew by 2% over the 10-year period.



Rent burden

Rent as a percentage of household income in the past 12 months (in renter-occupied housing units). Rent burdened households spend more than 30% of their gross income on housing costs.

Low income households earning less than \$75,000 are far more rent burdened than higher income households. It may appear that rent burden declined in low-income households over the 10 year period, but in actuality there was an increase in the number of higher income households in the study area overall, which have become increasingly rent burdened.



2012
2022

Zoning and land use

The study area and its surroundings in Council District 26 have already experienced significant change and development pressure over the last decade.

According to NYC Department of City Planning data, Council District 26 produced the second most housing units out of all council districts between 2012-2022, only

Roosevelt Avenue

Roosevelt Avenue is an active commercial corridor, comprised of residential zoning districts with commercial overlays. The 7 train subway runs overhead and is accessible only by stairs, except for the 61st Street-Woodside station, which has an elevator. The businesses are highly diverse, representing a multicultural community.

Recent rezonings around Roosevelt Avenue include²:

2006: Maspeth-Woodside rezoning

Rezoned all or portions of 134 blocks in Maspeth and Woodside to implement lower density in residential areas and higher density along portions of the corridors of Queens Boulevard and Roosevelt Avenue.

2011: Sunnyside-Woodside rezoning

Rezoned all or portions of 130 blocks in Sunnyside and Woodside to protect the lower-density character while allowing for a moderate increase in residential and commercial density along main corridors.

behind the district that includes Downtown Brooklyn and far ahead of all others¹. The new development occurred as a result of both neighborhood-scale rezonings and rezonings of individual sites by private applicants.

Future growth must be planned in a more comprehensive way with accompanying infrastructure upgrades and amenities.

2018: 52nd Street rezoning

Rezoned all or portions of 134 blocks in Maspeth and Woodside to implement lower density in residential areas and higher density along portions of the corridors of Queens Boulevard and Roosevelt Avenue.

2021: 62-04 Roosevelt Avenue rezoning

Private application that was approved to rezone the site to facilitate the development of a 13-story, mixed-use building containing commercial and community facility spaces and 213 residential units of which 54 will be permanently affordable.

Northern Boulevard

Today, Northern Boulevard is largely characterized by big box stores, fast food establishments, and businesses that cater to automobiles such as car dealerships and repair garages. The wide boulevard contains several complicated intersections where multiple traffic fatalities have occurred. The zoning along Northern Boulevard consists mostly of manufacturing districts, plus one commercial district and R5 residential district with a commercial overlay on the eastern end of the study area.

Recent rezonings around Northern Boulevard include³:

1998: Steinway Street rezoning

Contextual rezoning, limited in scope, which rezoned Steinway Street between 28th and 34th Avenues and Northern Boulevard east of Steinway Street.

2008: Dutch Kills Subdistrict established

Rezoned with four contextual mixed-use zoning districts to generally allow residential, light manufacturing, commercial, and community facility uses as-of-right to coexist at an appropriate scale, and allow higher density along wide streets, using incentives for affordable housing in areas proposed for higher density mixed-use development.

2019: 47-15 34th Avenue rezoning

Private application that was approved to rezone the site to facilitate the development of a 14-story, mixed-use building with approximately 201 dwelling units, ground-floor retail, and parking.

44-01 Northern Boulevard rezoning

Private application that was approved to rezone the site to facilitate the development of an 11-story, mixed-use building with approximately 244 dwelling units, ground-floor retail, and parking.

2022: Innovation Queens rezoning

Private application that was approved to allow zoning text amendments and special permits to facilitate a new, five-block mixed-use development in Astoria with 3,190 housing units, 1,436 of which would be affordable.

55-02 Northern Boulevard rezoning

Private application that was NOT approved to facilitate a new two-story, 8,000-square-foot boutique auto showroom. Community Board 2 opposed the project and voted to “oppose any further development of any auto related use on the Northern Blvd corridor.”

“We need to invest in green resilient infrastructure to combat climate change.”

Survey respondent

Environmental justice

Environmental justice is the principle that all people, regardless of race, disability status, age, or socioeconomic background, have a right to live, work, and play in communities that are safe, healthy, and free of harmful environmental conditions. The study area experiences a number of environmental justice issues, and increasingly so as the effects of climate change worsen⁴.

Air quality: Designated New York City truck routes run along Northern Boulevard, Roosevelt Avenue, the Brooklyn-Queens Expressway, Queens Boulevard, 39th Street, and Broadway. Air pollution is associated with asthma, respiratory issues, and emergency hospitalization.

Inland flooding: 88% of Council District 26 is covered in hard surfaces like roads and buildings, which ranks this district in the 82nd percentile citywide. Residents experience moderate to severe stormwater flooding in pockets of the study area.

Urban heat: The study area scores 3 out of 5 on the Heat Vulnerability Index, with 5 being the highest heat exposure. Low tree canopy coverage is a contributor to the urban heat island effect.

Noise pollution: Noise pollution is a public health issue that impacts mental health. Vehicular traffic, honking, and noise from the 7 train above Roosevelt Avenue all contribute to noise pollution.



See Endnotes for image sources



“It’s high time that we address all of the ways climate change is manifesting, including stormwater flooding that we’ve seen is dangerous and deadly to our residents on a regular basis.”

Engagement event participant





Participants interact with a mapping activity at the second Town Hall

Findings and data analysis

Findings from the extensive community engagement conducted for this plan are summarized in the following section across four topic areas:

- Affordable housing and development
- Community, commercial, and industrial uses
- Street safety and transportation
- Environment and resilience

Survey results

1,279 individuals responded to the survey designed to capture feedback on improvements needed along Northern Boulevard and Roosevelt Avenue.

The complete survey is included in the appendix on page 76, and the synthesis methodology is explained on page 74.

The planning team made an effort to reach as many residents and stakeholders as possible through the survey. In order to reach a diversity of residents, the survey was available in English, Spanish, Bangla, Nepali, Tibetan, and Arabic.

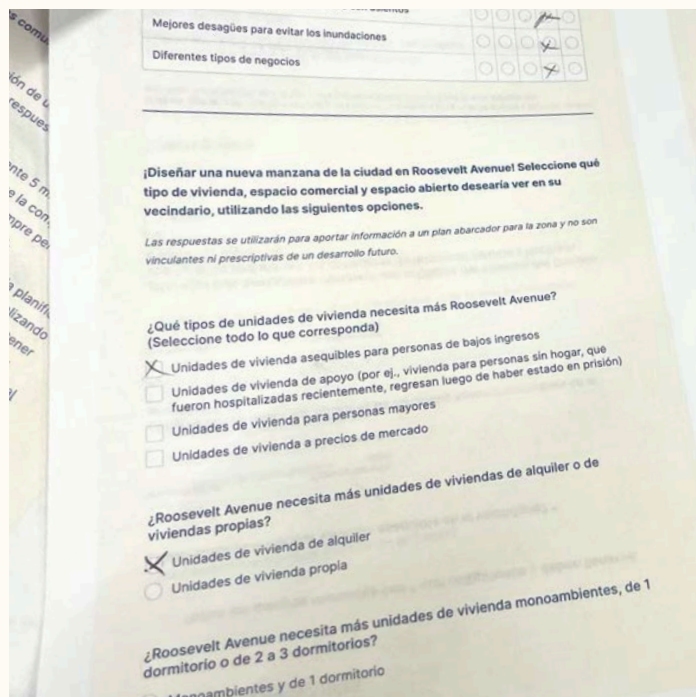
Additionally, a mailer was sent to over 11,000 households in Council District 26 encouraging residents to take the survey. Flyers and postcards were also distributed throughout the study area. Outreach coordinators helped people take the survey out on the street.

By the numbers

11k Households reached

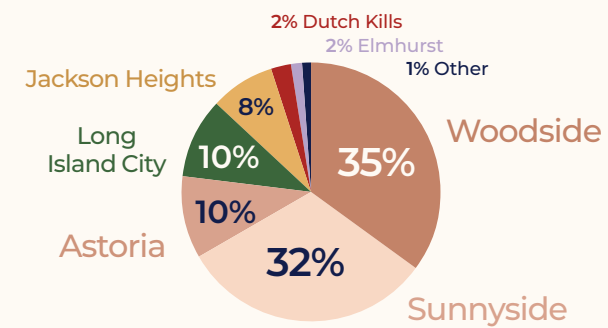
1,279 Survey responses

6 Languages available to take the survey in

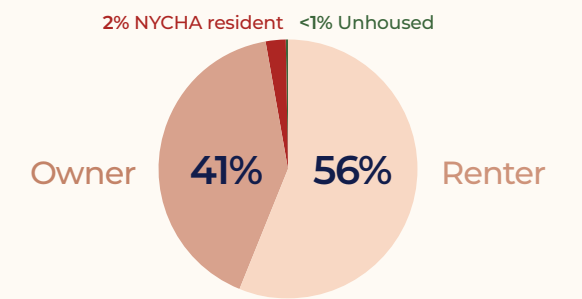


Respondent demographics

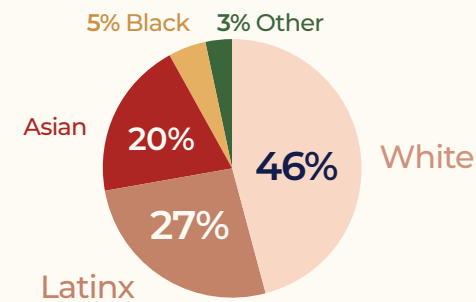
Neighborhood



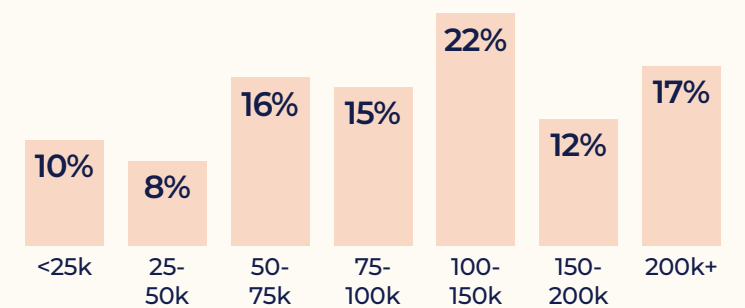
Housing status



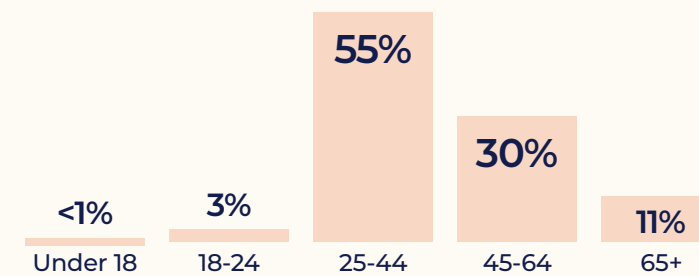
Race and ethnicity



Income (\$)



Age



Total responses per language

- 1,164** English
- 88 Spanish
- 18 Tibetan
- 3 Bangla
- 2 Nepali
- 2 Arabic

Feedback:

Affordable Housing and Development

Challenge finding affordable housing

Black and Hispanic respondents reported having more difficulty finding affordable housing (4.5 out of 5 on average) than white and Asian respondents (4.2 out of 5).

"My family has lived in our apartment for 30+ years and current rental rates are terrifyingly high."



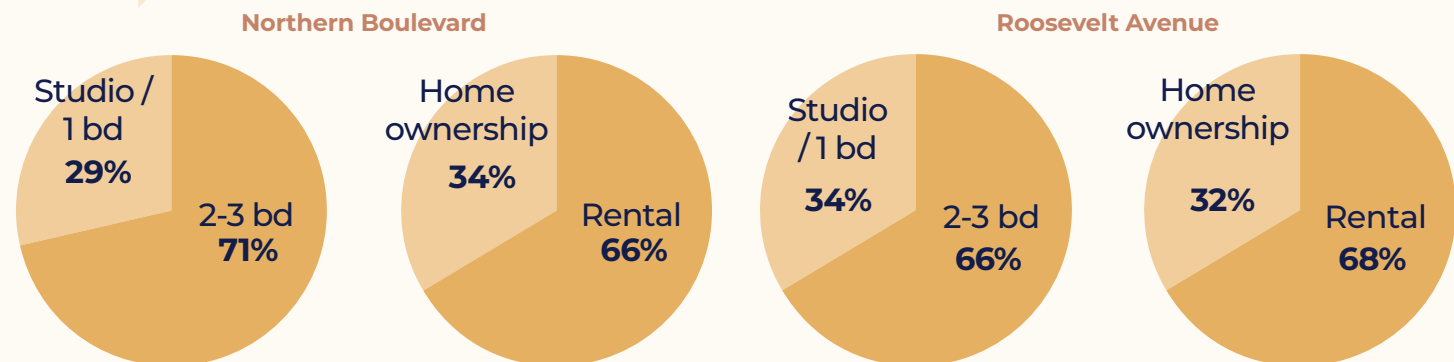
Types of housing needed

There was debate at the Town Halls between allowing *only* deeply affordable housing in new developments, versus needing more housing at *all* price levels (e.g. if large-scale development like Innovation Queens and Sunnyside Yards is a net benefit for the neighborhood).
 Across income, race, and housing tenure, 2-3 bedroom units were prioritized over studios and 1 bedrooms.
 Homeowners prioritized market-rate housing units and homeownership units more than renters.

	Northern Boulevard	Roosevelt Avenue
Affordable	36%	36%
Market-rate	23%	24%
Senior	23%	23%
Supportive	18%	17%

"Finding affordable 3 bedrooms is nearly impossible. It would be great to see larger housing options for families to be able to stay in the area."

"We need more rent controlled or stabilized market rate units that offer a better price than what the housing lottery has to offer."



Feedback:

Community, Commercial, and Industrial Uses

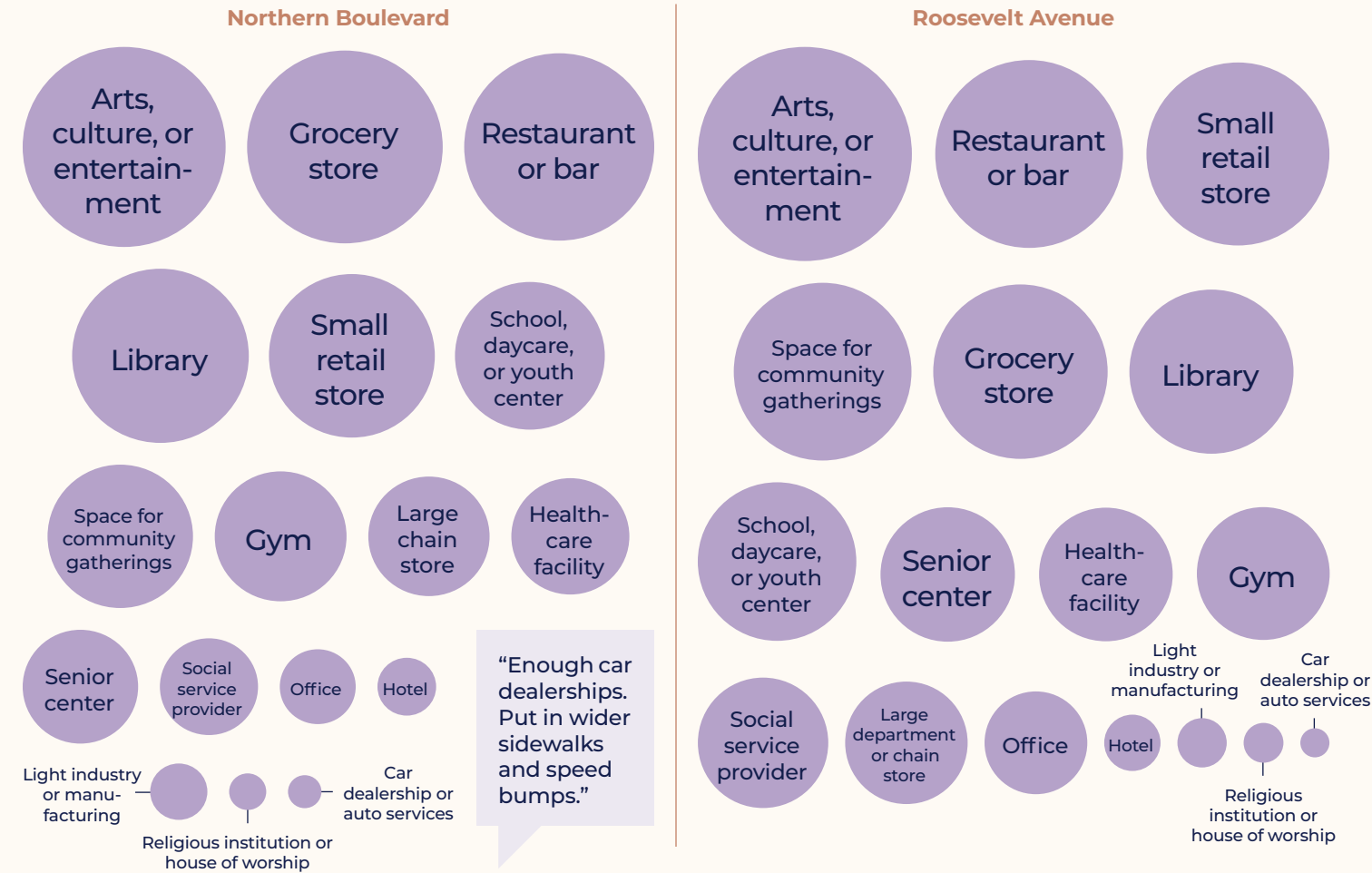
Challenge finding healthy, affordable food

Black and Hispanic respondents reported having more difficulty finding healthy, affordable food (3.7 out of 5 on average) than white and Asian respondents (3.2 out of 5 on average).

"I would love to stay in my neighborhood more for things like entertainment, exercise, and grocery shopping."



Types of commercial space needed



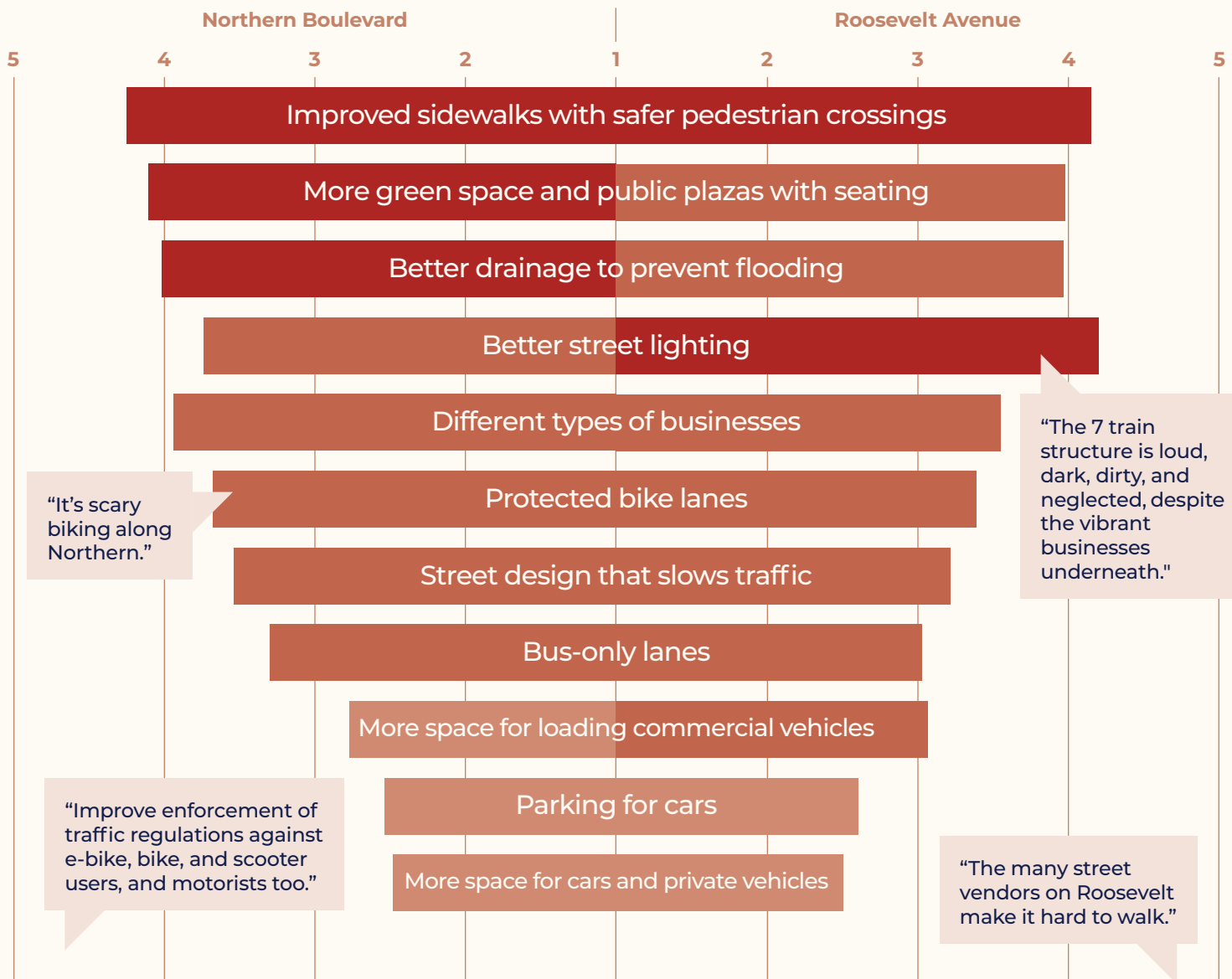
"Enough car dealerships. Put in wider sidewalks and speed bumps."

Feedback:

Street Safety and Transportation

Street safety improvements 1 (least important) to 5 (most important)

Protected bike lanes, street design that slows traffic, and protected bus lines were the most polarized items. Additionally, low-income residents prioritized car infrastructure more than high-income residents.

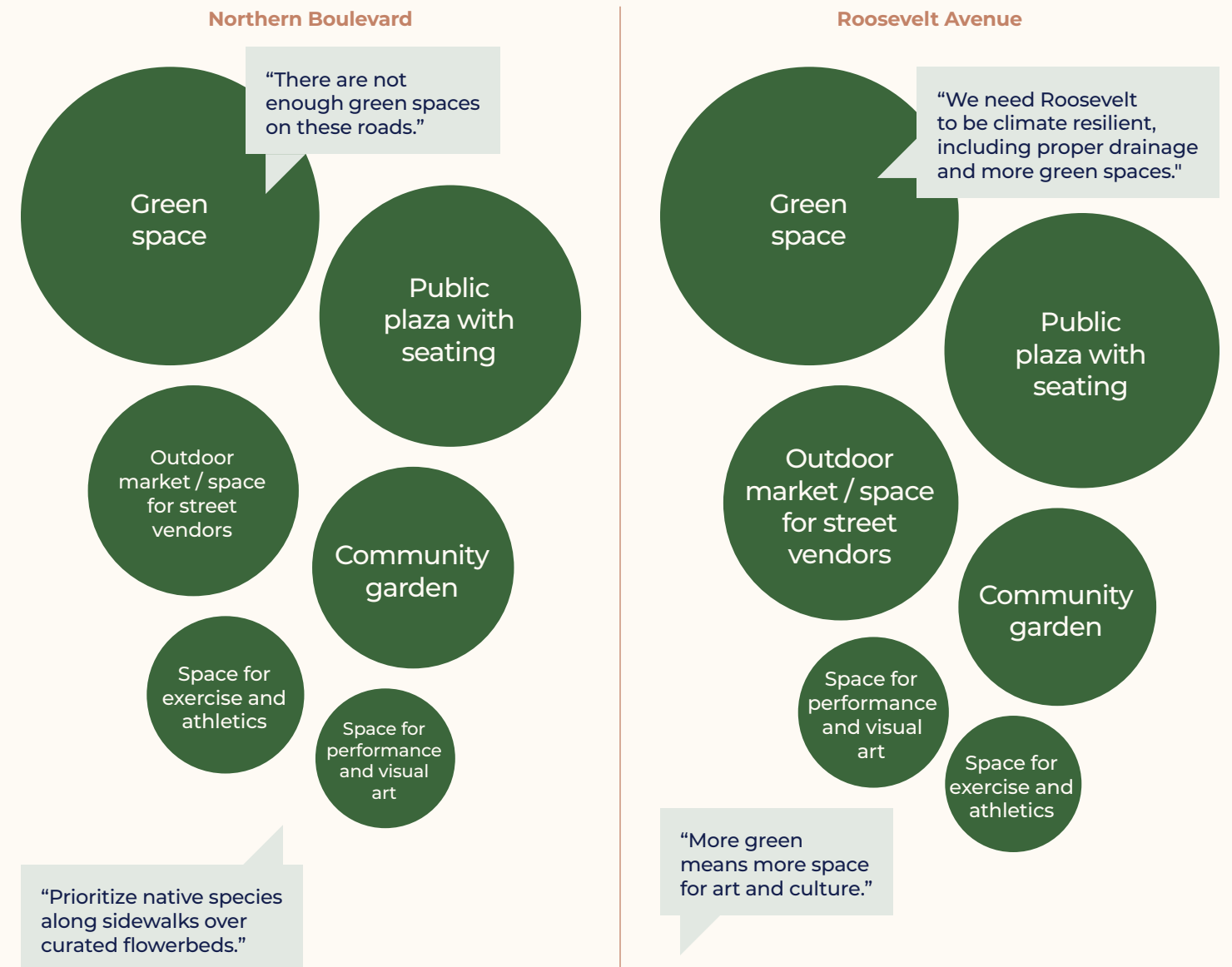


Feedback:

Environment and Resilience

Types of open space needed

High income respondents prioritized green space and outdoor market / space for street vendors more than low-income respondents who prioritized community gardens, space for exercise and athletics, and public plazas with seating.



Recommendations

Extensive community engagement brought to light a series of recommendations for the study area that would comprehensively address quality of life issues and provide much needed affordable housing, infrastructure, and neighborhood amenities.



Participants assessing community priorities for Northern Boulevard at the final Town Hall

Recommendations by topic area

The following pages contain community-driven recommendations in four topic areas:

Topic areas



Affordable housing and development



Community, commercial, and industrial uses



Street safety and transportation

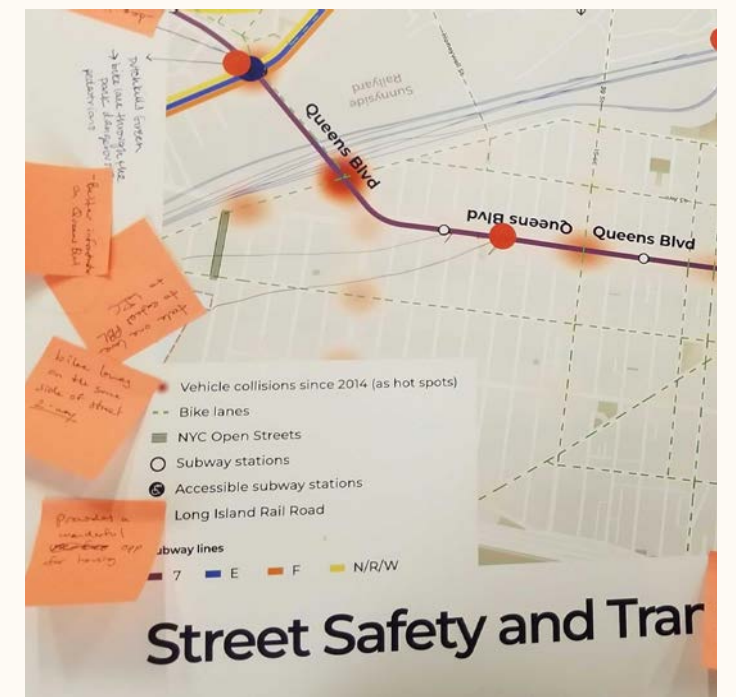
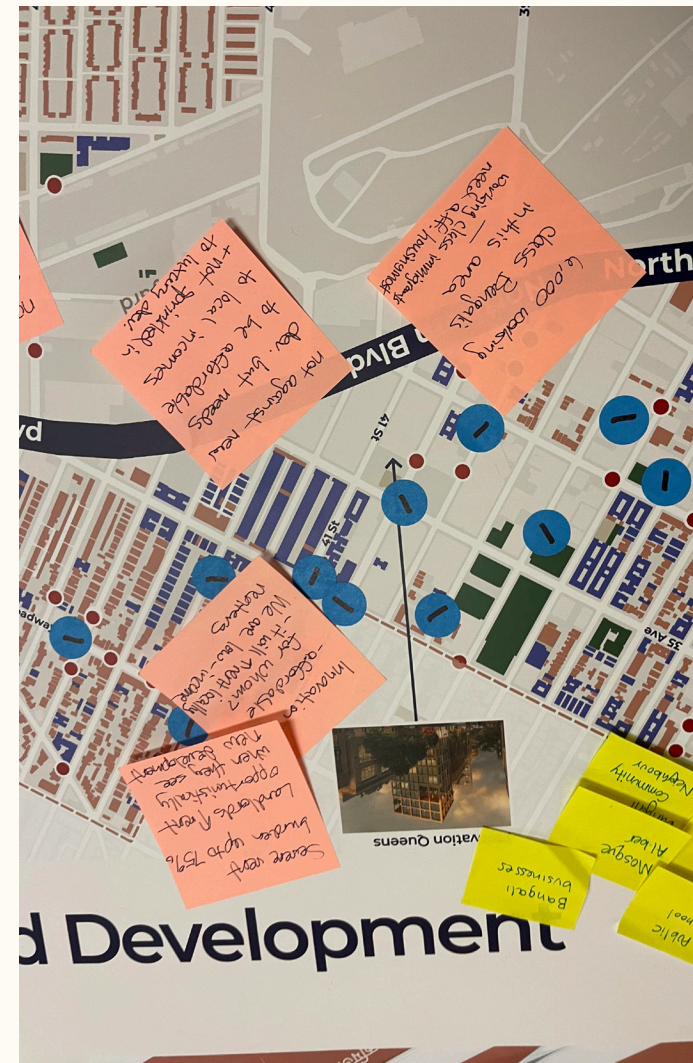


Environment and resilience

While the engagement process revealed many universal issues across the study area—such as the need for safer streets and affordable housing—there were differences between the priorities identified for Northern Boulevard and Roosevelt Avenue.

As such, not all recommendations apply to both corridors. In cases where the recommendations do apply to both, they might require different strategies or approaches based on the unique context of each corridor. This is broken down into more detail in the following table of Recommendation Priorities.

Following the table of Recommendation Priorities, two aerial views of the corridors are shown to highlight specific locations identified by community members throughout the engagement process where recommendations could be implemented. The recommended locations for deploying solutions along Northern Boulevard and Roosevelt Avenue are not exhaustive and should be studied further. Some of the recommendations are not location-specific and apply to the entire study area.



Recommendations:

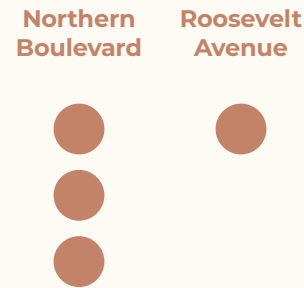
Affordable Housing and Development

1 dot: lowest priority
 2 dots: medium priority
 3 dots: highest priority



1. Increase housing supply, particularly deeply affordable housing units at local income levels

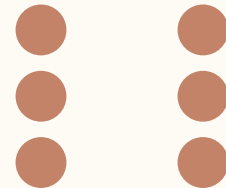
There are many strategies to increase housing supply for both renters and owners, including new construction, rezoning, accessory dwelling units (ADUs), legalizing basement apartments, reducing setback and parking requirements, and affordable housing programs. Given the density and congestion on Roosevelt Avenue, infill projects are more suitable for increasing housing supply, whereas Northern Boulevard could accommodate larger-scale developments.



2. Ensure new large-scale developments provide adequate infrastructure to support more residents (e.g. publicly-accessible open space, schools, drainage)

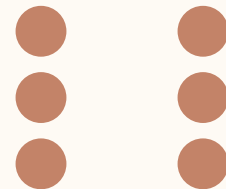
Recent large-scale developments proposed in the study area were highly controversial and located closer to Northern Boulevard where there is more development potential. Moving forward, these types of projects must serve residents by providing housing at local affordability levels.

In 2022, the median income in the study area was \$78,007, which corresponds to an area median income (AMI) of 60% for a household of four in 2022. AMI is a calculation used to set rent prices in subsidized affordable housing units.



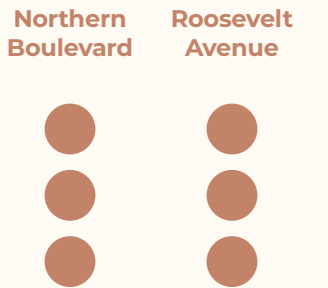
3. Prioritize new 2-3 bedroom units over new studios and 1 bedroom units

Larger units were prioritized across all race, income, and housing status in survey responses.



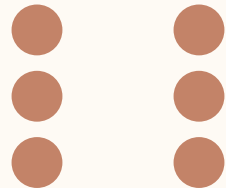
4. Protect rent stabilization and tenant rights to prevent rapidly rising rents and displacement

Multiple policy solutions exist for protecting renters vulnerable to displacement, including expanding the number of rent stabilized buildings, increasing access to housing vouchers, expanding eligibility for Good Cause Evictions Protections, and strengthening enforcement of landlord regulations. Strategies for Roosevelt Avenue should be focused more on preserving and protecting existing units, whereas strategies for Northern Boulevard should include the production of new rent stabilized units.



5. Transform underutilized lots (e.g. parking lots) into mixed-income housing

Vacant lots and minimally-developed lots along the corridors could be transformed into housing.



6. Ensure neighborhood investment also benefits residents of NYCHA Woodside Houses

Residents of Woodside Houses, located just north of Northern Boulevard, deserve to benefit from neighborhood investment. Woodside Houses residents recommended flood mitigation measures at the Community Center and other flood-prone areas, speed bumps and traffic calming, better park and sidewalk maintenance around the NYCHA campus, access to pharmacies and quality grocery stores, and more.

*There are no NYCHA campuses adjacent to Roosevelt Avenue, so it is not applicable.



Recommendations:

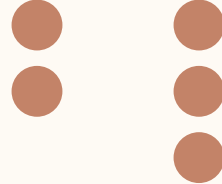
Community, Commercial and Industrial Uses



1. Celebrate and protect small, local businesses

Roosevelt Avenue in particular is home to one of the most diverse commercial corridors in NYC. Northern Boulevard has less small businesses presently but should support their creation and growth as development continues. Small businesses can be protected through commercial rent protection, publicity campaigns, and programs and support from the NYC Department of Small Business Services.

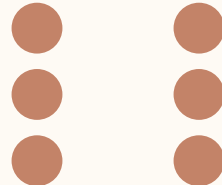
Northern Boulevard Roosevelt Avenue



2. Preserve and create arts, entertainment, and cultural institutions

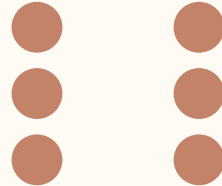
Arts, entertainment, and cultural institutions were the top priority for commercial space along both corridors. Roosevelt Avenue has more existing institutions in need of preservation, whereas Northern Boulevard has more potential for new spaces.

Sisa Pakari is one of many local vital organizations serving this multicultural community.



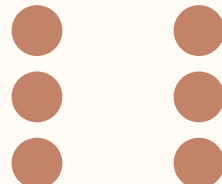
3. Increase access to quality, affordable grocery stores

The Food Retail Expansion to Support Health Program (FRESH) is an effective way to increase access to grocery stores through zoning incentives.



4. Invest in libraries and other community spaces that offer public programming and services

Woodside Library is the only public library in the study area, so a new library closer to Northern Boulevard would address a gap in library access. More community spaces are needed throughout the study area.



5. Maintain job-producing light industrial uses while allowing for mixed-use development in industrial areas to maximize land use

Residents of Woodside Houses, located just north of Northern Boulevard, deserve to benefit from neighborhood investment. For example, the Community Center would benefit from flood mitigation measures.

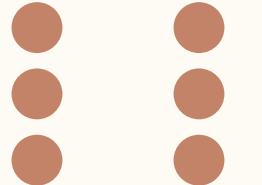
*There is no manufacturing zoning or industrial zoning along this section of Roosevelt Avenue, so this recommendation is not applicable there.

Northern Boulevard Roosevelt Avenue



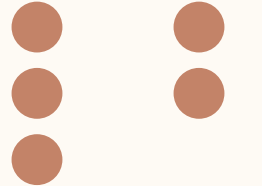
6. Create more accessible, clean public restrooms

The Mayor recently announced an effort to add more public restrooms across the city called “Ur In Luck.”



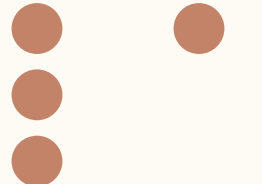
7. Increase access to pharmacies and diversify healthcare options

This issue was cited often in engagement with residents of NYCHA Woodside Houses who lack access along Northern Boulevard. There is more availability of healthcare options along Roosevelt Avenue.



8. Don't allow new car dealerships or automotive uses on commercial corridors

This is highly applicable on Northern Boulevard, but less so on Roosevelt Avenue, where there is limited commercial zoning that allows for automotive uses.





5. Transform underutilized lots into mixed-income housing



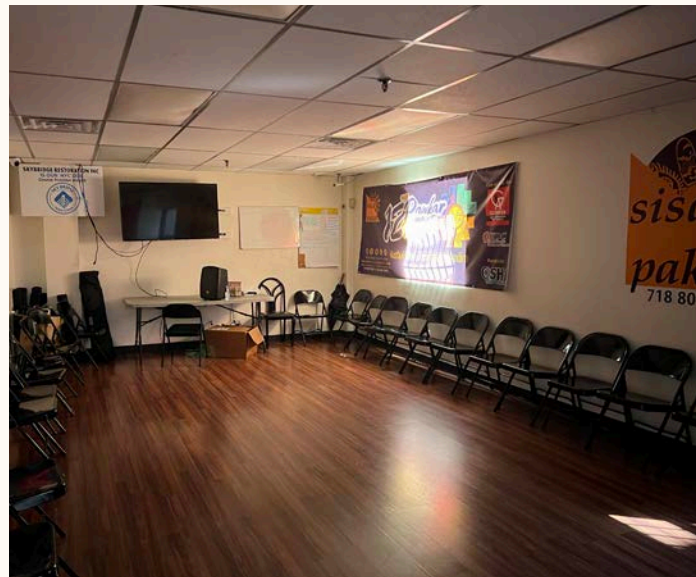
1. Celebrate and protect small, local businesses



4. Invest in libraries and other community spaces that offer public programming and services



6: Ensure neighborhood investment also benefits residents of NYCHA Woodside Houses



2. Preserve and create arts, entertainment, and cultural institutions



6. Create more accessible, clean public restrooms



8. Don't allow new car dealerships or automotive uses on commercial corridors

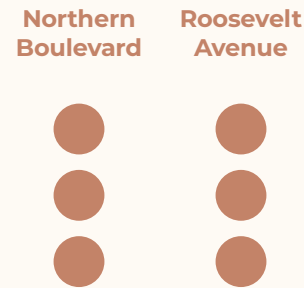
Recommendations:

Street Safety and Transportation



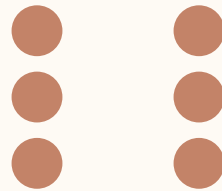
1. Implement traffic calming measures (e.g. median barriers, lane narrowing) with better signage and stricter traffic enforcement

Both corridors have serious and unique traffic safety issues. Roosevelt Avenue would benefit from better visual and spatial delineation for the different modes of transportation congested along the corridor, for example. Northern Boulevard has more room to explore lane realignment, barriers, and other spatial solutions to addressing traffic.



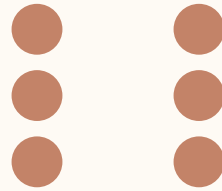
2. Improve street lighting

This is important on both corridors, but particularly Roosevelt Avenue under the 7 train. The amount and brightness of lights are lacking.



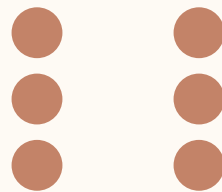
3. Create more protected bike lanes

Unsafe biking conditions were referenced heavily during the engagement process for both corridors. Northern Boulevard has a dedicated bike lane that would benefit from more protective barriers and intersection safety improvements. Roosevelt Avenue does not have a protected bike lane, and cyclists and motorbikes are frequently coming into conflict with vehicles and pedestrians.



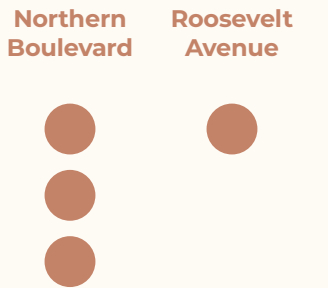
4. Improve the pedestrian experience by adding more crosswalks, shading, upgrading and beautifying pedestrian bridges and crossings, and repairing uneven sidewalks and sinkholes

Northern Boulevard would benefit from urban design that enhances the pedestrian experience, intersection safety improvements, shading, and fixing uneven sidewalks. Roosevelt Avenue would benefit more from lighting and better delineation between uses.



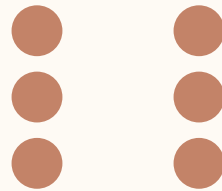
5. Add more designated bus routes and lanes

Currently the dedicated bus lane on Northern Boulevard only runs east of I-278 outside of the study area, but it could be extended to provide more rapid transit for bus riders. Roosevelt Avenue would only have room for a dedicated bus lane if car traffic was removed, but dedicated lanes could be explored on other east/west corridors nearby to reduce congestion on Roosevelt Avenue. Congestion is especially bad for buses around the Woodside-61st Street station.



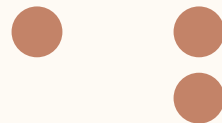
6. Rehab train stations and improve transit accessibility

The 61 St-Woodside subway and LIRR station is one of the few stations with an elevator but is nevertheless in need of an upgrade. Some residents suggested opening a new MetroNorth LIRR stop near Queens Boulevard/Sunnyside Yard. There is also a proposal to build the Interborough Express subway project with a terminus in Woodside.



7. Maintain adequate residential parking

Further study is needed to determine what is adequate in this transit-rich neighborhood. New construction should be prioritized near transit stops to minimize new drivers added to the neighborhood. Parking was prioritized slightly more around Roosevelt Avenue, where there are more small-scale residential streets.



Recommendations:

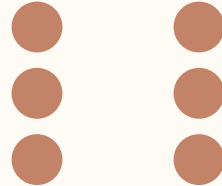
Environment and Resilience



1. Create more publicly-accessible green spaces on underutilized lots and as part of new development

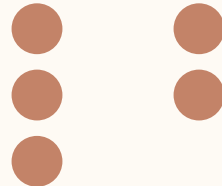
Greenery is few and far between along both corridors. There are underutilized lots along the corridors and in the surrounding neighborhoods that could serve the community better as green space. New green space constructed as part of development must be publicly accessible and inviting by design.

Northern Boulevard Roosevelt Avenue



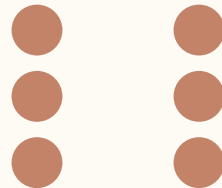
2. Create more public plazas with ample seating that can host outdoor markets and space for street vendors

Along Roosevelt Avenue, existing plazas can be revamped to better serve their communities through design and programming. Along Northern Boulevard, there is more space to create larger public plazas and revitalize existing ones.



3. Invest in better maintenance, more vegetation (e.g. trees, grass, native plants), and programming for existing parks and open spaces

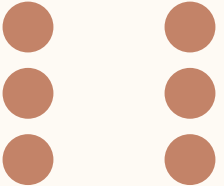
The existing parks throughout the study area aren't reaching their full potential terms of design, maintenance, and programming. Street trees were also mentioned frequently during public engagement as a tool to cool neighborhoods, improve air quality, and enhance quality of life.



4. Implement more stormwater management solutions (e.g. green infrastructure) to improve drainage and reduce flooding

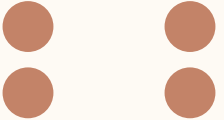
Stormwater flooding in streets and basements was cited often during engagements along both corridors.

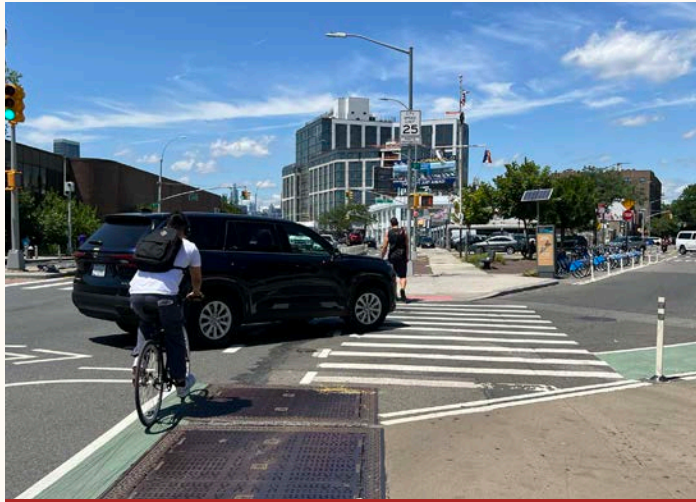
Northern Boulevard Roosevelt Avenue



5. Make private green and open spaces (e.g. community gardens, courtyards, cemeteries) more accessible to the public

Every bit of green space counts, so increasing accessibility to parks and gardens is very important through extended hours, inviting urban design, and signage.





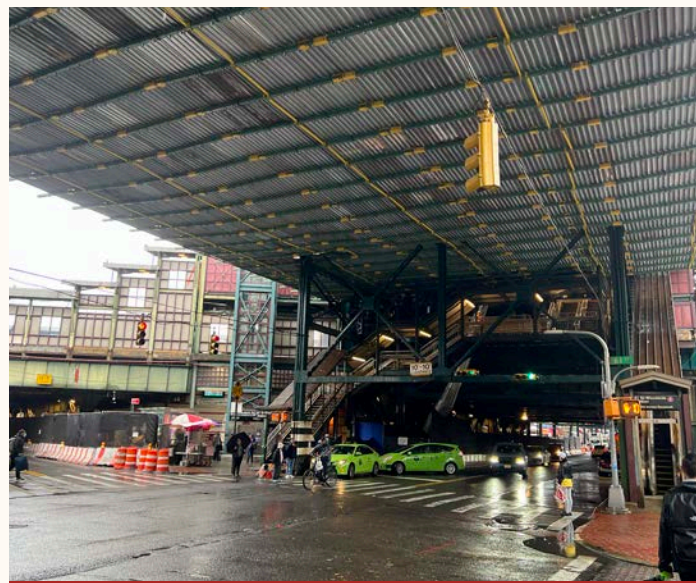
1. Implement traffic calming measures (e.g. median barriers, lane narrowing) with better signage and stricter traffic enforcement



3. Create more protected bike lanes



4. Improve the pedestrian experience by adding more crosswalks, shading, upgrading and beautifying pedestrian bridges and crossings, and repairing uneven sidewalks and sinkholes



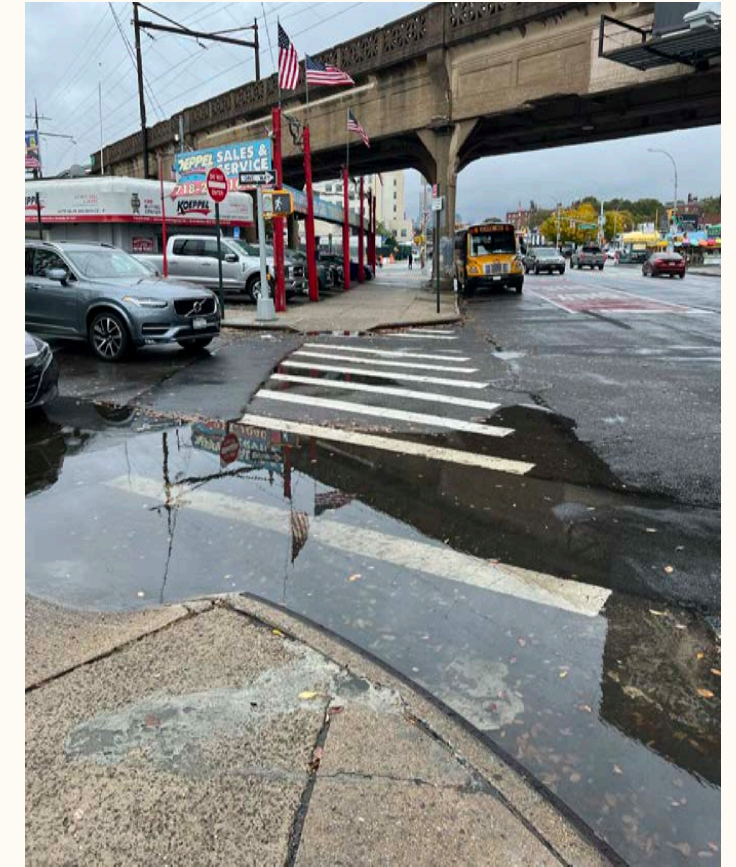
6. Rehab train stations and improve transit accessibility



1. Create more publicly-accessible green spaces on underutilized lots and as part of new development



2. Create more public plazas with ample seating that can host outdoor markets and space for street vendors



4. Implement more stormwater management solutions (e.g. green infrastructure) to improve drainage and reduce flooding



5. Make private green and open spaces (e.g. community gardens, courtyards, cemeteries) more accessible to the public

Northern Boulevard

Location of the Envisioning the Recommendations collage for Northern Boulevard (pgs. 58-59)



Affordable Housing and Development

- 1** Increase housing supply, particularly deeply affordable housing units at local income levels
- 2** Ensure new large-scale developments provide adequate infrastructure to support more residents (e.g. publicly-accessible open space, schools, drainage)
- 3** Prioritize new 2-3 bedroom units over new studios and 1 bedroom units
- 4** Protect rent stabilization and tenant rights to prevent displacement
- 5** Transform underutilized lots (e.g. parking lots) into mixed-income housing
- 6** Ensure investment also benefits residents of NYCHA Woodside Houses

Community, Commercial, and Industrial Uses

- 1** Celebrate and protect small, local businesses
- 2** Preserve and create arts, entertainment, and cultural institutions
- 3** Increase access to quality, affordable grocery stores
- 4** Invest in libraries and other community spaces that offer public programming
- 5** Maintain job-producing light industrial uses while allowing for mixed-use development in industrial areas to maximize land use
- 6** Create more accessible, clean public restrooms
- 7** Increase access to pharmacies and diversify healthcare options
- 8** Don't allow new car dealerships or automotive uses on commercial corridors

Street Safety and Transportation

- 1** Implement traffic calming measures (e.g. median barriers, lane narrowing) with better signage and stricter traffic enforcement
- 2** Improve street lighting
- 3** Create more protected bike lanes
- 4** Improve the pedestrian experience by adding more crosswalks, shading, upgrading and beautifying pedestrian bridges and crossings, and repairing uneven sidewalks and sinkholes
- 5** Add more designated bus routes and lanes
- 6** Rehab train stations and improve transit accessibility
- 7** Maintain adequate residential parking

Environment and Resilience

- 1** Create more publicly-accessible green spaces on underutilized lots and as part of new development
- 2** Create more public plazas with ample seating that can host outdoor markets and space for street vendors
- 3** Invest in better maintenance, more vegetation (e.g. trees, grass, native plants), and programming for existing parks and open spaces
- 4** Implement more stormwater management solutions (e.g. green infrastructure) to improve drainage and reduce flooding
- 5** Make private green and open spaces (e.g. community gardens, courtyards, cemeteries) more accessible to the public

Roosevelt Avenue



Location of the Envisioning the Recommendations collage for Roosevelt Avenue (pgs. 60-61)



Affordable Housing and Development

- 1 Increase housing supply, particularly deeply affordable housing units at local income levels
- 2 Ensure new large-scale developments provide adequate infrastructure to support more residents (e.g. publicly-accessible open space, schools, drainage)
- 3 Prioritize new 2-3 bedroom units over new studios and 1 bedroom units
- 4 Protect rent stabilization and tenant rights to prevent displacement
- 5 Transform underutilized lots (e.g. parking lots) into mixed-income housing
- 6 Ensure investment also benefits residents of NYCHA Woodside Houses *Not applicable for Roosevelt Avenue

Community, Commercial, and Industrial Uses

- 1 Celebrate and protect small, local businesses
- 2 Preserve and create arts, entertainment, and cultural institutions
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- 5 Maintain job-producing light industrial uses while allowing for mixed-use development in industrial areas to maximize land use *Not applicable for Roosevelt Avenue
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- 8 Don't allow new car dealerships or automotive uses on commercial corridors

Street Safety and Transportation

- 1 Implement traffic calming measures (e.g. median barriers, lane narrowing) with better signage and stricter traffic enforcement
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Environment and Resilience

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- 4 Implement more stormwater management solutions (e.g. green infrastructure) to improve drainage and reduce flooding
- 5 Make private green and open spaces (e.g. community gardens, courtyards, cemeteries) more accessible to the public

Precedents

Sheridan Boulevard, Bronx

Due to the efforts of a community coalition advocating over two decades, the Sheridan Expressway was finally transformed in 2019 into Sheridan Boulevard, a safer and multi-modal transportation corridor along the Bronx River⁵. A community plan informed a City-led process funded by the U.S. Department of Transportation and the State of New York. Additional safety improvements were completed in 2023.⁶

Upgrades included:

- Bringing the expressway down to grade, transforming it into a multi-modal boulevard with pedestrian crossings
- Conducting a traffic analysis to inform the addition of new turns and the transition of streets from two-way to one-way
- Adding dedicated bike lanes that connect into the broader bike lane network and nearby Starlight Park
- Restricting vehicular movements that historically created conflicts and crashes



El-Space

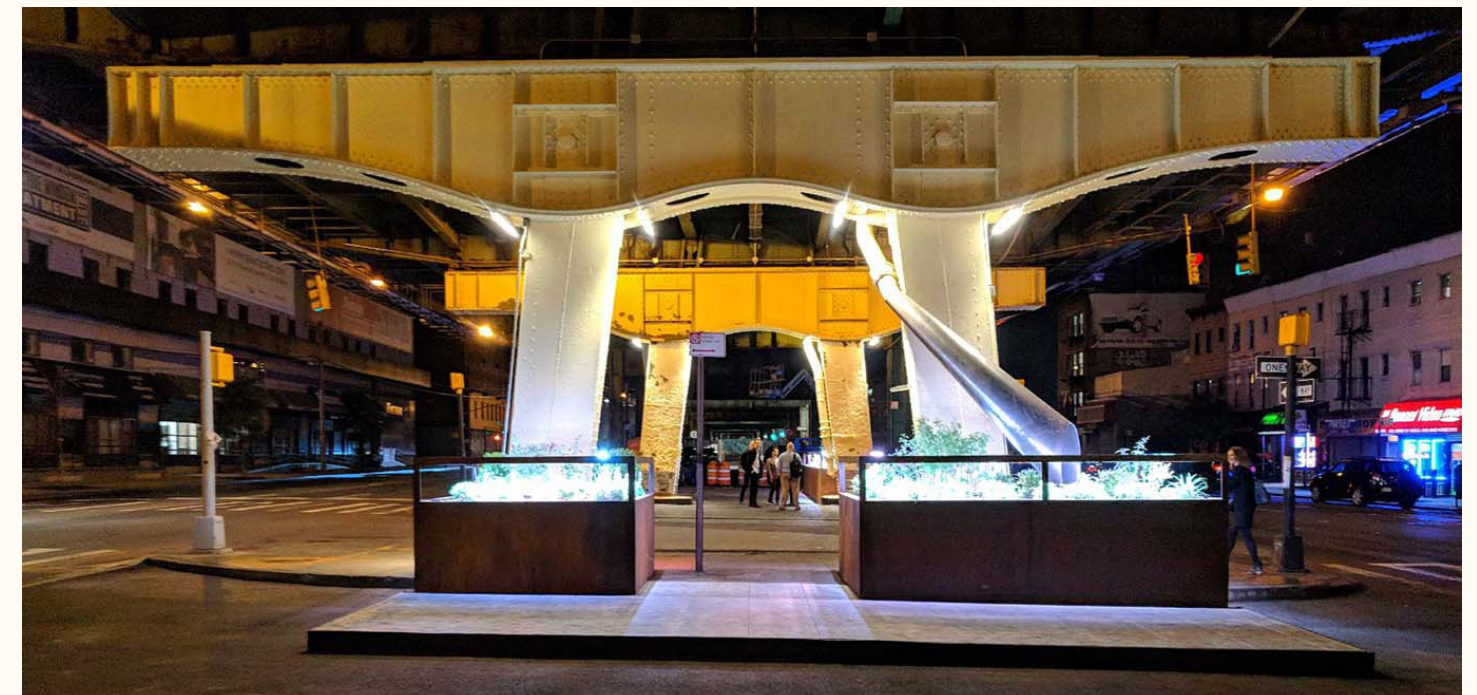
Emerging from a partnership between NYC Department of Transportation and Design Trust for Public Space, DOT's El-Space program tests new ways of activating and improving the City's roughly 300 linear miles of elevated transportation infrastructure in New York City.⁷

Pop-up, pilot interventions included:

- Bilingual, interactive community bulletin boards under the Manhattan Bridge
- Seating with solar-powered lighting around staircase pillars under the 2/5 train in the Bronx

- Large planters designed to capture stormwater runoff from the overhead Gowanus Expressway in Sunset Park, with LED lighting illuminating unique structural elements

The El-Space program ultimately led to a permanent intervention in Long Island City surrounding the Queensboro Bridge. Landscape architecture firm WRT transformed a parking lot into a 1.5 acre park that added lush plantings, reused on-site materials, and improved connectivity for pedestrians and bicyclists. Case studies and lessons learned are documented in the publications *Under the Elevated* and *The El-Space Toolkit*.



Envisioning the recommendations

Northern Boulevard

This collage is for illustrative purposes only and does not indicate planned changes to this section of Northern Boulevard at 48th Street.

Dedicated bus lanes

Enhancements to existing plaza

Greenery and fountains cool down the area

Public plaza replaces dangerous slip lane

Bike lane barriers

Green infrastructure to absorb stormwater



Envisioning the recommendations

Roosevelt Avenue

This collage is for illustrative purposes only and does not indicate planned changes to this section of Roosevelt Avenue at 51st Street.

Visual enhancements to the elevated rail celebrate local culture

Street lighting

Development of under-utilized lot to provide affordable housing, a pharmacy, and grocery store

Elevator up to subway station

Protected bike lanes

Green infrastructure to absorb stormwater



Feasibility:

Affordable Housing and Development



Recommendation	Type	Timeframe	Likely lead agency	Public cost
1. Increase housing supply, particularly deeply affordable housing units at local income levels	Policy	2-5 years	NYC DCP	\$\$
2. Ensure new large-scale developments provide adequate infrastructure to support more residents (e.g. publicly-accessible open space, schools, drainage)	Project	2-5 years	NYC HPD	\$\$\$
3. Prioritize new 2-3 bedroom units over new studios and 1 bedroom units	Project	2-5 years	NYC HPD	\$\$
4. Protect rent stabilization and tenant rights to prevent rapidly rising rents and displacement	Policy	0-2 years	NYC HPD	\$
5. Transform underutilized lots (e.g. parking lots) into mixed-income housing	Project	2-5 years	NYC HPD	\$\$
6. Ensure neighborhood investment also benefits residents of NYCHA Woodside Houses	Program	2-5 years	NYCHA	\$\$\$

Feasibility:

Community, Commercial and Industrial Uses



Recommendation	Type	Timeframe	Likely lead agency	Public cost
1. Celebrate and protect small, local businesses	Program	2-5 years	NYC SBS	\$\$
2. Preserve and create arts, entertainment, and cultural institutions	Program	2-5 years	NYC DCLA	\$\$
3. Increase access to quality, affordable grocery stores	Project	2-5 years	NYC DCP	\$\$
4. Invest in libraries and other community spaces that offer public programming	Program	0-2 years	QPL	\$
5. Maintain job-producing light industrial uses while allowing for mixed-use development in industrial areas to maximize land use	Project	2-5 years	NYC DCP	\$\$
6. Create more accessible, clean public restrooms	Project	2-5 years	NYC DPR	\$\$
7. Increase access to pharmacies and diversify healthcare options	Project	2-5 years	NYC DOHMH	\$\$
8. Don't allow new car dealerships or automotive uses on commercial corridors	Project	0-2 years	NYC DCP	\$

Feasibility:

Street Safety and Transportation



Recommendation	Type	Timeframe	Likely lead agency	Public cost
1. Implement traffic calming measures (e.g. median barriers, lane narrowing) with better signage and stricter traffic enforcement	Project	0-2 years	NYC DOT	\$\$
2. Improve street lighting	Project	0-2 years	NYC DOT	\$\$
3. Create more protected bike lanes	Project	0-2 years	NYC DOT	\$\$
4. Improve the pedestrian experience by adding crosswalks, shading, upgrading and beautifying crossings, and repairing uneven sidewalks and sinkholes	Project	2-5 years	NYC DOT	\$\$\$
5. Add more designated bus routes and lanes	Project	5+ years	NYC DOT	\$\$\$
6. Rehab train stations and improve transit accessibility	Project	5+ years	MTA	\$\$\$
7. Maintain adequate residential parking	Project	2-5 years	NYC DCP	\$\$

Feasibility:

Environment and Resilience



Recommendation	Type	Timeframe	Likely lead agency	Public cost
1. Create more publicly-accessible green spaces on underutilized lots and as a part of development	Project	0-2 years	NYC DPR	\$
2. Create more public plazas with ample seating that can host outdoor markets and space for street vendors	Project	2-5 years	NYC DPR	\$\$
3. Invest in better maintenance, more vegetation (e.g. trees, grass, native plants), and programming for existing parks and open spaces	Program	0-2 years	NYC DPR	\$\$
4. Implement more stormwater management solutions (e.g. green infrastructure) to improve drainage and reduce flooding	Project	2-5 years	NYC DEP	\$\$\$
5. Make private green and open spaces (e.g. community gardens, courtyards, cemeteries) more accessible to the public	Program	0-2 years	NYC DPR	\$



Participants fill out love and break up letters at an engagement tabling event

Conclusion

Where do we go from here?

Advancing the recommendations presented in this plan will be complex but achievable.

Advance recommendations and stay engaged

The comprehensive set of recommendations presented in this plan require buy-in from an array of public and private stakeholders:

Office of Council Member Won:

- **Meet with relevant City agencies** to understand paths to implementation and advocate for capital investments, policy changes, and programs
- **Use community-led recommendations in this plan to inform votes** on future land use applications in the study area
- **Use the plan to hold City government accountable** in the case that a formal planning or rezoning process takes place

Community members and stakeholders:


- **Share this plan with neighbors** to spread the word and build momentum
- **Continue to advocate for priority recommendations** through communications with the Council Member's Office, coalition building, and advocacy campaigns
- **Attend local Community Board meetings and Land Use Committee meetings** to learn more about proposed changes to the neighborhood
- **Testify about proposed changes to the neighborhood at public hearings** associated with the City's Uniform Land Use Review Procedure (ULURP)* (pg. 69)



*What's ULURP?

NYC's Uniform Land Use Review Procedure (ULURP) is the existing land use decision-making process to change zoning rules for a specific lot or area. It was developed in 1975 to prevent urban renewal-style razing of neighborhoods and to engage communities.

It is an imperfect process but at the very least a formal opportunity for local residents to weigh in on neighborhood changes that affect their daily lives.

 : Public hearing



Acknowledgements

Planning team

The Heart of the District plan and the associated community engagement was conducted from October 2023 to June 2024.

Hester Street was compensated for the work through City Council discretionary funds from the Office of Council Member Julie Won and Council Speaker Adrienne Adams.

The project team at Hester Street included:

- **Vanessa Monique Smith**
Director of Community Strategy
- **Casey Peterson**
Senior Project Manager
- **Utsa Ramaswami**
Senior Design Associate
- **Amron Lee**
Project Associate
- **Joie Zhang**
Project Associate
- **Remy Chong**
Jim Diego Fellow
- **Ryan Patrick**
Outreach Support
- **Araceli Mondragon**
Outreach Support



Endnotes

- 1 [NYC Department of City Planning Housing Division](#)
- 2 [NYC Department of City Planning Zoning Application Portal](#)
- 3 [NYC Department of City Planning Zoning Application Portal](#)
- 4 [EJNYC Mapping Tool](#)
- 5 [Pratt Center](#)
- 6 [NYC Department of Transportation](#)
- 7 [NYC Department of Transportation](#)

Historical Context Images

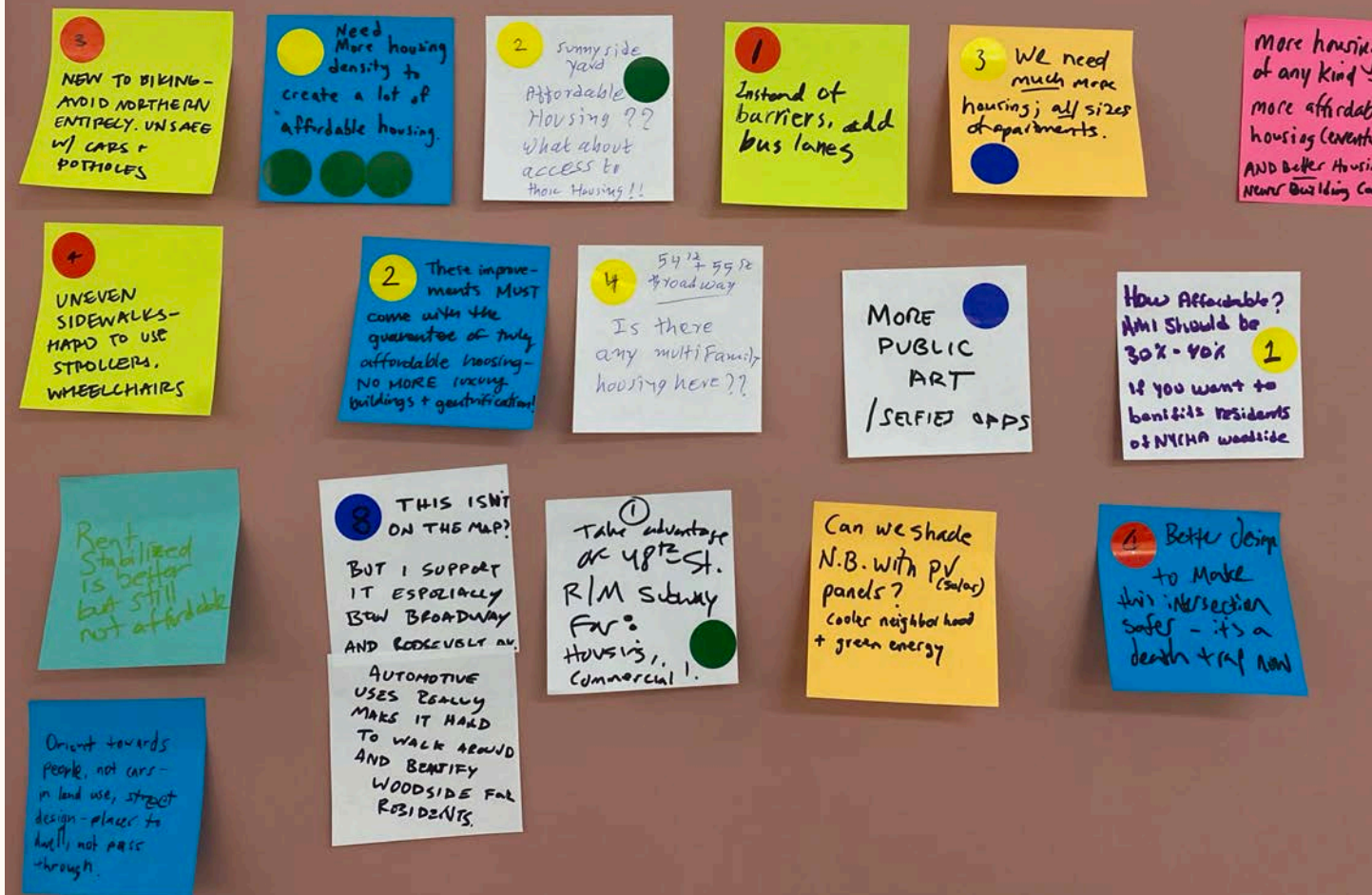
- 1898 [Encyclopedia Britannica 10th Edition](#)
- 1910 [Wikimedia Commons](#)
- 1915 [New York Transit Museum Lundin Collection](#)
- 1920 [New York City Landmarks Preservation Commission](#)
- 1933 [University of Richmond](#)
- 1949 [New York City Housing Authority](#)
- 1984 [Emilio Guerra](#)
- 2006 [New York City Economic Development Corporation](#)
- 2020 [PAU Studio](#)
- 2022 [ODA Architecture](#)
- 2023 [Metropolitan Transportation Authority](#)

Zoning and Land Use images

- Air quality [Alex Kent](#)
- Inland flooding [Anthony Medina](#)
- Urban heat [Eduardo Munoz Alvarez](#)
- Noise pollution [Mitch Waxman](#)

What are the pros and cons of these solutions?

Place a corresponding color-coded and numbered sticker on your sticky note



Sticky notes filled out by participants detailing community priorities from an engagement activity

Appendix

This appendix contains the engagement materials used throughout the planning process, including the survey and materials used at the town halls, focus groups, and tabling events in the community.

The processes used to synthesize the quantitative and qualitative data gleaned from these activities are also provided.

Data synthesis methodology

Survey

March – May 2024
1,279 responses

Findings

- Respondent demographics aligned closely with local demographics, except for a slight overrepresentation of homeowners and white people.

Considerations

- Responses that provided demographic information were compared to the demographics of the study area to evaluate reach.
- Data was unweighted, as only 65% of respondents provided demographic information.

Mapping activities

November 2023 – June 2024
~200 responses

Findings

- In the first Town Hall, participants discussed needs and challenges that persisted along each corridor. In the second Town Hall, participants reviewed feedback and added additional input.
- In the final Town Hall, participants focused on potential solutions that could be deployed in specific areas identified in both corridors.

Considerations

- To synthesize each round of feedback from the town halls, new solutions and locations were added to address gaps and solutions building on each other.

Other engagement activities

November 2023 – June 2024
~150 responses

Findings

- The most popular priorities from these activities include: creating more green space, adding more bus routes, and creating traffic calming methods.

Considerations

- Love and break up letters and collages helped the planning team understand top priorities residents cared about by eliciting strong emotions.

Survey

The survey yielded 1,279 total responses between March 26 and May 13, 2024. Responses that provided demographic information were compared to the demographics of the study area to evaluate whether the survey was reaching a representative proportion of local residents. Respondents were closely aligned with local demographics in terms of income, age, and neighborhood. Homeowners were slightly overrepresented in the survey responses compared to renters. In terms of race and ethnicity, white people were slightly overrepresented in the survey responses compared to people of color.

Weighting the data to be proportional to the local demographics was considered. However, only 65% of respondents provided demographic information, so 35% of responses would not have been included in the weighted survey data. It was important to analyze all responses, so the survey data was therefore analyzed without assigning weights. Nevertheless, data was analyzed across race, income, and housing tenure to identify any major differences in responses across these groups. These differences are noted in the engagement findings.

In addition to the quantitative survey questions, respondents were asked if there was anything else they would like to share about the two corridors. The optional free-response question received 613 responses.

A randomized, representative sample of 25% of responses was first analyzed for major themes. Most responses addressed issues already covered in the survey questions (such as improved sidewalks, more affordable housing, and less car infrastructure).

Four topics that were not addressed elsewhere in the survey arose in this sample, so the complete data set was then analyzed for those topics, which were: sex work and massage parlors (51 mentions in total), sidewalks crowded by street vendors (39 mentions), cannabis stores (29 mentions) and the traffic change on 39th Ave (17 mentions).



1. What is your connection to the sections of Roosevelt Avenue and Northern Boulevard highlighted in the map above? (Select all that apply)*
 - I live in the area
 - I own a business
 - I own a building or home
 - I work in the area
 - I go to school in the area
 - I visit the area often (e.g. shop, dine, see friends)
2. What is your current address? (Optional)
3. How many years have you lived there? (Optional)
 - 0-2 years
 - 3-5 years
 - 6-10 years
 - 11-20 years
 - 21-29 years
 - 30 years or more

Northern Boulevard

(Not familiar with this area of Northern Boulevard? Skip to the next page)



4. How does this area of Northern Boulevard need to be improved? Rate the following improvements from 1 ("not at all important") to 5 ("extremely important").
 - Improved sidewalks with safer pedestrian crossings
 - Better street lighting
 - Bus-only lanes
 - Protected bike lanes
 - Better drainage to prevent flooding
 - Different types of business
 - Street design that slows traffic (e.g. median barriers, lane narrowing)
 - More space for cars and private vehicles
 - More space for loading and unloading commercial vehicles (i.e. trucks or vans)
 - Parking for cars
 - Better drainage to prevent flooding
 - Different types of business

Design a new city block on Northern Boulevard!

Select what type of housing, commercial space, and open space you would like to see in your neighborhood using the options below.

Answers will be used to inform a comprehensive plan for the area and are not binding nor prescriptive of future development.

5. What types of housing units does Northern Boulevard need most? (Select all that apply)

- Affordable housing units for low-income individuals
- Supportive housing units (e.g. housing for people who are unhoused, were recently hospitalized, are returning from incarceration)
- Senior housing units
- Market-rate housing units

6. Does Northern Boulevard need more rental housing or homeownership units?

- Rental housing units
- Homeownership units

7. Does Northern Boulevard need more studios and 1-bedrooms or 2-3 bedroom housing units?

- Studios and 1-bedrooms
- 2-3 bedrooms

8. What type of commercial spaces would you like to see along Northern Boulevard? (Select up to three)

- Restaurant or bar
- Grocery store
- Small retail store

- Large department store or national chain store
- Social service provider
- School, daycare, or youth center
- Library
- Gym
- Senior center
- Religious institution or house of worship
- Arts, entertainment, or cultural institution
- Car dealership or auto services
- Light industry or manufacturing
- Healthcare facility
- Space for community gatherings
- Hotel
- Office of co-working space

9. What type of open spaces would you like to see along Northern Boulevard? (Select up to two)

- Public plaza with seating
- Community garden
- Green space
- Outdoor market/space for street vendors
- Space for performance and visual art
- Space for exercise and athletics

Roosevelt Avenue

(Not familiar with this area of Roosevelt Avenue? Skip to the next page)



10. How does this area of Roosevelt Avenue need to be improved? Rate the following improvements from 1 ("not at all important") to 5 ("extremely important").

- Improved sidewalks with safer pedestrian crossings
- Better street lighting
- Bus-only lanes
- Protected bike lanes
- Better drainage to prevent flooding
- Different types of business
- Street design that slows traffic (e.g. median barriers, lane narrowing)
- More space for cars and private vehicles
- More space for loading and unloading commercial vehicles (i.e. trucks or vans)
- Parking for cars
- Better drainage to prevent flooding
- Different types of business

Design a new city block on Roosevelt Avenue!

Select what type of housing, commercial space, and open space you would like to see in your neighborhood using the options below.

Answers will be used to inform a comprehensive plan for the area and are not binding nor prescriptive of future development.

11. What types of housing units does Roosevelt Avenue need most? (Select all that apply)

- Affordable housing units for low-income individuals
- Supportive housing units (e.g. housing for people who are unhoused, were recently hospitalized, are returning from incarceration)
- Senior housing units
- Market-rate housing units

12. Does Roosevelt Avenue need more rental housing or homeownership units?

- Rental housing units
- Homeownership units

13. Does Roosevelt Avenue need more studios and 1-bedrooms or 2-3 bedroom housing units?

- Studios and 1-bedrooms
- 2-3 bedrooms

14. What type of commercial spaces would you like to see along Roosevelt Avenue? (Select up to three)

- Restaurant or bar
- Grocery store
- Small retail store

- Large department store or national chain store
- Social service provider
- School, daycare, or youth center
- Library
- Gym
- Affordable housing units for low-
- Senior center
- Religious institution or house of worship
- Arts, entertainment, or cultural institution
- Car dealership or auto services
- Light industry or manufacturing
- Healthcare facility
- Space for community gatherings
- Hotel
- Office of co-working space

15. What type of open spaces would you like to see along Roosevelt Avenue? (Select up to two)

- Public plaza with seating
- Community garden
- Green space
- Outdoor market/space for street vendors
- Space for performance and visual art
- Space for exercise and athletics

Additional Needs

16. How challenging is it to find affordable housing in the neighborhood?*

1	2	3	4	5
Not at all challenging			Extremely challenging	

17. How challenging is it to find healthy and affordable food options in the neighborhood?*

1	2	3	4	5
Not at all challenging			Extremely challenging	

18. Is there anything else you would like to share with the Council Member's Office about your neighborhood or corridors of Roosevelt Avenue and Northern Boulevard? (Optional)

19. How did you hear about this survey? (Select all that apply)*

- Council Member Won's email newsletter
- Council Member Won's website
- Instagram / Facebook / X (Twitter)
- Mailed postcard
- Word of mouth
- Community Board
- LinkNYC kiosk
- Poster or flier
- Other

20. To stay up to date on this planning process, please provide your email address. (Optional)

Demographics

Providing demographic information is optional, but it is encouraged to help understand how priorities may vary across different groups.

21. What is your age? (Optional)

- Under 18
- 18-24
- 25-44
- 45-64
- 65+

22. How would you describe your race and ethnicity? (Select all that apply; optional)

- Black
- Hispanic / Latino
- White
- Asian / Pacific Islander
- Middle Eastern / North African
- Indigenous to North America
- Other

23. What is your annual household income? (Optional)

- Less than \$25,000
- \$25,000 to \$49,999
- \$50,000 to \$74,999
- \$75,000 to \$99,999
- \$100,000 to \$149,999
- \$150,000 to \$199,999
- \$200,000 or more

Mapping activities

Each town hall and the focus groups provided opportunities for the public to share qualitative feedback on the issues and improvements they would like to see along the two corridors.

Each town hall featured a unique mapping activity where participants were invited to explore and analyze each corridor across the four topic areas:

- Affordable Housing and Development
- Community, Commercial, and Industrial Uses
- Street Safety and Transportation
- Environment and Resilience

In Town Hall 1, the mapping activity was facilitated as focus-group style, roundtable discussions. In tables of 6 to 12, participants discussed the needs and challenges that persist along each corridor based on the topics they were most interested in. A notetaker was stationed at each table to record what was being shared and annotate the map directly when specific locations were called out. Participants were also encouraged to write down their comments and feedback directly on the maps as well.

During synthesis, all the notes and annotations were transcribed, sorted into themes by topic area, and then ranked based on the number of times each issue was mentioned. This resulted in a list of top issues and priorities that was used to create new maps (by topic) that visually represented

the feedback from Town Hall 1 and locations along both corridors where these issues were most prevalent.

In the focus groups, participants reviewed the synthesized findings from Town Hall 1 and provided feedback and uplifted additional priorities they felt should be added to the list of top issues for each topic area and new locations that should be added to the maps. Following the focus groups, the synthesized maps were updated to include this feedback in preparation for Town Hall 2.

In Town Hall 2, these updated maps were the focus of a new mapping activity. This activity was facilitated as a self-guided, interactive workshop where participants were able to, at their own pace, review the findings from Town Hall 1 and the focus groups and add their input. They were asked to prioritize the top issues and review the locations where current issues had previously been identified in Town Hall 1 and the focus groups and, if needed, add new locations directly on to the maps with dot labels.

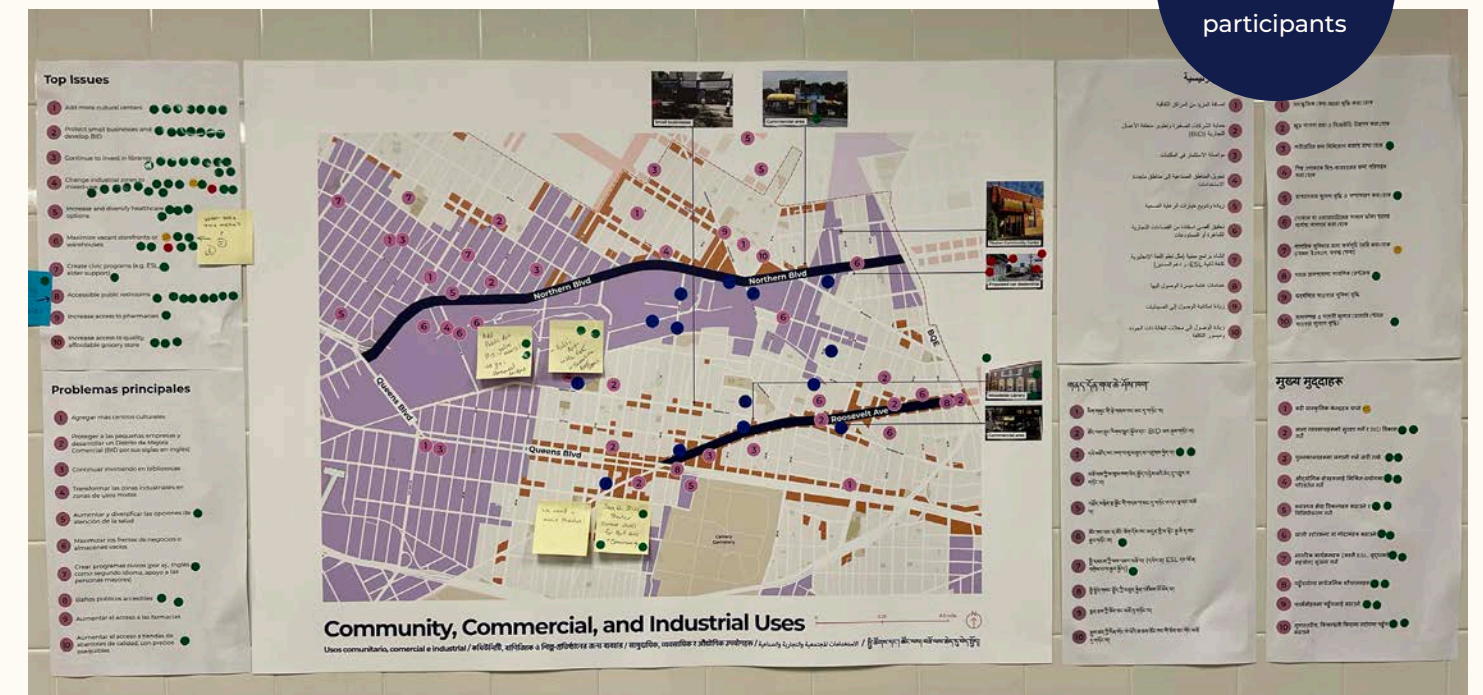
At this point, the survey results had also been synthesized, so with this new information in mind and the additional feedback received from Town Hall 2, the top issues and priorities were reframed into potential solutions. These solutions were then matched with the issue they would address and locations were identified with labeled dots on the topic-area maps based on where each issue was most prevalent.

In Town Hall 3, a final mapping activity was facilitated in a similar, self-guided and interactive format that built upon the Town Hall 2 mapping activity. However, this new activity focused on the potential solutions that could be deployed in specific areas identified throughout both corridors. Participants were asked to weigh the pros and cons of each solution, review the sites where these solutions should be deployed, and call out any gaps in the corridors.

To synthesize this final round of feedback, new locations for solutions were added to address any remaining gaps and solutions were refined in response to the pros and cons identified by Town Hall 3 participants.



~200 participants



Other engagement activities

The planning team developed additional engagement activities for the public town halls and outreach events in the neighborhood that were designed to be broadly accessible and fun to complete.

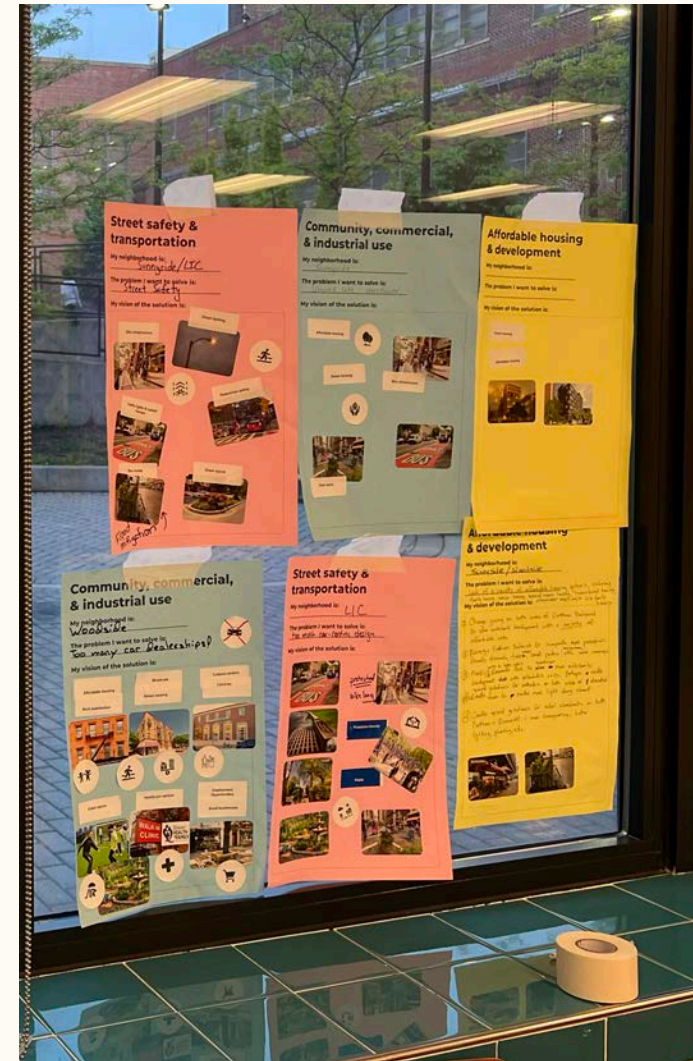
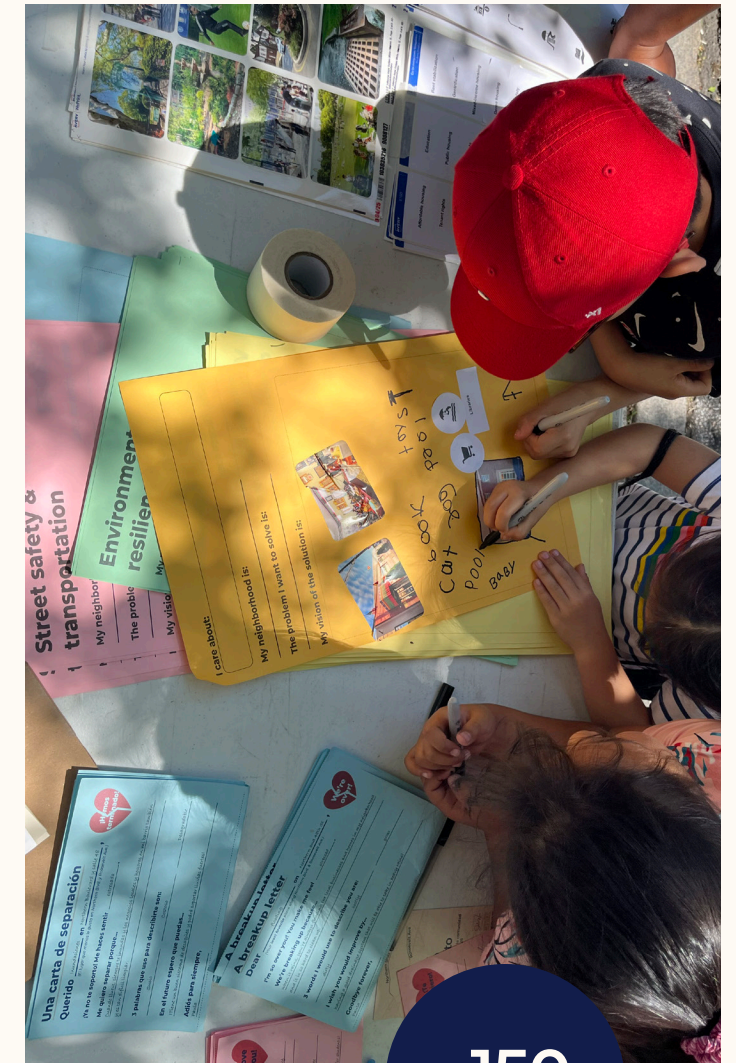
In a letter writing activity, participants wrote love letters and break up letters addressed to different spaces and services they liked or disliked in their neighborhoods. The letters were crafted as a series of fill-in-the blank questions to understand the top priorities residents cared about. Prompts like “you make me feel ___”, “I love you because ___” or “we’re breaking up because ___”, and “In the future I hope you can ___” were written to understand not only which locations residents had strong feelings about, but also what types of emotions they would elicit.

During synthesis, the love letters and break up letters were sorted by top priorities as well as positive and negative descriptors. Top priorities included an increase in traffic calming methods, more protected bike lanes, and more green space. The top emotions residents wanted to feel or see in their neighborhoods were clean, safe, welcoming, happy, and green.

Another engagement activity prompted participants to identify an issue area they wanted to address and their vision of potential solutions. Participants were asked to create a collage using a combination of writing, pre-printed stickers with pictures on them, icons, and words related to issue areas and values.

Synthesis of the collage activity involved totaling the number of priorities mentioned in the collages to determine the most popular priorities, taking into account the number of pictures, labels, and writing used to describe a vision of a solution. The most popular priorities from this activity were creating more green space, adding more bus routes and lanes, and creating more traffic calming methods.

Finally, the planning team created a portable mural of a blank streetscape that prompted participants with, “What makes a street corridor vibrant? Draw or trace something onto a blank streetscape canvas (e.g. greenery, people, infrastructure).” The mural was brought to all three public town halls so that participants could build on each other’s contributions over time.



~150 participants