SEWARD PARK URBAN RENEWAL AREA

Report back from the public workshops

November 16, 2010
University Settlement
Venues / sponsors:
- St. Mary’s Church
- Seward Park Extension Community Center
- Grand Street Settlement

Conveners:
- GOLES (Good Old Lower East Side)
- JFREJ (Jews for Racial & Economic Justice)
- Two Bridges Neighborhood Council
SPURA development exercise at the public sessions:

- Project financing
- Economic values assigned to land use types
- Group exercise
Housing categories - CB3 SPURA committee:

- 100% affordable
- 100% market rate
- 80/20
- 50/30/20
- Senior
Housing categories – public sessions:

- Extremely low income: Less than $23,000
- Very low income: $23,000 - $47,000
- Low income: $47,000 - $62,000
- Moderate income: $62,000 - $102,000
- Middle income: $102,000 - $129,000
- Market rate: $129,000 and up
- Senior: Age 62 and up
The Results...
General Land Use Categories

19 scenarios

Scenarios from the public sessions

Number of tiles by general land use category

- Housing
- Retail
- Office & Hotel
- Community Space
- Parking

0  5  10  15  20  25  30  35  40
General Land Use Categories

Combined scenarios

- Housing: 40%
- Retail: 25%
- Community Space: 18%
- Office and Hotel: 11%
- Parking: 6%
General Land Use Categories

Combined scenarios

<table>
<thead>
<tr>
<th>General land use category</th>
<th>Number of land use tiles</th>
</tr>
</thead>
<tbody>
<tr>
<td>Parking</td>
<td>34</td>
</tr>
<tr>
<td>Office and Hotel</td>
<td>65</td>
</tr>
<tr>
<td>Community Space</td>
<td>103</td>
</tr>
<tr>
<td>Commercial</td>
<td>144</td>
</tr>
<tr>
<td>Housing</td>
<td>231</td>
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</tbody>
</table>
Land Use Detail

Combined scenarios

Number of land use tiles

All land use categories
Housing sub-categories
19 scenarios

Scenarios from the public sessions

Number of tiles per housing sub-category

- Senior
- Extremely Low Income
- Very Low Income
- Low Income
- Moderate Income
- Middle Income
- Market Rate
Housing sub-categories
Combined scenarios

- Senior: 26%
- Extremely Low Income: 20%
- Moderate Income: 20%
- Very Low Income: 13%
- Low Income: 7%
- Middle Income: 7%
- Market Rate: 7%
Other feedback…

- Locally owned stores
- Movie theater
- Living wage jobs for local residents
- Bike parking
- After-school programs
- Existing community institutions in need of space
Findings from public workshops:

• **Housing** -- average amount of site allocated for housing = 44%

• **Affordable housing** – strong support

• **Senior housing** – unanimous support

• **Market-rate housing** – included in 53% of the scenarios

• **Retail** – strong support, especially for smaller stores

• **Self-financing presumption** – 12 of the 19 scenarios require additional subsidy
  
  Average program cost = -7.2
  Median program cost = -7
Concluding thoughts:

1) Broad support for mixed-income housing, with emphasis on housing that is deeply affordable to the existing community

2) Strong support for mixed-use development

3) Need for neighborhood-serving, small-scale retail, with some interest in larger stores

4) Range of “community uses”
<table>
<thead>
<tr>
<th>LAND USE CATEGORY</th>
<th>LAND USE TYPE</th>
<th>ECONOMIC VALUE</th>
<th>NOTES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Housing</td>
<td>Market Rate</td>
<td>4</td>
<td>$129,000 and higher</td>
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<tr>
<td>Housing</td>
<td>Middle Income</td>
<td>3</td>
<td>$102,000 - $129,000</td>
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<tr>
<td>Housing</td>
<td>Moderate Income</td>
<td>1</td>
<td>$62,000 - $102,000</td>
</tr>
<tr>
<td>Housing</td>
<td>Low Income</td>
<td>-2</td>
<td>$47,000 - $62,000</td>
</tr>
<tr>
<td>Housing</td>
<td>Very Low Income</td>
<td>-4</td>
<td>$23,000 - $47,000</td>
</tr>
<tr>
<td>Housing</td>
<td>Extremely Low Income</td>
<td>-6</td>
<td>Less than $23,000</td>
</tr>
<tr>
<td>Housing</td>
<td>Senior</td>
<td>-4</td>
<td></td>
</tr>
<tr>
<td>Retail / stores</td>
<td>Smaller stores</td>
<td>6</td>
<td>Serving immediate neighborhood, such as hardware stores and diners</td>
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<tr>
<td>Retail / stores</td>
<td>Larger stores</td>
<td>3</td>
<td>Serving immediate neighborhood and a bit beyond, such as clothing and furniture stores</td>
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<tr>
<td>Retail / stores</td>
<td>Public Market</td>
<td>1</td>
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<tr>
<td>Other commercial</td>
<td>Offices</td>
<td>1</td>
<td>Office buildings for private companies</td>
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<tr>
<td>Other commercial</td>
<td>Hotel</td>
<td>4</td>
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<tr>
<td>Community use</td>
<td>School</td>
<td>0</td>
<td>Spaces for organizations that serve the community, including social service and arts organizations</td>
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<tr>
<td>Community use</td>
<td>Indoor community space</td>
<td>-2</td>
<td></td>
</tr>
<tr>
<td>Community use</td>
<td>Open Space</td>
<td>-3</td>
<td>Parks and plazas for active and passive recreation</td>
</tr>
<tr>
<td>Parking</td>
<td>Parking</td>
<td>-2</td>
<td></td>
</tr>
</tbody>
</table>