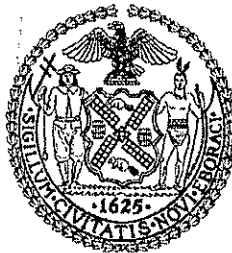


**BENJAMIN J. KALLOS**  
COUNCIL MEMBER, 5<sup>TH</sup> DISTRICT

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**THE COUNCIL OF THE  
CITY OF NEW YORK**

**CHAIR**  
Planning, Dispositions,  
& Concessions

**COMMITTEES**  
Civil Rights  
Education  
Governmental Operations  
Higher Education  
Land Use  
Oversight & Investigations  
Women's Issues

**Statement from Council Member Ben Kallos  
Land Use Committee – Zoning Subcommittee  
Wednesday, February 7, 2018  
Re: LU 0006-2018 Application No. C 17  
Advantage Testing**

Thank you to Chair Moya for holding this hearing and to the representatives of the applicant for coming to testify today. Over the past year, I have had the pleasure of conducting a series of conversations with Advantage Testing, led by Founder and President Arun Alagappan and Church of the Holy Trinity, led by its rector, Rev. John Beddingfield.

Advantage Testing, a for-profit test prep and tutoring school is seeking a special permit under section 74-711 of the Zoning Resolution to operate in an R8B district where under the status quo only a non-profit educational use would be permitted. In exchange, the school will provide significant funding to rehabilitate the neighboring Church of the Holy Trinity, which has suffered severe flood damage and is at risk of further damage.

The Church is a well-established center of our community, open always to the community as a whole. If you have been to a Community Board 8 meeting or similar function on the Upper East Side, you have probably seen the beautiful inside of the Church of the Holy Trinity, which the Landmarks Preservation Commission granted landmark status in 1967, calling it "an outstanding example of the French Gothic spirit adapted to a late Nineteenth Century brick and terra-cotta religious structure." I am confident that Advantage Testing is providing meaningful, substantial support for the Church to maintain this status, which will be appreciated by its parishioners and all New Yorkers who visit the landmark.

Beyond its preservation commitments, Advantage Testing, which already provides scholarships to students in need, has made a series of commitments to me, outlined in a letter that has been submitted for the record, to open its top-of-the line test prep and training to local community members who may not be able to afford their services, both through events held at the church and through an ongoing partnership with the nearby Stanley Isaacs Neighborhood Association.

Because of its commitment to preserving the beloved Church of the Holy Trinity and to creating an educational space that is open to the whole community, I support the application in front of us today.

**Testimony of Leila Bozorg, Deputy Commissioner  
Office of Neighborhood Strategies  
NYC Department of Housing Preservation and Development (HPD)  
New York City Council Subcommittee on Zoning and Franchises  
Hearing on the Jerome Avenue Neighborhood Plan  
February 7, 2018**

Good afternoon Chair Salamanca and Chair Moya, and members of the New York City Council. Thank you for having me here today. My name is Leila Bozorg, and I am the Deputy Commissioner of Office of Neighborhood Strategies at HPD. I'm here to give you an overview of the work that my team has been doing to support the Administration's efforts in the Jerome Avenue corridor.

Recently, the City released an update to the Housing New York Plan, called 2.0, that lays out our strategy to build and preserve 300,000 affordable homes – up from 200,000 – by 2026. It also includes new programs and initiatives in response to lessons learned over the past four years. A lot of our work in Jerome has informed these new strategies, which I'll talk a little bit about as well. Citywide, since 2014, we have already created or preserved more than 87,500 affordable homes. About 80% of all these homes are affordable to low-income families, and over a third a third those making less than \$43,000.

Over the past several years, HPD has been closely involved in the Jerome neighborhood planning process, and similar to what some of you may have seen for East New York and East Harlem, we developed and are continuing to refine a housing strategy for the area. As you may know, the Jerome area has one of the highest concentrations of rent-regulated housing in the city: 65% of all apartments here are regulated by a government agency, compared to just one-third of homes across the city. This is due in part to the large role HPD has played in the area. In a little over a decade, we have financed the construction or preservation of more than 16,000 affordable homes in Community Districts 4 and 5. And on top of these investments, HPD and NYCHA support about 13,500 families each year with rental subsidy vouchers.

However, as our city and our neighborhoods grow, rents are increasing everywhere. Between 2002 and 2014, rents in the Jerome area increased at a similar rate to what we are seeing in the rest of the city. But the area remains predominantly low income, and as a result, and despite the intense level of resources the City has provided to stabilize buildings and pay rental subsidies, about two-thirds of all households are still paying a disproportionate share of their income towards rent.

To respond to these needs, as well as the housing issues raised through conversations with the community, we created the housing section of the Jerome Draft Neighborhood Plan. First and foremost, as always, we want to preserve what's already here and keep people in their homes. But we also need to ensure we are pursuing opportunities for the creation of new affordable housing— in order to keep pace with our growing population. Lastly, we are continuing to make improvements to the way we do business to ensure residents are better able to access and benefit from our investments.

While a large proportion of the homes in the Jerome area are already regulated, we continue to offer loans to property owners to make repairs and improvements to their buildings, in exchange for maintaining affordability for existing residents. Under Housing New York, we've already financed the preservation of 5,500 affordable apartments in this area—97% of which serve extremely low to low-income households. This represents about \$870 million in public and





Department of  
Housing Preservation  
& Development

private investments. One in 10 apartments we preserve across the city are actually located in these two community districts, and we have more in our pipeline.

One new program we announced as part of the Housing Plan update that is relevant for Jerome is called Neighborhood Pillars, which will provide dedicated resources for neighborhood-based organizations to acquire and rehabilitate existing rent stabilized buildings.

We are also piloting new tactics to reach building owners who have not traditionally worked with the City or are unfamiliar with the help we can provide. For example, we've contacted over 1,800 owners in the area through direct mailers and phone calls, including those with potentially expiring affordability restrictions. More recently, in November, we hosted a clinic at the Apple Bank branch on 170<sup>th</sup> Street to provide one-on-one assistance to owners; we had representatives from HPD's finance and code enforcement teams, as well as DOB, DEP, and DOF, on hand to help troubleshoot and introduce our loan products. We will continue working with local elected officials and community groups to do more outreach like this into the future.

We also recently launched a program called Landlord Ambassadors in this part of the Bronx, where we've funded the Northwest Bronx Community and Clergy Coalition to do outreach and provide more hands-on technical assistance to owners who could benefit from our programs.

Finally, we are supporting homeowners who could benefit from assistance. We've co-hosted two homeowner resource fairs in the area in collaboration with elected officials, which attracted about 275 people altogether. We also work closely with the Center for New York City Neighborhoods to provide foreclosure counseling and other important services. As part of the Housing Plan update, we are also revamping our small home loan programs so that low- and moderate-income homeowners can access funds to make home repairs.

HPD continues to improve housing quality through enforcement of the housing maintenance code. Since 2014, we've increased the number of inspections in the Jerome area by 11%, and the number of violations we've issued by 25%. Last year, HPD inspections in Community Districts 4 and 5 accounted for more than 10% of all our inspections citywide. We also spent more than \$2 million between fiscal years 2014 and 2017 to go in ourselves and make emergency repairs that were endangering the health and safety of residents.

Jerome is one of three neighborhoods we have prioritized for the proactive surveying of distressed properties. Using data and referrals from community groups like CASA, our team has surveyed 421 buildings. As a result, many have been flagged for follow-up actions, including 15 that went to Litigation and 6 that were added to the Alternative Enforcement Program.

Lastly, this summer, we launched a new Zombie Homes initiative at HPD. Our team has been conducting surveys of abandoned one- to four-family homes across the city, and has prioritized buildings in the Jerome area. We are taking further action to ensure mortgage holders are properly maintaining buildings, and we refer potentially hazardous conditions to relevant agencies for inspection.

The City has also launched a number of important programs to protect tenants from harassment and deregulation. The City, through HRA, is providing free legal representation to tenants facing harassment or eviction in Housing Court. In 2013, only 1 in 100 tenants had lawyers across the city, while as of April 2016, 1 in 4 tenants was represented. During this period, evictions by City marshals dropped by 24%. The City is investing \$9.6 million in the Jerome area for anti-displacement legal services to serve approximately 4,000 households annually, and funding is fully secured through FY 2021.

The Tenant Support Unit is also canvassing the area, going door-to-door in rent stabilized buildings to inform residents of their rights, connecting to legal services or benefits such as rent freeze, and reporting cases of disrepair or harassment. Since November 2015, the Unit has knocked on over 32,600 doors and assisted more than 6,000 tenants to resolve their cases. We also continue to work with the Tenant Harassment Prevention Task Force, which is investigating and bringing enforcement actions – including criminal charges – against the worst landlords who are found to be harassing tenants.

We continue to educate tenants on their rights and resources through hosting tenant resource fairs in the neighborhood, and contracting with community-based organizations to conduct organizing and provide tenant services.

Lastly, in response to growing interest here in Jerome and across the city, we are implementing the Certification of No Harassment Pilot Program in designated neighborhoods, including Community Districts 4 and 5.

Shifting gears now to new construction. The City's proposed land use changes along the Jerome Avenue corridor could, over time, result in the creation of over 4,000 new apartments, and I'd like to speak a little bit about the resources we are providing to ensure new development is responsive to community needs and concerns. First, through the application of the new Mandatory Inclusionary Housing program, any new development along the corridor would be required by law to set aside at least 20% to 30% of all apartments as permanently affordable. Because the market in this area does not support large-scale development without gap financing from HPD, we expect that developers will continue coming to us for subsidy – we've already financed the construction of over 1,700 affordable apartments in these districts over the past few years, and we expect this trend to continue. So when developers do come to us, they will have to meet our program requirements, which far exceed those of the MIH program.

This past summer, in response to many concerns we heard in this and other communities, we updated our financing programs to require even more apartments for those earning extremely and very low incomes, as well as formerly homeless families. Since 2014, about one-third of all new apartments we have financed in the Jerome area are serving families making less than \$26,000 (or 30% of AMI for a family of three). We are also now requiring that any project in an MIH area that receives HPD subsidy must set aside an additional 15% of apartments as permanently affordable, on top of MIH requirements.

As part of Housing New York 2.0, we are also launching a program to finance the construction of affordable co-ops and condos marketed towards first-time homebuyers – which is something we heard people asking for over the course of this project.

We are also currently working with Council Members Gibson and Cabrera on an outreach effort to convene property owners along the corridor and help them understand the zoning changes and the City's resources to support mixed-use affordable housing development.

And as always, we are continuing to identify opportunities to develop affordable housing on publicly-owned land. So far, we are moving forward to develop about 80 affordable homes on small sites scattered throughout the district, including at a site adjacent to Corporal Fischer Park. We continue to evaluate the feasibility of other public sites in the neighborhood for affordable housing.

In community meetings in the Jerome area, we have heard time and again that in addition to creating new affordable housing, the City needs to make sure that residents in need can access that housing. We know that the lottery process can be time-consuming and sometimes difficult to navigate, and we continue to take steps to help residents become better prepared to submit complete and accurate applications.

Our New Housing Ambassadors program trains local community groups to help residents submit applications for the lottery. UNHP [University Neighborhood Housing Program] and Nos Quedamos are our partners in this area. We also have a new step-by-step video and print guides to help with the lottery process. Finally, we are working to remove barriers to qualifying for affordable housing. For example, we recently updated the rules that developers have to follow when interviewing prospective tenants. The new criteria do not allow for tenants to be rejected based on credit score alone or because they were taken to Housing Court by a landlord.

Last but not least, we are committed to ensuring that our investments in affordable housing create jobs and strengthen small businesses. Through HireNYC, all developers are now required to post available construction jobs with the local Workforce 1 Center and interview qualified candidates. In our public site RFPs, we now require developers to create a targeted hiring outreach plan as part of the competitive review. Our new Build Up Program requires developers to spend at least a quarter of all HPD-supported costs on certified minority- and women-owned businesses (MWBES). There are currently five projects under construction in the Jerome area with a total of \$11 million that will be spent on M/WBE firms by construction completion. We will also encourage developers to make use of our retail design guidelines and SBS's Commercial District Needs Assessment to create vibrant local retail space that meets neighborhood needs. We will connect developers with the area's Neighborhood 360 grantees, WHEDco and Davidson Community Center, to help identify potential tenants for new commercial spaces.

Before concluding, I would like to thank the community for their relentless advocacy for the neighborhood. Many of these strategies, whether applied locally or city-wide, have come directly from our conversations and collaboration with community groups and elected officials here in Jerome. As always, we welcome your feedback on how we can do better. Thank you for the opportunity to speak in support of the Jerome Avenue Neighborhood Plan. I look forward to our continued collaboration, and I am happy now to take any questions.

# JEROME AVENUE NEIGHBORHOOD PLAN



# Jerome Avenue Neighborhood Plan





# Jerome Avenue Neighborhood Plan



NYC Parks

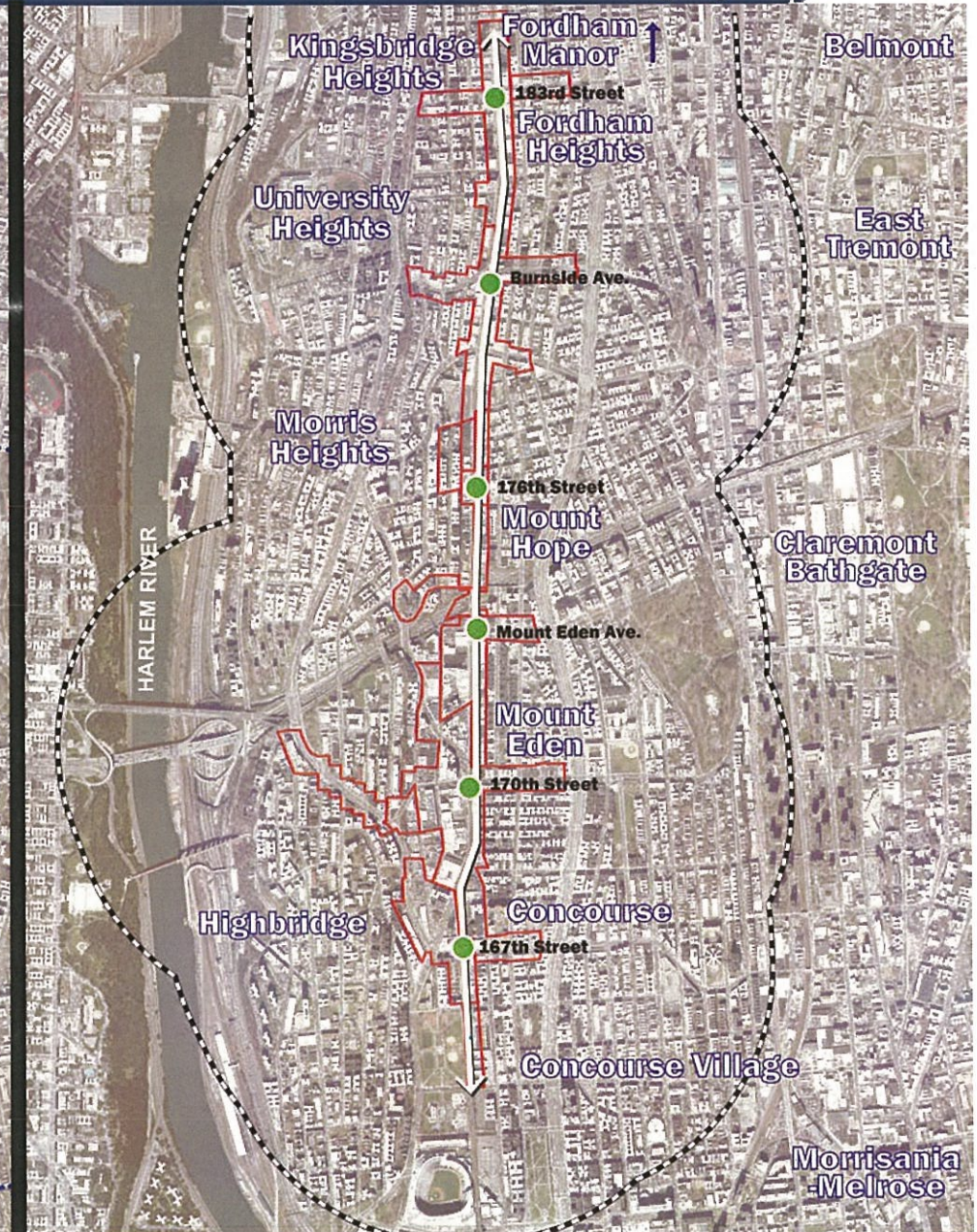
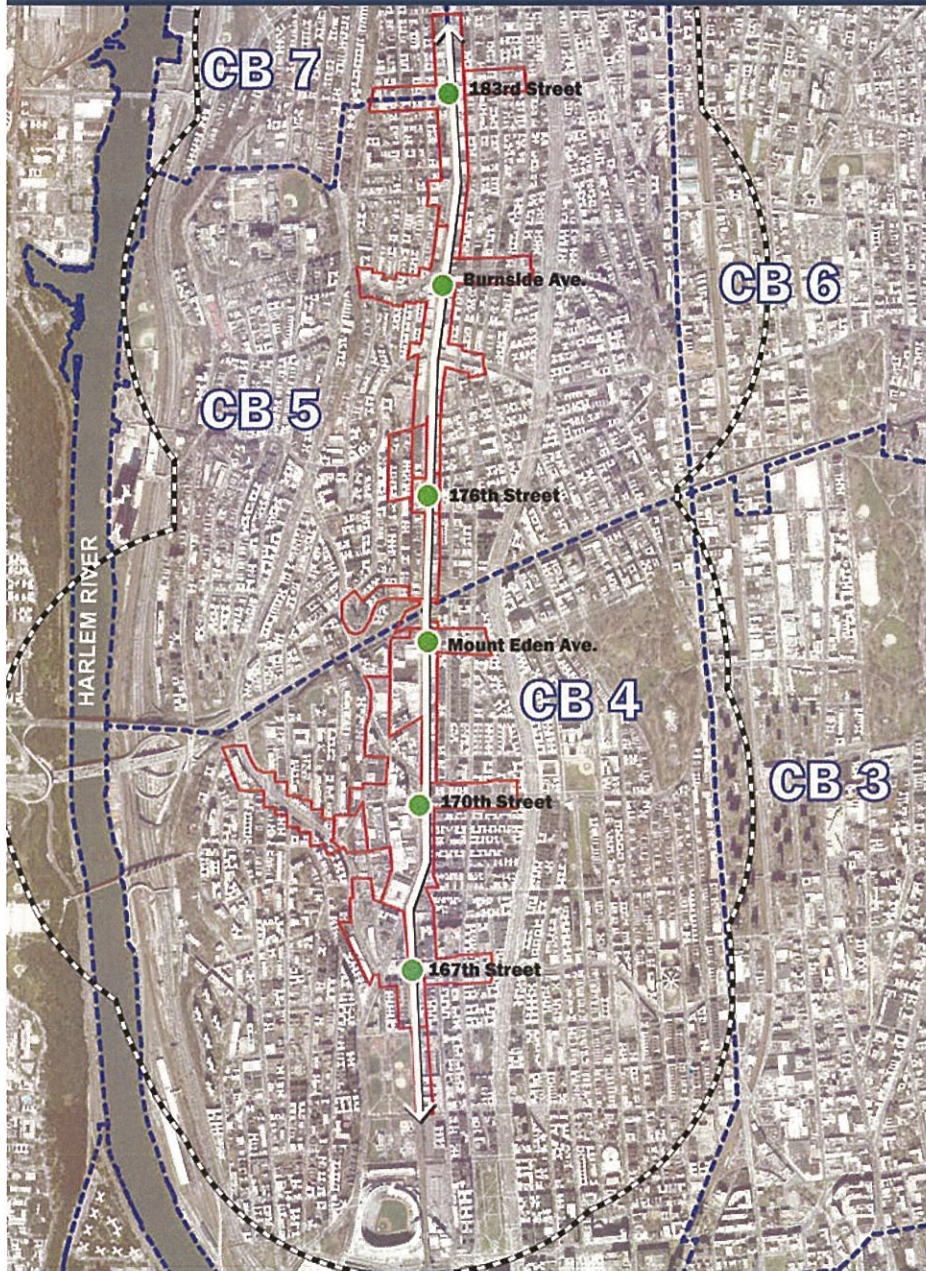


# Context Area



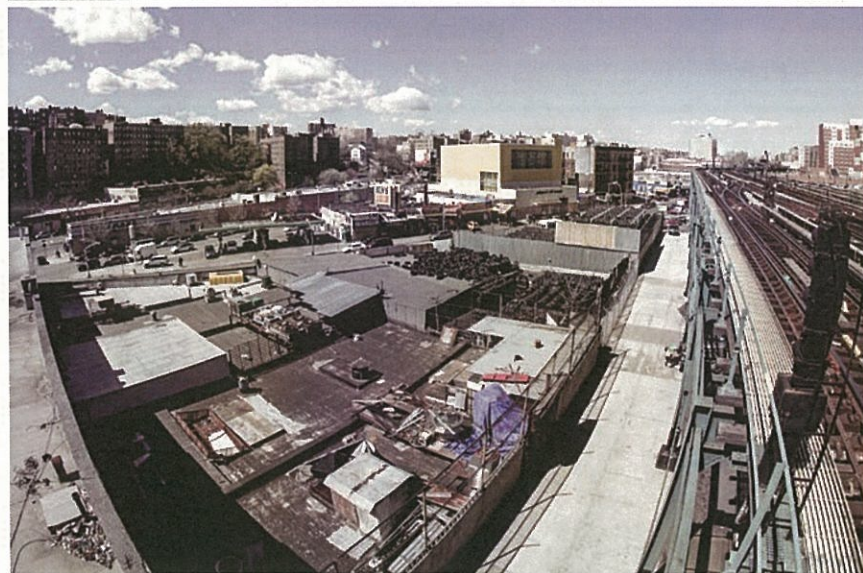


# Context Area





# Existing Conditions



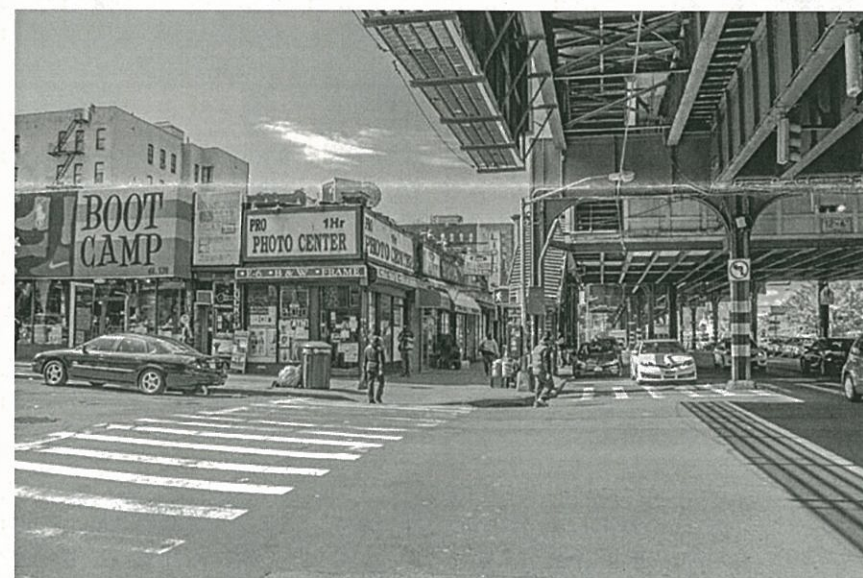


# Existing Conditions





# Existing Conditions





# Key Milestones

## CONTINUED OUTREACH & COLLABORATION

SEPTEMBER 2014

STUDY LAUNCH &  
WORKING GROUP

PUBLIC OUTREACH,  
WORKSHOPS, VISIONING

MARCH-JULY, 2015

NOVEMBER, 2015

RELEASE OF ZONING  
FRAMEWORK

BEGAN ENVIRONMENTAL  
REVIEW PROCESS

FALL, 2016

AUGUST, 2017

LAND USE APPLICATION  
CERTIFICATION





# Planning Process

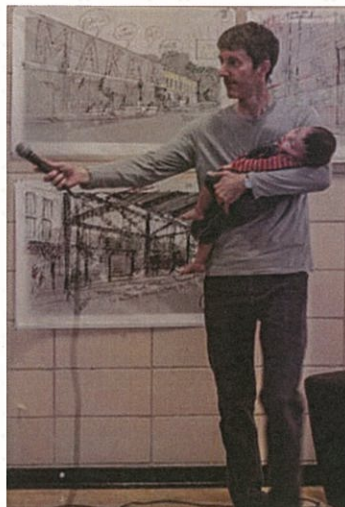
Listen +  
Learn

Vision +  
Plan

Implement



**Information Sharing • Goal Setting • Visioning Workshops • Charrettes • Open House**





# Jerome Avenue Draft Neighborhood Plan



Housing



Economic & Workforce  
Development



Parks, Open Space &  
Transportation



Community Resources



Land Use



**NYC.GOV/JEROME**



# Goals & Strategies

## STUDY GOALS

The Jerome Avenue Neighborhood Plan consists of five major chapters: Land Use & Zoning, Open Space & Access, Housing, Economic & Workforce Development, Community Resources, and a summary of the September 2017 Open House. All of these subject areas are, of course, highly interrelated. For instance, efforts to protect tenants and improve housing quality directly touch upon the health of residents in the area. Likewise, land use & zoning actions aimed at supporting thriving commercial corridors will have direct impacts on the economic health of the area. Below is an overview of some of the overarching goals identified by the community as important outcomes of the Jerome Avenue Neighborhood Study.

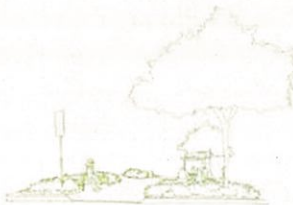
## LAND USE & ZONING

- 1 Map zoning districts conducive to fulfilling the vision of the Jerome Avenue Corridor as a **thriving commercial corridor with more residential uses and safe, active streets, and public spaces.**
- 2 **Focus distinct nodes of density** in appropriate locations (residential & commercial)
- 3 Leave **strategic areas zoned for current uses.**



## OPEN SPACE & ACCESS

- 1 Ensure every neighborhood has **green streetscapes, quality parks, and diverse recreation spaces.**
- 2 Promote a **safe, walkable Jerome Avenue underneath the elevated train.**
- 3 Ensure the **streets are safe and attractive for all users including pedestrians, bicyclists, transit users, and motorists.**



## HOUSING

- 1 Provide **sustainable, high-quality, and affordable housing** with a range of options for residents at **all income levels.**
- 2 **Protect tenants and improve housing quality.**



## ECONOMIC & WORKFORCE DEVELOPMENT

- 1 Create **greater retail diversity** to meet current and growing retail and service needs.
- 2 Help Jerome Avenue residents prepare for **jobs and career growth with appropriate training and skills development.**
- 3 **Promote small businesses and support entrepreneurship** throughout the corridor.
- 4 Support **auto-related businesses and workers.**



## COMMUNITY RESOURCES

- 1 Meet the **educational, health, and service needs of the community**, especially youth and seniors, today and in the future as the neighborhood develops.
- 2 Improve **quality of life and health** of the neighborhood.



# Public Review: Recommendations



## **Community Board 4**

- Approved with conditions



## **Community Board 5**

- Approved with conditions



## **Community Board 7**

- Approved with conditions



## **Bronx Borough Board**

- Approved



## **Bronx Borough President**

- Approved With Conditions



## **City Planning Commission**

- Approved



# Early Implementation

**Tenant Resources**  
Right to Counsel

Tenant Support Unit

Code Sweeps

Landlord Ambassador  
Housing Ambassadors

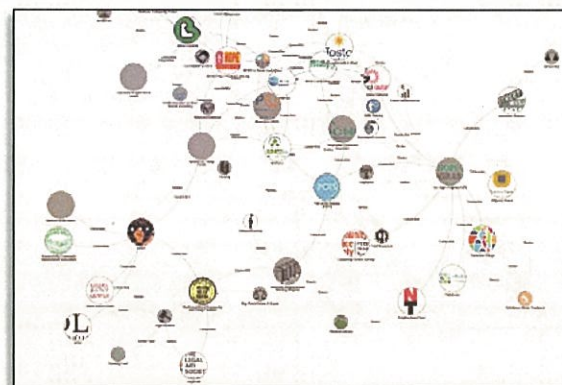
Certificate of No  
Harassment

**Housing Preservation**  
New Settlement Apartments

5,500 units preserved  
\$800 million+



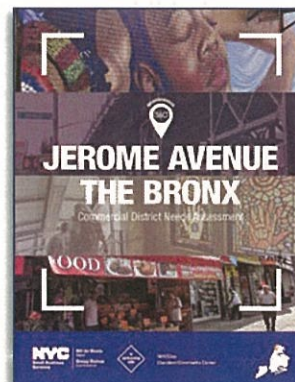
Pilot "Under the El"



**Jobs and Businesses**

JobsFirstNYC

Workforce  
Development Network



Commercial District  
Needs Assessment

Neighborhood 360  
Grants

Business Services  
Marketing Plan



**Parks and Open  
Space**

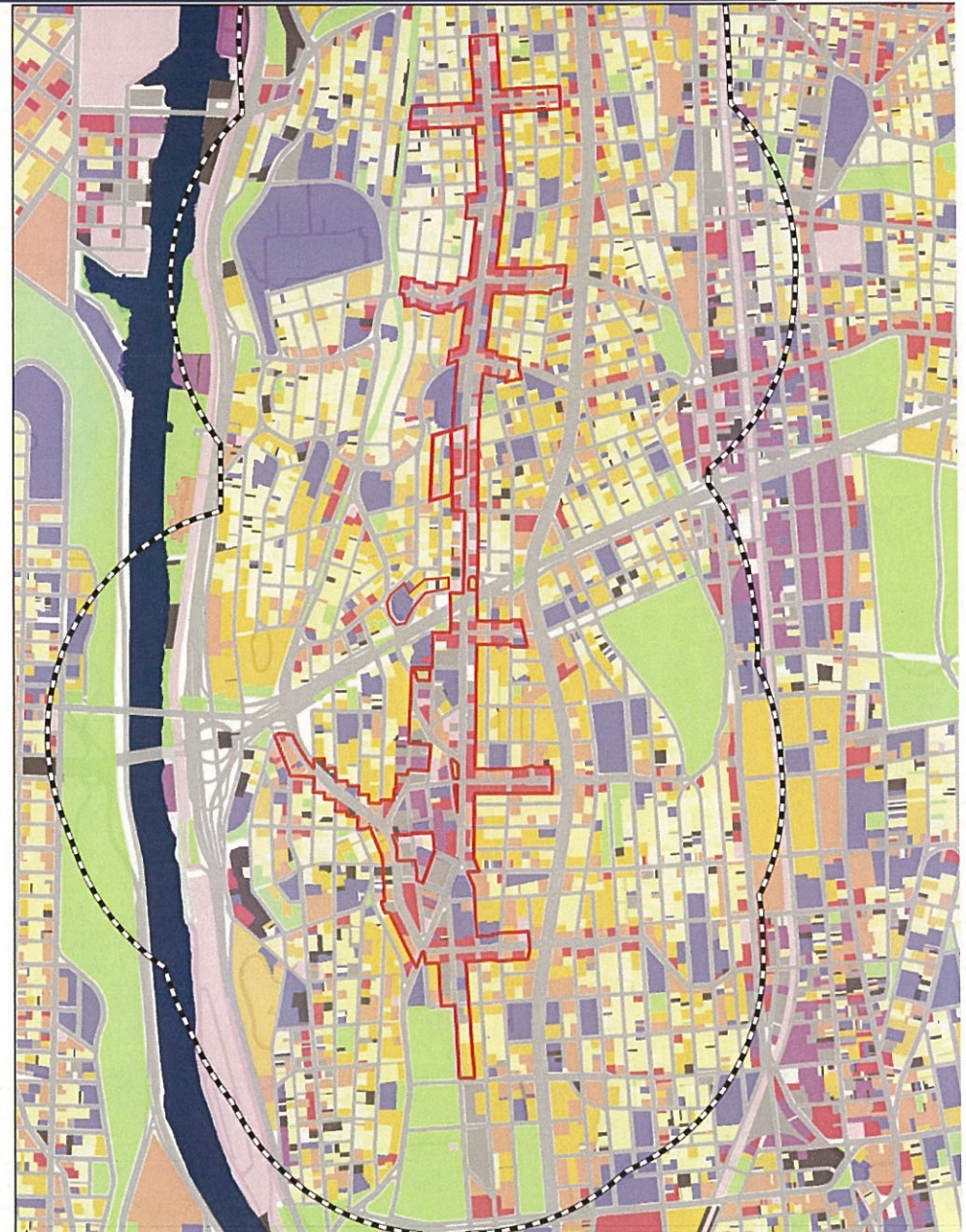
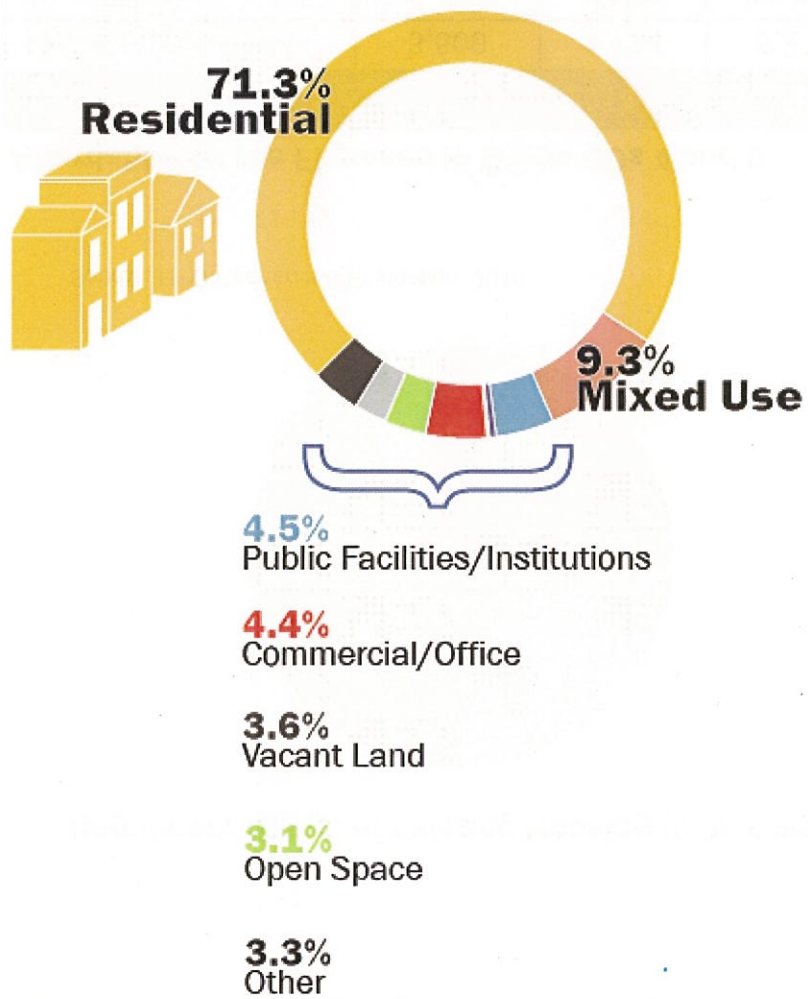
\$4 million to Morton  
Playground

\$4.6 million to Corporal  
Fischer

\$8 - \$10- million to  
Aqueduct Walk



# Context Area

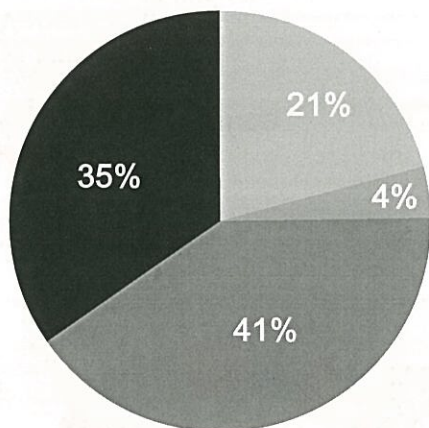




# Context Area



Regulatory Status of Existing Housing (CDs 4 and 5)

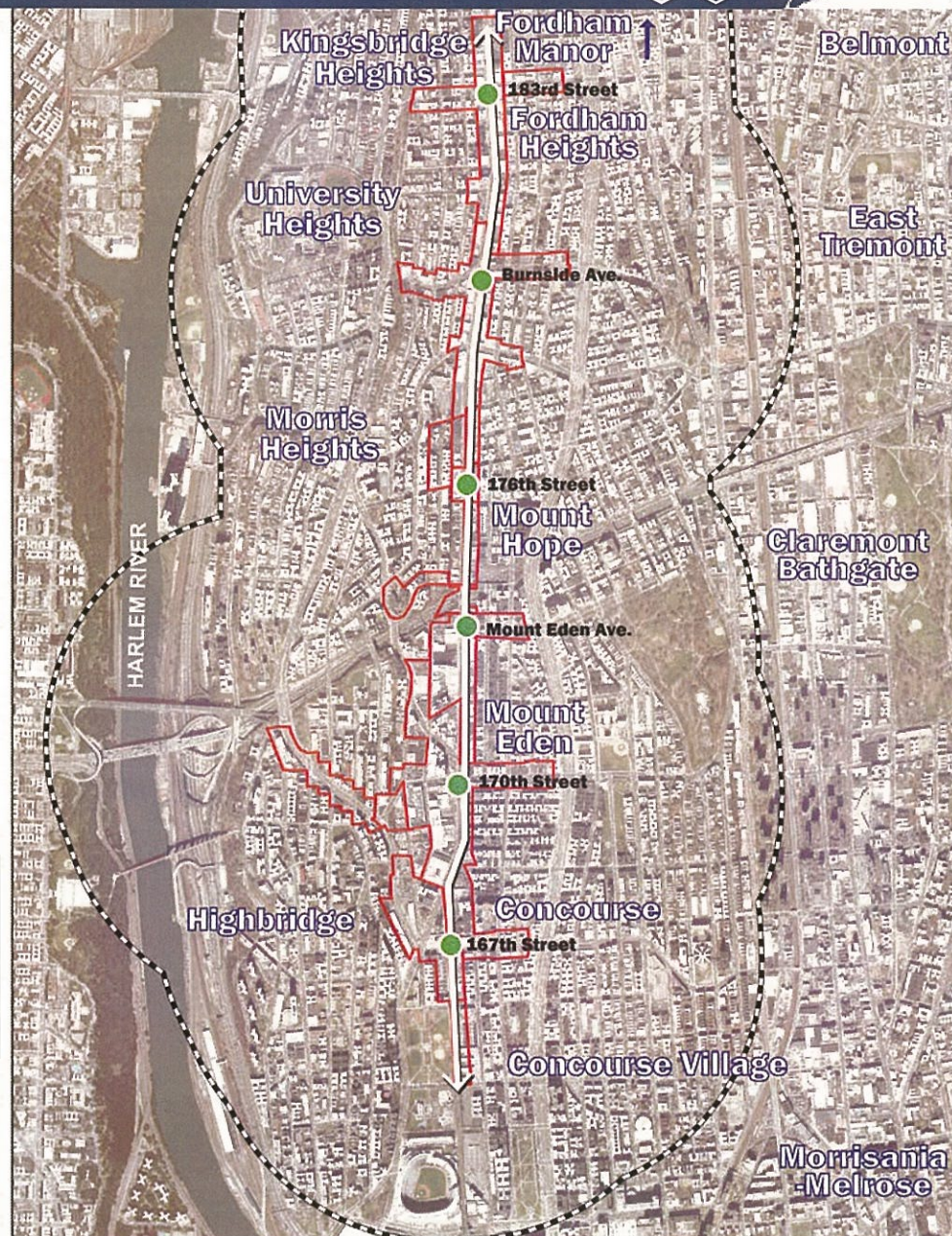


Source: HPD Research & Evaluation, 2016

Affordable Homes Financed in Bronx CDs 4 and 5

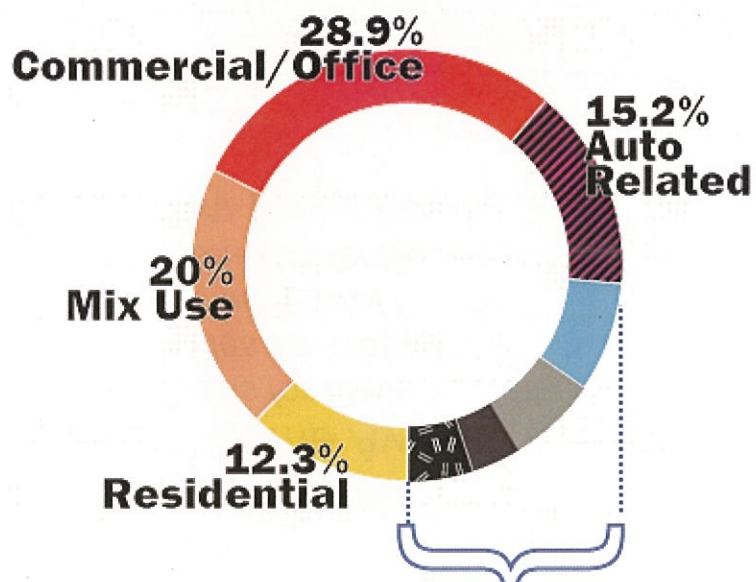
| Type               | 2003-13      | 2014-17      | Total         |
|--------------------|--------------|--------------|---------------|
| New Construction   | 3,500        | 1,734        | 5,234         |
| Preservation       | 5,922        | 5,509        | 11,431        |
| <b>Total Units</b> | <b>9,422</b> | <b>7,243</b> | <b>16,665</b> |

Source: HPD Performance Management and Analytics, Jan 2018





# Rezoning Area

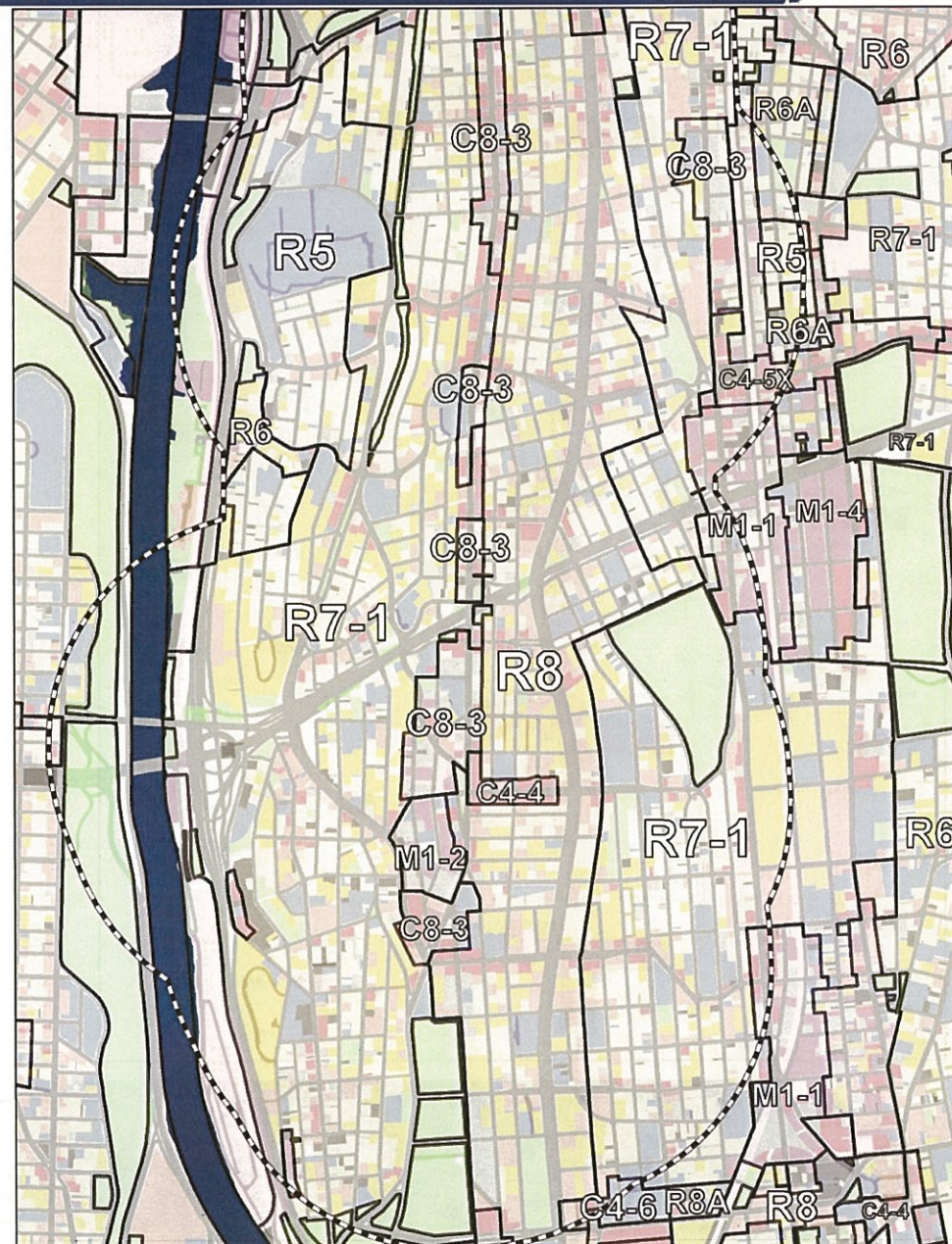


8.3%  
Public Facilities/Institutions

6.7%  
Parking

3.6%  
Vacant Land

5%  
Other





# Land Use Actions

## Zoning Map Amendment

- *Density at stations and the convergence of wide streets*
- *Increased Commercial FAR at Burnside/Tremont*
- *Contextualize existing residential districts*
- *Continuity along elevated rail*

## Zoning Text Amendment

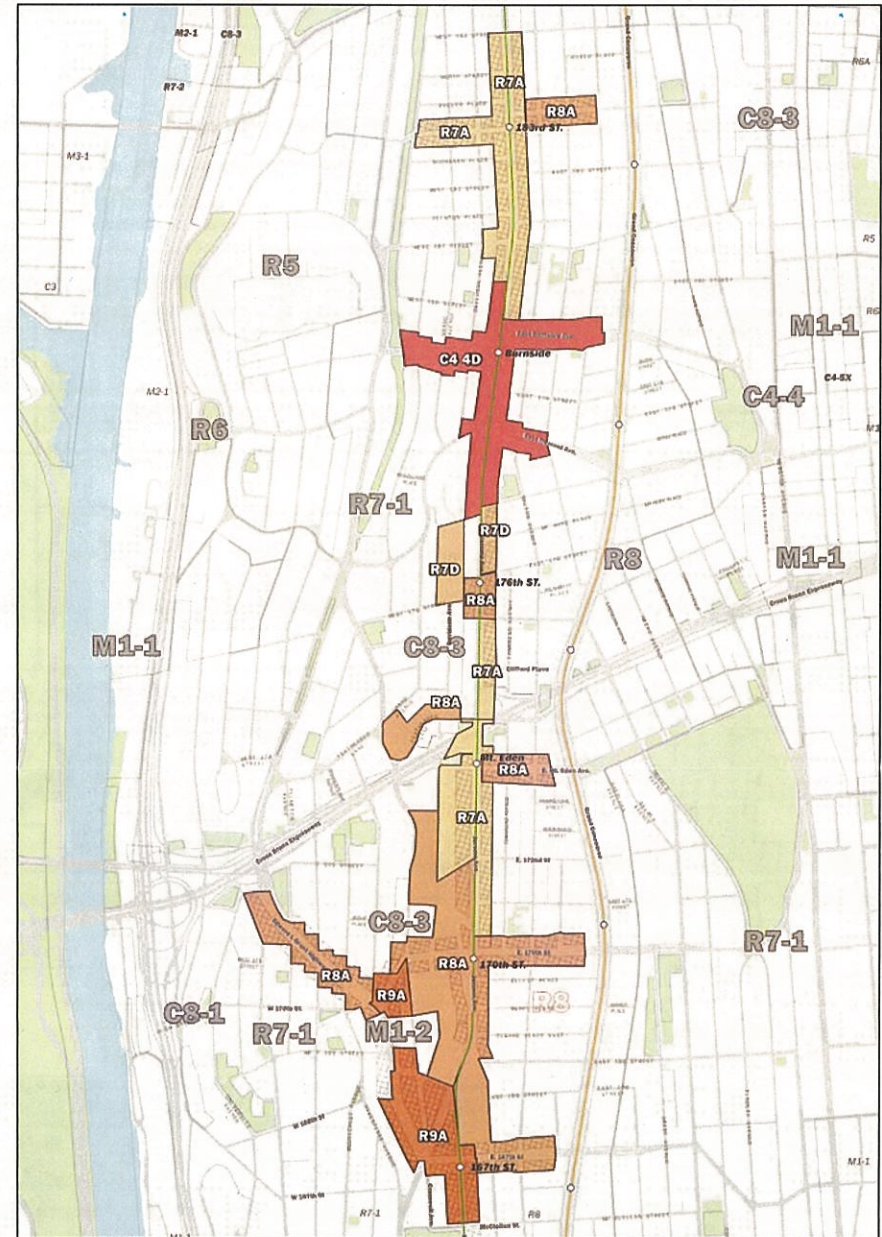
### *Special Jerome Avenue District*

- *Rules for Elevated Rail*
- *Rules for Irregular Lots*
- *Hotel Special Permit*
- *Non-Residential Ground Floors*

### *Mandatory Inclusionary Housing*

## City Map

*De-map Corporal Fischer Place*  
*Map entire parcel as Parkland*



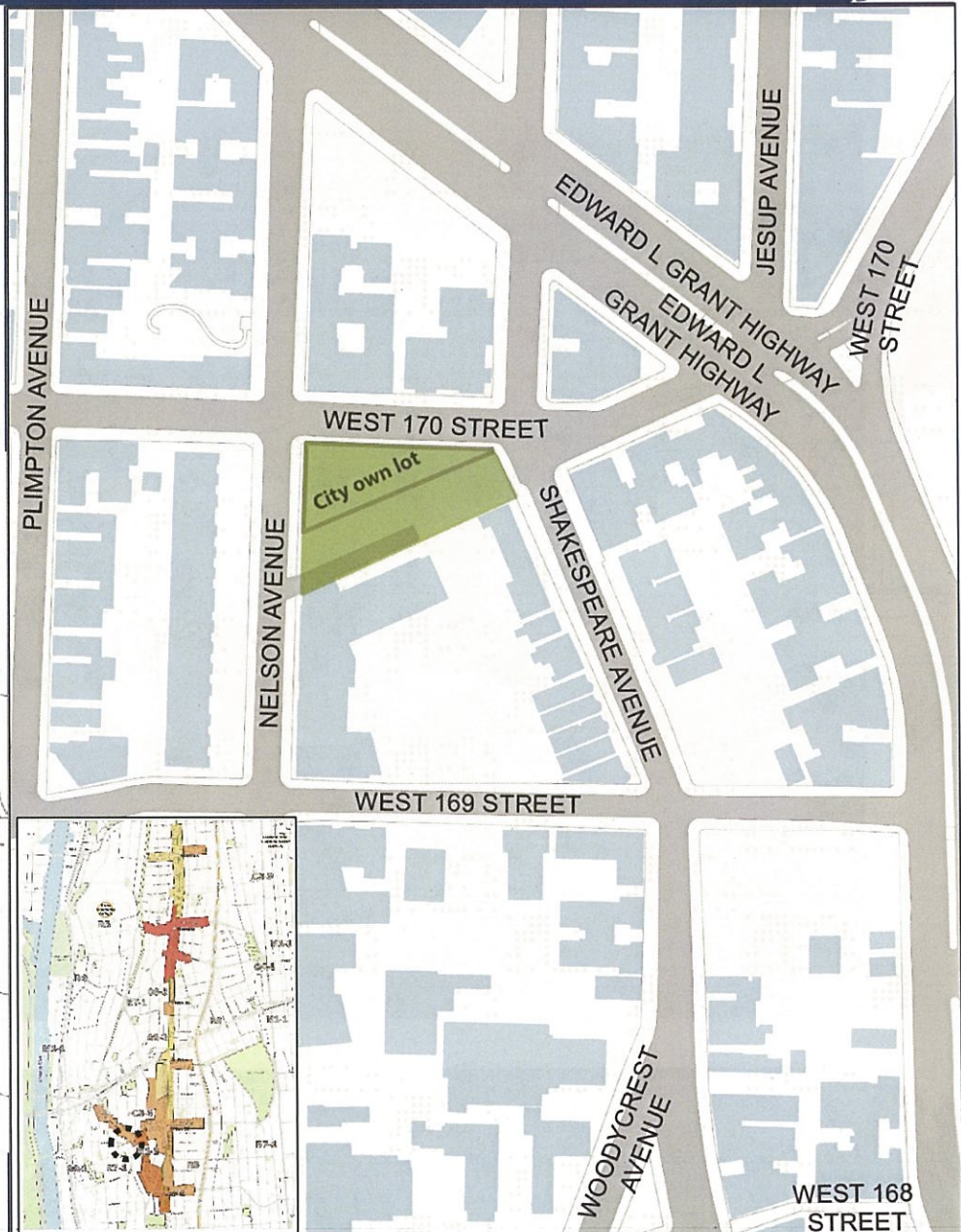


# City Map Change

## Proposed City Map Changes

To facilitate the development of Corporal Fischer Park, the Department of City Planning in collaboration with DPR and CDOT proposes the following changes to the City Map:

- De-map Corporal Fischer Place (street)
- Map Block 2520, Lot 19 as parkland.





# A Future Vision for Jerome Avenue





# A Future Vision for Jerome Avenue





# Jerome Avenue Neighborhood Plan



***NYC.GOV/JEROME***





New York City Council Hearing  
Jerome Ave Neighborhood Plan

February 7, 2018

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# Jerome Avenue Draft Housing Plan

**HNY**  
HOUSING NEW YORK



# Housing New York 2.0



The City of New York  
Mayor Bill de Blasio

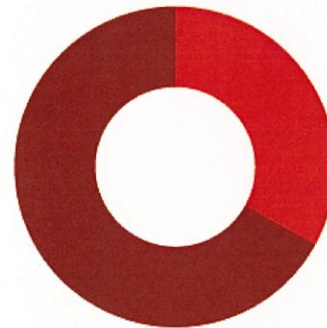
Alicia Glen  
Deputy Mayor for Housing and  
Economic Development

# Housing New York 2.0

## Housing New York Production

As of December 31, 2017

**Preservation**  
59,065 (67%)



**New Construction**  
28,492 (33%)

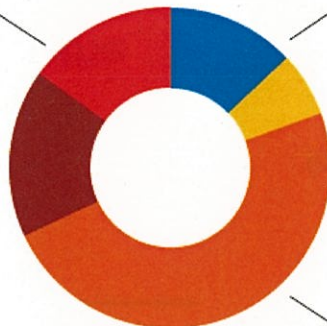
**Total**  
**87,557**

## Households Served

Incomes for a three-person household

**Extremely Low**  
<\$25,770 (15%)

**Very Low**  
\$25,771 - \$42,950  
(18%)



**Middle Income**  
\$103,081 - \$141,735  
(12%)

**Moderate Income**  
\$68,721 - \$103,080  
(6%)

**Low Income**  
\$42,951 - \$68,720  
(48%)

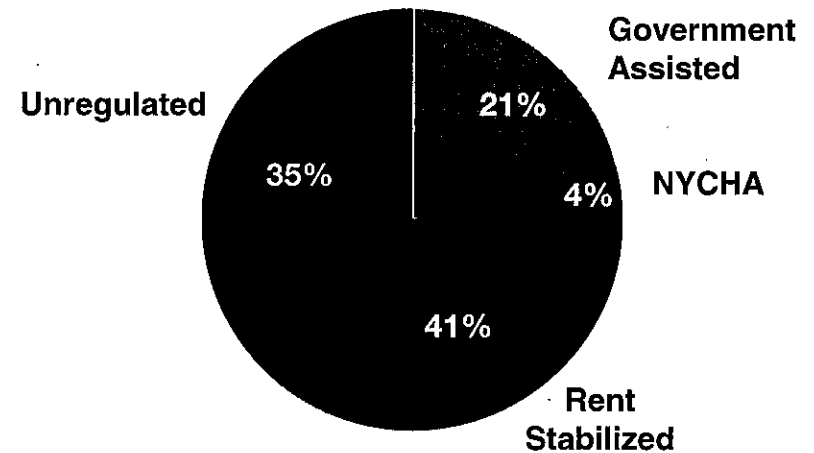
## Jerome Avenue Housing Snapshot

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### Housing Stock

- About two-thirds of all homes in the Jerome area are rent regulated
- Since 2003, HPD has financed the construction or preservation of over 16,000 affordable homes in CDs 4 and 5 and 5
- Approximately 13,500 families in CDs 4 and 5 benefit from Housing Choice Vouchers

Regulatory Status of Existing Housing (CDs 4 and 5)



Source: HPD Research & Evaluation, 2016

Affordable Homes Financed in Bronx CDs 4 and 5

| Type               | 2003-13      | 2014-17      | Total         |
|--------------------|--------------|--------------|---------------|
| New Construction   | 3,500        | 1,734        | 5,234         |
| Preservation       | 5,922        | 5,509        | 11,431        |
| <b>Total Units</b> | <b>9,422</b> | <b>7,243</b> | <b>16,665</b> |

Source: HPD Performance Management and Analytics, Jan 2018

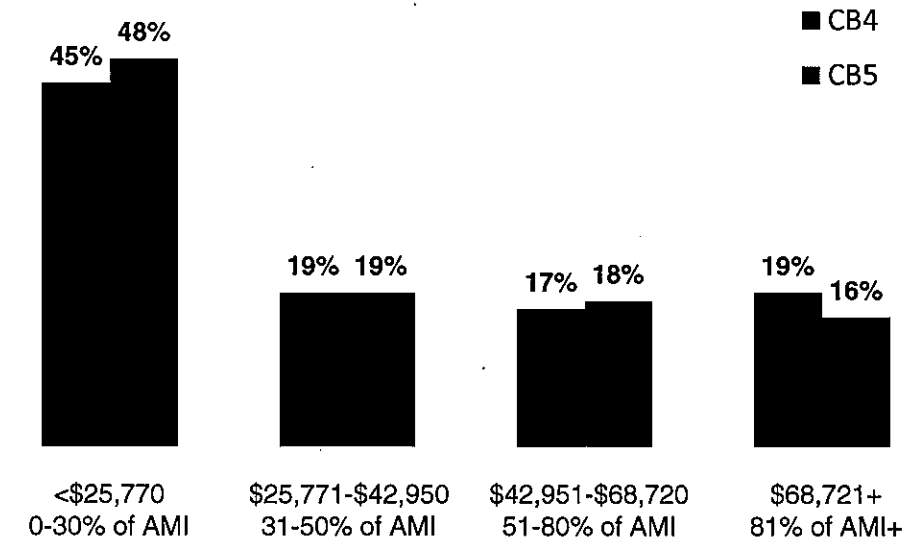
## Jerome Avenue Housing Snapshot

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### Incomes and Affordability

- Population growth is putting pressure on the housing supply
- Between 2002 and 2014, median rent increased by 18% in CD4 and 35% in CD5, compared to 24% citywide
- The current average asking rent for a 2BR apartment is ~\$1,700
- About two-thirds of all households are rent burdened

Distribution of Households by Income Group (CDs 4 and 5)



Source: ACS 2011-2015; Income limits are for a three-person household (HUD 2017)



## Jerome Avenue Housing Plan

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### 01 Preserve Existing Affordable Housing

- Finance and Safeguard Affordability
- Promote Safe and Healthy Housing
- Protect Tenants

### 02 Develop New Affordable Housing

### 03 Increase Access to Affordable Housing

### 04 Promote Economic Opportunity



East Clarke Place Court closed in March 2012 and includes 106 affordable homes for low-income families.

# 01 Preserve Existing Affordable Housing

---

## Finance and Safeguard Affordability

1. Keep existing homes affordable by continuing to offer loans and tax incentives
  - 5,500 affordable homes preserved under HNY in CDs 4 and 5
  - \$870 million in public/private investments
  - \*New\* Neighborhood Pillars Program
2. Proactively reach out to building owners
  - 1,800 buildings contacted
  - Property owner clinic at Apple Bank
3. Pilot a Landlord Ambassadors Program
  - 2017 Tax Lien Sale Outreach
  - Beginning neighborhood outreach in Feb 2018
4. Provide resources to homeowners
  - Two homeowner fairs with 275 attendees
  - New tools and resources



New Settlement Apartments, a 14-building project in Mount Eden, received HPD financing to rehabilitate 893 affordable homes and extend the regulatory term for another 60 years.

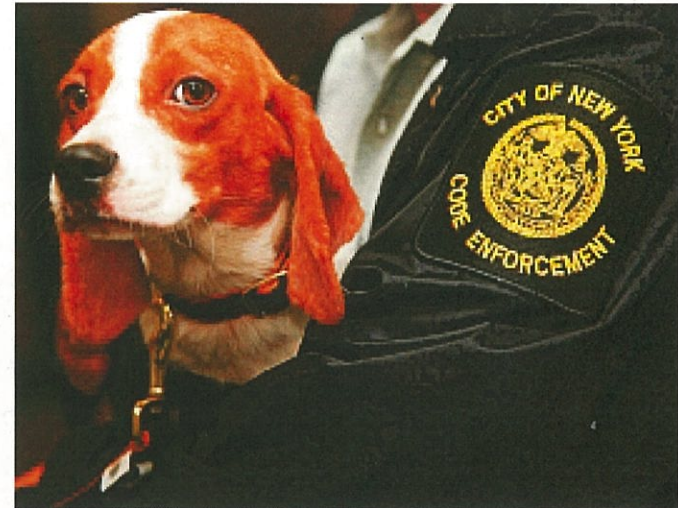


# 01 Preserve Existing Affordable Housing

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## Promote Safe and Healthy Housing

6. Continue to improve housing quality through enforcement of the Housing Maintenance Code
  - In CDs 4 and 5, increased inspections by 11% and violations by 25% since 2014
  - \$2.2 million in emergency repairs
7. Prioritize the surveying of distressed properties (“block sweeps”)
  - 421 buildings surveyed
  - Continue accepting referrals
6. Prioritize the surveying of zombie homes
  - 26 properties surveyed



One of HPD's bed-bug sniffing beagles on the Code Enforcement team.

| Jerome Block Sweeps (August 2016 – August 2017)            | # of Buildings (CDs 4 and 5) |
|--|------------------------------|
| Buildings surveyed   | 421                          |
| Referred to Proactive Enforcement Bureau (Code Inspection) | 34                           |
| Referred to Housing Litigation Division                    | 15                           |
| Monitoring by OENS Division of Neighborhood Preservation   | 76                           |
| Buildings added to the Alternative Enforcement Program     | 6                            |

# 01 Preserve Existing Affordable Housing

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## Protect Tenants

9. Continue to provide free legal representation to tenants
  - \$9.6 million annually through FY2021
  - TSU has knocked on 32,600 doors and assisted 6,000 tenants (cases resolved)
10. Continue the work of the Tenant Harassment Prevention Task Force
11. Educate tenants about their rights and resources to prevent displacement
12. Implement a Certification of No Harassment (CONH) Pilot Program



HPD Tenant Resource Fair



## 02 Develop New Affordable Housing

---

1. Implement Mandatory Inclusionary Housing (MIH)
2. Offer financing to incentivize development on private sites
  - New requirements for homeless and extremely low-income families
  - Additional 15% permanent affordability required when MIH is coupled with subsidy
  - New homeownership programs
3. Proactively engage property owners along Jerome Ave corridor
4. Support mission-driven groups interested in development
5. Advance development on publicly owned land



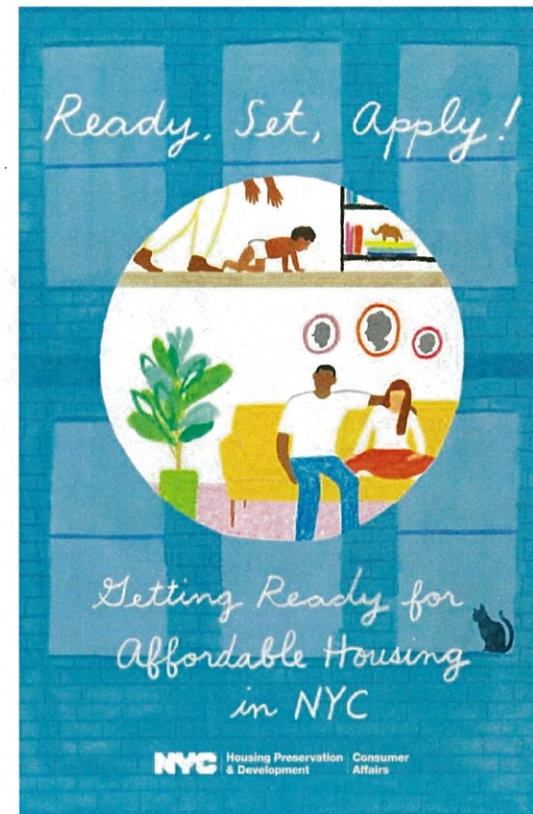
Creston-Burnside includes 114 affordable homes for extremely low- and low-income families, as well as new ground-floor retail and community space. This project closed in June 2015.



## 03 Increase Access to Affordable Housing

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1. Make it easier for residents to complete the application process
2. Better advertise open housing lotteries
3. Continue to refine marketing guidelines to reach those most in need





## 04 Promote Economic Opportunity

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1. Connect residents to jobs through HireNYC
2. Expand targeted hiring efforts
3. Expand opportunities for M/WBEs
4. Ensure a healthy and diverse retail environment



Graduates at the 2016 M/WBE Academy Graduation



## Jerome Avenue Appendix

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### Affordable Housing Financed in Bronx CDs 4 and 5 during HNY by AMI Groups (2014-2017)

| AMI groups                       | New Homes<br>Constructed | Homes<br>Preserved | Total<br>Homes | Percent of<br>Total |
|----------------------------------|--------------------------|--------------------|----------------|---------------------|
| < \$25,770 (0-30% AMI)           | 560                      | 1,116              | 1,676          | 23%                 |
| \$25,771-42,950 (31-50% AMI)     | 215                      | 1,420              | 1,635          | 23%                 |
| \$42,951-68,720 (51-80% AMI)     | 761                      | 2,825              | 3,586          | 50%                 |
| \$68,721-103,080 (81-120% AMI)   | 180                      | 76                 | 256            | 4%                  |
| \$103,081-141,735 (121-165% AMI) | 0                        | 17                 | 17             | 0%                  |
| Other (e.g., superintendents)    | 18                       | 55                 | 73             | 1%                  |
| <b>Grand Total</b>               | <b>1,734</b>             | <b>5,509</b>       | <b>7,243</b>   | <b>100%</b>         |

- 97% of homes preserved serve extremely low to low income tenants; 20% serve those earning less than 30% of AMI
- 88% of new homes constructed serve extremely low to low income tenants; 32% serve those earning less than 30% of AMI



# SEA PARK NORTH REZONING



AUFGANG  
ARCHITECTS

SCHEMATIC  
RENDERING

Z-100,00

06.20.17  
BLOCK 7011

101

2828 West 28<sup>th</sup> Street, Brooklyn, New York  
Block 7011, Lots 1, 11, 43-47, 49, 51-54, 95-97  
ULURP Application No. N170240 ZMQ  
ULURP Application No. N170241 ZRQ

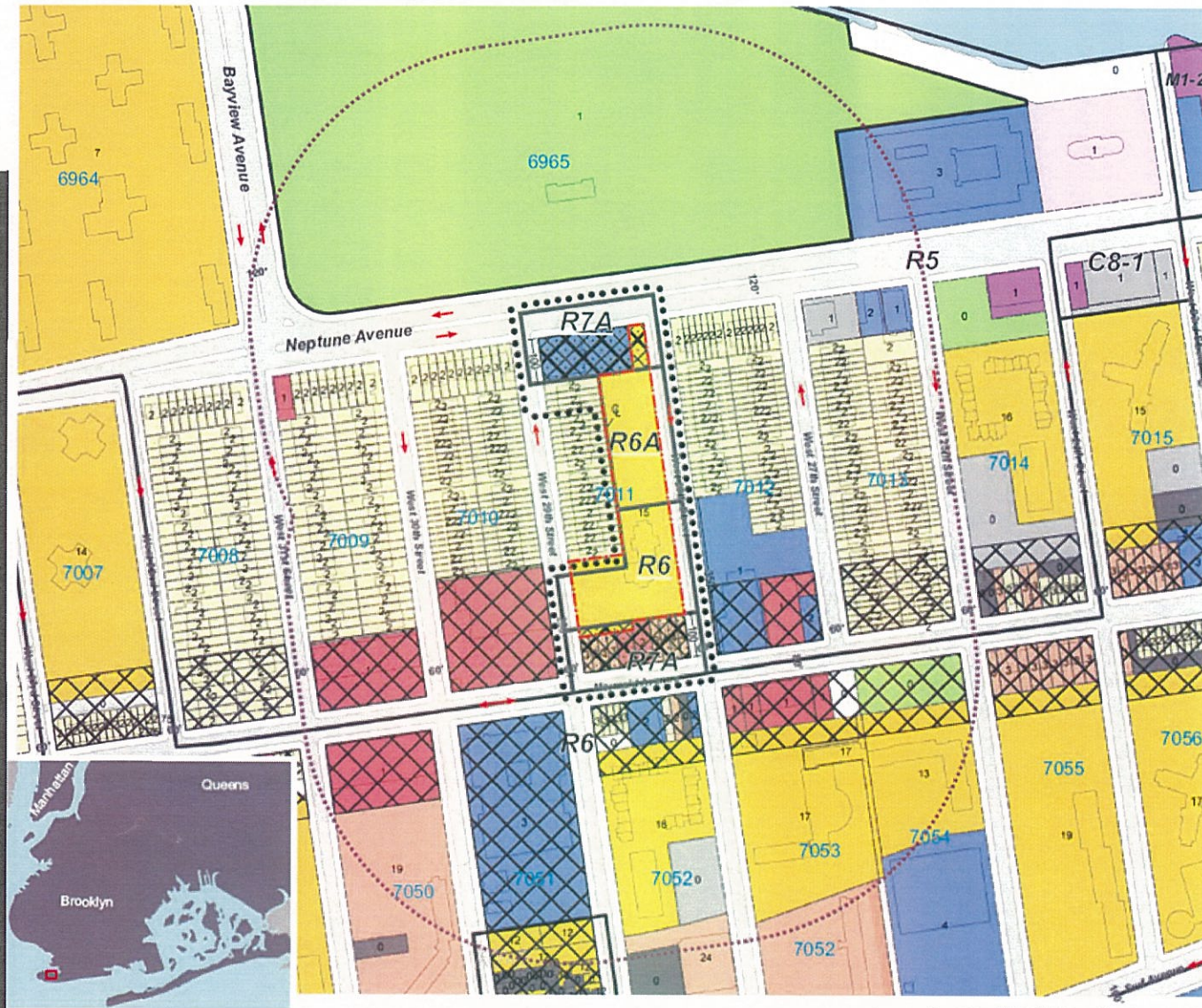


# PROPOSED ZONING APPLICATION

- Zoning Map Amendment (ULURP No. N170240 ZMQ)
  - Rezone to a portion of Block 7011 from an R5 and R5/C1-2 zoning districts to R5, R6, R6A and R7A/C2-4 zoning districts
- Zoning Text Amendment (ULURP No. N170241 ZRQ)
  - Designate the Project Area as a Mandatory Inclusionary Housing (MIH) Designated Area

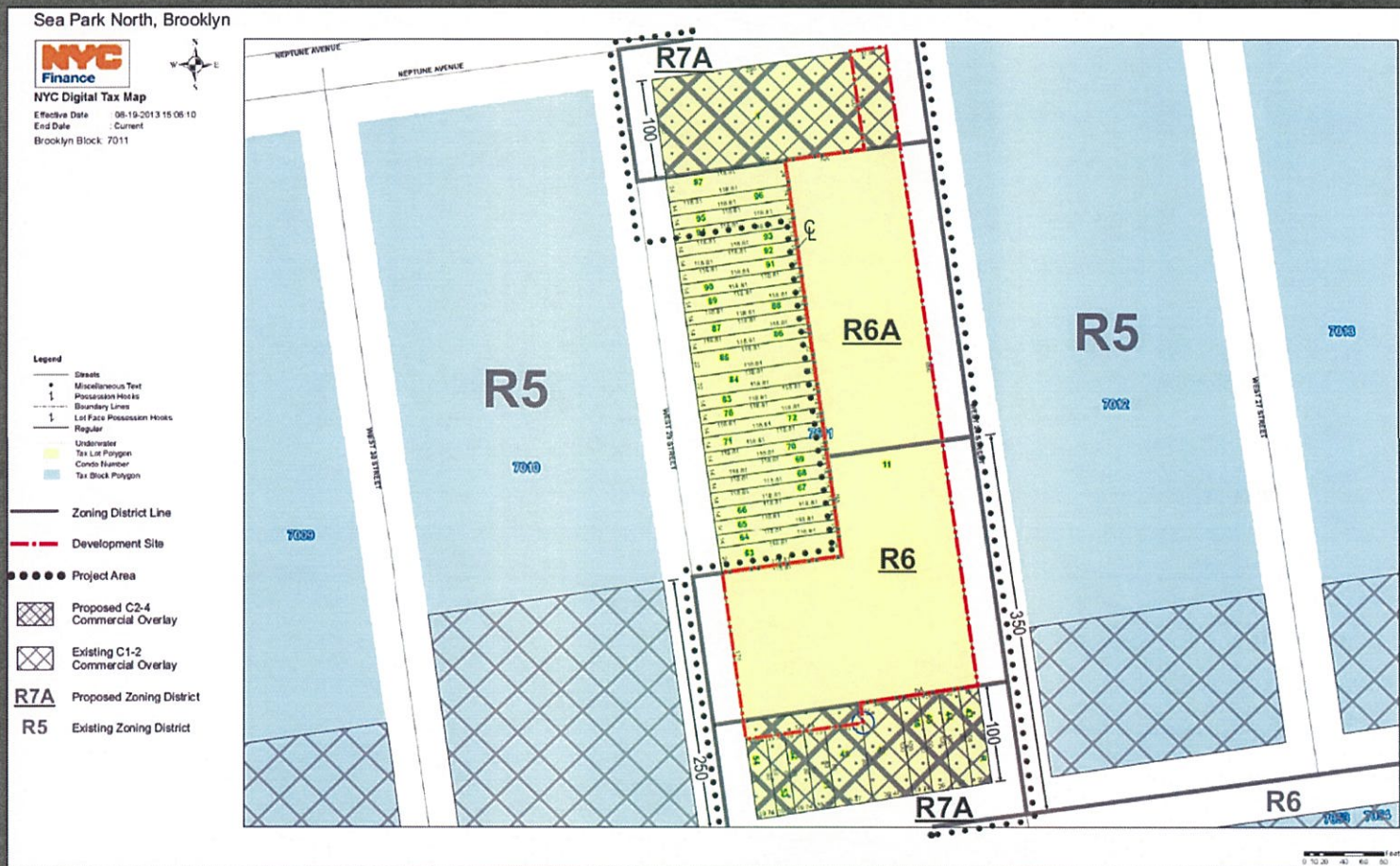


# LAND USE MAP





# REZONING AREA





# EXISTING SITE CONDITIONS



- Applicant-owned property
  - Improved with 15-story, 122 dwelling unit Mitchell-Lama affordable housing development
  - Existing underutilized area with hardscaped basketball courts and handball courts



# PROPOSED PROJECT



- Two new 8-story residential buildings
  - 145,602 sf of floor area
  - 79'-4" in height
- 153 residential dwelling units of which 100% will be affordable pursuant to the ELLA program subject to a Regulatory Agreement
  - 25% of the units are MIH units permanently affordable
- Unit Distribution
  - 23 Studios (15%)
  - 68 1-Bedrooms (44%)
  - 39 2-Bedrooms (26%)
  - 23 3-Bedrooms (15%)
- 68 accessory parking spaces at grade



# AFFORDABILITY LEVELS

- Project seeks financing pursuant to HPD and HDC ELLA Term Sheet

| AMI Level | Total Number of Units Provided | Total Percentage |
|-----------|--------------------------------|------------------|
| 30% AMI   | 15                             | 10%              |
| 40% AMI   | 15                             | 10%              |
| 50% AMI   | 15                             | 10%              |
| 60% AMI   | 77                             | 50%              |
| 80% AMI   | 31                             | 20%              |



# 2017 RENTS BASED ON AMI LEVEL

- 30% AMI

|        |     |
|--------|-----|
| Studio | 331 |
| 1BR    | 426 |
| 2BR    | 521 |
| 3BR    | 594 |

- 40% AMI

|        |     |
|--------|-----|
| Studio | 475 |
| 1BR    | 605 |
| 2BR    | 736 |
| 3BR    | 843 |

- 50% AMI

|        |       |
|--------|-------|
| Studio | 618   |
| 1BR    | 784   |
| 2BR    | 951   |
| 3BR    | 1,091 |

- 60% AMI

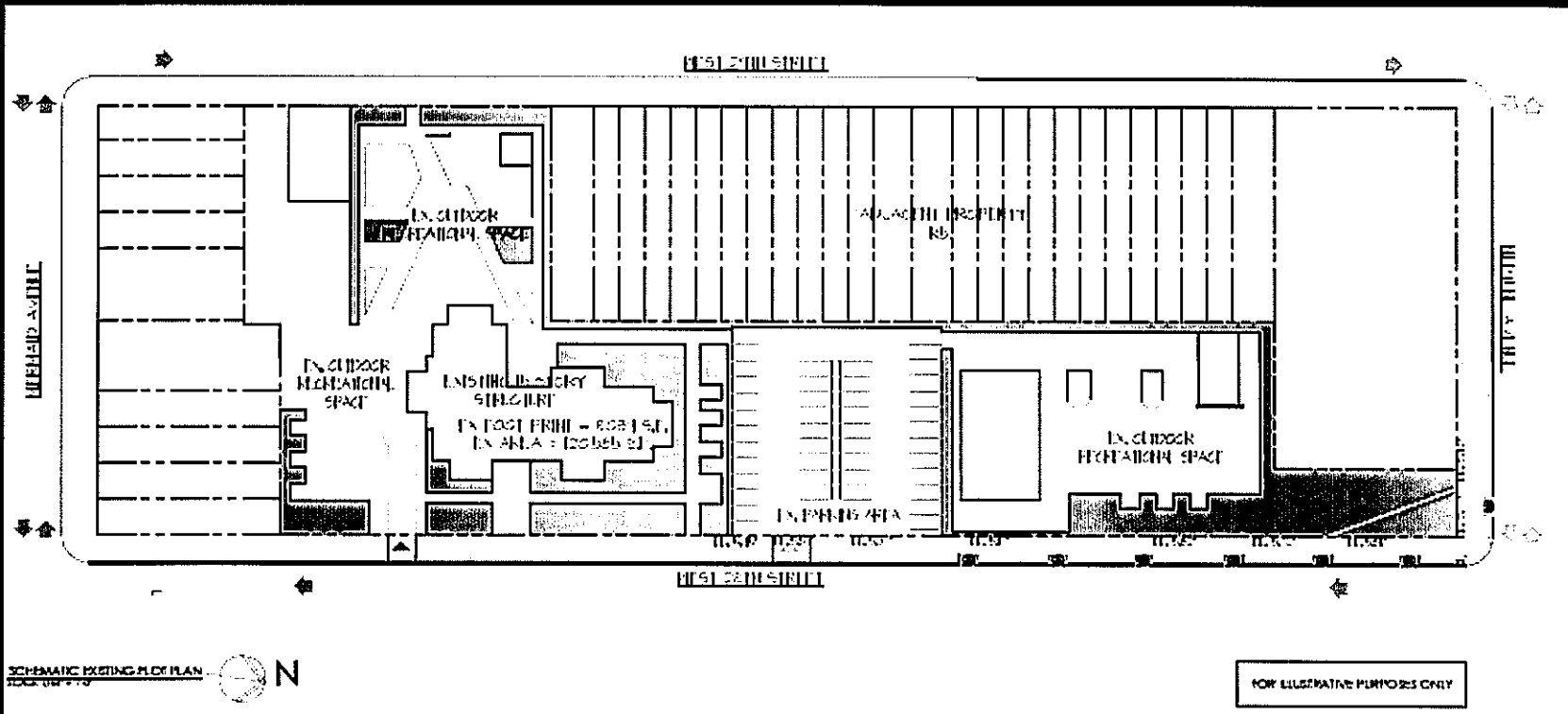
|        |       |
|--------|-------|
| Studio | 761   |
| 1BR    | 963   |
| 2BR    | 1,166 |
| 3BR    | 1,339 |

- 80% AMI

|        |       |
|--------|-------|
| Studio | 1,091 |
| 1BR    | 1,375 |
| 2BR    | 1,660 |
| 3BR    | 1,910 |

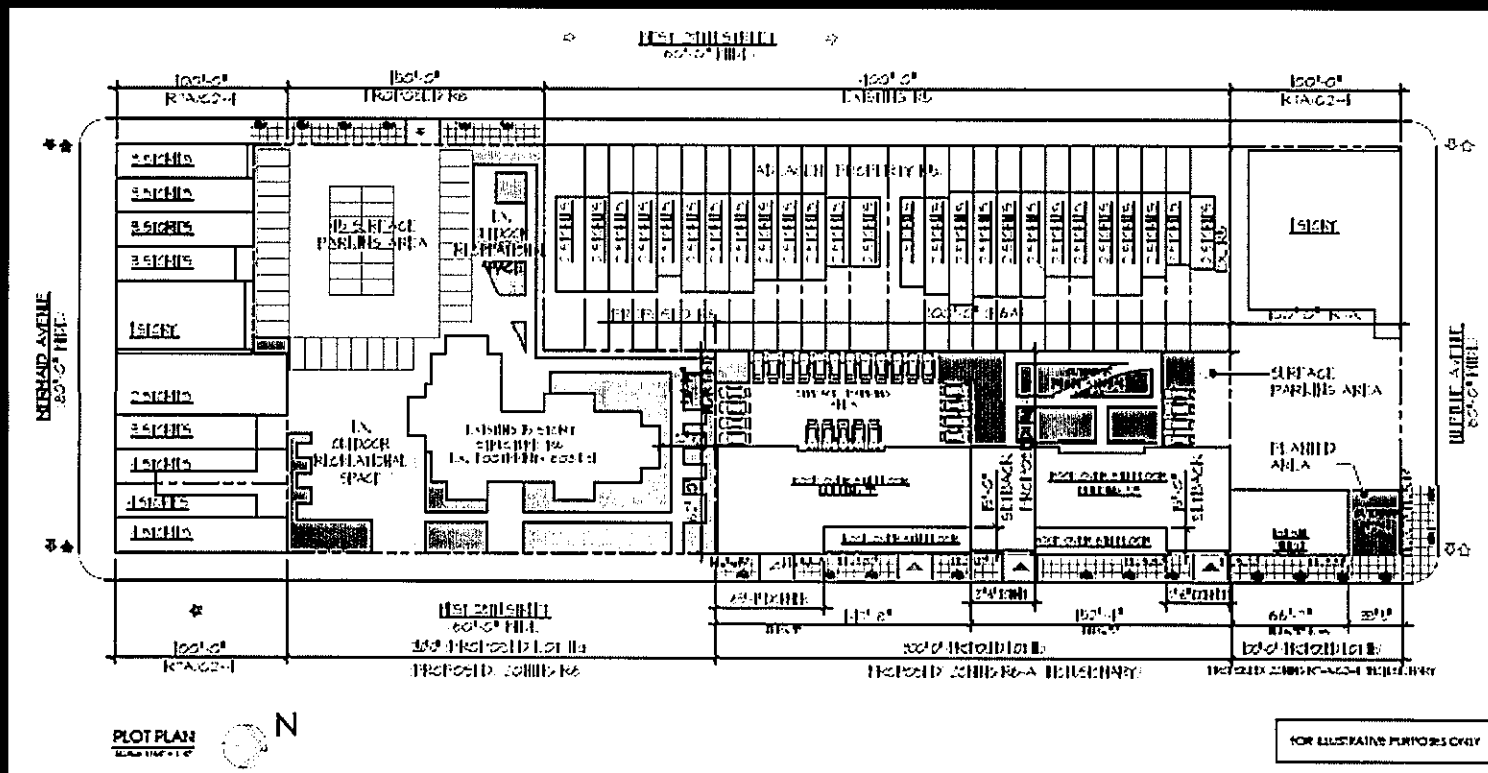


# EXISTING PROJECT SITE PLAN





# PROPOSED PROJECT SITE PLAN

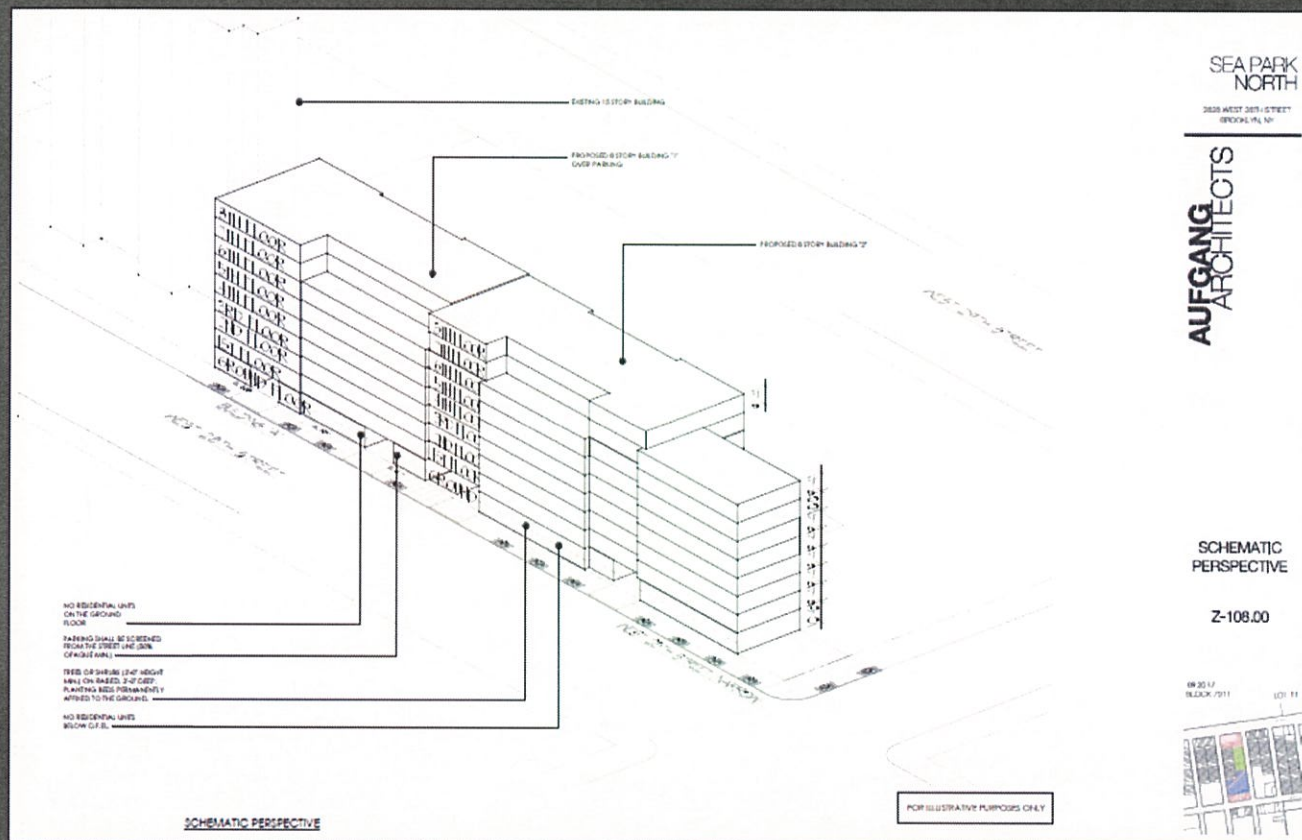




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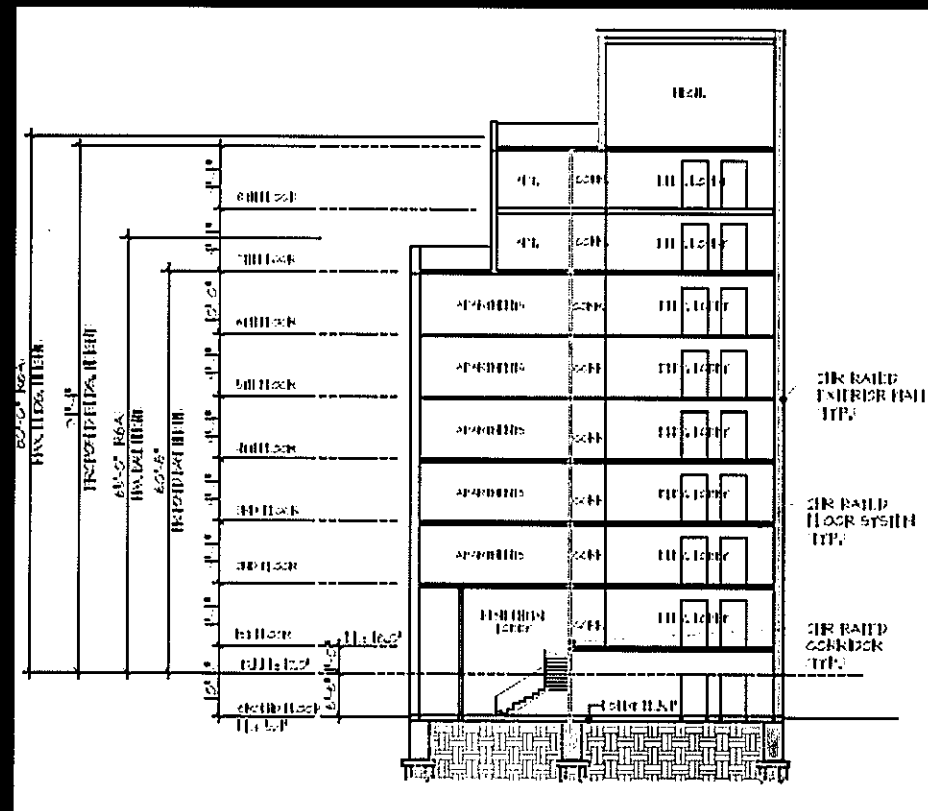


# PROPOSED MASSING





# BUILDING SECTION (BUILDING 2)



# SEA PARK NORTH, 2828 WEST 28<sup>TH</sup> STREET



SCHEMATIC COLOR ELEVATION

AUFGANG  
ARCHITECTS

SCHEMATIC  
COLOR  
FRONT  
ELEVATION



**TESTIMONY BY**

**DEPUTY COMMISSIONER BLAISE BACKER**

**NEW YORK CITY**

**DEPARTMENT OF SMALL BUSINESS SERVICES**

**BEFORE THE**

**NEW YORK CITY COUNCIL**

**SUBCOMMITTEE ON ZONING AND FRANCHISES**

**WEDNESDAY, FEBRUARY 7<sup>th</sup>, 2018**

Good morning Chair Moya and members of the Subcommittee on Zoning and Franchises. My name is Blaise Backer and I am the Deputy Commissioner of Neighborhood Development at the New York City Department of Small Business Services ("SBS"). At SBS, we aim to unlock economic potential by connecting New Yorkers to quality jobs, building stronger businesses, and fostering thriving neighborhoods. Over the past two years SBS has worked closely with our partner agencies, Jerome Avenue community-based organizations, businesses, and residents to implement new investments for Jerome Avenue's small businesses and jobseekers with the goal of increasing overall economic activity.

Chief among the new investments is **Neighborhood 360°**, a program created to identify, develop, and launch commercial revitalization projects in partnership with local stakeholders. Through Neighborhood 360°, SBS provided funding and technical assistance to the Women's Housing and Economic Development Corporation (WHEDco) and Davidson Community Center to conduct a **Commercial District Needs Assessment (CDNA)** that looked at the Jerome Avenue commercial corridor's conditions and opportunities for investments. Findings from the Jerome Avenue CDNA directly guided the priorities for the competitive **Neighborhood 360° Grant**, nearly \$1 million in funding over 3 years awarded by SBS to WHEDco and Davidson in early 2017. SBS funded full-time program staff at both of these organizations to address community-identified needs including direct business services, supplementary sanitation and beautification, placemaking activities, district marketing, and merchant organizing. For example, WHEDco will be providing free legal services to businesses along Jerome Avenue that include one on one legal assistance, workshops, and direct support mitigating non-compliance issues.

Along with support for commercial corridors near Jerome Avenue, SBS is also ensuring businesses have access to business development tools. SBS provides free business services to all small businesses on Jerome Avenue through the NYC Business Solutions Center located at 400 East Fordham Road. We are also supporting the auto business industry along Jerome Avenue which has served as a hub for local employment. Building on a previous study funded



by Councilmember Gibson, SBS funded WHEDco and United Auto Merchants Association (UAMA) to conduct a business study to better understand the needs of auto businesses. The biggest issue identified for most businesses, including auto businesses, is access to credit to start or grow their business. SBS currently offers a number of free services to support these businesses. SBS works with businesses to find the right lender for their needs and assists them with developing the most compelling loan application. SBS also offers a number of business education courses ranging from *Business Planning Basics* to *Business Financial Management* to *Marketing 101*. Another issue many businesses face is bad commercial lease terms and tenant harassment. To combat this, SBS recently announced the Commercial Lease Assistance Program which will allow small business owners to obtain free legal assistance on topics that include eviction notices, lease negotiations, landlord issues, and breach of contract issues. All of these services are available to the auto businesses in the Jerome Avenue area.

Another objective we heard from the community was to increase quality employment and training opportunities for Jerome Avenue residents. To address this, SBS will ensure access to Workforce1 training and recruitment services. SBS operates a network of 21 Workforce1 Career Centers across the city, including four centers in the Bronx. The West Farms Workforce1 center offers customized services for young adults ages 18 to 24. SBS also has an Employment Works center in the Bronx with customized services for individuals formerly acquainted with the criminal justice system. Additionally, SBS works with a network of over 250 community partners for workforce development services across the city, including 75 community partners in the Bronx. We will continue to leverage the resources of our Workforce1 Centers and community partners to connect Jerome Avenue residents to quality employment and training opportunities.

SBS also recently launched a mobile outreach unit vehicle, boosting our support to a whole new level by bringing our services directly to business owners, community-based organizations, and jobseekers in their own neighborhoods. Through the outreach unit, we will be able to bring our business and workforce resources directly to the community and allow SBS to

rapidly address the needs of the neighborhood. Last month, SBS successfully brought business resources to the Jerome Avenue corridor via the mobile outreach unit, and we will be visiting again to conduct Workforce1 pre-screenings later this month.

SBS is committed to serving the residents of Jerome Avenue and will continue to provide necessary services for the community's business owners and jobseekers. Thank you and I am happy to take any questions.





**TESTIMONY BY**  
**NICK MOLINARI,**  
**CHIEF OF PLANNING & NEIGHBORHOOD DEVELOPMENT**  
**NEW YORK CITY**  
**DEPARTMENT OF PARKS AND RECREATION**  
**BEFORE THE**  
**SUBCOMMITTEE ON ZONING AND FRANCHISES**  
**NEW YORK CITY COUNCIL**

**WEDNESDAY, FEBRUARY 7, 2018**



## **Hearing before the City Council Subcommittee on Zoning and Franchises Jerome Avenue Rezoning**

February 7, 2018

Good morning Chair Moya and members of the Zoning and Franchises subcommittee. My name is Nicholas Molinari, and I am Chief of Planning and Neighborhood Development at the New York City Department of Parks and Recreation. I am here to speak on the proposed rezoning of Jerome Avenue.

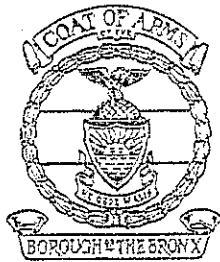
NYC Parks recognizes the importance of our parks and open spaces in improving the quality of life for residents surrounding Jerome Avenue, and in supporting the goals for mixed income and affordable housing advanced by Mayor de Blasio's housing plan. NYC Parks is thankful to Councilmember Gibson and Councilmember Cabrera for their continued Capital support towards parks and open spaces throughout their districts.

Since 2014, NYC Parks has been working with our partner City agencies and with local stakeholders to better understand this community's open space priorities and opportunities. We participated in the Department of City Planning's community engagement process, which led to the release of the Jerome Avenue Neighborhood Plan in October 2017. The Jerome Plan recognizes the diversity of public spaces within the Jerome Avenue neighborhood; the pedestrian and safety challenges that affect open space activation and use; and the significant opportunities for development of new open space within the neighborhood.

Thanks to the City Council's advocacy, the Administration has secured a Capital commitment of \$4.6M to develop a new park at West 170<sup>th</sup> Street and Nelson Avenue, Corporal Fisher Park. The development of Corporal Fischer Park will be transformative – this undeveloped vacant lot will now become a neighborhood park and valued amenity. The City has also committed \$4M for the redesign and reconstruction of the heavily used Morton Playground (at Morton Place and Dr. Martin Luther King Jr. Boulevard), as well as \$8-10M to improve access at Aqueduct Walk. The development of these parks will go through NYC Parks' public engagement process. NYC Parks will be hosting public visioning sessions and working to incorporate the community's priorities into the site plans and designs.

NYC Parks is committed to improving the Jerome Avenue neighborhood's public realm, and in delivering improvements that reflect community vision. We have heard numerous calls for expanding and improving open spaces at underdeveloped sites like Corporal Fisher Park and Grant Park and in improving connectivity and accessibility at sites like Morton Playground at Aqueduct Walk. We will continue to work closely with the City Council, our City agency partners, local residents, and park advocates to identify opportunities to improve existing parks and create new open spaces that accommodate the growing Jerome Avenue community.





OFFICE OF THE BRONX BOROUGH PRESIDENT  
THE BRONX COUNTY BUILDING  
851 GRAND CONCOURSE  
BRONX, NEW YORK 10451

RUBEN DIAZ JR.  
BOROUGH PRESIDENT

TEL. 718-590-3500  
FAX. 718-590-3537  
E-MAIL: rdiazjr@bronxbp.nyc.gov

February 6, 2018

Chair Moya, first and foremost congratulations on your appointment, and esteemed Council Members, thank you for the opportunity to testify before you today. The Jerome Avenue Rezoning represents one of the most comprehensive Zoning Map changes ever to be proposed for any Bronx community during my tenure. I first want to recognize the leadership and advocacy by your fellow Council Members Vanessa Gibson and Fernando Cabrera in bringing us to this point today. I also wish to acknowledge the robust advocacy from local community coalitions, have brought to light many concerns about the rezoning as presented. I appreciate the efforts by this administration, the Department of City Planning's Bronx office and the Department of Housing Preservation and Development to consider a rezoning of this magnitude. Nonetheless however, this matter continues to remain contentious. Over 100 people attended my public hearing on November 2<sup>nd</sup>, most of whom were passionately against what is being proposed. As such, I opened continuing dialogue with the City to assure there were certain commitments by the administration prior to my vote.

The commitments, as agreed to by the City of New York and the relevant agencies, are as follows:

- 1) The City will launch a Certificate of No Harassment (CONH) Pilot Program that includes Bronx Community Districts #4 and #5 to protect tenants from being harassed from their homes.
- 2) The City has committed to preserving 1,500 units of affordable housing over a two-year period in Community Districts #4 and #5, keeping thousands of residents in affordable homes over the long-term.
- 3) In partnership with my office, HPD will create a Southwest Bronx Housing Task Force to identify buildings of concern. HPD will then create action plans for review and follow-up for these affected buildings.
- 4) At least 10% of units will be set-aside for families earning less than 30% of the Area Median Income (AMI), and an additional 10% will be set-aside for families earning between 30- 50% of AMI in HPD-financed new construction developments greater than 45 units, as a result of this rezoning.

- 5) The City will guarantee that half of the units constructed with HPD financing will be reserved for current residents of the local community district pursuant to HPD's marketing guidelines.
- 6) The City has committed to extending a R8A zone west along Featherbed Lane to Macombs Road that will include the Starhill Campus, which is managed by Services for the Underserved (SUS), to provide up to 400 affordable units, publicly accessible open space, community center and clinic.
- 7) The City has committed \$8-\$10 million to rehabilitate and provide access to the southernmost portion of Aqueduct Walk located between Burnside and Tremont Avenues, which has lain fallow for decades.
- 8) DCP commits to a full discussion at the City Planning Commission on expanding the "C8 preservation zones", which would allow for more existing automotive uses within the Jerome Avenue corridor to remain, expand or relocate to these areas.

I am pleased and appreciative of these commitments the City has made. The scope of these commitments, I understand, is the largest the City has made on a rezoning prior to a Borough President's vote. In addition to these commitments, there are still several issues that I would ask the City to address. I urge that these issues be discussed and resolved either at the City Planning Commission or City Council:

- 1) While the commitment of preserving 1,500 units within Community Districts #4 and #5 over the next two years is welcome, I urge the City to commit to at least 2,000 units. Preservation is the biggest concern of these communities, as conditions are poor in many of these buildings coupled with the fear that major capital improvements will force them out of their homes.

In knowing this, I charged my staff in drafting the report you see before you that identifies 2,075 units in 45 buildings that are most at-risk along the Jerome Avenue Corridor. Buildings were identified by the amount of Class B and C violations, participation in a subsidy program, and census tract data identifying income, unemployment, household size, and the prevalence of both youth and seniors.

This report should serve as a blueprint for keeping residents in their buildings near the Jerome Avenue corridor, and exceeds the promised 1,500 units identified for preservation by HPD. I aim for this to be the foundation for our work together on the Southwest Bronx Task Force.

- 2) HPD must create a comprehensive list of all residential buildings within a half-mile radius of where new zoning is to be established, pursuant to this application's approval and vigorously enforce all applicable housing codes.



- 3) HPD must ensure that all new residential development of affordable housing to be constructed within the Special Jerome Avenue District comply with the following minimum gross square foot unit sizes, including:
  - a. Studio units: 400 Square Feet
  - b. 1 Bedroom units: 600 Square Feet
  - c. 2 Bedroom units: 850 Square Feet
  - d. 3 Bedroom units: 1,100 Square Feet
- 4) Identify a specific sum of money from the Neighborhood Development Fund for targeted improvements to be made within the Special Jerome Avenue District prior to approval.
- 5) The current shortage of school seats must be resolved by identifying potential sites for new school buildings and these new buildings must offer a seating capacity that anticipates any additional residential development prompted by approval of this application.
- 6) All retail establishments must allow for ample “sidewalk lighting” and transparency as produced by window displays. All security gates must be located within the store and not “block out” window shopping opportunities after closing.
- 7) Below are my recommendations for the expansion of the “C8 preservation zones.” Expansion in these areas meet an essential nexus of locating these facilities near the Cross Bronx Expressway, while still providing neighborhood access:
  - o East side of Jerome Avenue, between Jennie Jerome Playground and East 175<sup>th</sup> Street;
  - o Both sides of Jerome Avenue between Goble Place and the Cross Bronx Expressway
  - o East side of Inwood Avenue, between West 172<sup>nd</sup> Street and West Mount Eden Avenue.
- 8) In addition to expanding the “C8 preservation zones,” the City must identify alternative Bronx locations for any existing automotive facilities that may be displaced, and adequately fund relocation, training and certification costs that would maintain viability for these businesses to operate and bring them in compliance.
- 9) A commitment by the Department of Parks and Recreation and the Department of Transportation to realize the following objectives:
  - o Capital funding resources allocated for the reconstruction and redesign of Edward L. Grant Highway to include traffic calming features such as wider planted medians, additional street-trees, and dedicated center bicycle lanes.
  - o Capital monies allocated for design and reconstruction of the malls located on University Avenue between West 174<sup>th</sup> Street and West Tremont Avenue that includes dedicated center bicycle lanes.
  - o Capital funds committed to the full design and build-out of Grant Avenue Park, including the de-mapped street bed.

- The Department of Transportation and the Metropolitan Transportation Authority (MTA) agree on a lighting plan that may require installation of LED lights directly on the #4 Train's trestle.
  - A comprehensive review of all step-streets that are within the Special Jerome Avenue District be undertaken by the Department of Transportation and that those step streets which require reconstruction; the monies for such work be identified and committed by 2020.
- 10) The establishment of a community center that would serve the under-resourced Highbridge neighborhood, which the southernmost end of the proposed rezoning abuts.
- 11) MTA commitment to installing ADA compliant elevators at Burnside Avenue and 170<sup>th</sup> Street on the #4 Train line and at Tremont Avenue and 167<sup>th</sup> Street on the "B/D" Train.

With these commitments and the expectation that my recommendations will be negotiated in good faith, I recommended approval of this application with conditions. There is still a lot of work to do, and I have full confidence you will do right by these communities and their representatives. Thank you for the opportunity to testify before you today.



# **ZONED-IN: A HOUSING PRESERVATION BLUEPRINT FOR THE JEROME AVENUE CORRIDOR**

**Bronx Borough President Ruben Diaz Jr.**

**February 2018**



# ZONED-IN: A HOUSING PRESERVATION BLUEPRINT FOR THE JEROME AVENUE CORRIDOR

---

## EXECUTIVE SUMMARY

The purpose of this report is to initiate a discourse regarding preservation of affordable housing along the proposed Special Jerome Avenue District. The report was drafted in response to testimonies provided during the Bronx Borough President's and Community Board Reviews of the Uniform Land Use Review Process (ULURP), where community members expressed concerns regarding displacement of the existing community with the construction of new development.

The report identifies units by analyzing the demographic profile of the neighborhood, including household size, income, age, and unemployment, the number of HPD maintenance code violations, and existing subsidy programs. One of the key aspects of the analysis is to prioritize units in areas where median household income for a household of four was lower than 40% of the 2017 Area Median Income for New York City. As a result of the analysis, 2,075 units within the ¼ mile radius of the Special Jerome Avenue District were identified as a priority for preservation.

As part of creating a discourse, Bronx Borough President Ruben Diaz Jr. and his office would like to continue engaging stakeholders in efforts to advance the preservation conversation and address community concerns.



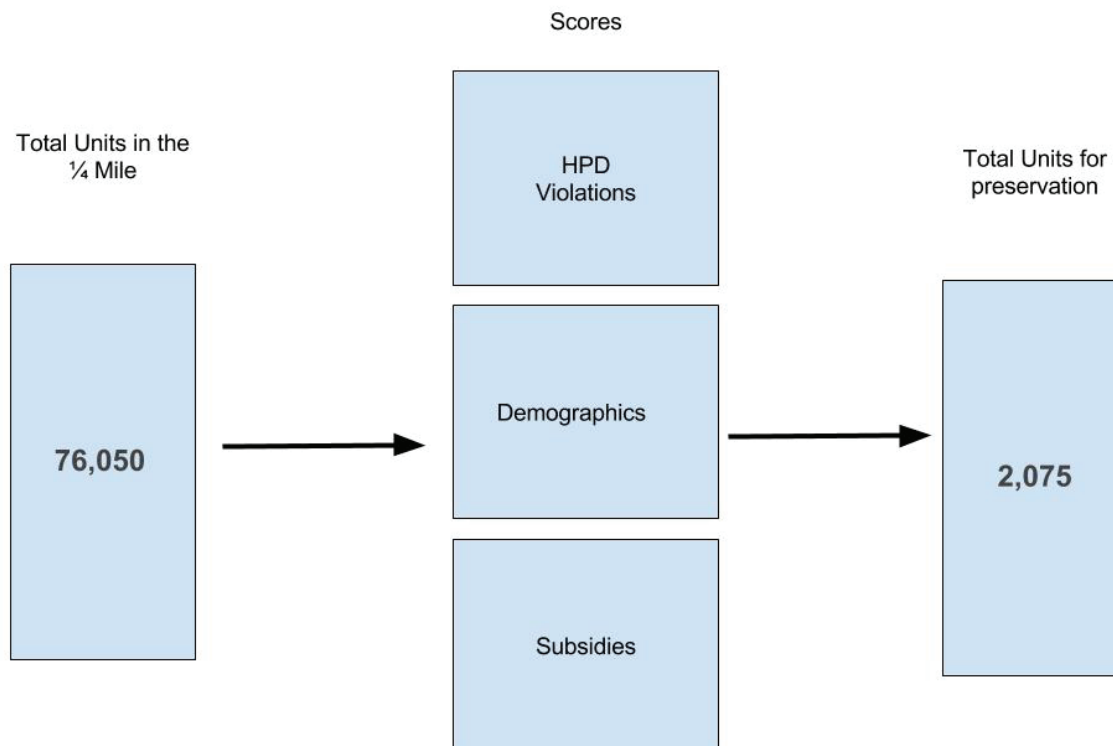
# BACKGROUND

Department of City Planning (DCP) proposes a series of land use actions, zoning text amendments, and changes to the city map of a 92 block area between East 165th Street and 184th Street in The Bronx to create the Special Jerome Avenue District. The existing zoning classifications in the Jerome Avenue Corridor are C8-3, M1-2, C4-4, R7-1, R8, C1-4, and C2-4. The changes would allow the construction of medium and high density apartment buildings, mixed-use buildings, mid-density commercial districts, and commercial overlays for local retail development.

As part of the Uniform Land Use Review Process (ULURP) Community Boards 4,5, and 7 approved the zonings changes and each stated the importance of anti-displacement measures. Furthermore, HPD has proposed preserving 1,500 units over two years in addition to the new 4,500 affordable housing units constructed between 2014 and 2017. Among the recommendations provided by Bronx Borough President Ruben Diaz Jr. was the need to increase the preservation of units from 1,500 to 2,000. This analysis identifies units for preservation within a ¼ mile of the Special Jerome Avenue District.

# METHODOLOGY

The methodology executed in this research analyzes the existing housing stock of 76,050 units. In order to accomplish this, block lots that met threshold scores for violations and demographics and were under a subsidy program were counted for potential preservation.



# Legend



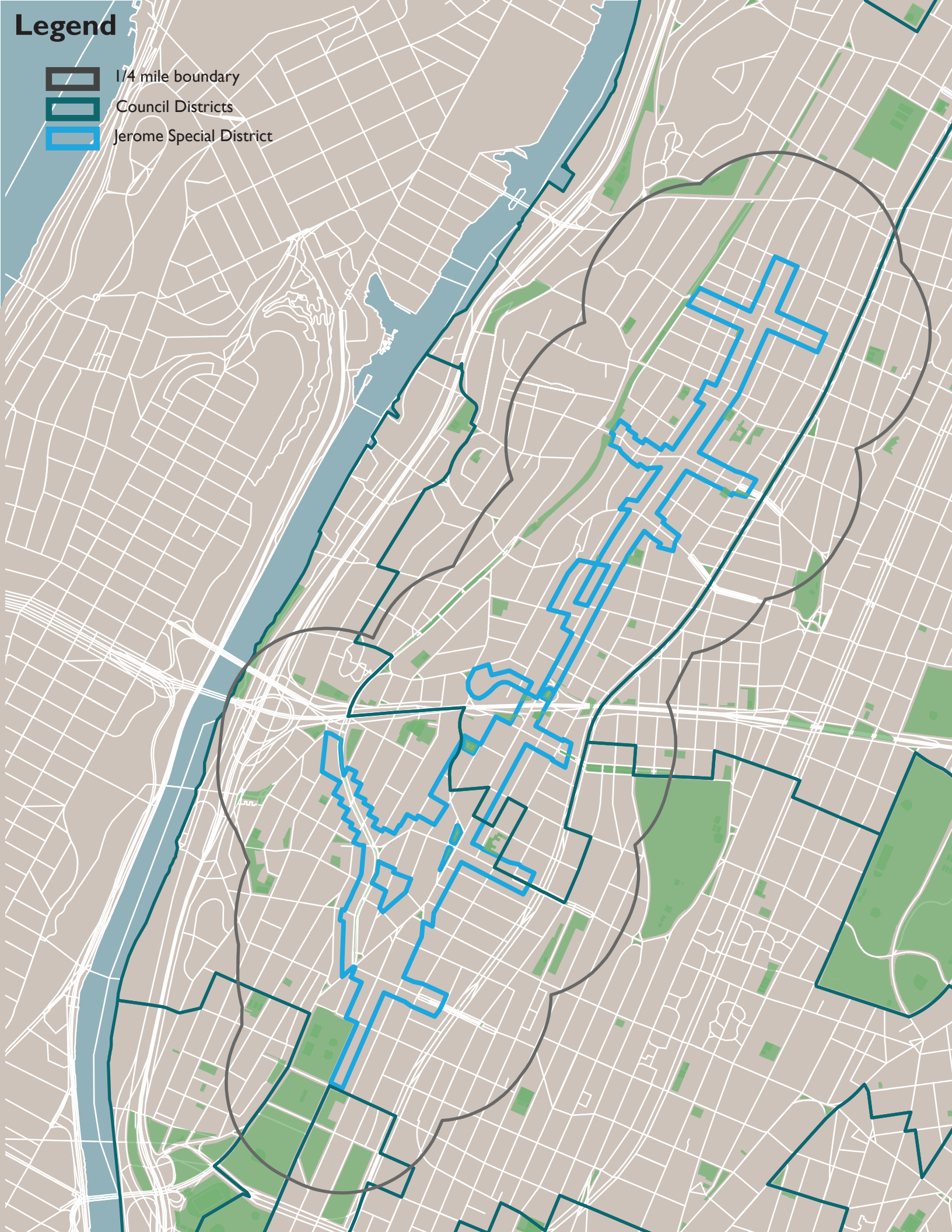
1/4 mile boundary



Council Districts



Jerome Special District





# Building Stock

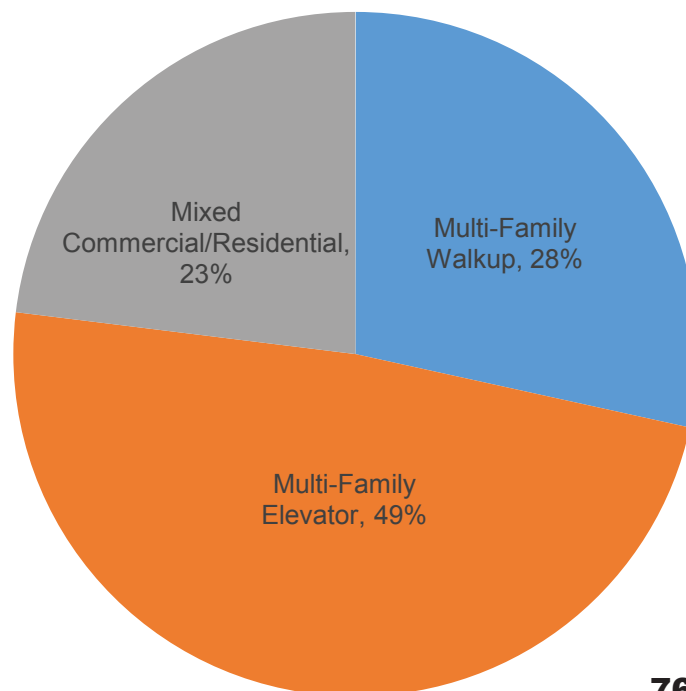
- **Data:**

Identification of units for preservation required the use of MapPLUTO data (version 16.2) from the Department of City Planning, which merges tax lot data with tax lot features from the Department of Finance's Digital Tax Map. The data also includes information on land use and geographic data at the tax lot level.<sup>1</sup>

- **Approach:**

In order to identify units for preservation, only those tax lots within a 1/4 mile boundary from the special district were considered for analysis. The data pool was further limited to tax lots with a residential land use and with more than three units.





## Residential tax lots with more than three units by land use

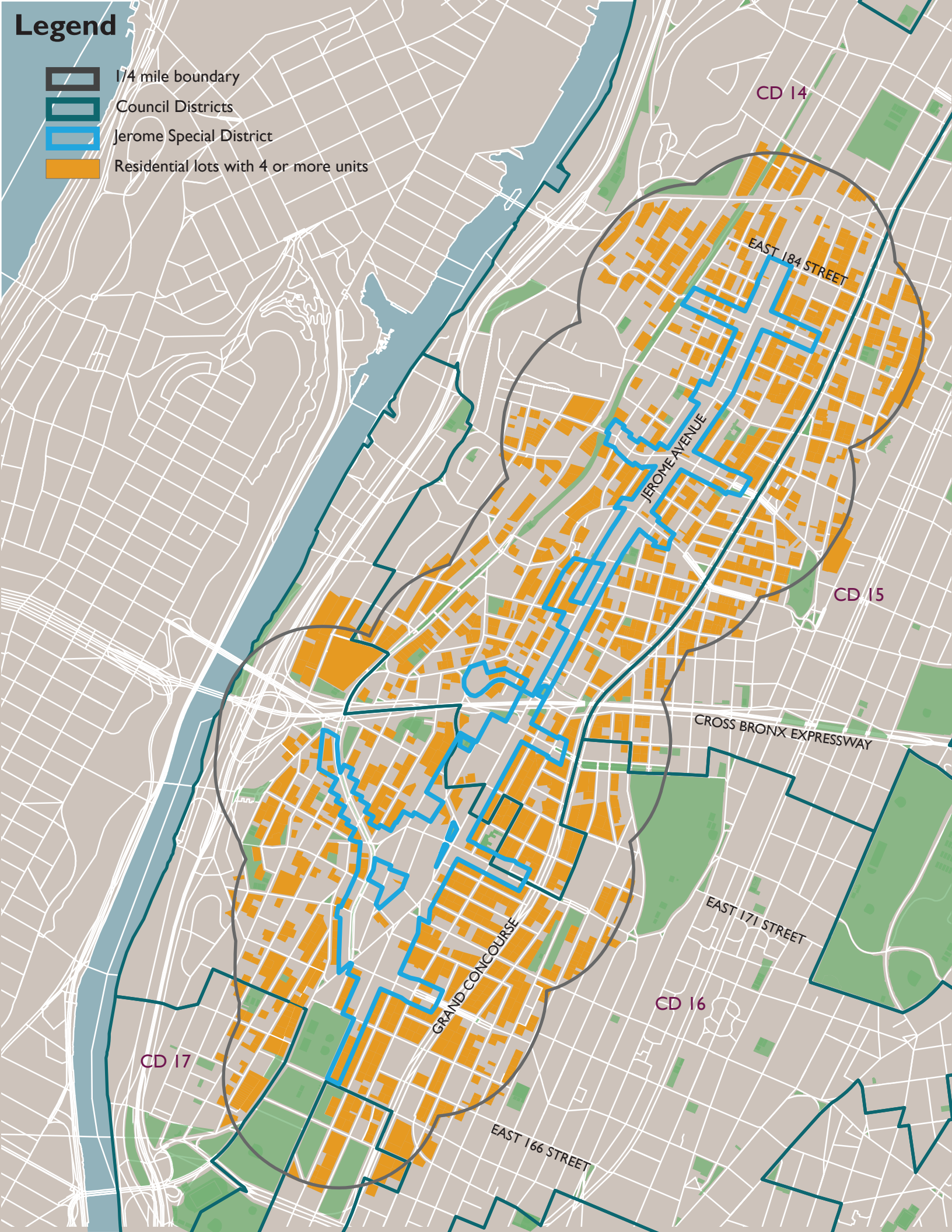


**76,050 Residential Units**

<sup>1</sup> NYC Planning. PLUTO and MapPLUTO. [https://www1.nyc.gov/site/planning/data-maps/open-data/bytes-archive.page?sorts\[year\]=0](https://www1.nyc.gov/site/planning/data-maps/open-data/bytes-archive.page?sorts[year]=0)

# Legend

-  1/4 mile boundary
-  Council Districts
-  Jerome Special District
-  Residential lots with 4 or more units





# HPD Violations

## ● Data:

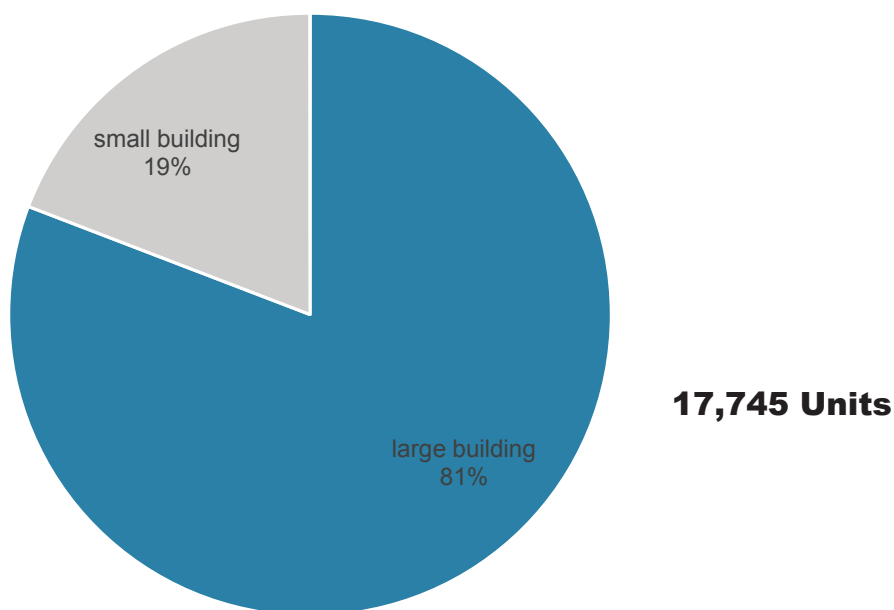
The Department of Housing Preservation and Development issues Housing Maintenance Code violations related to housing quality and safety. Violations are classified according to severity, with Class A being the least severe and Class C being the most severe. Data is updated daily and is made publicly available through New York City's Open Data Portal.<sup>2</sup> The data used in this analysis was accessed December 26, 2017.

## ● Approach:

The approach used in this research to study violations builds upon the methodology used by the Office of Public Advocate in its identification of buildings for its Watchlist.<sup>3</sup> In order to be eligible for further analysis, lots must have residential buildings with more than three units. Furthermore, only Class B and C violations are counted. Each lot's score is based on its number of open and closed Class B and C violations, collected in the last five years (2013-2017). As in the Public Advocate's approach, each lot's violations are weighted according to severity, where Class C violations received a score of 1.5 and Class B violations received a score of 1. The resulting score is added up, divided by 5 (the number of years of data collection, and then divided by the number of residential units per lot in order to create a final score. To meet the selection criteria, the lot's final score must be higher than the average:

- ☐ For buildings with fewer than 35 units, the score must be greater than .197;
- ☐ For larger buildings with 35 units or more, the score must be greater than .245.






## Violations by building type

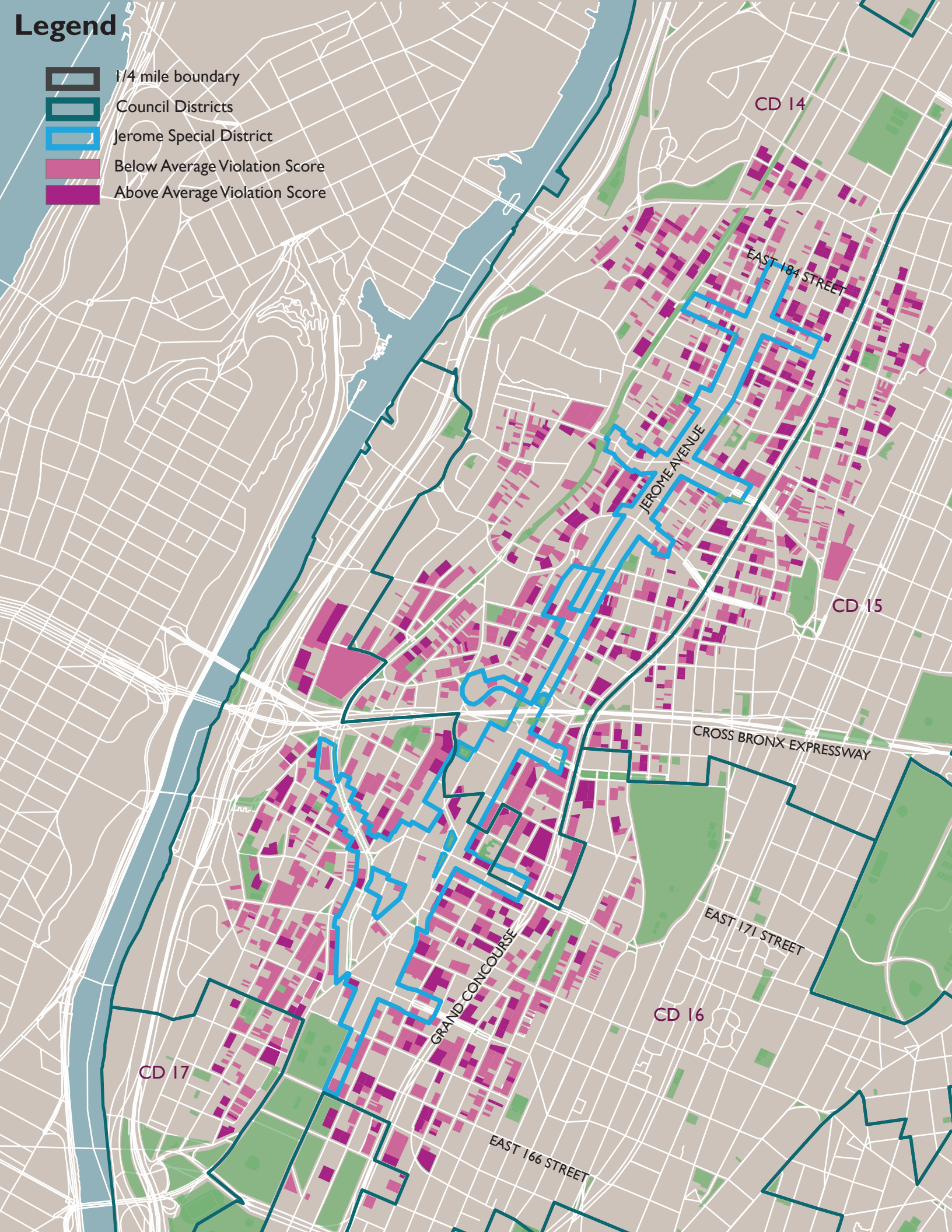


<sup>2</sup> NYC Open Data. Housing Maintenance Code Violations. <https://data.cityofnewyork.us/Housing-Development/Housing-Maintenance-Code-Violations/wvxf-dwi5>. (Dec. 26, 2017).

<sup>3</sup> Public Advocate for the City of New York. Methodology. <https://advocate.nyc.gov/methodology>

# Legend

-  1/4 mile boundary
-  Council Districts
-  Jerome Special District
-  Below Average Violation Score
-  Above Average Violation Score





# Subsidies

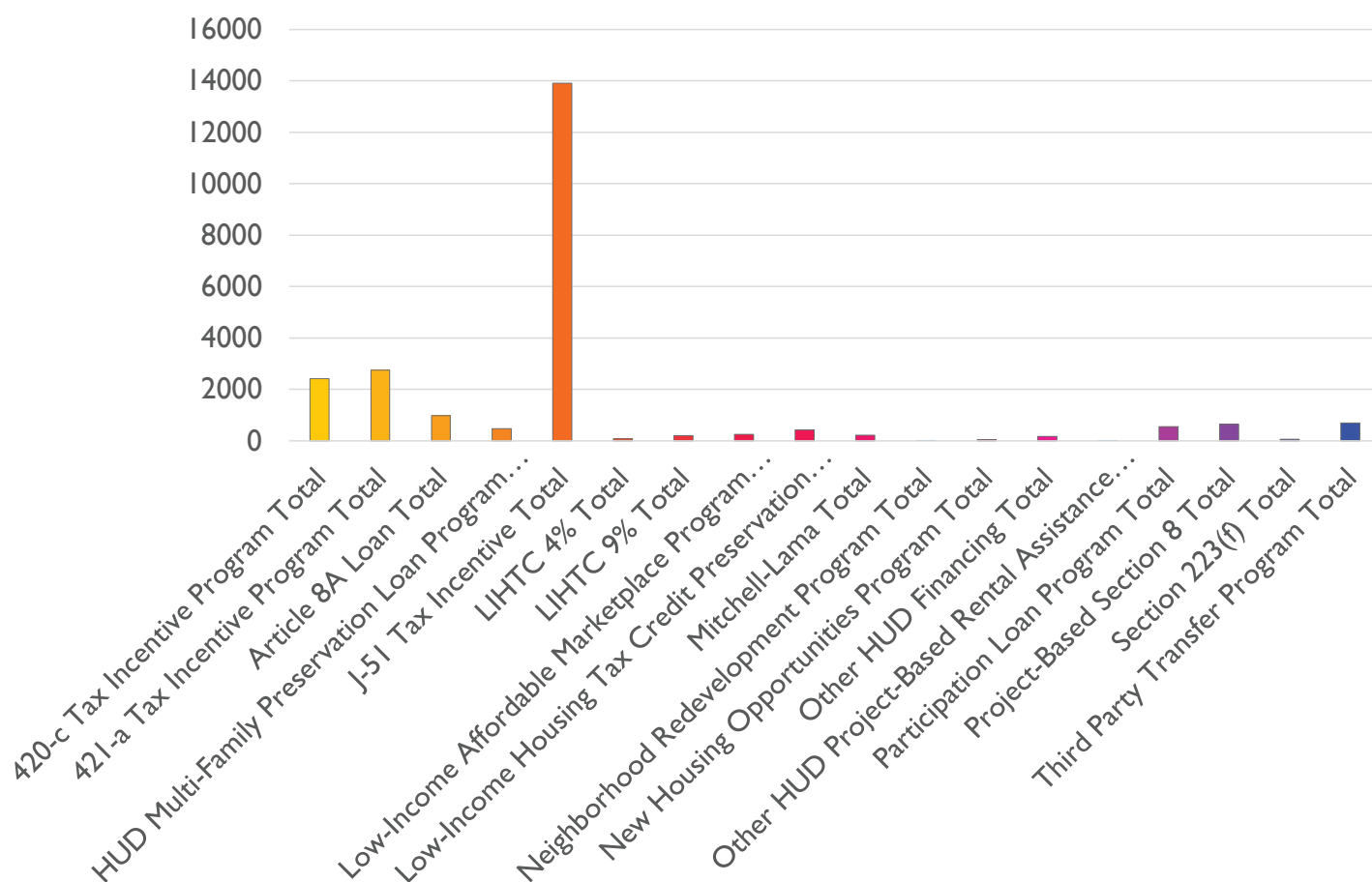
## ● Data:

Using NYU Furman Center's Subsidized Housing Database on NYC's subsidized housing, we initially identified 25 affordable housing programs within the ¼ mile area, examples of the programs include 420-c Tax incentive program, Low Income Housing Tax Credit, Mitchell Lama, etc.<sup>4</sup> The data used for this research was accessed December 12, 2017.

## ● Approach:

Of the 25 programs identified in the area BBLs in the following programs in the Special District Area were given a score of 2. The other eight programs were not included as they focus on new construction and the analysis focuses on preservation of existing units.

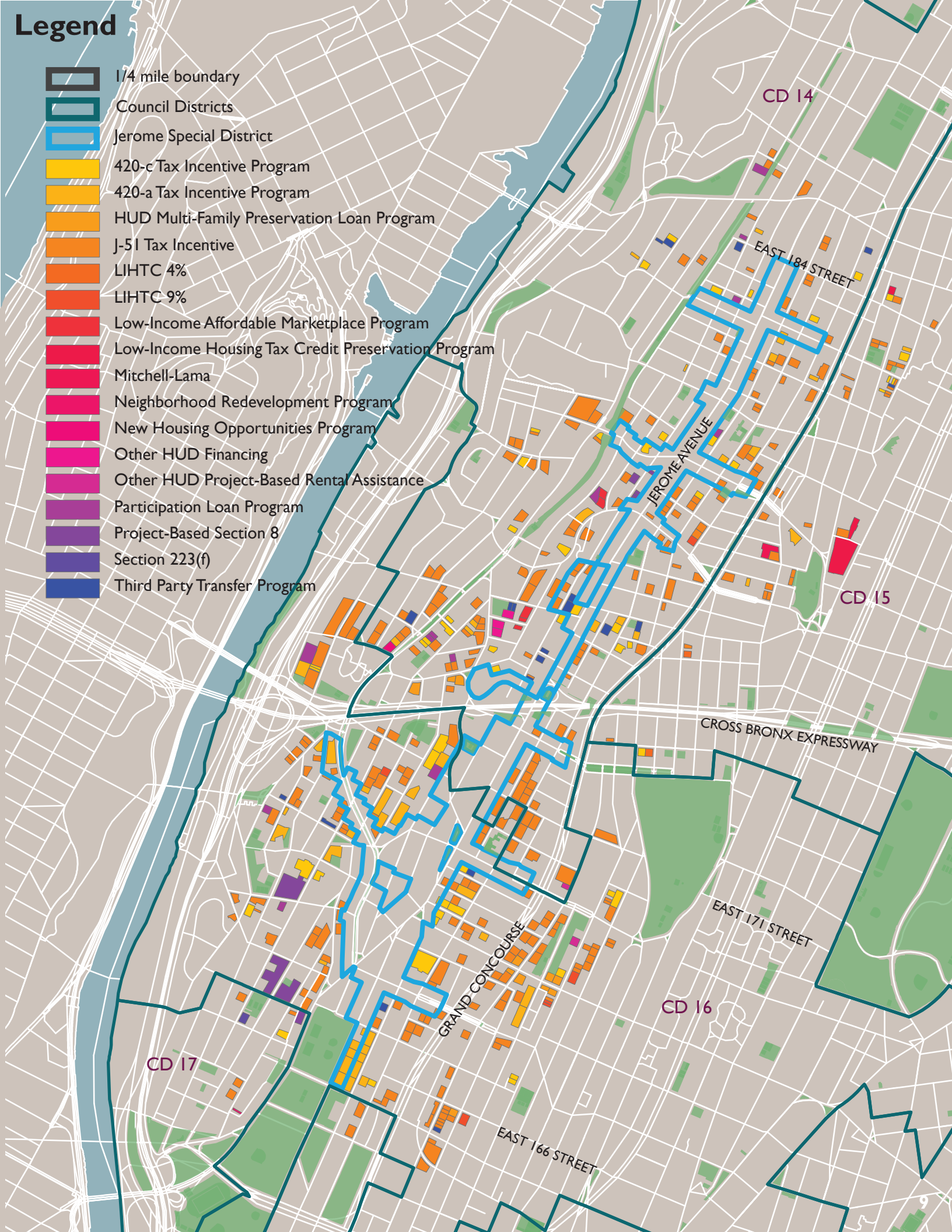
### 27,674 residential units subsidized



4 NYU Furman Center's CoreData.nyc. <http://coredata.nyc/> (Dec 12, 2017)

# Legend

- 1/4 mile boundary
- Council Districts
- Jerome Special District
- 420-c Tax Incentive Program
- 420-a Tax Incentive Program
- HUD Multi-Family Preservation Loan Program
- J-51 Tax Incentive
- LIHTC 4%
- LIHTC 9%
- Low-Income Affordable Marketplace Program
- Low-Income Housing Tax Credit Preservation Program
- Mitchell-Lama
- Neighborhood Redevelopment Program
- New Housing Opportunities Program
- Other HUD Financing
- Other HUD Project-Based Rental Assistance
- Participation Loan Program
- Project-Based Section 8
- Section 223(f)
- Third Party Transfer Program





# Demographics

## ● Data:

Utilizing the American Community Survey 2016 5-Year Estimate Data, information on age, unemployment, household size, and income by census tract was gathered for the Bronx Borough to formulate an analysis and a score for each block and lot.

## ● Approach:

Four markers were used to establish a demographic score including unemployment, age, household size, and household income. The four markers were identified as aligning to the criteria for eligibility of a majority of affordable housing programs. The four markers were weighed separately using the below criteria and a final combined score was created for each BBL.

## ● Seperate Scores:

**Age:** The percentages for children under the age of the 15 years and adults above the age of 55 for each census tract were summed and an average was created for the borough.

Scores:

- ☐ 1 was given to census tracts with a high percentage of children
- ☐ 1.5 was given to census tracts with a high percentage of seniors

**Unemployment:** Census Tracts with a high percentage of unemployment when compared to the unemployment rate of the Bronx Borough for 2016 were given a higher score. The average percentage determined by adding all the percentages of individuals over the age of 16 who are not in the labor force.

Scores:

- ☐ 1 given to census tracts with a percentage higher than the average percentage of the Bronx Borough
- ☐ 0 all other census tracts

**Household size:** Households with 3 or more people were summed for every census tract, and divided by the total households to create a percentage. The percentages of all census tracts in the Bronx were summed and an average was calculated. The average was then used to score the data by census tract.

Scores:

- ☐ 1.5- higher than the average plus one standard deviation
- ☐ 1 -between the average and 1 standard deviation

**Income:** A majority of HPD programs determine eligibility based on household income and size.<sup>5</sup> For our specific analysis, Block & Lots with a median income at or below 40% AMI for a household of 4 were provided a score and Block & lots below 80% AMI and above 40% AMI for a household of 4 were provided a score.

Scores





- ☐ 2 was given to census tracts with a median below 40% AMI for a household of four, 38,160
- ☐ 1 was given to census tracts with a median below 80% AMI for household of four, 76,320 and above 38,160 ( 40% AMI)

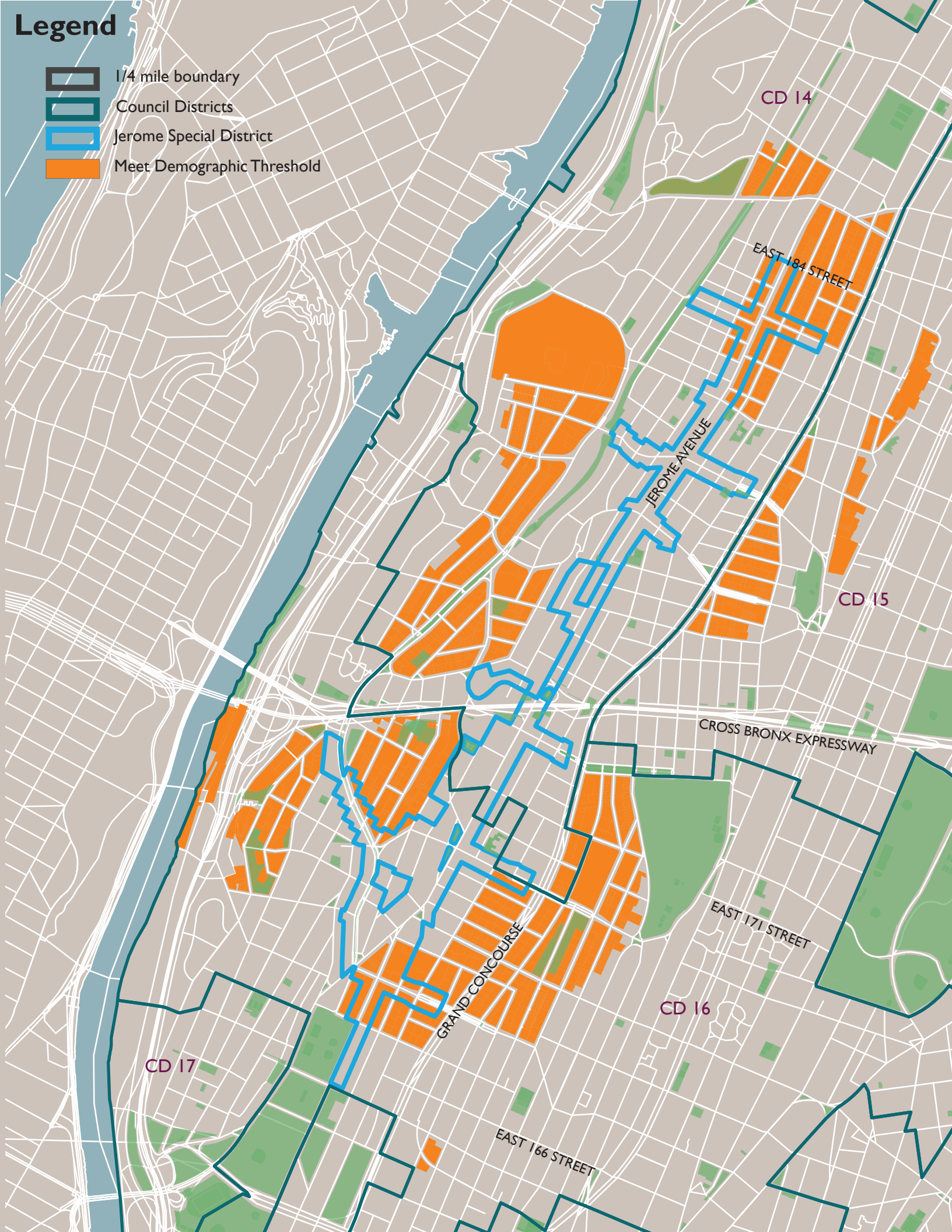
**Final Score:** Age, unemployment, household size, and household income were combined to provide a final score per census tract. Household income was weighed with a higher score, due to HPD income eligibility requirements. Only those census tracts with a combined score higher than 2 were considered as areas with units for preservation.

---

<sup>5</sup> Initially, the approach to income analysis compared each census tract's percent of households below \$35,000 and between \$35,000 and \$75,000 to the average percent of households with those incomes in the Bronx. However, given HPD's eligibility requirements for affordable housing programs, the approach was changed to compare a census tract's median household income to the 40% and 80% AMI thresholds.

# Legend

-  1/4 mile boundary
-  Council Districts
-  Jerome Special District
-  Meet Demographic Threshold





# FINDINGS





A total of 76,050 across 4671 block lots within the ¼ mile radius of the special district area were considered for preservation. Only the lots that met all the determined criteria for violations, subsidies, and demographics are identified for potential preservation.

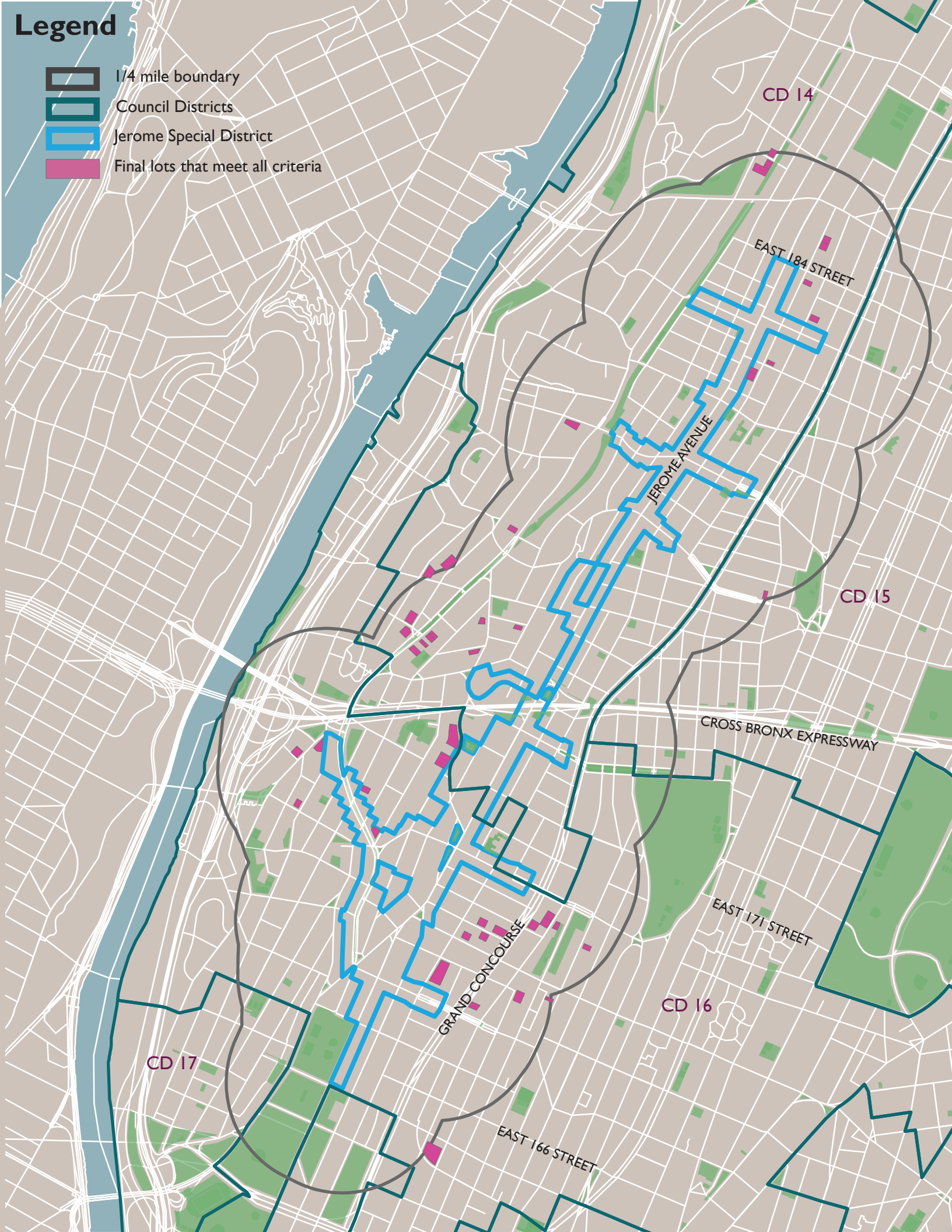
- ☐ Violations: Of the aforementioned housing stock, only 17,745 units across 407 lots met the corresponding .197 and .245 violations/years/unit thresholds for large and small buildings.
- ☐ Demographics: 27,674 residential units in 1,636 lots met the demographic thresholds.
- ☐ Subsidy: 505 lots, for a total of 24,809 residential units, were under one of the preferred subsidy programs, as identified by the Furman Center.

A total of 2,075 units across 45 lots in the ¼ mile radius met the criteria presented in this research. Addresses, number of units, and assessed building value are listed below.

| Address                   | Units        | Assessed Building Value | Owner                 |
|---------------------------|--------------|-------------------------|-----------------------|
| 1277 MORRIS AVENUE        | 16           | 535,500                 | MORRIS AVENUE ESTATES |
| 1254 SHERMAN AVENUE       | 60           | 553,050                 | 1254 S LLC            |
| 201 EAST 164 STREET       | 131          | 2,068,200               | SHERIDAN COURT MEWSAS |
| 1220 GRAND CONCOURSE      | 23           | 404,550                 | 1220 LLC              |
| 1240 WALTON AVENUE        | 162          | 2,015,100               | 1240 SHEVA REALTY ASS |
| 163 WEST 170 STREET       | 32           | 374,400                 | 163 WEST 170TH STREET |
| 1454 UNIVERSITY AVENUE    | 50           | 1,190,250               | SCS REALTY, LLC       |
| 1425 UNIVERSITY AVENUE    | 55           | 888,750                 | 1425 U LLC            |
| 1346 MORRIS AVENUE        | 26           | 291,600                 | ZEVNONE REALTY CORP   |
| 263 EAST TREMONT AVENUE   | 14           | 403,200                 | TREMONT ANTHONY APART |
| 1358 SHERIDAN AVENUE      | 30           | 587,700                 | 1358 S LLC            |
| 1350 GRAND CONCOURSE      | 50           | 408,150                 | 1350 GRAND CONCOURSE  |
| 1365 SHERIDAN AVENUE      | 42           | 939,150                 | 1365 LLC              |
| 1353 SHERIDAN AVENUE      | 43           | 855,000                 | 1353 LLC              |
| 128 CLARKE PLACE EAST     | 64           | 1,129,950               | SENIOR LIVING OPTIONS |
| 115 EAST 169 STREET       | 38           | 446,400                 | 115 EAST 169TH REALTY |
| 1325 GRAND CONCOURSE      | 73           | 1,722,600               | CONCOURSE GREEN ASSOC |
| 121 CLARKE PLACE EAST     | 48           | 637,650                 | CLARKE-WALTON LLC     |
| 44 WEST 175 STREET        | 22           | 265,050                 | MORRIS HEIGHTS HOUSIN |
| 1387 JESUP AVENUE         | 34           | 928,800                 | 1387 JESSUP LLC       |
| 1491 MACOMBS ROAD         | 90           | 1,655,100               | SENIOR LIVING OPTIONS |
| 1515 MACOMBS ROAD         | 109          | 1,757,250               | 1515 MACOMBS RD CORP  |
| 1402 NELSON AVENUE        | 38           | 1,372,500               | JUSTIN'S BRONX PLACE, |
| 74 WEST 174 STREET        | 26           | 345,150                 | ARISTA UAC PROPERTIES |
| 1610 UNIVERSITY AVENUE    | 45           | 813,600                 | 1610 UNIVERSITY AVE R |
| 1628 UNIVERSITY AVENUE    | 13           | 481,950                 | ILENE R. SMITH LIMITE |
| 1636 UNIVERSITY AVENUE    | 25           | 460,800                 | G&M PROPERTIES II HOU |
| 1640 UNIVERSITY AVENUE    | 25           | 464,400                 | G&M PROPERTIES II HOU |
| 1669 MACOMBS ROAD         | 20           | 284,400                 | MONTMAC DEVELOPER, L. |
| 1615 UNIVERSITY AVENUE    | 31           | 877,950                 | UNIMAC DEVELOPER LP   |
| 1641 ANDREWS AVENUE SOUTH | 61           | 665,100                 | BRONX PRO PRESERVATIO |
| 1700 MONTGOMERY AVENUE    | 50           | 481,050                 | 1710 MONTGOMERY REALT |
| 1725 ANDREWS AVENUE SOUTH | 84           | 1,483,200               | ANDREWS PLAZA HOUSING |
| 1821 UNIVERSITY AVENUE    | 32           | 353,700                 | RECLAIM HOUSING DEVEL |
| 2314 MORRIS AVENUE        | 37           | 607,050                 | BURNSIDE HOUSING DEVE |
| 53 EAST 182 STREET        | 22           | 461,700                 | TW EAST ASSOCIATES, L |
| 2352 WALTON AVENUE        | 26           | 386,100                 | NEW FORDHAM HOUSINGDE |
| 2406 WALTON AVENUE        | 38           | 445,050                 | 2406 WALTON REALTY    |
| 2410 WALTON AVENUE        | 38           | 384,750                 | 2410 REALTY, L.L.C.   |
| 2201 WALTON AVENUE        | 27           | 338,400                 | LEMLE REALTY CORP     |
| 2195 WALTON AVENUE        | 43           | 471,150                 | LEMLE REALTY CORP     |
| 2432 UNIVERSITY AVENUE    | 45           | 640,350                 | MT. SHARON LLC        |
| 84 WEST 188 STREET        | 37           | 450,450                 | 84W 188 REALTY LLC    |
| 83 WEST 188 STREET        | 39           | 505,800                 | 83.W 188 REALTY,      |
| 1944 ANDREWS AVENUE SOUTH | 61           | 1,063,350               | 1944 HOLDING LTD      |
| <b>Total</b>              | <b>2,075</b> | <b>\$33,895,350</b>     |                       |

# Legend

-  1/4 mile boundary
-  Council Districts
-  Jerome Special District
-  Final lots that meet all criteria







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**The Jerome Avenue Rezoning Study.Reccomendations and comments Community Board 5**

Community Board 5 has a singular opportunity to be engaged in an historic effort to provide resources and develop our communities through this rezoning. The Jerome Avenue Rezoning is the culmination of nearly a decade of assiduous effort. Our Community Board is historically underserved and the rezoning effort is an opportunity to redress historic deprivation.

The rezoning plan has many worthwhile aspects. However, there are a number of elements that bear closer scrutiny. Overall, we affirm this rezoning, with recommendations. The opportunity to remake our communities by adding affordable housing, inculcate more cohesive design elements in our streetscapes are welcome initiatives. However, there are areas that warrant further scrutiny and modification.

In the broadest terms, we, of Community Board 5 feel that the following areas require modification. These areas are:

1. School capacity. Currently the schools in our communities are overburdened and there is a shortfall in seats. Under the proposed actions, this shortfall can increase up to over 151% capacity. Within District 5 we have identified the following schools as overcapacity and require these seat shortfalls to be ameliorated:

In CSD 9 the following elementary schools are over capacity:

| Name of the school | Address                       | Current utilization % | Seat shortfall |
|--------------------|-------------------------------|-----------------------|----------------|
| • PS 170           | 1598 Townsend Avenue          | 245                   | 176            |
| • PS 28            | 1861 Anthony Avenue           | 106.8                 | 49             |
| • PS 230           | 1780 Martin Luther King Blvd. | 118.1                 | 95             |

The following elementary schools are over capacity in School District 10:

| Name of school | Address                | Current utilization % | Seat shortfall |
|----------------|------------------------|-----------------------|----------------|
| • PS 15        | 2195 Andrews Avenue    | 140.8                 | 91             |
| • PS 33        | 2424 Jerome Avenue     | 125.9                 | 166            |
| • PS 33-Annex  | 2392 Jerome Avenue     | 110.4                 | 20             |
| • PS91         | 2170 Aqueduct Avenue   | 101.7                 | 10             |
| • PS 279       | 2100 Walton Avenue     | 119.9                 | 79             |
| • PS 291       | 2195 Andrews Avenue    | 183.3                 | 187            |
| • PS 306       | 40 West Tremont Avenue | 105.5                 | 40             |
| • PS 315       | 2246 Jerome Avenue     | 177.3                 | 75             |

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- PS 396                      1930 Jerome Avenue                      103.2                      11

For Middle Schools in CDS 10 the following schools are overcapacity and currently have a shortfall in seats. These are:

- IS 15                      2195 Andrews Avenue                      140.8                      53
- IS 279                      2100 Walton Avenue                      119.9                      54
- IS 279 Annex                      2100 Walton Avenue                      158.3                      14
- PS 315                      2246 Jerome Avenue                      177                      47
- IS 447                      125 East 181<sup>st</sup> Street                      114.4                      60
- IS 459                      120 East 184<sup>th</sup> Street                      101.3                      4

At present there are Elementary and Middle School seat shortfalls of 1,231. As there is a projected development of approximately 3,200 new apartments there is a potential to add an additional 345 elementary school children and 142 Intermediate School children in both CSD 9 and 10.

2. Open space. Although there are aspects of the plan that address open space/parks, we feel that there is an unmitigated dearth of parkland in our communities and the rezoning fails to adequately redress this inadequacy. In specific we are asking that the ownership of the playground at 1805 Davidson Avenue be transferred from ACS to the Parks Department so that its restoration to the community as an available safe play space for children be restored.
3. Economic Development and Employment. As of the third quarter of 2015 there were 18,785 employees and 2,133 businesses in the Primary and Secondary Study Areas. This accounts for 8% of private employment in the Bronx. Under the proposed action in the EIS, there is the potential for 584 employees and 77 businesses may be displaced (Jerome Avenue Rezoning EIS, Chapter 3, p. 20 and 22). We recommend that the nascent Business Improvement Districts (BID) at Burnside Avenue, Tremont Avenue and Featherbed Lane receive monies so that these efforts may be brought to culmination. So as to further this goal of BID development we recommend that \$900, 000.00 be made available for the purposes of completing a Needs Assessment Survey for these respective BIDS and whatever efforts are consequent to complete the process of BID formation in these areas. Our recommendations further endorse that any new business entering these areas be required to join the local BID. We also recommend that the HIRE program be restored at Bronx Community College. Project HIRE is a vital vocational training program focusing on the construction trades. Construction will be a major benefactor from any proposed actions in the Jerome Avenue Rezoning plan it is vitally important that local residents are able to access jobs in this industry. Bronx Community College has had a history of delivering this training for over 20 years. They are a vital





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stakeholder in our community and it is incumbent upon this institution to deliver educational and vocational resources for the community that are pertinent and beneficial. We recommend that Project HIRE be reinstituted at Bronx Community College and funded commensurately. A further recommendation is that a local employer and employee network, similar in scope to the Lower East Side Employment Network be instituted in our community. Concomitant with the development of our communities will be the effort to provide employment for our residents. We understand that meaningful development must include good jobs. The development of a local employment service provider to connect local job seekers with local employers is an important element in economic development and a rational synergy between employers and residents. By increasing the capacity to have residents employed locally there is the potential to decrease stress upon the mass transit and vehicular traffic systems as more people may commute to work if they are employed within the neighborhood. By matching local employers with local job seekers there may be a reduction in consumer 'leakage' of \$612,000,000; that's is, residents spend this amount on shopping outside the Jerome Avenue Study Area (Jerome Avenue The Bronx Commercial District Needs Assessment, p. 10).

4. **Public Safety.** Our community has had a long-standing concern with crime. We have made requests for funding various projects that have not been funded, which we are requesting herein. These are: provision of a new precinct to replace the 46<sup>th</sup> precinct station house. The current station is dilapidated. The front entrance to the station is not currently ADA accessible. We request funding that a ramp be installed to meet the needs for those that are mobility impaired. Surveillance cameras should be installed along the Burnside Shopping District. We also request that surveillance cameras be installed through the length of the Jerome Avenue Study corridor. We are also asking for instillation of adequate lighting along the Jerome Avenue Study Corridor.
5. **Health and Wellness.** We are requesting funding for Morris Heights Health Center, a major employer and a primary provider of health care services in our community, be provided with funding so that Community Health outreach workers may be funded so that outreach on health related issues be may be more efficaciously addressed.
6. **Transportation.** There are identified negative impacts regarding mass transit. There is an historic inadequacy in the mass transportation system along the Jerome Study areas. The defining structure along Jerome Avenue is the elevated #4 train. This train has no handicapped accessible stations between Burnside and 167<sup>th</sup> street. Currently, this creates an inequity for those that are mobility impaired. There is nothing in the study to redress this failing. The commute on the #4 is presently burdensome and the prospect of adding a projected nearly 10,000 new residents to this corridor leaves us with grave



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concerns. The bus lines that serve our community are also inadequate and there is concern that the addition of more commuters will create a wider gap in service capacity.

In specific Community Board 5 proffers the following recommendations:

- Zoning map amendments: Zoning map amendments to rezone portions of existing C4-4, M1-2, R8, C8-3, and R7-1 with R7A, R8A, R9A, R7D, and C4-4D districts and C2-4 commercial overlays.  
N 180050 ZRX Zoning text amendments to:  
Establish the Special Jerome Avenue District, coterminous with the Rezoning Area. The proposed special district will include regulations that will add controls to the ground floors of buildings within mapped commercial overlays and districts modify height and bulk regulations on lots fronting the elevated rail line, modify bulk regulations on irregular lots, and establish controls, such as discretionary review provisions, for transient hotels.  
Establish proposed R7A, R7D, R8A, R9A, and C4-4D districts as Mandatory Inclusionary Housing areas, applying the Mandatory Inclusionary Housing program to require a share of new housing to be permanently affordable where significant new housing capacity would be created.
- The City make quantifiable, actionable and trackable commitments to invest in neighborhood improvement projects AND strong anti-displacement protections. Especially by developing a Jerome Avenue tracker (based upon the extant, East New York Commitments Tracker, model developed by New York City Mayor's Office).
- Jerome Stakeholders are collectively represented on a **Jerome Neighborhood Plan Implementation and Oversight Committee** (the "Committee") that meets quarterly and includes non-voting representation from relevant governmental agencies.
- Regarding Housing; Promoting homeownership programs and increasing access to mortgage finance, re-opening our HPD neighborhood preservation and tenant support office, a citywide certificate of no harassment and a no net loss of affordable housing policy, public grades for landlords and developers, and policies to curb speculation through mechanisms such as real estate transfer taxes and even stronger code enforcement. Funds should be increased for the 8A Loan Program. Policies should be considered to require developers to contribute resources to prevent displacement of current residents. Landlords and developers should be publicly graded and said grades should be publicly displayed. Landlord licenses should be required to ensure only the best-intentioned landlords operate

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in NYC. Public subsidy applications could be a good place to include these requirements. The City should monitor housing court cases in Community District 5, which are home to a particularly high concentration of displacement risk households. HPD should increase funding so as to hire additional code enforcement inspectors. So that our residents may best avail themselves of code enforcement, anti-harassment and displacement resources, we ask that a Neighborhood Preservation Office be reopened in our community. Funding for further outreach and 'Know your Rights' education by community groups should be communicated to tenants. Funds should be allocated to community organizations and/or legal aid/legal services for outreach to help identify cases that are part of a larger tenant harassment pattern. New construction that targets a range of income levels with a ceiling at 80-100% AMI. The MIH option employed in our neighborhoods should be calibrated to neighborhood needs as much as possible. "Cluster-site" shelter units should be converted back to permanent housing to help significantly reduce the number of homeless families and provide City and State rent subsidies to allow families in "cluster- site" units that meet Section 8 quality standards to secure leases for the same apartments in which they already live.

- Request for Proposals issued by HPD should also include language mandating local hiring (especially, but not limited to construction-related activities).
- Reduce the high unemployment rate through **allocating workforce training dollars to area anchor institutions, the development of a workforce development center on the corridor or within Community Districts 4 and 5, protecting higher-paying automotive sector jobs through protecting more area for these businesses, and exploring creative solutions like the development of worker cooperatives.** A fund for automotive businesses in the area, for comprehensive services related to capacity building (job training, skills development etc.), legal services for lease term negotiations, compliance in auto-industry standards, training to remedy violations, etc. The fund should be large enough to finance a package of incentives that will allow qualifying businesses to relocate to an area within the city that better fits their needs.

Furthermore, **funding should be provided to staff the Local Employment Network.** This funding should also be sufficient to accommodate outreach activities and staff so that local businesses can be better engaged. *Including NB/WE*

- Regarding schools, we recommend the following: **Community School Districts 9 and 10 elementary and middle schools are already severely overcrowded, and the proposed actions may add 2,388 over time. We request the City identify appropriate locations for new schools, that presently unfunded school seats** *certificates outreach*

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be baselined, and that the City commit to at least 1,000 additional school seats. Furthermore, there is no high school in Community Board 5. We recommend that Bronx Community College, the Community Board and local stakeholders endeavor to identify and develop a high school in association with Bronx Community College. In addition, our **libraries** are in need of capital and programmatic funding. We request funding for **Davidson Community Center** renovation and expansion, for an expansion of youth and community services, meal preparation, and handicap accessibility. The center operates on a DCAS leased property. We also request additional funds for youth programs like **Beacon**.

- As concerns public safety, we request more **NYPD cameras** be installed across our community and that the inaccessible and in-disrepair **46th Precinct complex** be rebuilt. We also request funding to provide free **smoke and carbon monoxide detectors** to lower-income residents in our community.
- Given our lagging health indicators, we request **increased funding for pest control, increase opportunities for exercise and incentivize more healthy food options**. Additionally, we request **increased special needs funding for immigrants**, for example, for: citizenship applications, residency, employment applications, spousal waivers, accessing resources and other legal documents. The foreign-born are more than one-third of the population in Community Board #5. By addressing these immigrant-specific concerns will ultimately enable the foreign born to contribute even more to the economic vitality of the community. We also request increased funding to provide **independent living skills programs for single mothers** in our district.
- Our transportation system is **overburdened**, we request the City advocate for improvements and services that enable additional capacity on our subways and busses – including Bus Rapid Transit interventions, and that **our public realm – including our streets, step streets and sidewalks - public receive upgrades**. The following step streets are of particular concern to Community Board 5: Davidson Avenue, Sedgwick Avenue to Cedar Avenue, Marion Avenue to 187th Street, at Kingsland Place (between West Tremont Avenue and Harrison Avenue), Palisades Place to Sedgwick Avenue. The following roads are of particular concern to Community Board 5: Grand Concourse Bridge over 175th Street-Walls over 175th Street, underpasses at 174th -175th Street, Burnside Avenue and East Tremont Avenue, and the completion of the Grand Concourse work.
- We request **increasing the number of local recreational opportunities for youth and the elderly, the improvement of existing neighborhood parks in the community, guarantee each of our neighborhoods has green streetscapes,**

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quality parks, and diverse recreation spaces, and ensuring all our residents are within a ten minute walk to a park. The Aqueduct Walk is of particular concern to Community Board 5. We are asking that the following remediation be addressed to Aqueduct park: Aqueduct Park land improvement from Morton Place to Burnside Avenue and build a pedestrian bridge over Burnside Avenue connecting the currently split elements of Aqueduct Park.

The following open space has been identified and should be converted to park space: On the West side of Davidson Avenue, south of West 177<sup>th</sup> Street and at the intersection of Macombs Road, Grand Avenue and Featherbed Lane.

We require that the lighting be replaced in Aqueduct Park from Morton Place to Burnside Avenue.

We also request funding for more enforcement officers, and parks and recreation specialists.

- Finally, we request that **Mandatory Inclusionary Housing (MIH) be mapped in the entirety** of the Jerome Special District without exception. We also request the **Community Boards play a more formal role in decisions about future developments that will enter our districts.**

Additionally, we mandate that the rezoned secondary area be expanded to include the following extensions of the Rezoning area:

- Tremont Avenue-Cross-Bronx Expressway. The addition would encompass west from Jerome Avenue (to just west of Davidson Avenue) into the Morris Heights neighborhood, between approximately West 177<sup>th</sup> Street to the north and West 176<sup>th</sup> Street to the south.
- Tremont Avenue-Cross-Bronx Expressway. West from Jerome Avenue (to Macombs Road) into the Morris Heights neighborhood, along the northern side of Featherbed Lane.

We feel that mitigation of these areas is vital to the success of the rezoning effort. We shall indicate the specific proposals in the rezoning effort.

Submitted, respectfully,  
February 7, 2018.

Dear Board Members:

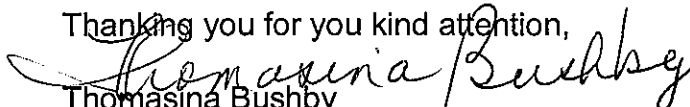
In addition to my previous comments on the Jerome Avenue Neighborhood Study, sent on September 14 2017, is my recommendation for the inclusion of a community agreement between the developer/ owner/manager of new construction, tenants and Community Board Five. The agreement should include the following elements:

1. A written community agreement between the developer/owner/manager, tenants and Community Board Five should be included in the Jerome Avenue Neighborhood Plan. The community agreement should insure the quality of life within the new construction and the surrounding neighborhood.
2. In the community agreement, the developer/owner/manager must report to Community Board Five every two months to show how they are adhering to the community agreement. The months of July and August are not included because the community board is on vacation.
3. The developer/owner/manager should support the efforts of the tenant association, neighborhood block association and homeowner association to improve the quality of the building and the neighborhood. Community Homeowners as long term stakeholders, contribute greatly to the best of the neighborhood character and stability.
4. The developer/owner/ manager should seek the assistance of the New York City Municipal Services and Community Board Five to ensure safety, basic services, youth employment, crime prevention, and tenant and neighborhood education.
5. The developer/owner/manager should provide employment opportunities to eligible young adults who are residents of the building and the surrounding neighborhood.

The execution of the community agreement can lead to the preservation and improvement of the best buildings and improvement of the best of the neighborhood character and lastly, to landlord accountability to municipal services regulations, tenant leases and Community Board Five requests for bi-monthly reports.

The above recommendations are based on my ongoing acquired knowledge, attending various NYC Planning meetings jointly hosted by Community Boards 4 and 5 a daily conversations with my neighbors and testimonies at required Public Hearings, in the past three years.

Thanking you for your kind attention,

  
Thomasina Bushby  
Community Board Five Member  
October 11 2017

Note: Please excuse the typos.



## **The Property Owners @Jerome/Inwood Avenues & West 169<sup>th</sup> Street**

My name is Gary Spindler and I am testifying as a representative for the Property Owners @Jerome/Inwood Avenues bound by West 169<sup>th</sup> Street on Block 2855.

As the zoning now stands, we have maxed-out our properties. We own legacy businesses, which struggle to be profitable, and are stuck in time. After two years of meeting with Bronx Community Board Four, the Bronx Borough President's Land Use Unit, Bronx City Planning, and Council Member Gibson, a text amendment was approved in early November which added our Block 2855 to the Jerome Avenue Rezoning area.

**Being included in the rezoning will give us an opportunity to build a multi-use property. We are planning a mixed-income "affordable" residential building with a school at its base and 150' of street retail along Jerome Avenue while replacing the existing parking spaces in the cellar of our new building.**

We have met with Mr. Ted Weinstein and Mr. Kenneth Spillberg of HPD's New Construction Finance unit about using Mix & Match funds within our project site. We expect that we will be able to build approximately 200 affordable dwelling units, including 10% set-aside as transitional apartments for the formerly homeless. Our residential tower will step back to the Inwood Avenue side away from the elevated subway, to be consistent with the new zoning.

We also spoke with Ms. Gayle Mendaro and Ms. Melanie LaRocca from the School Construction Authority, to plan for a badly needed elementary school. Our design for a school in our base will be able to accommodate 24' high ceilings making it suitable for a gymnasium and/or auditorium onsite with a Jerome Avenue entrance. Our land-use consultant, Mr. Sandy Hornick, has also prepared written testimony, detailing our underlying planning principles and the potential for job growth which can be realized on Block 2855.

Our block front 2855 is the largest through-block front eligible for transformation. Your decision to include us gives us the tools to create a safer and continuous Jerome Avenue corridor, to improve the retail streetscape, to build a school, to stimulate job growth, and to create new, affordable housing units just steps away from the elevated subway. We have no quarrel with Auto Repair shops. On our block, the operator of the largest enterprise is also the owner of its own property and understands that this use will continue to be grandfathered under the rezoning.

We are thankful for the courtesy given to us by Bronx Community Board Four, the Elected Officials and the Bronx Department of City Planning staff, who worked with us to reconsider our legacy zoning and to be welcomed into the future of the New Jerome Avenue. Thank you for hearing our testimony.



Good morning, and thank you for allowing me the opportunity to present testimony today. My name is HJ Lee, and I am here representing the 35,000 members of the New York Hotel Trades Council. Our members work in approximately 300 hotels across New York City, and are a vital component of the City's tourism industry.

The Hotel Trades Council offers its strong support for the proposed Jerome Avenue Rezoning, particularly the inclusion of a special permit for hotel use. We believe that the inclusion of a hotel special permit helps guarantee development that creates good jobs and stays in line with the community's needs. We also believe it is an important step toward preventing unchecked hotel development in the Jerome Avenue corridor, which could easily overtake the more desired uses such as affordable housing.

It is our position that requiring a special permit for hotels is a thoughtful way of ensuring that new hotel development meets the goals of the rezoning, and that all stakeholders in the community are guaranteed the opportunity to have their voices heard. We strongly support the City's plan. Thank you.





New York Hotel and Motel Trades Council, AFL-CIO • 707 Eighth Avenue, New York, NY 10036 • Telephone (212) 245-8100 • Fax (212) 977-5714 • [www.hotelworkers.org](http://www.hotelworkers.org)

Good morning and thank you for the opportunity to present testimony today. My name is Katie Moore and I am here on behalf of the New York Hotel Trades Council. Our union's 35,000 members work in hotels across New York and Northern New Jersey, and make up approximately 75% of the hotel industry within the five boroughs.

As is the case with any rezoning in our city, our union places great importance on developer responsibility, community inclusion, and the creation of good jobs. We feel that the proposed Jerome Avenue Rezoning is striking this very balance, and we support the City's plan.

We are particularly supportive of the proposal's inclusion of a special permit for hotel use, which we believe provides a critical step toward ensuring community input and the creation of good jobs for locals. The special permit will allow the community to have a key seat at the table during every step of public review for a potential hotel.

While a special permit may limit the development of hotels, we feel that it is the most sensible means of ensuring that any new hotel development suitably fits within the stated purpose of the overall rezoning while providing the most benefit to the community. We strongly support the City's plan. Thank you.



**Valuing and Protecting Auto & Industrial Jobs and Businesses in Jerome  
Sub-Committee on Zoning and Franchises, Chair Moya  
Testimony to New York City Council**

Elena Conte, Director of Policy  
February 7, 2018

**Introduction**

Thank you, Chair Moya. I'm Elena Conte, Director of Policy at Pratt Center for Community Development. As a technical assistance provider to the Bronx Coalition for a Community Vision we have been working to understand how the proposed rezoning may impact local businesses and jobs, specifically in the auto sector. We published "[Under the Hood](#)", a citywide look at the auto sector, and provided the technical analyses contained in "[Out of Gas: How the City Can Do Better for Jerome Avenue's Auto Workers](#)." We began these analyses because we found the proposal by DCP to create

**"Retention Zones" insufficient to accomplish their stated goal.**

The proposed action in the draft environmental impact statement referenced four areas, currently zoned C8 and M1, that were excluded from the rezoning for the stated purpose of supporting the auto and industrial sectors.<sup>1</sup> Yet these so-called "retention zones" are insufficient to mitigate the impact of the rezoning because:

- **The retention zones - even in their current state – primarily house non-auto or industrial uses.** More than 50% of the area in these zones are already occupied by other uses.
- **The zones only house a small portion of the Jerome Avenue auto cluster.** Just about one quarter of the auto businesses in the area actually operate within them.
- **They have little to no vacancy** – these areas house 10 properties totaling 83,500 square feet, an insufficient receiving area for the 613,000 square feet of auto businesses that we expect will be displaced by housing development.
- **Because the proposed zones are not continuous and would be surrounded by new dense residential zoning, the vulnerability of the businesses there would increase.** This land use pattern makes it unlikely that existing auto uses will be able to survive in the future there due to market pressures and compatibility issues.

The A-application, a modification to the original proposal that the City Planning Commission (CPC) advanced, further weakens the retention zones by shrinking them and sandwiching them between high density residential development areas.

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<sup>1</sup> Jerome Avenue Rezoning Draft EIS page 1-27



### **Auto repair jobs are good jobs**

The auto repair and industrial sectors provide quality jobs to mostly immigrant workers with limited educational attainment with far higher wages on average – nearly twice as much – than the retail sector, which pays an average of just \$24,000 per year. These jobs are deeply needed: the neighborhoods surrounding the proposed rezoning area have an unemployment rate of 17%<sup>2</sup>.

### **Displacement of quality auto worker jobs is inherent in the rezoning plan**

Based on the proposed zoning changes, DCP itself predicts that 25% of auto businesses will be directly displaced<sup>3</sup>. Pratt Center estimates that close to 75% of the auto sector workforce in the rezoning area – **hundreds of jobs** – will be displaced<sup>4</sup>

In the more than three years since it was announced that Jerome was targeted for rezoning, auto merchants, the United Auto Merchant Association, and the Bronx Coalition for a Community Vision have been calling on this Administration to treat with fairness and respect the people whose jobs are jeopardized by this action. The response has been to hide behind legal technicalities and analytical manipulations to pretend that the City has no responsibility to hundreds of workers in a sector that its land use decisions is systematically decimating.

Consider:

- 108 million square feet of M and C8 land has been lost from 2009-2015.
- 40% of the Council Districts that house the most auto shops are being slated for *Housing New York* rezonings and
- No citywide look has been taken to address the needs of the sector and the people it supports.

**This Council has the opportunity to take a different approach. This Council can, as the Bronx Coalition for a Community Vision has called for:**

- **Reduce the size of the rezoning** to allow for a majority of auto shops to remain and thrive in place (detail on this is contained in the attachments)
- **Invest in the places that auto businesses need to operate**, and in making sure that auto businesses have a fighting chance of locating and being successful there – in the Jerome area and through meaningful relocation provisions that align with the realities that auto businesses face
- **Mandate a citywide study of the sector that plans** for its future, the future of workers, and the needs of the city as a whole, so that at the next hearing we're not pointing to Jerome's failures the way today we are pointing to those of Willet Point.
- **Provide training and assistance to businesses and workers**, but not as a stand-alone measure – not as a headline, or a hollow "feel-good" gesture, but **in conjunction with actual policies that ensure that businesses and workers have a place to operate.**

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<sup>2</sup> Department of City Planning Jerome Ave Neighborhood Profile

<sup>3</sup> Jerome Avenue Rezoning Draft EIS page 3-5 – 36 businesses are expected to be displaced. Using the figure of 145 auto businesses from their 2014 survey, 36/145 = 25%

<sup>4</sup> National Establishment Time Series Data (NETS) 2014

We cannot pretend that the workers on Jerome Avenue will not be devastated by the proposed actions. We urge you to use your powers to address this reality and the other impacts of the rezoning. In support of the Bronx Coalition for a Community Vision, we are available to assist you in taking on that mission. If you are not able to do so, we urge you to vote down the proposal.

Thank you.

**For further information, contact:**

Elena Conte, Director of Policy, [econte@prattcenter.net](mailto:econte@prattcenter.net), 718-399-4416

*NOTE:* This testimony was prepared by the Pratt Center for Community Development. It does not necessarily reflect the official position of Pratt Institute.

Attachments:

1. Excerpt from "[Under the Hood: A Look into NYC's Auto Repair Sector](#)" published February 2017. Full report accessible at [http://prattcenter.net/sites/default/files/under the hood 2-28-17 final.pdf](http://prattcenter.net/sites/default/files/under_the_hood_2-28-17_final.pdf)
2. Zoning maps of proposed expanded retention areas from "[Out of Gas: How the City Can Do Better for Jerome Avenue's Workers](#)" - a detailed land-use and programmatic proposal that takes the future of Jerome auto workers and businesses seriously). Full report accessible at [http://prattcenter.net/sites/default/files/jerome auto report out of gas 10-10-17 we.pdf](http://prattcenter.net/sites/default/files/jerome_auto_report_out_of_gas_10-10-17_we.pdf)
3. [Lessons of Willet Point: Relocation Fears for Workers](#) by Patrick Arden. November 1, 2013, City Limits accessible at <https://citylimits.org/2013/11/01/lessons-of-willeys-point-relocation-fears-for-workers/>





ISSUE BRIEF

# Under the Hood

A Look into New York City's Auto Repair Industry

FEBRUARY 2017

## Overview

New York City is well known for several high-profile industries including finance, real estate, and film and TV. The city's economy though is infinitely more complex; comprised of a large variety of sectors that often remain unnoticed by policy makers. But these less visible sectors often provide essential goods and services, from cement and heating oil to architectural metalworking and elevator repair, which are critical to the functionality of the city. **One of these industries is the auto-repair sector, which employs approximately 10,600<sup>1</sup> people across the five boroughs.**

As of 2015, there were 4,246 motor vehicle repair shops licensed by the New York State Department of Motor Vehicles (NYS DMV).<sup>2</sup> Motor vehicle repair businesses—mechanical and body repair shops—are an important source of employment for people who typically face barriers to well-paying jobs including people of color, immigrants and those with limited educational attainment. Positions in the auto sector pay better than other jobs that do not require a formal degree, such as restaurant and retail work. The average annual wage for auto repair jobs in New York City is \$44,000, compared to \$25,000 for food preparers.<sup>3</sup>

Auto repair businesses tend to locate near major highway corridors in active clusters that provide competitive advantages for both the businesses and their customers. **Despite providing an important source of employment, auto businesses are often under threat from changing land uses, rising real estate prices, and hostile permitting conditions.** As individual businesses are displaced, the negative impacts ripple through the clusters. Relocation is difficult: as a designated “heavy use group” these businesses are reliant on space zoned for intense commercial (C8) or manufacturing use for their operations, zoning designations that have frequently been rezoned for other uses over the past several decades. As less of this land is available for auto-related uses, these businesses and jobs are increasingly at risk. For those that can relocate, it is often very difficult to replicate the benefits achieved by the initial clustered location.

In several neighborhoods, real estate pressure has been exacerbated by the de Blasio Administration's Housing New York plan which includes the rezoning of neighborhoods with high concentrations of auto businesses to encourage residential development. Real estate pressure, even when it is focused on areas adjacent to auto clusters, will likely herald displacement as a result of rising commercial rents and changing neighborhood character. Willets Point in Queens, Atlantic Avenue in East New York Brooklyn, and Jerome Avenue in the Bronx are examples of the challenge presented for the industry. Yet there has been no formal economic planning for the auto repair sector to mitigate these impacts.

**Positions in the auto sector pay better than other jobs that do not require a formal degree, such as restaurant and retail work.**

In recognition of this threat, and growing out of work with the Bronx Coalition for A Community Vision and its member organization, the United Auto Merchant Association, Pratt Center for Community Development has developed this issue brief to shed light on the value this sector holds for the city, in particular for immigrants and people of color. Pratt Center recommends that before any additional rezonings proceed, the City should conduct a comprehensive study on the industry to better understand the pressures facing the auto sector and develop necessary policies and programs to adequately address the sector's needs.

1. Conservative estimate based on data from U.S Bureau of Labor Statistics Quarterly Census on Employment and Wages 2015

2. According to New York State law, any business that is wholly or partially engaged with repairing or diagnosing motor vehicles and/or those that appraise, evaluate or estimate the extent, value and need of motor vehicle repairs is required to be registered by the NYS Department of Motor Vehicles (NYS Department of Motor Vehicles). Motor vehicle repair shops do not include auto dealerships, audio or accessories stores, shops that sell only tires, taxi or limo dispatchers or auto part retail shops, such as Auto Zone.

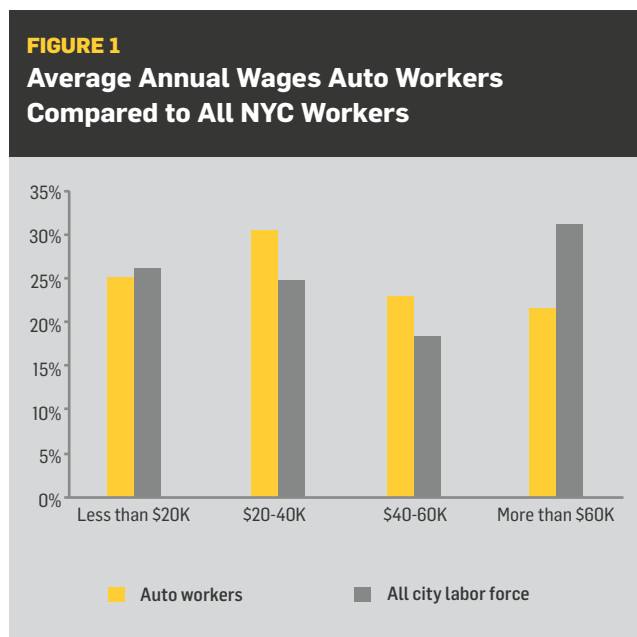
3. NYS Bureau of Labor Statistics Occupational Employment Statistics 2015



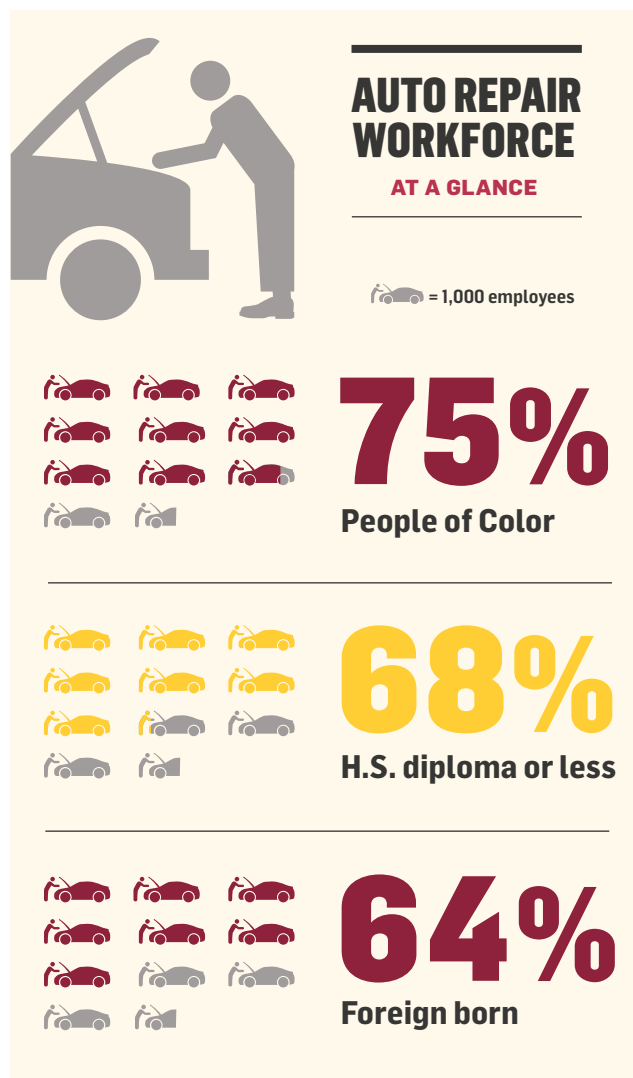
## Auto Repair Shop Employment

According to the U.S. Bureau of Labor Statistics, there are 10,594 auto repair employees in New York City, an increase of 15% since 2010.<sup>4</sup> Available data reveals that 75% of auto workers are people of color and more than 64% are foreign-born; significantly higher representation than that in the city's labor force overall with 59% and 46% respectively.<sup>5</sup> The auto repair industry also provides employment for those with limited educational attainment: 68% of employees have a high school diploma or equivalent or less.<sup>6</sup>

Careers in the auto industry provide decent wages. The average annual wage for auto occupations in New York City is \$44,000.<sup>7</sup> Of the 21% of auto repair employees who earn more than \$60,000 a year, half have a high school degree or less.<sup>8</sup> By comparison, food preparation and retail—two industries that employ large numbers of individuals with a high school degree or less—have average annual wages \$20,000 less a year.<sup>9</sup> In fact, the auto repair industry offers a higher percentage of middle wage jobs (earning between \$40,000 and \$60,000) relative to the city's overall labor force (see **Figure 1**).



Source: ACS PUMS 5 Year Estimates, 2014



Despite this source of well-paying jobs, particularly for individuals that typically face high barriers to employment including people of color, immigrants and those with a high school degree or less, there has been no formal planning for this sector. This is particularly problematic in light of the numerous proposed zoning changes and real estate pressures impacting the city's main auto repair corridors. When auto businesses are displaced and jobs are lost, alternative employment opportunities are not often of the same quality.

4. U.S Bureau of Labor Statistics Quarterly Census on Employment and Wages 2015

5. ACS PUMS 5 Year 2014

6. ACS PUMS 5 Year 2014

7. NYS Department of Labor Occupation Employment Statistics 2015

8. ACS PUMS 5 Year 2014

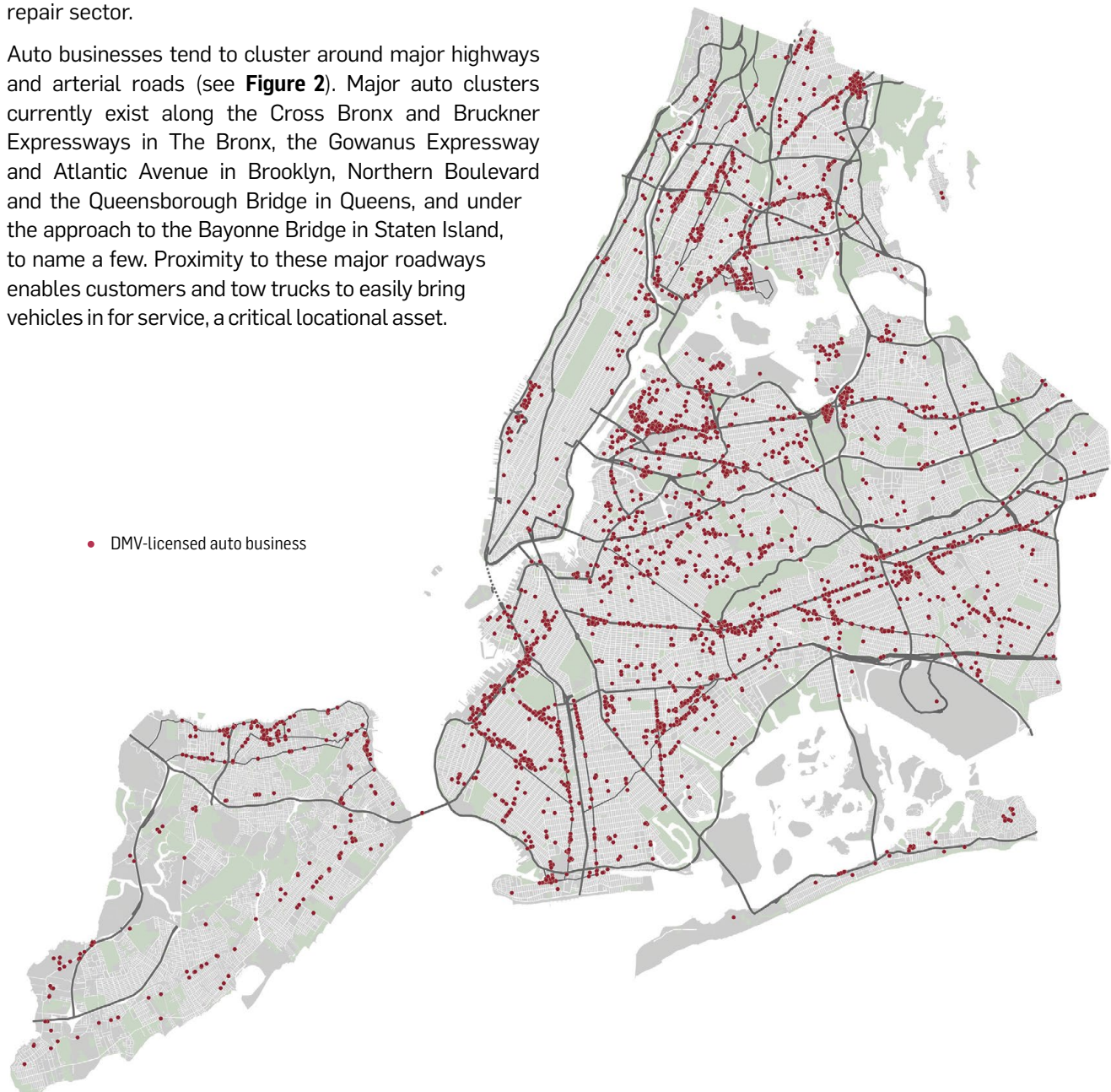
9. NYS Department of Labor, Occupation Employment Statistics 2015

## How and Where Auto Repair Shops Operate

New York City has made long and critical strides to improve mass transit and to reduce reliance on cars, a trend that Pratt Center strongly supports as vital to a sustainable city. Yet many individuals and businesses depend on personal transportation for daily needs. In the five boroughs, there were 2,057,433 registered vehicles in 2014 (the most recent available data), an increase of over 41,000 vehicles from 2013,<sup>10</sup> creating significant demand for a robust and skilled automotive repair sector.

Auto businesses tend to cluster around major highways and arterial roads (see **Figure 2**). Major auto clusters currently exist along the Cross Bronx and Bruckner Expressways in The Bronx, the Gowanus Expressway and Atlantic Avenue in Brooklyn, Northern Boulevard and the Queensborough Bridge in Queens, and under the approach to the Bayonne Bridge in Staten Island, to name a few. Proximity to these major roadways enables customers and tow trucks to easily bring vehicles in for service, a critical locational asset.

**FIGURE 2**  
**DMV-licensed Auto Businesses and**  
**Relationship to Major Thruways**



10. NYS Open Data Department of Motor Vehicles 2014

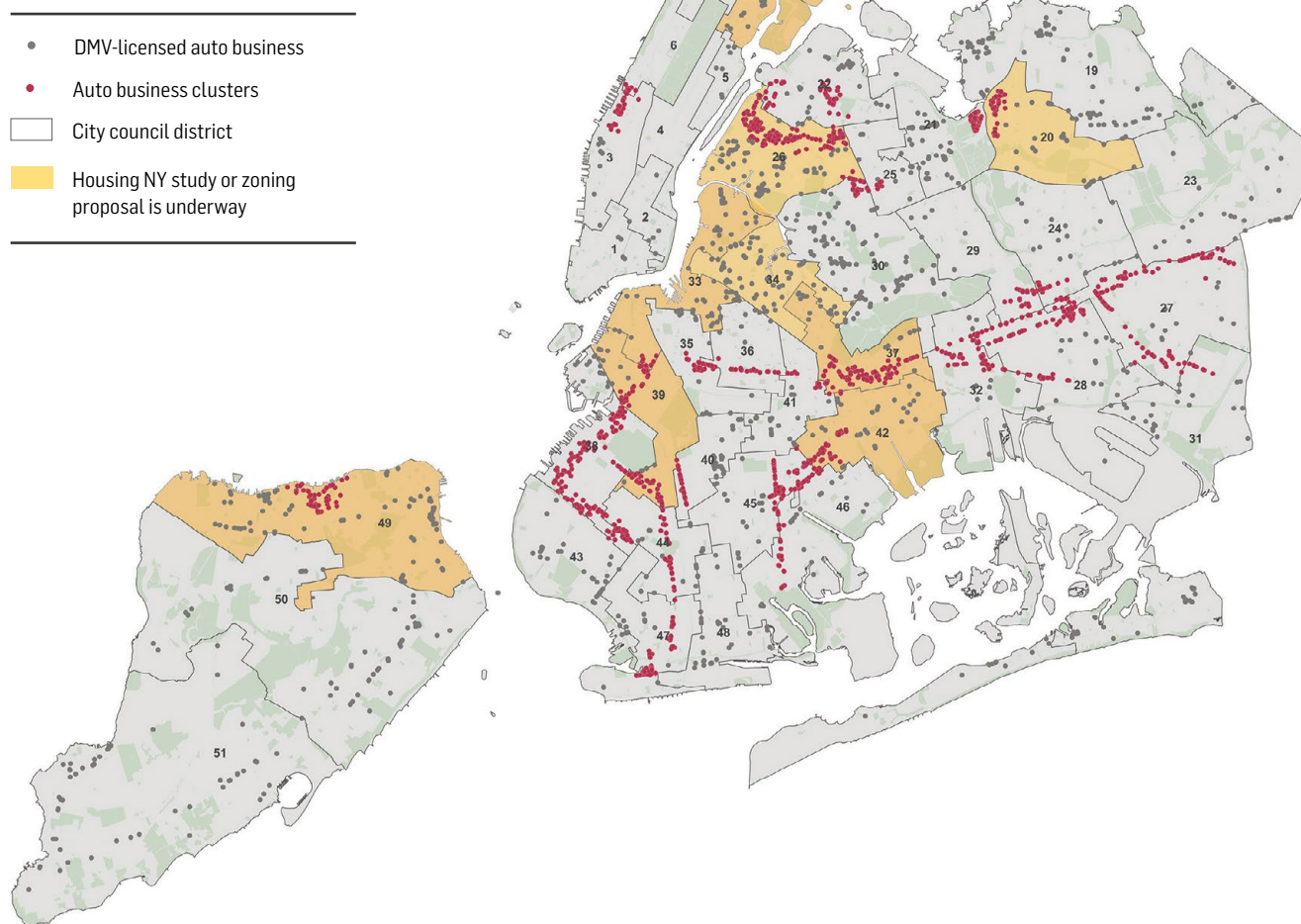


On a more granular scale, the auto repair sector is highly clustered in corridors (see **Figure 3**). The clustering of auto businesses along corridors provides another competitive advantage: multiple businesses operating in one area facilitates the purchasing of products and services from one business to another and keeps prices competitive for customers who can quickly and easily find a range of goods and services in one location. It also attracts customers to an area with the knowledge that their service need has a high chance of being met by at least one establishment in the district.

The benefits of this clustering extend to auto-related economic activity outside of DMV-licensed shops as well, and include businesses such as auto retail establishments that do not require the same heavier zoning. To illustrate, the Jerome Avenue corridor in the Bronx that the City

proposes to rezone contains 102 shops that are licensed by the DMV for repair. Yet a field survey of the area identified a total of 156 auto-related businesses.<sup>11</sup> This represents an additional increment of 53% of firms whose economic livelihood is associated with and supported by the repair cluster. Although it is not possible to ascertain whether this ratio of associated auto activity is the same for all repair clusters without a more in-depth study of additional corridors, for every cluster of DMV businesses

**FIGURE 3**  
**Auto Business concentrations**  
**by City Council District**



11. This number excludes the number of parking establishments and gas stations. Were these to be included, the associated number of auto-related firms in the area would be 198.

**FIGURE 4**  
**Council Districts with Highest Numbers of**  
**DMV-licensed shops**

| Rank | Council Member    | District | No. of Businesses | Housing NY Study or Zoning Proposal |
|------|-------------------|----------|-------------------|-------------------------------------|
| 1    | Van Bramer        | 26       | 303               | x                                   |
| 2    | Miller            | 27       | 202               |                                     |
| 3    | Rose              | 49       | 195               | x                                   |
| 4    | Crowley           | 30       | 181               |                                     |
| 5    | Menchaca          | 38       | 178               |                                     |
| 6    | Ferreras-Copeland | 21       | 168               |                                     |
| 7    | Williams          | 45       | 157               |                                     |
| 8    | Salamanca         | 17       | 155               | x                                   |
| 9    | King              | 12       | 147               |                                     |
| 10   | Wills             | 28       | 134               |                                     |
| 11   | Espinal           | 37       | 125               | x                                   |
| 12   | Treyger           | 47       | 114               |                                     |
| 13   | Lander            | 39       | 113               | x                                   |
| 14   | Torres            | 15       | 111               |                                     |
| 15   | Barron            | 42       | 102               | x                                   |
| 16   | Vallone           | 19       | 101               |                                     |
| 17   | Vacca             | 13       | 97                |                                     |
| 18   | Greenfield        | 44       | 93                |                                     |
| 19   | Gibson            | 16       | 93                | x                                   |
| 20   | Constantinides    | 22       | 87                |                                     |
| 21   | Ulrich            | 32       | 85                |                                     |
| 22   | Reynoso           | 34       | 80                | x                                   |
| 23   | Cohen             | 11       | 80                |                                     |
| 24   | Levin             | 33       | 79                | x                                   |
| 25   | Koo               | 20       | 77                | x                                   |
| 26   | Mark-Viverito     | 8        | 77                | x                                   |
| 27   | Cabrera           | 14       | 71                | x                                   |

there is likely to be a larger and more diverse cluster of auto-related businesses. Accordingly, the forces that impact cluster health and vitality will also impact the associated businesses, regardless of the zoning their establishment requires.

Similarly, forces that disrupt clusters may have a greater effect on employment than formal data sets would indicate. From the outside, an auto repair business may appear to be just that, one business engaged in fixing motor vehicles. On the inside however, a single auto repair shop may actually be home to multiple individual businesses, increasing the small business density of a particular corridor. The primary tenant of a shop, for example, may sublease a lift space to other independent auto repair people as subtenants, some of whom may not be officially licensed or incorporated. These subtenants can have their own independent client base or receive excess work orders from the primary shop owner. Auto body shops each have their own employees, but they will also hire contract workers to handle increased work volume. Since both primary and subtenants hire contract workers, it is difficult to approximate the exact number of jobs at any given establishment. Therefore, it is likely that since contract workers and non-licensed establishments are not adequately represented in publicly available data sets, the reported number of businesses and the number of employees is misleadingly low.

As auto corridors are undermined by real estate pressure and land use changes they become less effective as the cluster of businesses starts to dissipate. When looking to find another optimal area and therefore maintain these advantages, it is increasingly difficult for multiple businesses to relocate together due to a constrained real estate market.

Auto repair clusters are both dense and long, and form in configurations that often cross political jurisdictions. For example, the tightly packed Jamaica auto cluster is governed by three Council Districts, while the Atlantic Avenue corridor stretches across seven. The multi-jurisdictional pattern of the clusters adds to the challenges of planning for the sector and suggests the need for a citywide cross-district approach. A distributional look at the shops by Council District shows that 25% of DMV auto shops are in the top five districts, while overall 80% percent of all DMV shops are located in approximately half of Council Districts. Because of this heavy clustering, actions that impact shops in these districts will have a disproportionate effect on the sector as a whole.





*Auto sector stakeholders from Jerome Avenue speak with city planners from NYC Department of City Planning. Photo by William Mathis, courtesy of Norwood News.*

The de Blasio Administration has proposed a series of actions that will have a major impact on the auto sector citywide. Of the 15 Council Districts that are home to more than half of the city's DMV shops, 40% have a Housing New York study or rezoning proposal underway (See **Figure 4**). Decisions about actions that will strengthen and support, or otherwise disrupt or cause to displace, clusters should be informed by citywide knowledge of distributional patterns and needs and the amount of car repair capacity that the city as a whole requires, alongside local considerations.

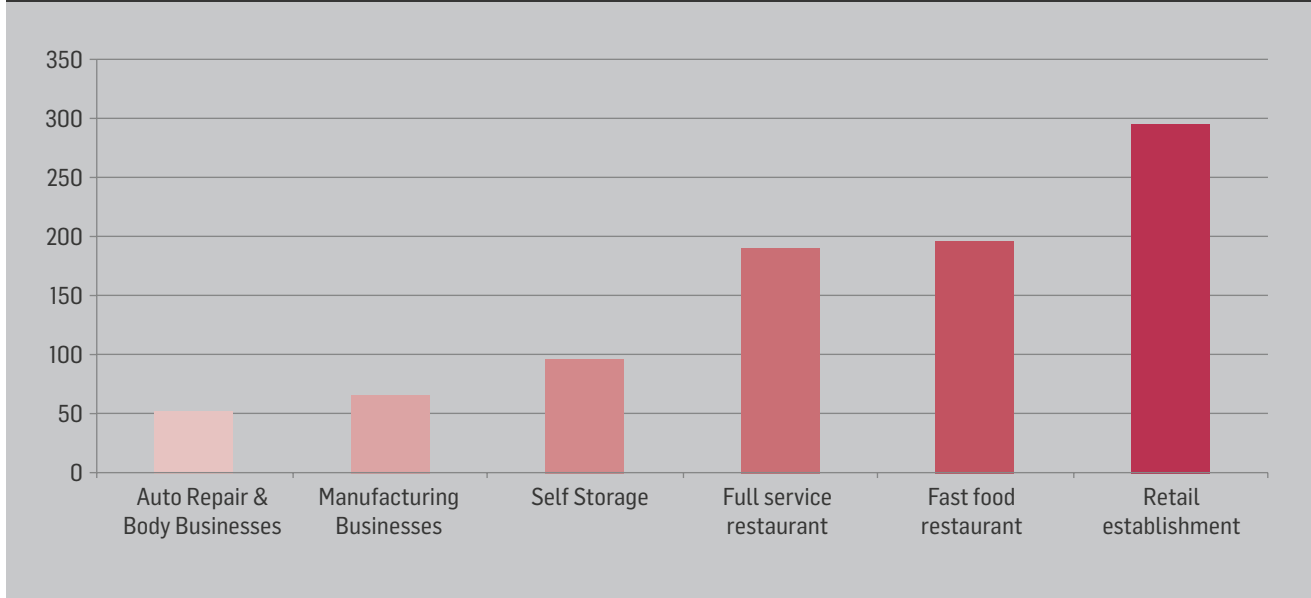
The history of highway development and also that of zoning have contributed to the uneven distribution of auto repair shops throughout the city. Having never been valued by municipal planners, the auto repair industry has clung on in harsh conditions to provide services in areas that were historically targeted for disinvestment, often the same communities in which auto workers live. The lack of investment in facilities that have adequate space and proper environmental controls have made tenant auto businesses an easy target to blame for what is actually the consequence of poor planning.

To ensure that workers and community members living near auto facilities have access to a safe workplace, protection from pollution, and access to walkable streets

requires investment, education and services for workers, and design solutions to address potential conflicts.

## The Impact of Land Use Actions & Real Estate Pressure on the Auto Repair Sector

Auto repair businesses are permitted to operate in areas zoned C8 or M, two zoning districts that are geared to commercial and industrial activities and prohibit housing. This division of uses minimizes conflicts that may arise between residents and businesses that rely on numerous vehicles and trucks to function. Yet simply having compatible zoning does not fully mitigate the challenges that real estate pressure poses for the sector. These challenges derive from multiple sources: competing uses within the zone, sharply heightened pressure when zoning is changed (directly and/or nearby), and dwindling available land supply, with even fewer sites available for accommodating the clustering needed for businesses to succeed.

**FIGURE 5** Average Market Value Per Square Foot of Businesses within Jerome Rezoning Area

Source: New York City's Property Information System (<http://nycprop.nyc.gov/nycproperty/nynav/jsp/selectbbl.jsp>)

Under the zoning in which they are permitted to operate, auto repair businesses face competition from other allowed uses that can pay higher rents. The differential in land value for competing uses in these zones can be quite substantial. For example, in the proposed Jerome Avenue rezoning area, where currently an active auto cluster exists, commercial businesses that can also locate in the area, including self-storage, restaurants and retail establishments, have market values for space that are as much as five and a half times that of an auto business (see **Figure 5**). This illustrates how little economic incentive a land owner has to rent to an auto shop, and this differential can be expected to increase dramatically if more residential uses are allowed nearby, as businesses that can pay higher rents seek to capitalize on the expanded consumer market.

When the City rezones an area with numerous auto repair businesses to allow housing, the market conditions that previously supported these businesses change, often rapidly. If an area is rezoned to an R (residential) district, new auto uses will not be allowed to move into the area, but existing auto uses can legally remain. In practice,

however, since the new zoning allows substantially higher-paying uses, such as housing or commercial businesses that support a new residential population, auto businesses can rarely afford the higher rents that landlords begin to demand. As auto businesses leave the area as a result, their absence has a multiplying effect on the deterioration of the cluster. Whether other auto businesses are located in C8, M, or are grandfathered in new R zones, and regardless of whether they have an affordable rent, the reduction in the cluster reduces the attractiveness to customers. Disruption of auto clusters triggers a cascading negative effect.

While the scale of any given corridor may seem small in the context of the entire city, locally the corridors represent critical hubs for auto repair businesses and jobs. Unemployment in many of these areas is already high: the Jerome Avenue rezoning area unemployment is 17%<sup>12</sup> and in the East New York rezoning area that also has an auto cluster it is 19%.<sup>13</sup> Rezonings will place extreme real estate pressure on these companies to close or relocate, resulting in job losses for local residents.

12. NYC Department of City Planning, Jerome Ave Neighborhood Profile

13. East New York Neighborhood Rezoning Community Plan



Relocating a business is never an easy endeavor. Moving expenses and disruptions in a company's customer base and workforce can be difficult to manage. Even if an auto business attempted to move to an adjacent C8 or M zone, the same vulnerabilities to competing use groups (e.g. retail, restaurants, office, and industrial uses, etc.) would exist. And, auto uses face another real estate challenge in that they typically require ground floor space to accommodate vehicle access, further limiting their options when searching for new space in which to operate.

Finding such space is increasingly difficult. Between 2009 and 2015, there has been a decrease of 10 million square feet of land zoned as C8 and a decrease of 98 million square feet of land zoned as M.<sup>14</sup> Today, C8 zones represent only 1% of available land in NYC and M zones only 14%.<sup>15</sup> Without a comprehensive strategy to retain auto and other industrial businesses, quality jobs for New Yorkers with typical barriers to entry will be at risk.

## Permitting Difficulties Add Another Challenge

An additional challenge for auto businesses is that they frequently operate in a building with an inaccurate Certificate of Occupancy (C of O). The New York City Department of Buildings (DOB) issues C of Os, a document that states a building's legal use and/or permitted occupancy. Auto repair businesses are required to operate in buildings with a C of O specifically for auto repair. Technically the New York State Department of Motor Vehicles requires a correct C of O to issue an auto business license; however, a random sampling of a DMV data set found approximately 49% of licensed auto repair shops with inaccurate C of Os.<sup>16</sup> Auto businesses with inaccurate C of Os are subject to fines from the DMV and a number of City agencies including the Department of Consumer Affairs, Department of Buildings, and the Fire Department.

**Between 2009 and 2015, there was a decrease of 10 million square feet of land zoned as C8 and a decrease of 98 million square feet of land zoned as M.**

Changing a C of O is a difficult and lengthy process and must be done by the landlord. It requires a building inspection, attendance at a public hearing and submission of paperwork to DOB. Often, an auto business that is renting space is unaware of the need to verify that their landlord has the correct C of O, even though the auto business is the entity that is subject to a majority of the fines. This leaves little incentive for a landlord to initiate the process to correct a C of O.

In a rezoning area this challenge multiplies. Since auto uses would no longer be permitted as-of-right in an area that was rezoned to a residential district, a new C of O would only be obtainable if there were existing permit filings on record with the DOB proving that an auto repair shop has been operating previously at that location. This added regulatory hurdle, coupled with the fact that a landlord would likely be able to command much higher rent from a different commercial use, paves the way for auto businesses and their employees to be displaced.

In the Jerome Avenue rezoning area, the Department of City Planning (DCP) has noted that auto businesses will likely be displaced as a result of the rezoning. In recognition, DCP has identified several small adjacent areas zoned C8 or M1 where they believe Jerome Avenue auto businesses can locate. Yet these "retention" areas have a very low vacancy rate with few currently available spaces for auto businesses to move into and 70% of the buildings do not have a C of O appropriate for an auto repair operation.<sup>17</sup> If an auto business moved into one of those spaces without the correct C of O, they would face immediate challenges for licensing and compliance.

14. NYC DCP Zoning Designation Database 2016

15. NYC DCP Zoning Designation Database 2016

16. NYS Open Data DMV and NYC DOB Building Information System Database accessed summer 2016

## Recommendations

### Recommendation 1

To ensure the City maintains auto repair businesses and jobs, and has a plan to mitigate the negative impacts real estate pressure is placing on the sector, Pratt Center recommends the following:

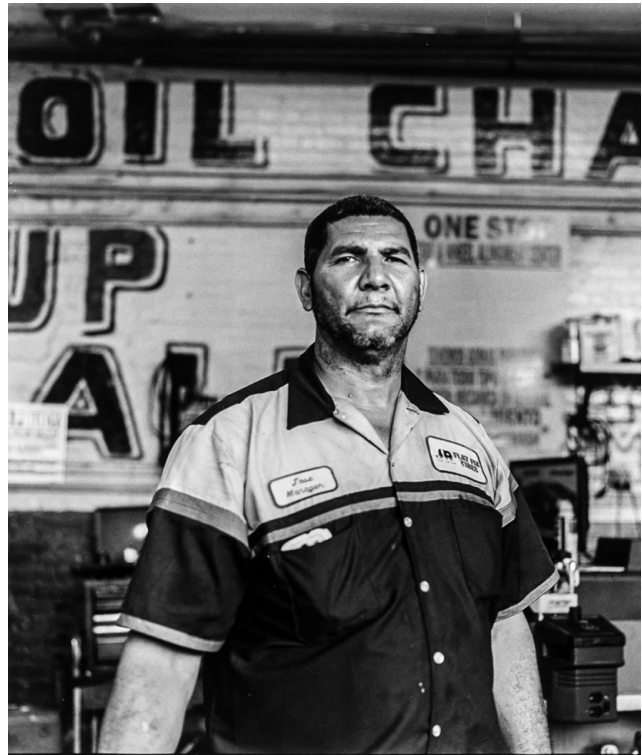
*The City should conduct a comprehensive study on the needs of the auto repair sector before proceeding with any further rezoning of or adjacent to an auto cluster.*

The auto repair sector is a source of well-paying employment for New Yorkers and an important component of the city's overall infrastructure. Real estate pressure throughout the five boroughs is placing a significant burden on auto businesses, threatening to displace businesses and jobs and upend long standing industry clusters that provide competitive advantages. Before City actions, including rezonings, proceed and exacerbate these pressures further, a comprehensive study should be completed to better understand the challenges the sector faces and identify strategies to mitigate negative impacts. This study should include best practices for worker and environmental protection.

### Recommendation 2

To address the challenges auto businesses face from C of O violations, often beyond their control, Pratt Center recommends that the NYC Department of Buildings develop the following:

- 2A** *An amnesty program for auto repair businesses currently out of compliance that would make permitting possible without an appropriate C of O.*
- 2B** *An assistance program designed to help owners of spaces occupied by auto repair shops easily change their C of O to reflect current auto operations.*



## Conclusion

Auto businesses are a critical part of New York City's complex economy. They provide much needed services to residents and are a source of well-paying jobs for people of color, immigrants and those with limited educational attainment. Real estate pressure is occurring along active auto corridors, including those in and adjacent to the de Blasio Administration's proposed neighborhood rezonings. As these neighborhoods transition to residential use, rising rents and a changing neighborhood character will place significant real estate pressure on auto businesses, forcing many to close and jobs to be lost, unless the City puts a plan in place to mitigate this risk.



## Acknowledgements

This policy brief was written by Jenifer Becker, Elena Conte, and Josh Eichen, with additional analysis by Sadra Shahab. Content was informed by the expertise of Pedro Estevez, President of the United Auto Merchant Association (UAMA), who generously shared his knowledge with Pratt Center. Design by Ben Dodd.

All photos courtesy of the Bronx Photo League, Bronx Documentary Center, unless otherwise noted. *The views expressed in this brief are those of Pratt Center for Community Development and do not necessarily reflect the opinions of those persons pictured.*

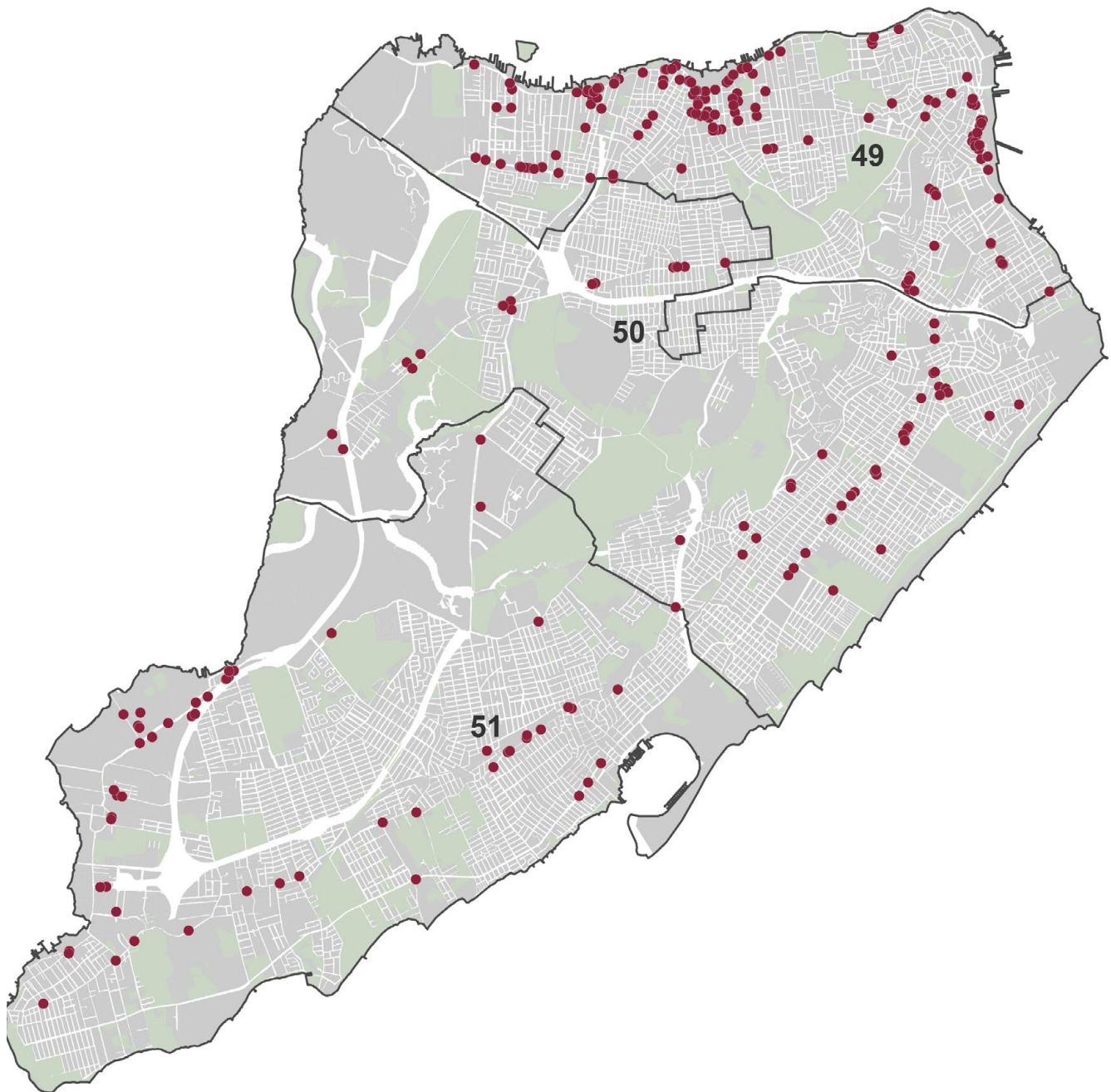
**Cover photo:** By David "Dee" Delgado & Mike Kamber

## Methodology

To develop this Issue Brief, the Pratt Center employed multiple available data sources. These include:

- **New York State Department of Motor Vehicles (DMV)** data set: The 2015 data set provides the most accurate count of businesses engaged specifically in auto repair or body work and lists the date of license issuance and expiration. Pratt Center conducted analysis on a random sampling of this data.
- **U.S Bureau of Labor Statistics Quarterly Census on Employment and Wages (BLS QCEW)**: This data set provides information on both the number of businesses and employees in this sector. This data is reflective of businesses that self-identify as auto repair, and may include a wider range of businesses than the DMV data set. This data set includes job counts that the DMV does not.
- **The NYS Bureau of Labor Statistics Occupation Employment Statistics (OES)**: This data set was used to assess the auto repair and other industry annual wages.
- **New York City Buildings Building Information System (BIN)**: This data set was used to identify whether properties occupied by an auto shop had the correct Certificate of Occupancy.
- The Field Study conducted in the proposed Jerome Study Area was performed by Department of City Planning in 2014 and provided to Pratt Center for Community Development.
- Market Value figures are derived from a sample set of each use on the chart within the Jerome Rezoning area and are averages of ratios of Department of Finance Market Value FY17 per square foot.
- **Public Use Microdata Sample (PUMS)**: this data set, issued by the U.S. Census American Community Survey, provided cross tabulated information on the demographics of auto sector employees including race, education, wages, spoken language and place of birth. Auto sector occupations were defined by the following SOC codes for this data set:
  - ▶ 7150 .RPR-Automotive Body and Related Repairers
  - ▶ 7160 .RPR-Automotive Glass Installers and Repairers
  - ▶ 7200 .RPR-Automotive Service Technicians and Mechanics
  - ▶ 7210 .RPR-Bus and Truck Mechanics and Diesel Engine Specialists
  - ▶ 7220 .RPR-Heavy Vehicle and Mobile Equipment Service Technicians and Mechanics
  - ▶ 7240 .RPR-Small Engine Mechanics
  - ▶ 7260 .RPR-Miscellaneous Vehicle and Mobile Equipment Mechanics, .Installers, and Repairers

## Staten Island Auto Businesses by Council District

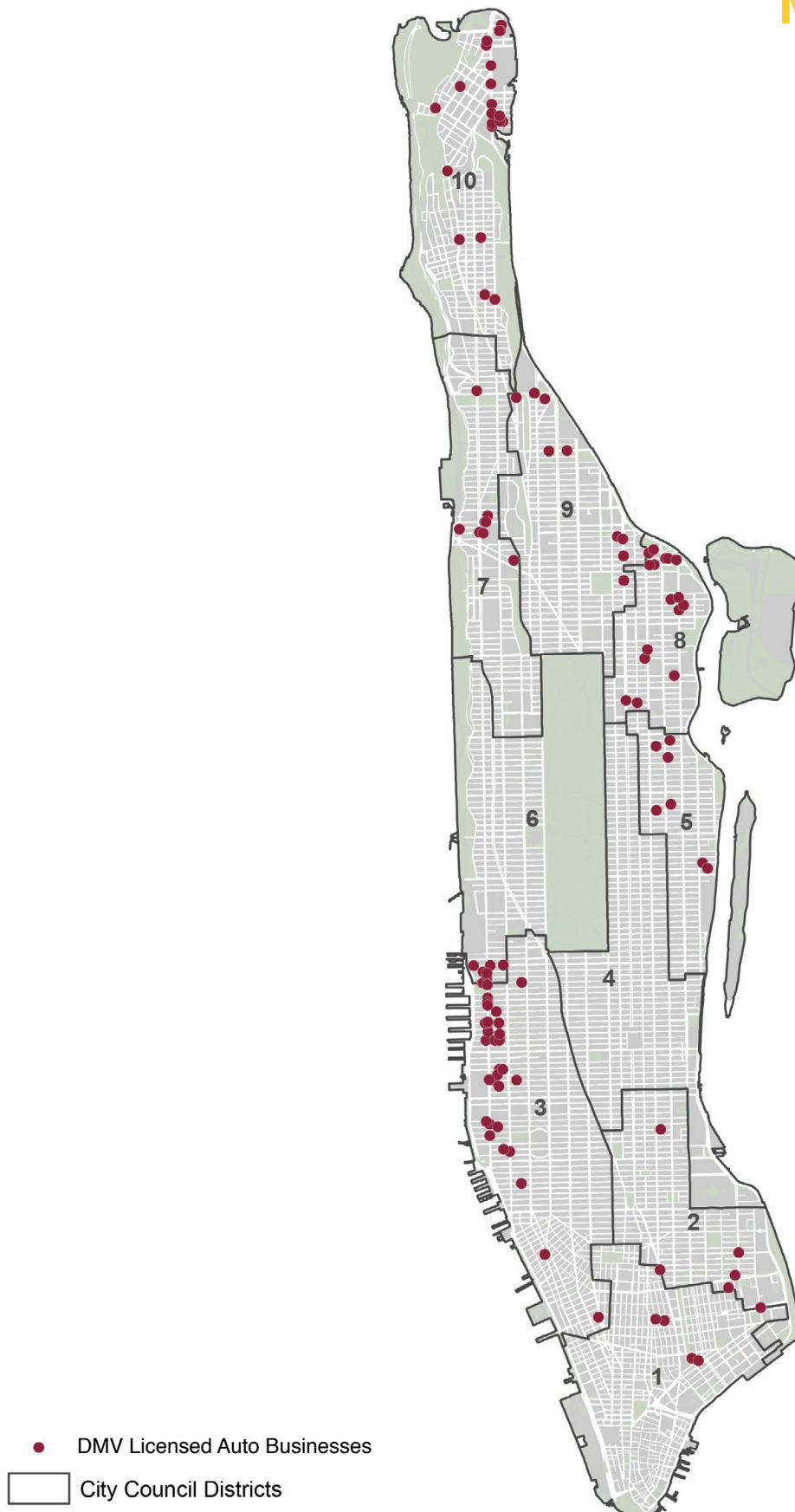


- DMV Licensed Auto Businesses
- City Council Districts

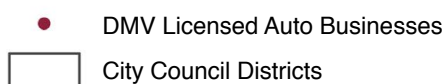
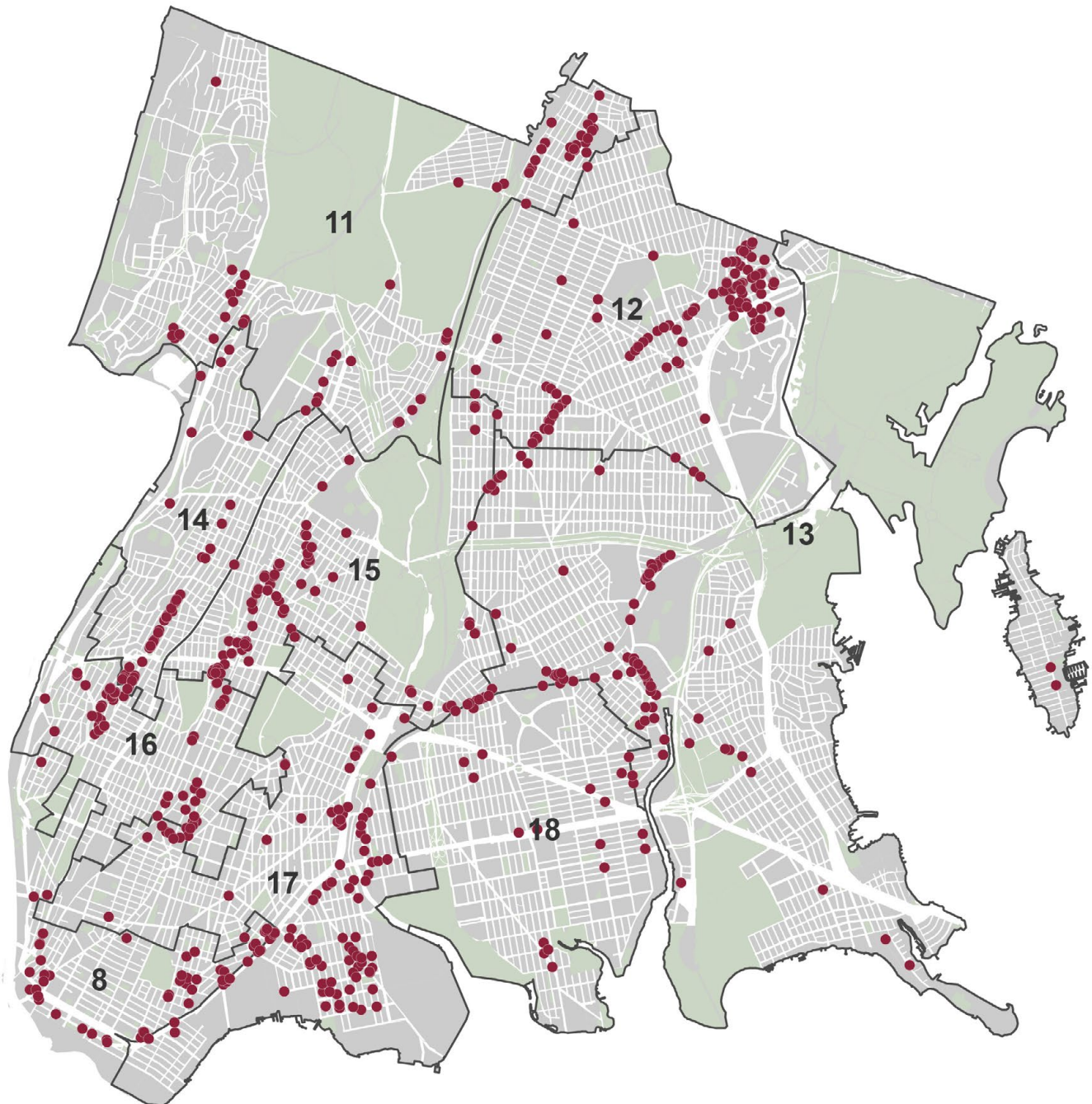




## Manhattan Auto Businesses by Council District

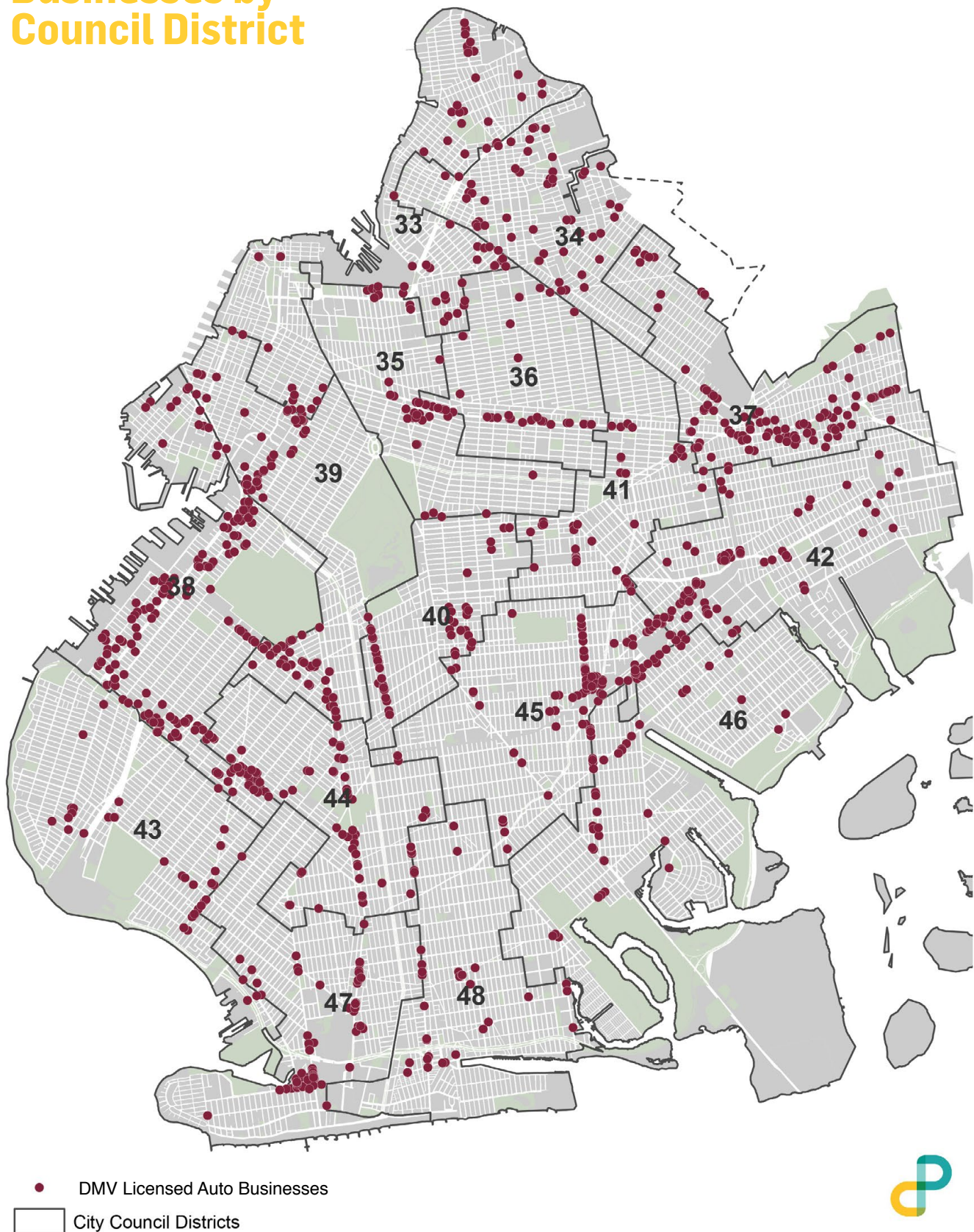


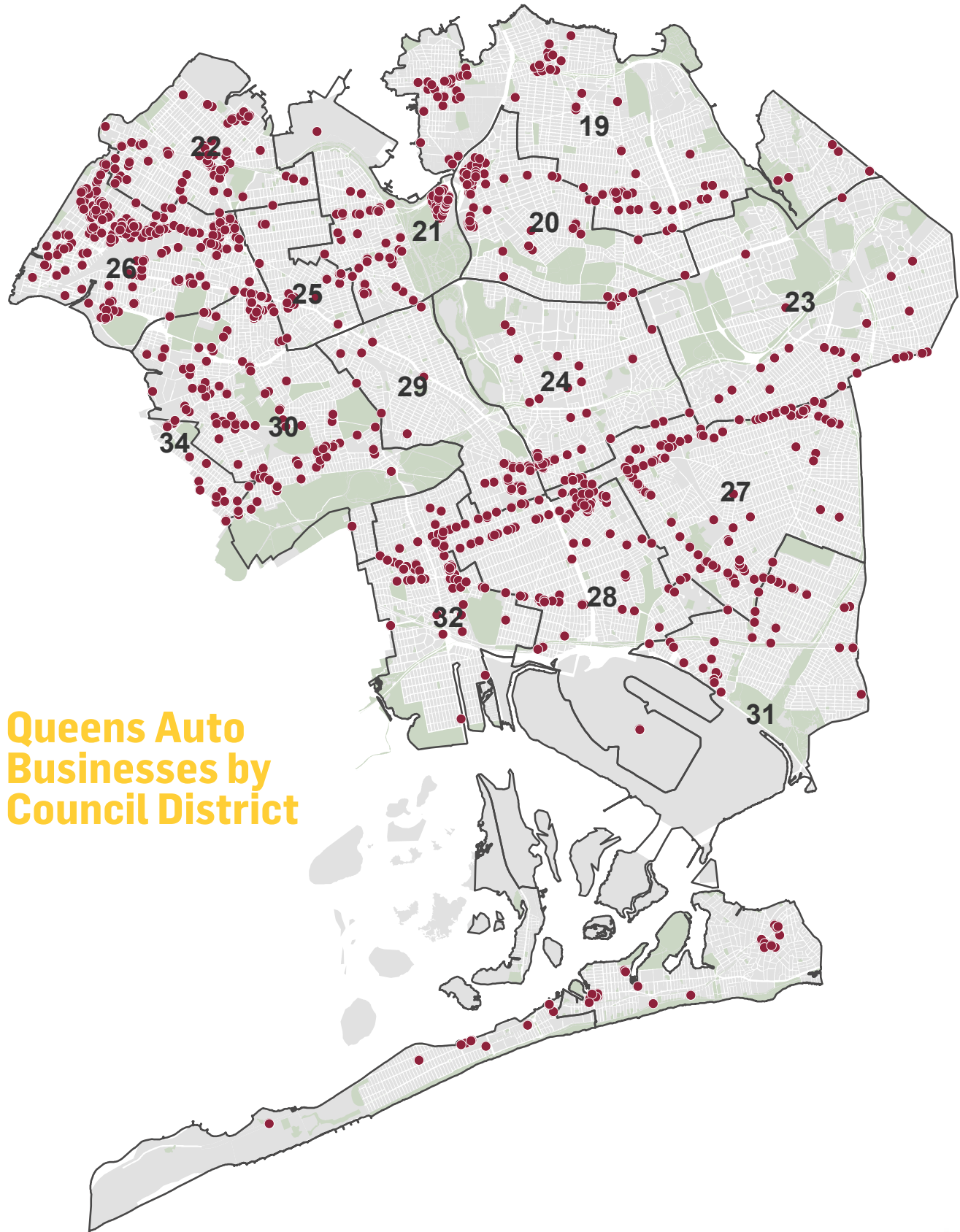
## Bronx Auto Businesses by Council District





## Brooklyn Auto Businesses by Council District





## Queens Auto Businesses by Council District

- DMV Licensed Auto Businesses
- City Council Districts





# OUT OF GAS:

## How the City Can Do Better for Jerome Avenue's Auto Workers



**BRONX COALITION FOR A COMMUNITY VISION**  
**LA COALICIÓN DEL BRONX PARA UNA VISIÓN COMUNITARIA**

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AUGUST 2017

# Overview

The **Bronx Coalition for Community Vision** (“the Coalition”) calls for a comprehensive approach to address its four priorities including (i) *strong anti-harassment and anti-displacement policies for residential and commercial tenants*; (ii) *real affordable housing*, (iii) *good jobs and local hire*, and (iv) *real community participation*. To date, Mayor de Blasio and the Department of City Planning (DCP) have not adopted meaningful strategies to advance any Coalition priorities. Building off of the Policy Platform released by the Coalition in 2015, this document identifies a potential pathway for advancing the goal of protecting auto tenants from displacement. The Coalition engaged Pratt Center for Community Development to develop an alternative proposal that retains a greater number of auto businesses as just one example of how the City can do much more to protect these important jobs. The strategies described in this document are not meant to reflect a stand alone approach but should be considered as part of a holistic plan that advances the Coalition’s set of priorities.

## ***DCP’s Proposal will Displace the Majority of Auto Businesses***

According to a DCP survey conducted in 2014, there are 145 auto-related businesses in the Jerome Avenue rezoning area.<sup>1</sup> These businesses include auto body mechanics, glass repair and tire shops, comprising a closely-knit auto cluster that provides both employment for local residents and competitive advantages for businesses and their customers.

DCP’s proposed rezoning encompasses 73 blocks along Jerome Avenue, a corridor characterized by local mom and pop shops, many of which are auto-related. Currently, the majority of the area is zoned C8, a commercial zoning district that allows auto-related uses as-of-right and prohibits residential development. DCP’s proposal is to rezone the vast majority of these blocks to allow residential development, retaining only four small

areas as C8 or M1.<sup>2</sup> These four clusters host 40 auto businesses or just 28%. The remaining 72% of auto-related businesses are located on blocks where the City plans to change the zoning to allow residential development. The introduction of housing will displace auto businesses in these areas, as property owners can receive a significantly greater return on their investment for residential uses. As the character of adjacent blocks shift, auto businesses in the four C8 and M1 “retention zones” will likely face displacement pressures as landlords are incentivized to cater to a growing residential community.

## ***How Can Jerome Auto Businesses Be Saved?***

The Bronx Coalition for a Community Vision is calling for NO REZONING unless auto businesses and workers in the area are protected from displacement and are given a real opportunity to continue making a living. The Coalition’s proposal is just one example of how a rezoning can protect auto workers from displacement.

DCP proposes to leave just 4 small areas where the zoning stays the same. The City predicts that, after a rezoning, 72% of existing auto businesses will be eligible to be displaced by new housing, a new status that will make it virtually impossible to survive. With no new protections, the remaining businesses will have to compete with new stores and restaurants and likely lead to even more closures.

The Coalition proposes developing additional retention areas and expanding supportive services to assist auto businesses. Figure 1 demonstrates that by expanding the retention areas to 8 clusters, the City could retain a much higher percentage (64%) of auto business in the neighborhood, resulting in only 486 fewer housing units on the four projected sites, which could be built elsewhere nearby. A guaranteed relocation program would ensure that 100% of auto businesses have the opportunity to keep operating. Any relocation must seek to replicate the benefits of a clustered location close to a major thoroughfare.

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<sup>1</sup> The following categories from DCP’s survey are included as “auto related”: auto accessory and repair, auto repair, auto sales/rentals and other auto. Gas stations, parking and covered parking are included as Other Businesses. If these were to be included as auto-related businesses the total would be increased to 192, representing 25% of all businesses in the rezoning area.

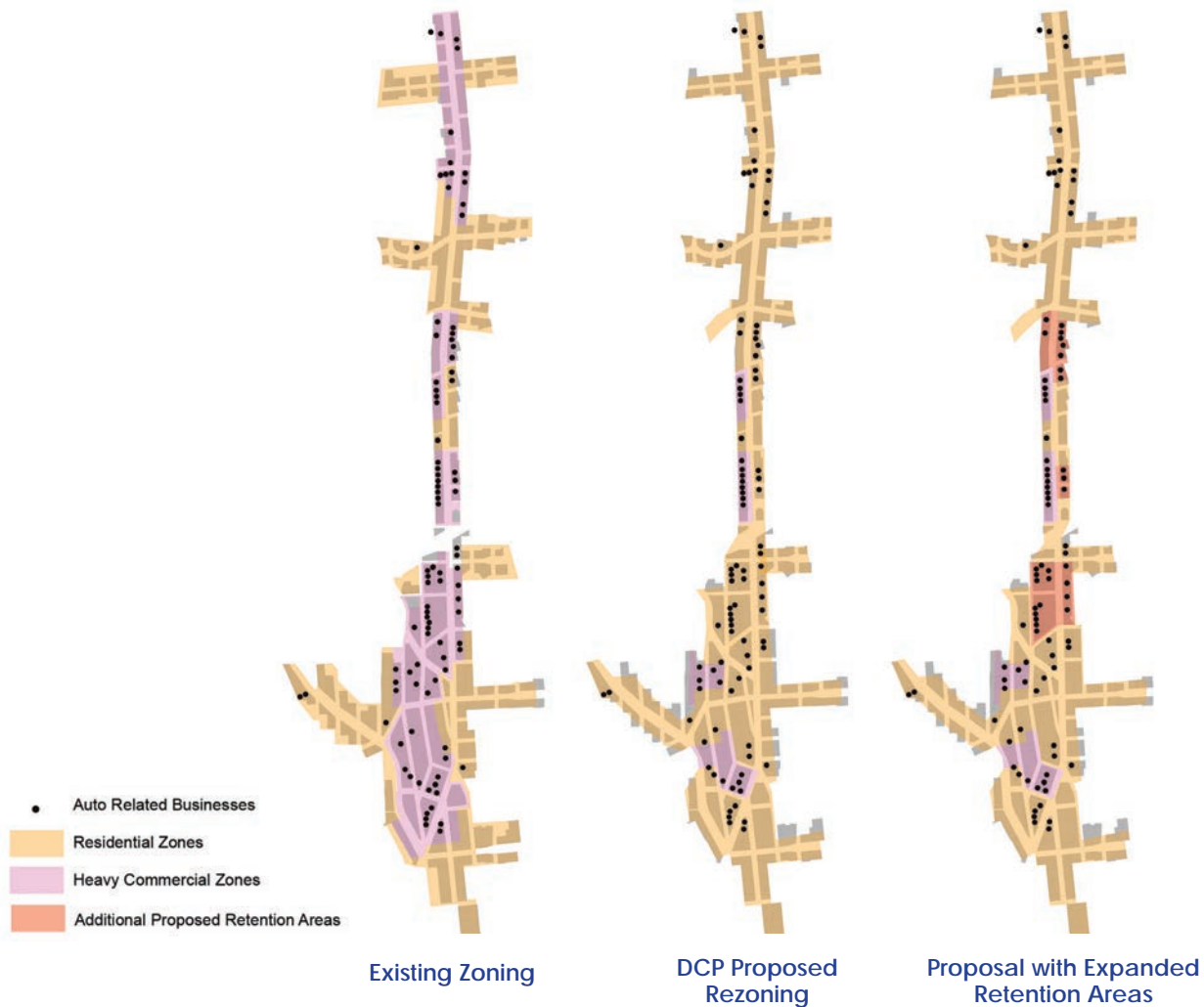
<sup>2</sup> M zones, or manufacturing zones, also allow auto uses as-of-right and prohibit housing



### THE PROPOSED STRATEGY CALLS FOR:

1. Limiting other uses in the retention areas to protect the remaining auto businesses
2. Expanding the auto retention areas to preserve a greater percentage of auto businesses
3. Supporting auto businesses with new publicly funded programs
  - a. Establishing Amnesty Program for Certificate of Occupancy so businesses can obtain necessary permits and licenses, and provide support for ongoing compliance
  - b. Forming an auto business "clinic" to assist companies with business management and administration
  - c. Provide training programs for auto business employees and local residents in auto sector
  - d. Creating an advertising campaign to promote Jerome Avenue auto businesses
4. Establishing a Guaranteed Relocation Program for Jerome Auto Businesses<sup>3</sup>
  - a. Assist displaced companies to relocate within the Jerome Avenue retention areas
  - b. For companies that cannot stay on Jerome Avenue, develop a site that can house a large group of auto businesses **BEFORE** the rezoning action is completed

**FIGURE 1** Jerome Avenue Rezoning & Expanded Auto-Business Retention Areas Comparison



<sup>3</sup> Relocation can be a strategy that works ONLY if and when: (i) there is enough funding for the project before businesses have to move; (ii) the timing is right – new facilities must be completed and ready to be occupied before businesses are forced to close.

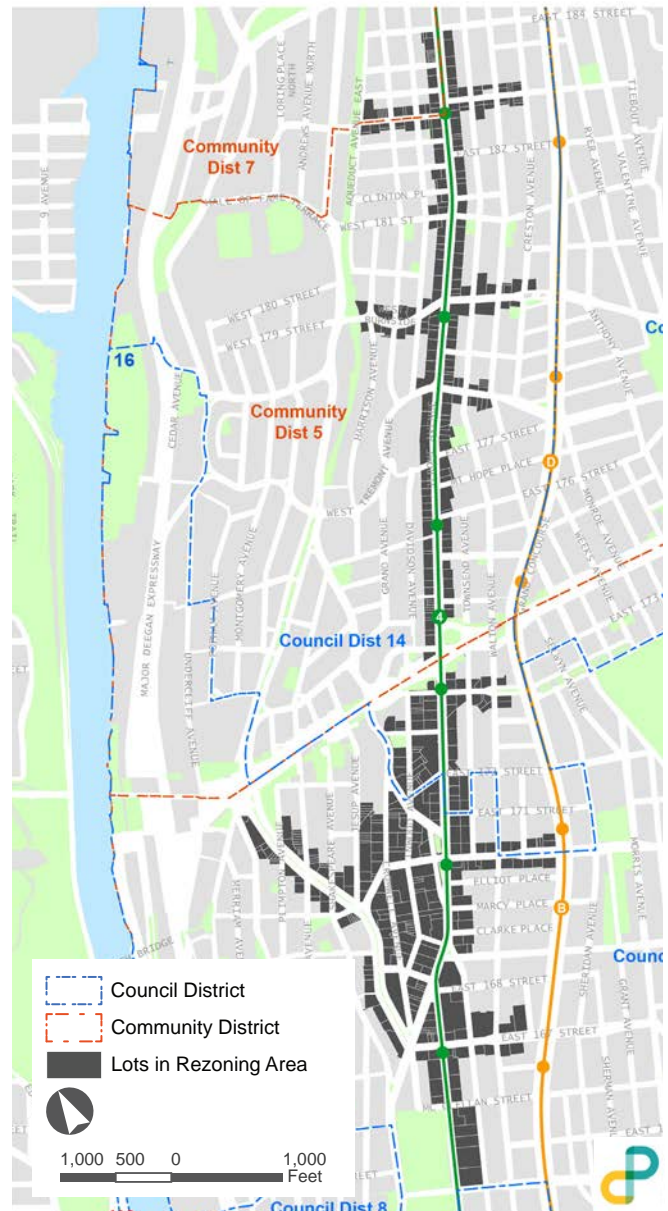
# The Jerome Avenue Auto Corridor

The Jerome Avenue rezoning area stretches along Jerome Avenue from 165th Street to 184th Street; the Cross Bronx Expressway intersects the corridor at approximately 174th Street (see Map 1). This portion of Jerome Avenue is one of the city's dense auto clusters, with concentrations of auto-related businesses on both sides of the street.

In preparation for the rezoning, the New York City Department of City Planning (DCP) surveyed businesses in the Jerome Avenue Rezoning Area. Findings from the 2014 survey showed that the documented 145 auto-related businesses in the area comprised 16% of all businesses, not including gas stations and parking (see Map 2).

Similar to the city's other auto corridors, the businesses along Jerome Avenue form a tight network that depend on their clustered nature; multiple businesses operating in one area. Clustering facilitates the purchasing of products and services from one business to another and keeps prices competitive for customers who quickly and easily find a range of goods and services in one location. These businesses also benefit from their close location to major thoroughfares, such as the Cross Bronx Expressway. Its close proximity to the number 4 subway line not only enables customers to drop off their cars for repair, but allows employees to quickly commute to work via mass transit.

**MAP 1: Context Map**

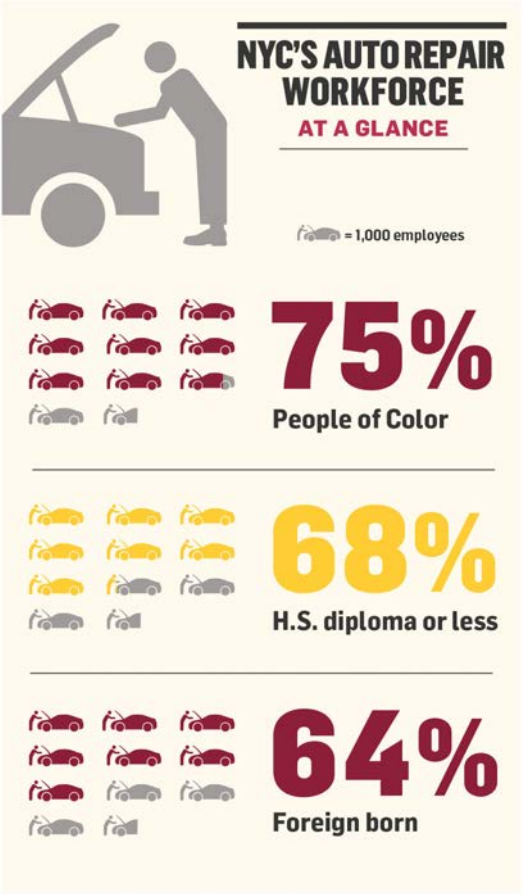


The area's current zoning districts, primarily C8 and M1, prohibit housing, further supporting the operation of auto-related businesses without the conflict from residential development and the pressure of high rents.<sup>4</sup>

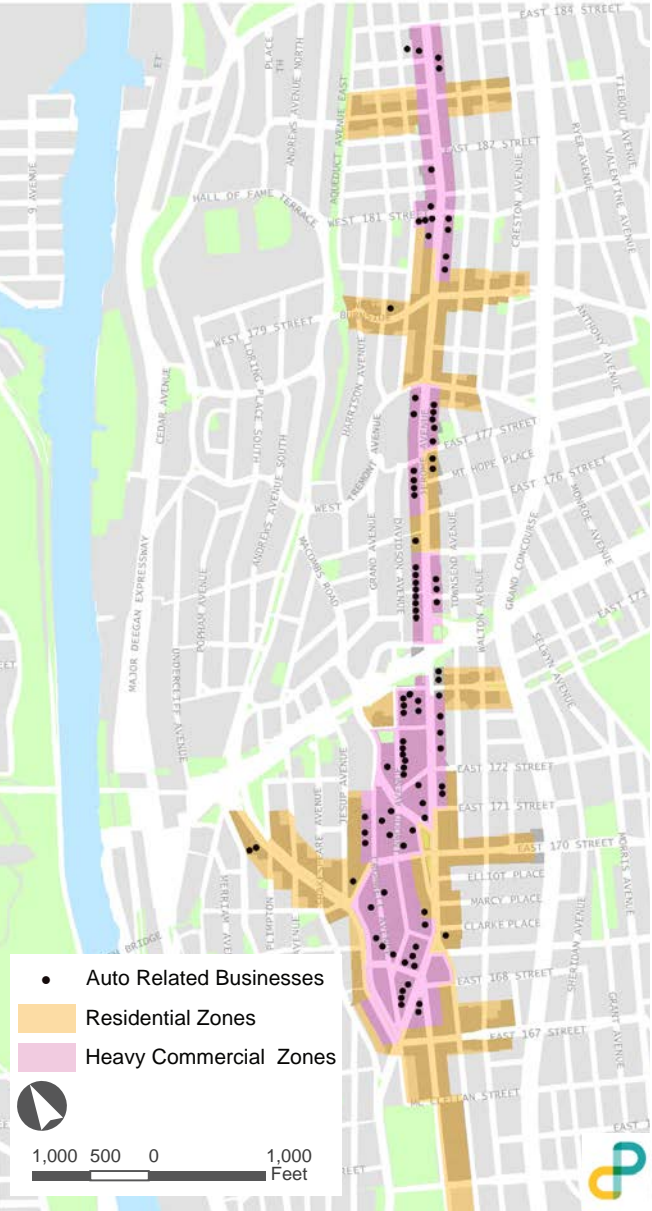
<sup>4</sup> Auto repair businesses are able to locate as-of-right (i.e. without a special permit) in C8 and M1, M2 and M3 zones.



Further, auto businesses are a critical source of employment, especially for immigrants, people of color, and those with limited educational attainment. Citywide, careers in the auto industry provide decent wages. The average annual wage for auto occupations in New York City is \$44,000.<sup>5</sup> By comparison, food preparation and retail—two industries that employ large numbers of individuals with a high school degree or less—have average annual wages \$20,000 less a year.<sup>6</sup> Actions that jeopardize the area’s well-paying jobs in an area with a 17% high unemployment rate must be reconsidered.<sup>7</sup>



**MAP 2**  
**Auto Related Businesses in Jerome Ave**  
**Proposed Rezoning**



5 NYS Department of Labor Occupation Employment Statistics, 2015  
6 NYS Department of Labor Occupation Employment Statistics, 2015  
7 NYC Department of City Planning Jerome Ave Neighborhood Profile

# Department of City Planning's Proposal

To encourage residential development, DCP has proposed to rezone the majority of the 73 block area to R7, R8, R9 (high density residential districts) and C4-4DL (a regional commercial zone that permits high density housing). There are three small areas that will retain their existing C8 zoning designation and another small area that will retain its existing M1 zoning.

Although currently in the proposal stage, the Jerome Avenue Corridor has begun to feel the weight of displacement. Already, the plan has produced a variety of negative impacts on auto repair businesses including, month to month lease installments and rent increases. Further, some auto repair businesses have been evicted in anticipation of higher paying uses.<sup>8</sup> Although the inclusion of these "retention zones" within the plan acknowledges the critical role of the auto industry in the Southwest Bronx, DCP's proposal puts many businesses at risk while failing to address many of the most urgent issues faced by auto businesses along Jerome Avenue.

**DCP's proposal leaves too many businesses at risk and fails to address many of the most urgent issues faced by auto businesses along Jerome Avenue.**

To better serve these businesses and ensure that they remain part of the future of the Southwest Bronx, the Bronx Coalition For A Community Vision calls on the City to modify its proposal to ensure greater opportunities for auto businesses and employment in the rezoning area. As such, the Coalition puts forth the following recommendations.

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<sup>8</sup> United Automotive Merchants Association



# 1

## EXPAND THE RETENTION ZONES

To maintain the Jerome Avenue auto cluster, the most critical action is to expand the areas where the current zoning does not change, allowing auto businesses to continue to operate as-of-right. The retention zones under DCP's current plan only host 40 auto-related businesses, leaving 105 auto businesses in blocks slated for residential development, and therefore likely to be displaced (see Map 3). In theory, auto businesses displaced from the rezoned blocks could move to one of the "retention zones." However, these areas have very low vacancy: according to DCP, there are only 10 vacant properties in the retention areas with a total of 83,500 square feet of space. The remaining 105 businesses occupy 613,000 square feet of space, a clear gap between the expected need and supply.

The Coalition proposes four additional areas where there are currently clusters of auto businesses (see Map 4a and 4b):

- An area between 175th and Clifford Place on the eastern side of Jerome Avenue
- Tremont and (almost) Mount Hope on both sides of Jerome Avenue
- Triangular blocks south of the M1-2 district near 167th Street
- 172nd Street to Mt. Eden Avenue on both sides of Jerome Avenue

Together, these areas have 53 auto businesses, bringing the total number of auto businesses in the "retention zone" to 93, representing 64% of all auto businesses in the study area (see Table 1). These additional "retention zones"

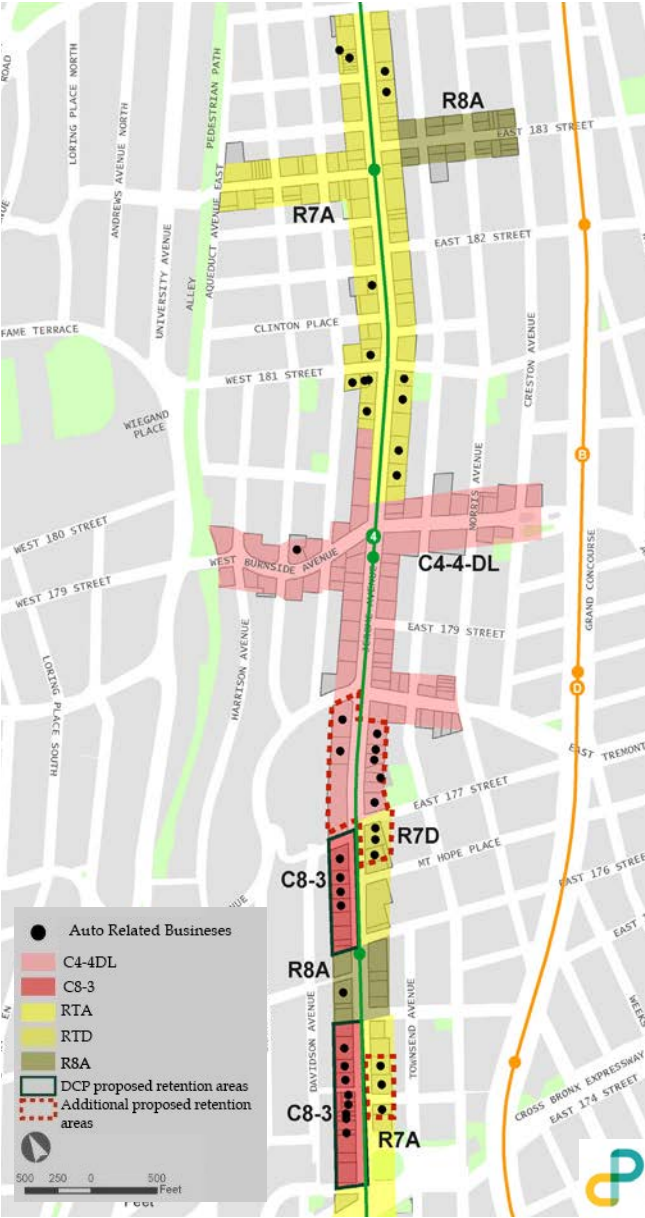
have 5 vacant properties totaling almost 25,000 square feet, bringing the total vacancy in the eight retention areas to just over 108,000 square feet across 15 properties.

### MAP 3

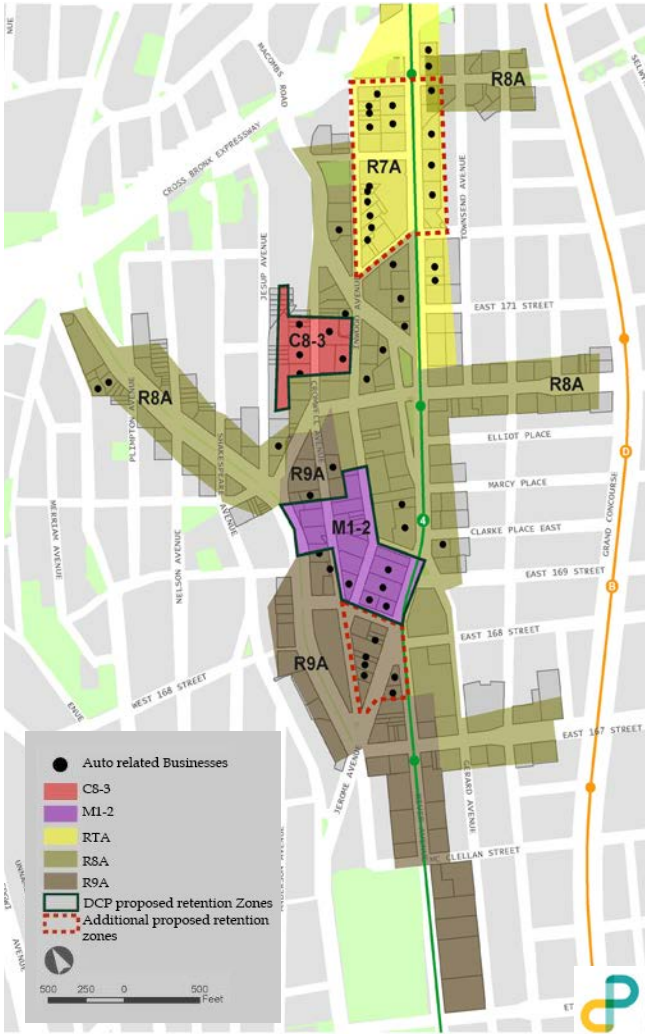
#### Auto Related Businesses in Jerome Ave Expanded Coalition Retention Areas



**MAP 4a**  
 DCP and Coalition Proposed Retention Zones  
 (North)



**MAP 4b**  
 DCP and Coalition Proposed Retention Zones  
 (South)





**Table 1**  
**Number/Percent of Auto Businesses Per Square Foot**

|  | Number of<br>Auto Businesses | Percentage of<br>Auto Businesses |
|--|------------------------------|----------------------------------|
| Existing area proposed to be rezoned                 | 145                          | 100%                             |
| City's four proposed retention areas                 | 40                           | 27.60%                           |
| Coalition's additional four proposed retention areas | 53                           | 36.60%                           |
| Total proposed retention areas                       | 93                           | 64.10%                           |

Most of the sites in the additional retention zones are not projected for housing development. Currently, there are four sites in the blocks just south of the Cross Bronx Expressway that the City has projected a total of 486 new units of housing. However, if the retention zones were expanded as we recommend, there would still be 3,544 dwelling units on projected sites and another 6,511 units on potential sites in the rezoning area.<sup>9</sup> If just 7.5% of the potential sites were developed, the housing production goals remain the

same, while concurrently, including 93 auto businesses in the retention zones. Additionally, the Coalition has consistently advocated for deeper levels of affordability –higher levels of subsidy per unit – than the City's current term sheets create. If the overall number of dwelling units were to be reduced slightly, the Coalition feels that the funds "saved" on these units should be redirected to make the remaining units more **deeply** affordable.

<sup>9</sup> Projected sites are considered more likely to be developed within DCP's ten-year analysis period. Potential sites are considered less likely to be developed within that same time period. However, the criteria for determining a potential site is based partially on subjective criteria and as such could be developed after the rezoning action was approved.

# 2

## STRENGTHEN RETENTION AREAS BY LIMITING ALLOWABLE USES

Auto businesses in the retention areas are not free from displacement pressure. While the “retention zones” maintain zoning that allows auto uses as-of-right, they also allow other commercial businesses as-of-right that can pay more than auto uses typically can afford. For example, self-storage, restaurants and retail establishments have land values as much as five and a half times that of an auto business. As a result, landlords will court these higher-paying uses, placing real estate pressure on auto businesses even in the retention zones.

In addition to a large auto cluster, Jerome Avenue is home to a large variety of other businesses, most of which are small and locally

owned. Food stores, salons, and other small-scale businesses located on Jerome avenue provide much needed goods and services to area residents and employees. There are 60 non-auto businesses in the proposed expanded retention zones. Maintaining the existing zoning in these expanded retention zones will help to keep rents more affordable for these key businesses.

In order to strike a balance between having a variety of business types along the retail corridor and maintaining affordable rents throughout the retention zones,<sup>10</sup> the City should restrict non-auto businesses to a small footprint and require a special permit for self-storage, hotels, and entertainment uses.

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10 Pratt Center for Community Development, *Under the Hood: A Look into New York City’s Auto Repair Industry*, February 2017, p. 3



# 3

## CREATE AN ENHANCED PACKAGE OF AUTO BUSINESS SUPPORT

### 3A. *Establish a Certificate of Occupancy Amnesty Program so businesses can obtain necessary permits and licenses and provide support for ongoing compliance.*

Jerome Avenue auto businesses, like many auto businesses around the city, have another vulnerability that may be exacerbated once a rezoning is approved: many auto businesses operate in a building with an inaccurate Certificate of Occupancy (C of O). Auto businesses are required to operate in buildings that have a C of O issued by the New York City Department of Buildings specifically for auto repair. This C of O is required for the approval of permits from a number of state and city agencies; without it the auto business is subject to fines from each of the agencies.

Auto businesses are subject to a long list of regulations from a variety of government agencies. Without an accurate Certificate of Occupancy from the NYC Department of Buildings, the process for obtaining the required licenses and permits from the following agencies is compromised:

- NY State Department of Motor Vehicles (DMV)
- NY City Department of Consumer Affairs (DCA)
- Fire Department of New York
- NY City Department of Environmental Protection (DEP)
- NY City Department of Environmental Conservation (DEC)

**TABLE 2**

**Permits that Cannot be Properly Obtained without Correct Certificate of Occupancy**

|    |  |
|----|--|
| 1  | License (DMV)  |
| 2  | License (DCA)  |
| 3  | Business Permit for Auto Repairs (FDNY)                              |
| 4  | Business permit for compressor (FDNY)                                |
| 5  | Business permit for blow torch (FDNY)                                |
| 6  | Business permit for oxygen tank (FDNY)                               |
| 7  | Employee certificate of fitness for compressor use (FDNY)            |
| 8  | Employee certificate of fitness for welding machinery (FDNY)         |
| 9  | Employees certificate of fitness for spray paint use (FDNY)          |
| 10 | Certifications of annual inventory of chemicals stored on site (DEP) |
| 11 | Business permit for used oil tanks (DEC)                             |
| 12 | Business permit for bulk petroleum storage (DEC)                     |

In the Jerome Avenue rezoning area, 70% of the buildings do not have a C of O appropriate for an auto repair operation.<sup>11</sup> However, only the landlord can change the C of O, which is a difficult and lengthy process. Landlords will have little incentive to take the time and effort to make this change if they can receive higher rents from a higher paying commercial or residential use. This paves the way for the displacement of auto businesses and employees and makes it harder for auto businesses to open in a new space.

To make sure area auto businesses can comply with local and state regulations, the NYC Department of Buildings should establish a Certificate of Occupancy Amnesty Program that can be initiated by auto business owners regardless of whether they rent their space or not. This program should:

- Provide an accurate C of O; and
- Exempt applicable fines from other government agencies stemming from the inaccurate C of O.

Going forward, tenants should be allowed to initiate changes to a building's Certificate of Occupancy with a landlord's consent. However, even with a correct C of O, complying with the long series of regulations can be a difficult and timely process for most small business owners. To assist local auto businesses in their compliance efforts, the City should provide programming funds to offer free or discounted legal services to individual businesses.

### **3B. Form an auto business "clinic" to assist companies with business management and administration.**

The vast majority of auto businesses along the Jerome Corridor are small, independent shops that face the same challenges as other similar sized businesses across the city. However, as real estate pressure mounts in the area, Jerome Avenues shops will need to maintain efficient operations to remain successful.

In order to assist local auto businesses, the City should provide programming funds to offer free or discounted business support services. These services can include, helping tenant businesses negotiate lease terms, advising businesses on administration practices, and informing business owners of their rights. The entity that provides these services should be located in the Jerome Avenue area with close ties to the auto industry for the greatest impact of service delivery. Such programming should be delivered in a culturally and linguistically appropriate manner, and tailored to fit the needs of the businesses owners in the area.

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<sup>11</sup> Pratt Center for Community Development, Under the Hood: A Look into New York City's Auto Repair Industry, February 2017.



**3C. Provide training and educational programs for auto business employees and local residents interested in a career in the auto sector.**

The Jerome Avenue auto corridor provides well-paying jobs for local residents, especially immigrants with limited English skills. Citywide, the average annual wage for auto occupations in New York City is \$44,000.<sup>12</sup> In the Jerome Avenue corridor, current unemployment is at 17%.<sup>13</sup> Access to decent jobs is critical to the vitality of the neighborhood.

To support career pathways in the auto sector—both for incumbent and new workers—the City should provide training and other educational programming for local residents. These trainings should be held in the workers’ dominant language and/or support the development of English language skills. Additionally, trainings in the development of worker cooperatives, a legal way for undocumented immigrants to earn a living, should be offered.

**3D. Initiate a marketing and advertising campaign to promote Jerome Avenue auto businesses.**

As non-auto commercial and residential uses begin to increase in the area, the neighborhood character will undoubtedly change. Any displacement of auto businesses will undermine the area’s reputation as an auto cluster, encouraging customers to shop elsewhere for goods and services.

To ensure the area continues to be known as a place customers can easily travel to for a variety of auto repair needs, the City should brand the retention areas with appropriate signage and initiate marketing and advertising efforts to promote the Jerome Avenue auto cluster.

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<sup>12</sup> NYS Department of Labor Occupation Employment Statistics, 2015

<sup>13</sup> NYC Department of City Planning Jerome Ave Neighborhood Profile

# 4

## ESTABLISH A RELOCATION PROGRAM FOR DISPLACED BUSINESSES

Relocating a business is not an easy endeavor, even when it involves moving just down the block. The moving costs, time, and money required to relocate, coupled with general business disruption can be quite onerous for a small business. Nonetheless, relocation will be a reality for many auto businesses in the Jerome Avenue area if a rezoning action proceeds. To mitigate this impact, the Coalition calls on the City to establish a multi-pronged relocation strategy for area auto businesses before a rezoning is certified.

The Coalition seeks to retain Jerome Avenue auto businesses in the area, but recognizes that there is not enough space in the retention zones (even once expanded) to accommodate the large number of firms that will face displacement. As such, it calls for a relocation program in the following priority order:

### ***4A. Assist displaced companies to relocate within the eight retention zones in the Jerome Avenue auto corridor.***

As noted above, according to DCP there are 15 vacant properties in the eight “retention zones” (DCP’s and the Coalition’s proposed areas combined), comprising approximately 120,000 square feet.<sup>14</sup> The City should work with auto businesses located in the rezoned areas to move to, and fit out if necessary, vacant properties in the “retention zones.” In doing so, they can remain a part of the Jerome Avenue auto cluster and continue to reap the benefits of this prime auto location. Each displaced business relocating to a “retention zone” should be eligible for a relocation grant equal to 12 months of their rent from the previous calendar year.

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<sup>14</sup> DCP’s survey was conducted in 2014 and as such the current status of each of the vacant properties may have changed



**4B. Develop a site or group of adjacent sites that can accommodate a large cohort of displaced Jerome Avenue auto businesses before the rezoning action is completed.**

Auto businesses gain competitive advantages by locating close to major thoroughfares and in immediate proximity to other auto businesses. Any strategy to relocate auto businesses outside the Jerome Avenue corridor must have these two criteria as fundamental requirements.

The Coalition estimates that, 150,000 to 300,000 square feet of space will be required to accommodate approximately 60 displaced auto businesses outside of the Jerome Avenue area, depending on the configuration of the host facility/facilities.<sup>15</sup> In New York City's tight real estate market, it will be difficult to identify a group of sites in close proximity to replicate the clustered environment along Jerome Avenue, and in an area that is guaranteed to not face similar displacement in the future. As such, the United Automotive Merchants Association (UAMA) has worked with Hyke Engineering and Management to develop a concept for a multi-level facility that will house multiple automotive repair businesses. Specifically, the facility would:

- Be owned and operated by a cooperative of relocated businesses
- Be designed so that each business would have its own space but share common spaces such as training classrooms, parking and building mechanical rooms and services such as waste disposal and recycling, utilities, professional licensing maintenance, etc.
- Have street level access and ample room for parking
- Be funded by the City of New York, including funding for site acquisition, individual and common space fit out, start up operation costs and advertising efforts to promote the new location as a center for auto services.

In 2016, UAMA surveyed Jerome Avenue auto businesses, and the vast majority of businesses were willing to relocate to such a facility provided they retain some ownership in the property.

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<sup>15</sup> This assumes that all of the auto businesses outside the expanded retention zones and a smaller number of firms inside the retention zones will be displaced due to rising rents or other reasons.

# Conclusion

Since the rezoning for the Jerome Avenue Corridor was first proposed by the City in 2014, the Bronx Coalition for a Community Vision has engaged thousands of neighborhood residents and workers. Through a robust public process, the Coalition has developed a detailed vision for a just rezoning for the Jerome Avenue area. A rezoning cannot be just if residents and workers are unable to stay and maintain their livelihoods. The City has yet to respond with any viable proposals or creative ideas to preserve the rights and livelihoods of our residents. The City should choose to learn from impacts of past rezonings, many of which exacerbated injustice against low-income people and communities of color.

The recommendations in this paper demonstrate that there are other plans possible. This report represents just one example of how to achieve a more just rezoning. It is not an endorsement of any specific land-use proposal, nor is it separate from the Coalition's other priorities--*Real Affordable Housing for All, Anti-displacement and Anti-Harassment for Residential Tenants, Good Jobs and Local Hire, and Real Community Participation*. We call on the City to include a meaningful plan for Anti-Displacement of Commercial Tenants in its rezoning proposal. If our recommendations are not incorporated into the plan before the Uniform Land Use Review Procedure (ULURP) starts, we believe that the displacement pressures will be so great that the negative consequences of the rezoning will greatly outweigh any benefits it might bring. If not included, we will have no choice but to urge our elected officials to vote no to any plan that doesn't promote housing and job security for those who need it the most.

## LESSONS FROM WILLETS POINT

*In 2013, in an effort to redevelop Willets Point, the City initiated eviction proceedings for some of the 240 auto businesses that for years had been operating as an interconnected auto cluster in the area despite a lack of basic municipal services. Facing mass displacement, about 45 auto businesses came together to form the Sunrise Cooperative. Through a lawsuit settlement the Cooperative was ultimately awarded \$5.8 million from the City and developers to develop an 80,000 square foot warehouse in the Bronx into a multi-business auto complex. However, four years later, the Sunrise Cooperative businesses are still waiting to move into the new space.*

*The delay to move in is largely to key missteps on the part of the City. The funding behind the retrofit of the space identified at 1080 Leggett Avenue was bid out at a certain level and then later substantially cut through negotiations with developers and the City. Had the commitment from the City been clear and unwavering, the new complex could have been planned to be constructed and operational prior to the eviction date. Initiating a relocation strategy before the "receiving site" is ready unnecessarily puts companies and jobs at risk. In Jerome, there is the opportunity to provide for a seamless and successful transition of auto businesses, building on the lessons learned and the strengths from the design of the facility at 1080 Leggett.*



# ACKNOWLEDGMENTS

The Bronx Coalition for A Community Vision wishes to thank Pedro Estevez, President of the United Auto Merchant Association (UAMA) for contributing his expertise, Gene Hu and Eric Mendoza of Hyke Engineering for sharing their experience and ideas regarding the feasibility and requirements of facilities that can house multiple auto businesses, and Pratt Center for Community Development for land use analysis, research, mapping, as well as support in production.

## ABOUT:

The Bronx Coalition for A Community Vision formed after learning about the City's plans to rezone 73 blocks along Jerome Avenue, from 167th Street to 184th Street

## WE ARE:

Community Action for Safe Apartments-New Settlement Apartments, Latino Pastoral Action Center, Northwest Bronx Community and Clergy Coalition, Mothers on the Move, United Auto Merchants Association, Faith In New York, Local 79, Plumbers Local No. 1, NYC District Council of Carpenters, Greater NY-LECET, 100 Black Construction Workers. List in formation

## WITH SUPPORT:

Pratt Center for Community Development, The Community Development Project at the Urban Justice Center, Hester Street Collaborative, The Association for Neighborhood and Housing Development, The Center for Urban Pedagogy, the Real Affordability for All Coalition, South Bronx Unite, Mid Bronx Senior Citizen Advisory Council and Banana Kelly.

## GET INVOLVED:

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# Lessons of Willets Point: Relocation Fears for Workers

By [Patrick Arden](#) | November 1, 2013

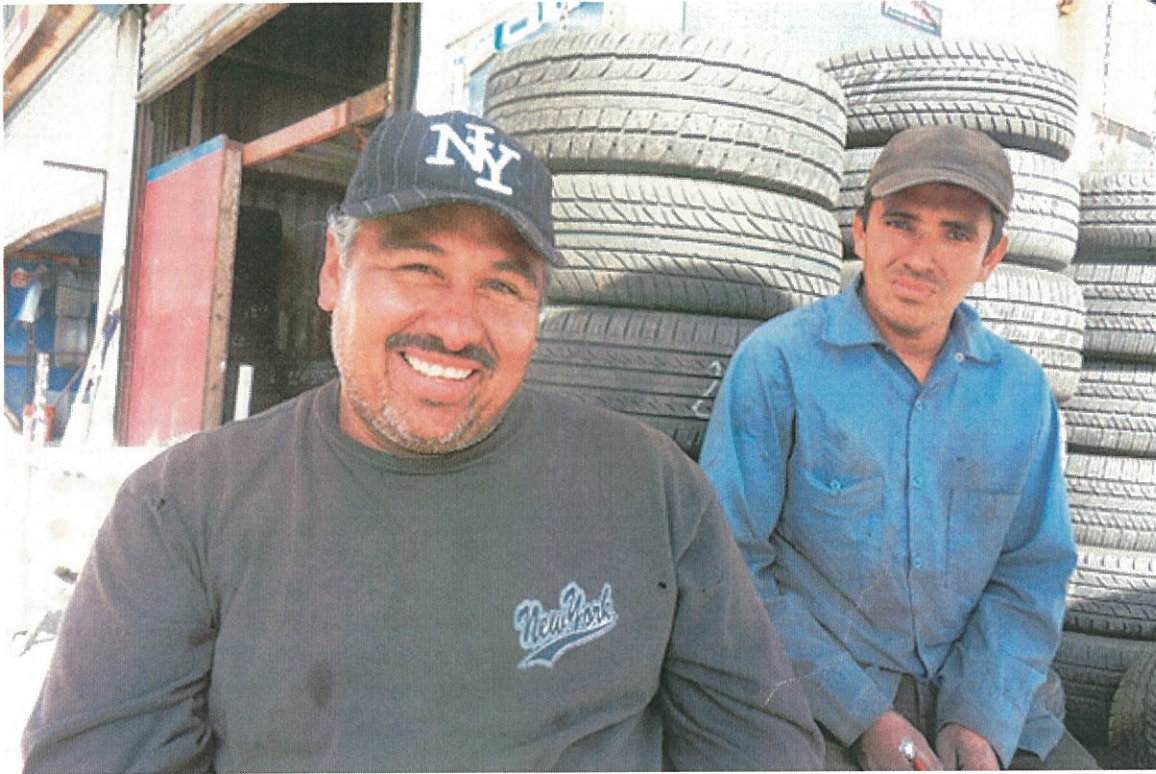


Photo by: Joey Arden

Marlon Ramirez, left, and a colleague. They're among the 1,700 workers whose employers will have to relocate as the city's Willets Point redevelopment plan rolls ahead.

Willets Point was still doing brisk business in the middle of October, a week after the City Council had approved its demise, making way for a planned, decades-long redevelopment anchored by a large shopping mall on the park across the street. Outside of a Quonset garage on a corner of 126th Street, Marlon Ramirez took his lunch break next to a stack of tires under the shade of a beach umbrella.

He had first come to Willets Point in the 1980s, an immigrant from Honduras, unskilled and in need of a job. He trained as a car mechanic, and over the next three decades the job supported Ramirez, his two children and his mother in Jamaica, Queens, as well as a disabled brother back in Tegucigalpa. Now he wondered about the future.

For years, the city has been buying up parcels along this stretch of auto-repair shops, with some owners selling amid the active threat of eminent domain. It now owns most (but not all) of the redevelopment site, and it's offered to help relocate businesses.

The city has already tapped two developers to take over the site: The Related Companies, a key player [in other development plans](#) by the Bloomberg administration, and Sterling Equities, the real estate firm of Mets owners Fred Wilpon and Saul Katz.

But Ramirez's employer has yet to find new space, and will have to clear out by the end of November in order to get the relocation money promised from the city. No compensation has been offered to Ramirez if he loses his job. He's one of 1,700 workers employed by the 260 shops on Willets Point. Wiping his weathered fingers on a grimy T-shirt, he noted the new mall would have jobs, but those jobs were not for him.

"Maybe I'll go to Brooklyn," he said in halting English. "The mall won't pay me what I make here. But this will all be a parking lot."

### **A panic on Willets Point**

In August the city's Economic Development Corporation (EDC) sent a letter to 90 Willets Point businesses occupying land now owned by the city in the footprint of the redevelopment's first phase. The letter offered the businesses payments equal to 12 months of their current rents if they relocated by the end of November. If they wait until the end of January, the payments would be equal to six months, as long as there's still money left in the kitty. The payments would come out of a \$3.5 million "supplemental" fund and be doled out on a "first-come, first-serve basis."

Muffler shop owner Jamie Sabeti said his rent on an unheated three-bay garage was \$2,500 a month, putting his potential payout from the city at just \$30,000. "That's not enough," he said, waving a real-estate listing supplied by the city's relocation firm. The ad asked double his current rent for a garage in Staten Island. Sabeti employs six people who would likely lose their jobs in such a move—if he *can* move. "It took me five years to build up enough customers here," he said. "I've been in business for 15 years, and I'm going to have to shut down and start over again. What am I going to do in Staten Island? Some shops around here pay just \$700 a month [in rent], so the city wants to give them six times \$700? That's not right. The city is giving hundreds of millions to these developers, plus it's giving them all the land for a buck, and they want us to just disappear."

The Willets Point businesses asserted that they operate as a market, supplying parts and services that contribute to each other's viability, and 53 of these shops even formed a cooperative with the help of the Urban Justice Center, which formulated a plan to move them to one location. In the end, that plan could not be executed before the city's November 30 deadline, so in October the administration stipulated that if shops relocate in groups of five or more, the owners could draw from an additional \$3 million fund, up to \$45,000 per eligible business.



The Willets Point shops will only get a piece of that “supplemental” and group-relocation money if they can find space and move by the end of November. That looks like a tough task. One of the cooperative’s leaders told City Limits that he and other shop owners were being shown properties by the city’s relocation firm, the Cornerstone Group, but no deals had been reached yet. Cornerstone had already collected \$369,955 on a \$645,000 contract to relocate businesses, but at a September City Council hearing, sparsely attended by Council members, the city revealed that just [10 of the 90 affected businesses](#) had been moved so far. The businesses owners complained they received little more than real estate ads for impractical and expensive locations. But by the time they made this case at the hearing, only one Councilman heard their testimony.

### **A familiar ring**

While Cornerstone did not return calls for this story, the predicament of the Willets Point shop owners sounded awfully familiar to Stanley Mayer, who led the fight to keep 23 merchants together after the city had tapped the Related Companies to build another city-subsidized shopping mall on the site of the old Bronx Terminal Market eight years ago. A dozen former market merchants tracked down for this story all said they ultimately had no help in locating their new places. The other half could not be found; the surviving merchants said these shops were forced out of business, including one of the largest, Cuba Tropical, a 28-year-old produce firm with nearly 60 employees that moved to New Jersey before shutting down.

“We tried to sue Related, but they were too big for us,” recalls Kwabena Adjei, manager of Gold Coast Trading, an African food wholesaler now in Melrose. Though Gold Coast has since opened a second outpost in Brooklyn, Adjei says it had to struggle to regain its footing. “Everybody wanted to stay together as a market, but we all had to find our own spaces. It was difficult at first.” Gold Coast was forced to take a bigger space that needed extensive renovation. “It’s been more than six years now, and this is the first I’m hearing that we were supposed to get help from the city.”

Mayer’s father and uncle had started the food wholesaler Siegmund Strauss at the Bronx Terminal Market in 1967. Now Mayer regards his battle to keep the merchants together as a quixotic quest to stop a steamroller. “When it was over, it was over,” he says. After the City Council voted to approve the new mall in 2006, a philosophical Mayer stood outside on the City Hall steps and pointed up at the building’s clock tower. “You ever hear, ‘You can’t fight City Hall?’ ” he asked. “They were talking about this place.”

Mayer remembers Cornerstone owner Gary Curry had shown him and others possible new locations. “He gave us a tour of the Bronx, and showed us lots of spaces, but nothing really worked well for anybody,” Mayer says. “As a matter of fact, I was just renegotiating my lease with our landlord, and I did another tour of the Bronx and saw some of the same properties I saw six years ago were still available.”

Mayer finally found his own space—just across 149th Street—where he remains to this day. Others were not so lucky. “Most of the businesses have now closed,” Mayer says. “The small guys went down first, but then the largest of us closed, too.” He empathizes with the Willets Point shops trying to stay together as a market. “We were right—there was a synergy among us.



That's a market, and if they're saying the same thing, they're right. We did well with each other, but then we were scattered to the four winds."

For providing relocation services to the Bronx Terminal Market merchants in 2005 and 2006, Cornerstone was paid \$149,350 from EDC.

### **Echoes from the Bronx**

With every city-subsidized development, Mayor Michael Bloomberg makes sure to mention the number of jobs that will be created. Unfortunately, these numbers are often subject to change.

For Related's \$500 million mall at the old Bronx Terminal Market, for example, Bloomberg said [5,000 jobs](#) would be realized. His "Five Borough Economic Opportunity Plan," however, put the number of construction and permanent jobs at [4,500](#), 2,100 of them permanent. But by the time that deal got sealed, the projected number of permanent jobs had been lowered to 1,766. Currently the one-million-square-foot shopping mall supplies just [479 full-time jobs](#) and 934 part-time positions..

The Bloomberg administration claimed the old Bronx Terminal Market employed "approximately" 300 full-time workers at two-dozen businesses, but Susan Fainstein, a professor of urban planning at Harvard's Kennedy School of Government, put the number of market jobs at 750, with many of the positions unionized, unlike the mall. Stanley Mayer used to take pride in introducing a longtime cashier who had sent her daughter to medical school. "How can you raise a family selling pants at the Gap?" he asked. Before the mall took over the market, Mayer employed 50 workers. Now he's down to 20.

"I just don't see how this is such a great deal for the city. It may be better than what they had, but the malls, with the same stores, are putting all the little people out of business. Go anywhere, on any interstate, and you see the same types of places, the Home Depots, Target, it's all the same. New York seems to be the last bastion of the little shops, the little restaurants, the little grocery stores, but that's changing too."

### **Willets Point braces**

The threat to small businesses was one of the major objections the Queens Civic Congress had to the Willets Point plan. "There is no need for this mall," says Richard Hellenbrecht, president of the umbrella organization of 106 civic and community groups. "There are already several malls in the area, some of which are struggling." The Shops at Atlas Park, for example, was recently bought at a foreclosure auction.

The city says the proposed Citi Field mall and related redevelopment on Willets Point will create 7,100 permanent jobs and 12,000 construction jobs. But it's hard to get a handle on these numbers given the 15-year period before the first housing is offered. In Related and Sterling's [original proposal](#) to put a casino in the park, an even larger shopping mall would have provided just 972 jobs, meaning the current plan's mall will provide substantially more jobs even though it's smaller. It's also not clear whether all the new jobs will pay the \$10 living wage mandated by

the City Council. In 2008, the New York City Central Labor Council had exacted a promise that jobs would pay \$10 an hour with health insurance, or \$11.50 without, but that guarantee was later dropped from the project. The higher of those wages would bring in just \$23,920 a year.

While the city says 260 shops on Willets Point employ more than 1,700 workers, it has not looked at the wages and quality of these jobs. A survey by the Urban Justice Center found half of the Willets Point workers earn under \$26,000 a year, but about 38 percent make between \$26,000 and \$35,000 a year, and 12 percent make between \$35,000 and \$60,000. The national average wage of an auto service worker in 2010 was \$35,790. The U.S. Bureau of Labor Statistics says future prospects are good for that skill set.

A parade of protesters marched down 126th Street in the July heat to demand more affordable housing in the Willets Point redevelopment. Sabeti stood in front of his muffler shop and worried about the future. “They want housing, but where will *we* go?” he asked. “We don’t know what we’re going to do—we have nowhere to go.”

*This article was reported in partnership with The Investigative Fund at The Nation Institute with support from the Puffin Foundation.*



**Slow and Steady Wins the Race: Reducing the Scale of the Proposed Jerome Avenue Rezoning to Safeguard the Community's Future**

Testimony of Adrien A. Weibgen to the New York City Council  
Sub-Committee on Zoning and Franchises

Wednesday, February 7, 2018

Good morning. My name is Adrien Weibgen; I am an attorney at the Community Development Project (CDP) at the Urban Justice Center. CDP works with local coalitions to foster responsible, equitable development and help make sure that people of color, immigrants, and other low-income residents who have built our city are not pushed out in the name of "progress." We work together with our clients to ensure that residents in historically under-resourced areas have stable housing they can afford, places where they can connect and organize, jobs to make a good living, and other opportunities that allow people to thrive. We have worked with almost every neighborhood being rezoned by the de Blasio administration.

I have worked with the Bronx Coalition for a Community Vision for over three years around the proposed rezoning of Jerome Avenue. In that time, the Department of City Planning's plans for a dramatic upzoning have remained virtually unchanged, despite the Coalition's pleas for a more modest and responsible plan that better reflects the needs of current residents. Today, I ask the Council to heed the Coalition's call to cut the scale of the proposed rezoning in half so that it brings 2000 new apartments to the community, not 4000. A more modest rezoning will create room for more affordable housing with a lower risk of speculation and displacement.

The Department of City Planning (DCP) has sought to sell this upzoning, and every upzoning it has undertaken by promising that it will increase housing supply, reduce local rent pressures, and bring a significant amount of affordable housing to the community. DCP claims that rents are rising anyway, and that undertaking an upzoning with Mandatory Inclusionary Housing is a way to get ahead of, and help fight, gentrification. But DCP's argument ignores what research has proven to be the impact of upzonings and manufacturing-to-residential conversions. Studies have shown that when the City undertakes these strategies in low-income communities of color, as it did time and again during the Bloomberg era, local rent pressures do not go down; they increase. Though rents then as now were increasing citywide, rents in communities upzoned by the Bloomberg administration went up by 43% on average, as compared to 23% in the city as a whole. In other



words, the rent increase was almost *twice as much* in communities that were upzoned or faced significant manufacturing to residential conversions.<sup>1</sup>

The Jerome Avenue area is very vulnerable to similar changes. The community includes one of the poorest Congressional districts in the country, and median income is less than \$30,000 a year. Today, rents are lower than in most neighborhoods, and rising at a rate slower than the City as a whole. But DCP's proposed upzoning could change all of that - more quickly than the City predicts.

**That's why a massive upzoning is such a dangerous idea.** As long as the local housing market stays similar to what it is today, developers are likely to want to continue partnering with the City to build affordable housing, as they have successfully been doing in recent years in partnership with HPD. But this calculus will shift if Jerome becomes a "hot" neighborhood. Developers will not want to bind themselves with decades-long affordability commitments if they believe local rent levels are on a major upswing. And once developers stop taking subsidy, the only "affordable" apartments new construction will bring are those mandated by the MIH program, which are out of reach for most current community members.

No one can know for certain when this turning point will come. **That's why it's critical that the City not "give away the store" now. If the City passes a massive upzoning, all future developers will be able to build as of right - whether affordable or luxury housing.** DCP predicts that the shift will come around the midway point, when about half of the projected 4000 new apartments have been built. In other words, in DCP's *best-case scenario*, only about half of everything that's built will be affordable by any measure, and half will be completely unaffordable. The community rejects this deal, because a tiny handful of units affordable to families making the least does not justify a massive upzoning that puts everything else at risk.

In contrast, a more modest upzoning could create room for roughly 2000 new apartments without triggering a major shift in the local housing market. This would allow HPD to continue its successful track record of partnering with developers to build housing that better meets the neighborhood need, while generating less risk of displacing existing residents & businesses.<sup>2</sup>

**There is precedent for the Council to scale back the rezoning in this way.** In the East New York rezoning, the City originally proposed a rezoning that would bring 6500 apartments to the community, a figure that was cut by almost 10% in the final stages of ULURP. For the more recent East Harlem rezoning, the Council significantly reduced density - by about 25% - through

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<sup>1</sup> For information about the impact of rezonings undertaken during the Bloomberg era, see "Game of Zones: Neighborhood Rezonings and Uneven Urban Growth in Bloomberg's New York City" (Leo Goldberg, Massachusetts Institute of Technology Department of Urban Studies and Planning, June 2015). Online at <http://hdl.handle.net/1721.1/98935>.

<sup>2</sup> Under the proposed rezoning, only about 200 of the new apartments - 5% of the total - would be for families making below 30% AMI, even though almost half of the families in the Jerome Avenue rezoning area make below that amount. In contrast, in recent years, 35% of new affordable units in the area have gone to households making below 30% AMI.

lowering zoning designations or maximum floor-area ratio (FAR) available on certain sites, provisions that were included in that rezoning's special district text. The Council could cut the proposed Jerome rezoning by 50% through a combination of strategies, including cutting certain sites out of the rezoning (leaving current zoning as-is), lowering zoning designations, or limiting the maximum available FAR on specific sites.

Adopting a scaled-back rezoning plan now creates room for growth without gambling the community's future. And if in the future the City decides that more building is needed after all, it can always come back to add density later.

The Bronx burned once, and tenacious residents rebuilt their community despite decades of divestment and official neglect. The City should not throw fuel on the flames of gentrification by passing an aggressive zoning that ignores residents' needs and puts their future at risk.

**For further information, contact:**

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646-459-3027

Attachment: "How Much Housing Could Get Build - And Who Could Afford It - Under Different Scenarios," Center for Urban Pedagogy and Association for Neighborhood & Housing Development, 2017



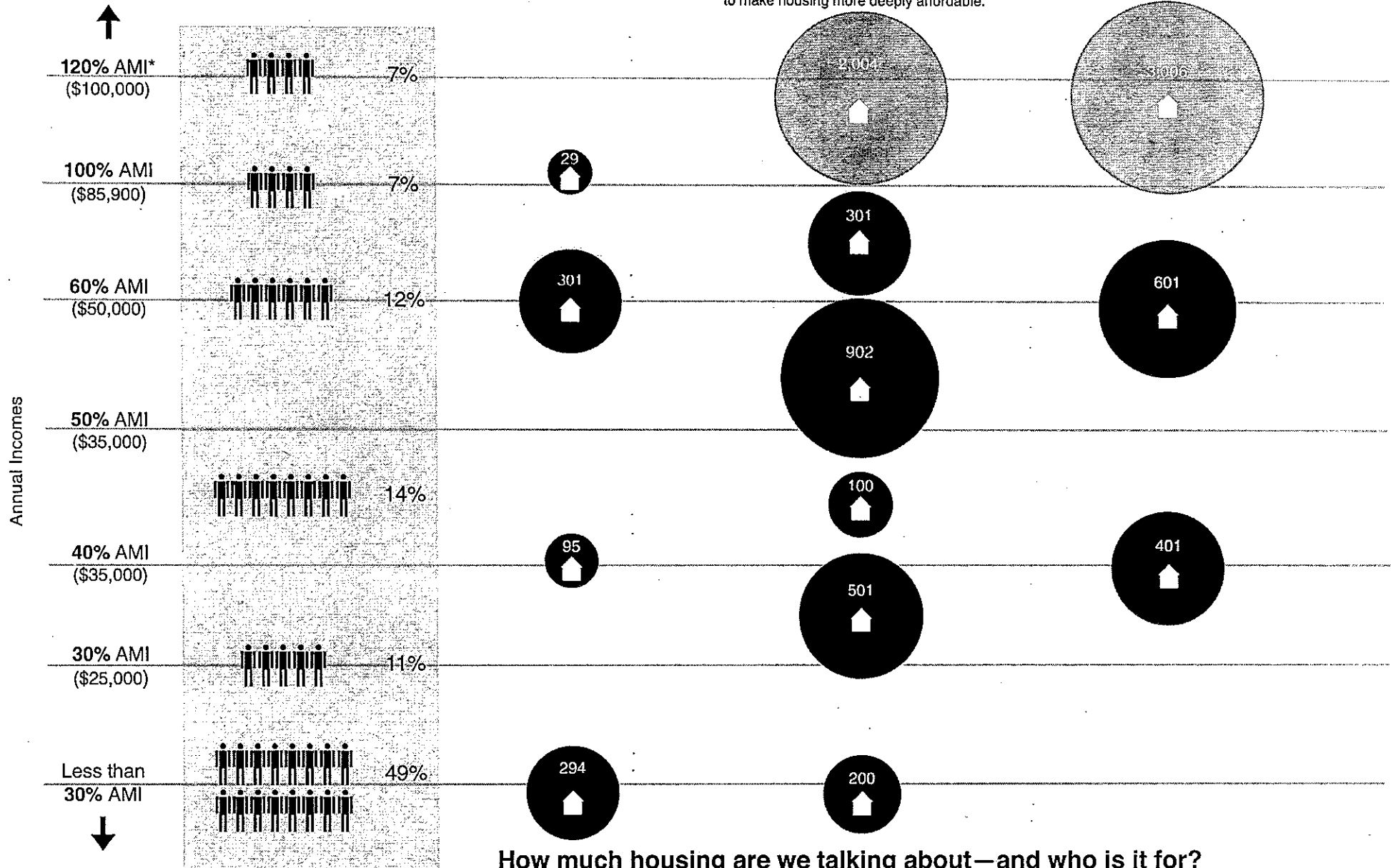
Here's how much people in  
Community Boards 4 + 5 make:

And here's how much housing could get built—and who could afford it—  
under different scenarios:

"Business As Usual": If the city  
keeps doing what it's already  
doing.

Mandatory Inclusionary Housing (MIH)  
+ Subsidies: If a rezoning passes and  
50% of developers use city subsidy money  
to make housing more deeply affordable.

MIH Only: If a rezoning passes and no  
developers use city subsidy money. MIH has  
different options—'Option 1' is shown here.



\* AMI: Area Median Income. Numbers are for a family of three.

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How much housing are we talking about—and who is it for?

See how different scenarios for building housing meet the needs—or don't meet the needs—  
of people who live in the neighborhood.



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## MAS Comments for the New York City Council on the Jerome Avenue Rezoning Proposal, CEQR No. 17DCP019X, Bronx, NY

February 7, 2018

### Position

The Municipal Art Society of New York (MAS) believes that without further investment and protection, the Jerome Avenue rezoning proposal has the potential to irreparably affect the character of the neighborhood. Simply put, the City is not doing enough to mitigate the documented negative impacts of increased development in the Jerome Avenue area.

Despite the City's community outreach efforts with the Jerome Avenue Neighborhood Plan, we find a disconnect between the Plan's goals and the strategies identified in the rezoning proposal to achieve them. Therefore, we remain acutely concerned about housing affordability, residential and commercial displacement (especially automotive-related businesses and workers), and the impacts the influx of new residents and workers would have on neighborhood schools, daycare facilities, and public open space.

### Background

The New York City Department of City Planning's (DCP) rezoning proposal, which involves zoning map amendments, zoning text amendments, and city map changes, would affect an approximately 92-block area primarily along Jerome Avenue and the adjoining eastern and western commercial corridors in Bronx Community Districts 4, 5, and 7. The rezoning is expected to result in a net increase of 3,228 dwelling units (DUs), 72,273 square feet (sf) of community facility space, and 20,866 sf of commercial/retail space to the project area, while decreasing industrial and automobile-related space by 47,795 sf and 98,002 sf, respectively. The proposal is anticipated to add nearly 9,500 new residents to the neighborhood.

### Indirect Residential Displacement

With almost 36 percent of households at or below poverty level, this neighborhood is one of the city's lowest income communities. Thus, the availability of affordable housing is one of the most pressing concerns for local residents. The City asserts that indirect residential displacement resulting from the rezoning would be mitigated by the implementation of the Mandatory Inclusionary Housing (MIH) program. However, as we have seen with other citywide rezonings, the City has yet to disclose the total number of affordable units expected, the income requirement

breakdowns, or evaluated alternative scenarios showing different MIH affordable housing options available.

In light of these issues, MAS finds the FEIS socioeconomic conditions analysis incomplete and deficient. To conduct a rigorous analysis, the City must identify the number of affordable units expected, evaluate multiple MIH options, and disclose the projected source of financing for each affordable development. As is the case with other citywide rezonings in low income areas, the failure to disclose the number of proposed affordable dwelling units calls the socioeconomic conditions analysis into question, especially since the project Environmental Assessment Statement stated that the number of low- to moderate-income units were "To be described in [the] EIS." Without the evaluation of a detailed housing plan, MAS questions the validity of a determination concluding that displacement impacts will be mitigated effectively.

### *Median Household Income and Mandatory Inclusionary Housing*

The median household income in the Jerome Avenue neighborhood is \$26,226. Twenty percent of area households earn less than \$10,000 annually. Therefore, apartments would need to rent for \$650 or less in order to be considered affordable for the 50 percent of residents making less than the median income.



The “deep affordability” option under MIH requires that 20 percent of units be affordable to households making an average of 40 percent of Area Median Income (AMI), which is \$34,360 for a household of three. Even at this level of affordability, housing would be considerably out of reach for the majority of area residents. While the current Department of Housing Preservation & Development (HPD) term sheets address some of the need for deeper affordability in the immediate future, we are concerned about the long-term affordability in the absence of these subsidies. As we have seen with other rezonings in low-income communities across the city, the current MIH affordability options fail to adequately serve the residents in the Jerome Avenue project area.

MAS recommends that the rezoning mandates at least 20 percent of the affordable dwelling units should be at or below 30 percent of AMI in order to fill this gap and more accurately reflect the median income of the neighborhood.

#### *Rent-Stabilized and Rent-Regulated Units*

It is clear that rent-stabilized and rent-regulated units contribute greatly to housing affordability. According to the HPD, two-thirds of all households in the Jerome Avenue area are rent-regulated. Forty-one percent are rent-stabilized and 21 percent receive some type of government assistance. In the rezoning project area, there are 78 multifamily residential buildings registered with the New York State Department of Housing and Community Renewal (DHCR) containing 4,250 units that may be rent-regulated. Within a quarter-mile, there are more than 700 multifamily buildings registered with DHCR containing approximately 37,000 units. We find the preservation of these units to be critical for the stability of lower-income households in the area.

More than a quarter of rent-stabilized tenants in zip codes 10452 and 10453 currently have preferential rents indicating that they have an increased risk of being displaced due to rising rents. To combat tenant harassment in the neighborhood, MAS supports the pilot program in which property owners would be required to obtain a certification of no harassment before receiving permission to redevelop. This will help strengthen the preservation of affordable units and prevent harassment of tenants by those seeking to redevelop their properties in order to garner higher rents.

While MAS commends the City’s housing preservation efforts in the Jerome Avenue corridor to date, we strongly encourage continued and ongoing investment in housing preservation as a necessary insurance against residential displacement and the protection of long-term affordability.

#### **Commercial Displacement**

According to the FEIS, approximately 77 firms employing 584 employees would potentially be displaced under the rezoning. Despite this, the FEIS concludes that the rezoning would not have adverse impacts on local businesses. The FEIS also concludes that any potential for commercial displacement would be offset by the introduction of a substantial new residential and worker population that would in fact sustain the customer base of existing businesses.

MAS finds these conclusions to be unfounded at best. With the addition of 3,228 DUs under the rezoning, it is expected that a customer base with substantially higher incomes and retail preferences than current residents would be introduced to the area. Furthermore, at the deepest affordability scenario under MIH, only 20 percent of eligible households would be earning \$31,080—nearly \$6,000 more than the current area median.

Therefore, the mere introduction of a moderate amount of affordable DUs at higher AMI bands could bring a dramatic shift in area socioeconomic conditions toward a higher income bracket with different retail preferences, not to mention the market-rate tenants. As a result, the rezoning may have a harmful effect on many neighborhood businesses that cater to the existing population.

#### **Specific Effects on Auto-Related Businesses**

A disproportionate number of the businesses facing potential displacement are in automotive-related industry sectors. Meanwhile, the FEIS asserts that there would not be a significant impact on any specific industries even though 160 workers, or 28 percent of all potentially displaced workers, are currently employed in automotive related industries.



According to *Under the Hood*, a report prepared by The Pratt Center for Community Development, these businesses occupy sites with the lowest value per square foot (\$50) in the rezoning area, making them prime for redevelopment. The displacement of these businesses and jobs presents a substantial impact to the automotive industry, which is composed of an interdependent ecosystem of firms including automotive repair, wholesale parts sellers, and other related businesses.

In an area with a 17 percent unemployment rate—60 percent more than the city average, it is clear that the Jerome Avenue community can ill-afford to lose any jobs. While the typical food preparation or retail worker earns \$20,000 per year in New York City, autoworkers earn \$44,000 on average. These comparatively high paying jobs also have relatively low barriers to access, as “75 percent of auto repair workers are people of color, 64 percent are foreign-born, and 68 percent have a high school diploma or less.”<sup>1</sup>

In addition to local business and employment impacts, it is likely that at least 50 percent of workers in these automotive-related businesses live in the Bronx. Therefore, further damage to the area’s community and economy can be expected if jobs are lost in this sector.<sup>2</sup>

The FEIS states that displaced auto-related businesses could relocate to other clusters throughout the city. However, relocation for these types of business is difficult, as they require the availability of C8 commercial and manufacturing zoning, which has been reduced because of other recent city rezonings (e.g., the Atlantic Avenue corridor in Brooklyn and Willets Point, Queens). In addition, previous plans for the relocation of automotive businesses and workers in Willets Point, Queens have largely been unsuccessful.

MAS believes the preservation of existing automotive-related businesses and jobs is of paramount importance. We urge the City to continue exploring the expansion of C8 preservation zones, and examine other solutions such as Councilmember Vanessa Gibson’s Commercial and Auto Repair Stability Act (CARS) legislation that would provide resources and protections for automotive businesses.

## **Community Facilities**

### *Public Schools*

The introduction of 9,573 new residents will substantially increase the demand on area community facilities. One of the primary concerns is overcrowded elementary and intermediate public schools. While all public schools within the rezoning area are expected to see an increase in utilization rates, several of the already over-capacity schools in Community School Districts 9 and 10 will see utilization rates rise dramatically.

We recognize the City’s commitment to build the P.S. 133 Annex as a step toward addressing capacity issues with elementary schools in Community School District 10. However, no commitments to build additional schools in Community School District 9 have been discussed. We find this unacceptable given that the intermediate schools in District 9, sub-district 2 will reach over 170 percent of their capacity under the rezoning. In total, the rezoning is expected to result in a deficit of several thousand public school seats. This must be addressed with appropriate mitigating measures before the zoning proposal is approved.

Unfortunately, the mitigation measures identified in the FEIS fall demonstrably short of addressing school capacity in the project area. Reorganizing existing public school space and creating additional space through new construction are presented as options, without disclosing details on how these measures would be implemented. Despite DCP having engaged in community outreach through the Jerome Avenue Neighborhood Plan with regard to present and future school capacity needs, the mitigation measures in the FEIS do not reflect community input or identify any firm commitments by the City.

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<sup>1</sup> Abello, Oscar. “Help for NYC Auto Repair Shops Could Save Thousands of Jobs.” March 21, 2017.

<https://nextcity.org/daily/entry/south-bronx-rezoning-auto-repair-shops-bill>

<sup>2</sup> 2014 LEHD Origin-Destination Employment Data.



Furthermore, the School Construction Authority recently released new data for 2016-2017 school enrollment, capacity and utilization. However, as stated in the FEIS, “the analysis does not reflect the new data.” Given the overburdened schools in the area, we find it unacceptable that the evaluation of impacts on area schools does not include the most recent critical baseline data. In light of this glaring deficiency, we urge the City to revise the FEIS community facilities evaluation using the most up-to-date school data.

#### *Child Care Services*

The rezoning would result in a shortfall of 92 spots in publicly funded childcare facilities in the area. Unfortunately, this is not identified as an adverse impact in the FEIS because it does not exceed the applicable CEQR thresholds. MAS finds that in the Jerome Avenue community, any deficit in childcare facilities must be considered an adverse impact that requires mitigation. Therefore, we urge DCP to identify and commit to additional mitigation measures for the anticipated impacts on childcare services in the area including, but not limited to, adding more daycare facilities under the rezoning proposal.

#### **Open Space**

The Jerome Avenue community is greatly underserved by open space. With a net addition of 9,459 residents and 974 workers under the rezoning, demand on the limited open space will increase substantially. According to the FEIS, the neighborhood would achieve a paltry 21 percent of the City’s goal of 2.5 acres of open space per 1,000 residents, a 6 percent *decrease* from current conditions. However, the FEIS manages to conclude that no significant adverse impacts on open space would occur because the conditions do not exceed CEQR thresholds requiring additional analysis or mitigation.

MAS asserts that the City must pursue ways to improve existing and create new open space to accommodate the demands of the current and future population of the project area.

#### **Shadows**

Development facilitated by the rezoning is expected to result in significant shadows on eight open space resources—the Bronx School of Young Leaders, the PS 306 Schoolyard, the Mount Hope Playground, the Goble Playground, Inwood Park, and Keltch Park. The shadow analysis also identifies two additional smaller sites that would experience a complete loss of sunlight during the growing season (the Edward L. Grant Greenstreet and the Jerome Avenue/Grant Avenue Greenstreet).

Despite these impacts and the lack of open space in the area, no clear shadow mitigation measures have been proposed. Therefore, MAS urges the City to examine building design changes for future development that eliminate or greatly reduce shadow impacts on these valuable resources and commit to the creation of new open space in the area.

#### **Historic and Cultural Resources**

The proposed rezoning area contains several cultural and historic resources that could be affected by development under the rezoning. According to the FEIS, the rezoning has the potential to result in construction impacts on the State/National Register of Historic Places (S/NR)-listed Croton Aqueduct System and associated park.

In addition, several projected and potential development sites are within 90 feet of the S/NR-eligible U.S. Post Office–Morris Heights Station. Therefore, we request that all correspondence between the City, the State Historic Preservation Office (SHPO), and the Landmarks Preservation Commission (LPC) must be made publicly available on the City’s website.

#### **Traffic and Transportation**

According to the FEIS, significant adverse traffic impacts would occur at 22 intersections in the rezoning area during one or more analyzed peak hours. Of these, eight that are concentrated along Jerome Avenue, River Avenue, and Grand Concourse, would remain unmitigated. In other words, long-term traffic problems will occur at these intersections, and no remedy will be proposed to address them. For the remaining intersections, suggested mitigation measures include modifying traffic signal phasing/timing, and eliminating on-street parking within 100 feet of the affected intersections.

We find these measures to be customary boilerplate approaches. The FEIS does not include, as MAS insisted in prior comments, a detailed explanation of how and when these approaches would be implemented and tested for effectiveness, and disclosure of the DOT approval process for these mitigation strategies. We remain steadfast in expecting the City to provide this information.

Finally, at present, none of the elevated subway stations on the 4 line in the study area are compliant with the Americans with Disabilities Act (ADA). As infrastructure and streetscape improvements are made in the area, the creation of ADA accessible entrances and exits at these stations should be considered a top priority.

### **Conclusion**

The Jerome Avenue rezoning proposal comes at a critical time for the community and the city as a whole. With almost 10,000 new residents expected in the area, protections must be put in place to ensure that current residents and businesses are not displaced.

While MAS supports the efforts the City has made to engage the community under the Jerome Avenue Neighborhood Plan, the rezoning does not adequately resolve critical issues the community will face with regard to residential and commercial displacement, access to and availability of affordable housing, overburdened schools and daycare centers, open space, and traffic.

MAS strongly urges the City to adopt our recommendations into the rezoning proposal to assure that new residents and businesses will be integrated without forever altering the character of the existing Jerome Avenue community.

Thank you for the opportunity to provide comments on this critically important proposal.

**TESTIMONY OF CHRIS WALTERS, AT  
NEW YORK CITY COUNCIL SUBCOMMITTEE  
ON ZONING AND FRANCHISES  
JEROME AVENUE REZONING PUBLIC HEARING**

February 7, 2018

Good morning and thank you for the opportunity to testify. My name is Chris Walters and I am the Rezoning Technical Assistance Coordinator for the Association for Neighborhood and Housing Development (ANHD) and a technical assistance provider for the Bronx Coalition for a Community Vision. ANHD is a membership organization of neighborhood based housing and economic development groups, with a mission to ensure flourishing neighborhoods and decent, affordable housing for all New Yorkers.

I'll be testifying today in support of the Bronx Coalition's call for a No Net Loss program for the communities around Jerome Avenue.

**A No Net Loss program would serve the vital role of ensuring that the community does not lose more affordable housing than it gains following the rezoning.**

- This is especially crucial for neighborhoods like those around Jerome Avenue, with high numbers of low income households at risk of displacement if the housing market changes.
- Currently, the vast majority of what gets built in the community is subsidized, with a relatively high percentage of units serving households under 30% AMI. But an upzoning of the scale currently proposed threatens to put this at risk – meaning more market rate units and less affordable as time goes on.
- While the City has committed to creating affordable units through MIH and continued subsidy, it must ensure that these are not offset by *more* affordable units leaving regulations or forgoing subsidies as the market changes. A No Net Loss program would prevent this – by tracking the creation and loss of affordable units over time to help guarantee no net loss of units.



**The program itself would be straightforward:**

- Using data that is already available at various levels of government the City should conduct a baseline assessment of all regulated or subsidized affordable housing units within the community, broken down by income brackets served. This assessment should include rent stabilized housing, Section 8 Vouchers, and HUD-subsidized developments, as well as those subsidized or regulated by HPD.
- Based on this inventory, neighborhood-specific goals should be set for the preservation of housing affordable to the lowest-income families – especially those making below 30% AMI.
- Every year, the City should update its numbers to see how much housing at each income bracket is gained and lost, and adjust its strategies accordingly to ensure no net loss of units affordable at each bracket, with special attention to the lowest income families.

**As part of the Jerome Avenue rezoning, we call on the City to commit to and fund the creation of a taskforce to create a pilot program for a No Net Loss Policy for the local community.**

- This would follow a similar precedent set by the East New York rezoning where the City created a taskforce to explore the possibility of basement legalization, and in East Harlem, where the City created a Partners in Preservation pilot to coordinate local preservation efforts.
- The taskforce on a No Net Loss Policy should include among others, the Department of City Planning, Department of Housing Preservation & Development, the Mayor's office, and the Bronx Coalition for a Community Vision.

FOR THE RECORD

**Testimony** Daphne Hart  
**Topic** Jerome Avenue Rezoning, New York City Council Subcommittee on Zoning and Franchises Hearing  
**Date** Wednesday, February 7, 2018

Good afternoon, my name is Daphne Hart and I'm a proud Bronx resident and member of Laborers Local 79. I want to start by thanking the New York City Council and Chair Francisco Moya for the opportunity to testify today and voice my concerns regarding the City's proposed plan to rezone Jerome Avenue.

I live directly in the area the City is looking to rezone in Community Board 5. My family and I will be affected by this rezoning and the changes it will bring to our neighborhood. This is personal to me.

I am proud to live and raise my family in the Bronx, but I have seen first-hand the underinvestment in the borough, the joblessness, the struggle to make ends meet for so many of my neighbors and loved ones. We need more affordable housing, middle class job opportunities, better schools, and the list goes on, but we need these things done in a way that respects the existing community and includes input from neighborhood residents.

What makes this rezoning even more personal to me is my work as a Journeyperson and 10-year member of Laborers Local 79.

The rezoning of 92 blocks along Jerome Avenue is a large undertaking that will require a large construction workforce and contractors that can meet the rigorous demands of this dense neighborhood. Yet, there are no safety or training standards for workers or responsible contractor standards to make sure the contractors and developers that receive this work have a history of working well with the communities they build in, a record of hiring locally for construction jobs that lead to long-term careers with family sustaining wages, and most importantly, a record of safe job sites for both the workers and local residents. Ultimately, the companies that come to work here have to be good neighbors, and good neighbors don't abuse workers or provide dead-end jobs; they do what's right for the community.



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**AFFILIATES:** Mason Tenders District Council of Greater New York & Long Island | General Building Laborers Local 66  
Asbestos, Lead & Hazardous Waste Laborers Local 78 | Construction & General Building Laborers Local 79  
Waste Material, Recycling & General Industrial Laborers Local 108 | Laborers International Union of North America, AFL-CIO/CLC  
Contractor Associations | Building Contractors Association (BCA)



As a woman in the trades, I also bring a unique point of view as to why it is so important the City pay attention to the construction jobs and responsible contractor standards in the rezoning. This rezoning can be a tool to uplift local residents but I want to stress to you what an opportunity this can be especially for women living in my neighborhood. I left a job as a teacher because I was struggling to make ends meet and support my family. Working as a Laborer and earning a middle-class wage with health benefits and retirement security has given me a financial independence and peace of mind I never dreamed of having. No longer am I worried about paying my bills each month, I'm saving money and thinking about the future in a way that excites me. I'm building at work and I'm building with my family at home. I want other women in my neighborhood to feel like I do and have this same opportunity. I know there are so many single mothers and heads of household that just need a chance like I've had, and this rezoning can be that for them.

I want to see my neighborhood thrive and grow but not if it isn't done in a safe manner that takes into account the needs of Jerome Avenue residents. If properly crafted, the Jerome Avenue rezoning can uplift residents and bring good, middle class jobs to this community while providing much needed housing and neighborhood improvements. But as it currently stands, the plan being heard today leaves many questions unanswered when it comes to responsible contractors, safe, career path construction jobs for local residents, and deeper housing affordability.

Based on these issues, I urge the New York City Council to reject the Jerome Avenue rezoning proposal before you.

Thank you.







**Testimony** Karla M. Cruz, GNY LECET

**Topic** Jerome Neighborhood Plan, New York City Council Subcommittee on Zoning and Franchises

**Date** Wednesday, February 7, 2018

Good afternoon, my name is Karla Cruz and I am testifying on behalf of the Greater New York Laborers-Employers Cooperation & Education Trust (GNY LECET), the labor management fund of the Mason Tender's District Council representing 15,000 members and 1,200 signatory contractors. More specifically, we represent 1,300 hardworking members living in the Bronx that are proud members of Laborers Local 79.

I want to start by thanking the New York City Council and Chair Francisco Moya for the opportunity to testify today and to voice our concerns regarding the City's proposed plan to rezone Jerome Avenue; in particular the City's HireNYC Development initiative and how the City plans to utilize this program to place Jerome Avenue residents in career-track jobs.

Over the last three years, our members have worked side-by-side with the community to develop a plan that is inclusive of the community's needs and uplifts working families along the Jerome Avenue corridor. Thousands of residents have participated and today we ask that those voices not be overpowered by greed and silenced by the forces of displacement and exploitation.

The current HireNYC approach is ill suited for recruiting residents to gain entry into high-paying careers in construction. Merely noticing communities in which there are job openings available will not help low-income residents get qualified or hired for high quality construction jobs. The current approach may get residents hired into construction jobs that require little training, but those positions do not create the opportunity for a consistent pipeline of work or a high paying career.

Furthermore, the City has failed to publicly share sufficient data that shows the results of this initiative. How many low-income residents have been hired by recipients of public subsidies, our tax dollars? How many of these placements have lead to careers in the construction industry? What are the wages associated with these jobs? Job titles? Does the employer have a good record and provide safety training?

We ask that the City Council reject the City's lackluster local hiring plan and instead commit the same tools and investment it has provided to other economic development initiatives under this



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administration. What we are asking for has been done before. It has been done in this City, under this administration and in other cities across this country. We ask that residents of the southwest Bronx not be treated differently. They too deserve investment and access to opportunities that will change the status quo.

Organized labor is not asking for our traditional demands of prevailing wages and apprenticeship utilization. Our asks do not guarantee union jobs. Instead, we have focused on creating a real, impactful local hiring plan that holds developers accountable when utilizing subsidies to build private residential homes. Unfortunately, we are still being told this cannot be done for Bronx residents.

Council Member Vanessa Gibson has been a great partner and actively listened to our proposals. We know we can count on the Councilwoman to strongly advocate and fight for our demands.

We now ask the rest of the Council to also support not only organized labor, but the thousands of residents that stand with us on Jerome Avenue in demanding responsible and thoughtful development with real local hiring goals that will bring local residents into long-term careers in construction with family sustaining wages.

Thank you.



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February 9, 2018

**Re: Jerome Avenue Rezoning  
City Council Hearing  
Calendar Numbers 17 and 18  
Written Testimony of Sandy Hornick**

Council Member Gibson,

My name is Sandy Hornick. I am a land use consultant working with Sheldon Lobel, P.C. on behalf of property owners on Block 2855 which is between Jerome and Inwood Avenues and between West 169<sup>th</sup> Street and West Clarke Place. I am writing in support of the Jerome Avenue Rezoning in general and the inclusion of Block 2855 as an R8A zone with a C2-4 commercial overlay within that rezoning.

The Department of City Planning's proposed rezoning of the Jerome and River Avenue corridors, running from East 165<sup>th</sup> Street in the south to West 184<sup>th</sup> Street in the north and including several cross streets, is long overdue. The zoning here has remained unchanged since 1961, while the conditions in the 2018 Bronx have little in common with those present 57 years ago.

### **POPULATION**

In 1961, the Bronx population of 1,424,815 was near the borough's 1970 peak of 1,471,701. In the decade following 1970, the Bronx experienced a population loss of more than 20 percent and then began a long climb back. By 2015, the population of the Bronx had largely recovered, regaining all but 16,000 of its 302,000-person population loss. Its 2016 population of 1.455 million is already roughly 9,000 more than DCP's projection for the year 2020. It is not unreasonable to consider the likelihood that the Bronx is now growing faster than the DCP projections estimate and that the total 2040 Bronx population could exceed DCP's projected 1.579 million.

Faster growth will only increase the pressures on the existing housing stock and increase the importance of adding to the supply of housing and, given the income levels of much of the Bronx's population, adding new affordable housing. The difficulty of increasing the borough's housing supply has been compounded by decisions made in previous decades to develop lower-density housing on many of the sites that, prior to the 1970s, had been developed with denser,



multi-family housing. Those decisions have left relatively little vacant land to accommodate new housing.

These borough-wide pressures on the housing stock are matched at the local level where rapid population growth since 1980 has already used much of the available residentially –zoned land. Zoning needs to accommodate more housing. One key location for zoning to accommodate more housing should be the Jerome Avenue Corridor.

### **OVERSERVED BY AUTO REPAIR**

Much attention has been focused on the auto repair shops that occupy a significant portion of the Jerome Avenue corridor. We recognize the value of the jobs and services these businesses have provided. Still, the Bronx is already considerably more overserved with auto repair establishments than any other borough. For the borough, there are 377 passenger vehicles for each licensed repair shop. In comparison, there are 447 in Brooklyn, 539 in Queens, 809 in Staten Island and over 1,500 in Manhattan. Locally, the disparity is even greater with only 118 vehicles per repair establishment in zip code 10452 which includes Block 2855.

We believe the higher share of auto repair establishments represents the weakness of the demand for this space rather than the strength of the auto repair market and that, over time, the ratio of automobiles to repair shops is likely to rise to be similar to that of other, more auto-centric boroughs. On Block 2855, a number of auto repair shops are already struggling to timely pay their rent and one owner-occupied shop has plans to eventually close the business. The growth of car sharing, such as Zipcar and Car2Go, ride sharing, such as Uber and Lyft, and future driverless service cars, are all going to place downward pressure on the demand for private automobiles and, by extension, the demand for automobile repair and employment in auto repair establishments. Moreover, much of the automobile-oriented facilities on this block are devoted to parking and not to automobile repair.

### **ENVIRONMENTAL DEGRADATION**

The auto repair establishments on Block 2855 operate in aged and inadequate facilities. This forces these businesses to use sidewalks for the storage and movement of vehicles and even the storage of business equipment, as can be seen in this photo from Google Streetview:

[Photograph Follows]





Figure 1: Cars on Sidewalk (Google Streetview)

With a rezoning to promote residential development directly to the north and south of Block 2855, retaining these uses on Block 2855 will compromise the quality of life and the safety of future residential neighbors. Adding a substantial residential population in an environment where sidewalks are used for the operation of automotive-related businesses would place residents, including children, in jeopardy. I can recall no incidence where the city preserved, amid a larger rezoning to promote residential development, the zoning for a single block with a significant share of land occupied by automotive uses that spill onto the sidewalk.

Auto repair establishments of the future will operate better on sites where there is adequate space for equipment, vehicle storage and vehicle movement. There are such facilities elsewhere even at other locations along Jerome Avenue but not on Block 2855.

One of the criteria for selecting areas for rezoning was to take advantage of topography in determining which portions of Jerome Avenue should retain C8 or M1 zoning and which should not. The topography generally rises on either side of Jerome Avenue. It makes most sense to preserve for non-residential use, those Jerome Avenue sites that are grade separated with retaining walls separating the properties fronting on the parallel streets east or west of Jerome Avenue. This is not the case on Block 2855.

Block 2855 is comparatively level with considerably more than half the block occupied by lots that run from Jerome Avenue to Inwood Avenue. While there is a grade change, it amounts to one story and can easily separate future retail or a school entrance from residential access along Inwood Avenue.



**Sheldon Lobel & Co.**  
ATTORNEYS AT LAW

## **EMPLOYMENT**

The current uses of the block, which include parking, low-end retail and auto repair, generate an estimated 91 jobs today. Rezoning this block to allow for redevelopment would provide the opportunity more than double employment opportunities to roughly 215 exclusive of any school that is included on the site. The retail would support local residents and link together future commercial strips to the north and south. Schools employ approximately one person for every 10 students which could mean up to an additional 125 jobs in a school for as many as 1,250 students.

The Jerome Avenue rezoning is an opportunity to address needs for housing, schools and jobs that has waited for more than two generations. I encourage you to seize this opportunity and rezone Jerome Avenue.

Thank you,

  
Sandy Hornick





**Jerome Avenue Rezoning  
ULURP Application No: C 180051 ZMX  
City Council Public Hearing  
February 7, 2018  
Spoken Testimony**

Good morning, my name is Alix Fellman and I'm a Senior Program Manager for Community Development at WHEDco. For 25 years, we've provided the Jerome Avenue area with affordable homes, high-quality education, and economic opportunity.

At this point in the rezoning process, we have heard from the Bronx Borough President, Community Boards 4 and 5, the City Planning Commission, and hundreds of community residents. We've seen the Environmental Impact Statement, and the Commercial District Needs Assessment, and the expert testimony from community-based organizations rooted in the neighborhood. WHEDco recently completed a Business Needs Survey of 41 local merchants, to explore business-to-business relationships and prioritize merchant needs, and a Community Needs Survey of over 660 people who live and work in the area to better understand community perceptions around housing, work, health and education. It may seem surprising to those in this room, but 55% of people who took our Community Needs Survey reported that they have never heard about the Jerome Avenue rezoning.

And yet, there are still things we – including the Councilmembers, the Department of City Planning, and other stakeholders - do not know about the community and the impact this rezoning will have. *These questions must be answered to make an informed decision about this rezoning and the future of these neighborhoods.*

We don't know the anticipated income range of the incoming population after the proposed action. We do know that the current median income in Community Board 4 is equal to 31% AMI, and in Community Board 5 is 28% AMI. We know that even Mandatory Inclusionary Housing and HPD's additional commitments will not create enough apartments with rents low enough for people making below 30% AMI. We also know from our community survey that current residents think of this area as affordable now, but *81% fear being able to afford their neighborhood in the future*. That fear is triggered by rising neighborhood rents. **We encourage City agencies to estimate the incomes of incoming residents, based on the kind of housing that will be developed and the rents they'll pay,** which will help answer the next question.

We don't know how much new retail this incoming population could actually support. We do know that there *are already* unmet retail needs among the thousands of existing residents in the area, based on both consumer preferences and retail leakage data. And we know that the proposed plan would add over 236,000 square feet of retail space, *but we don't know if this is right for the population or if it will just blight the neighborhood with too many empty storefronts*. **We encourage the City to support a Retail Needs Assessment to identify what kind and how much retail this neighborhood's existing and incoming residents can support.**

We don't know the local economic impact – in terms of jobs and revenue lost - of dramatically reducing the Jerome Avenue auto cluster. We do know that in our most recent commercial inventory, completed December 31, 2017, we found 205 auto businesses and 32 industrial/manufacturing/wholesale businesses in the Jerome Avenue Study Area. Of these, only 31, or 13%, fall within the retention areas, meaning that *87% of auto and industrial businesses are at significant risk of displacement*. These businesses define Jerome Avenue, and create jobs that pay living wages and offer career paths with few barriers to entry for hundreds of Bronx and NYC residents. **We encourage the City to expand the industrial preservation areas.** We also call for the City to create **funding opportunities for businesses who must either adapt to a changing neighborhood or relocate, and services and training for these businesses and their employees.**

We don't know how this rezoning will address neighborhood health, where 61% of residents say they can't find healthy food and 53% don't have access to places to exercise. We don't know how this rezoning will address a significant adverse impact on the area's schools, where Community School District 9 faces a deficit of 1,716 elementary school seats and where existing schools need investment to improve quality. We acknowledge the Councilmembers for the commitments they've already secured, and DCP for coordinating productive conversations around workforce development, but we still don't know how the Neighborhood Plan, which should address many of these issues, will be **revised accordingly, funded *and* legally enforced.**

We don't know how the City can make a truly informed decision – that impacts thousands of residents and hundreds of businesses – without answering these questions. Thank you, Councilmembers, for the work you've done and continue to do to secure commitments for our community. We know you take this process very seriously, and are highly invested in a positive outcome for the residents and businesses in your districts, and we hope that you will demand the additional information and the commitments you need to make a decision.



TO: The Honorable Ben Kallos  
From: Arun Alagappan  
CC: Jesse Towsen, Jay Segal, Brenda Levin  
Re: **Advantage Testing's Free Educational Services for Community District 8**  
Date: February 6, 2018

Dear Council Member Kallos,

Following are Advantage Testing's proposed public service initiatives for Community District 8. As bolded in the first bullet point below, per Council Member Kallos's recommendation, Advantage Testing has modified this proposal to include advance notice of neighborhood meetings for publication in the Council Member's monthly newsletter.

Note also that I have spoken with Gregory Morris, President and Executive Director of the Isaacs Center, about the proposed workshops detailed in the third bullet point below. Mr. Morris and I had a fruitful initial discussion and plan to have a follow-up meeting in the near future to discuss the ways in which Advantage Testing and the Isaacs Center can partner most effectively. At that point, specific details of the proposed workshops may be updated or expanded.

- Informational sessions for relatively large audiences in the Church of the Holy Trinity's assembly room, which Father Beddingfield has graciously offered to make available for this purpose. These sessions will be free of charge and open to all neighbors, covering such topics as:
  - high school and college admissions;
  - preparing for standardized tests;
  - developing strong study skills;
  - becoming a well-rounded student.

**Advantage Testing will inform Council Member Kallos's office of any scheduled informational meetings at least five weeks in advance of the meeting date. Advantage Testing will provide the date, time, and location of the meeting, along with a brief paragraph description of the meeting's subject matter, for inclusion in the Council Member's newsletter to Community District 8 residents.**

- A *pro bono* ACT preparation class for up to 12 students of modest means enrolled in Community District 8 public high schools. The ACT is the most widely taken national college admissions test. Our program will offer Community District 8 students intensive standardized test preparation with a highly evaluated and experienced professional instructor. The course will be longer, more rigorous, and more effective than most preparation programs, helping Community District 8 students to bolster their credentials and their college readiness. The class will be held at the Rhineland Building under the following parameters:

- The weekly 75-minute class will begin in November and run through the June ACT.
  - Students will prepare to take the official ACT administrations offered in both April and June.
  - Practice exams, a crucial part of our test preparation program, will begin in approximately the sixth week of the program. Students will be required to take practice exams on scheduled weekends at designated locations on the Upper East Side.
  - Candidates for the free class will be accepted to the program by Advantage Testing on the basis of their school records, demonstrated need, and a paragraph-length response explaining what they hope to achieve by participating in the class.
  - Students who are unable to attend the weekly class will be encouraged to attend our free information sessions on college admissions and test preparation.
- Interview training and résumé building workshops for young adults participating in the Stanley M. Isaacs Neighborhood Center's Youth Employment and Education Services program. These free seminars will be held 2–3 times each year and will include:
    - strategies for improving organization, focus, responsiveness, tone, pacing, and nonverbal communication in a job interview;
    - preparing information and anecdotes in anticipation of the interview;
    - practice responding to an interviewer's questions;
    - recommendations for formatting résumés and incorporating effective action language;
    - ways to tailor résumés for specific opportunities.



FOR THE RECORD

**Testimony by The Legal Aid Society**

**Before a Hearing of the New York City Council Subcommittee on Zoning and Franchises**

**Jerome Avenue Rezoning Application (No. N 180050 (A) ZRX)**

**CEQR No. 17DCP019X**

**February 7, 2018**

**Introduction**

The Legal Aid Society (the Society) is the nation's oldest and largest not-for-profit legal services organization advocating for low-income individuals and families across a variety of civil, criminal and juvenile rights matters, while also fighting for legal reform. The Society has performed this role in City, State and federal courts since 1876. With a staff of more than 2,000 lawyers, social workers, investigators, paralegals and support and administrative staff; and through a network of borough, neighborhood, and courthouse offices in 26 locations in New York City, the Society provides comprehensive legal services in all five boroughs of New York City for clients who cannot afford to pay for private counsel. The Legal Aid Society's unique value is an ability to go beyond any one case to create more equitable outcomes for individuals and broader, more powerful systemic change for society as a whole. In addition to the annual caseload of 300,000 individual cases and legal matters, the Society's law reform representation for clients benefits more than 1.7 million low-income families and individuals in New York City and the landmark rulings in many of these cases have a State-wide and national impact.

The Society is counsel on hundreds of cases concerning the rights of tenants in regulated and unregulated apartments across the city. As such, we are intimately familiar with the pressure experienced by tenants in the current and developing housing market.

The rezoning of Jerome Avenue poses serious threats to displace tenants from their community. Recent history has established that rezoning results in the accelerated gentrification of communities, and the displacement of long-time tenants in both regulated and unregulated apartments. Despite this reality, the assessment of residential displacement conducted in the Environmental Impact Statement is based on false assumptions and flawed analysis. The failure to look at the risk of displacement while considering tenants in rent regulated apartments, as well





as an honest review of a housing market that unaffected by the inclusion of affordable housing, requires that the City Council deny this application.

### **Background on the Flawed Analysis Utilized in Environmental Impact Statements**

All land use decisions in the City of New York are required to be evaluated for their potential environmental impacts pursuant to state and city law. Environmental impacts include impacts on socioeconomic conditions such as direct and indirect residential displacement. The methodology used to determine displacement is set forth in the City's Environmental Quality Review Technical Manual (CEQR Technical Manual).

The initial determination that is required of a lead agency when undertaking an environmental review is whether the proposed action will have a "significant effect on the environment." If so, the applicant or agency will be required to prepare and submit an EIS, the goal of which is to determine environmental impacts, consider alternatives, and propose mitigation. A full EIS is required by law only if the proposed action is likely to have a significant impact on the environment, but the law contains no standards for determining whether that threshold has been met.

A detailed analysis of the environmental effects of direct displacement will be required only if the project has the potential to displace 500 residents, those residents represent at least 5% of the study area population, and the residents to be displaced have incomes that are markedly less than the average incomes of the study area population. The objective of the indirect residential displacement analysis is to determine whether the proposed project may either introduce a trend, or accelerate a trend of changing socioeconomic conditions that may potentially displace a vulnerable population. An indirect residential displacement analysis is conducted only in cases in which the potential impact may be experienced by renters living in privately held units unprotected by rent control, rent stabilization, or other government regulations restricting rents, or whose incomes or poverty status indicate that they may not support substantial rent increases.

Community members have voiced their concerns, and their experiences throughout the ULURP process. These concerns are echoed in the recommendations of all affected Community Boards. As Community Board 4 noted in their recommendations, "the CEQR Technical Manual



cannot and does not measure the added pressure and the perceived increase value and speculation that takes place even before any new zoning designation takes effect.” As a result, CB4 recommended a list of protections for tenants who are already experiencing this pressure. The application before the Council today does not address the recommendations of the Community Boards, and the community.

Because of the CEQR Technical Manual’s flawed methodology, City Respondents failed to properly assess the potential displacement of tenants in rent regulated apartments which would take place as a result of the rezoning and development of Jerome Avenue.

Further, the Manual used to make this assessment, and the rules contained therein, were not properly promulgated pursuant to the City Administrative Procedure Act (CAPA). This failure to promulgate the CEQR Technical Manual as a rule renders the City’s environmental review process immune from effective scrutiny. The Manual sets forth bright line rules that are applied to all land use decisions with real consequences. As such, it is a “rule” within the meaning of the CAPA and should be subject to CAPA’s notice and comment requirements.

### **Background on Rent Regulated Housing in New York City**

The stock of affordable rent regulated housing is on the decline and homelessness is on the rise in New York City. According to the New York City Rent Guidelines Board (RGB), in 2016 alone, 7,524 apartments were deregulated across the City. If approved, the Jerome Avenue Rezoning will result in the indirect displacement of tenants, both in regulated and unregulated apartments, by introducing and/or accelerating the pace of socioeconomic change in the neighborhood.

The Environmental Impact Statement dated January 5, 2018 inadequately addresses the real impact this development will have on indirect displacement of residential tenants in the study area and the surrounding community. The failure to consider the potential direct or indirect displacement of tenants in rent regulated apartments is an error. Rent regulation does not protect a tenant from displacement. Rising rents due to vacancy bonuses, the rescission of preferential rents, the resulting high rent vacancy deregulation of rent stabilized units, and the proliferation of tenant harassment subjects tenants to the same market influences as those in unregulated apartments.





The Rent Stabilization Code contains gaping loopholes that result in major rent increases and displacement in stabilized apartments. Landlords are able to raise rents, and deregulate apartments based on vacancy increase, individual apartment improvements, and the expiration of tax incentive programs such as 421-a and J-51. Most egregious is the vacancy increase, which is the primary cause of deregulation of apartments. In 2016, 4,690 apartments were deregulated due to high-rent vacancy deregulation. Every time a rent regulated apartment becomes vacant, the landlord can increase the rent by up to 20%. Compounded over time, it allows an apartment to rapidly approach high-rent vacancy deregulation. The vacancy increase, combined with a low-vacancy housing market, incentivizes high turnover of tenants in order to reap the benefit of as many vacancy rent increases as possible.

The highest rates of eviction in the City of New York come from the South Bronx and its neighboring communities. By failing to take into consideration the indirect displacement of tenants in regulated apartments, the EIS potentially ignores 41.5% of the housing stock in New York City. The Bronx in particular holds one of the highest concentrations of regulated units in the City.

#### **Recommendation**

The Jerome Avenue Rezoning Application should be denied pending an assessment that includes displacement of rent regulated tenants, and the reality of gentrification.

Respectfully Submitted:

Seymour W. James, Jr., Attorney in Chief  
Adriene Holder, Attorney in Charge, Civil Practice  
Judith Goldiner, Attorney in Charge, Law Reform Unit  
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The Legal Aid Society  
199 Water Street  
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## **AUTO BUSINESS READINESS PROJECT**

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### **Advocacy – Compliance – Training**

*Serving the Auto Merchants of the  
Jerome/Cromwell Rezoning Corridor*

Pedro Estevez, President & Founder  
1332 Commerce Avenue, Bronx, NY 10461  
631-380-8262 ♦ [pj.estevez@uamany.org](mailto:pj.estevez@uamany.org) ♦ [www.uamany.org](http://www.uamany.org)

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## APPENDICES

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## **Jerome/Cromwell Avenue Corridor AUTO BUSINESS READINESS PROJECT PROPOSAL**

### **EXECUTIVE SUMMARY**

The proposed Jerome Avenue rezoning will have a significant impact on the approximately 200 auto-related businesses in the area, causing most to be displaced as hundreds of workers and their dependents lose their livelihoods. The City has predicted that 72% of existing auto businesses are at risk of displacement by new housing and with no intervention, the remaining merchants will have to compete with new higher-rent-paying commercial tenants, leading to more businesses being pushed out. In the area, more than two-thirds of buildings do not have the appropriate Certificate of Occupancy for auto shops further complicating the bureaucratic challenges merchants find themselves in. Finally, surveys and direct consultations reveal that as few as 5% of these businesses fully comply with regulations with more than half complying with a quarter or less. Unfortunately, the bureaucratic and compliance hurdles these business owners face make it impossible for them to negotiate with landlords or regulatory agencies or to easily relocate. Similarly, while skilled and experienced, the employees of these businesses often lack formal education and the required certifications to find employment elsewhere. As a decade long advocate and technical assistance provider for Bronx and NYC auto mechanic shops, UAMA is uniquely positioned to address the challenges of Jerome/Cromwell Avenue Corridor auto merchants/mechanics and has developed a multi-pronged approach to strengthen their capacity and prepare them for dislocation in anticipation of the proposed rezoning of the area. Specifically, UAMA proposes to:

- A. Organize auto businesses to inform them on the rezoning process and act as their advocate with the City of New York.
- B. Conduct one-on-one technical assistance to businesses to address the challenges in navigating regulations and ensure that they are in compliance.
- C. Conduct business management and administration workshops to owners and managers of auto related businesses
- D. Provide training and educational programs for auto business employees and local residents interested in careers in the auto sector.

We estimate the cost of the five-year project at \$4.6M, which includes funds for creating a new Automotive Training Center conveniently located and accessible to Jerome/Cromwell merchants.



## ABOUT UAMA

The United Auto Merchants Association has been serving in the Bronx and New York City since 2007. UAMA works toward building the capacity of the NYC Automotive industry by having small family owned automotive businesses participate in the UAMA Business Development Cycle that is comprised of 3 major areas:

- Compliance. Ensuring City, State and Federal operating Compliance
- Business Executive Management Training and,
- Personnel Automotive Technology Training

Building the capacity of these businesses allows them to increase productivity, employment opportunities and ultimately community and economic development. More specifically, through the Automotive Technology Training, UAMA has been successful in increasing trained/certified Automotive Technicians by creating applied science internships for youth at risk, inexperienced young adults, veterans, Human Resource Services recipients, dislocated workers and disabled workers.

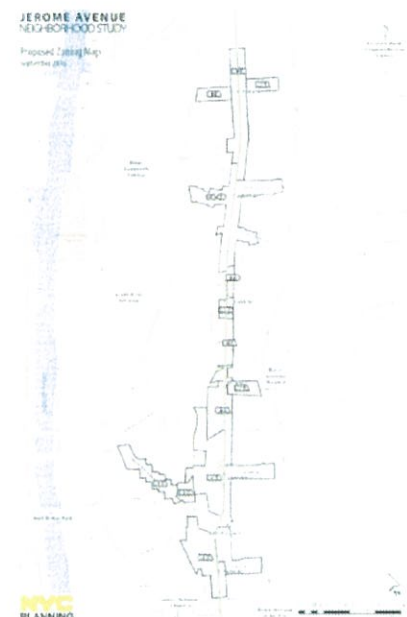
UAMA is dedicated to increasing the number of fully compliant automotive businesses in NYC. Compliant businesses contribute to the economic development and stabilization of the communities in which they are located. Business owners trained on effective management skills as well personnel trained on the latest automotive repair and maintenance techniques, provided for stable business productivity, entrepreneurship prosperity and consumer satisfaction.

UAMA is dedicated to working with small minority and women owned automotive businesses with an emphasis on Latino (bilingual) organizations. UAMA's current catchment area is the 5 boroughs of NYC with an emphasis on The Bronx County.

## BACKGROUND/NEED<sup>1</sup>

The Jerome Avenue rezoning covers a roughly two-mile stretch between East 165th Street and East 184th Street. The City wants to rezone this commercial corridor to create residential development and retail, along with commercial uses. The proposed Jerome Avenue rezoning will have a significant impact on the approximately 200 auto-related businesses in the area, causing most to be displaced as hundreds of workers and their dependents lose their livelihoods.

- With close to 200 businesses, auto mechanics represent 16% of businesses in the proposed Jerome Avenue rezoning area. The cluster includes auto repairs, auto body, glass repair, auto parts sound/security and tire shops that provide a significant source of employment for local residents, providing living wages for more than 750 individuals and their families.
- Almost all autoworkers in the target corridor are people of color and predominantly immigrants. The industry provides employment for those with limited educational attainment: 68% of employees have a high school diploma or equivalent or less. This is especially important



<sup>1</sup> Source and Excerpts: [http://prattcenter.net/sites/default/files/under\\_the\\_hood\\_2-28-17\\_final.pdf](http://prattcenter.net/sites/default/files/under_the_hood_2-28-17_final.pdf), [http://prattcenter.net/sites/default/files/jerome\\_auto\\_report\\_out\\_of\\_gas\\_10-10-17\\_we.pdf](http://prattcenter.net/sites/default/files/jerome_auto_report_out_of_gas_10-10-17_we.pdf) and UAMA direct consultations and surveys

in an area with higher than city-average unemployment (17%) and low educational attainment rates.

- The average annual wage for auto occupations in New York City is \$44,000. Of the 21% of auto repair employees who earn more than \$60,000 a year, half have a high school degree or less. By comparison, food preparation and retail—two industries that employ large numbers of individuals with a high school degree or less—have average annual wages \$20,000 less a year. In fact, the auto repair industry offers a higher percentage of middle wage jobs (earning between \$40,000 and \$60,000) relative to the city's overall labor force.
- Auto repair is a growing sector: According to the U.S. Bureau of Labor Statistics, there are 10,594 auto repair employees in New York City, an increase of 15% since 2010.
- Despite this source of well-paying jobs, particularly for individuals that typically face high barriers to employment including people of color, immigrants and those with a high school degree or less, there has been no formal planning for this sector. This is particularly problematic in light of the numerous proposed zoning changes and real estate pressures impacting the city's main auto repair corridors. When auto businesses are displaced and jobs are lost, alternative employment opportunities are not often of the same quality.
- The City predicts that, after a rezoning, close to three quarters of existing auto businesses will be at risk of displacement by new housing. With no support from the City, the remaining businesses will have to compete with new tenants that typically pay higher rents, such as stores and restaurants, and experience another wave of displacement.
- Through direct consultations with merchants along the Jerome/Cromwell/Inwood Avenue Corridor, UAMA has documented the need for organizing merchants and educating them on the rezoning plan and its impact on their businesses as well as creating a platform for business owners to advocate on behalf of their businesses.
- Jerome Avenue auto businesses, like many auto businesses around the city, have another vulnerability that may be exacerbated once a rezoning is approved: many auto businesses operate in a building with an inaccurate Certificate of Occupancy (C of O). Auto businesses are required to operate in buildings that have a C of O issued by the New York City Department of Buildings specifically for auto repair. This C of O is required for the approval of permits from a number of state and city agencies; without it the auto business is subject to fines from each of the agencies. Auto businesses are subject to a long list of regulations from a variety of government agencies.

An accurate Certificate of Occupancy from the NYC Department of Buildings is required for the process for obtaining the required licenses and permits from the following agencies: NY State Department of Motor Vehicles (DMV), NYC Department of Consumer Affairs (DCA), Fire Department of New York, NYC Department of Environmental Protection (DEP), and NYC Department of Environmental Conservation (DEC). In the Jerome Avenue rezoning area, 70% of the buildings do not have a C of O appropriate for an auto repair operation. However, only the landlord can change the C of O, which is a difficult and lengthy process. Landlords will have little incentive to take the time and effort to make this change if they can receive higher rents from a higher paying commercial or residential use. This paves the way for the displacement of auto businesses and employees and makes it harder for auto businesses to open in a new space.

## GOAL & OBJECTIVES

The goal of the proposed initiative is to strengthen the capacity of Jerome/Cromwell Avenue Corridor auto-related businesses to prepare them for the proposed rezoning through advocacy, management and technical training, and compliance assistance. Our objectives are as follows:

Short-term:

- A. Organize auto businesses to inform them on the rezoning process and act as their advocate with the City of New York.
- B. Conduct one-on-one technical assistance to businesses to address the challenges in navigating regulations and ensure that they are in compliance.
- C. Conduct business management and administration workshops to owners and managers of auto related businesses
- D. Provide training and educational programs for auto business employees and local residents interested in careers in the auto sector
- E. Develop an Automotive Technology Lab that will serve as a hub for the capacity building efforts and provide state-of-the-art equipment for automotive technology training.

Long-term:

- A. Develop a Vertical Automotive Building for businesses that need to be relocated from Jerome Avenue (NOT INCLUDED IN THIS PROPOSAL)

## PROJECT ACTIVITIES

### 1. Organizing & Advocacy

Organizing the auto-mechanic shop owners and keeping them up-to-date on the rezoning of this corridor is essential for their readiness for relocation. UAMA will accomplish this through meetings and outreach via in-person, written, or electronic communications, including monthly newsletters, website, emails, and social media updates. Activities will include:

- At least nine (9) Rezoning Orientation meetings within a five (5) month period where merchants will be provided with background information on the rezoning and how it will impact their businesses. UAMA will provide a flexible schedule to ensure 100% participation.
- Monthly Rezoning Update meetings, to keep shop owners up to date on the latest developments and solicit their input. UAMA intends to invite local elected officials, other officials and community leaders to these meetings to address concerns and provide input.
- UAMA will continuously advocate on behalf of the business owners and act as a liaison with City agencies and officials.

UAMA has approached LPAC for their use of their Urban Complex to hold these meetings until its Training Center is open; the complex is conveniently located within the Jerome/Cromwell Avenue Corridor (14 West 170th Street).

### 2. Compliance Assistance

UAMA will employ three to five (part-time or fulltime) Field Representatives, each to be responsible for working with approximately 40 shops owners, updating the merchant survey, assessing compliance status and delivering outcomes to the UAMA Compliance Director, who will:



- Create a timeline for the compliance needs for each shop-owner
- Develop a fee schedule for both service and agency filing fees
- Develop an agreement for auto-merchant auto shop owner to execute to proceed with compliance. Field Representatives will share the agreement with shop owners and will be responsible to follow up with its execution, authorizing UAMA to provide compliance training.
- A Compliance Assistant will support the Compliance Director.

### **3. Business Management and Administration Training**

Workshops and one-on-one technical assistance customized for auto merchants will be provided in various areas of business management and development. Merchants will learn the basic principles of business administration and entrepreneurship and receive one-on-one coaching and technical assistance in the areas of finance, management, marketing, and required government filings to enable them to stay competitive. (Non-automotive merchants in the targeted area will be invited to selected entrepreneurial workshops.)

Workshops will include guest speakers from city and state agencies, as well as representatives from IT, finance, insurance, accounting and legal firms. Workshops will also provide hands on training on various aspects of business such as marketing, HR, sales tax, etc.

### **4. Automotive Technology Training**

Elite Auto Tech Training Center (EATTC) will conduct training seminars for mechanics on automotive technology. Through these seminars auto mechanics learn the latest skills using state-of-the-art equipment. The training will include Basic, Intermediate and Advanced levels for a total of 60 seminars:

**Basic Level (14 seminars):** Auto mechanics will learn the fundamental skills and knowledge to test for ASE Certification.

**Intermediate Level (24 seminars):** With the completion of this level, ASE Certified Technicians develop their skills to qualify them to take additional ASE certification exams in a variety of automotive service specializations.

**Advanced Level (22 seminars):** This level of training will be offered to those who have successfully passed ASE exams and hold a valid ASE certificate.

### **AUTOMOTIVE TRAINING CENTER – AUTOMOTIVE TECHNOLOGY LAB**

To accommodate the increased demand and activities set forth in this application, UAMA proposes to move to a larger location in the third year of the project. UAMA's present location is divided into two spaces, one common office space, and one common space for training and meeting use. The training space accommodates 30 trainees and is equipped with one smart board. The plan is for an 15,000-square foot facility to house the Training Center as well as the association's space needs. The desire is to be in the Hunts Point or Zerega neighborhood – Zerega or Commerce Avenues. The first year the location would be identified, negotiate and secured for a 10 to 15-year lease; hire an architect/engineering team for the design of the space. Second year renovate and move in to the facility.

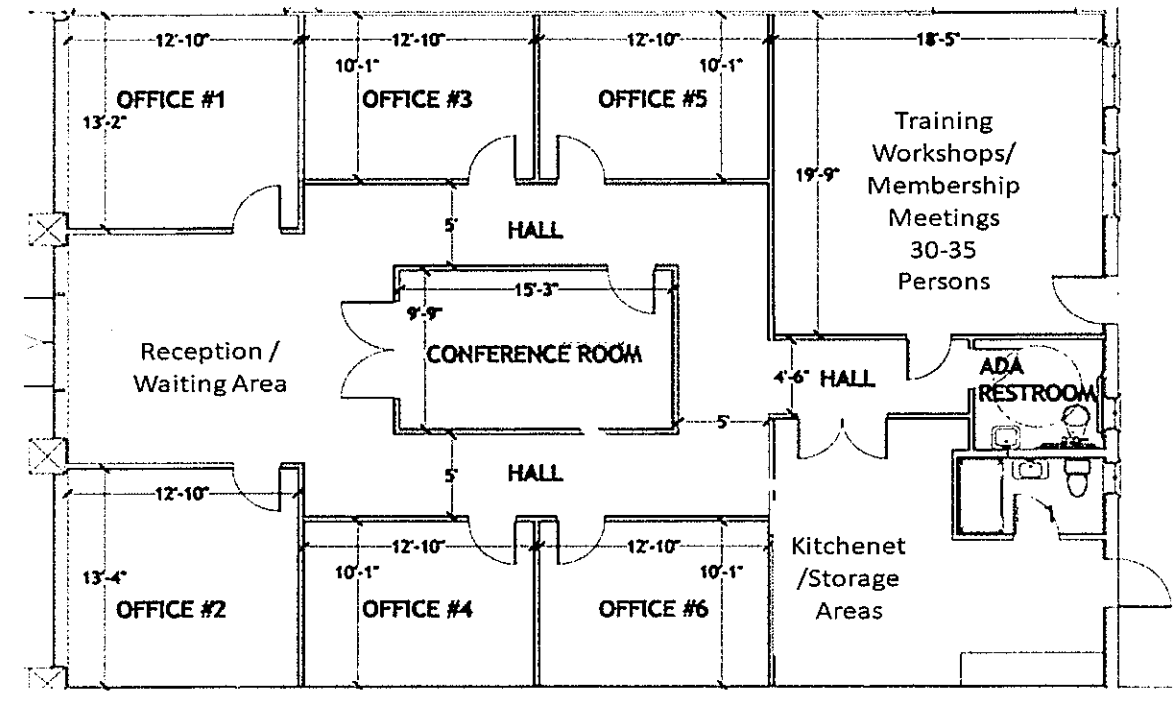
## UAMA TRAINING CENTER AND ORGANIZATION SPACE UTILIZATION

| Automotive Technology Lab Space Needs |  | Sq. Ft. |
|---------------------------------------|--|---------|
| A1                                    | Rest Room  | 200     |
| A2                                    | Rest Room  | 200     |
| A3                                    | Clean Up Ares & Lockers  | 300     |
| A4                                    | First Aid & Safety Area  | 250     |
| B                                     | Training Station Area (Electrical & Electronics)                                     | 1,575   |
| C1                                    | Storage - (Training Materials)   | 375     |
| C2                                    | Office/Trainee Files/Instructor  | 500     |
| D                                     | Training Station Area  | 1,750   |
| E1                                    | Training Station Area (Steering, Suspension, Brakes, Air Condition, & Engine Timing) | 1,225   |
| E2                                    | Automotive Shop (Bay Areas)  | 1,400   |
|                                       | Hallways   | 625     |
| E3                                    | Mechanic Practicing Garage Lab   | 5,000   |
| Total Automotive Technology Lab Needs |  | 13,400  |

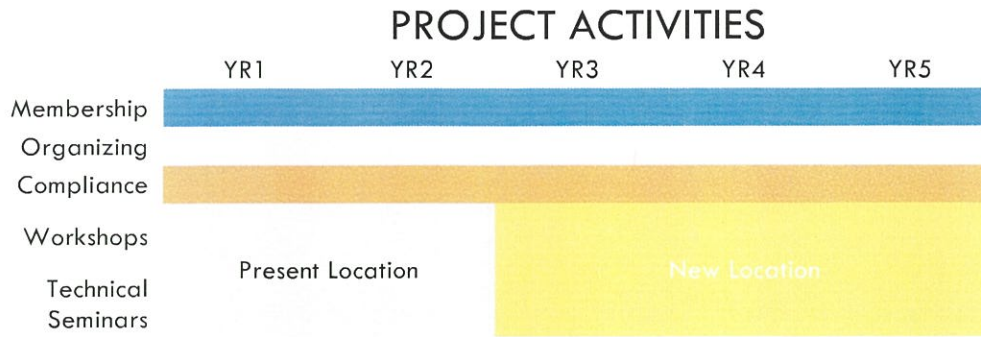
### AUTOMOTIVE TECHNOLOGY LAB AND MECHANIC PRACTICING GARAGE LAB (E3 LOWER RIGHT)



| UAMA Organization Space Needs                      | Sq. Ft. |
|--|---------|
| Office 1 – ED                                      | 160     |
| Office 2 – Compliance                              | 165     |
| Office 3 – Administration                          | 125     |
| Office 4 – Membership Support                      | 125     |
| Office 5 – Finance                                 | 125     |
| Office 6 – Training Admin.                         | 125     |
| Business Training/Members Meetings (30-35 persons) | 370     |
| Rear Hall  | 60      |
| Restroom - ADA                                     | 60      |
| Kitchenette Area / Rest Room / Storage             | 280     |
| Reception / Waiting Area / Halls                   | 425     |
| Conference Room                                    | 150     |
| TBD – Storage/Production                           | 430     |
| Total UAMA Organization Space Needs                | 2,600   |







### NUMBER OF MERCHANTS TO BE SERVED

| ACTIVITY   | YR1 | YR2 | YR3 | YR4 | Y5  | TOTAL |
|--|-----|-----|-----|-----|-----|-------|
| 100% Compliance Process                                    | 25  | 50  | 75  | 40  | 10  | 200   |
| Compliance Program (Board)                                 | 75  | 75  | 50  |     |     | 200   |
| Business Organizing  | 75  | 150 | 175 | 200 | 250 | 850   |
| Compliance – Licenses, Permits, Regulations, Renewals      | 100 | 200 | 300 | 200 | 80  | 880   |
| Basic Technical Training                                   | 60  | 120 | 120 | 150 | 150 | 600   |
| Intermediate Tech. Training (50% of Basic Graduates)       | 30  | 60  | 60  | 75  | 75  | 300   |
| Advance Technical Training (30% of Intermediate Graduates) | 9   | 18  | 18  | 23  | 22  | 90    |

## PROJECT OUTCOMES

|  | YR1 |     | YR2 |     | YR3  |     | YR4  |     | YR5  |     |
|--|-----|-----|-----|-----|------|-----|------|-----|------|-----|
|  | %   | #   | %   | #   | %    | #   | %    | #   | %    | #   |
| Organized-Informed-Updated   | 50% | 100 | 50% | 100 | 100% | 200 | 100% | 200 | 100% | 200 |
| Organized-Ready to Relocate  | 5%  | 10  | 20% | 60  | 43%  | 85  | 13%  | 25  | 5%   | 10  |
| Surveyed for Compliance  | 50% | 100 | 50% | 100 |      |     |      |     |      |     |
| 100% Compliance  | 5%  | 10  | 15% | 30  | 65%  | 139 | 80%  | 160 | 98%  | 195 |
| 75% Compliance   | 10% | 20  | 23% | 45  | 18%  | 35  | 15%  | 30  | 3%   | 5   |
| 50% Compliance   | 30% | 60  | 38% | 75  | 13%  | 25  | 5%   | 10  | 0%   | 0   |
| 25% Compliance or Less   | 55% | 110 | 25% | 50  | 5%   | 10  | 0%   | 0   | 0%   | 0   |
| Business Management Workshops  | 25% | 87  | 30% | 105 | 20%  | 70  | 15%  | 53  | 10%  | 35  |
| Basic Tech Training Seminars (Target 776 Mechanics)  | 10% | 60  | 20% | 120 | 20%  | 120 | 25%  | 150 | 25%  | 150 |
| Intermediate Tech Training Seminars (Target 80% of mechanics who complete Basic)           | 10% | 30  | 20% | 60  | 20%  | 60  | 25%  | 75  | 25%  | 75  |
| Adv. Tech Training Seminars (Target 50% of mechanics who completed Basic and Intermediate) | 10% | 9   | 20% | 18  | 20%  | 18  | 25%  | 23  | 25%  | 23  |
| ASE Certification (Target 30% - 40% of mechanics completing all seminars)                  | 0%  | 0   | 33% | 6   | 33%  | 6   | 40%  | 9   | 31%  | 7   |

## PROJECT STAFFING

The following describes project staff who are not only committed to UAMA's mission and vision but because they possess the professional skills necessary to implement an innovative and exciting project for the Jerome/Crownwell/Inwood Corridor Rezoning auto-mechanic businesses.

**Pedro Estevez, United Auto Merchants Association's (UAMA) Founder and Executive Director.**

Mr. Estevez established UAMA in 2007 with a goal to become the leader in automotive industry compliance, prizing environmentally sound practices, as well as safer and more productive environments for auto businesses in New York City. As a direct advocate for small business owners, Mr. Estevez, who has 45 years of experience in the industry, has advocated for hundreds of businesses with multiple city, state and federal agencies. In 2009, he created the UAMA Business Development Cycle (BDC) to assist business owners overcome the difficulties and obstacles they encounter in achieving full business operational compliance. In addition, the BDC addresses the lack of management know-how in business owners and managers to maintain an effective and profitable auto repair shop with qualified competent employees. In 2012, Mr. Estevez started the Elite Auto Tech Training Center (EATTC) to address the need to identify and train Automotive Technicians with the viable and marketable technical skills to operate on the latest vehicles using the latest diagnostic and repair tools. EATTC works directly with ASE certified instructors to provide complete skills training, preparing technicians to take the comprehensive ASE certification exam. Since its addition to UAMA's Business Development Cycle, 120 candidates have completed the program resulting in 90 certified technicians of which 36 have become new business owners. Mr. Estevez manages UAMA's public and community relations, program and educational development and assumes all fiscal responsibilities.

Mr. Estevez will oversee the project's administration, operations, strategic planning and outreach, acting as a liaison for city agencies and the press.

**Miguel A. Montes, Project Director:** Mr. Montes works closely with UAMA Executive Director to support and advocate on behalf of NYC automotive industry owners and their employees.

Mr. Montes is experienced in establishing and developing community outreach programs and has previously managed and implemented a foundation grant of \$1.5M target to service Latino students.

Mr. Montes has held various positions as Assistant Vice Chancellor, Director and Assistant Director, with SUNY and CUNY Hispanic outreach programs, at City College, Lehman College, SUNY – Metropolitan Recruitment Center in Brooklyn and New York City. Mr. Montes is a motivational speaker, with a strong professional and academic background that includes an MPA in Public Affairs and Administration from the Audrey Cohen College, and a Bachelors in Communication and Public Relations from SUNY, College at Oswego.

Mr. Montes will plan, oversee, schedule and document all organizing and field activities of the project, which include but are not limited to managing business outreach, supervising field staff, and coordinating with compliance staff. He will also be responsible for scheduling orientations and rezoning update meetings, overseeing outreach to business owners, community leaders, elected officials and other for these meetings.



**Ada Ramirez Sainz, Compliance Director:** Ms. Ramirez Sainz has five years of experience processing automotive business licenses, permits, certifications, compliance applications, start-ups and renewals for UAMA's members, associate members and nonmembers. She manages UAMA's compliance process from start to finish, maintaining and tracking electronic applications, filings and submissions up-to-date; communicating with business owners and progress or issues that may arise from documents submitted, as well as communicating the need for renewals and updates. Ms. Ramirez Sainz holds a Bachelors degree in Marketing from Universidad Eugenio Ma. De Hostos and an Administration Technical Associate's Degree from Universidad APEC in the Dominican Republic.

Ms. Ramirez will oversee activities as they relate to the Compliance Assistance component of the proposed project.

**Olga Pérez-Martínez, PhD.:** Dr. Pérez-Martínez has more than forty years of professional work experience focused on education, coaching and training, board development, staff and organizational development, strategic planning, managing growth, transitioning, and sustainability. She has extensive experience in finance, administration, contract compliance and operating systems, policy and procedures. Her professional work has taken her from ESL teaching to being Special Assistant to a State Senator, including her role as the Executive Director of a program that works with incarcerated persons and at risk youth, a housing organization that developed, rehabilitated and trained tenants to own and manage their own property, to owning a successful general construction business and for the past ten years consulting to local and national organizations.

Her academic background includes a Ph.D. in Public Policy & Economics from CUNY Graduate Center, a Masters in Human Resources and Administration from the New School of Social Research and Bachelors in Education from City College of NY, two-year ETP Certificate Program from Union Seminary (NY). At present she is assisting UAMA's Board of Directors and Executive Director on finance, sustainability and growth for the organization.

As Finance Director, Ms. Pérez-Martínez will be responsible for the financial management of the project, including generating reports required by funding sources, preparing requisitions and keeping project activities on budget.

**Field Reps./Organizers** will conduct business outreach, distribute and collect surveys, communicate directly with business owners, act as liaison between UAMA and merchants.

**Compliance Assistant** will handle all compliance processes starting from initial assessments conducted by Field Reps. Completes agreements and times lines for each business, completes documents and filings for each compliance license, as well as permits or certifications. Follows up with and keeps business owner informed of progress and of any challenges that may arise.

**Administrative Support** will perform various administrative tasks to support management personnel daily, providing administrative support and organizing work. They will be responsible for data and recordkeeping, processing surveys, preparing outreach materials, and more.

**Instructors** will review and updates curriculum, schedules training times and dates, conducts training, evaluate students' progress in preparation for ASE exams.

**College Interns** will support project activities where needed and assist in program evaluation.

## **SUSTAINABILITY**

The activities proposed for the Auto Business Readiness Project will serve as a catalyst to further UAMA's work in strengthening the capacity of auto merchants and their workforce in the Jerome/Cromwell Corridor and New York City as a whole. As detailed in the budget section of this proposal, we expect increasing revenues and fees for services over the course of the project and believe these revenues and additional funding opportunities will support the organization beyond the timeframe of this project. We have started working with a resource development consultant who will assist us in identifying such funding to ensure our future work is sustained.

Furthermore, much planning for future phases of UAMA's work has already been done. Future project expansion will entail:

1. Reaching out to auto-mechanic and shop owners in other areas of the Bronx as well as other boroughs in an effort to assist start-ups and existing shops reach full compliance.
2. Expanding technical seminar to the youth and others desiring to go into the auto mechanic profession.
3. Creating training programs for at-risk youth and previously incarcerated people as well as homeless individuals and welfare recipients.

## **EVALUATION**

**Formative evaluation** will focus on the extent to which the day-to-day activities of the project are carried out on time and in an effective manner. Answers to questions including but not limited to the following will comprise the formative evaluation:

### **OVERALL PROJECT**

- Were administrative records and reports maintained?
- Were reports submitted in a timely manner?
- Were financial reports maintained accurately?
- Was there sufficient funding for activities?
- Was there any lack of resources within the activities?
- Was there sufficient staff for each activity?
- Was there sufficient administrative support for each activity?
- Were project evaluation reports created and submitted on time and did they effectively evaluate achievement of all project goals and objectives?

### **ORGANIZING**

- Is there a roster of all auto industry related businesses and their contact information?
- Is the roster kept up to date?
- Were schedules for orientation and/or update meetings set up?
- Was outreach completed within a 3 to 5-week period?
- Was meeting schedule posted on UAMA website?
- Were community leaders and/or city agency representatives invited?
- Were follow up calls made to community leaders and/or city agency reps?
- Were sign-in sheets available at each meeting(s)?
- Was a translator(s) used?

- Did meetings start and end on time?
- Was there sufficient time allotted for Q & A?
- Was location accessible via public transportation?
- Was location adequate for the number of persons who attended?
- Was a schedule for follow-up meeting schedule distributed at meetings?

#### COMPLIANCE

- Were business surveys completed for all merchants?
- Were surveys evaluated?
- Were a compliance process agreement and timeline prepared for each survey?
- Were agreements signed by business owners?
- Did compliance start and continue throughout the quarter?
- Was one-on-one assistance required for compliance processing?

#### TRAINING – MANAGEMENT WORKSHOPS

- Was workshop program prepared and posted on the UAMA website?
- Were the workshop program & schedule distributed to business owners?
- Was outreach completed with a 4 to 6 week prior to first workshop?
- Did pre-registration take place?
- Was attendance taken?
- Were workshops and training appropriate and successful?
- Were there evaluation forms for participants to complete?
- Were workshops evaluated by participants?
- Was there a need for a translator?
- Where participants asked if they desire other workshops than what was offered?
- Was there sufficient time allotted for Q & A?
- Was location accessible via public transportation?
- Was location adequate for the number of persons who attended?
- Was a schedule for other workshops distribute?

#### TRAINING – TECH. SEMINARS

- Were the curricula created or updated on schedule?
- Was a scheduled developed with dates, time and location of training seminars?
- Was outreach completed with a 6 to 8-week period prior to first seminars?
- Did mechanics understand the qualifications for participating in seminars?
- Were applications completed by mechanics prior to first seminar?
- Did instructors test to see if the electronic assimilation-training boards were functioning properly?
- Did instructor complete evaluation form for each participant?
- Was there a celebration for the completion of each seminar level?

#### ASE EXAM

- Did Instructor(s) develop pre-test for ASE exam?
- Was pre-test conducted and evaluated?
- Were there follow-up reviews after the pre-test?
- Did instructor register mechanics who were ready for the ASE exam?
- Was there follow up on ASE exam results?
- Was there a recognition posted on Website of mechanics who achieved ASE certification?

**Summative evaluation** of the project will focus on the extent to which the project-specific goals were attained. Data such as the following will be collected (this list is not meant to be inclusive):



- Percent of business owners who attended meetings.
- Number of community leaders and city agency reps who attended meetings.
- Survey and checkup results detailing participants' knowledge of business management issues related to agency compliance.
- Survey results detailing participants' satisfaction with the Jerome-Cromwell Corridor Rezoning and their relocation issues.
- Survey and examination results detailing participants' technical knowledge for Basic-Intermediate and Advance training levels.
- Survey results detailing participants' frequency and time of utilization of the electronic assimilation-training boards.
- Survey results detailing mechanics satisfaction with the curricula and training site.
- Number of mechanics who take ASE exams – once – twice or three times to achieve certification.

The collection of the above data will ensure that project staff adhere to accountability measures required of grant recipients, including: the creation and submission of monthly or quarterly progress reports, the accurate maintenance of financial records, the creation and submission of a final report including photographs of training and site-development activities, presentation of the project at a public forum, creation and submission of project-specific press releases, the participation in review activities with owner's representative, and the provision of all copies of materials to be developed as a result of this project.

## PROJECT BUDGET

|   | YR 1             | YR 2               | YR 3               | YR 4               | YR 5               | TOTAL COST         |
|---|------------------|--------------------|--------------------|--------------------|--------------------|--------------------|
| <b>PERSONNEL SERVICES</b>                       |                  |                    |                    |                    |                    |                    |
| Executive Director                              | \$76,000         | \$78,280           | \$80,628           | \$83,047           | \$85,539           | \$403,494          |
| Administrative Assistant                        | \$30,940         | \$31,868           | \$32,824           | \$33,809           | \$34,823           | \$164,265          |
| Finance Director                                | \$49,140         | \$50,614           | \$52,133           | \$53,697           | \$55,308           | \$260,891          |
| Project Director                                | \$45,500         | \$46,865           | \$48,271           | \$49,719           | \$51,211           | \$241,566          |
| Compliance Director                             | \$45,500         | \$46,865           | \$48,271           | \$49,719           | \$51,211           | \$241,566          |
| Training Adm. Assistant (PT)                    |                  |                    | \$15,600           | \$16,068           | \$16,550           | \$48,218           |
| Compliance Assistant                            | \$27,300         | \$28,119           | \$28,963           | \$29,831           | \$30,726           | \$144,939          |
| <b>Subtotal Salaries</b>                        | <b>\$274,380</b> | <b>\$282,611</b>   | <b>\$306,690</b>   | <b>\$315,890</b>   | <b>\$325,367</b>   | <b>\$1,504,939</b> |
| <b>Fringe benefits (18.5%)</b>                  | <b>\$50,760</b>  | <b>\$52,283</b>    | <b>\$56,738</b>    | <b>\$58,440</b>    | <b>\$60,193</b>    | <b>\$278,414</b>   |
| <b>Total Salaries</b>                           | <b>\$325,140</b> | <b>\$334,895</b>   | <b>\$363,427</b>   | <b>\$374,330</b>   | <b>\$385,560</b>   | <b>\$1,783,352</b> |
| <b>OTHER THAN PERSONNEL SERVICES (OTPS)</b>     |                  |                    |                    |                    |                    |                    |
| Rent (Office & Training Center)                 | \$18,000         | \$18,500           | \$240,250          | \$248,000          | \$263,500          | \$788,250          |
| Rezoning Meeting Rental Space                   | \$9,000          | \$6,800            | \$5,100            | \$3,800            | \$2,800            | \$27,500           |
| Office Supplies                                 | \$4,000          | \$4,050            | \$4,200            | \$4,400            | \$4,600            | \$21,250           |
| Office Equipment                                | \$2,100          | \$2,200            | \$2,300            | \$2,400            | \$2,500            | \$11,500           |
| Training Equipment (Simulation Boards)          | \$45,000         | \$75,000           | \$85,000           | \$80,500           | \$77,000           | \$362,500          |
| Printing and copying                            | \$2,500          | \$2,600            | \$2,700            | \$2,800            | \$2,900            | \$13,500           |
| Utilities                                       | \$4,500          | \$4,500            | \$62,000           | \$62,000           | \$62,000           | \$195,000          |
| Travel  | \$3,500          | \$3,600            | \$3,700            | \$3,800            | \$3,900            | \$18,500           |
| Postage & Delivery                              | \$800            | \$600              | \$400              | \$400              | \$400              | \$2,600            |
| Marketing & Advertising                         | \$5,000          | \$5,200            | \$5,400            | \$5,600            | \$5,800            | \$27,000           |
| Graduation Events                               | \$4,000          | \$5,000            | \$6,500            | \$7,900            | \$9,800            | \$33,200           |
| Staff & Volunteer Development                   | \$1,200          | \$1,230            | \$1,300            | \$1,400            | \$1,500            | \$6,630            |
| Training Materials                              | \$15,000         | \$20,000           | \$27,000           | \$40,000           | \$65,000           | \$167,000          |
| Contract services                               |                  | -                  |                    |                    |                    |                    |
| Instructors                                     | \$55,000         | \$65,000           | \$65,000           | \$65,000           | \$75,000           | \$325,000          |
| Relocation Specialist                           | -                | \$9,600            | \$19,200           | \$24,000           | \$20,000           | \$72,800           |
| Field Reps. (Full & Part Time)                  | \$56,000         | \$56,000           | \$42,000           | \$31,500           | \$24,000           | \$209,500          |
| Legal Services                                  | \$8,500          | \$8,500            | \$8,500            | \$8,500            | \$10,000           | \$44,000           |
| Audit   | \$10,000         | \$10,000           | \$10,000           | \$10,000           | \$12,000           | \$52,000           |
| IT  | \$3,000          | \$3,100            | \$3,200            | \$3,300            | \$3,400            | \$16,000           |
| Telephone/internet                              | \$3,500          | \$3,600            | \$3,700            | \$3,800            | \$3,900            | \$18,500           |
| Repairs & Maintenance                           | \$1,200          | \$2,400            | \$3,700            | \$5,700            | \$8,800            | \$21,800           |
| Technology (Website)                            | \$1,200          | \$1,200            | \$1,200            | \$1,200            | \$1,200            | \$6,000            |
| Insurance                                       | \$7,500          | \$8,600            | \$9,900            | \$11,000           | \$12,600           | \$49,600           |
| Renovation of New Facility<br>(15,000sqftx\$60) | -                | \$465,000          | \$435,000          | -                  | -                  | -                  |
| Architectural/Engineering/Filings               | \$35,100         | \$11,700           | \$11,700           |                    |                    |                    |
| <b>Subtotal OTPS</b>                            | <b>\$295,600</b> | <b>\$793,980</b>   | <b>\$1,058,950</b> | <b>\$627,000</b>   | <b>\$672,600</b>   | <b>\$3,448,130</b> |
| <b>Indirect Charges (10%)</b>                   | <b>\$62,074</b>  | <b>\$112,887</b>   | <b>\$142,238</b>   | <b>\$100,133</b>   | <b>\$105,816</b>   | <b>\$523,148</b>   |
| <b>Total OTPS</b>                               | <b>\$357,674</b> | <b>\$906,867</b>   | <b>\$1,201,188</b> | <b>\$727,133</b>   | <b>\$778,416</b>   | <b>\$3,971,278</b> |
| <b>TOTAL PROJECT COSTS</b>                      | <b>\$682,814</b> | <b>\$1,241,762</b> | <b>\$1,564,615</b> | <b>\$1,101,463</b> | <b>\$1,163,976</b> | <b>\$5,754,631</b> |
| <b>PROJECTED INCOME*</b>                        | <b>\$207,000</b> | <b>\$234,600</b>   | <b>\$252,000</b>   | <b>\$305,000</b>   | <b>\$321,200</b>   | <b>\$1,319,800</b> |
| <b>REQUEST FROM CITY COUNCIL</b>                | <b>\$475,814</b> | <b>\$1,007,162</b> | <b>\$1,312,615</b> | <b>\$796,463</b>   | <b>\$842,776</b>   | <b>\$4,434,831</b> |

**\*Estimated Project Income**

|                                   | <b>YR1</b>       | <b>YR2</b>       | <b>YR3</b>       | <b>YR4</b>       | <b>YR5</b>       | <b>Total<br/>Income</b> |
|-----------------------------------|------------------|------------------|------------------|------------------|------------------|-------------------------|
| Fundraising/Corporate/Foundations | \$6,400          | \$16,600         | \$18,000         | \$22,000         | \$25,000         | \$88,000                |
| Fees for services - Compliance    | \$80,000         | \$85,000         | \$99,000         | \$120,000        | \$132,700        | \$516,700               |
| Fees for services - Training      | \$118,000        | \$125,000        | \$128,000        | \$153,000        | \$153,500        | \$677,500               |
| Membership*                       | \$600            | \$3,500          | \$5,000          | \$7,500          | \$7,500          | \$24,100                |
| Associate Membership*             | \$2,000          | \$4,500          | \$2,000          | \$2,500          | \$2,500          | \$13,500                |
| <b>TOTAL</b>                      | <b>\$207,000</b> | <b>\$234,600</b> | <b>\$252,000</b> | <b>\$305,000</b> | <b>\$321,200</b> | <b>\$1,319,800</b>      |



## APPENDIX 1. DETAILED PROJECT ACTIVITIES

### Objective 1 Organizing and Advocacy

- Activity 1.1 Hold meetings to inform/educate merchants on rezoning and compliance
- Activity 1.2 Conduct informational and update rezoning meetings
- Activity 1.3 Advocate on behalf of businesses
- Activity 1.4 Shift membership from associate status to full membership

### Objective 2 Move towards full compliance

- Activity 2.1 Complete Merchants' Surveys
- Activity 2.2 Provide Agreements and timelines for reaching full compliance
- Activity 2.3 Process compliance licenses, permits and/or certifications
- Activity 2.4 Maintain progress status with filing agency and merchant

### Objective 3 Conduct management workshops

- Activity 3.1 Update workshop curricula and materials
- Activity 3.2 Develop annual workshop schedule and seating capacity
- Activity 3.3 Set up registration – hardcopy and electronic (website)
- Activity 3.4 Establish an outreach program for promoting workshops
- Activity 3.4 On day of workshop, set up registration and signing table
- Activity 3.5 Conduct Workshops

### Objective 4 Technical Training – Basic – Intermediate – Advance

- Activity 4.1 Update technical training curricula and materials
- Activity 4.2 Develop annual training schedule and seating capacity
- Activity 4.3 Set up registration – hardcopy and electronic (website)
- Activity 4.4 Establish an outreach program for promoting training
- Activity 4.4 Order electronic technical assimilation boards
- Activity 4.5 Test electronic technical assimilation boards to assure they are functioning properly
- Activity 4.6 On day of workshop, set up registration and signing table
- Activity 4.7 Conduct Workshops – starting with Basic
- Activity 4.8 Upon completion of Basic perform ASE practice exam
- Activity 4.9 Evaluation students' capacity for advancing to the next level of training
- Activity 4.10 Assess students who qualify to take ASE
- Activity 4.11 Schedule exam orientations and dates
- Activity 4.12 Conduct final exam review for those taking exam
- Activity 4.13 Follow with examination passing status
- Activity 4.14 Celebrate the ASE certifications

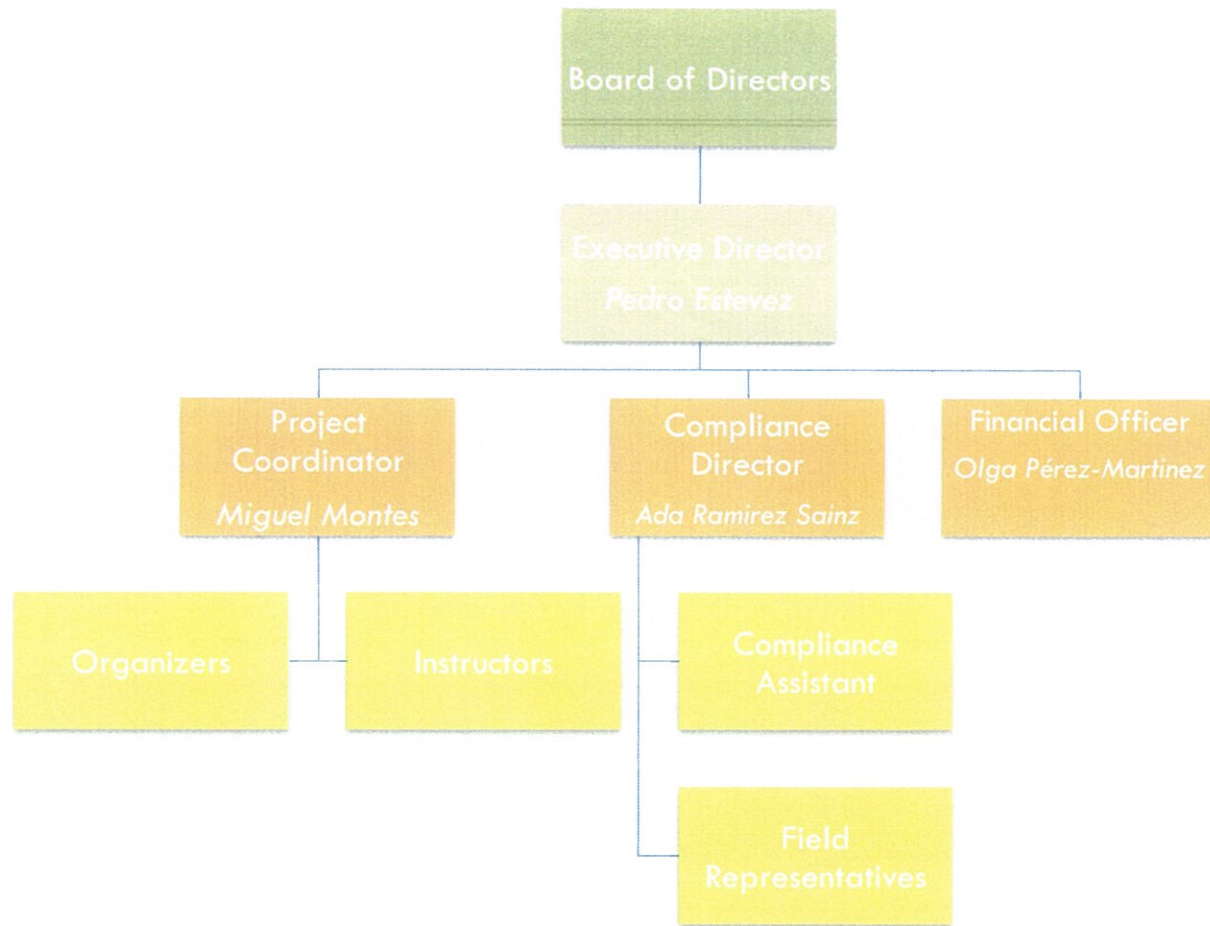
### Objective 5 Develop Auto Technology Lab

- Activity 5.1 Identify space (done)
- Activity 5.2 Renovate space
- Activity 5.3 Move operations to new space

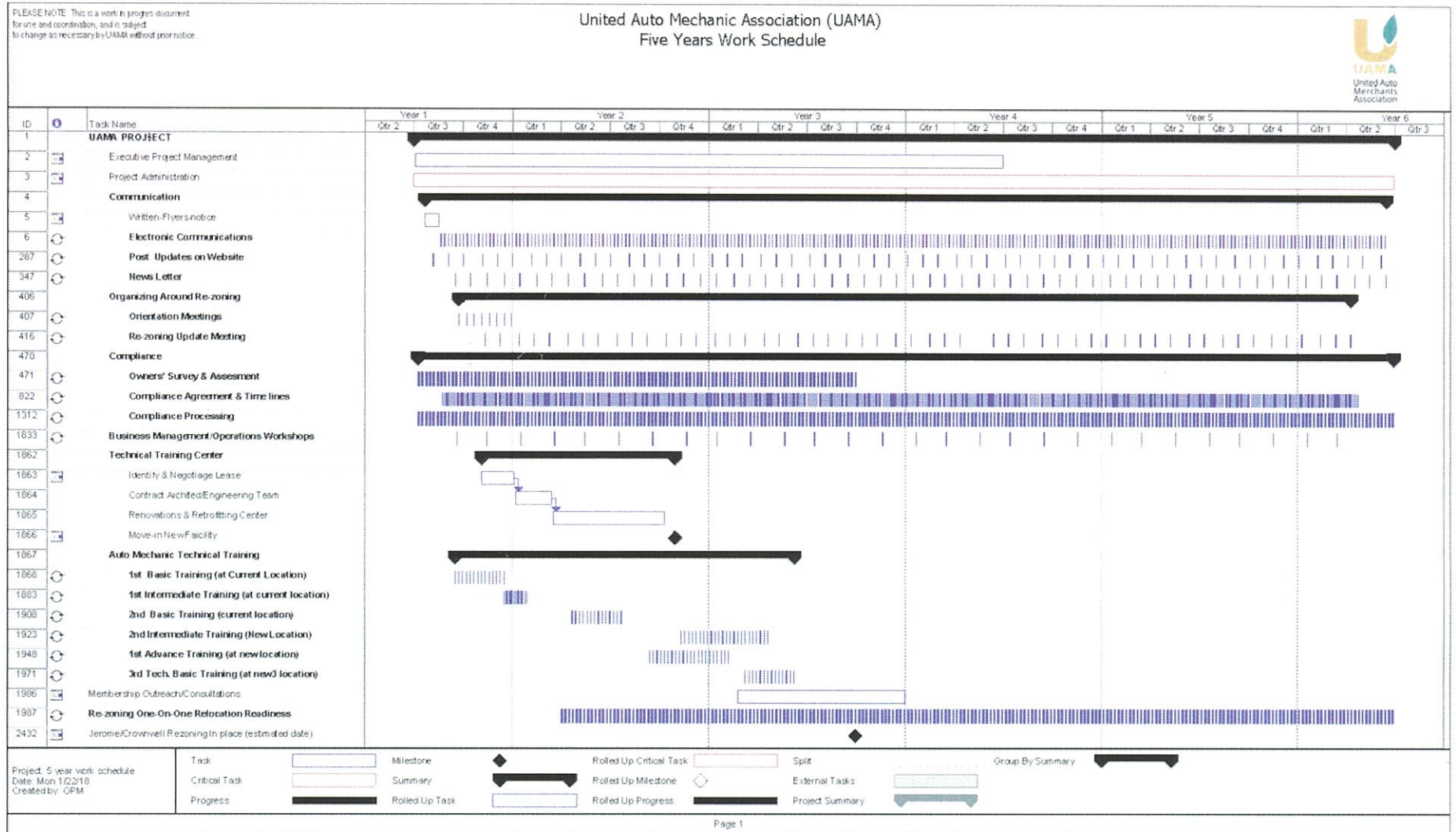
### Communication Activities

- Activity 6.1 Begin communication with flyers, posters and one-on-one
- Activity 6.2 Obtain contact information, create communications strategy
- Activity 6.3 Newsletter – both hardcopy and electronic
- Activity 6.4 Maintain website/Facebook page etc. to date

## APPENDIX 2. UAMA ORGANIZATIONAL CHART

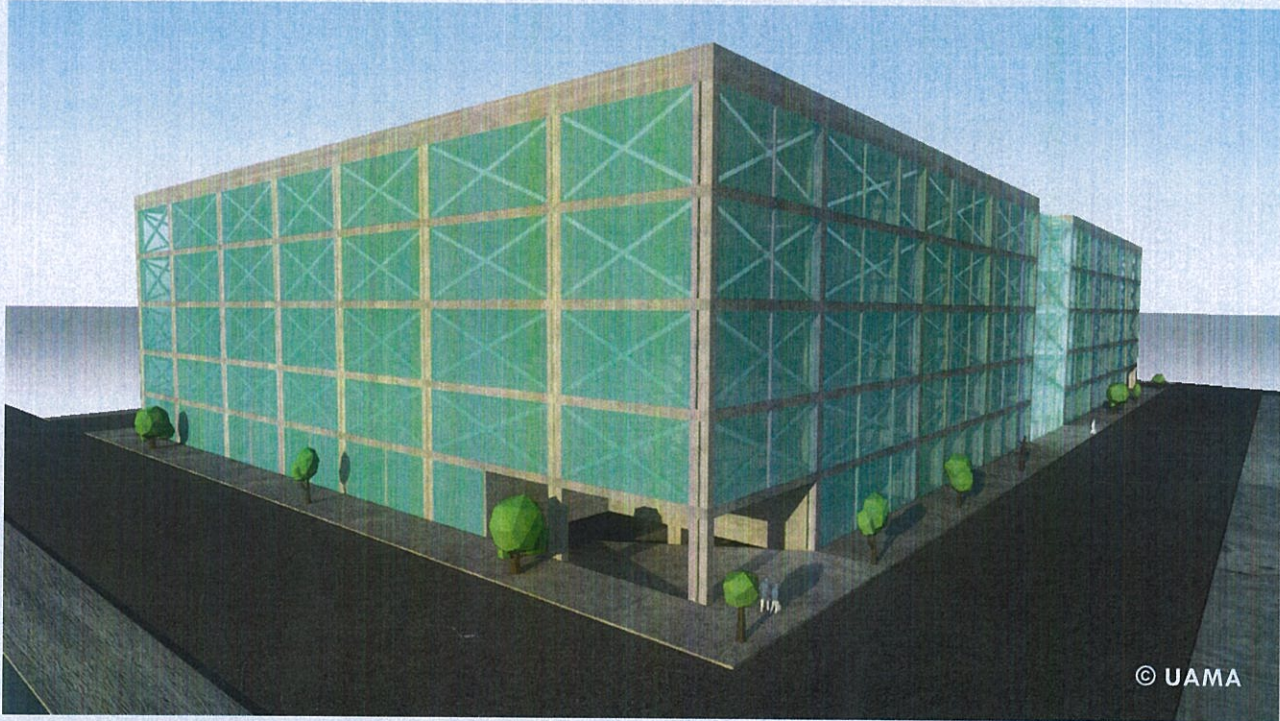


## APPENDIX 3 PROJECT WORK SCHEDULE





# VERTICAL AUTO MERCHANTS BUILDING (VAMB)



## Background:

The auto mechanic industry has suffered a history of displacement and neglect in New York City. Following the Willets Point redevelopment, 45 auto repair shops had to move to the Bronx and are now in bankruptcy. The impending Jerome Avenue rezoning is likely to precipitate a similar scenario without intervention. The rezoning will have a significant impact on the approximately 200 auto-related businesses in the area, causing most to be displaced as hundreds of workers and their dependents lose their livelihoods. The City has predicted that 72% of existing auto businesses are at risk of displacement by new housing and with no support, the remaining merchants will have to compete with new higher-rent-paying commercial tenants, leading to more businesses being pushed out. As a decade long advocate and technical assistance provider for Bronx and NYC auto repair shops, UAMA is uniquely positioned to address the challenges of Jerome/Cromwell Avenue corridor auto merchants/mechanics and has developed a multi-pronged short-term intervention to strengthen their capacity and prepare auto-related businesses for dislocation in anticipation of the rezoning of the area. The short-term strategy involves:

***“Despite providing an important source of employment, auto businesses are often under threat from changing land uses, rising real estate prices, and hostile permitting conditions.”***

— Under the Hood A Look into New York City's Auto Repair Industry, February 2017, Pratt Center for Community Development, in partnership with UAMA and Bronx Coalition for A Community Vision

- ▶ Organizing auto businesses to inform them on the rezoning process, acting as their advocate with the City of New York.
- ▶ Conducting one-on-one technical assistance to businesses to address the challenges in navigating regulations and ensure that they are in compliance.
- ▶ Conducting business management & administration workshops to owners/managers
- ▶ Providing training and educational programs for auto business employees and local residents interested in careers in the auto sector.

**As a longer term and sustainable strategy, UAMA seeks to develop a Vertical Auto Merchants Building for businesses that need to be relocated from Jerome Avenue.**



## ABOUT THE VERTICAL AUTO MERCHANTS BUILDING (VAMB)

The concept for the Vertical Auto Merchants Building was developed by Pedro J. Estevez, President and Founder of UAMA and his son PJ Jr. The solution, which minimizes the footprint of hundreds of shops, is designed to accommodate all the businesses displaced from the Jerome/Cromwell/Inwood Ave corridor in one development. The building will serve as a one-stop shop for clients and include retail space in its ground level, making it a family-friendly destination. The building will be constructed according to green building standards and meet all City, State and Federal Auto Service Industry Operating Regulations. Its small footprint will further minimize environmental impact. The VAMB will house state of the art technology and equipment and offer service by Auto Service Excellence (ASE) certified technicians utilizing the latest diagnostic and repair tools.

### ***Floors***

|               |  |
|---------------|--|
| Basement:     | Customer parking to shop, eat or for service repairs   |
| Ground Floor: | Retail stores inside/outside of ground floor, auto related offices, information and waiting area, elevators to auto businesses |
| Second Floor: | Auto repairs shops   |
| Third Floor:  | Body repair and paint shops  |
| Fourth Floor: | Tire & glass shops   |
| Fifth Floor:  | Sound/security, upholstery, tinted window, car detailing   |
| Roof:         | Auto dealers, building equipment, solar panels   |

### ***Location***

Industrial Business Zone

### ***Estimated Footprint***

160,000 sqft

### ***Financing***

Private capital, SBA, other public financing, owner equity

### ANTICIPATED BENEFITS:

- ▶ Prevents loss of jobs and shop closures due to displacement, creates additional job opportunities that offer living wages for low-income individuals with limited educational backgrounds.
- ▶ Supports the city's tax base through the formalization of hundreds of businesses.
- ▶ Includes solutions to environmental pollution issues in the auto repair industry.
- ▶ Offers training opportunities for workforce, including industry-recognized certifications.
- ▶ Leads to improved customer service.
- ▶ Develops a replicable model for NYC and other cities.

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FOR MORE INFORMATION, PLEASE CONTACT:

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631-380-8262 - [pj.estevez@uamanys.org](mailto:pj.estevez@uamanys.org) - [www.uamanys.org](http://www.uamanys.org)



## TESTIMONY BEFORE THE CITY COUNCIL ON FEBRUARY 7, 2018 ON THE JEROME AVENUE REZONING

The South Bronx welcomes new housing, but I ask you to vote “no” on this “unaffordable” housing plan. The majority of this housing is for people making from \$50,000 to \$120,000 and beyond to new “hot” market rates. The Area Media Income is \$25,000 in CPB #4 and \$21,000 in CPB #5. Based on the AMI of the community, 25% of the housing should be for residents making \$24,462 or less; 25% for those making \$33,522 or less; 25% for those making \$42,582 or less, and 25% for those making \$51,642 or less. CASA proposes cutting the rezoning one-half from 4,000 to 2,000 apartments so that greater subsidies will allow deeper affordability and cause less displacement of the auto industry.

This rezoning is an unaffordable “gentrification plan” for the community. The Census shows that the South Bronx already has sufficient middle-income housing. The housing crisis is for the homeless and low and moderate income. Instead of this gentrification, we could wipe out the housing crisis.

This is an inequality plan. I thought the City was committed to economic equality. The only way for this plan to work would be to vastly increase the jobs and wages of the residents.

This is a racist, urban removal plan of one of the last communities in the City where low and moderate-income people of color can struggle to survive. The National Book Award winner Ta Nehisi-Coates calls NYC’s gentrification “ethnic cleansing.” This plan will remove the present culture of the community, both the diversity of cultures and the small businesses of the auto industry.

The 1% developers want market rate. When we rebuilt the South Bronx after the realtors burned down tens of thousands of buildings and displaced one-third to one-half of the residents, we did the right thing by rebuilding the South Bronx for low, moderate, and middle incomes. Non-profit community housing realtors and low-income cooperators led the way. But, the 1% “hot” realtors want market rate housing, and they appear to be in charge of rebuilding our low-income communities.

All over the City, community groups such as CASA and the Bronx Coalition for a Community Vision have been organizing thousands of community residents to get involved in democracy by attending hundreds of meetings and writing neighborhood plans for new housing and preservation, and a neighborhood plan for jobs, schools, youth centers, parks, etc. This is pure democracy which electeds should embrace. Our public officials were just elected by the present residents, but soon they will have a much higher income constituency. This gives the term gerrymandering a new meaning.

The 1% developers see the South Bronx as a goldmine. It is a moral and spiritual crisis that we are giving them the land to increase their millions and billions. Realtors have so squeezed people elsewhere that the miracle has happened that even white people are no longer afraid to move to the South Bronx.

Council, go back to the drawing board and listen to the vast majority of the people of the South Bronx.



Testimony by Althea York for City Council Public Hearing on Jerome Avenue Rezoning  
February 7, 2018

FOR THE RECORD

Honorable Council Members:

My name is Althea York, and I am an eighty-one years old Bronx resident for the past ten years. My address is 1068 Gerard Avenue, #3D, Bronx, NY 10452. I am very sorry that I am not able to be at your hearing in person, but I have a medical appointment. I hope that all testifiers will be respected and their testimony seriously considered and not taken for granted as has happened before at another venue, where the mike was turned off and we were told after doing our civic duty that our testimony was irrelevant. Also, a lot of you are terming out and don't care too much what goes down today but we are going to be like elephants that don't forget. After all some of you have higher aspirations!

So...here goes. With the federal budget cuts I don't think that this rezoning is feasible right now and besides that we don't want this rezoning anyhow without any of our (the Coalition) demands included!! We don't need any more density, the place is already overcrowded. Did you ever have to wait for the #4 train until all hours of the night and have to let two or three trains go by because they're too full for you to get on. That's how much rush hour lasts around here.

Why don't you look for more open spaces. There are enough empty lots around to build on. Besides the Bronx is considered #62 health wise and with one of the highest incidents of asthma. Won't overcrowding make this worst? Another thing, did you ever stop to think why so many people are walking around with canes (young and old) , walkers , wheelchairs and scooters. Lack of natural Vitamin D from the sun that the tall buildings are blocking and of course calcium that needs the vitamin D also. So health is very important to consider in the Bronx.

The autoworkers and other small businesses are also very much in peril with this rezoning because the heads of families will be without jobs. The consequence could be criminal activity. Do you have any recommendations for these families? I don't think you should make any changes unless you have something better in place. **LET US DECIDE** what we want in our neighborhood. Don't let what happened on 34<sup>th</sup> street, where all shoe stores were located were moved and a lot of them were put out of business. Where are Bakers, Kenny's, Thom McCann and others. They are all still sorely missed. Shopping at the large department stores is not the same and don't break what you cannot fix.

All I'm asking is that you don't be rash and think this whole thing through and make the right decision with wisdom from God. God bless!!!!!!

DO THE RIGHT THING!!!!!!!!!!!!!!

## Testimony from Robert Gumbs for City Council Public Hearing

Regarding Jerome Avenue Rezoning – 2-7-2018

FOR THE RECORD

Hello, my name is Robert Gumbs, I'm a disabled Navy Veteran and a member of CASA. I presently reside at the Finlay Housing complex around 167<sup>th</sup> Street in the Morris Heights area.

To begin with this word Gentrification – in reality – has become nothing but a Rapacious form of Economic Warfare – which displaces one economic group – with another. In another words a form of warfare in which the haves fight the war against the have nots.

The days when the word Gentrification had this nice prosaic image of people planting flowers and children armed with brooms sweeping sidewalks, is an image from another era. Gentrification – to Gentrify is just another weapon in the hands of wealth to use against people of lower economic status.

As a native of Harlem who has been a Bronx resident for 2 years – I can honestly say I was forced out of Harlem because I just couldn't find an affordable place to live. Because of the push for Gentrification, the ability of working class people to find affordable housing became insurmountable. Landlords felt that they stood to get higher returns by raising the cost of rentals, but although Landlords became wealthier the status of working class people to find affordable housing became impossible.

I don't want to see this happen in the Bronx – the same way it happened in Harlem and all of Manhattan for that matter. This Jerome Ave Rezoning Plan will cause the loss of many of our small businesses and the dislocation of many of our residents. I, as a member of CASA, along with the Bronx Coalition for a Community Vision, strongly demand that the City Council vote NO on this Rezoning Plan.

City Planning Commission written testimony regarding Jerome Ave Rezoning

December 11, 2017

Dave Subren

Hello City Planning Commission,

As a member of CASA in good standing, and a recent transplant to the Bronx from the Lower East Side (LES)...and as a veteran of displacements all over lower Manhattan under the euphemism of “rezoning”

I say NO!! to the Bronx Jerome Ave. Rezoning Plan from personal and empirical evidence in the Lower East Side unless the majority of conditions below are met:

Replace the bait and switch euphemism “affordable housing” with income targeting by income based housing to get the true rental cost of housing for C.B. 4 &5

For example, when you go into any “99 cent” store in the neighborhood, when was the last time you actually paid 99 cents? For anything substantial, its usually 99 cents and up and never down! Same thing with the term affordable housing.,



So! Federal guidelines mandates that a minimum of 30% of your income be for rent. Since NYC AMI is around \$90,000, so the rent burden should be \$2,700 per month. Rent at 30% of \$90,000 is unaffordable!!!

My plan would calculate the AMI ONLY for CB 4 & 5 catchment areas. Which is around \$26,000; which when divide by 30% would amount to around \$780 per month rent.

Guarantee that the City's income targeting housing programs (MIH ELLA VLI etc.) be based on CB 4 & 5 AMI (of 25,000) not of NYC's \$90,000. Along the following breakdown by income band or range, number of apartments by percentage, and the AMI by percentage.

So my proposal based on the above parameters would be as follows from the bottom up:

1. From \$0-\$30,000 income or 30% AMI should be for 50% of units or half the building
2. From \$30,000-\$40,000 income or 40% AMI should be 15% of units
3. From \$41,000-\$50,000 income or 40% AMI should be 15% of units
4. From \$51,000-\$60,000 income or 60% AMI should be 10% of units
5. Finally, from \$61,000-\$90,000 income or 100% AMI should be 10%of units

So, from the above table the 30% AMI \$0-\$30,000 is more relevant to CB 4 & 5 seniors, low and fixed income people. The rest is to amortize the Return on Investment or R.O.I of the building's revenue.

HPD needs to review their scope and term papers deeper to bring as much apartments as possible below the 60% AMI so more apartments would qualify for another funding stream called the low-income tax credit program.

Also, DCP needs to review their blue prints to maximize to the fullest the floor area ratio or F.A.R. by minimizing or eliminating the set-backs on the upper floors to make more living space available for building revenue from higher income tenants and or more apts. For lower income tenants.

Revive the rules of the Section 197-A plan as mandated in the 1989 city charter to facilitate more inclusive integrated local community planning that respects economic environmental and racial justice especially pertaining to ANTI-DISPLACEMENT!!

Require that all present and future rezonings go through the Section 197-A plan process and review by the affected community before any decision is made, and said plans be legally binding and subjected to strict oversight and updated as plans change.

Incorporate legally binding proposals in the Section 197-A plans including items that must be in the OPERATING AND CAPITAL BUDGETS!

Guarantee that the community board have a full time urban planner trained not only in zoning but also in the Section 197-A plan byzantine regulations with the emphasis on community based planning. Such an advocate would be the equivalent to the Right to Counsel (RTC) advocate but representing the community on land use issues as oppose to tenant rights issues.

Funding for such a planner should be provided both by the City and developers as a public private partnership or P.P.P. since they like to go to the city for funding and tax breaks. If not, funding can be provided by city council members, borough presidents in the form of their capital budget and discretionary funds.

- 1) Require that prior to every major rezoning there be a detailed study and analysis of displacement trends in the area changes in land values and rents and the effect of these trends on different economic, racial, and ethnic groups. The study should engage diverse residents and businesses and the results be subject to extensive public scrutiny and discussion and not simply filed away in Environmental Impact Studies (E.I.S.)
- 2) Repeal the city's present mixed use zoning and adopt a serious effort to create neighborhoods in which jobs and housing are integrated and available to working people, especially low income minority communities. As in the past mixed use communities can thrive if the city uses its tax and regulatory powers to keep the lid on land prices instead of stimulating their rise with fake mixed use zoning districts for an outside wealthy dominant culture. Instead the city should allow and help the indigenous small local businesses create worker owned co-op businesses for the up and coming west African entrepreneurs and the Large Spanish auto repair, fruit stand and small restaurant ("cuchifritos") on the ground floor and truly affordable housing primarily in the Local 30% and under A.M.I. bracket on the above floors.
- 3) Pass the small business jobs survival act to protect small locally owned businesses and cultural spaces from displacement due to rising rents, rezoning and real estate speculation



- 4) Tighten zoning restrictions in industrial districts to stop the incursion of hotels and other uses that lead to increases in land prices and pressures that displace established businesses.
- 5) Place all publicly subsidized housing in Community Land Trusts that guarantee permanently affordability, Community control and continuing government support.
- 6) End the use of short term planning exercises and so call “visioning” sessions in communities that are tightly controlled by a small number of appointed members and groups as oppose to the public especially when these exercises are used mainly to justify rezonings. It is important that the whole community be involve in their future so we need to rely on detailed democratic methods and not focus groups that come from DCP and HPD

Why can't we make the very act of rezoning an area a direct subsidy?

So in closing I leave you with this coda...

**SAY NO TO RE-ZONING; SAY YES TO OUR BRONX!!**

Thank you.

Dave Subren

Bronx resident

daveresearch@gmail.com

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Dave Subren CASA

1<sup>st</sup> draft of final city hall hearing on the Jerome Ave. Rezoning in the Bronx. 1-7-2018

We demand that the council cut the scale of the rezoning in half so it creates 2000 instead of 4000 units of subsidized housing in our community instead. If the rezoning goes ahead at all, a more modest plan is more responsible, creating room for more new housing with lower risks to current residents and businesses.

A rezoning of the scale the city has proposed will make developers less likely to take subsidies by changing the local housing market by changing the local housing market.

As a market heats up fewer developers choose to take subsidies. Subsidized housing does not get built in “hot” market neighborhoods because its not worth developers time

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Dave Subren CASA

to commit 30 plus years of affordability if they think in 5 to 10 years the local market will support market rate housing.

While rents are rising everywhere a massive up zoning in the Jerome Ave. corridor will accelerate that trend locally leading to displacement; just look at Williamsburg!

Reducing the scale of the rezoning will lessen the risk of speculation by ensuring that a greater share of the units that are subsidized.

The city should not give away everything up front through massive up zoning that guarantees hundreds of units that are totally unaffordable to the current community. The city should take a more modest rezoning that matches the amount it thinks it will be able to absorb and subsidize in the near future.

With a more modest rezoning the city will be our community and have time to create for families making below \$20,000 a year The city can always allow more building later, because if it gives away everything up front it will lose its future leverage over developers in our community.



Dave Subren    CASA

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We demand that the city create a local “no net loss” program as a first step to keeping track of the affordable housing stock we have versus what we lose by displacement so at minimum we don’t lose more than we gain.

So the way how this works is like a balance sheet in that on the left side we track the new developers units as they come on line and on the right side we track the loss by displacement of this addition; we continue going down on a “quid pro quo” basis until the end where we tally up the total and theoretically it should be even, or in the real world a small difference. Bottom line we should not lose more than the gain.

Every year the city should update its numbers to see how much housing at each level been gain or lost and adjust accordingly to ensure no net loss of units affordable at each level.

This policy is needed to help ensure the city’s affordable housing strategies are working and create flexible options to revise where needed for our community.

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Dave Subren    CASA

This policy is not without precedent, it has happened with the East N.Y. rezoning where the council created a task force that included both city agencies and community-based organizations to explore the feasibility of basement legalization.

While it may not be possible to pass policy before the end of U.L.U.R.P. the city should create a task force to further develop the idea with D.C.P., H.P.D., The mayor's office and the Bronx coalition.

Also, funding should be implemented for this idea.

The Jerome Ave. <sup>2</sup>reasoning should be scaled back also because of mass transit concerns and here's why: Whenever there is an event (i.e. baseball game at Yankee Stadium) mass transit (i.e. 4,5,D trains and buses and metro north lines) are PACKED! And that's only for intermittent events. Imagine when over 4,000 people suddenly move into the Jerome Ave. corridor and nearby areas permanently will be a perennial nightmare every day. And there is no way to build more routes .As a preview and example look at the L line to and from Williamsburgh ; at Union Sq. it's now like grand central terminal!!

Another thing with yankee stadium is the broken promises in the form of community Benefit agreements (C.B.A.'s) which never benefited the surrounding communities of yankee stadium (See attachment A of a New York Times article of June 27, 2017, entitled 'Yankees charity neglects stadium's Neighbors') instead some of the monies went as far away as Riverdale!



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Another Alternative to the Jerome Ave. rezoning is instead of displacing people in the South Bronx, why not scale back about 50% and split the difference with the north east Bronx which is still facing the highest number of foreclosures in the borough.

Figures from realty trac show that in 2016 over 200 homes were either in default at auction or in possession of a bank that unsuccessfully tried to auction it. These trends are predominantly in zip codes 10466, 10467, 10469, and 10470. Many of these houses are classified as zombie properties leaving ownership of the property in limbo.

This is an opportunity for the city either use the Community Restoration Program, where the City of N.Y. looks to buy properties across the borough that fall under the Federal Housing Administration through city state federal and private financing will be used to refinance distressed homes thus keeping them from going to auction or to take over these distress properties by eminent domain, then rezone the areas for mixed use where applicable such as some residential with priority on C.L.T.'s Community Land Trusts and Mutual Housing Assoc. M.H.A.'s housing with small retail stores like Cooper Square. So under

Dave Subren    CASA

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the umbrella of a C.L.T. it remains affordable in perpetuity. This split between Jerome Ave. and northeast Bronx future rezoning the congestion pressure is relived at Jerome Ave. while the North East Bronx could be revitalized.

## THE CASE FOR A WORKER OWNED CO-OP PLAN:

The Auto repair workers along the Jerome ave. corridor should become worker owned cooperatives which are controlled by their members on the basis of one member one vote. Given enough time worker owned cooperatives tend to increase wages and improve working conditions, resulting in a local co-op staying where it was founded and acts as a leadership building force in the community.

There is no greater antidote for apathy and feelings of living on the edges of society than to see your own work; and your voice make a difference.

By spreading risk and pooling resources co-ops offer people with little individual wealth a way to start their own businesses and build assets. Another plus is the huge reduction of C.E.O. to minimum wage worker pay ratio (An example of such a cooperative is Home Care Associates H.C.A.

But to be clear, passing co-op friendly laws is going to take political will and power of the sort that elected today's progressive city leadership like Helen Rosenthal, who has personal experience in her family of small co-ops, along with Carlos Menchaca who have introduced a worker co-op bill---Intro 423 a while ago. Also Marisol Alcantara the 31<sup>st</sup> district State Senator who also has a bill ----S7309 which so far has passed the Senate



We demand that the city create rental assistance vouchers to help C.B. 4 and 5 homeless families out of shelters and into stable affordable housing in our community such as LINC, CITYFEPS.etc.

Half of all households in our community make under \$25,000 a year or 30% AMI, including most families living in homeless shelters yet MIH does not guarantee any units for households at these income levels, meaning any new housing required through MIH will remain out of reach.

Vouchers can serve as a key tool in advancing a no net loss policy in our community by providing housing to families making under 30% AMI vouchers can play a key role in ensuring there is at minimum no net loss of affordable units within our community---especially deeply affordable units for those households most at need.

**The New York Times** | <https://nyti.ms/2uelzQO>

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BASEBALL

# Yankees Charity Neglects Stadium's Neighbors

By MICAH HAUSER JUNE 27, 2017

In the summer of 2006, when the Yankees broke ground on a gleaming new stadium in the South Bronx, they offered an olive branch to a community furious that more than 25 acres of treasured public parkland had been seized for the project. The Yankees created a charity, called the New Yankee Stadium Community Benefits Fund, which it intended to distribute almost \$40 million in cash grants and sports equipment, along with 600,000 baseball tickets, to community organizations in the borough over four decades.

Ten years later, however, an examination of the fund's public financial records and interviews with community members and a former administrator of the fund show that it has operated with little oversight or public accountability, neglecting those who live near the stadium and instead sending money to other, often wealthier parts of the Bronx that were not affected by the construction.

The fund also regularly donates to organizations with which it shares common board members. And although the Yankees provide \$35,000 a year to cover operating expenses, the fund in 2011 began to allocate 10 percent of the grants it awards to cover its own "additional administrative costs." Those costs have never been publicly explained.

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Many Bronx organizations say they have benefited greatly from the fund. But they are generally not in neighborhoods around the stadium. Of the \$6.8 million distributed by the fund between 2008 and 2015, the last year for which records are available, only 30 percent — \$2 million — went to charities occupying the same ZIP code as Yankee Stadium or four bordering ZIP codes.

Such money is coveted in the neighborhood, one of the city's poorest, where millions could go a long way.

Fund officials did not respond to numerous detailed email and phone messages seeking comment over the course of four months. Alice McGillion, a public relations consultant who represents the Yankees, said team officials would not comment on the fund's activities or operation.

### “The Funding and Energy Only Goes to a Select Few”

“All the other nonprofits that I know of who have grants for community organizations are very proactive in terms of alerting the community,” said Joyce Hogi, who is on the board of the Bronx Museum and has been involved in local nonprofits for decades. The Yankee Stadium fund, she said, is “like a deep, dark secret.”

Agnes Johnson, a member of the South Bronx Community Congress, a group of neighborhood activists who have tried to monitor the Yankee Stadium fund, said that “the funding and energy only goes to a select few.”

A six-person board of directors controls all grant-making decisions. Michael Drezin, a former administrator of the fund who unsuccessfully sued it for mismanagement in 2009, said board members were chosen because of their connections to elected officials.

Serafin Mariel, the fund's chairman, has donated to the candidacies of the former Bronx borough president Adolfo Carrión Jr., campaign finance records show. Ted Jefferson, also on the board, was chairman of Mr. Carrión's transition team when he assumed the borough presidency in 2001.



Another board member, Roberto Crespo, has been on and off community boards in the South Bronx for years. In 1997, he was forced to resign from Community Board 1 for lying about a proposal to build a group home for mentally ill substance abusers in the district.

Mr. Drezin himself worked as an aide to Maria del Carmen Arroyo, a former city councilwoman who, along with Mr. Carrión and two other elected officials, helped broker the community benefits agreement that established the fund.

Ms. Arroyo said she did not remember how the board was selected. When asked about some of the board members' political ties, she said: "This is a small city. You can't go very far without knowing anyone."

She added that she believed community boards surrounding the stadium should have been the focus of the funds being disbursed.

A community benefits agreement, or C.B.A., is a contract that requires developers to provide specific amenities to residents affected by a large-scale development. They have been used around the country since the early 2000s and are usually signed by the developer and a coalition of community groups. The Yankees agreement was signed only by elected officials and the team.

"You could tell right away it was basically a slush fund," said Lukas Herbert, who was ousted from the local community board in 2006 after he voted against the stadium and now works as a city planner in Westchester. "The Bronx delegation got to choose who to administer the fund they created. No person who cared about good governance would come up with a system like that."

As part of the agreement, the Yankees also promised to award at least 25 percent of stadium jobs to Bronx-based businesses. The city was required to replace the forfeited parkland. It has taken more than a decade to restore approximately 84 percent of the lost green space.

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## Familiar Faces on Receiving End of Grants

Miya Chen, a staff lawyer at the Partnership for Working Families Community Benefits Law Center, a network of advocacy groups that assists communities in negotiating agreements with city governments and developers, called the Yankees C.B.A. “a behind-the-scenes deal, something to tokenize the community, to say on paper they were going to give the community something when in practice it’s been really hard to hold the parties accountable.”

Over the years, at least \$300,000 in grants has flowed to organizations that have shared common board members with the Yankee Stadium fund.

Susan Goldy, a real estate broker in Riverdale and the fund’s treasurer, also sits on the board of Riverdale Neighborhood House, a community center in the Bronx’s wealthiest neighborhood, which has received \$17,000 from the fund.

In 2009, the fund contributed \$20,000 to the New York Botanical Garden, where Mr. Mariel, the Yankee Stadium fund’s chairman, is on the board of trustees.

In 2010, Mr. Mariel was awarded the Spirit of the Bronx Award by the South Bronx Overall Economic Development Corporation. The next year, the fund made a \$15,000 contribution to the organization.

The Yankee Stadium fund has also sent \$60,000 to the Bronx CUNY Scholarship Fund, of which Mr. Mariel was a co-founder in 2006.

Mr. Carrión, Mr. Crespo, Mr. Jefferson and Ms. Goldy did not respond to repeated requests for comment. Mr. Mariel declined an interview request via the fund administrator, Veronica A. DeJesus.

Although the community benefits agreement mandates that the stadium fund “shall distribute a complete annual report of its activities, including contributions and impacts,” no such report has ever been made publicly available.



Ms. DeJesus, who has served as fund administrator since 2008 and worked with Mr. Mariel at New York National Bank for years, said in an email, "As far as annual reports, those reports are prepared and sent to the NY Yankees."

Ms. McGillion, a representative for the Yankees on nonteam-related issues, refused to share the reports, saying they "aren't our reports to give." Instead, she said in an email, "The New York Yankees provide the support with money, tickets and equipment, but as part of the agreement we expressly are not involved in the distribution to the community."

According to Mr. Drezin, the Yankees have tried to keep the fund at arm's length since its inception.

"In my day, the Yankees wanted to keep as far away from the fund as possible, and with good reason," he said. "They said their only legal responsibility is to pay the money."

In a sworn complaint sent in November 2009 to the state attorney general at the time, Andrew M. Cuomo, Mr. Drezin claimed that Mr. Mariel's interest in the fund was "self-directed." When pressed on the issue recently, Mr. Drezin said he recalled "at least two or three instances" of Mr. Mariel offering grant money to organizations that promised to do business with his bank, although he could not provide specific examples.

"Mariel used his chairmanship in a way that would be more beneficial to him personally than the community taken as a whole," he said.

The attorney general declined to investigate. When asked for specific reasons, Doug Cohen, deputy press secretary for the attorney general, would not elaborate. "The matter regarding the complaint that Drezin sent has been resolved through private litigation. We have no comment beyond that."

The city's Department of Investigation declined to say whether there was an active investigation into the fund.



Just as the fund's annual report has never been publicly released, neither have details about who receives the 15,000 game tickets that are said to be distributed every year. Audits obtained through the state attorney general's office show that the fund records the tickets as an "in-kind donation" in its financial statements, but does not disclose to which groups or individuals they are given.

Laura Otten, director of the Nonprofit Center at La Salle University, reviewed the fund's tax filings and said she was troubled that the ticket disbursements were so opaque. "The audit note doesn't indicate that these tickets are given with the expectation of being distributed to the community," she said. "So you have to ask, what happened to them?"

## Fund Money Flows Far From Yankee Stadium

To be sure, many Bronx organizations have benefited from the \$6.8 million that has been distributed. SCAN New York, a youth and family services organization, has received the most money over all, netting \$120,000 in donations over the years. The Bronx Children's Museum has received \$45,000, the most of any organization in the Yankee Stadium ZIP code. But often the money goes to communities far from the South Bronx.

In 2014, the fund sent \$8,500 to the New York City Cat Coalition, a group of women helping feral cats in Eastchester, seven miles from the stadium. It has also donated at least \$18,000 to two private high schools in Throgs Neck, an affluent neighborhood nine miles from the stadium.

The Edgewater Athletic Association, a recreation center in a gated community in Throgs Neck, has received \$29,000.

Brendan McArdle, who has been in charge of the Edgewater Athletic Association for the last 27 years, said funds from the Yankee Stadium fund almost entirely sustain the existence of the organization. "I can't emphasize enough

how much this impacted the community,” he said. “Without them, I don’t know where we’d be. They’ve been very good to us over the years.”

According to Mr. McArdle, money from the fund paid for new swim lanes, computers, chairs, tables, tents and outdoor shelters. It also allowed Edgewater to participate in the New York Cares Winter Wishes program for the underprivileged. He said he found out about the fund via his local community board in 2010.

The fund’s relationship with the board in Yankee Stadium’s own community has not been as congenial. The district manager at the time, Jose Rodriguez, told The New York Post, “They denied us.”

The neighborhoods around Yankee Stadium remain some of the poorest in the country: 38.1 percent live below the poverty line, more than double the national rate and higher than in many other parts of New York City. The median household income is just over \$26,000, well below average for the city.

According to the most recent State of New York City’s Housing and Neighborhoods, an annual report published by the N.Y.U. Furman Center, the foreclosure rate is the highest of any neighborhood in the city.

“It’s crazy if you think about it,” said Mr. Herbert, the ousted community board member. “To have money coming in for 40 years — the Bronx has a lot of problems, and that money could do a lot of good.”

A version of this article appears in print on June 28, 2017, on Page A1 of the New York edition with the headline: Grants for Yankees’ Neighbors Stray Far Away From Stadium.

**THE COUNCIL  
THE CITY OF NEW YORK**

Appearance Card

I intend to appear and speak on Int. No. 171819 Res. No. \_\_\_\_\_

☐ in favor ☒ in opposition

Date: 3.27/18

(PLEASE PRINT)

Name: Sheila Garcia

Address: 35 Marcy Place

I represent: CASA

Address: \_\_\_\_\_

**THE COUNCIL  
THE CITY OF NEW YORK**

Appearance Card

I intend to appear and speak on Int. No. \_\_\_\_\_ Res. No. \_\_\_\_\_

☐ in favor ☒ in opposition

Date: \_\_\_\_\_

(PLEASE PRINT)

Name: DAVE SUBREN

Address: c/o CASA

I represent: CASA

Address: \_\_\_\_\_

**THE COUNCIL  
THE CITY OF NEW YORK**

Appearance Card

I intend to appear and speak on Int. No. \_\_\_\_\_ Res. No. \_\_\_\_\_

☐ in favor ☒ in opposition

Date: \_\_\_\_\_

(PLEASE PRINT)

Name: ESTEE AGOLIA

Address: \_\_\_\_\_

I represent: CASA / Bronx Coalition For A

Address: Community Vision



**THE COUNCIL  
THE CITY OF NEW YORK**

Appearance Card

I intend to appear and speak on Int. No. \_\_\_\_\_ Res. No. \_\_\_\_\_

☒ in favor ☐ in opposition

Date: \_\_\_\_\_

Name: Nivardo Lopez (PLEASE PRINT)

Address: \_\_\_\_\_

I represent: NYC Department of Transportation

Address: 1400 Williamsbridge Rd

**THE COUNCIL  
THE CITY OF NEW YORK**

Appearance Card

I intend to appear and speak on Int. No. 17, 18, 19 Res. No. \_\_\_\_\_

☒ in favor ☐ in opposition

Date: 2/7/2018

Name: TAMMY RIVERA (PLEASE PRINT)

Address: \_\_\_\_\_

I represent: NYC District Council of Carpenters

Address: 395 HUDSON ST NY NY 10014

**THE COUNCIL  
THE CITY OF NEW YORK**

Appearance Card

I intend to appear and speak on Int. No. 17-18-19 Res. No. \_\_\_\_\_

☐ in favor ☒ in opposition

Neutral

Date: \_\_\_\_\_

Name: Allison Gargi (PLEASE PRINT)

Address: \_\_\_\_\_

I represent: Brooklyn Works

Address: 100 E Tremont, Brooklyn, NY

**THE COUNCIL  
THE CITY OF NEW YORK**

**Appearance Card**

I intend to appear and speak on Int. No. \_\_\_\_\_ Res. No. \_\_\_\_\_

☒ in favor ☐ in opposition

Date: \_\_\_\_\_

(PLEASE PRINT)

Name: Melanie La Rocca

Address: \_\_\_\_\_

I represent: School Construction Authority

Address: \_\_\_\_\_

**THE COUNCIL  
THE CITY OF NEW YORK**

**Appearance Card**

I intend to appear and speak on Int. No. \_\_\_\_\_ Res. No. \_\_\_\_\_

☐ in favor ☐ in opposition

Date: 2/7/18

(PLEASE PRINT)

Name: Nivardo Lopez

Address: \_\_\_\_\_

I represent: NYC Department of Transportation

Address: 1400 Williamsbridge Rd

**THE COUNCIL  
THE CITY OF NEW YORK**

**Appearance Card**

I intend to appear and speak on Int. No. 17, 18, 19 Res. No. \_\_\_\_\_

☒ in favor ☐ in opposition

Date: \_\_\_\_\_

(PLEASE PRINT)

Name: MICHAEL KRAMER

Address: 1275 JEROME AVE

I represent: Block 2855

Address: \_\_\_\_\_



**THE COUNCIL  
THE CITY OF NEW YORK**

**Appearance Card**

I intend to appear and speak on Int. No. \_\_\_\_\_ Res. No. \_\_\_\_\_

☒ in favor ☐ in opposition

Date: 2/7/18

(PLEASE PRINT)

Name: Dr. Bola Omotosho

Address: \_\_\_\_\_

I represent: Community Board 5, Chair

Address: \_\_\_\_\_

**THE COUNCIL  
THE CITY OF NEW YORK**

**Appearance Card**

I intend to appear and speak on Int. No. 17-18-19 Res. No. \_\_\_\_\_

☐ in favor ☒ in opposition

Date: \_\_\_\_\_

(PLEASE PRINT)

Name: Marco Nera

Address: \_\_\_\_\_

I represent: Sunrise Cooperative Willets Point

Address: \_\_\_\_\_

**THE COUNCIL  
THE CITY OF NEW YORK**

**Appearance Card**

I intend to appear and speak on Int. No. \_\_\_\_\_ Res. No. \_\_\_\_\_

☒ in favor ☐ in opposition

Date: 2/7/18

(PLEASE PRINT)

Name: BRYANT BROWN

Address: 25 W 18TH STREET

I represent: 32BT SEIU

Address: \_\_\_\_\_



**THE COUNCIL  
THE CITY OF NEW YORK**

Appearance Card

I intend to appear and speak on Int. No. 171819 Res. No. \_\_\_\_\_

☐ in favor ☒ in opposition

Date: \_\_\_\_\_

(PLEASE PRINT)

Name: Arloinette Rose

Address: 241 East Mosholu Pkwy

I represent: \_\_\_\_\_

Address: \_\_\_\_\_

**THE COUNCIL  
THE CITY OF NEW YORK**

Appearance Card

I intend to appear and speak on Int. No. 17,18,19 Res. No. \_\_\_\_\_

☒ in favor ☐ in opposition

Date: 2/7/18

(PLEASE PRINT)

Name: James Rausse

Address: 851 Grand Concourse, BX, NY

I represent: Bronx Borough President Ruben Diaz JR

Address: Same

**THE COUNCIL  
THE CITY OF NEW YORK**

Appearance Card

I intend to appear and speak on Int. No. 171819 Res. No. \_\_\_\_\_

☐ in favor ☒ in opposition

Date: 2/7/18

(PLEASE PRINT)

Name: Nell Baldwin

Address: 3450 Wayne Ave 11B, Bronx NY 10467

I represent: Doctors Against Gentrification

Address: \_\_\_\_\_

**THE COUNCIL  
THE CITY OF NEW YORK**

Appearance Card

I intend to appear and speak on Int. No. 001719<sup>18</sup> Res. No. \_\_\_\_\_

☒ in favor ☐ in opposition

Date: 2/7/18

(PLEASE PRINT)

Name: Paul Philips

Address: 1650 Selwyn Avenue

I represent: Community Board Four

Address: \_\_\_\_\_

**THE COUNCIL  
THE CITY OF NEW YORK**

Appearance Card

I intend to appear and speak on Int. No. W17-19 Res. No. \_\_\_\_\_

☐ in favor ☒ in opposition

Date: 2/7/18

(PLEASE PRINT)

Name: ALIX FELLMAN

Address: 50 E. 110<sup>TH</sup> ST BRONX 10452

I represent: WHEDCO

Address: 50 E. 108<sup>TH</sup> ST BRONX 10452

**THE COUNCIL  
THE CITY OF NEW YORK**

Appearance Card

I intend to appear and speak on Int. No. Jerome Ave Res. No. \_\_\_\_\_

☐ in favor ☐ in opposition

Date: 02/07/18

(PLEASE PRINT)

Name: Karla Cruz

Address: \_\_\_\_\_

I represent: 624 LECCE

Address: 266 W 37<sup>TH</sup> Street



THE COUNCIL  
THE CITY OF NEW YORK

Appearance Card

I intend to appear and speak on Int. No. 12104 Res. No. \_\_\_\_\_

☐ in favor ☒ in opposition

Date: \_\_\_\_\_

(PLEASE PRINT)

Name: Daphne Hart

Address: \_\_\_\_\_

I represent: Labors Local 79

Address: \_\_\_\_\_

THE COUNCIL  
THE CITY OF NEW YORK

Appearance Card

I intend to appear and speak on Int. No. 12104 Res. No. \_\_\_\_\_

☐ in favor ☒ in opposition

Date: \_\_\_\_\_

(PLEASE PRINT)

Name: Trini Dent

Address: \_\_\_\_\_

I represent: Labors Local 79

Address: \_\_\_\_\_

THE COUNCIL  
THE CITY OF NEW YORK

Appearance Card

I intend to appear and speak on Int. No. 12104 Res. No. \_\_\_\_\_

☐ in favor ☒ in opposition

Date: February 7, 2018

(PLEASE PRINT)

Name: Betty DASHLEY

Address: St. Michaels Apt Brooklyn, 11215

I represent: The People of New York

Address: \_\_\_\_\_



**THE COUNCIL  
THE CITY OF NEW YORK**

Appearance Card

I intend to appear and speak on Int. No. \_\_\_\_\_ Res. No. \_\_\_\_\_

☐ in favor ☒ in opposition

Date: \_\_\_\_\_

(PLEASE PRINT)

Name: Carmen Vega-Rivera

Address: 888 Grand Central Ave

I represent: Bx Coalition for a Community

Address: 35 Marcy Place

**THE COUNCIL  
THE CITY OF NEW YORK**

Appearance Card

I intend to appear and speak on Int. No. 26151617 Res. No. \_\_\_\_\_

☐ in favor ☒ in opposition

Date: \_\_\_\_\_

(PLEASE PRINT)

Name: DR JAMES FAIRBANKS

Address: 1220 SHAKESPEARE AVE.

I represent: CASA

Address: 35 MARCY PLACE

**THE COUNCIL  
THE CITY OF NEW YORK**

Appearance Card

I intend to appear and speak on Int. No. \_\_\_\_\_ Res. No. \_\_\_\_\_

☐ in favor ☐ in opposition

Date: \_\_\_\_\_

(PLEASE PRINT)

Name: Pedro J. Estevez

Address: 1332 Commerce Ave Bronx

I represent: United Auto Merchants

Address: 1332 Commerce Ave

**THE COUNCIL  
THE CITY OF NEW YORK**

Appearance Card

I intend to appear and speak on Int. No. T2018 Res. No. 1063

☒ in favor ☐ in opposition

Date: 2-7-18

(PLEASE PRINT)

Name: Jaclyn Scarnici

Address: 668 5th Avenue

I represent: Arker companies

Address: \_\_\_\_\_

**THE COUNCIL  
THE CITY OF NEW YORK**

Appearance Card

I intend to appear and speak on Int. No. T2018 Res. No. 1063

☒ in favor ☐ in opposition

Date: 2-7-18

(PLEASE PRINT)

Name: Simon Baruchus

Address: 1044 N Boulevard

I represent: Arker Companies

Address: \_\_\_\_\_

**THE COUNCIL  
THE CITY OF NEW YORK**

Appearance Card

I intend to appear and speak on Int. No. T2018 Res. No. 1063

☒ in favor ☐ in opposition

Date: 2-7-18

(PLEASE PRINT)

Name: EMMANUEL D'AMORE

Address: 2828 W. 28th Street, Brooklyn, NY

I represent: ARCHITECT

Address: 74 Lafayette Ave, Saffron, NY 10901



**THE COUNCIL  
THE CITY OF NEW YORK**

Appearance Card

I intend to appear and speak on Int. No. LU 0006 Res. No. \_\_\_\_\_

☒ in favor ☐ in opposition

Date: 02-07-2018

(PLEASE PRINT)

Name: JOHN BEDDINGFIELD

Address: 316 E 88TH ST, NY NY 10128

I represent: CHURCH OF THE HOLY TRINITY

Address: 316 E 88TH ST, NY, NY 10128

**THE COUNCIL  
THE CITY OF NEW YORK**

Appearance Card

I intend to appear and speak on Int. No. LU 0006 Res. No. \_\_\_\_\_

☒ in favor ☐ in opposition

Date: 2/7/18

(PLEASE PRINT)

Name: ARUN ALAGAPPAN

Address: 15 E 69th St, #14A NY NY 10022

I represent: Advantage Testing

Address: 210 E 86th St #210 NYC 10028

**THE COUNCIL  
THE CITY OF NEW YORK**

Appearance Card

I intend to appear and speak on Int. No. LU 0006 Res. No. \_\_\_\_\_

☒ in favor ☐ in opposition

Date: 2/8/2018

(PLEASE PRINT)

Name: Jay Segal

Address: 200 Park Avenue

I represent: Advantage Testing Inc

Address: 211 E 93rd St 210 E 86th



**THE COUNCIL  
THE CITY OF NEW YORK**

*Appearance Card*

I intend to appear and speak on Int. No. 17-19 Res. No. \_\_\_\_\_

☐ in favor ☒ in opposition

Date: \_\_\_\_\_

(PLEASE PRINT)

Name: Adrien Weibgen

Address: \_\_\_\_\_

I represent: \_\_\_\_\_

Address: \_\_\_\_\_

**THE COUNCIL  
THE CITY OF NEW YORK**

*Appearance Card*

I intend to appear and speak on Int. No. 17-19 Res. No. \_\_\_\_\_

☐ in favor ☒ in opposition

Date: \_\_\_\_\_

(PLEASE PRINT)

Name: Chris Walters

Address: \_\_\_\_\_

I represent: \_\_\_\_\_

Address: \_\_\_\_\_

**THE COUNCIL  
THE CITY OF NEW YORK**

*Appearance Card*

I intend to appear and speak on Int. No. 17-19 Res. No. \_\_\_\_\_

☐ in favor ☒ in opposition

Date: \_\_\_\_\_

(PLEASE PRINT)

Name: Elena Conte

Address: \_\_\_\_\_

I represent: \_\_\_\_\_

Address: \_\_\_\_\_

Please complete this card and return to the Sergeant-at-Arms

**THE COUNCIL  
THE CITY OF NEW YORK**

Appearance Card

I intend to appear and speak on Int. No. 1718, 19 Res. No. Jerome Ave.

☐ in favor ☒ in opposition

Date: 02/07/18

(PLEASE PRINT)

Name: Sandra Mitchell

Address: 253 East 181<sup>st</sup> Street, Bx

I represent: CASA / PAC

Address: 1512 Townsend Avenue

**THE COUNCIL  
THE CITY OF NEW YORK**

Appearance Card

I intend to appear and speak on Int. No. \_\_\_\_\_ Res. No. \_\_\_\_\_

☐ in favor ☒ in opposition

Date: 2/07/13

(PLEASE PRINT)

Name: GEORGE SOTIROFF

Address: 701 WALTON AVE. #66

I represent: COMM ACTION FOR SAFE APPTS.

Address: 35 MARCY PLACE BX

**THE COUNCIL  
THE CITY OF NEW YORK**

Appearance Card

I intend to appear and speak on Int. No. 1718, 19 Res. No. \_\_\_\_\_

☐ in favor ☐ in opposition

Date: \_\_\_\_\_

(PLEASE PRINT)

Name: Kathleen B. Wilson

Address: 3225 Avenue

I represent: New BCC

Address: 1032 196<sup>th</sup> St



**THE COUNCIL  
THE CITY OF NEW YORK**

Appearance Card

I intend to appear and speak on Int. No. 0018 Res. No. \_\_\_\_\_

☐ in favor ☒ in opposition

Date: 2/7/18

Name: Joslyn Taylor (PLEASE PRINT)

Address: 136 West 170th St, Bx, 10452

I represent: CASA

Address: 35 Marcy Place

**THE COUNCIL  
THE CITY OF NEW YORK**

Appearance Card

I intend to appear and speak on Int. No. 17, 18, 19 Res. No. \_\_\_\_\_

☒ in favor ☐ in opposition

Date: 2/7/18

Name: Ken Brown (PLEASE PRINT)

Address: 2155 University Ave. Bx, NY 10453

I represent: Bronx Community Board 5

Address: Same

**THE COUNCIL  
THE CITY OF NEW YORK**

Appearance Card

I intend to appear and speak on Int. No. 17, 18, 19 Res. No. \_\_\_\_\_

☐ in favor ☒ in opposition

Date: 2/7/18

Name: Robert Joseph (PLEASE PRINT)

Address: \_\_\_\_\_

I represent: Municipal Art Society of NY

Address: 488 Madison Ave



**THE COUNCIL  
THE CITY OF NEW YORK**

Appearance Card

I intend to appear and speak on Int. No. 17, 18, 19 Res. No. \_\_\_\_\_

☐ in favor ☒ in opposition

Date: \_\_\_\_\_

(PLEASE PRINT)

Name: Anita Long

Address: 1212 GRAND CONCOURSE #1E Bx NY

I represent: CASA

Address: 35 MARCY AVE Bx NY

**THE COUNCIL  
THE CITY OF NEW YORK**

Appearance Card

I intend to appear and speak on Int. No. 17, 18, 19 Res. No. \_\_\_\_\_

☐ in favor ☒ in opposition

Date: \_\_\_\_\_

(PLEASE PRINT)

Name: Lee Hallinan

Address: 22 W 41st St NY

I represent: NYC Community Alliance

Address: \_\_\_\_\_

**THE COUNCIL  
THE CITY OF NEW YORK**

Appearance Card

I intend to appear and speak on Int. No. 17, 18, 19 Res. No. \_\_\_\_\_

☐ in favor ☒ in opposition

Date: 02/07/18

(PLEASE PRINT)

Name: Kortney Wilson

Address: \_\_\_\_\_

I represent: Brook Coalition

Address: \_\_\_\_\_

**THE COUNCIL  
THE CITY OF NEW YORK**

**Appearance Card**

I intend to appear and speak on Int. No. 17, 18, 19 Res. No. \_\_\_\_\_

☐ in favor ☐ in opposition

Date: 02/07/18

(PLEASE PRINT)

Name: Joselyn Taylor

Address: \_\_\_\_\_

I represent: Bront Coalition

Address: \_\_\_\_\_

**THE COUNCIL  
THE CITY OF NEW YORK**

**Appearance Card**

I intend to appear and speak on Int. No. 17, 18, 19 Res. No. \_\_\_\_\_

☐ in favor ☒ in opposition

Date: 02/07/18

(PLEASE PRINT)

Name: Sandra Mitchell

Address: \_\_\_\_\_

I represent: Bront Coalition

Address: \_\_\_\_\_

**THE COUNCIL  
THE CITY OF NEW YORK**

**Appearance Card**

I intend to appear and speak on Int. No. 17, 18, 19 Res. No. \_\_\_\_\_

☐ in favor ☒ in opposition

Date: 02/07/18

(PLEASE PRINT)

Name: Anita Long

Address: \_\_\_\_\_

I represent: Bront Coalition

Address: \_\_\_\_\_

Please complete this card and return to the Sergeant-at-Arms



THE COUNCIL  
THE CITY OF NEW YORK

Appearance Card

I intend to appear and speak on Int. No. 17,18,19 Res. No. \_\_\_\_\_

☐ in favor ☒ in opposition

Date: 02/07/18

(PLEASE PRINT)

Name: Damon Catula

Address: \_\_\_\_\_

I represent: Brook Coalition

Address: \_\_\_\_\_

THE COUNCIL  
THE CITY OF NEW YORK

Appearance Card

I intend to appear and speak on Int. No. 17,18,19 Res. No. \_\_\_\_\_

☐ in favor ☒ in opposition

Date: \_\_\_\_\_

(PLEASE PRINT)

Name: MICHAEL GORDON

Address: 4148 DE REIMAC AVE BX. N.Y 10466

I represent: IRON WORKERS LOCAL 580

Address: 501 WEST 42ND ST. N.Y. NY

THE COUNCIL  
THE CITY OF NEW YORK

Appearance Card

I intend to appear and speak on Int. No. 17,18,19 Res. No. \_\_\_\_\_

☐ in favor ☒ in opposition

Date: 2-7-2018

(PLEASE PRINT)

Name: DILLAN FRANCIS

Address: 129 HILLSIDE AVE MT VERNON NY

I represent: IRON WORKER LOCAL 580

Address: \_\_\_\_\_

Please complete this card and return to the Sergeant-at-Arms



**THE COUNCIL  
THE CITY OF NEW YORK**

Appearance Card

I intend to appear and speak on Int. No. 171619 Res. No. \_\_\_\_\_

☐ in favor ☒ in opposition

Date: \_\_\_\_\_

(PLEASE PRINT)

Name: Nigeria Rivas

Address: 1972 Walton Ave 6H

I represent: Casa

Address: \_\_\_\_\_

**THE COUNCIL  
THE CITY OF NEW YORK**

Appearance Card

I intend to appear and speak on Int. No. 171819 Res. No. \_\_\_\_\_

☐ in favor ☒ in opposition

Date: \_\_\_\_\_

(PLEASE PRINT)

Name: Martina Rivas

Address: 885 1st Ave

I represent: Casa

Address: \_\_\_\_\_

**THE COUNCIL  
THE CITY OF NEW YORK**

Appearance Card

I intend to appear and speak on Int. No. 171819 Res. No. \_\_\_\_\_

☐ in favor ☒ in opposition

Date: \_\_\_\_\_

(PLEASE PRINT)

Name: DESI Rivas

Address: 1188 Grand Concourse

I represent: Casa

Address: 35 Marcy Pl

Please complete this card and return to the Sergeant-at-Arms

**THE COUNCIL  
THE CITY OF NEW YORK**

Appearance Card

I intend to appear and speak on Int. No. ✓ Res. No. \_\_\_\_\_

☐ in favor ☐ in opposition

Date: 2-8-18

(PLEASE PRINT)

Name: HERNANDEZ GONZALEZ

Address: 1183 GERARD AV 3D.

I represent: Representacion Casa

Address: 35 MARAN

**THE COUNCIL  
THE CITY OF NEW YORK**

Appearance Card

I intend to appear and speak on Int. No. 171819 Res. No. \_\_\_\_\_

☐ in favor ☒ in opposition

Date: \_\_\_\_\_

(PLEASE PRINT)

Name: CAROLYN WILSON

Address: 306 F 171 St

I represent: CASA

Address: \_\_\_\_\_

**THE COUNCIL  
THE CITY OF NEW YORK**

Appearance Card

I intend to appear and speak on Int. No. 171819 Res. No. \_\_\_\_\_

☐ in favor ☒ in opposition

Date: \_\_\_\_\_

(PLEASE PRINT)

Name: Lourdes de la Cruz

Address: 1505 Townsend Ave Apt 5E

I represent: 1 CASA

Address: \_\_\_\_\_



THE COUNCIL  
THE CITY OF NEW YORK

Appearance Card

I intend to appear and speak on Int. No. 171819 Res. No. \_\_\_\_\_

☐ in favor ☒ in opposition

Date: 2-07-2018

(PLEASE PRINT)

Name: ALTON ANDERSON apt-2B

Address: 215 E. 164 St. BRONX N.Y. 10456

I represent: CASA

Address: \_\_\_\_\_

THE COUNCIL  
THE CITY OF NEW YORK

Appearance Card

I intend to appear and speak on Int. No. Jerome Ave Res. No. \_\_\_\_\_

☐ in favor ☒ in opposition some support

Date: 2/7/18

(PLEASE PRINT)

Name: Panos Koutris

Address: 25 W. 18 Street

I represent: SEIU 32 BJ

Address: \_\_\_\_\_

THE COUNCIL  
THE CITY OF NEW YORK

Appearance Card

I intend to appear and speak on Int. No. SEAPARK Res. No. Rezonig

☐ in favor ☒ in opposition neutral

Date: 2/7/18

(PLEASE PRINT)

Name: Brian Brown

Address: 125 West 18 Street

I represent: 32BJ SEIU

Address: \_\_\_\_\_



THE COUNCIL  
THE CITY OF NEW YORK

Appearance Card

I intend to appear and speak on Int. No. 0017-0019 Res. No. \_\_\_\_\_

☒ in favor ☐ in opposition

Date: 2/7/18

(PLEASE PRINT)

Name: James Coakley

Address: \_\_\_\_\_

I represent: Cayre Equities

Address: (pronounced "Carey")

THE COUNCIL  
THE CITY OF NEW YORK

Appearance Card

I intend to appear and speak on Int. No. 17, 18, 19 Res. No. \_\_\_\_\_

☐ in favor ☒ in opposition

Date: 2/9/2018

(PLEASE PRINT)

Name: Chauncey Young

Address: 1177 Addison Ave Apt 4F Bronx NY 10442

I represent: Best Actor Committee of New Settlement

Address: 1512 Townsend Ave Bronx NY 10455

THE COUNCIL  
THE CITY OF NEW YORK

Appearance Card

I intend to appear and speak on Int. No. 0017-0019 Res. No. \_\_\_\_\_

☒ in favor ☐ in opposition

Date: 2/7/18

(PLEASE PRINT)

Name: Nora Martins

Address: Rep Madd Equities

I represent: from Aberzhan

Address: \_\_\_\_\_

**THE COUNCIL  
THE CITY OF NEW YORK**

Appearance Card

I intend to appear and speak on Int. No. 0017, 18, 19 Res. No. \_\_\_\_\_

☐ in favor ☒ in opposition

Date: 7 Feb. 2018

(PLEASE PRINT)

Name: Claude S. Cleveland, Jr.

Address: 103 East 196th Street, Bronx, NY 10468

I represent: Northwest Bronx Community & Clergy Coalition

Address: \_\_\_\_\_

**THE COUNCIL  
THE CITY OF NEW YORK**

Appearance Card

I intend to appear and speak on Int. No. 0017-0019 Res. No. \_\_\_\_\_

☒ in favor ☐ in opposition

Date: 2/8/18

(PLEASE PRINT)

Name: Bill Bollinger

Address: \_\_\_\_\_

I represent: Spectrum Development

Address: \_\_\_\_\_

**THE COUNCIL  
THE CITY OF NEW YORK**

Appearance Card

I intend to appear and speak on Int. No. \_\_\_\_\_ Res. No. \_\_\_\_\_

☒ in favor ☐ in opposition

Date: \_\_\_\_\_

(PLEASE PRINT)

Name: Carol Simol

Address: 175 West End Ave

I represent: Dept. City Planning

Address: 100 Broadway, 10th Fl



**THE COUNCIL  
THE CITY OF NEW YORK**

Appearance Card

I intend to appear and speak on Int. No. \_\_\_\_\_ Res. No. \_\_\_\_\_

☒ in favor ☐ in opposition

Date: \_\_\_\_\_

(PLEASE PRINT)

Name: Miguel Ramon

Address: 179 West 100th St

I represent: City Planning

Address: 120 Park Ave 7th Fl

**THE COUNCIL  
THE CITY OF NEW YORK**

Appearance Card

I intend to appear and speak on Int. No. \_\_\_\_\_ Res. No. \_\_\_\_\_

☒ in favor ☐ in opposition

Date: \_\_\_\_\_

(PLEASE PRINT)

Name: Leila Bozorg

Address: \_\_\_\_\_

I represent: NYC HPD

Address: 100 Gold St

**THE COUNCIL  
THE CITY OF NEW YORK**

Appearance Card

I intend to appear and speak on Int. No. 0017-0019 Res. No. \_\_\_\_\_

☒ in favor ☐ in opposition

Date: 2/7/18

(PLEASE PRINT)

Name: Jorge Madruga

Address: \_\_\_\_\_

I represent: Madd Equities

Address: \_\_\_\_\_



**THE COUNCIL  
THE CITY OF NEW YORK**

Appearance Card

I intend to appear and speak on Int. No. \_\_\_\_\_ Res. No. \_\_\_\_\_

☒ in favor ☐ in opposition

Date: \_\_\_\_\_

(PLEASE PRINT)

Name: Michael Blaise Backer

Address: NYC SBS - 110 William St

I represent: NYC SBS

Address: 110 William St

**THE COUNCIL  
THE CITY OF NEW YORK**

Appearance Card

I intend to appear and speak on Int. No. \_\_\_\_\_ Res. No. \_\_\_\_\_

☒ in favor ☐ in opposition

Date: \_\_\_\_\_

(PLEASE PRINT)

Name: Nicholas Molinari

Address: NYC Parks - The Arsenal Center Park 8305 Ave

I represent: NYC Parks

Address: 8305 Ave NY NY 10065

**THE COUNCIL  
THE CITY OF NEW YORK**

Appearance Card

I intend to appear and speak on Int. No. 0017, 18, 19 Res. No. \_\_\_\_\_

☒ in favor ☐ in opposition

Date: 2/7/2018

(PLEASE PRINT)

Name: H.J. Lee

Address: 96-04 57th Ave Corona, NY

I represent: Hotel Trades Council AFL-CIO

Address: 707 8th Ave, New York, NY

Please complete this card and return to the Sergeant-at-Arms

**THE COUNCIL  
THE CITY OF NEW YORK**

Appearance Card

I intend to appear and speak on Int. No. 12, 19 Jerome Ave Res. No. \_\_\_\_\_  
☐ in favor ☐ in opposition

Date: 2/7/18

(PLEASE PRINT)

Name: Katie Moore

Address: \_\_\_\_\_

I represent: NY Hotel Trades Council AEL-CTO

Address: 707 8th Ave New York

**THE COUNCIL  
THE CITY OF NEW YORK**

Appearance Card

I intend to appear and speak on Int. No. 007-0019 Res. No. \_\_\_\_\_  
☒ in favor ☐ in opposition

Date: 2/7/18

(PLEASE PRINT)

Name: Eli Weiss

Address: \_\_\_\_\_

I represent: Joy Construction

Address: \_\_\_\_\_

**THE COUNCIL  
THE CITY OF NEW YORK**

Appearance Card

I intend to appear and speak on Int. No. \_\_\_\_\_ Res. No. \_\_\_\_\_  
☐ in favor ☒ in opposition

Date: \_\_\_\_\_

(PLEASE PRINT)

Name: NACISO SALCEDO

Address: 1535 UNDERCLIFF AVE

I represent: CASA 180NXX COALITION community vision

Address: \_\_\_\_\_

Please complete this card and return to the Sergeant-at-Arms



THE COUNCIL  
THE CITY OF NEW YORK

Appearance Card

0019

I intend to appear and speak on Int. No. \_\_\_\_\_ Res. No. \_\_\_\_\_

☐ in favor ☒ in opposition

Date: \_\_\_\_\_

(PLEASE PRINT)

Name: ENRIQUE Colon

Address: 80 FEATHERBED LANE

I represent: CASA / BRONX COALITION For A

Address: community vision

THE COUNCIL  
THE CITY OF NEW YORK

Appearance Card

0018

I intend to appear and speak on Int. No. \_\_\_\_\_ Res. No. \_\_\_\_\_

☐ in favor ☒ in opposition

Date: \_\_\_\_\_

(PLEASE PRINT)

Name: ALTHEA YORIC

Address: 1068 GERARD AVE

I represent: CASA / BRONX COALITION For A

Address: community vision

THE COUNCIL  
THE CITY OF NEW YORK

Appearance Card

I intend to appear and speak on Int. No. 0017, 0018, 2019 Res. No. \_\_\_\_\_

☒ in favor ☐ in opposition

Date: 2/7/18

(PLEASE PRINT)

Name: Karina Brown c/o Kings Point Heights

Address: 3251 Third Avenue, Bronx, NY

I represent: Kings Point Heights

Address: P.O. Box 23455, Great Neck, NY 11023



# THE COUNCIL THE CITY OF NEW YORK

## Appearance Card

I intend to appear and speak on Int. No. \_\_\_\_\_ Res. No. 0017

☒ in favor ☐ in opposition

Date: 0018  
0019

(PLEASE PRINT)

Name: Diosamnis Perez

Address: CB 5

I represent: myself

Address: \_\_\_\_\_

Please complete this card and return to the Sergeant-at-Arms

# THE COUNCIL THE CITY OF NEW YORK

## Appearance Card

I intend to appear and speak on Int. No. / Res. No. 0017

☐ in favor ☒ in opposition

Date: \_\_\_\_\_

(PLEASE PRINT)

Name: ROBERT GUMBS

Address: 1175 FINLAY AVENUE

I represent: CASA/BRONX COALITION FOR

Address: A COMMUNITY VISION

Please complete this card and return to the Sergeant-at-Arms