CWG Economic Development Team

Logic for Study Area
Recommendations
Guiding Principles

• Promote economic development strategies in Chinatown that will:
  – Broaden the base of businesses and classifications
  – Increase opportunity for local employment
  – Expand job skills
  – Improve Chinatown’s opportunity to attract customers, patrons and visitors as a distinct and contributing New York City entity.

• Create and integrate education and training opportunities to improve business practices, labor conditions and employee skills to build a stronger base of Chinatown human resources. Such assistance would include, but may not be limited to: Worker education programs; ESL programs; customer retention programs.

• Provide targeted business assistance to help and support business expansion.; new business incubators; new business investment programs/funds.

• Coordinate and promote long-term environmental and business improvement efforts for the purpose of raising the community’s image and sustaining economic vitality.

• Pursue transformational development projects that can strengthen Chinatown’s inherent cultural, social and economic assets. E.G. Multi-purpose buildings with compatible/contributing use groups.
Protect Cultural Commerce and Historic Character

• **Cultural/Historic Preservation as an economic enhancement.** Provide for opportunities to showcase cultural and historic resources as an additional unique enhancement to NYC and tourist markets.

• **Provide for development** of green businesses, increasing high-tech infrastructure build-outs, incentives for renovation, addition of floors and/or restoration (where buildings have a historical context) in Zoning protections and modifications.

• **Preserve Cultural/Commercial Core.** Create vending and storefront regs just for Chinatown to better present/organize open market flavor but improve massing to accommodate pedestrian flow—define allowed areas in cultural/historical context, consider no-vending areas; define amt of space allowed by vendors in Chinatown Special District(s).

• **Recognize the National Landmark Status of the Chinatown/Little Italy Historic District designation.**
Special Purpose District #1
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- Special Purpose District Area – Denim Blue-colored area on map,
  - Respects the existing Little Italy Special Purpose District
  - Includes the central-most concentrated stock of existing commercial/residential buildings
  - Recognizes the historic significance of the National Little Italy Chinatown Historic District

- Special Purpose District Goals
  - Preserve the cultural character and historic built environment
  - Provide some latitude within zoning for the evolving nature of groundfloor retail requirements
  - Protect merchants from the additional costs of LPC applications for storefront compliance, signage, exterior maintenance of buildings.
  - Provide incentives for renovation, limited addition of floors for affordable residential units and/or restoration (where buildings have a historical context) and for contextual development of buildings that are non-contributing in a historic preservation context…..in Zoning protections and modifications
Special Purpose District #1

- Pattern after the Little Italy Special Purpose District – but with characteristics and preferences relating to Chinese culture and the history of Chinese immigration in NYC

*Special Little Italy District, 2/3/77*

**GENERAL PURPOSES**

The "Special Little Italy District" established in this Resolution is designed to promote and protect public health, general welfare and amenity. These general goals include, among others, the following specific purposes:

(a) to preserve and strengthen the historical and cultural character of the community;

(b) to protect the scale of storefronts and character of the existing retail uses along Mulberry Street and other major shopping streets so that Little Italy will remain a unique regional shopping area, and thereby strengthen the economic base of the City;

(c) to preserve the vitality of street life by reducing conflict between pedestrian and vehicular traffic;

(d) to permit rehabilitation and new development consistent with the residential character and scale of the existing buildings in the area;

(e) to provide amenities, such as public open space, and street trees, to improve the physical environment;

(f) to discourage the demolition of noteworthy buildings which are significant to the character of the area; and

(g) to promote the more desirable use of land in the area and thus to preserve the value of land and buildings, and thereby protect and strengthen the City's tax revenues, consistent with the foregoing purposes.

Provides for FAR up to 4.8, Max Lot Coverage of 70% and maximum height to 75’
Broaden the Business Base

- **Re-Invent Uses for Existing Buildings in Manufacturing Districts**
  - *Create business incubators*: Clothing and designer garment finishing (supporting Fashion Week and designers), Home Furnishing Design; Culinary Products; Technology assembly
  - *Alter or retro-fit built environment* so that it can house service businesses: medical, high-tech, educational institutions – classrooms and research.
  - *Provide for development* of green businesses, increasing high-tech infrastructure build-outs, incentives for renovation, addition of floors and/or restoration (where buildings have a historical context) in Zoning modifications
  - *Incentivize* educational, cultural, financial institution and community facilities investment in Chinatown facilities
  - *Cultural Hub around MOCA* – Industrial conversions to Artist Work Spaces. Also, where appropriate, where new development occurs, cultural use bonuses with rent or lease protections for ongoing art use should be considered in a Special District
Economic Dev Zone 1
Economic Dev Zone 1
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Economic Dev Zone 1

- Special Purpose District Area - Salmon-colored area on map,
  - Respects the existing SoHo and SoHo Extension Historic Districts and their underlying zoning.
  - Respects the existing Little Italy Special Purpose District
  - Respects the TriBeCa Mixed Use District at the Southwest
  - Includes the most concentrated stock of existing manufacturing and commercial use buildings
  - Includes the areas with the most under-utilized lots

- Economic Dev. Zone 1 Goals
  - Preserve some aspects of the currently underlying M1-5b zoning – light manufacturing – assembly or incubator spaces for food manufacture, garment finishing, design; live-work residencies and or artist work spaces –
  - Zoning incentives for affordable work spaces – incubators, and affordable living spaces in mixed use buildings
  - Include incentives for classroom/college or university, clinics/medical facilities (a growing business in Chinatown), and incentives for affordable ground-floor retail.
Economic Dev Zone 1

• Pattern after the Tribeca Mixed Use Special District

Special Tribeca Mixed Use District, 8/27/98

GENERAL PURPOSES

The "Special Tribeca Mixed Use District" established in this Resolution is designed to promote and protect public health, safety, and general welfare. These general goals include, among others, the following specific purposes:

(a) to retain adequate wage, job producing, stable industries within the Tribeca neighborhood;
(b) to protect light manufacturing and to encourage stability and growth in the Tribeca neighborhood by permitting light Manufacturing, Service Business, and controlled residential uses to coexist where such uses are deemed compatible;

Provides for FAR from 5 to 6 and maximum building height up to 140’ with special conditions
Economic Dev Zone 2

- **Special Purpose District**: Preserve the cultural/economic character similar to Little Italy Special Purpose District. Provide height cap, set-back provisions, storefront provisions, signage. Perhaps allow some air-rights transfer from underbuilt structures to Special Permit lots.

- **Chinatown Special Permit**: Lots with less than 20% coverage that could be eligible for proposed Special Permit provision that would allow Inclusionary/Affordable development by Special Permit only. FAR to be determined. Potential amount of transferrable air rights - to be determined. Adopt definitions of Affordable from CWG Working Team (as well as anti-displacement language, to assure that other potential sites are not "created" for this opportunity.)
Enhancing Streetlife

• **Create Sidewalk Vending Regs just for Chinatown** to better present/organize open market flavor but improve massing to accommodate pedestrian flow—redefine allowed areas, consider no-vending areas; define amt of space allowed by vendors in Chinatown Special District(s).

• **Sidewalk cafes/entertainment presence**—extend street life and commerce in both hours and locations in compatible and defined areas

• **Plaza Vending** - Investigate pedestrian ONLY sidewalk plaza spaces with small retail, business etc. (perhaps for defined hours of the day); concentrate on areas that help in connecting Chinatown to adjoining neighborhood or use areas.

• **Local Oversight** - Prevent negative affects of citywide programs by providing for an ongoing local oversight organization of *mixed and rotating* membership to prevent abuse and enhance business and residential life.

• **Cultural/Historic Preservation as an economic enhancement.** Provide for opportunities to showcase cultural and historic resources as an additional unique enhancement to NYC and tourist markets
Sidewalk Enhancements
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6/16/2010  4/15/2010  CWG Econ Dev Team
Sidewalk Enhancements