

Mark Fiedler, Partner, Fiedler Marciano Architecture

Mike Nickerson, Designer, Dattner Architects

Jocelyn Pak Drummond, Researcher & Urban Planner, CUNY Institute for State and Local Governance

August 22nd, 2018

'Cultural Commerce'

Spaces and Places Beyond BIDs



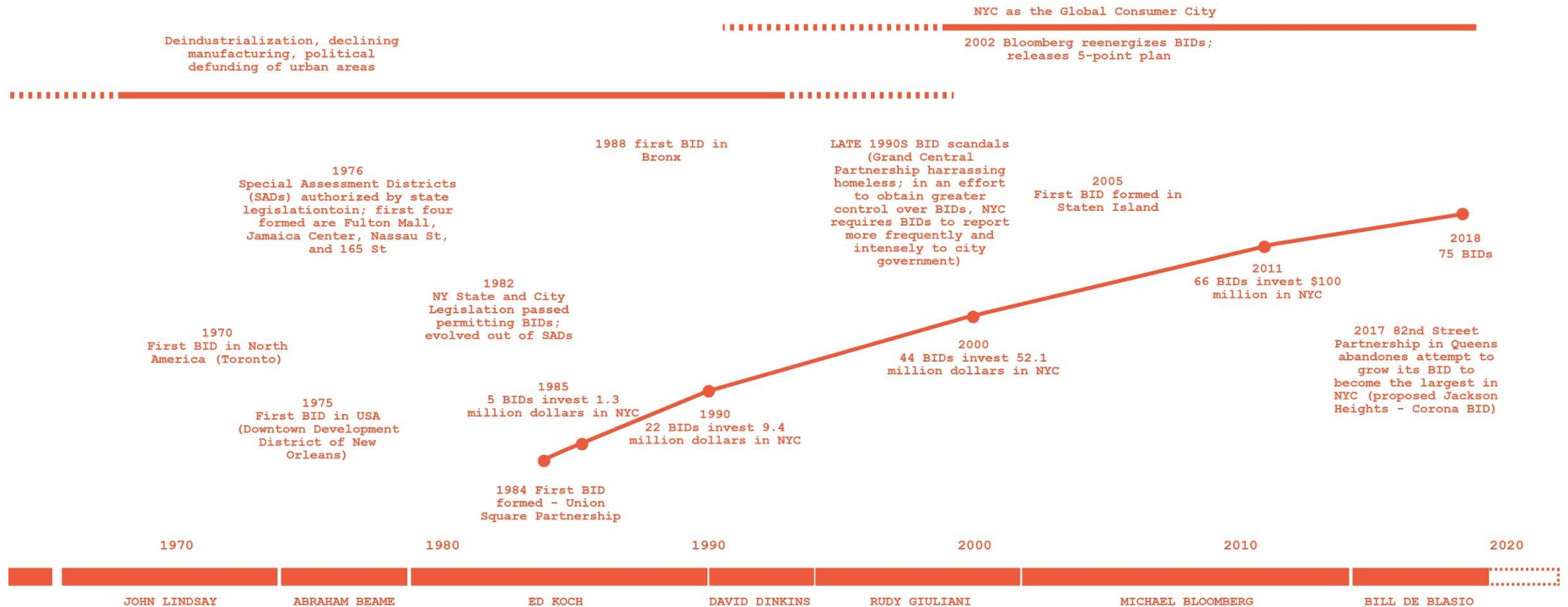
Bryant Park - 1980s



Union Square - 1970s



Source: NYC Business Improvement District Trends Report, FY '17 (NYC Small Business Services)



■ Commercial and Office Buildings

Source: Map PLUTO dataset from
NYC Department of City Planning



- Commercial and Office Buildings
- Mixed Residential and Commercial Buildings

Source: Map PLUTO dataset from
NYC Department of City Planning



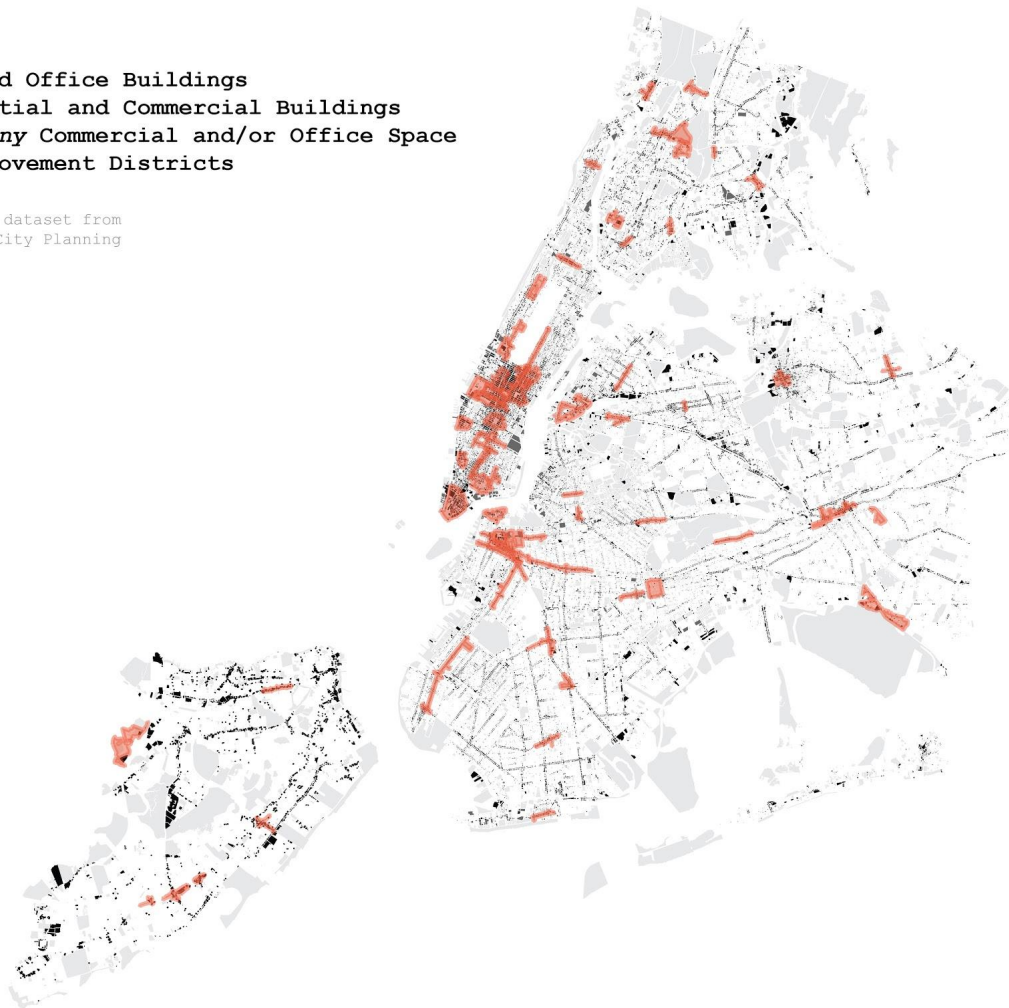
- Commercial and Office Buildings
- Mixed Residential and Commercial Buildings
- Presence of any Commercial and/or Office Space

Source: Map PLUTO dataset from
NYC Department of City Planning



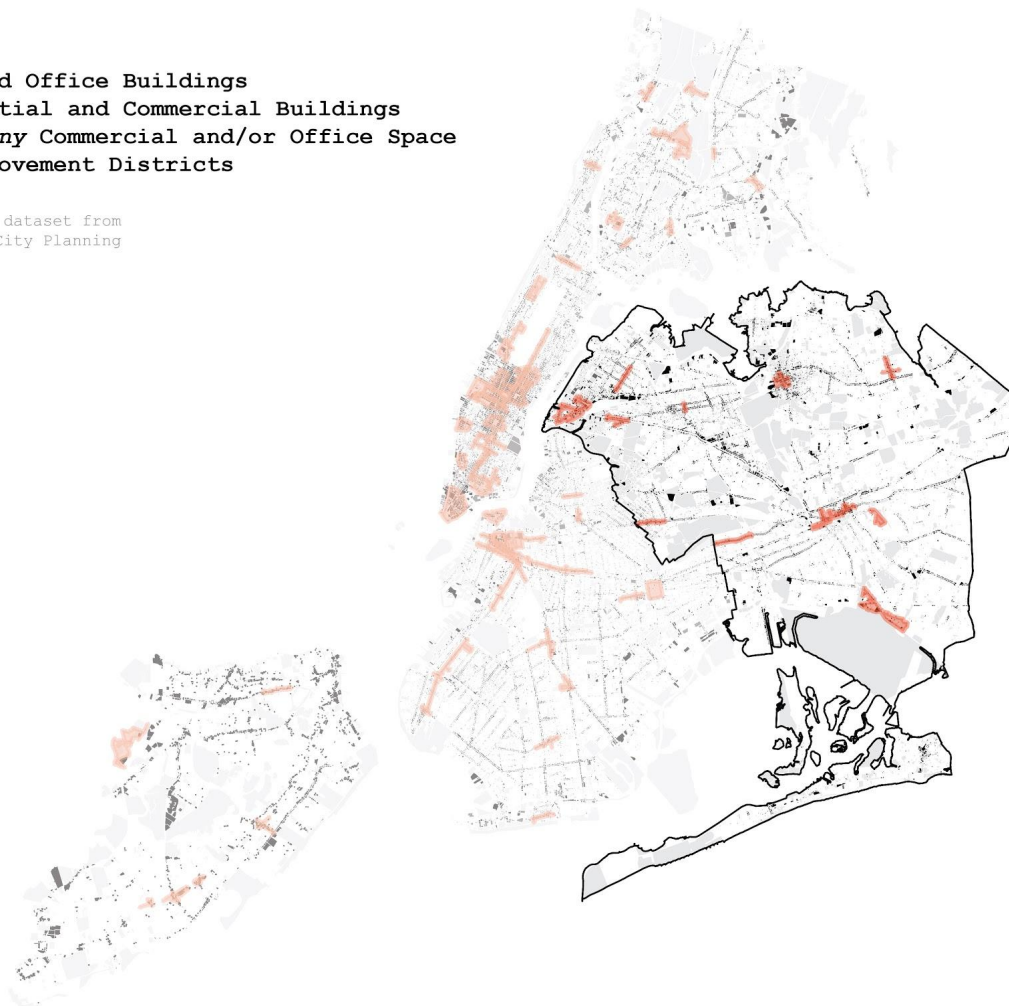
- Commercial and Office Buildings
- Mixed Residential and Commercial Buildings
- Presence of any Commercial and/or Office Space
- Business Improvement Districts

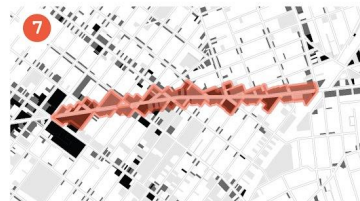
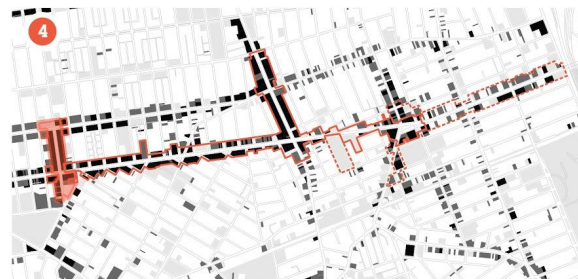
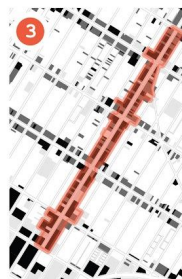
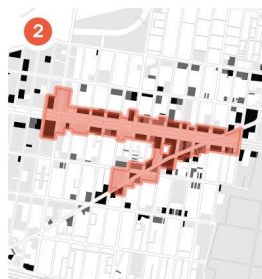
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1. Long Island City Partnership
\$526,178
2. Sunnyside Shines
\$510,708
3. Steinway Street
\$423,138
4. 82nd Street Partnership
\$260,242
5. Downtown Flushing
\$717,264
6. Bayside Village
\$183,538
7. Myrtle Avenue (Queens)
\$546,117
8. Woodhaven
\$242,435
9. Sutphin Boulevard
\$199,729
10. Jamaica Center
\$892,976
11. 165th Street Mall
\$223,975
12. 180th Street
\$42,158
13. Greater JFK
<\$500,000

Total Expenses (Source: NYC SES "NYC Business Improvement District Trends Report FY '17")

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Average for all NYC BIDS

\$2,052,635

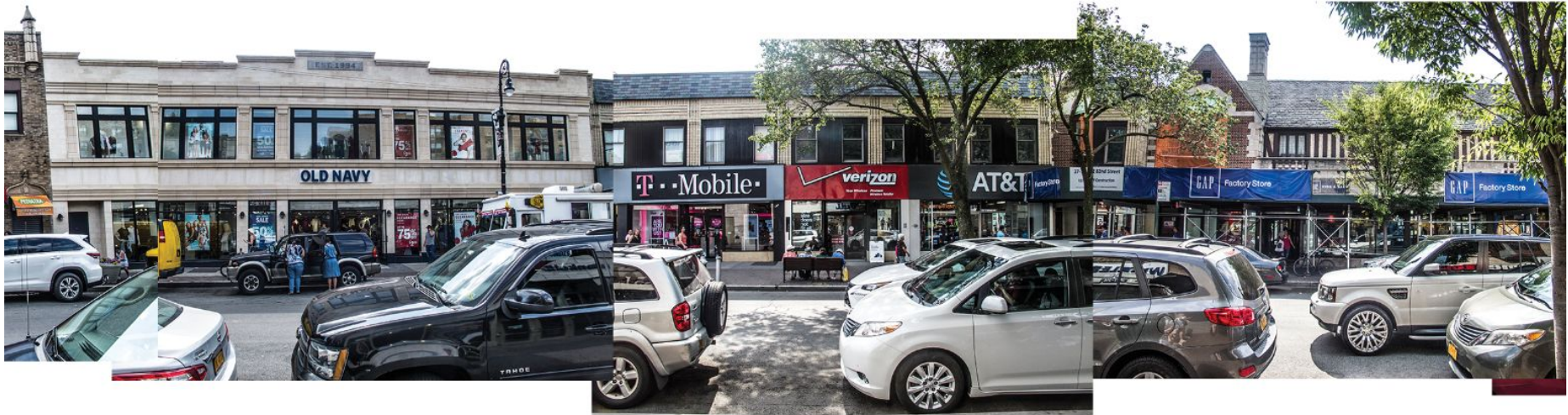
Garment District



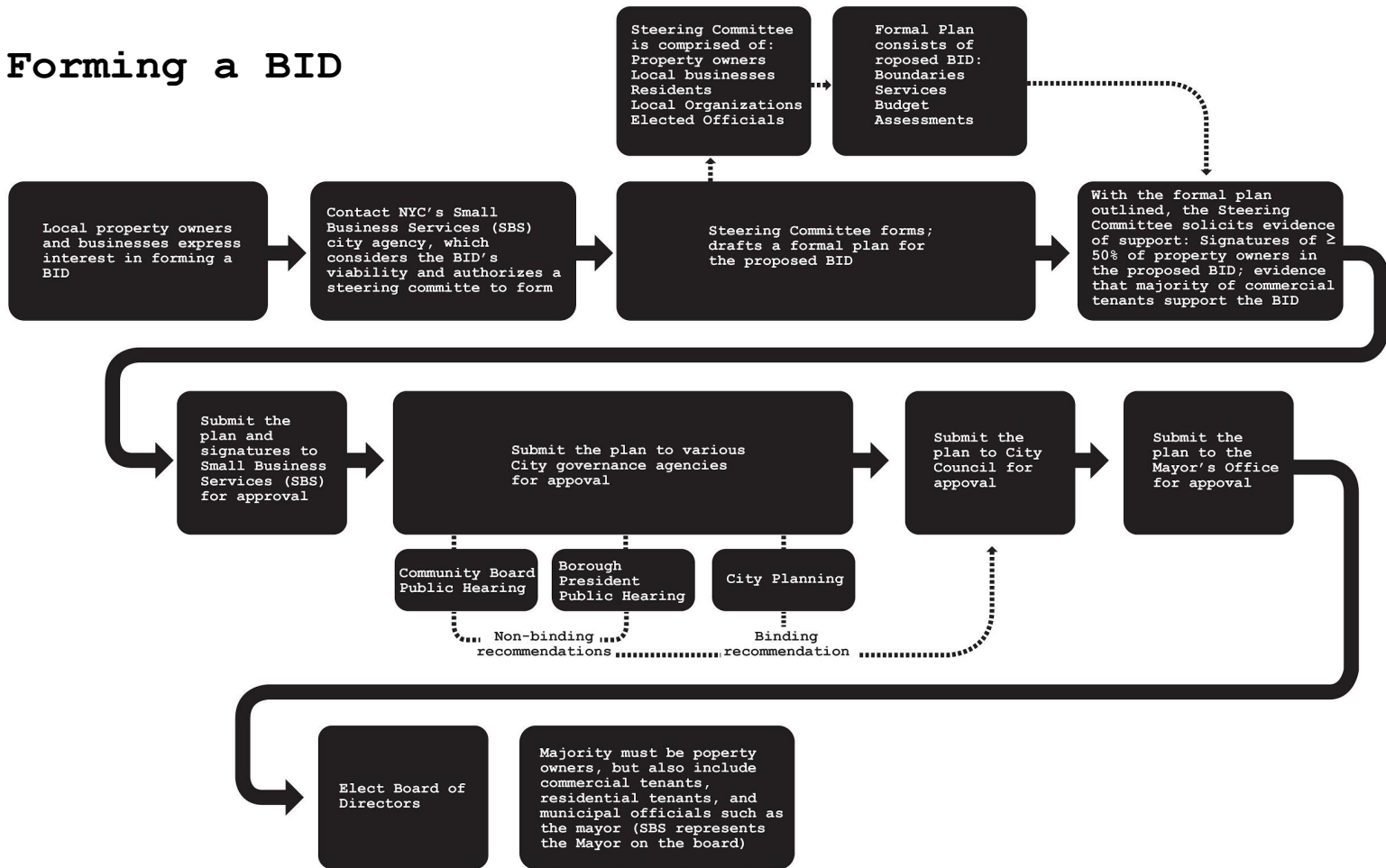
Downtown Alliance

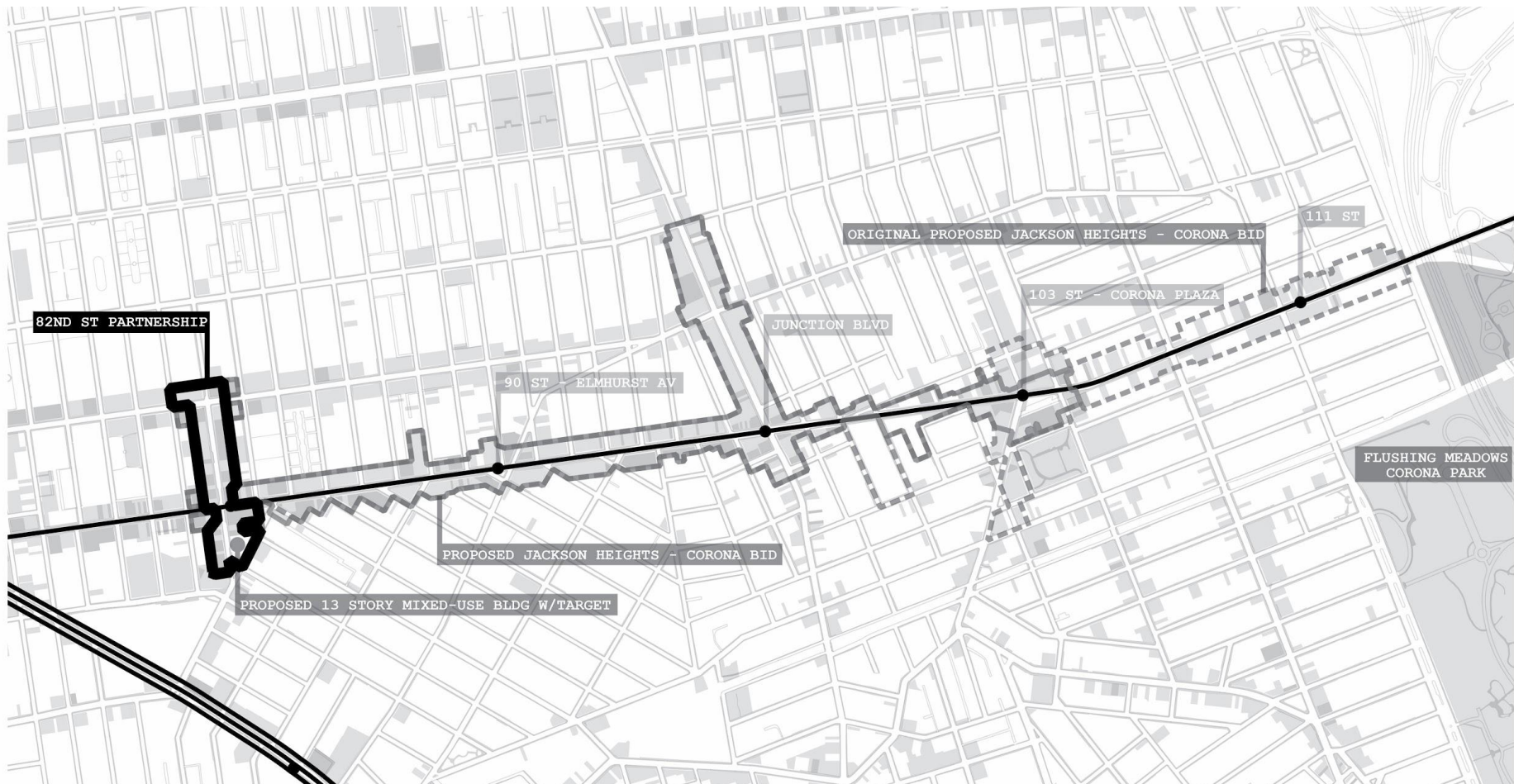


Total Expenses (Source: NYC SDS "NYC Business Improvement District Trends Report FY '17")



Forming a BID





Community Activism



Source: Crains New York and NY Daily News



1. Advocacy
2. Displacement
3. Inclusion
4. Territory

'Cultural Commerce'

1: any form of social exchange that expresses the traits of a local community; and celebrates identity, diversity and cross-cultural relations

2: a subset of retail culture that supports small businesses and promotes in-place economic development and community sustainability

Types of Cultural Commerce



Cultural Retail

Food Carts / Trucks /
Restaurants / Markets
Craft Vendors
Art Galleries
Bookstores

Culturally Specific Social Services

Immigrant Legal Services
Healthcare
LGBTQ Organizations
Women's Organizations

Culturally Specific Education

ESL, Business, Vocational
training
Cultural Awareness
Literature, Dance and
Art-Making Classes

Cultural Programming

Film Festivals
Dance/Music Performances
Art Exhibitions/Installations



'Create NYC: A Cultural Plan for All New Yorkers'

Select Strategies from the Mayor's Office and NYC Cultural Affairs (July 2017)

Equity and Inclusion

- Create new supports for arts and cultural organizations with a primary mission of serving historically underrepresented/underserved communities

Social and Economic Impact

- Ensure that cultural organizations are a part of the City's economic development strategy and that the artists and cultural organizations continue to positively impact the health and wellbeing of New York City neighborhoods

Affordability

- Preserve and develop long-term affordable work spaces
- Consider cultural LDCs, community land trusts, fractional ownership, rent to own, deed restrictions, cross subsidization, and mobile studios

Neighborhood Character

- Support coordinated marketing campaigns and information sharing to publicize existing neighborhood assets and programs across all boroughs
- Collaborate with community organizations, artist groups, business improvement districts (BIDS), and others in neighborhood-based design projects

Arts, Culture, and Science Education

- Expand the availability of neighborhood spaces through school/CBO partnerships

Arts and Culture in Public Space

- Create mechanisms for a projects in public space and/or with City government
- Support diverse programming in neighborhood plazas, parks, and community gardens with specific emphasis on public spaces in underrepresented communities.

Citywide Coordination

- Partner with other City agencies to ensure that the needs of the cultural community, including artists, are considered

Health of the Cultural Sector

- Broker connections between nonprofit and for-profit cultural businesses and organizations and City business services.
- Encourage cooperative organizational models and help community-based networks to learn from one another, coordinate their efforts, and scale up through collective action.



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THE NEW YORK
CITY COUNCIL
MELISSA
MARK-VIVERITO
SPEAKER

December 2017

Planning for Retail Diversity

Supporting NYC's Neighborhood Businesses

'Planning for Retail Diversity'

Select Recommendations from the New York City Council's report (December 2017)

Citywide Planning

- Designate SBS to manage planning and policy to advance retail affordability, diversity and access; currently split among multiple agencies
- Empower SBS to file land use applications for commercial space; support i.e. HPD for housing and EDC for large-scale redevelopment projects
- Create Retail Diversity Fund; competitive grant program for local businesses
- Create Neighborhood Commercial Development Fund for underutilized spaces, i.e. IDF

Data Collection and Research

- Collect and analyze storefront retail data through Commercial District Needs Assessments, expansion of current SBS CDNAs
- Require storefront vacancy reporting from landlords after 90 days of vacancy

Zoning and Land Use

- Expand the use of special enhanced districts that restrict storefront size
- Study a potential zoning bonus for affordable commercial space
- Prioritize affordable local retail space in city-sponsored developments

Neighborhood Planning and Economic Development

- Help local nonprofits develop affordable commercial spaces in underserved areas
- Help incubator and entrepreneurial programs find storefront space
- Expand support for public and pop-up markets
- Reform street vendor regulations
- Strengthening 'Chamber On-the-Go' program; deployable business services

Tax Policy and Financial Incentives

- Create a new tax abatement/subsidy program to incentivize affordable long-term leases
- Consider a direct subsidy program for 'legacy' neighborhood businesses



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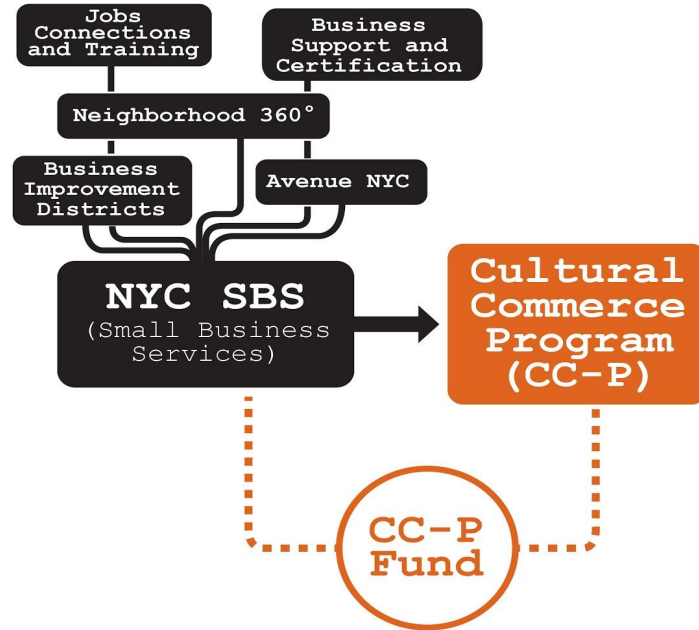
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'Cultural Commerce Program'

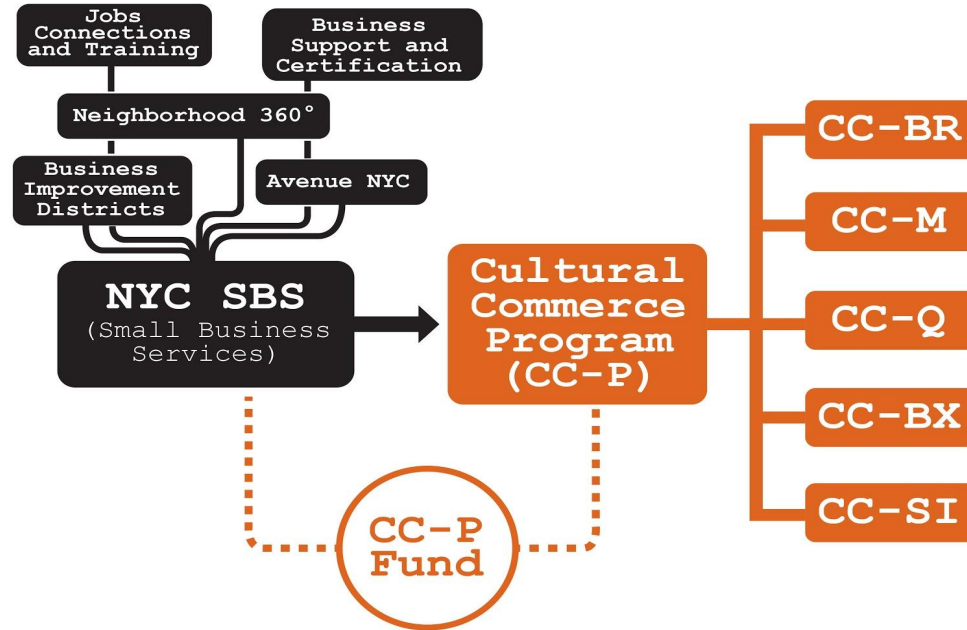
The Mechanism:



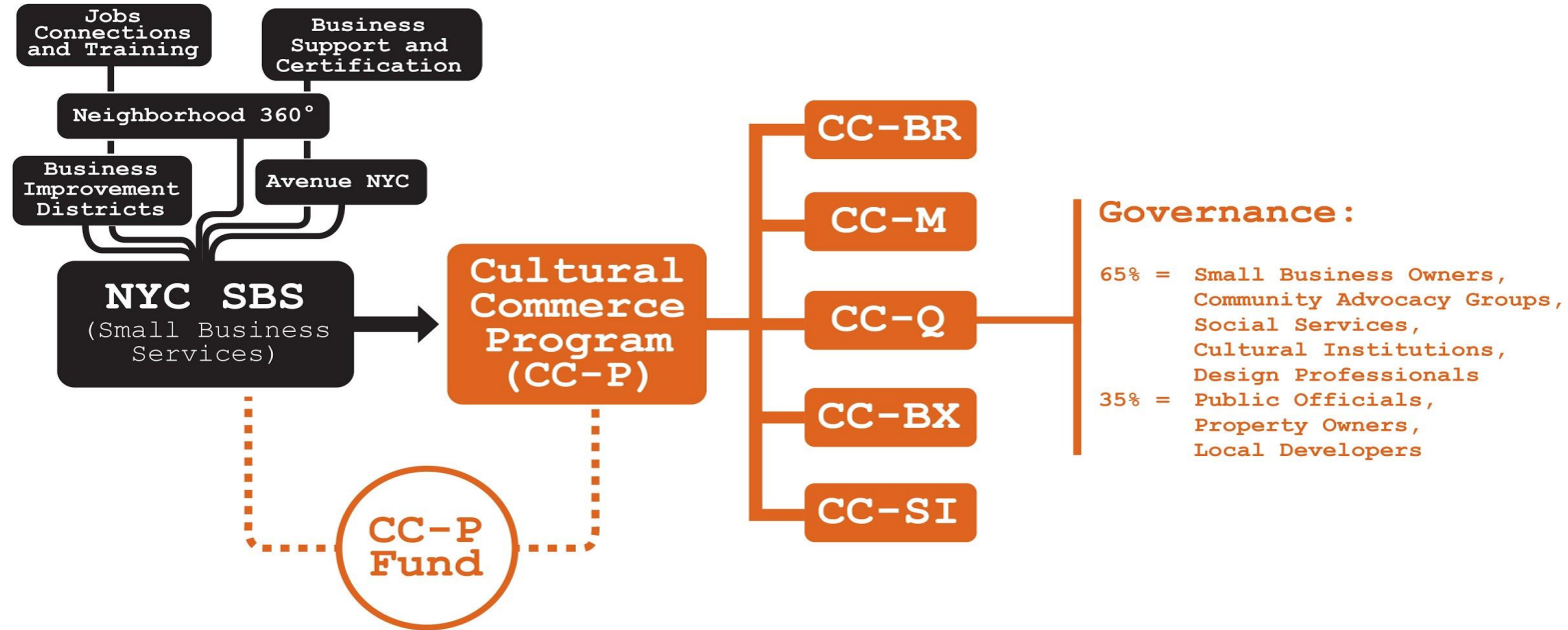
The Mechanism: A 'Cultural Commerce' Program



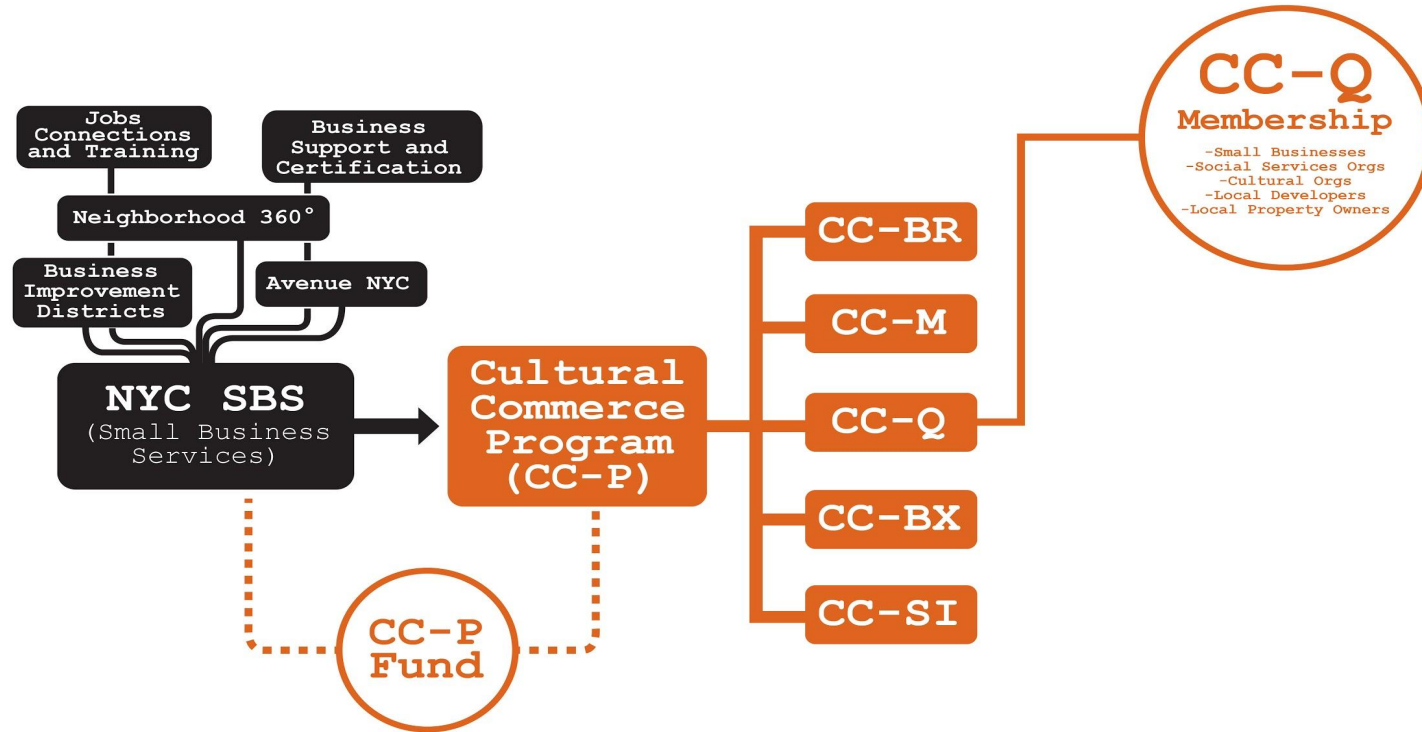
The Mechanism: A 'Cultural Commerce' Program



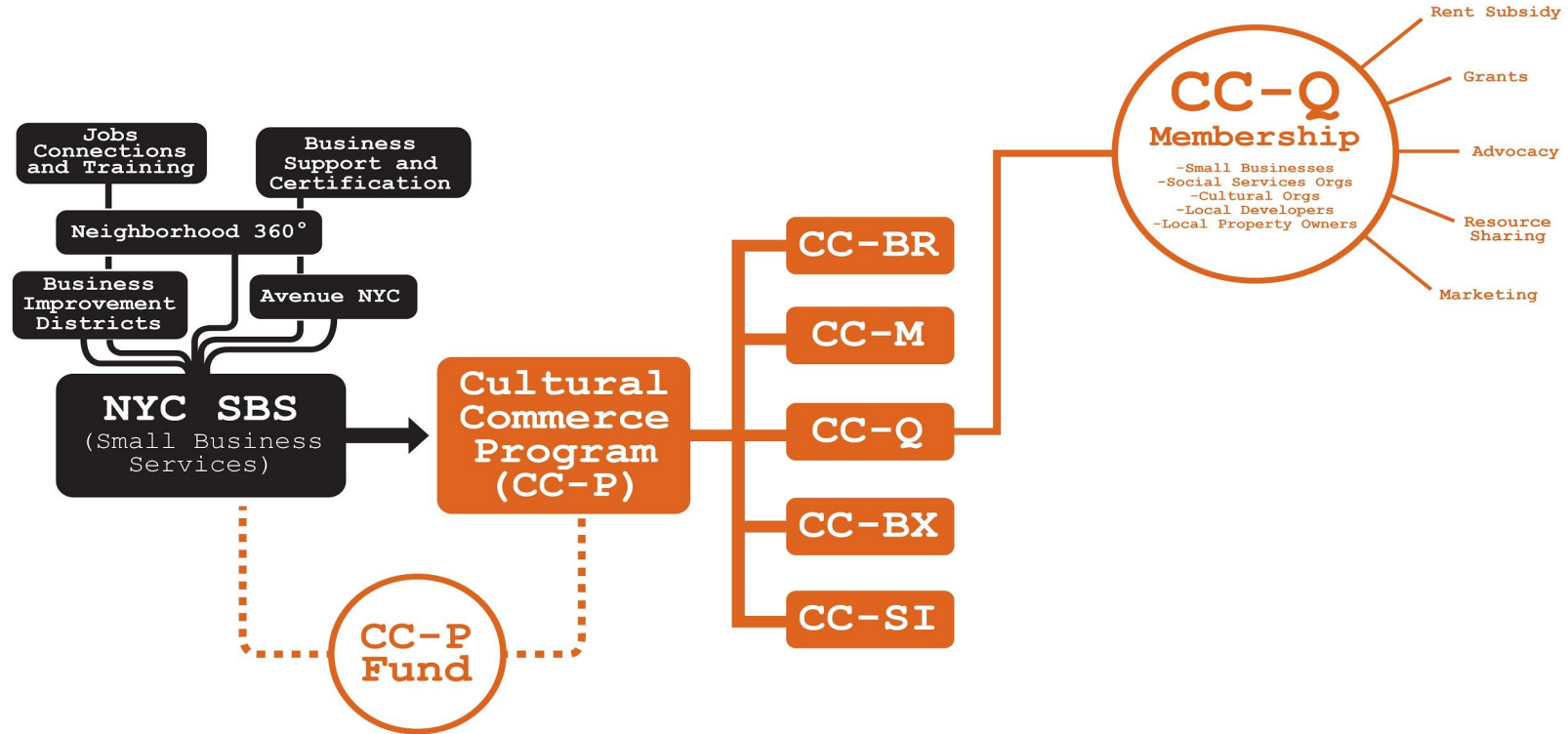
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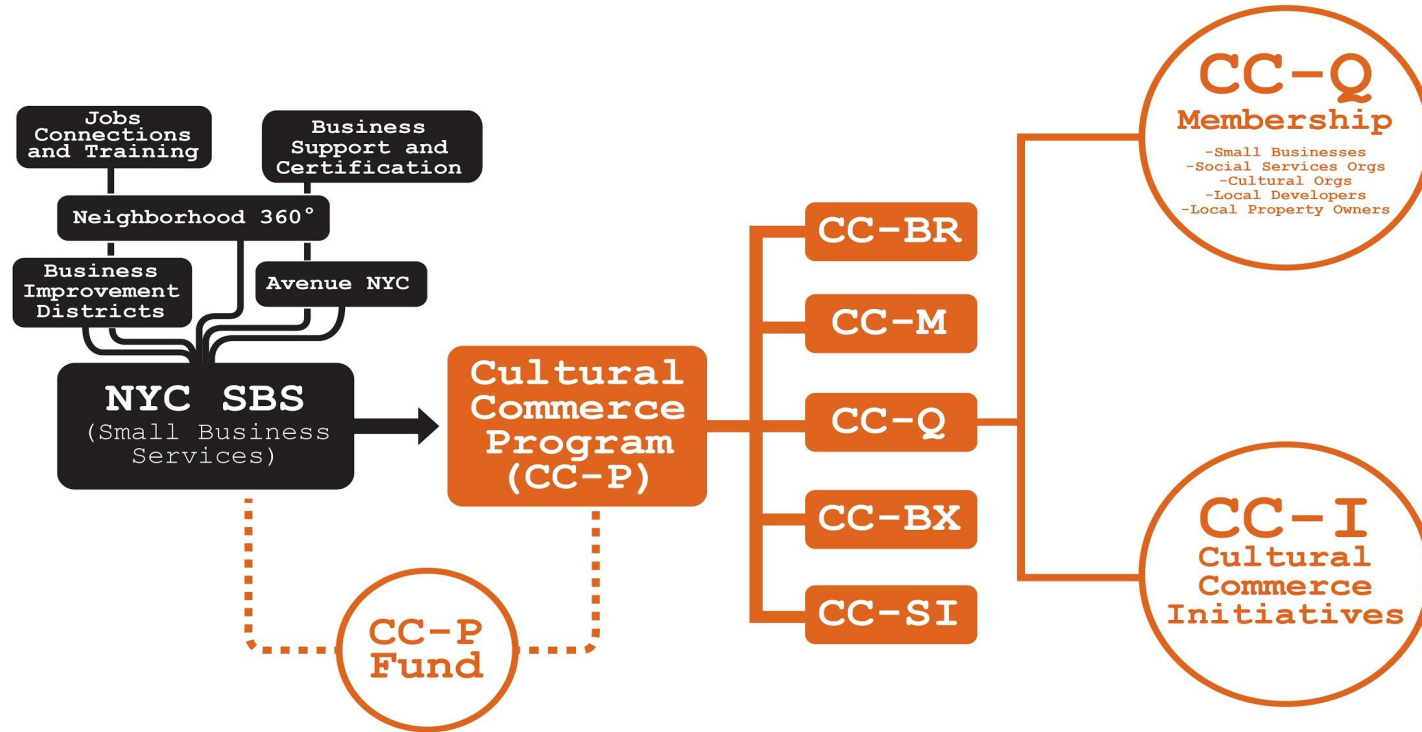
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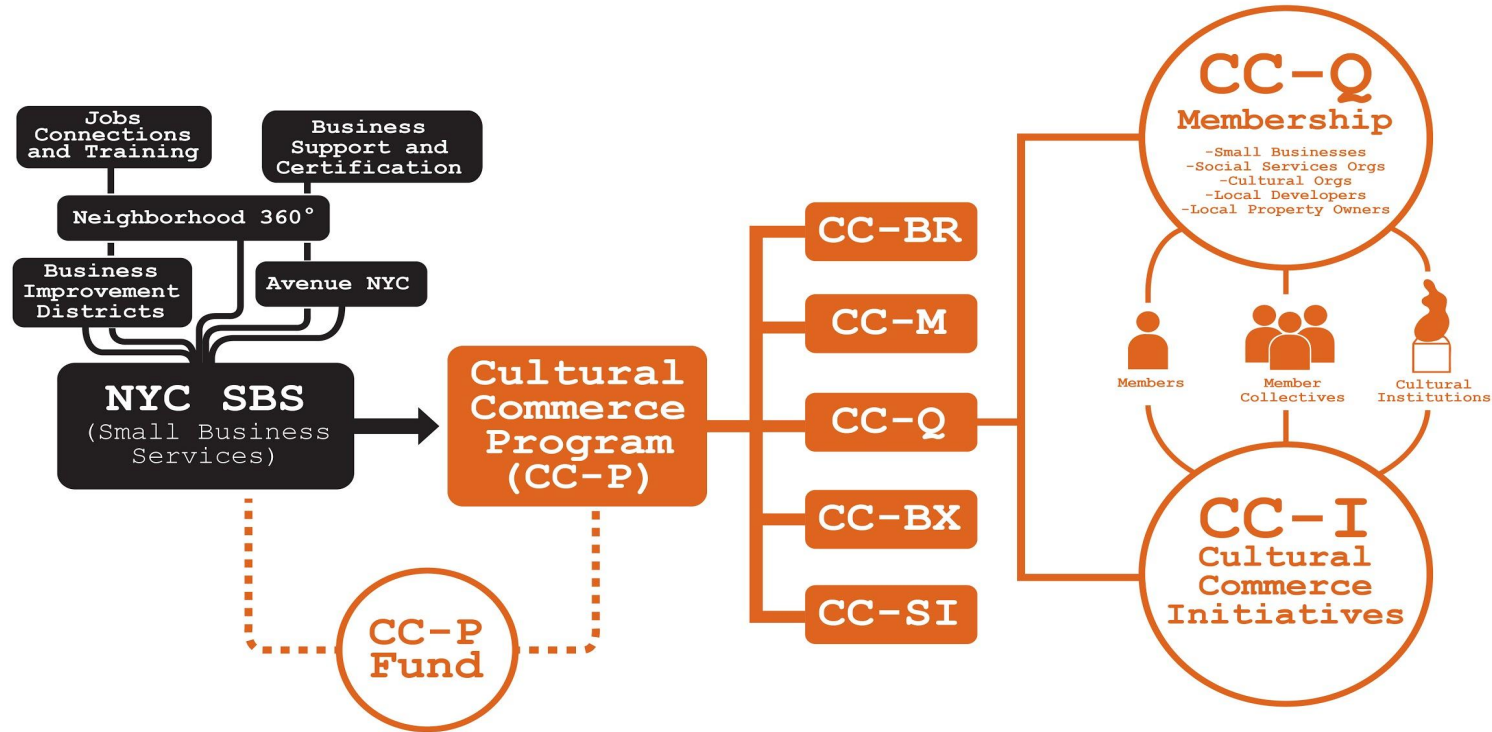
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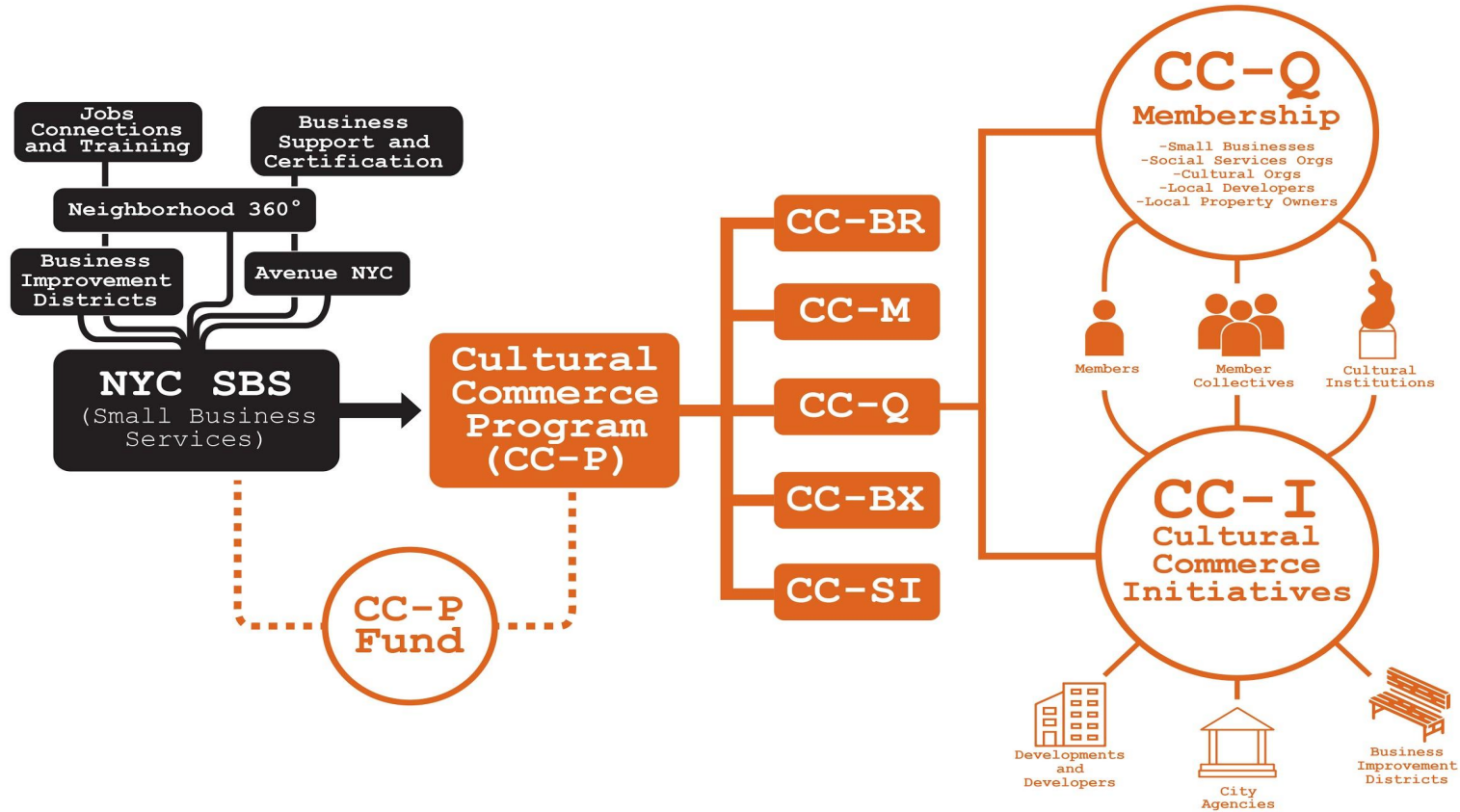
The Mechanism: A 'Cultural Commerce' Program



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The Mechanism: A 'Cultural Commerce' Program





BID STOREFRONT
ARTS / SOCIAL SERVICES

CULTURAL CO-OP
SOCIAL SERVICES / EDUCATION

PARAGUAS PLAZA
FOOD / ARTS / SOCIAL SERVICES

**DEPLOYABLES:
INCUBATOR TRIANGLE**
RETAIL START-UPS / SOCIAL SERVICES / ARTS

81st St



82nd St



83rd St



103rd St



104th St



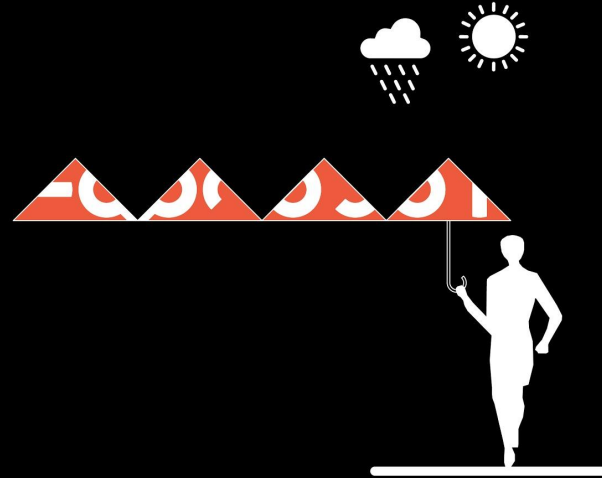
111th St



The Language:



The Language: Protection / Inclusion / Identity



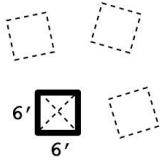
The Language: Protection / Inclusion / Identity



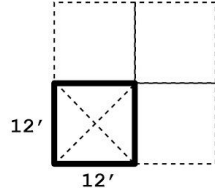
The Language: A Scalable Module



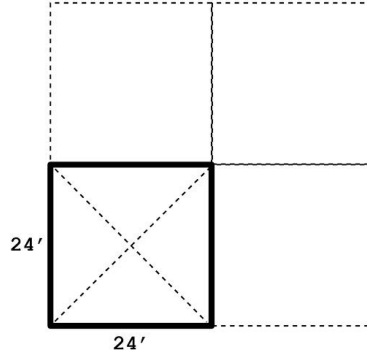
HANDHELD
DEPLOYABLE



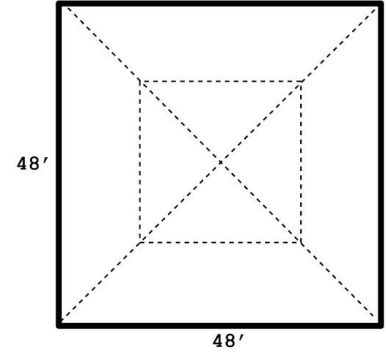
CART
ACCESSORY



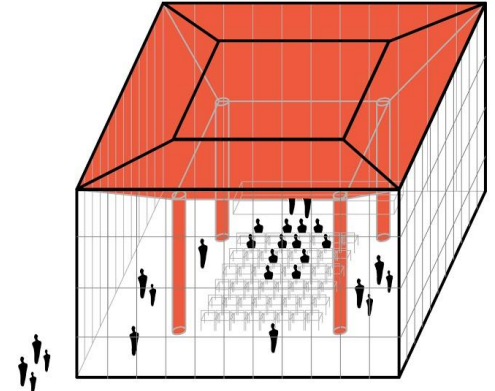
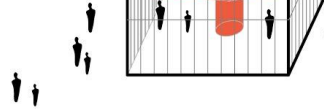
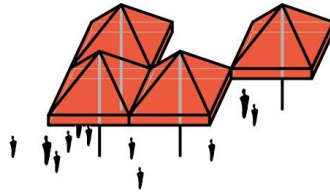
ARCADE
CLUSTER



ENCLOSED
PAVILION



FORUM





BID STOREFRONT



DEPLOYABLES



CULTURAL CO-OP



PARAGUAS PLAZA

BID STOREFRONT

Cultural Retail

Amo Kitchen
Tortilleria Nixtamal
Jackson Diner
Arunee Thai
Himalayan Yak
Patel Brothers
Pio Pio
Urubamba

Social Services

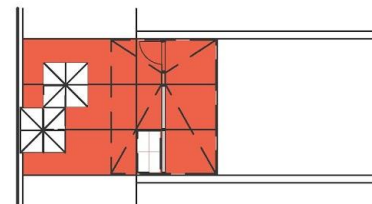
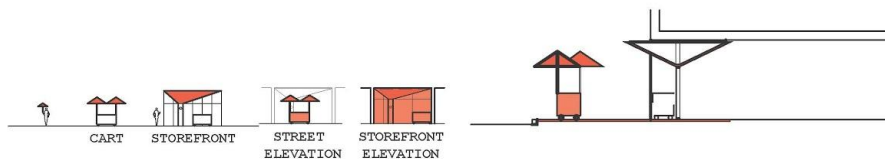
Immigrant Movement International
Make the Road New York
Grameen America
Grameen Vidasana
Global Action Project
Voces Latinas
Queens Neighborhoods United
Desis Rising Up and Moving (DRUM)
Queens Pride House
Street Vendor Project
New Immigrant Community Empowerment

Education / Training

Queens Library
New York City Small Business Services
Cali Salsa Pal Mundo
SCQ Family Services
Chamber-on-the-Go
Queens College
Libreria Barco de Papel
World Book Store

Cultural Programming

Queens Museum
Louis Armstrong House and Museum
Mestizo Art Center
Terraza 7
Museum of the Moving Image
Flux Factory Artist Residency Program
Performing Arts Conservatory of New York
Socrates Sculpture Park
Queens Theatre
Noguchi Museum
Urzua Queens Center for Performing Arts



DEPLOYABLES: INCUBATOR TRIANGLE

Cultural Retail

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Jackson Diner
Cafe Con Leche
Himalayan Yak
Patel Brothers
Pio Pio
Urubamba

Social Services

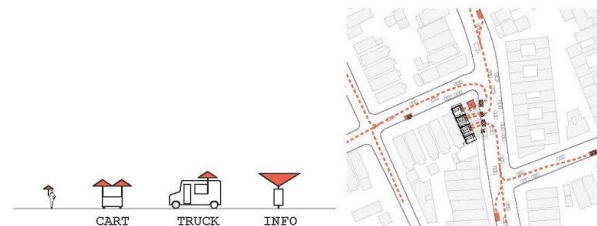
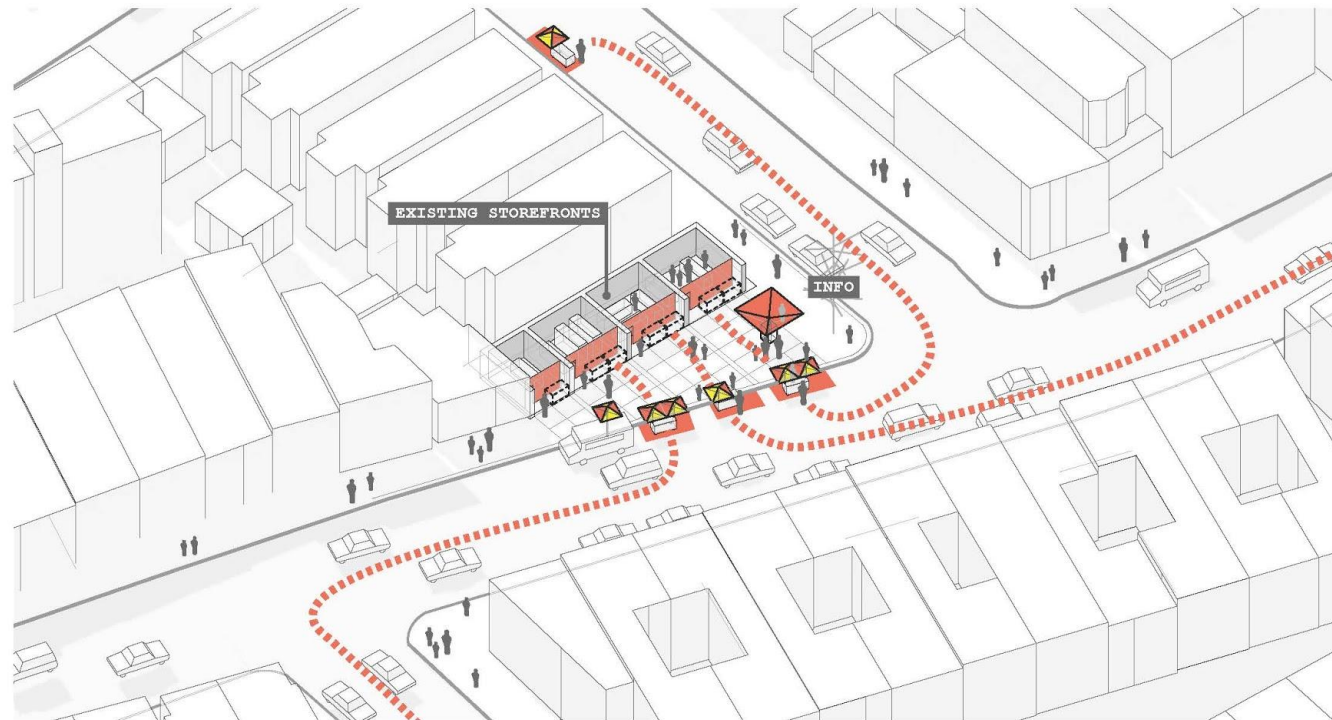
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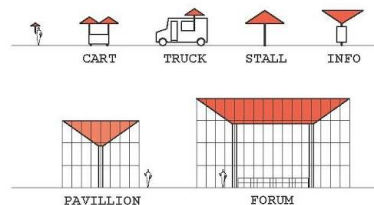
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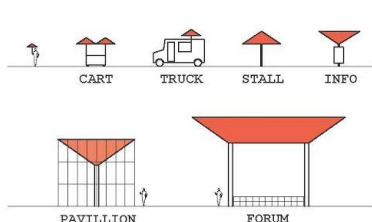
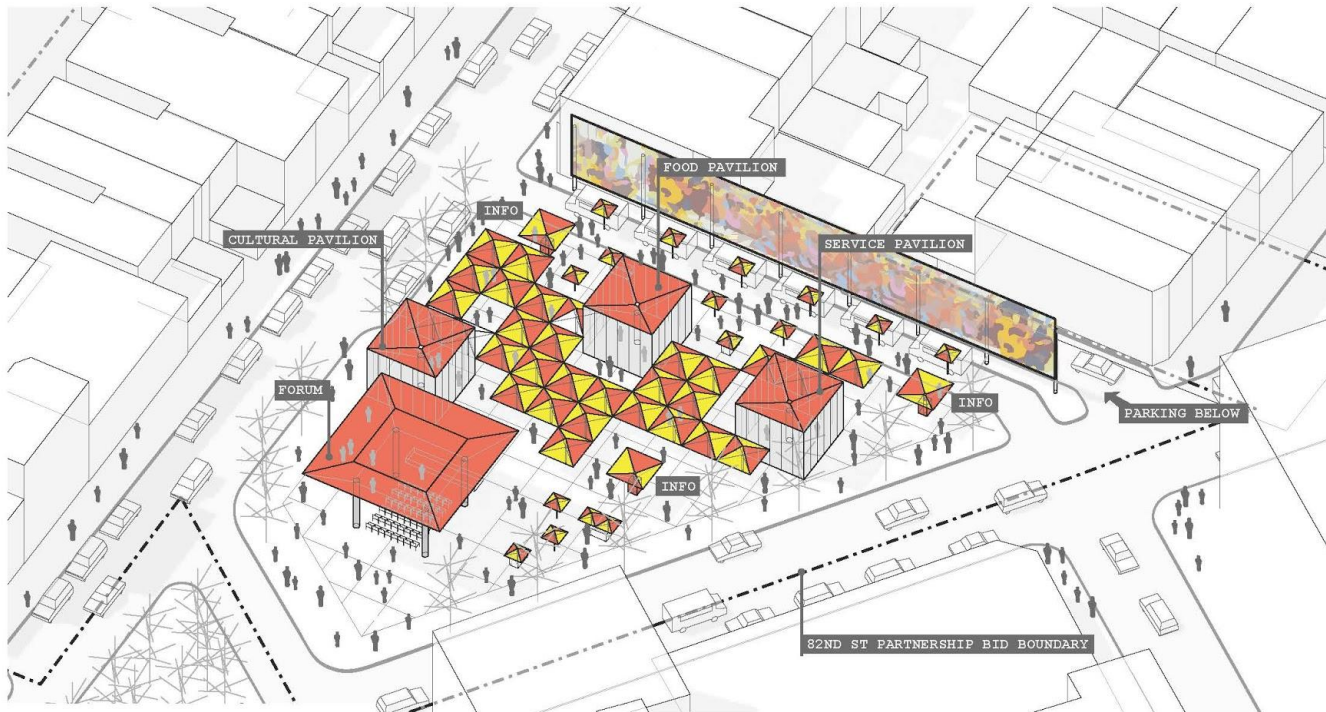
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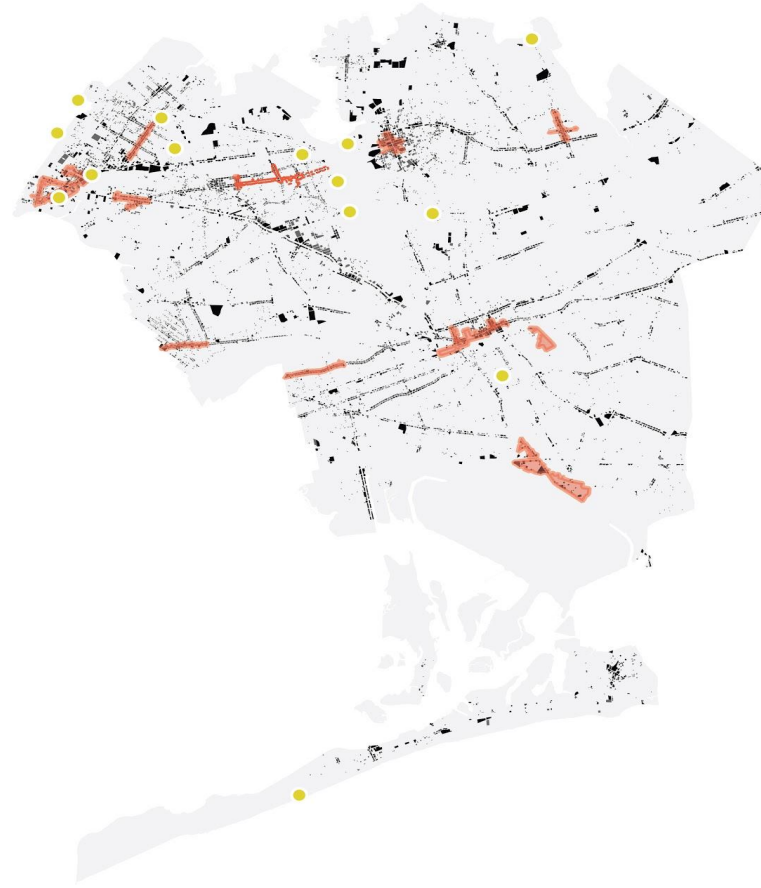


BID STOREFRONT
ARTS / SOCIAL SERVICES

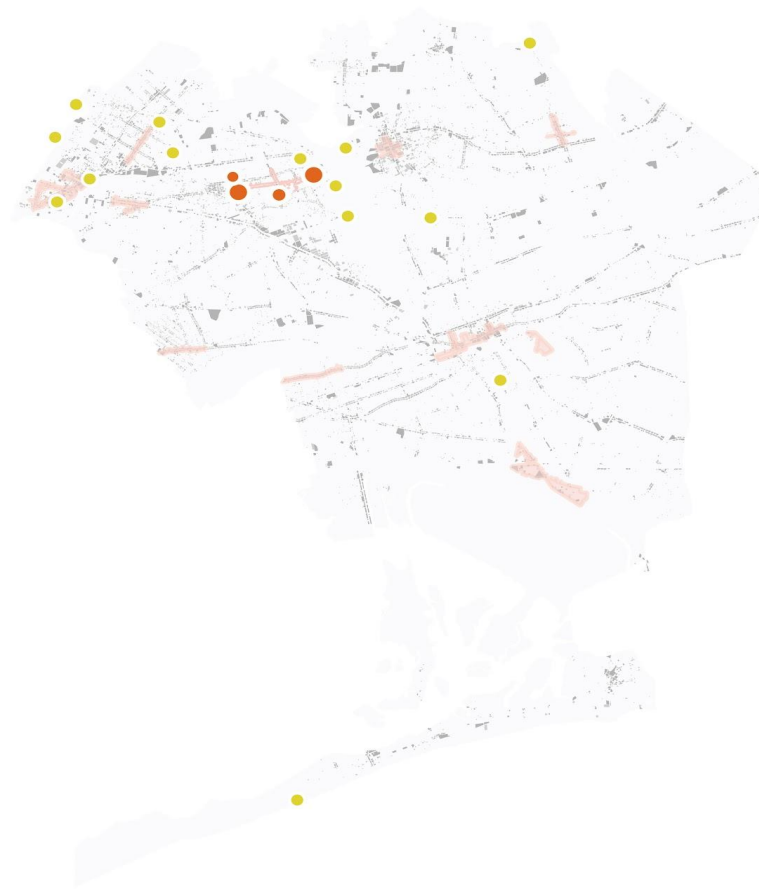
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FOOD / ARTS / SOCIAL SERVICES

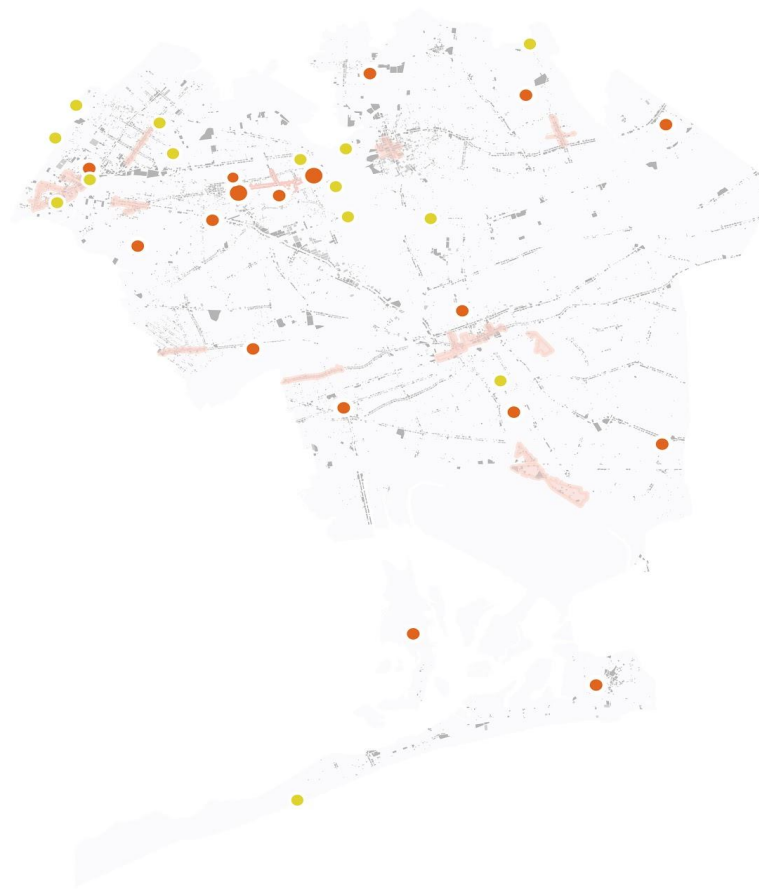
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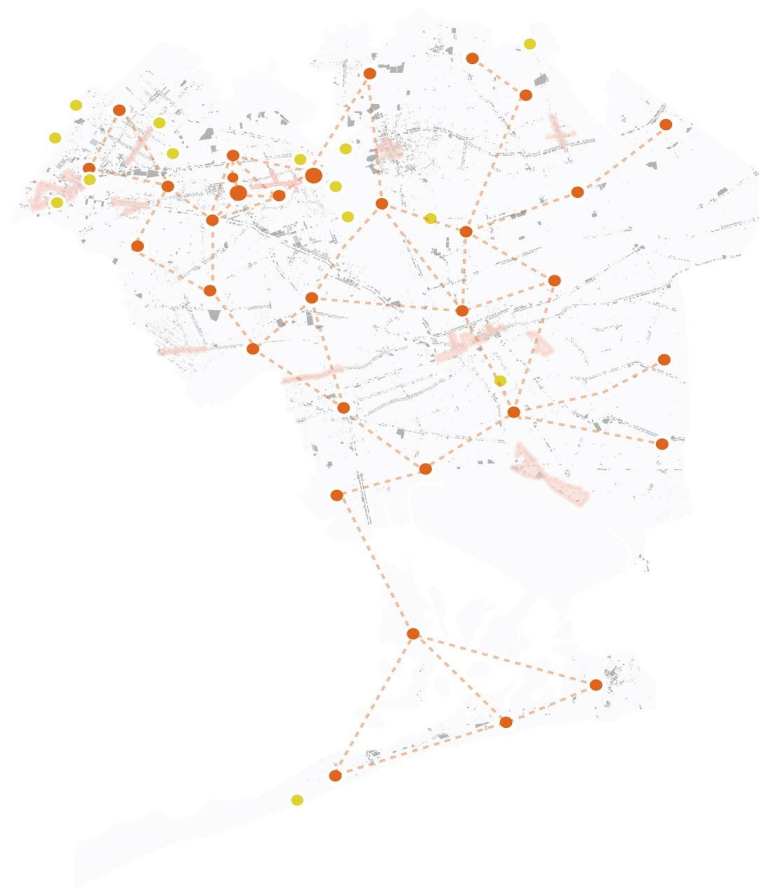
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- Existing Cultural Institution Anchors



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- Existing Cultural Institution Anchors
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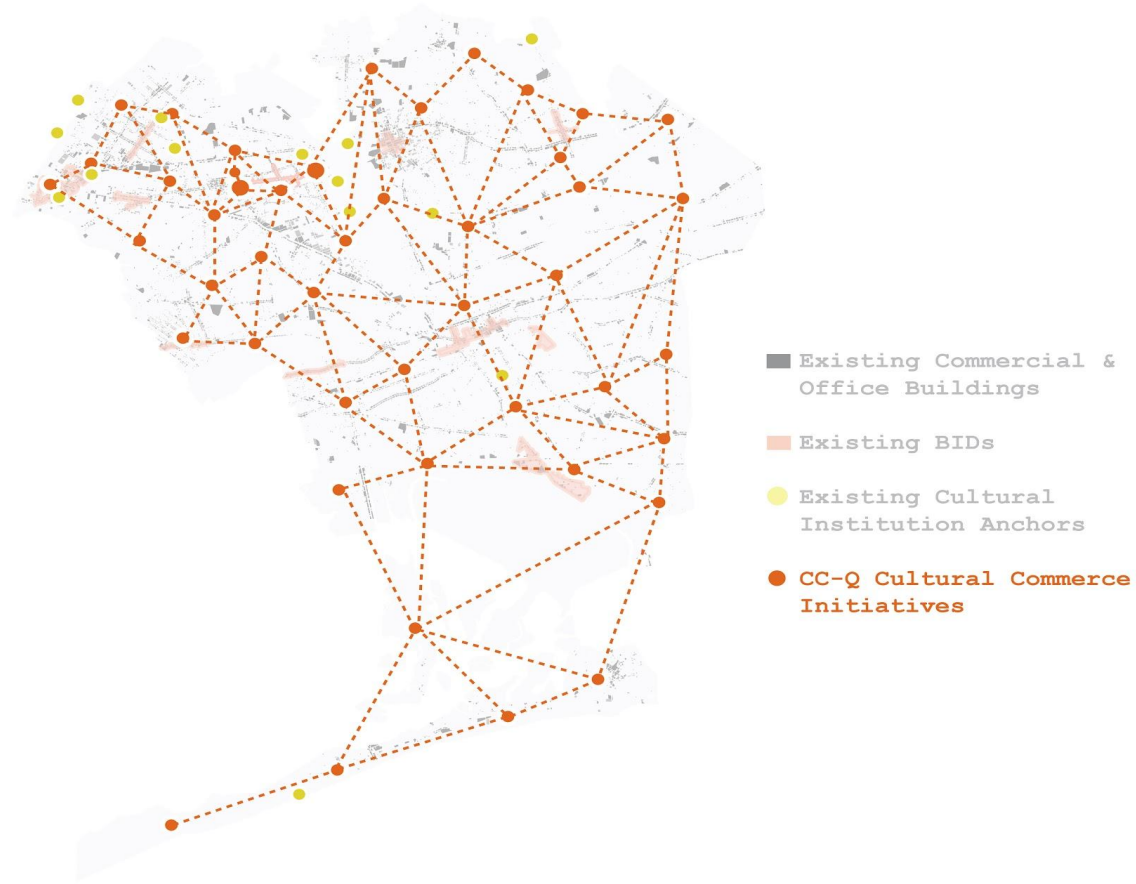


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