

New York Avenue Corridor Strategy

Planning and Zoning Commission Work Session
October 17, 2012





Background

- In March, Council met to discuss priorities and made this area a priority for the 2012 work program;
- Corridor is a key north-south linkage between the Entertainment District, the Great Southwest Industrial District/General Motors Assembly Plant, and the IH-20 employment center;
- Majority of housing stock was constructed in the 1950s and 1960s. Retail areas along this corridor are aging and there is a lack of connectivity between retail areas and surrounding neighborhoods; and
- Subject area is bounded by a culturally diverse population base.





Overview

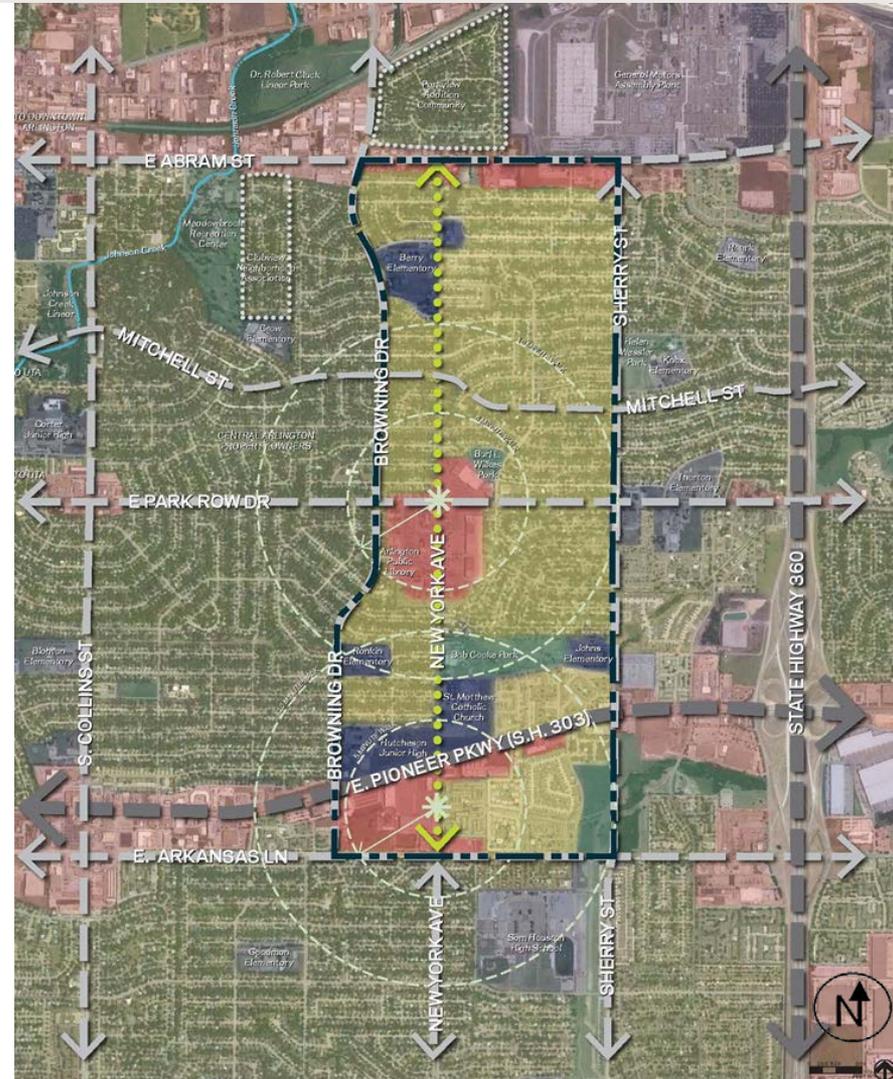
The New York Avenue Corridor Strategy will build on the cultural diversity of the area and create a comprehensive vision to maximize the corridor's potential for redevelopment.





Objectives

- Support strong neighborhoods;
- Create a functional corridor for all users (residents, business owners, consumers, commuters) and add value and improved quality of life to the adjacent neighborhoods and the City as a whole; and
- Provide the necessary guidance to direct the public and private investments in the corridor that leverage resources.



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Deliverables

- Land use, urban design and transportation recommendations;
- Marketing and economic development strategies including trade area identification, market supply and demand analysis and a barriers to investment report; and
- Implementation strategies including priorities for investment, benchmarks and action plan matrix.





Community Outreach

- **Creation of New York Advisory Committee (NYAC);**
- **Public meetings throughout the process to gain input from the community; and**
- **Website and social media sites will be constantly updated with project materials, meeting dates and other important project information.**





Timeline

Date	Meeting
December 6, 2012	New York Advisory Committee (NYAC) Kickoff Meeting
January 7, 2013	CMO Briefing – Existing Conditions and Market Study
January 10, 2013	NYAC Meeting – Market Study Presentation and Study Area Tour
January 12, 2013	1 st Public Input Meeting (of 3 meetings)
January 22, 2013	Community and Neighborhood Development Committee Meeting – Existing Conditions and Market Review
Late February/Early March, 2013	Preliminary Recommendations Presented
April, 2013	Draft Plan Presented
June, 2013	P&Z Work Session and Public Hearing
Late August/Early September, 2013	City Council Work Session and Public Hearing