Howard Beach
Program Information Meeting
Committee Meeting #5

December 18, 2013
Agenda

- City of NY Coordination Update 7:00 – 7:15
- Shellbank/Hawtree Protection Study 7:15 - 7:30
- Economic Development Support Strategy 7:30 – 7:45
- Break-Out Sessions 7:45 – 8:45
  - Social Resiliency Discussion
  - Multi-use/Community Facility Program Discussion
- Wrap-Up and Next Steps 8:45 – 9:00
NY Rising Community Reconstruction Program Schedule

- **Planning Committee Meeting**
- **Public Meeting**
- **Deliverable Due Date**

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New York City Agency Coordination

- Meeting with MTA
- Meeting with NPS
- Discussion with NYC DOT
- Future meeting with NYC DEP
Local Coastal Protection Strategies

Complete Protection: USACE Project
Local Coastal Protection Strategies

Option 1: Protect Shellbank Basin (Phase I)
Local Coastal Protection Strategies

**Option 1: Protect Shellbank Basin (Phase II)**
Local Coastal Protection Strategies

Option 1: Protect Shellbank Basin (Phase II)
Local Coastal Protection Strategies

Option 2: Protect Shellbank and Hawtree Basin (Phase I)
Local Coastal Protection Strategies

Option 2: Protect Shellbank and Hawtree Basin (Phase II)
Local Coastal Protection Strategies

Option 2: Protect Shellbank and Hawtree Basin (Phase II)
Local Coastal Protection Strategies

Option 3: Rethink Shellbank Basin (Phase I)
Local Coastal Protection Strategies

Option 3: Rethink Shellbank Basin (Phase II)
Local Coastal Protection Strategies

Option 3: Rethink Shellbank Basin (Phase II)
Jumpstarting the Process

**FEMA HMPG**

- Identify the community need
- Project Scoping
- Project Development
- Subapplication Development

- Subapplication Submission and Review
- Award
- Project Implementation
- Project Monitoring

**USACE**

- **Step 1:** Initial Problem Identification
- **Step 2:** Congressional Study Resolution/Authorization
- **Step 3:** Initial Study Funding
- **Step 4:** Conduct Reconnaissance Study
- **Step 5:** Certify Reconnaissance Phase

- **Step 6:** Negotiate PMP and FCSA
- **Step 7:** Execute FCSA & Request Feasibility Funds
- **Step 8:** Conduct Feasibility Study
- **Step 9:** Complete Final RPT, for Coord. & Submission

- **Step 10:** Division Engineer's Transmittal Letter
- **Step 11:** Washington Level Policy Review
- **Step 12:** Chief of Engineers Report
- **Step 13:** Administration Review
- **Step 14:** Project Authorization

- **Step 15:** Congress Appropriates Construction Funds
- **Step 16:** Execute PPA
- **Step 17:** Draft PPA Review/Approval

- **Step 18:** Executive PED Agreement
- **Step 19:** Conduct PED
- **Step 20:** Project Construction
- **Step 21:** OMR&R

*Howard Beach Planning Committee Meeting*
Three major commercial areas in Howard Beach

Cross Bay Boulevard
- Commercial heart of Howard Beach
- Vulnerable location all along Shellbank Basin

Coleman Square
- Smaller commercial area with A train stop for Howard Beach, important for local neighborhood
- Subject to common flooding

Lindenwood Shopping Area
- Shopping center with big-box retail
- At a higher elevation; lower flood risk
- In an area with a large senior population
- Presents opportunities for expansion/shifting uses there
Cross Bay Boulevard

197 businesses

Physical characteristics:

- 68 buildings total
  - Mix of office and retail
  - Type of retail: both locally-owned and chain stores (e.g., Subway, Radio Shack)

- Building type
  - Approx. 30% of buildings are detached single-story; only 6 buildings (9%) are 2-story
  - 37% of buildings were built between 1950-1969

Ownership:

- 65 building owners
- Top 5 owners of building square footage own 40% of the total SF on Cross Bay Blvd.

Source: NYC Department of City Planning MapPluto data
Coleman Square

6 businesses

Physical characteristics:

- **10 buildings**
  - Mostly retail
  - Type of retail: car service, convenience store, bar/grill, restaurant
  - Offices/civic: Reach for the S.T.A.R.S. Youth Center

- **Building type**
  - All multistory: 90% of buildings are 2-story; 10% are 3-story
  - 70% of buildings built in 1910s; 30% in 1930s

Ownership:

- **10 building owners**

Source: NYC Department of City Planning MapPluto data
Lindenwood Shopping Area

12 businesses

Physical characteristics:
- 12 buildings
  - Mostly retail
  - Type of retail: both Big box retail and locally-owned stores
- Building type
  - Approx. 66% of buildings are 3-story; 16% are 2-story; 16% are single-story
  - 50% of buildings built in 1960s, 50% in 1970s

Ownership:
- 11 building owners
Building vs. corridor level solutions

BUILDING LEVEL

Opportunities
- Faster to implement
- Does not require community coordination
- Can tailor solution for individual need

Constraints
- Very expensive for each individual; likely cost-prohibitive
- Vulnerability to flooding from adjacent buildings without flood protection remains

CORRIDOR LEVEL

Opportunities
- Allows businesses to share costs
- More effectively prevents flood damage than building-by-building interventions
- Can increase coordination and cooperation between businesses

Constraints
- Requires organizing entity
- Benefits only those within the corridor
Building-level resiliency strategies

- **PROTECT**
  - Temporary
  - Building Structure
  - Building Facade
  - Building Interior

- **ELEVATE**
  - Merchandise / Furnishings
  - Raise Ground Floor Level
  - Raise Building
Corridor-wide resiliency strategies

PROTECT

Streetscape / Property Line / Coastal Edge

Shared Power

Example of a corridor-level deployable flood barrier
# Implementation strategies

## Financial Tools:

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<th>Loan Pool</th>
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<td>Pool of funds established through a grant</td>
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<td>Money allocated on a one-time basis to off-set repair and retrofit expenses</td>
<td>Money allocated to off-set repair and retrofit expenses</td>
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<td>Can allow for the fast adoption of improvements</td>
<td>Recipients repay the funds at a low or 0% interest rate</td>
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<td>Recipients do not repay the funds</td>
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May cover **building improvements to enhance resiliency**, and repairs through replacement of damaged equipment, inventory, and lost business.

Commercial tenants may be eligible for grants and loans to cover replacement of equipment, inventory, and lost business, but not building improvements.
Implementation strategies

Coordination Tools:

**Merchant association**

- A merchant association is a voluntary organization of business owners in an area
- Membership fees may be assessed as a flat rate, or based on percentage of retail space in an area
- Funding is not assured, since assessments are voluntary
- Typically coordinates and funds corridor-level economic development and beautification strategies

**Business Improvement District (BID)**

- A City-recognized partnership among property owners in a commercial district
- Property owners are legally required to pay assessments; provides assured, steady funding
- Typically coordinates and funds corridor-level economic development and beautification strategies
Commercial resiliency initiatives underway

Financial assistance
- NYC Business Recovery Loan and Grant Program
- NYC Business Resiliency Investment Program (set to launch in 2014)
- NYS Small Business Storm Recovery Program
- NYC Small Business Storefront Improvement Program
- US SBA Business Physical Disaster Loan Program
- US SBA Economic Injury Disaster Loan Program
- NYC Small Business Services Neighborhood Challenge Program

Technical assistance
- NYC Storm Recovery Business Mentorship Program
Project ideas and recommendations?

Cross Bay Boulevard

- **Streetscaping/Complete Streets pilot**
  - Complete Streets is an approach that plans for all modes of transit and incorporates design measures to create a more pedestrian-friendly environment
  - Can incorporate soft landscaping to increase groundwater absorption and sloped streets to improve water drainage

- **Deployable flood wall**
  - Models, such as an aqua fence, that can be set up to cover long distances before flooding expected to occur

- **Creation of merchant association**
  - Could coordinate and implement corridor-level improvements and promote economic development
Project ideas and recommendations?

Coleman Square

- Permanent protection along open edge(s)
  - Permanent flood barrier that would shield the area from common flooding

- Create merchant association
  - Could coordinate and implement corridor-level improvements and promote economic development

- Streetscaping/Complete Streets pilot
Project ideas and recommendations?

Lindenwood Shopping Area

- Site new senior center and expand retail and services here

- Create merchant association
  - Could coordinate purchase of backup power and resiliency improvements among businesses
Howard Beach
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