

FEBRUARY 2015



The City of New York Mayor Bill de Blasio

Alicia Glen, Deputy Mayor for Housing & Economic Development



The Borough of Queens President Melinda Katz



VISION FOR JAMAICA

Partnerships among the City, Queens Borough President, Greater Jamaica **Development Corporation, Regional Plan** Association, York College, community, and private sector will build upon existing community assets to enhance Jamaica as a diverse and vibrant destination that includes:

- Increased housing options for residents at diverse income levels
- Improved transportation connections and attractive public spaces and streetscapes
- Vibrant commercial districts that showcase Jamaica's identity as a fashion, arts and cultural hub
- Strong educational and community resources for youth and young professionals
- A robust economy providing quality jobs for both residents and entrepreneurs

TIMELINE AND ENGAGEMENT PROCESS

MAY 2014 June 24, 2014 250+ participants 6 Breakout sessions

JAMAICA PLANNING November 22, 2014 350+ Participants

in Jamaica February 2015

5+ years

COMPLETE

July – October 2014 12 Elected Official briefings Dozens of Stakeholder meetings

6 Issue-based Roundtables

COORDINATION October – January 2015 A series of meetings with City and State entities to evaluate current and future commitments





Now is the time to harness the interest of the community, City, and Queens Borough President to set forth an ambitious agenda for a diverse, vibrant, and accessible community around one of our City's great central business districts and inter-modal transportation hubs – Jamaica, Queens.

The City has made significant investments in recent years to lay the groundwork for increased growth and economic opportunity in Jamaica, including the investment of \$1.9 billion in the construction of the AirTrain to JFK Airport in 2003 and the rezoning of 368 blocks of the downtown core

in 2007. However, high unemployment, inadequate infrastructure, and limited supportive programs have contributed to a decline in job growth and real estate activity over the last decade, precluding Jamaica from realizing the potential of these investments.

The Jamaica Now Action Plan seeks to address

these challenges by using Jamaica's strengths as a dynamic commercial, cultural, and arts hub to increase quality jobs and small business support, promote commercial growth and economic development, and improve livability. The strategic actions proposed in the Plan are the product of a nine-month community engagement process and incorporate recommendations from more than 30 meetings and two public conferences with Jamaica residents, businesses, community leaders, and elected officials.

Today, new housing, retail, and commercial projects are underway and estimated to produce approximately 3,000 housing units, 500,000 SF of retail space, and 800 hotel rooms over the next five years. The time is right to leverage this momentum and help Jamaica thrive as an attractive and affordable destination to live, work, shop, and play.

THE NEIGHBORHOODS

The Jamaica Action Plan study area encompasses the neighborhoods in and around the heart of the downtown, including Jamaica Estates, Hollis, St. Albans, Addisleigh Park, South Jamaica, and others.

Downtown Jamaica is characterized by a mixture of residential, commercial, retail, and light industrial uses. Neighborhoods outside of the downtown are predominantly residential with 1- and 2-family homes and some lower-density multifamily buildings containing ground-floor retail establishments along prime commercial corridors.

Jamaica is also a vibrant center for arts.

legendary musicians, the community has a

growing reputation as a venue for theater,

musical and dance performances, and fashion

designers. The neighborhood boasts more than

a dozen cultural institutions and hosts hundreds

of festivals, concerts, and live performances every

year, and has four Business Improvement Districts

representing more than 800 businesses. Multiple

large anchor institutions such as the United States

Food & Drug Administration's Northeast Regional

Hospital, Queens County Family and Civil Courts,

Laboratory, Queens Hospital Center, Jamaica

and York College of the City University of New

York are all located near downtown Jamaica.

culture, and commerce. Once home to many

MAP LEGEND

- 2 St. John's University
- 4 Jamaica High School
- 5 Captain Tilly Park

- 11 Queens Family Court

12 Jamaica Performing Arts Center

JAMAICA SNAPSHOT

- Provides employment to 60,000+ workers • Served by: 50+ city and regional bus lines - 4 subway lines, with 115,000+ daily riders



STUDY AREA AND EXISTING ASSETS

While downtown Jamaica is the civic center of the neiabborhood, the focus of the Action Plan includes the area bounded by Union Turnpike, 188th Street/Farmers Boulevard, Linden Boulevard and the Van Wyck Expressway.

- 1 Oueens Hospital Center
- 3 Thomas Edison High School
- 6 Hillcrest High School
- 7 Jamaica Hospital Medical Center
- 8 NYS Supreme Court
- 9 Queens Civil Court
- **10** Rufus King Park & King Manor Museum

- **13** Jamaica Center for Arts and Learning
- **14** Queens Borough Public Library
- 15 Workforce 1 Center
- 16 Afrikan Poetry Theatre
- 17 AirTrain Termina
- **18** Food and Drug Administration
- 19 York College
- 20 Detective Keith L. Williams Park
- 21 South Jamaica Houses
- 22 Brinkerhoff Mall
- 23 St. Albans Memorial Park
- 24 Black Spectrum Theater Company

- •••• Sutphin Blvd BID*
- •••• Jamaica Center BID*
- •••• 165th St. BID*
- •••• 180th St. BID*

* Business Improvement District

- Home to 150,000 + residents

 - 10 Long Island Rail Road lines with 200,000+ daily commuters
 - AirTrain to JFK International Airport, carrying 15,000+ daily riders

INCREASE QUALITY JOBS AND SMALL BUSINESS SUPPORT

Steadily drive economic growth in Jamaica by connecting workers to high growth industries and quality employers, enhancing and expanding youth and adult training programs, and supporting existing businesses and budding entrepreneurs

ACTIONS + [LEAD PARTNERS]	TIMEFRAME	
Launch a program to train and jump start the next generation of Jamaica entrepreneurs and food businesses [EDC]		
Providing entrepreneurs with the resources, training, and workspace to develop new food and catering businesses will contribute to new quality dining options and nighttime activity	0-3 years	
Expand JobNet and existing youth programs to support additional afterschool job preparation and placement activities [DYCD, QBPO]		
Afterschool mentorship, skills training, job readiness workshops, and paid internships will place youth on the career pathway to obtain quality jobs	0-3 years	
Connect residents to quality job opportunities through New York Alliance for Careers in Healthcare (NYACH) [SBS]		
Increasing access to skills training will provide low-income residents with pathways to job opportunities with higher wages and better career potential	0-3 years	
Strengthen Career and Technical Education (CTE) programming at Thomas Edison High School by increasing access to work-based learning for students and improving partnerships with businesses [DOE, SBS]		
Improving access to internships and apprenticeships will help students become career-ready graduates	0-3 years	
Establish a working group with local workforce providers, employers, and local academic institutions to identify opportunities to provide stronger, industry-linked skills training and workforce development programs that align with the City's Career Pathways framework [SBS, CUNY, EDC]		
Increasing coordination and partnerships between key players in workforce development will help ensure that the local workforce is equipped with skills that match the needs of employers	0-3 years	



PROMOTE COMMERCIAL GROWTH AND ECONOMIC DEVELOPMENT

Leverage existing assets to spur the local economy and build a more dynamic neighborhood identity by revitalizing commercial corridors, bolstering Jamaica's cultural district, and strengthening York College's role as a downtown anchor

ACTIONS + [LEAD PARTNERS]

Fund redesigns of storefronts for local businesses on Sut and other key corridors [SBS]

Resources for more appealing storefront designs and coordinated r and build more dynamic commercial corridors

Actively explore unification of downtown Business Imprograms, and service delivery [SBS, QBPO]

Completing a marketing needs assessment will help determine the local business owners and rebrand downtown Jamaica as an unique

Establish the Jamaica Arts Alliance to better strengthen culture institutions [QBPO]

Cross-marketing and collaboration will increase the capacity of local scale events, seek resources for local artists, and design and fund put

Fund a \$250,000 study to determine the cost and scope

Additional seating, increased plantings, and improved pedestrian ca and inviting downtown

Provide technical assistance to support York College's ef START-UP NY Program [EDC, DCP, City Hall]

Public-private partnerships to attract new and innovative businesse employment opportunities

Encourage absentee property owners to activate vacant housing and economic activity [EDC, HPD, DCP]

Innovative mixed-use developments with active retail, business incubator spaces, vacant sites located in the AirTrain / LIRR transit hub in Jamaica's downtown core



tphin Blvd and release a Business Guide for Hillside Av	e
marketing strategies will increase business activity	0-3 years
ovement Districts (BIDs) to strengthen marketing,	
e best methods to provide stronger support for ue commercial destination	0-3 years
connections between artists and existing arts and	
cal organizations to promote programs, develop new large- public art projects highlighting Jamaica's cultural legacy	0-3 years
of Jamaica Avenue streetscape improvements [DOT]	
circulation will create a more walkable, attractive,	0-3 years
ffort to develop underutilized properties through the	
ses will spur commercial growth and diversify	3-5 years
and derelict sites in Jamaica's downtown core with ne	w
cubator spaces, and housing will transform currently downtown core	5+ years

TIMEFRAME

IMPROVE LIVABILITY

Improve quality of life for residents and visitors alike through targeted investments in transportation, health and safety, parks and open space, and affordable and mixed-income housing

ACTIONS + [LEAD PARTNERS]	TIMEFRAME
Develop a mixed-income and mixed-use project at the former NYPD garage on 168th St [EDC, HPD]	
Redeveloping this strategic site with attractive and affordable housing, a community center, and retail will anchor Archer and Jamaica Avenues near the east end of the downtown core	0-3 years
Install WalkNYC directional maps and obtain funding to study and develop a strategic transportation plan wit multi-modal transit options in the downtown core [DOT, MTA, TLC]	h
Enhancements to pedestrian, bus, van, and automotive traffic and circulation patterns will reduce congestion and improve pedestrian safety	0-3 years
Implement a new Select Bus Service Route from Jamaica to Flushing and study service needs on additional high-demand corridors [DOT, MTA]	
Improving transit connections between these two primary central business districts with more robust bus service will facilitate increased economic and cultural activity in central Queens	0-3 years
Expand opportunities for affordable homeownership and create small multifamily affordable rental buildings in Jama	ica [HPD]
The New Infill Homeownership Opportunities Program (NIHOP) and Neighborhood Construction Program (NCP) Request for Qualifications will facilitate the development of affordable one- to four- family homes, condominiums or cooperatives, and small affordable rental buildings on approximately 11 city-owned sites in South Jamaica	0-3 years
Connect homeowners, tenants, and property owners to educational programs, such as foreclosure counseling and financial literacy, through HPD's Public Outreach and Education unit [HPD]	
Increasing access to information and services will provide more opportunities for homeownership, thereby facilitating neighborhood stability	0-3 years
Fund and install additional NYPD surveillance cameras to improve safety in high-traffic corridors [QBPO, NYP	D]
Increasing security cameras will provide NYPD officers better safety management tools for protecting the area's residents and visitors	0-3 years
Provide increased resources and assistance to community partners to reduce health risks related to cardiovascular disease [DOHMH]	
New and additional healthy living programs will encourage residents to increase physical activity, enhance their knowledge of healthy eating habits to reduce cardiovascular diseases, and aid clinical providers and pharmacists in assisting patients	0-3 years
Enhance Rufus King Park to accommodate improved usage and programming and identify funding to create and implement community-sourced designs to upgrade Brinkerhoff Mall and other parks [DPR]	
Improving the network of local parks will provide residents and visitors with more options for recreation and exercise	3-5 years
Complete the Station Plaza project to improve safety and traffic circulation on Archer Ave and Sutphin Blvd [EDC, DC	т]
Providing high quality public space and roadway improvements will complement the intermodal transit hub at Sutphin Boulevard and Archer Avenue and support significant private investments in the downtown core	3-5 years
Construct new water mains and relieve constraints in the existing sewer network to accommodate demand for new development [DEP, DDC]	
Enhancing storm and sanitary sewer networks will improve stormwater drainage, relieve constraints in the existing network, and accommodate demand for new development	5+ years



CUNY	City University of New York
DCP	NYC Dept. of City Planning
DDC	NYC Dept. of Design and Construction
DEP	NYC Dept. of Environmental Protection
DOE	NYC Dept. of Education
DOHMH	NYC Dept. of Health and Mental Hygiene
DOT	NYC Dept. of Transportation
DPR	NYC Dept. of Parks and Recreation
DYCD	NYC Dept. of Youth and Community Development
EDC	NYC Economic Development Corporation
HPD	NYC Dept. of Housing Preservation and Development
MTA	Metropolitan Transit Authority
NYPD	New York City Police Department
QBPO	Queens Borough President's Office
SBS	NYC Dept. of Small Business Services
TLC	NYC Taxi and Limousine Commission

IMPLEMENTATION AND NEXT STEPS

The 21 strategic actions outlined in the Jamaica Now Action Plan will guide catalytic investments for the revitalization and growth of Jamaica as a thriving destination. Sixteen of these actions will be launched and implemented in the next 3 years, providing immediate and ongoing service improvements in the community.

In support of the Jamaica Now Action Plan, Queens Borough President Melinda Katz will create a council of Jamaica stakeholders to provide oversight and evaluation of the implementation process. This effort will ensure the sustained growth of Jamaica as a mixed-income neighborhood with vibrant commercial corridors, inviting public spaces, improved transit networks, and a diverse economy providing quality jobs for local residents.

TO LEARN MORE

Visit our website www.nyc.gov/jamaicanow

Email jamaicanow@cityhall.nyc.gov

DEVELOPED BY THE CITY OF NEW YORK IN PARTNERSHIP WITH QUEENS BOROUGH PRESIDENT MELINDA KATZ



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YORK College 🚻 🚟



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