



JAMAICA NOW

NEIGHBORHOOD ACTION PLAN

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**

NYC

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]	
<i>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</i>	0-3 years
Expand JobNet and existing youth programs to support additional afterschool job preparation and placement activities [DYCD, QBPO]	
<i>Afterschool mentorship, skills training, job readiness workshops, and paid internships will place youth on the career pathway to obtain quality jobs</i>	0-3 years
Connect residents to quality job opportunities through New York Alliance for Careers in Healthcare (NYACH) [SBS]	
<i>Increasing access to skills training will provide low-income residents with pathways to job opportunities with higher wages and better career potential</i>	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]	
<i>Improving access to internships and apprenticeships will help students become career-ready graduates</i>	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]	
<i>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</i>	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]

TIMEFRAME

Fund redesigns of storefronts for local businesses on Sutphin Blvd and release a Business Guide for Hillside Ave and other key corridors [SBS]	
<i>Resources for more appealing storefront designs and coordinated marketing strategies will increase business activity and build more dynamic commercial corridors</i>	0-3 years
Actively explore unification of downtown Business Improvement Districts (BIDs) to strengthen marketing, programs, and service delivery [SBS, QBPO]	
<i>Completing a marketing needs assessment will help determine the best methods to provide stronger support for local business owners and rebrand downtown Jamaica as an unique commercial destination</i>	0-3 years
Establish the Jamaica Arts Alliance to better strengthen connections between artists and existing arts and culture institutions [QBPO]	
<i>Cross-marketing and collaboration will increase the capacity of local organizations to promote programs, develop new large-scale events, seek resources for local artists, and design and fund public art projects highlighting Jamaica's cultural legacy</i>	0-3 years
Fund a \$250,000 study to determine the cost and scope of Jamaica Avenue streetscape improvements [DOT]	
<i>Additional seating, increased plantings, and improved pedestrian circulation will create a more walkable, attractive, and inviting downtown</i>	0-3 years
Provide technical assistance to support York College's effort to develop underutilized properties through the START-UP NY Program [EDC, DCP, City Hall]	
<i>Public-private partnerships to attract new and innovative businesses will spur commercial growth and diversify employment opportunities</i>	3-5 years
Encourage absentee property owners to activate vacant and derelict sites in Jamaica's downtown core with new housing and economic activity [EDC, HPD, DCP]	
<i>Innovative mixed-use developments with active retail, business incubator spaces, and housing will transform currently vacant sites located in the AirTrain / LIRR transit hub in Jamaica's downtown core</i>	5+ years



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 with multi-modal transit options in the downtown core [DOT, MTA, TLC]

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 Jamaica [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, NYPD]

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, DOT]

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

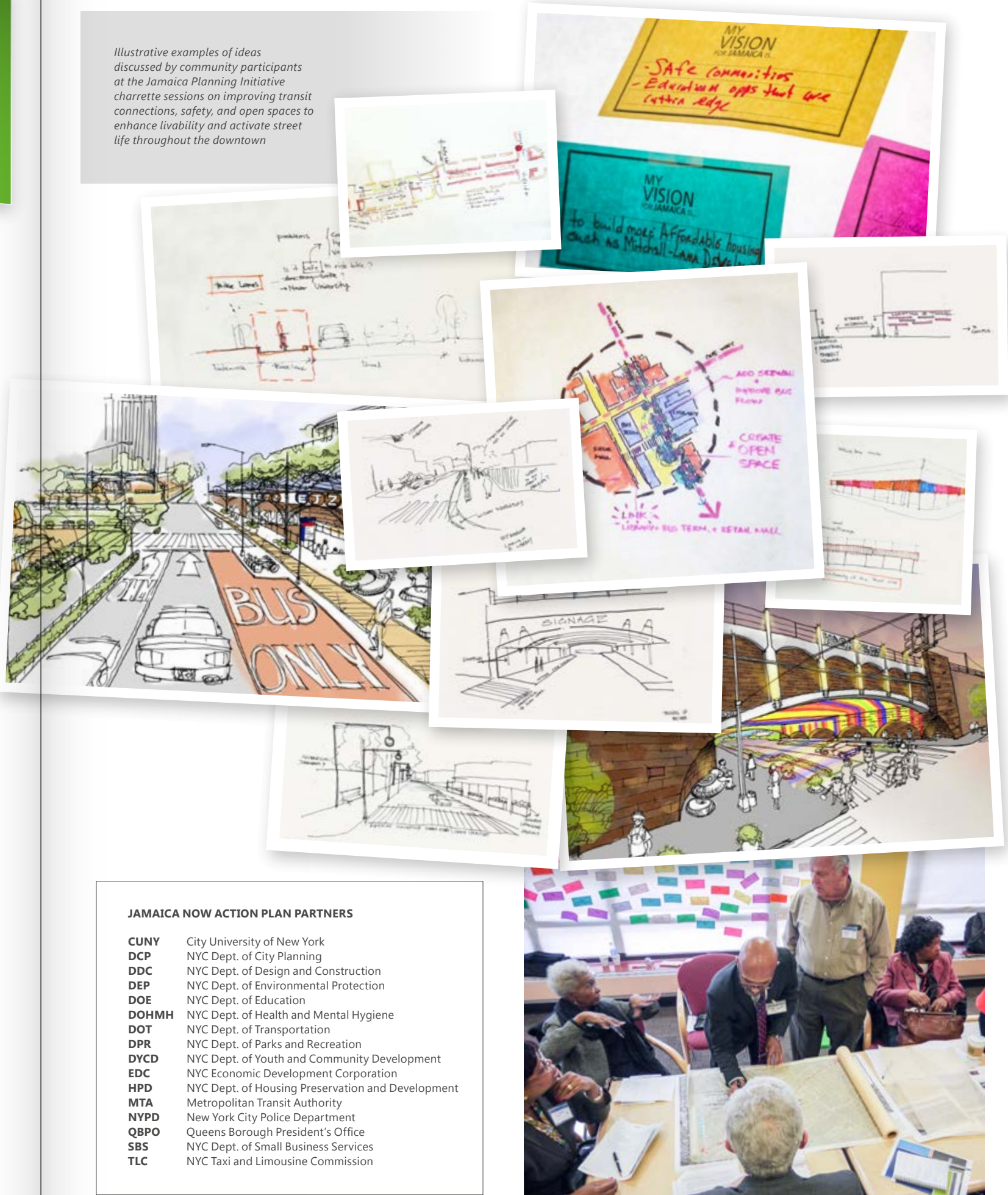
3-5
years

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

Illustrative examples of ideas discussed by community participants at the Jamaica Planning Initiative charrette sessions on improving transit connections, safety, and open spaces to enhance livability and activate street life throughout the downtown



JAMAICA NOW ACTION PLAN PARTNERS

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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The Borough of Queens
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ACKNOWLEDGEMENTS

We would like to recognize the following individuals and organizations for their contributions to the development of the Jamaica Now Action Plan:

Hon. Gregory Meeks, U.S. Congress
Hon. James Sanders Jr., NYS Senate
Hon. Leroy Comrie, NYS Senate
Hon. Barbara Clark, NYS Assembly
Hon. David Weprin, NYS Assembly
Hon. Michele Titus, NYS Assembly
Hon. Vivian Cook, NYS Assembly
Hon. William Scarborough, NYS Assembly
Hon. Donovan Richards Jr., NYC Council
Hon. I. Daneek Miller, NYC Council
Hon. Mark Weprin, NYC Council
Hon. Rory Lancman, NYC Council
Queens Community Board 8
Queens Community Board 12
Queens Community Board 13
A Better Jamaica
A Better Way Family & Community Center
Addisleigh Park Civic Organization
Alliance of South Asian American Laborers
America Works
Antioch Baptist Church
Brinkerhoff Action Association, Inc.
Center for Integration & Advancement for New Americans
Center for New York City Neighborhoods
Chhaya Community Development Corporation
Citizens Housing & Planning Council
Community Healthcare Network of New York City
Cultural Collaborative Jamaica
Damian Family Care Center
Edge School of the Arts
Exploring the Metropolis
Farmers Boulevard Community Development Corporation
First Presbyterian Church In Jamaica
Fortune Society
Goodwill Industries of Greater NY & Northern NJ
Greater Allen Development Corporation
Greater Triangular Civic Association
Indo Caribbean Alliance
Jamaica Center Business Improvement District
Jamaica Center for Arts & Learning
Jamaica Hospital
Jamaica Muslim Center
Jamaica Performing Arts Center
Jamaica YMCA
King Manor
LaGuardia Community College Adult & Continuing Education
Mutual Housing Association of New York
Neighborhood Housing Services Jamaica
New York Alliance for Careers in Healthcare
Queens College
Queens Council on the Arts
Queens Economic Development Corporation
Queens Hospital
Queens Legal Services
Queens Library
Queens Workforce1 Center
Self Help
Sikh Cultural Society
Sunnyside Community Services, Inc.
Sutphin Boulevard Business Improvement District
The 165th Street Business Improvement District
The 180th Street Business Improvement District
The Jamaica Young Professionals
The Jamaica Youth Leaders
The Tate Group
Upwardly Global
Visiting Nurse Service of New York
Y-Roads

Action Plan Design: Perkins+Will

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