

CEQR Ch. 21: Neighborhood Character



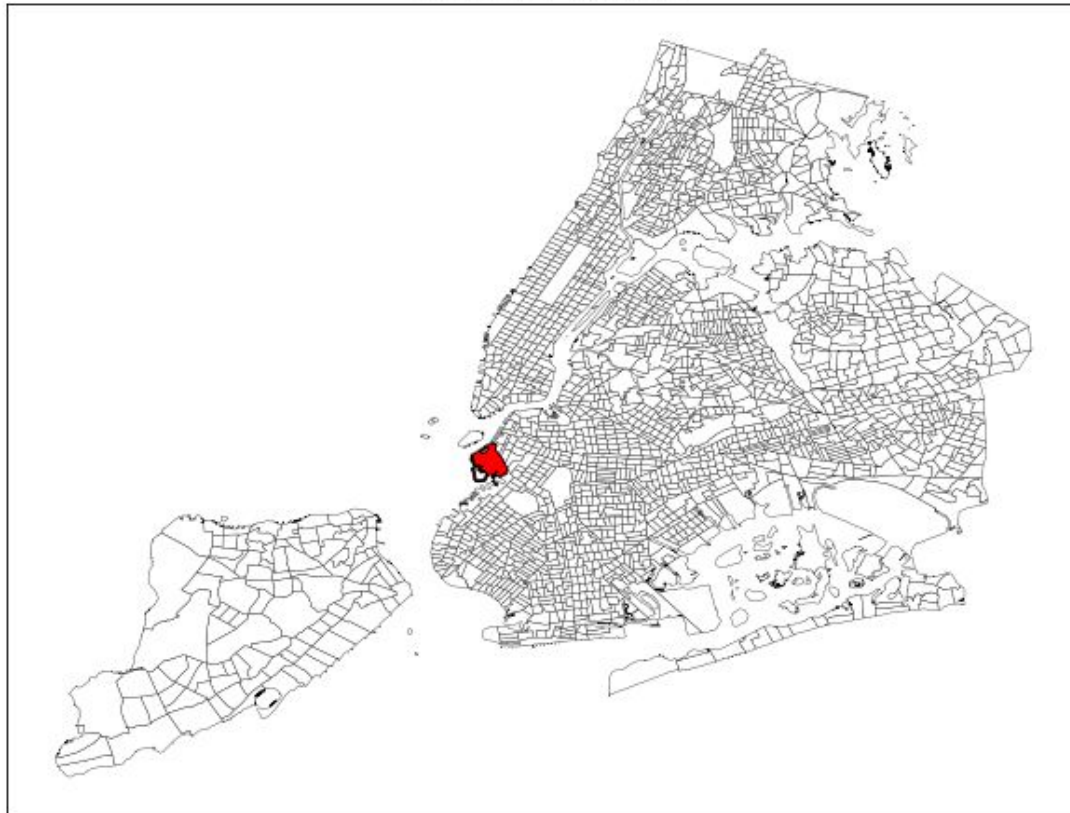
Overall Question

CEQR Manual:

- How do **environmental elements** create the context and feeling of a neighborhood and how will the proposed project affect that context and feeling?

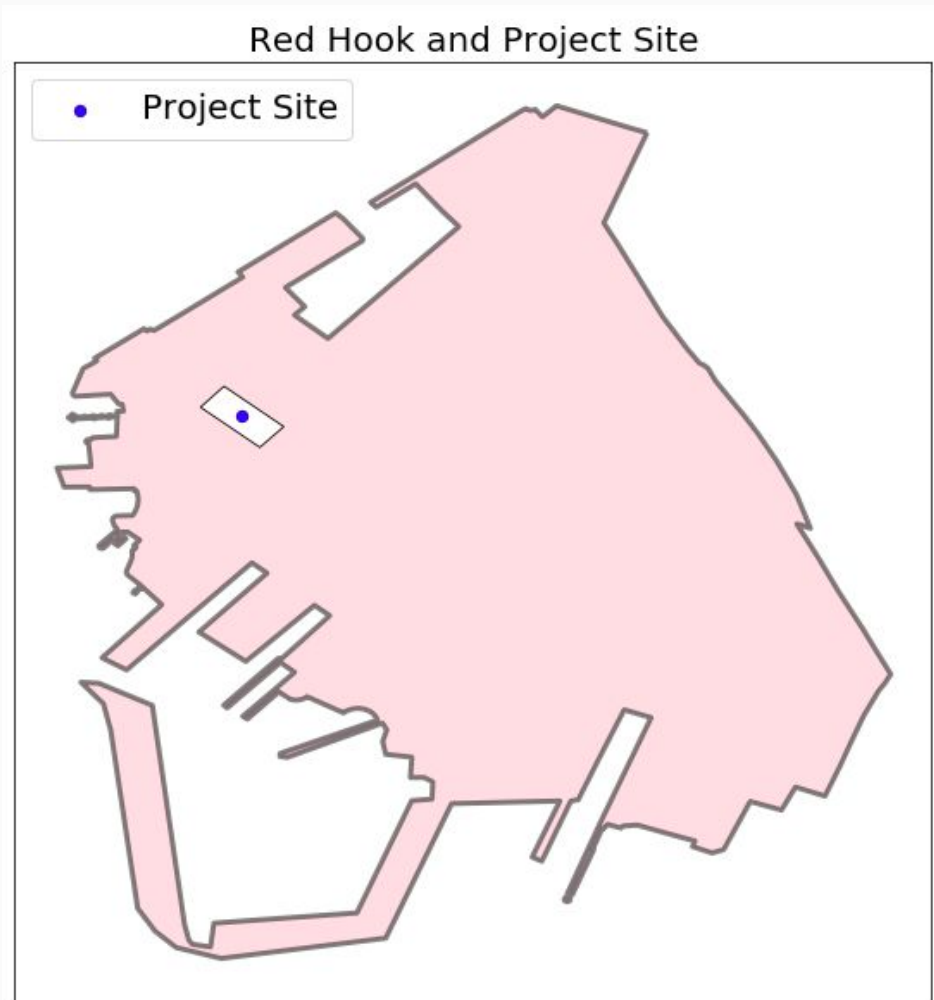
Study Area

Census Tracts



Zoomed In

- Project site at 63 Ferris St. in the top left
- Corners are the 4 intersections that border the lot



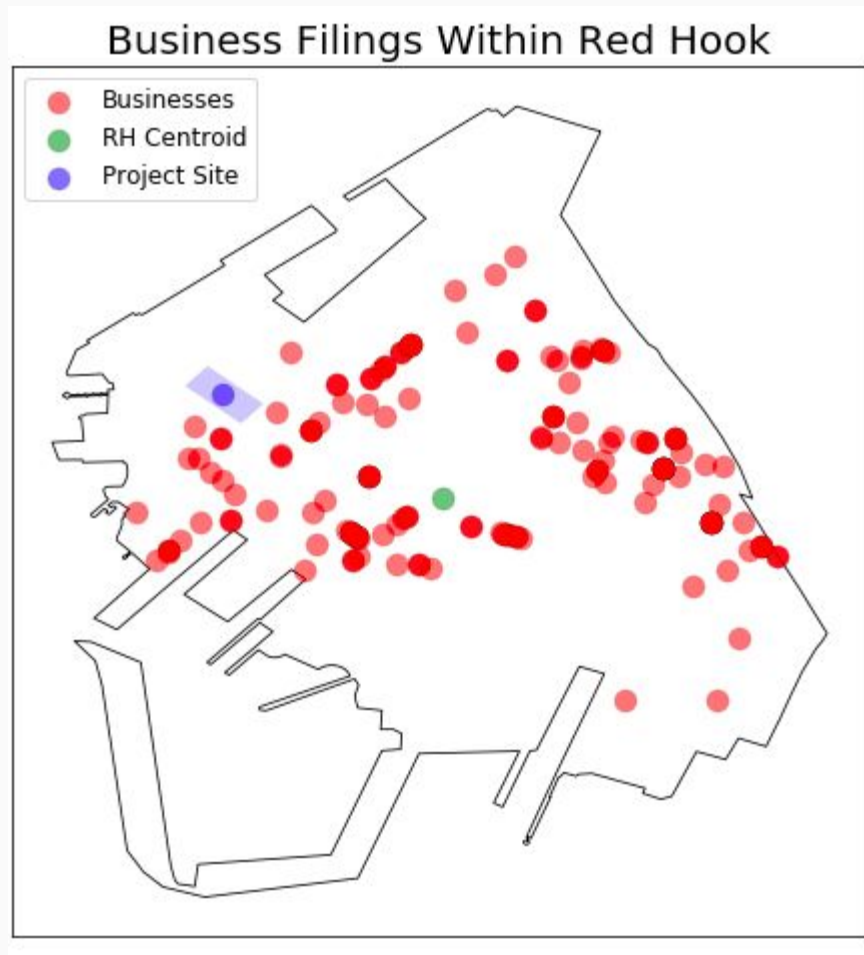
Neighborhood Elements

CEQR's recommendation → Base Neighborhood Character assessment on results from other chapters:

- Land Use, Zoning, and Public Policy (Ch. 4)
- Socioeconomic Conditions (Ch. 5)
- (Plus chapters 7, 8, 9, 10, 16, and 19)

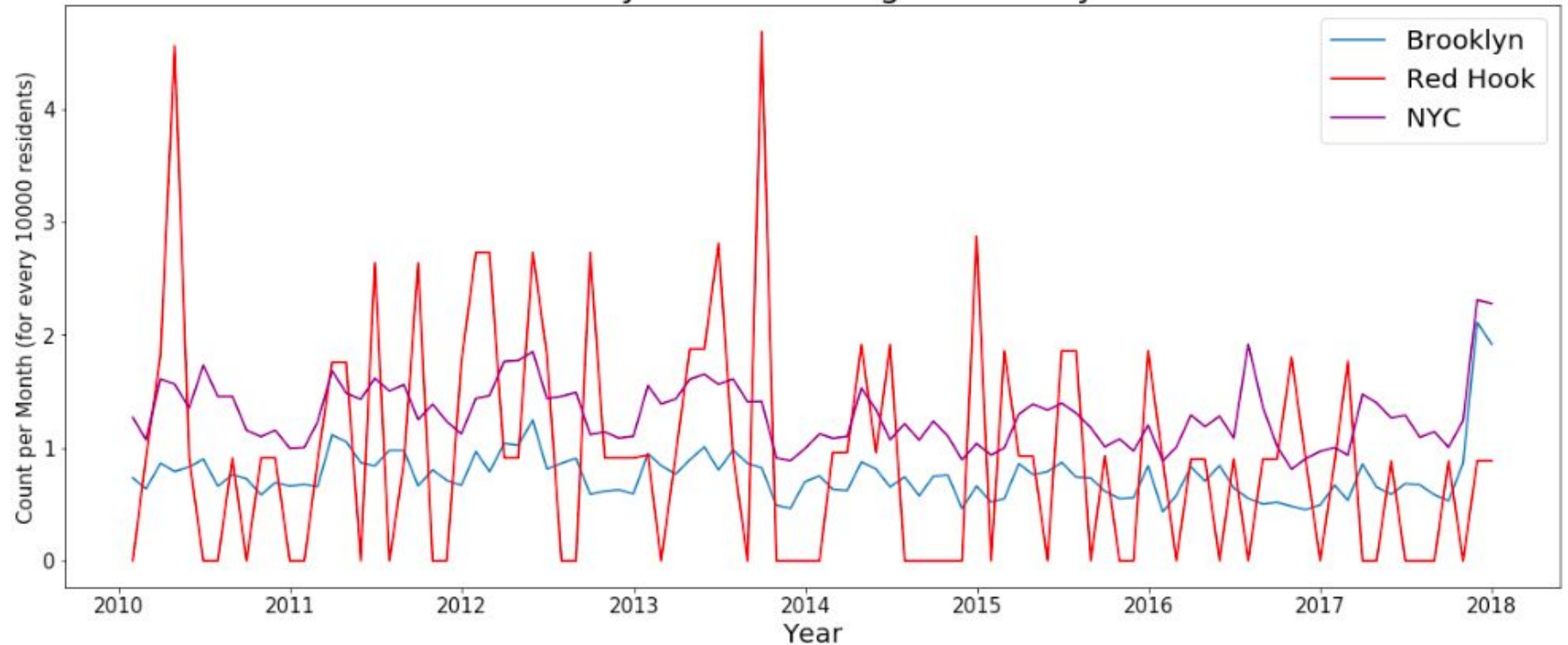
Local Businesses

- NYC Open Data's Legally Operating Businesses database
 - 157 results for Red Hook
- Yelp
 - 62 results within .5 miles of Red Hook Centroid
- Next steps - incorporate the Yelp data and reviews

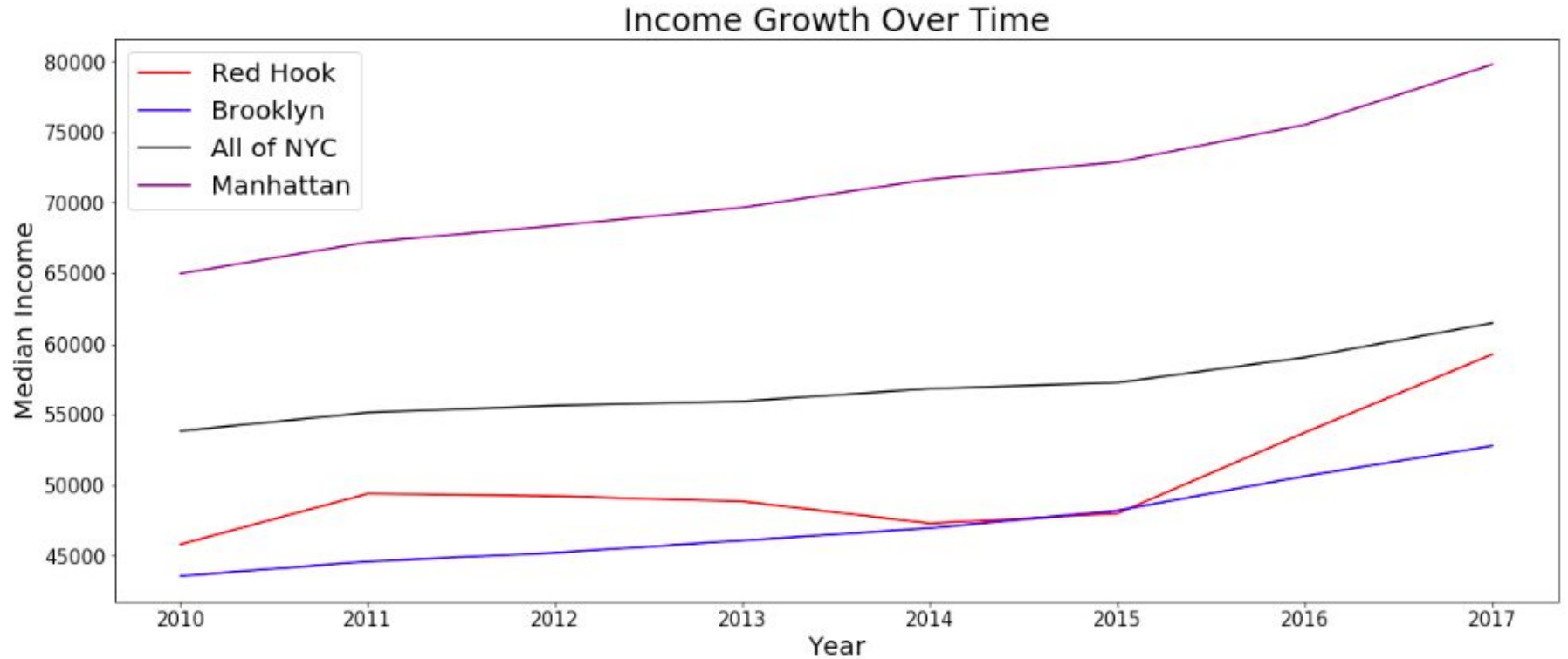


Local Businesses

Count of Monthly Business Filings in Brooklyn and NYC



Socioeconomic Conditions

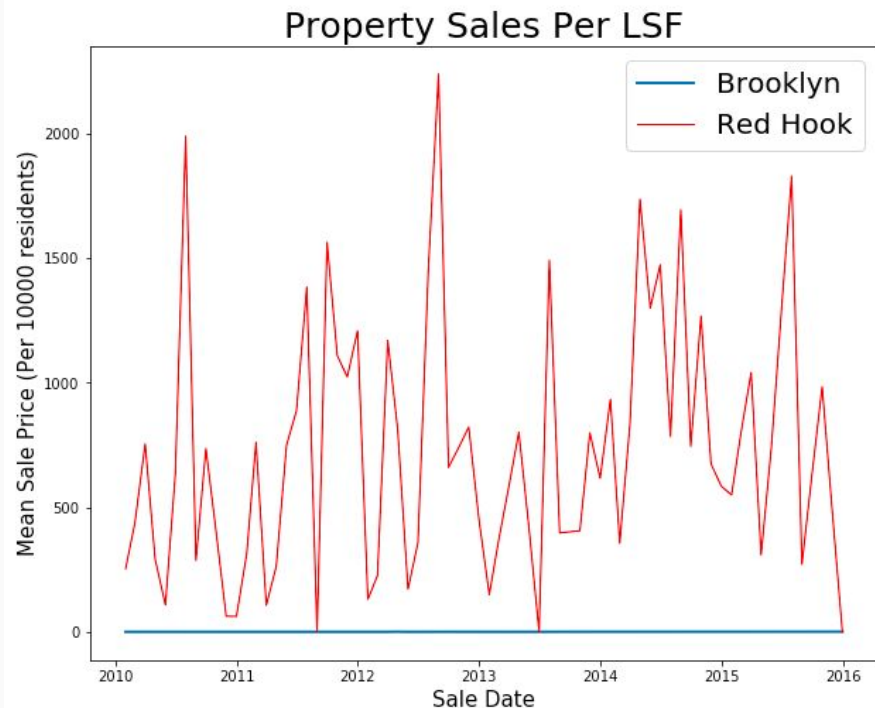


More Socioeconomic Conditions

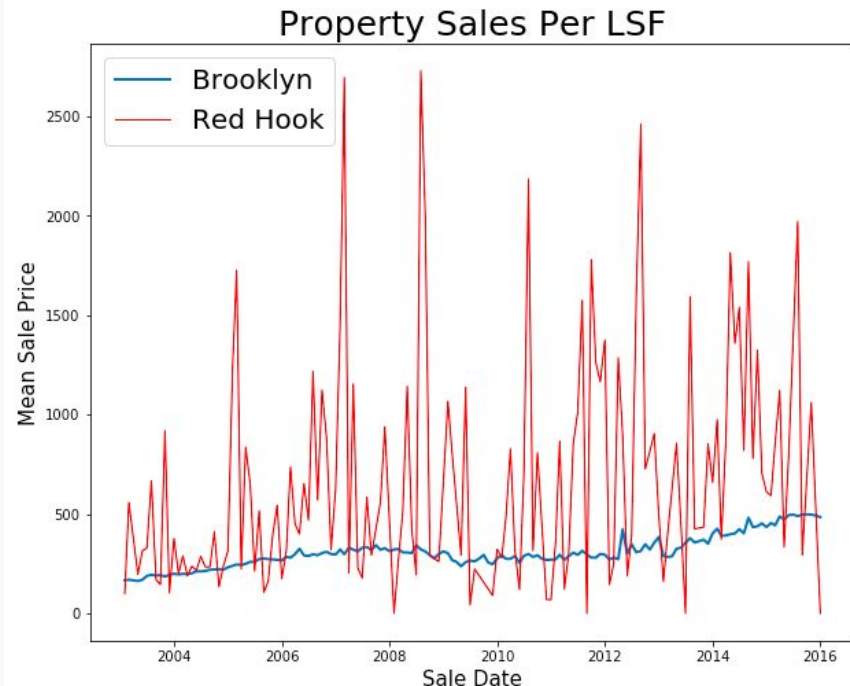


Comparing Red Hook to Brooklyn?

When normalized by population →
scales are drastically different:

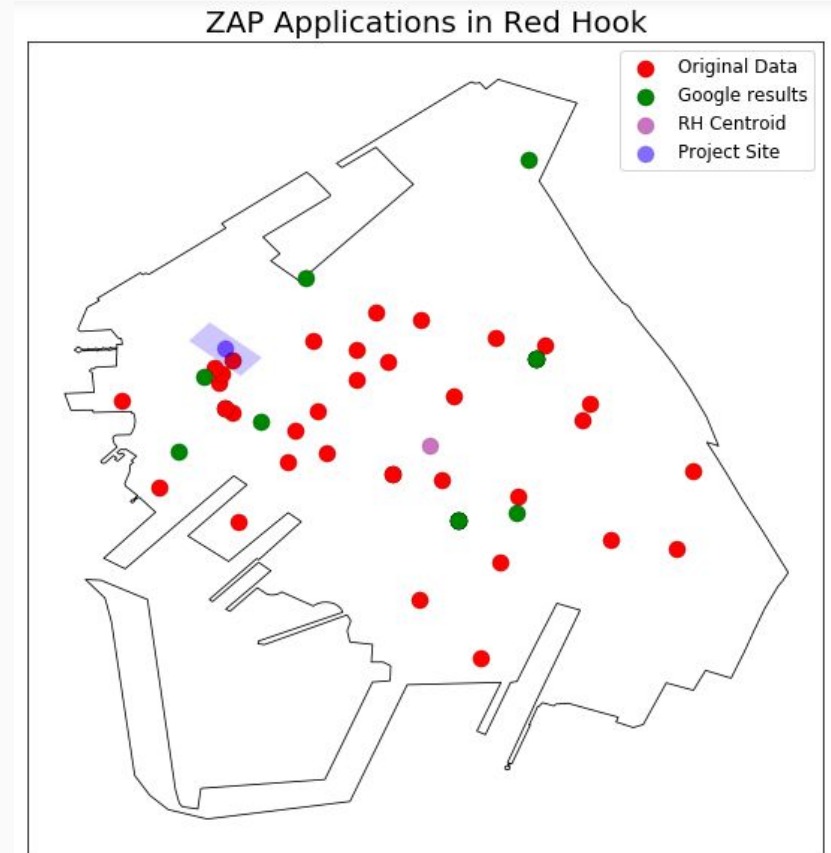
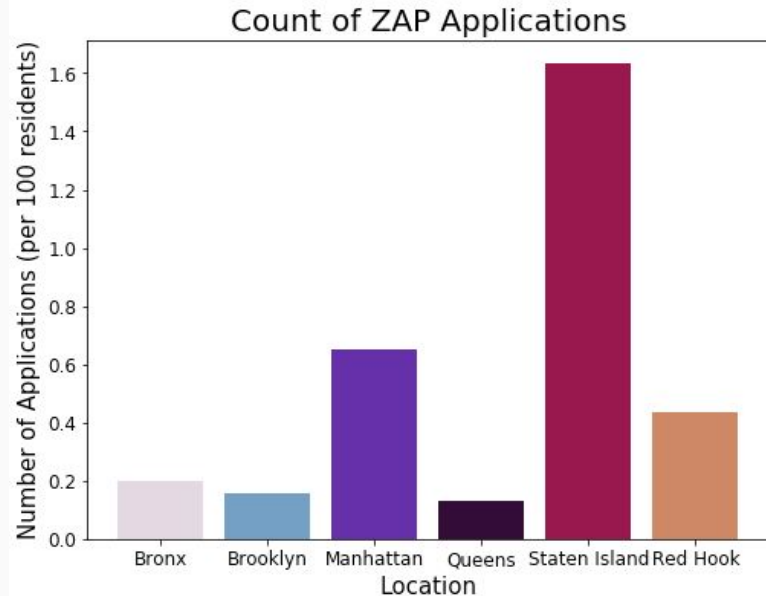


Without population normalization:



Zoning and Land Use Applications

- From NYC Planning Labs - 35 records
- Some records missing lat lon data
- Google API filled in the gaps for 8 more applications for Red Hook



Next Steps

- Incorporate findings from other groups/chapters
- Twitter data?
- Yelp reviews
- Deal with outliers