APA- New York Metro Chapter Presents to RDRC
“Getting Back to Business: Addressing the Needs of Rockaway Businesses Affected by Superstorm Sandy”

The American Planning Association- New York Metro Chapter (APA-NYM) issued a report to Rockaway Development and Revitalization Corporation (RDRC), culminating from a seven-month effort to address business recovery and resiliency on the Rockaway peninsula post-Superstorm Sandy. Despite best efforts, approximately half of the Rockaway’s 1,100 businesses are still closed. To address this, APA-NYM brought together dozens of planning experts to volunteer their services to develop medium and long-term strategies for RDRC, the peninsula’s largest community development corporation.

The report recommends a mobile recovery unit to help these businesses streamline the sometimes arduous process of identifying grants, loans and insurance. This report also looks toward the future by assessing the failings of the current infrastructure and recommending policies that would make the peninsula more resilient to the next storm. This includes better utilizing transportation options, such as the LIRR and ferry system, as well as zoning guidelines that would better protect the residents and businesses of the Rockaways.

“I am very proud of the effort from our Chapter volunteers. They put in hundreds of hours of work, conducting interviews with business owners, assessing the landscape, and critically thinking how we can build a stronger Rockaway”, said James Rausse, AICP, President of APA-NYM. “Furthermore, this report will support Kevin Alexander and RDRC in their dedicated and tireless leadership for the entire Rockaway community as they rebuild from the storm”.

“We are grateful for all the time and effort that the American Planning Association (APA) NY Metro Chapter committed to the Rockaways in preparing the Getting Back to Business Report. James Rausse, APA Metro President and the entire team at APA Metro – planners, researchers and policy experts were tremendous. We look forward to working with APA Metro and APA National to implement a number of the recommendations made over the next several months” stated RDRC’s President and CEO, Kevin Alexander.

The report is available for download at www.nyplanning.org. For more information, please Email president@nyplanning.org.