

# THE BROWNSVILLE PLAN

OUR HOME. OUR FUTURE

## EXECUTIVE SUMMARY

The Brownsville Plan is the result of a community-driven process to identify neighborhood goals, form strategies to address local needs, and find resources to fill gaps in service. The Brownsville Plan will result in the creation of **over 2,500 new affordable homes**, representing **more than \$1 billion of investment** in housing in the neighborhood. New development on City-owned land will support the goals of improving health, safety, community economic development, and the arts in the form of a **new cultural center in Brownsville**, a **new center for innovation and entrepreneurship**, and **new neighborhood retail and space for community organizations**, all paired with affordable housing. In addition to housing, the Brownsville Plan coordinates over **\$150 million in City investments**, including renovations of Brownsville's parks, improvements to open spaces on NYCHA developments, a new community center for teens at Brownsville Houses, and a new Neighborhood Health Action Center. Much of this work will be complete or underway within the next five years, and HPD and its sister agencies are committed to regular communication and updates on these projects.

Visit [nyc.gov/brownsville](http://nyc.gov/brownsville) to read the full plan.

## HOW WAS THIS PLAN CREATED?

Between July 2016 and June 2017, HPD hosted a series of public interactive workshops, implemented an online and texting engagement tool using coUrbanize, and participated in community events to gather input. HPD also convened a group of Community Partners with representatives from more than 30 neighborhood organizations who advised the City at bi-monthly meetings throughout the process. The Brownsville Plan also builds on extensive planning work that has been conducted by neighborhood organizations over the past five years, as well as the interagency coordination effort during the 100 Days to Progress Initiative in 2014.



# NEIGHBORHOOD STRATEGIES

This plan is organized around eight strategies to guide City agencies and local organizations as they design and implement work in the neighborhood. Any investment has the potential to accomplish multiple goals, and it is important that they aim to achieve a common vision, consider holistic impacts, and identify opportunities for synergy.

## 01 PROMOTE ACTIVE MIXED-USE CORRIDORS



Increase access to services and amenities that bring activity to Brownsville streets, and couple affordable housing development with investments in the public realm to create safe, attractive, and accessible spaces

- New mixed-use developments along Livonia Avenue, New Lots Avenue, Hegeman Avenue, Rockaway Avenue, and Mother Gaston Boulevard
- Commercial revitalization pilot project on Belmont Avenue
- Livonia Avenue streetscape plan

## 02 IMPROVE CONNECTIONS THROUGHOUT THE NEIGHBORHOOD



Implement physical, design, and programmatic interventions that make it easier, safer, and more pleasant to walk and bike throughout the neighborhood, as well as cross to surrounding neighborhoods, such as East New York

- Community workshops to create design solutions for public safety on NYCHA campuses and the entire neighborhood
- New lighting and pedestrian safety improvements at dangerous intersections
- Elevator and free connection between the 3 and L trains at Junius Street and Livonia Avenue subway stations

## 03 CREATE ACTIVE AND SAFE PUBLIC SPACES



Improve safety and health by creating high quality places for gathering, recreation, and community building

- Renovations at Betsy Head Park and Newport Playground
- Cultural programming to promote community gathering
- A new Neighborhood Innovation Lab at Osborn Plaza
- New permanent light fixtures and cameras at Van Dyke and Brownsville Houses

## 04 PROVIDE RESOURCES TO SUPPORT HEALTHY LIFESTYLES



Improve access to healthy food, community gardens, quality healthcare and wellness programs, and places to exercise

- New Brownsville Neighborhood Health Action Center
- Renovations to Brownsville Recreation Center
- Improved access to healthy foods through Shop Healthy NYC, youth markets, Health Bucks, and opportunities to grow fresh produce
- New Teen Center at Brownsville Houses

## 05 CONNECT BROWNSVILLE RESIDENTS TO JOBS AND JOB TRAINING



Ensure City investments are paired with access to jobs and educational resources for residents, including opportunities in affordable housing construction and management

- Coordination between City and community-based workforce development service providers
- Summer Youth Employment Program opportunities with local businesses
- New Young Innovators Program pilot and computer science education in Brownsville schools

## 06 SUPPORT SMALL BUSINESSES AND ASPIRING ENTREPRENEURS



Connect local businesses to resources to start, operate, and expand their business in Brownsville

- Support for M/WBE certification, commercial leases, and compliance
- Storefront improvement grants through the Pitkin Avenue BID
- New spaces for small businesses in RFP sites
- Networking opportunities for local contractors, subcontractors, and developers in the neighborhood

## 07 IMPROVE HOUSING STABILITY AND SUPPORT RESIDENTS AT RISK OF DISPLACEMENT



Improve housing quality and ensure that residents have opportunities to stay in the neighborhood

- Outreach to homeowners facing foreclosure or needing help financing repairs
- New homeownership opportunities and HomeFirst down payment assistance
- Local organizations trained as Housing Ambassadors to help residents apply for affordable housing

## 08 SUPPORT CAPACITY BUILDING FOR LOCAL ORGANIZATIONS



Provide support to local organizations to continue the plan's work into the future

- New cultural center at the Rockaway-Chester RFP site
- Capacity Fund grants to facilitate community programming in parks
- New Brownsville Community Tech Advisory
- Opportunities for development teams to work with local organizations through the Brownsville RFP

# DEVELOPING BROWNSVILLE'S VACANT LAND

A critical strategy to the implementation of this plan will be a Request for Proposals (RFP) for the development of City-owned vacant land. An RFP is a competitive review process in which HPD asks developers to submit project proposals that respond to defined goals and guidelines that are informed by the community. Non-profit and for-profit teams are eligible to apply for and seek City financing for their proposals. HPD works together with development teams to ensure that projects are designed and built in keeping with the agency's standards for quality construction and environmental sustainability.

The Brownsville RFP will encourage respondents to incorporate the goals and strategies outlined in the Brownsville plan. The RFP will feature three themes that reflect community priorities:

## ROCKAWAY-CHESTER: ARTS AND CULTURE

- Cultural center
- Art incorporated into building design
- Creative retail

## CHRISTOPHER-GLENMORE: INNOVATION AND ENTREPRENEURSHIP

- Trades and tech training
- Business incubation
- Innovative building design
- Neighborhood retail

## LIVONIA AVENUE: HEALTHY LIVING AND FOOD SYSTEMS

- Gardening and healthy food stores
- Sit-down restaurants
- Services and community spaces that promote health
- Building design that promotes healthy living

