



Atlantic Avenue Mixed Use Plan Working Groups Round One

Economic Development,
Human Capital, and Services

February 15, 2023



1. Meeting Objectives

2. Planning Process

Kickoff: What we Heard

3. Today's Focus Area

4. Table Introductions

Get Refreshments

5. Background + Context

City Agency Presentations

6. Table Discussion

Share Back

5. Next Steps

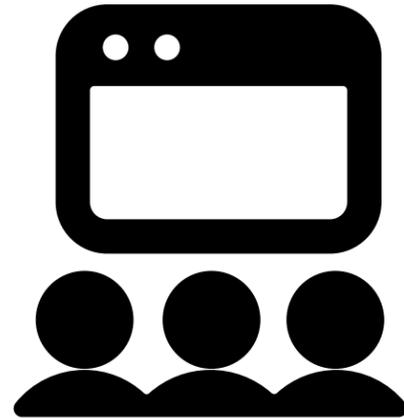
Meeting Objectives

- Share an overview of the plan process and timeline.
- Present synthesized information gathered at the initial Public Kickoff meeting
- Develop a set of key themes and opportunity statements for today's focus area
- Share the tools the City has available to support the local economy and connect residents to employment and services

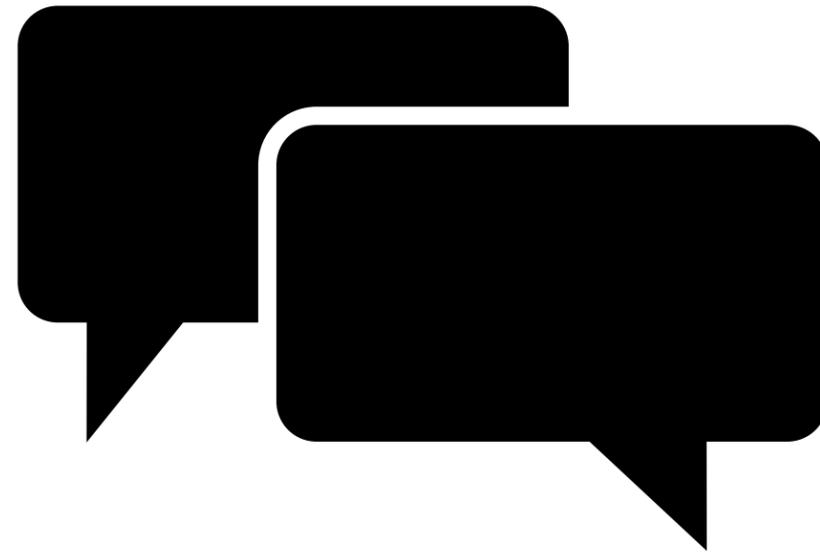
1

PLANNING PROCESS

Today's Meeting Format



Presentation



Discussion

Project Area: Community Districts



Project Area: Neighborhood Context



What's in Our Community Plan for Atlantic Avenue?

Focus Area A

Streetscape, Physical Infrastructure, and Open Space

- Transportation + Street Safety
- Accessibility
- Green + Open Spaces
- Climate Change Mitigation + Resilience

Focus Area B

Economic Development, Human Capital, and Services

- Economic Development
- Job Creation + Training
- Schools and Childcare
- Libraries and Community Spaces
- City Services

Focus Area C

Land Use, Density, and Housing

- Affordable Housing
- Land Use + Zoning
- Neighborhood Amenities

Atlantic Avenue Mixed Use Plan Vision and Priorities

Planning Process Goals



Gather Information

Collect and organize community challenges, opportunities, and ideas in order to inform the community plan



Community Organizing and Engagement

Strengthen ties between community members and City agencies and demonstrate a successful model for community planning



Develop Recommendations

Develop implementable recommendations that reflect community hopes for the future while building on past and present planning efforts



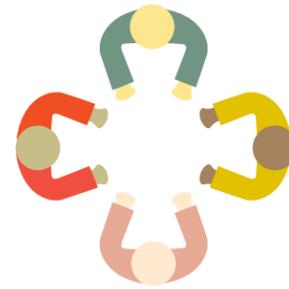
Model Community Planning

Build a base of engaged residents to advocate for community needs, and define shared priorities and goals across various stakeholders

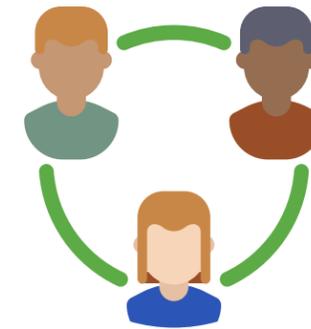
Who's Part of the Process?



Community



Working
Groups



Steering
Committee



Council Member
Crystal Hudson



Facilitators

Why is This Happening Now?

WHO

The **Atlantic Avenue Mixed Use Plan (AAMUP)** process is a next step following years of work by Community Board 8, and its Land Use and M-CROWN sub-committees started in 2013.

WHY

The community identified that the existing zoning restricts new housing and jobs, and saw opportunity to create new homes with **permanently affordable housing to address rising rents**, and **expand job opportunities that pay livable wages**.

WHAT NOW?

To date, the NYC Department of City Planning has worked with these local leaders to develop a land use framework, and **the next step is this community planning process**.

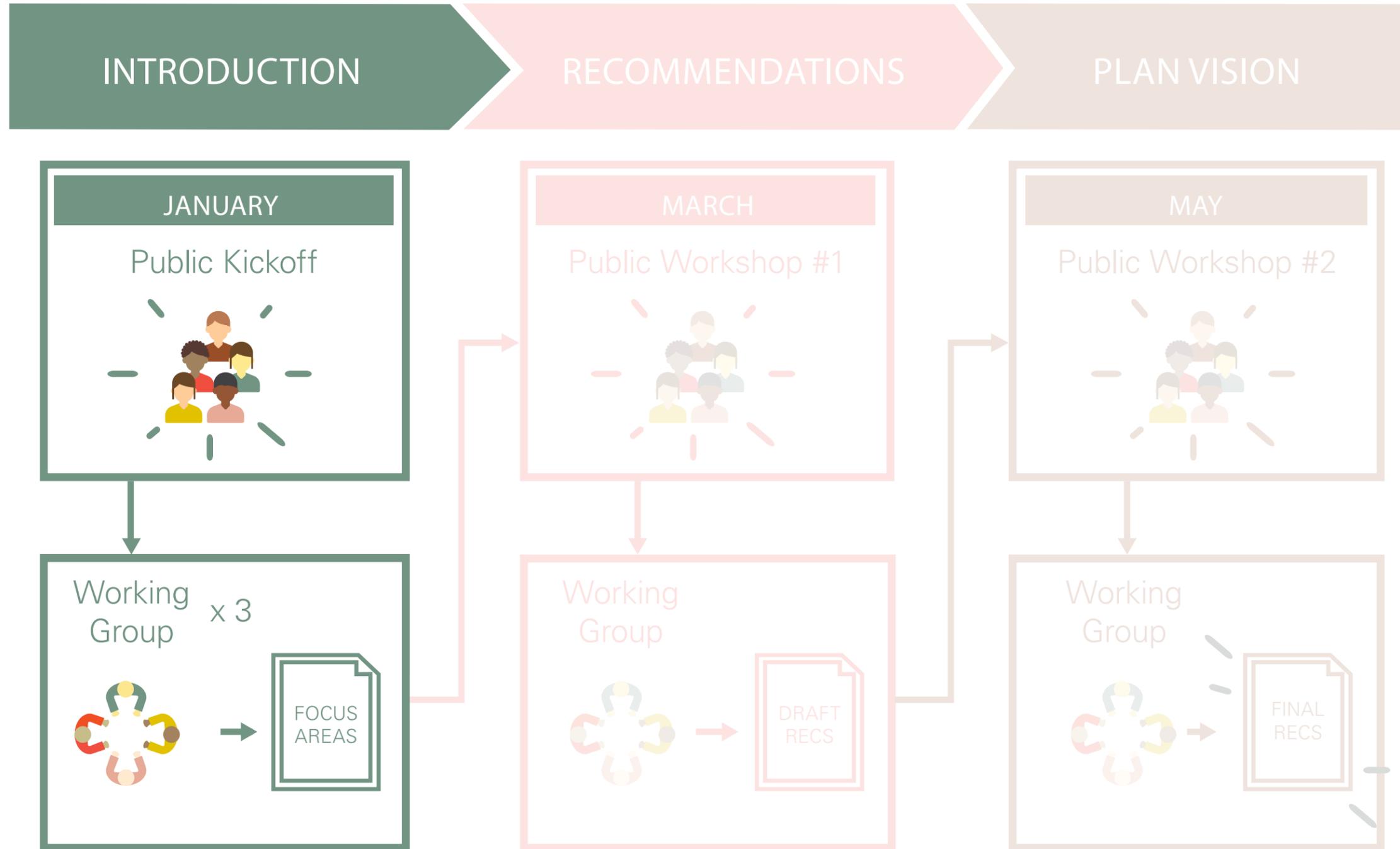
Planning Process



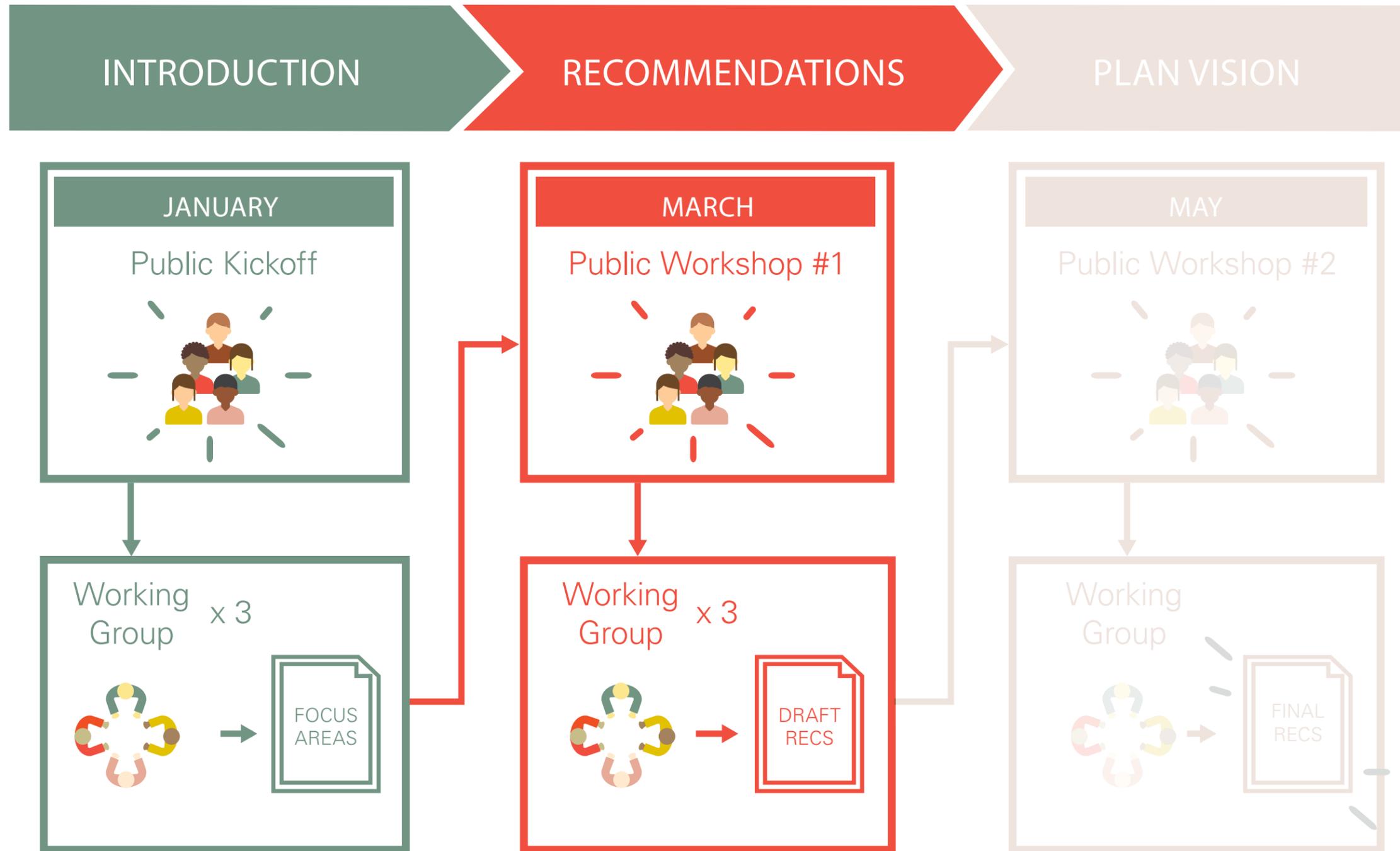
Planning Process



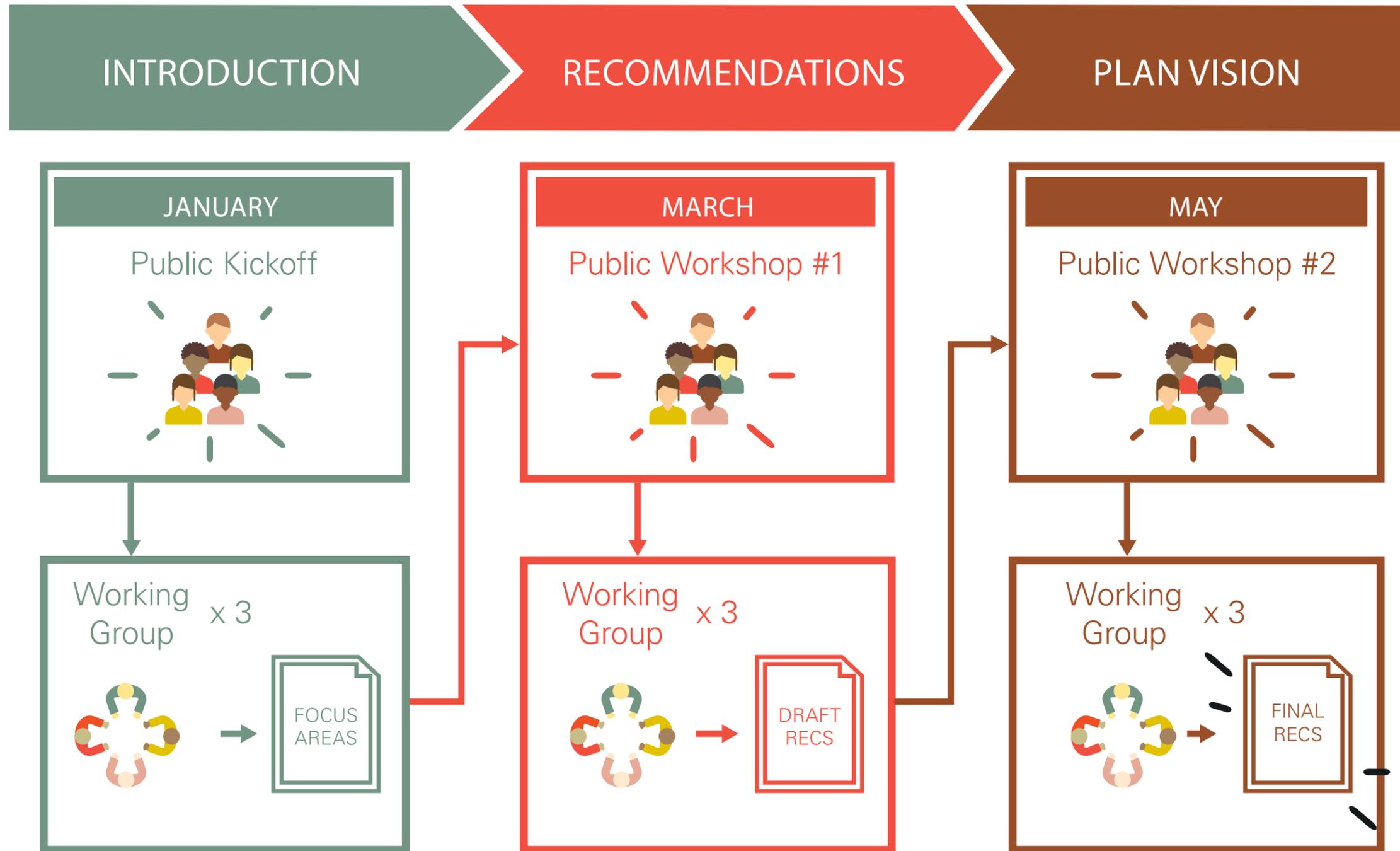
Process Timeline



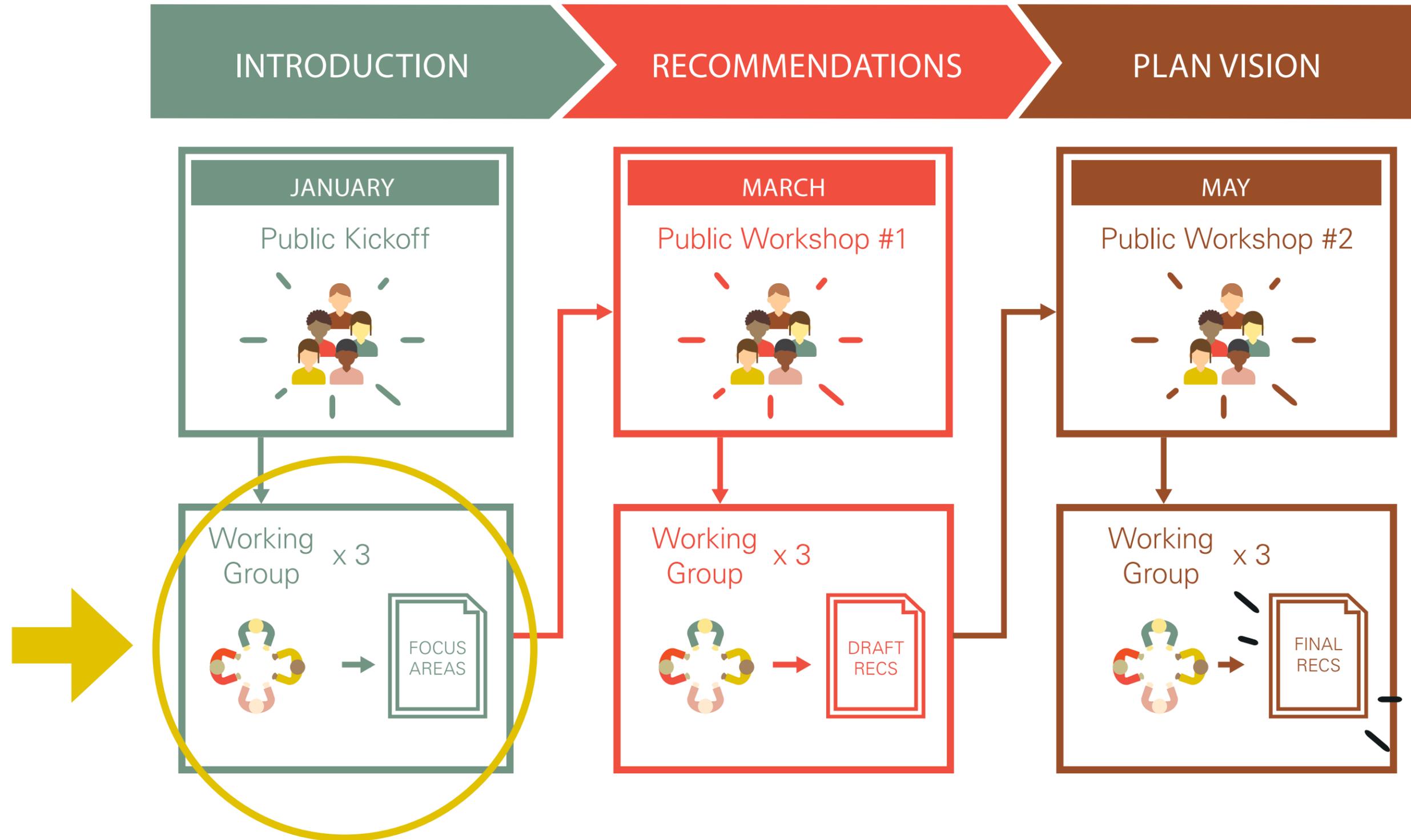
Process Timeline



Process Timeline



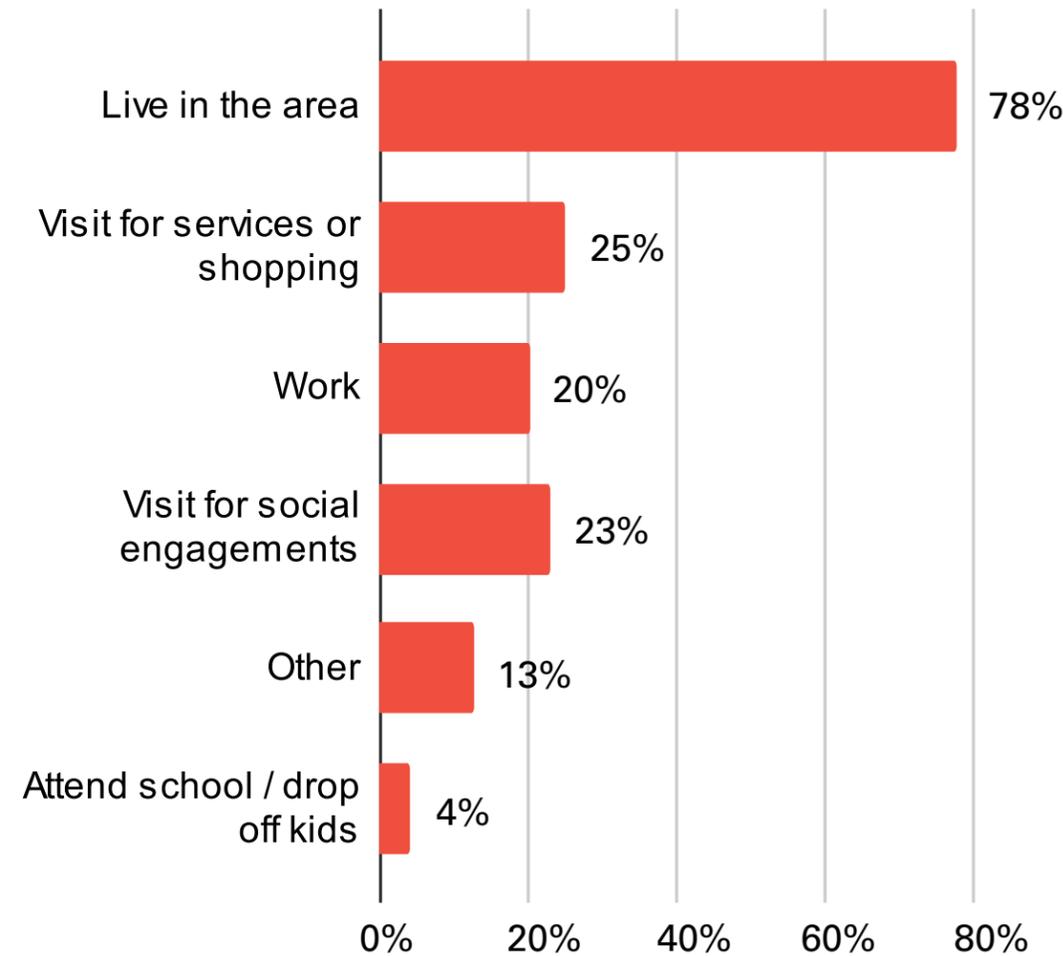
Process Timeline



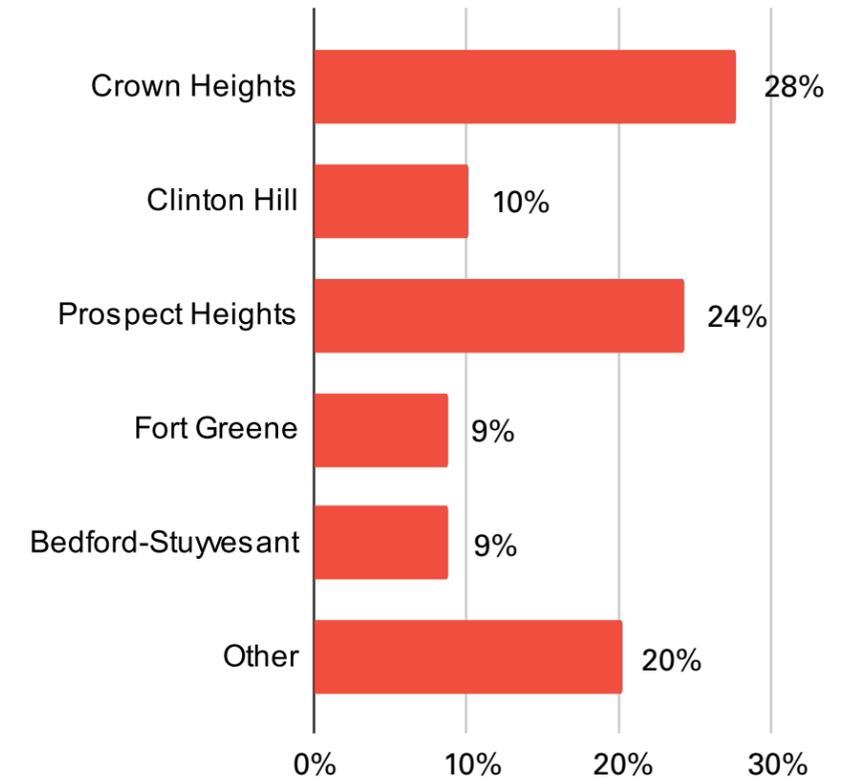
Kickoff: Participant Profile

- Virtual public meeting on January 17th, 6-8pm
- 253 attendees
- 13 Polls
- 11 Discussion Groups

Relationship to the project area (all that apply)



Residential neighborhood



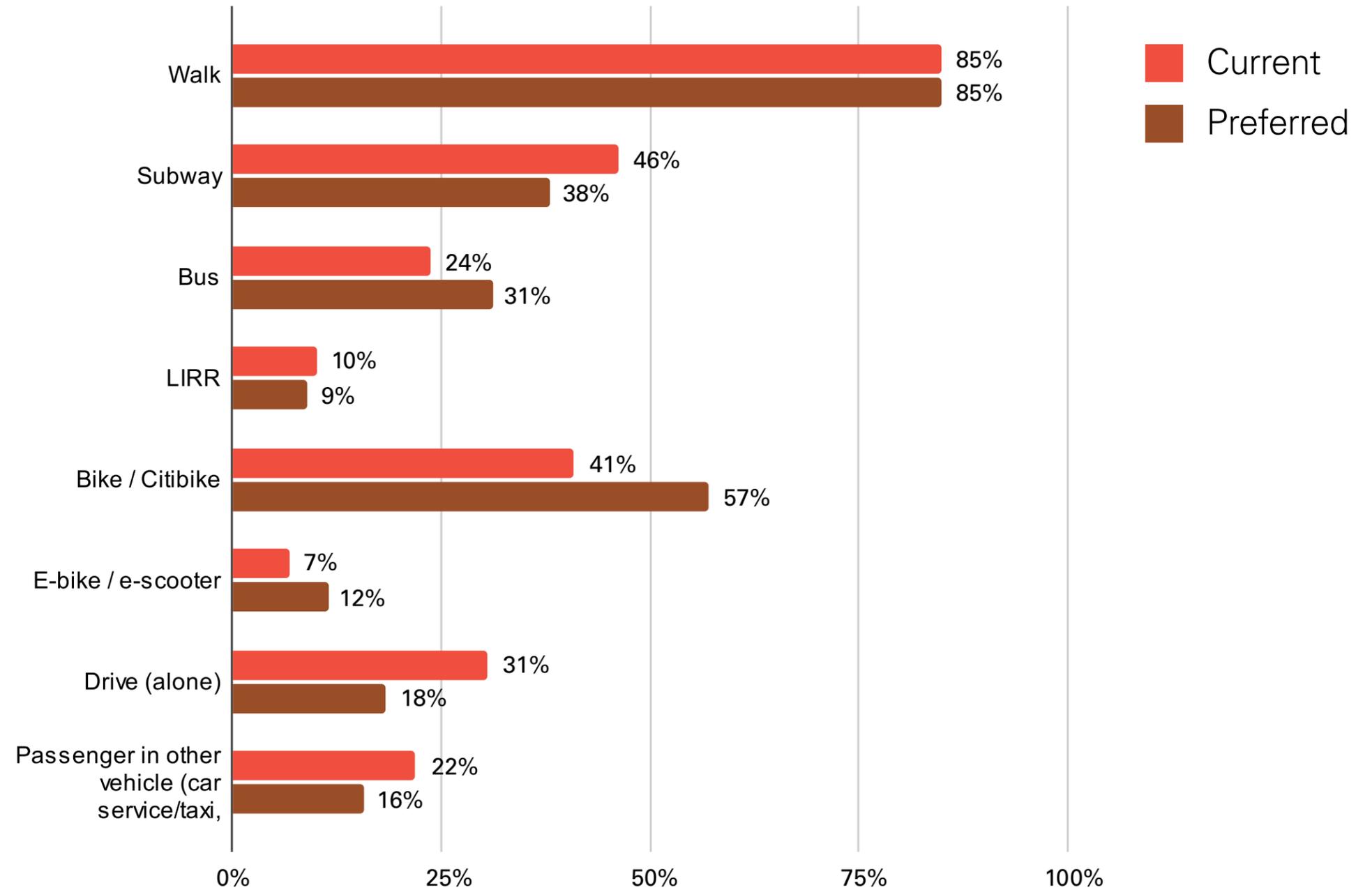
What We Heard: Travel Behaviour

- Most participants (57%) frequently cross Atlantic Avenue on north-south trips
- The majority (45%) crossed at least two times a week, 25% crossed every day

Key Issues and Concerns

- Dangerous street crossings for pedestrians and bicyclists
- Poor sidewalk condition (often used by industrial uses for parking)
- Underutilized car/truck storage
- Reduce cars lanes to accommodate protected bus lanes and protected bike lanes

Current and Preferred Mode of Travel

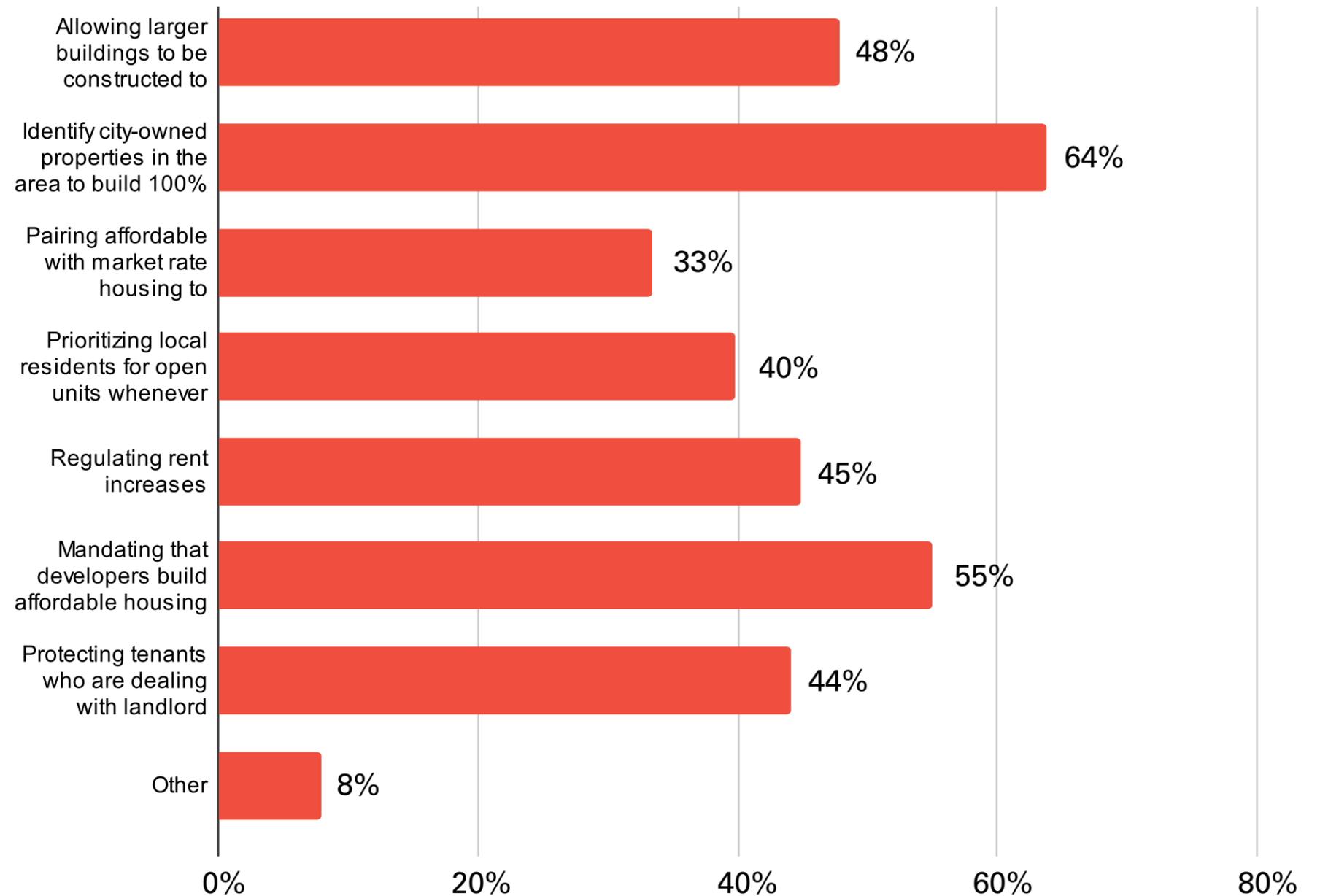


What We Heard: Housing

Key Issues and Opportunities

- Redefine affordability to specify who is being catered and how
- Use publicly owned and underutilized land to create deeply affordable housing
- *“Abundant housing is the best protection against displacement.”*
- Need for permanent and supportive housing for the homeless population
- Harassment, denial of repairs, illegal deregulation, and overcharge faced by tenants
- Displacement of BIPOC residents and businesses.
- Restricted rezoning area.

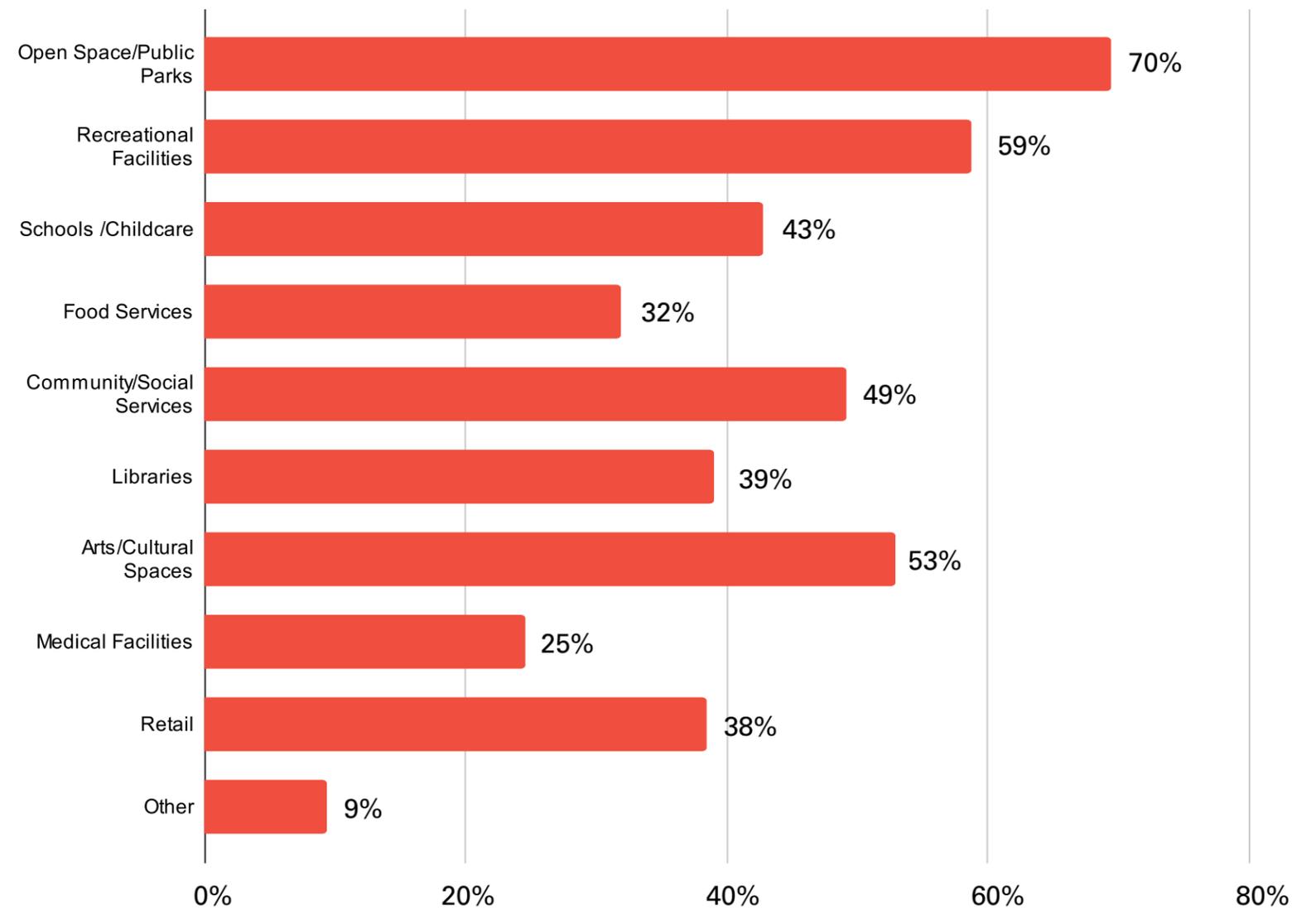
Preferred Strategies to Keep Housing Affordable



What We Heard: Community Facilities

In addition to housing and homelessness support (82%), other most desired community resources include elder care (69%) and health and nutrition (68%).

Desired Neighborhood Amenities



3

TODAY'S FOCUS AREA: ECONOMIC DEVELOPMENT, HUMAN CAPITAL, AND SERVICES



Working Group Focus Areas



**Streetscape, Physical
Infrastructure,
and Open Space**



**Economic
Development,
Human Capital,
and Services**



**Land Use, Density,
and Housing**

Today's Focus Area



**Streetscape, Physical
Infrastructure,
and Open Space**



**Economic
Development,
Human Capital,
and Services**



**Land Use, Density,
and Housing**

Focus Area B Toolkit Sample



Workforce Development



Health & Wellness



Childcare/Schools



Arts & Culture Programs



Food/ Grocery/ Retail



Renewed Local Economy

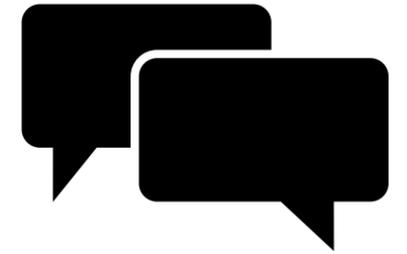
4 | TABLE DISCUSSIONS



Discussion Community Agreements

- **Share the air time** —work together to make sure everyone gets a chance to speak
- **Respect the diverse viewpoints and experiences in the group** — together, we know a lot; alone, we won't know it all; Please keep an open mind
- **Use "I" statements** – share from your own experience and avoid generalizations
- **Check your negativity bias** - focus on constructive discussion instead of what you dislike

Group Introductions



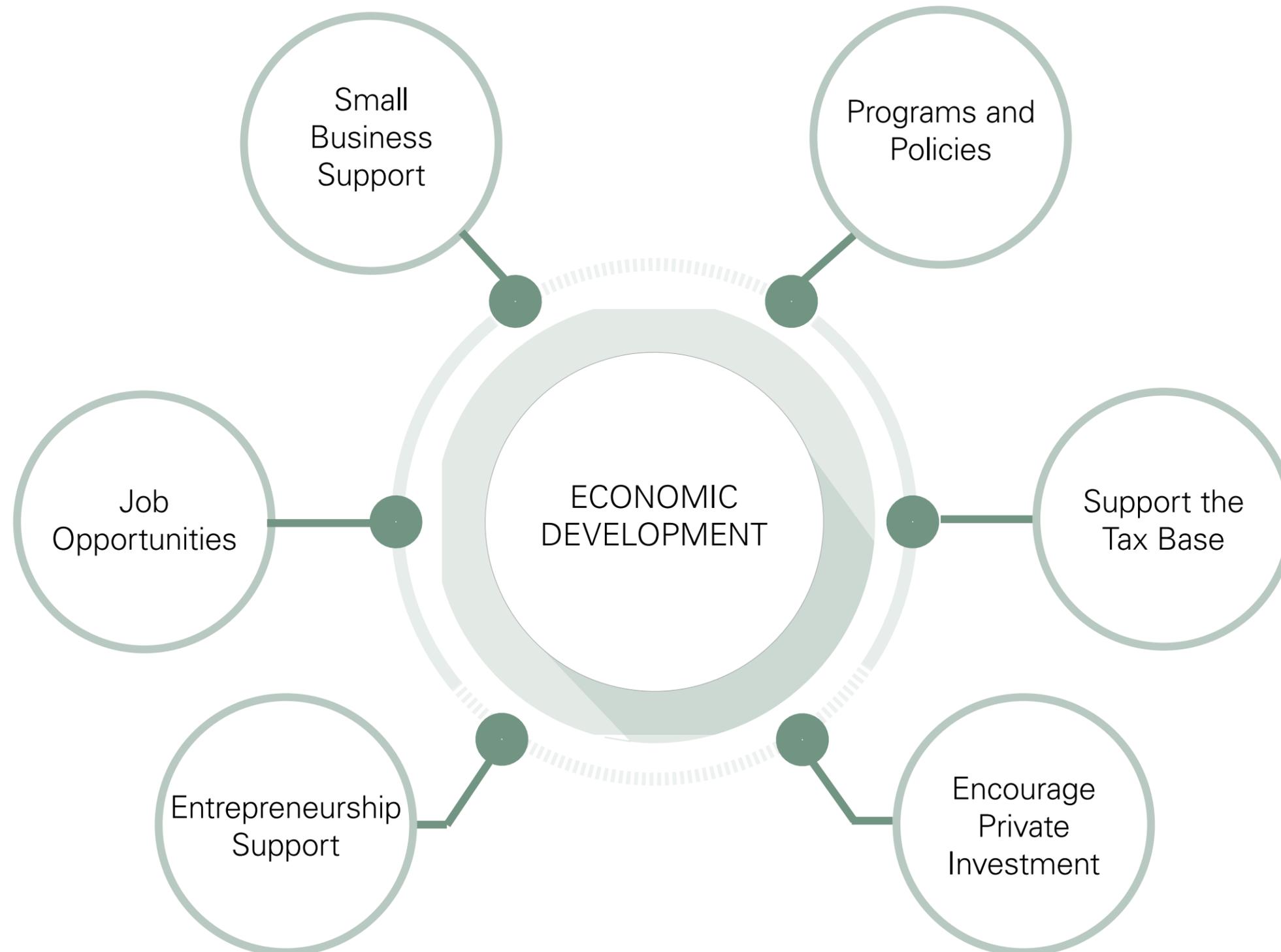
Introductions + Icebreaker Activity

5

FOCUS AREA B: BACKGROUND AND CONTEXT



Economic Development



Economic Development Strategies



Community Plan Precedent: Workforce1 Career Center

Where: East New York

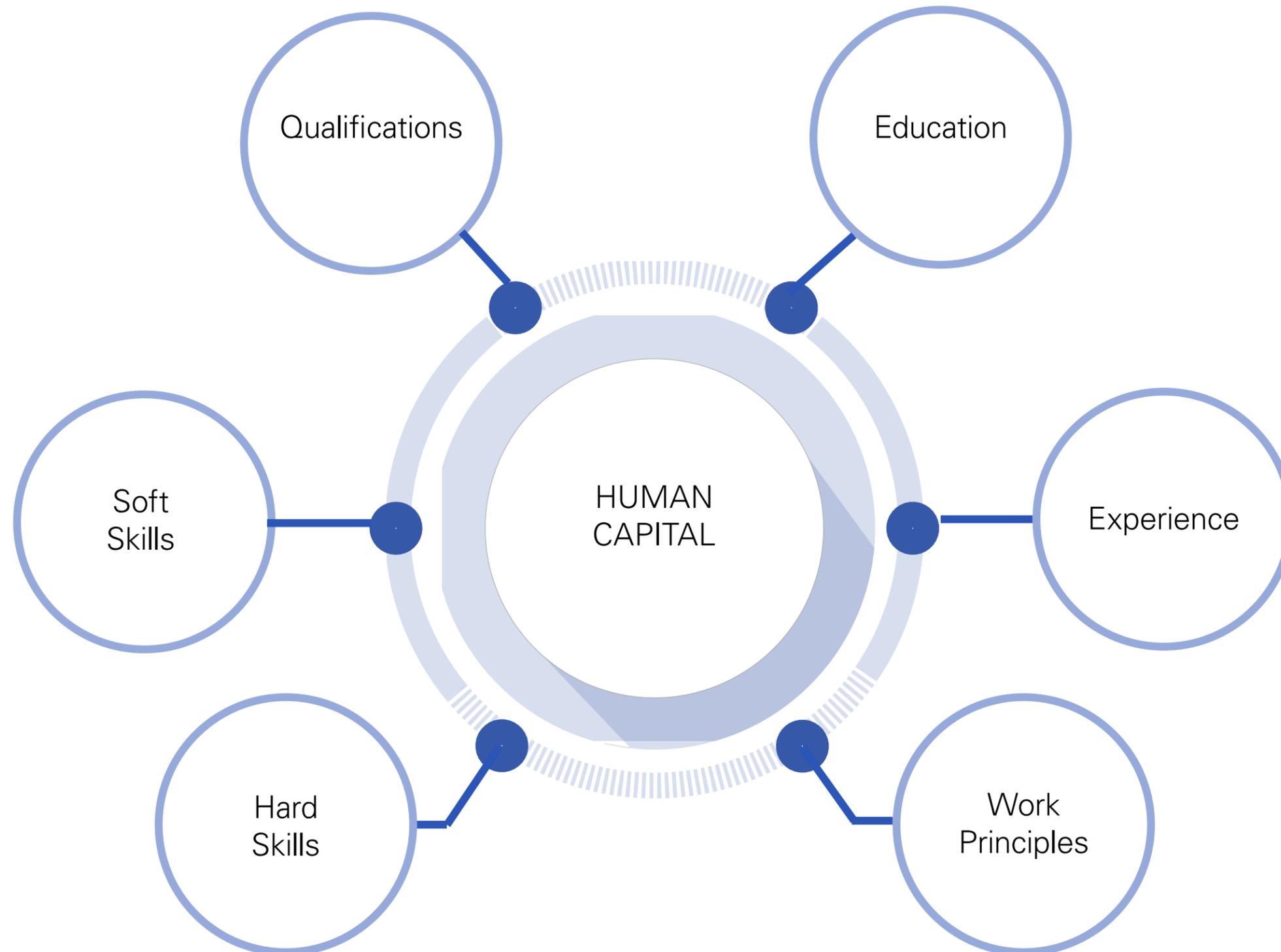
Agency: SBS

Status: Completed

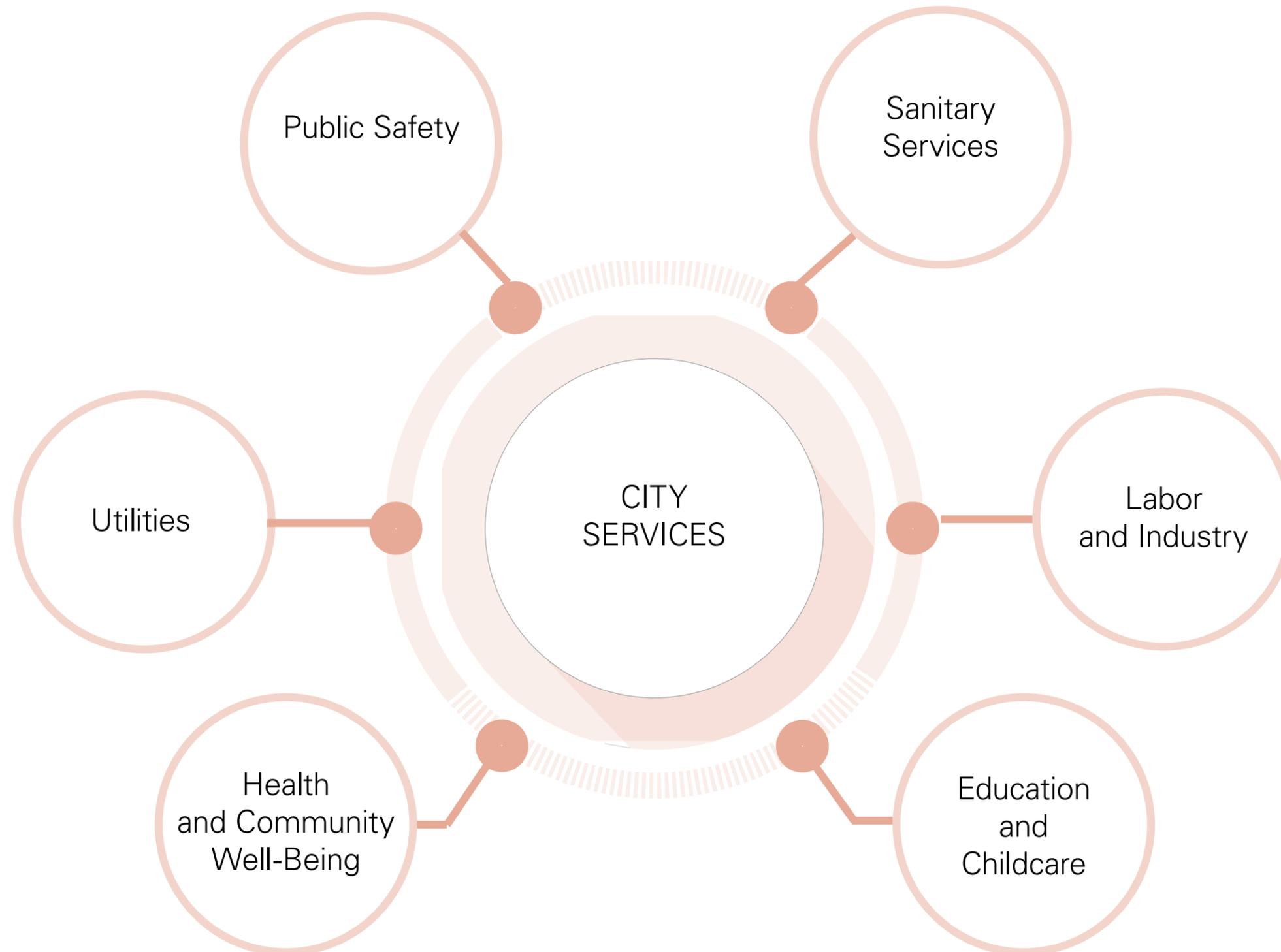
- Provides career services for area residents
- Workshops for out-of-school, out-of-work youth and individuals formerly acquainted with the criminal legal system
- SBS worked with 14+ local community-based organizations on a custom suite of services to support jobseekers and employers
- Partner of the American Job Center Network



Human Capital Development



Related City Services



Atlantic Avenue Mixed Use Plan Working Group:

Economic Development, Services and Human Capital

February 15, 2023

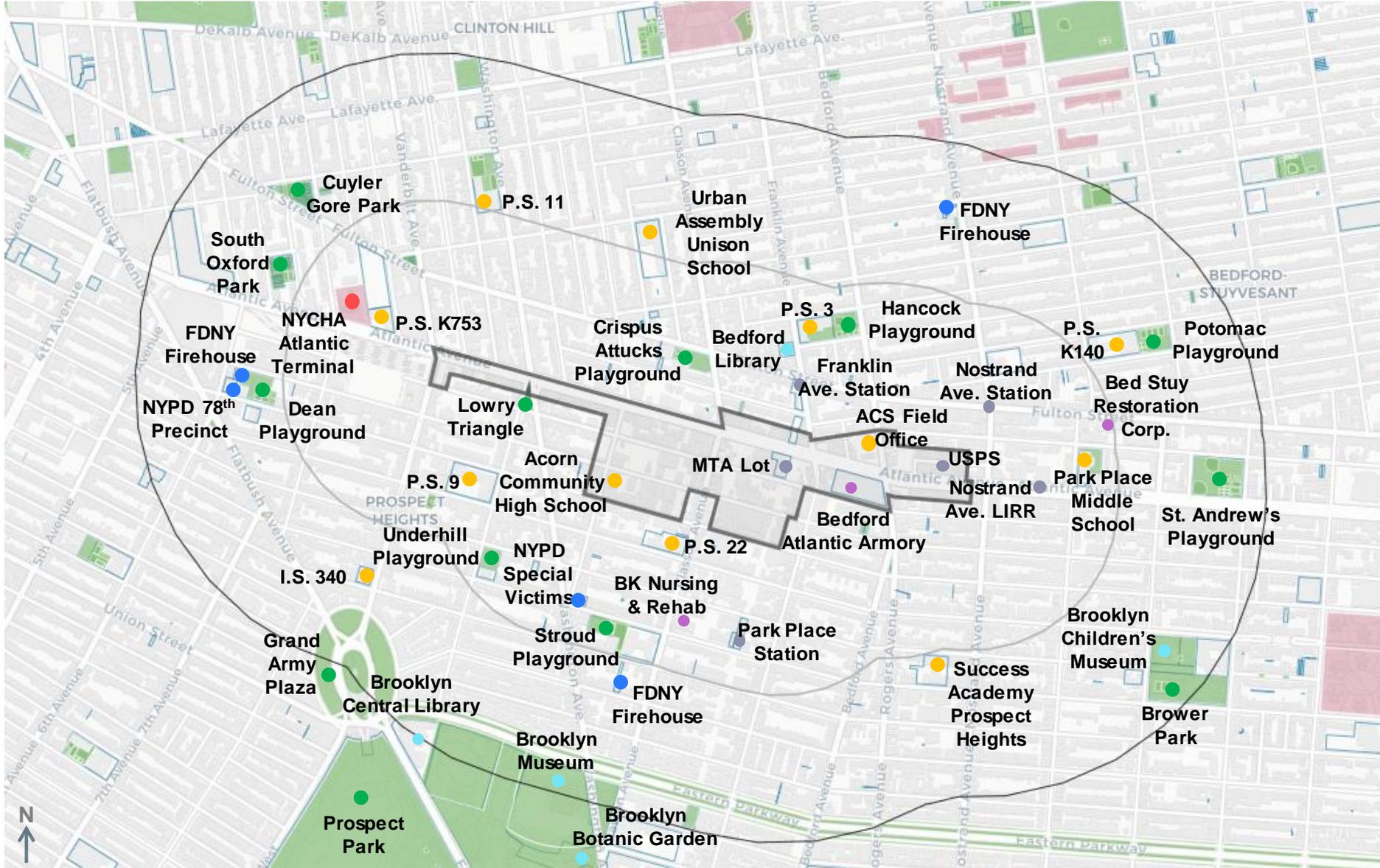


Agenda

1. City agency team introduction
2. Overview of city facilities and institutions in and around AAMUP
3. Planning for job growth and economic development
4. M-Crown framework
5. Crown Heights Commercial District Needs Assessment
6. School capacity planning and environmental review

Neighborhood Institutions, Facilities, and City-owned Lots

- Primary AAMUP Area
- ¼ mile radius
- ½ mile radius
- Parks, Gardens, and Historical Sites
- Health and Human Services
- Residential
- Libraries and Cultural Programs
- Core Infrastructure and Transportation
- Education, Child Welfare, and Youth Services
- Public Safety and Emergency Services
- NYCHA Developments
- City-owned lots



Planning for Economic Development, Jobs, and Small Businesses

Background

- Related citywide plans and research
- Key considerations
 - City's economic recovery and future of work
 - Existing and future business needs
 - Demand for space and feasibility
 - Zoning and non-zoning tools
 - Job access and workforce development

CAN INDUSTRIAL MIXED-USE BUILDINGS WORK IN NYC?

November 2018




2018

NYC PLANNING Info Brief
NYC Workers without a Bachelor's Degree

Workers without a bachelor's degree represent half of NYC workers, but they face challenges in an economy where the greatest growth has been in high-skill professional and low-paying service jobs. This info brief shows that workers without a bachelor's are often competing with degree-holding workers for jobs within the same occupations, and explores which occupations and industries may provide their best earnings opportunities in the current economic environment.

Worker Education by Typical Occupation

- Workers without a bachelor's degree make up while most occupations (62%) typically do not due to the city's highly skilled workforce, 17% degree but work in occupations that typically do

Occupations of NYC Workers Without a Bachelor's Degree

- 672k, or 28%, of all workers without a bachelor's degree work in NYC. Of those, 31% work in professional and related occupations, 22% in sales and office, and 17% in service occupations.
- Median earnings of workers without a bachelor's degree are lower than those of workers with a bachelor's degree across occupations and is often relative to requirements for those occupations and may possess other skills.
- The lowest earnings are in the growing service occupations, but often require more experience.
- Industrial occupations tend to pay better than service occupations, but often require more experience.

Rebuild, Renew, Reinvent: A Blueprint for New York City's Economic Recovery



TOTAL WORKERS

| Occupation Category | Approximate Total Workers |
|---|---------------------------|
| Management | 100k |
| Healthcare practitioners and technical | 100k |
| Business and financial operations | 100k |
| Art, design, entertainment, sports, media | 100k |
| Computer and mathematical | 100k |
| Education, training, and library | 100k |
| Architecture and engineering | 100k |
| Community and social service | 100k |
| Construction and extraction | 100k |
| Transportation and material moving | 100k |
| Installation, maintenance, and repair | 100k |
| Production | 100k |
| Office & administrative support | 100k |
| Sales and related | 100k |
| Protective service | 100k |
| Building, grounds cleaning, maintenance | 100k |
| Food preparation and serving related | 100k |
| Personal care and service | 100k |
| Healthcare support | 100k |

Source: IPUMS USA, www.ipums.org; 2015-2017 ACS samples, 3-year. Occupations with fewer than 5,000 workers without a bachelor's degree are not shown. Components may not sum to totals because of rounding.

NYC Planning | April 2019 | Workers with

2019

Rebuild, Renew, Reinvent: A Blueprint for New York City's Economic Recovery



2022

NEW YORK

Making New York Work for Everyone

December 2022

2022

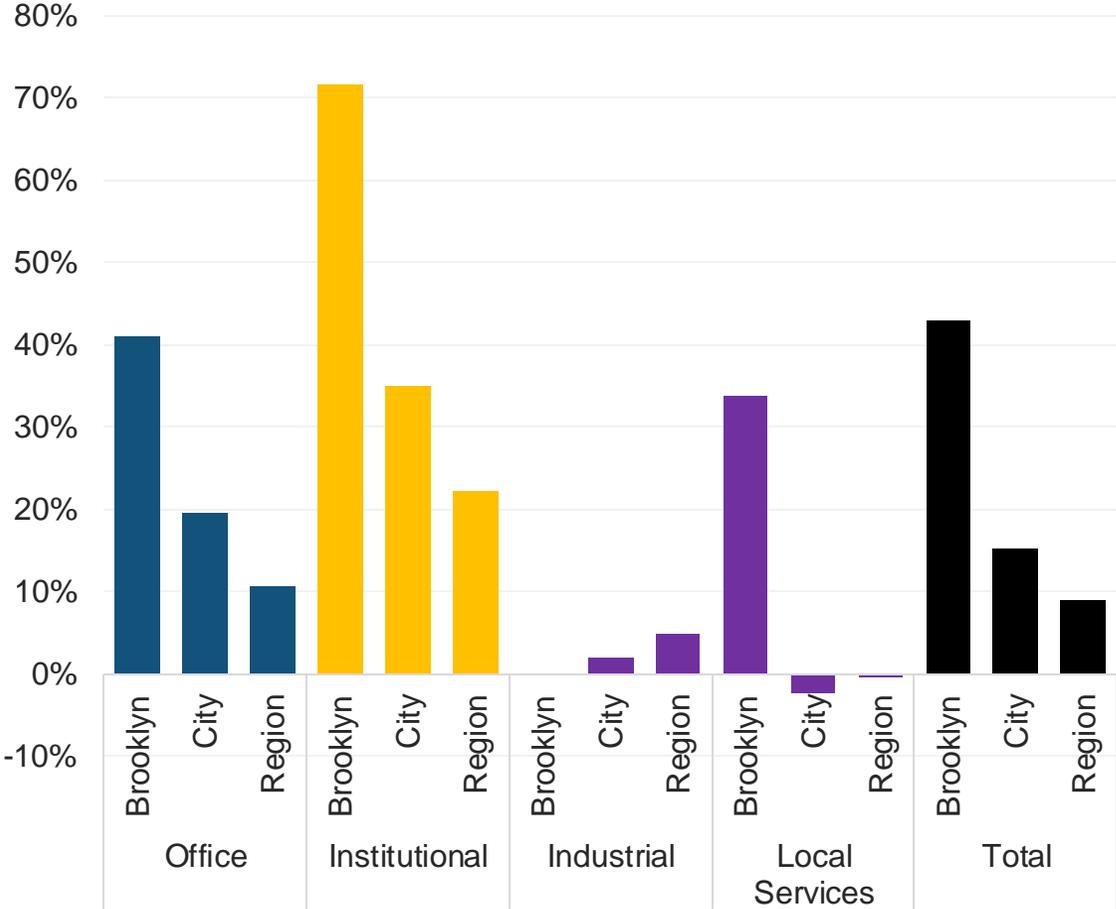
Regional, Citywide & Brooklyn Employment Trends by Macro Sector

Jobs by Macro Sector, 2022 Q2

| | Brooklyn | NYC | Region |
|-----------------------|-------------|--------------|--------------|
| Office | 110k | 1.40M | 2.78M |
| Institutional | 328k | 1.02M | 2.20M |
| Industrial | 92,930 | 447k | 1.67M |
| Local Services | 175k | 879k | 2.38M |
| Government | 120k | 556k | 1.44M |
| Total | 826k | 4.30M | 10.5M |

- Despite the pandemic, Brooklyn outpaced NYC and regional job growth substantially from 2010 to 2021
- The borough's Institutional sector, notably Health Care & Social Services, grew the fastest

% Change in Jobs, 2010-2021



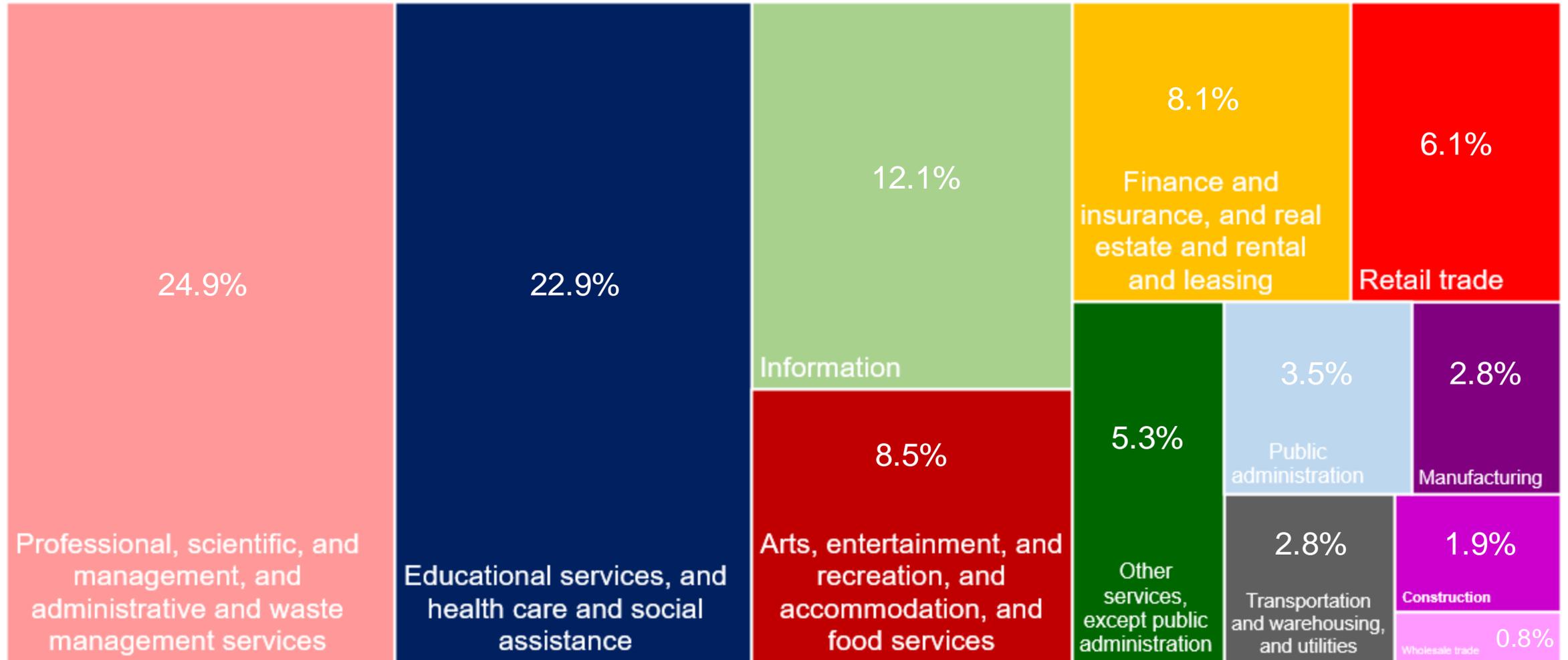
Employment Trends within Primary Planning Area

| Macro Sector & Industry | Annual Average | | | Q1-Q2 Avg |
|---|----------------|------------|------------|------------|
| | 2000 | 2010 | 2021 | 2022 |
| Industrial | 334 | X | 257 | 232 |
| Construction | 102 | 134 | 174 | 150 |
| Manufacturing | 132 | 63 | 28 | 28 |
| Transportation and Warehousing | 42 | X | 24 | 24 |
| Wholesale Trade | 57 | 79 | 32 | 30 |
| Institutional | X | X | X | |
| Educational Services | X | X | X | |
| Health Care and Social Assistance | X | X | 54 | 50 |
| Office-based | 20 | 20 | 183 | 173 |
| Professional, Scientific, and Technical Services | X | X | 87 | 94 |
| Administrative and Support, and Waste Management and Remediation Services | X | X | 24 | 27 |
| Information | X | X | X | 28 |
| Real Estate and Rental and Leasing | X | 7 | 14 | 19 |
| Finance and Insurance | X | X | X | X |
| Management of Companies and Enterprises | X | X | X | X |
| Local Services | 212 | 195 | 268 | 314 |
| Other Services (except Public Admin) | 80 | 76 | 106 | 122 |
| Accommodation and Food Services | X | 101 | 105 | 110 |
| Arts, Entertainment, and Recreation | X | X | 15 | 18 |
| Retail Trade | 65 | 12 | 31 | 46 |
| Unclassified | 10 | X | 11 | 18 |
| Total Private-Sector Jobs | 566 | 578 | 765 | 772 |

- There are nearly 9 times more office jobs today vs. in 2010
- Local services, which declined in many parts of the city due to the pandemic, grew by 60% since 2010
- Industrial employment has declined by 31%, primarily due to Manufacturing, while Construction has grown.

Please note: "x" = the data cannot be disclosed, or the sector does not exist in the geography; employment represents unemployment-insurance covered jobs only (i.e., does not include contractors or self-employed) and may represent headquarters employment (not necessarily job site location), which tends to be the case for industries like Construction.

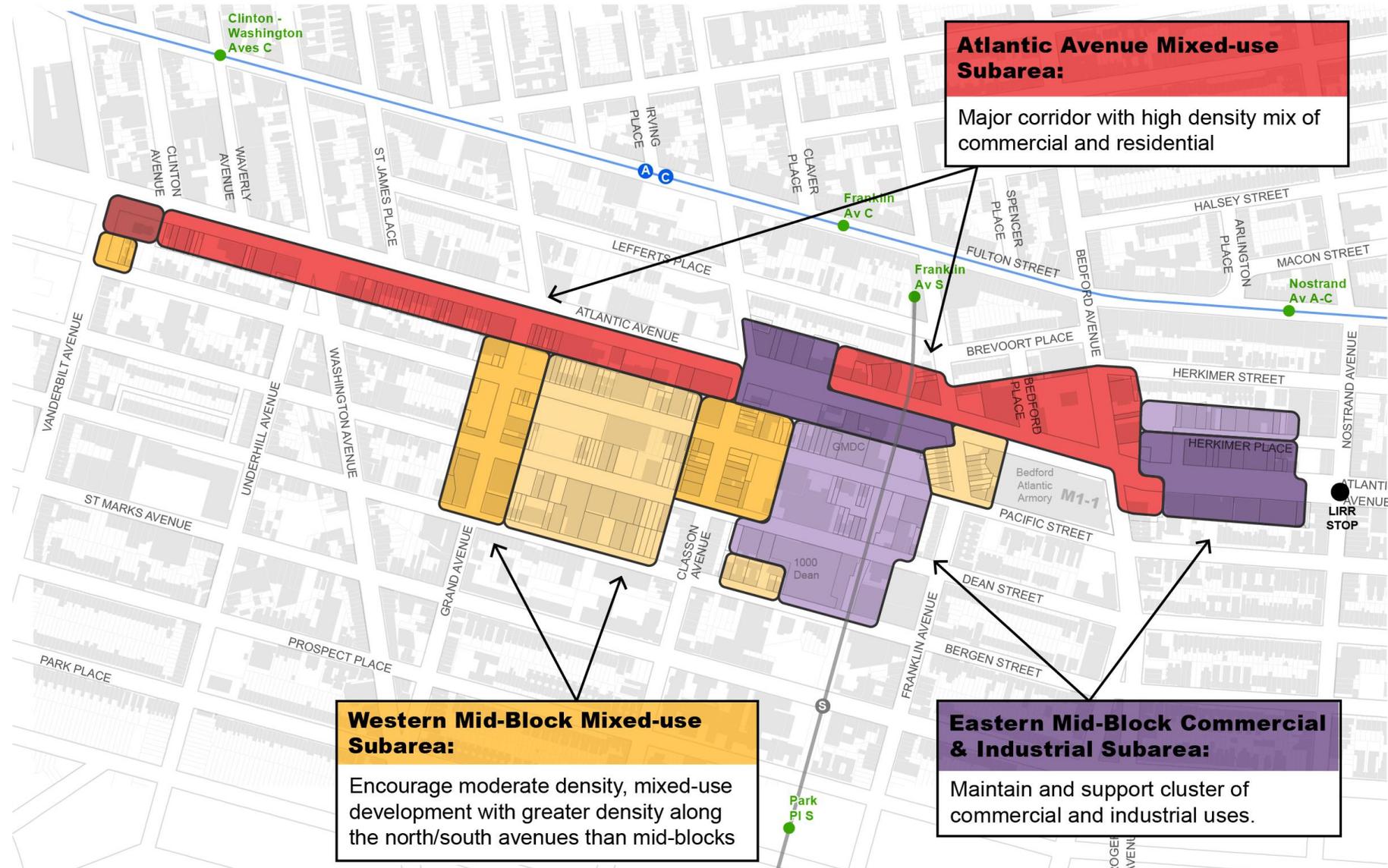
Occupations of Residents within ¼ Mile Context Area - 2017-2021 American Community Survey (ACS)



Note: Civilian employed population 16 years and over. Graphic omits "Agriculture, forestry, fishing and hunting, or mining," 0.2%.

Source: 2017-2021 5-year American Community Survey (ACS), Table DP03; Brooklyn Census Tracts 161, 163, 179, 199, 201, 203, 205, 221, 227, 247, 305, 315

DCP M-Crown Land Use Framework (2018)



Atlantic Avenue Mixed-use Subarea:
Major corridor with high density mix of commercial and residential

Western Mid-Block Mixed-use Subarea:
Encourage moderate density, mixed-use development with greater density along the north/south avenues than mid-blocks

Eastern Mid-Block Commercial & Industrial Subarea:
Maintain and support cluster of commercial and industrial uses.

Crown Heights Commercial District Needs Assessment

The CDNAs highlight a neighborhood's existing business landscape and consumer characteristics and equip grantees to:

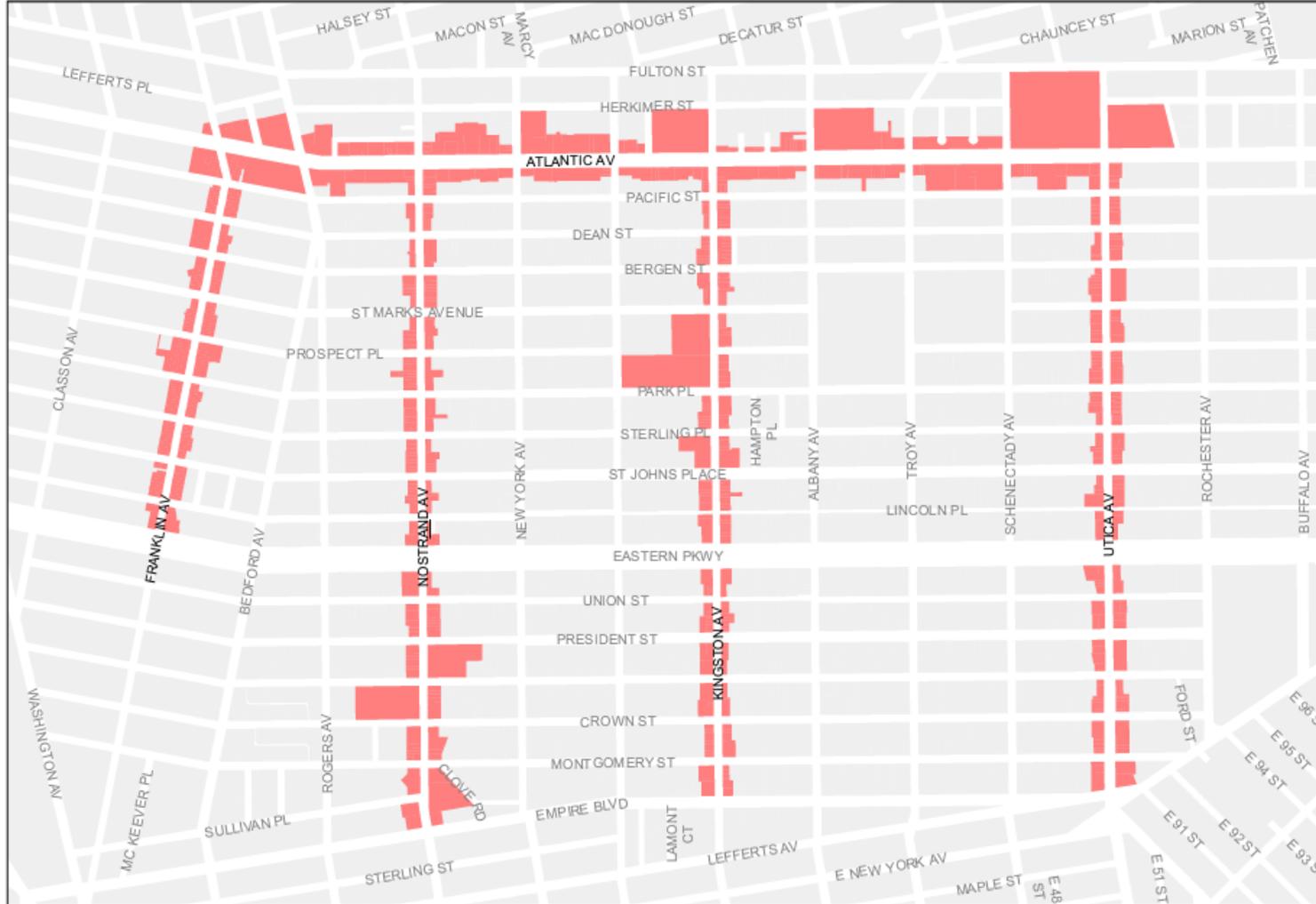
- ▶ Identify strengths, challenges and opportunities of the commercial district
- ▶ Engage the community for additional feedback and buy-in
- ▶ Prioritize needed investments, programming, and services

Through our Avenue NYC and N360 grant programs, SBS has published **35 CDNA reports** to date, with 4 more in progress



CDNA Reports

Commercial District Needs Assessment – Crown Heights



Crown Heights CDNA Study Area Map

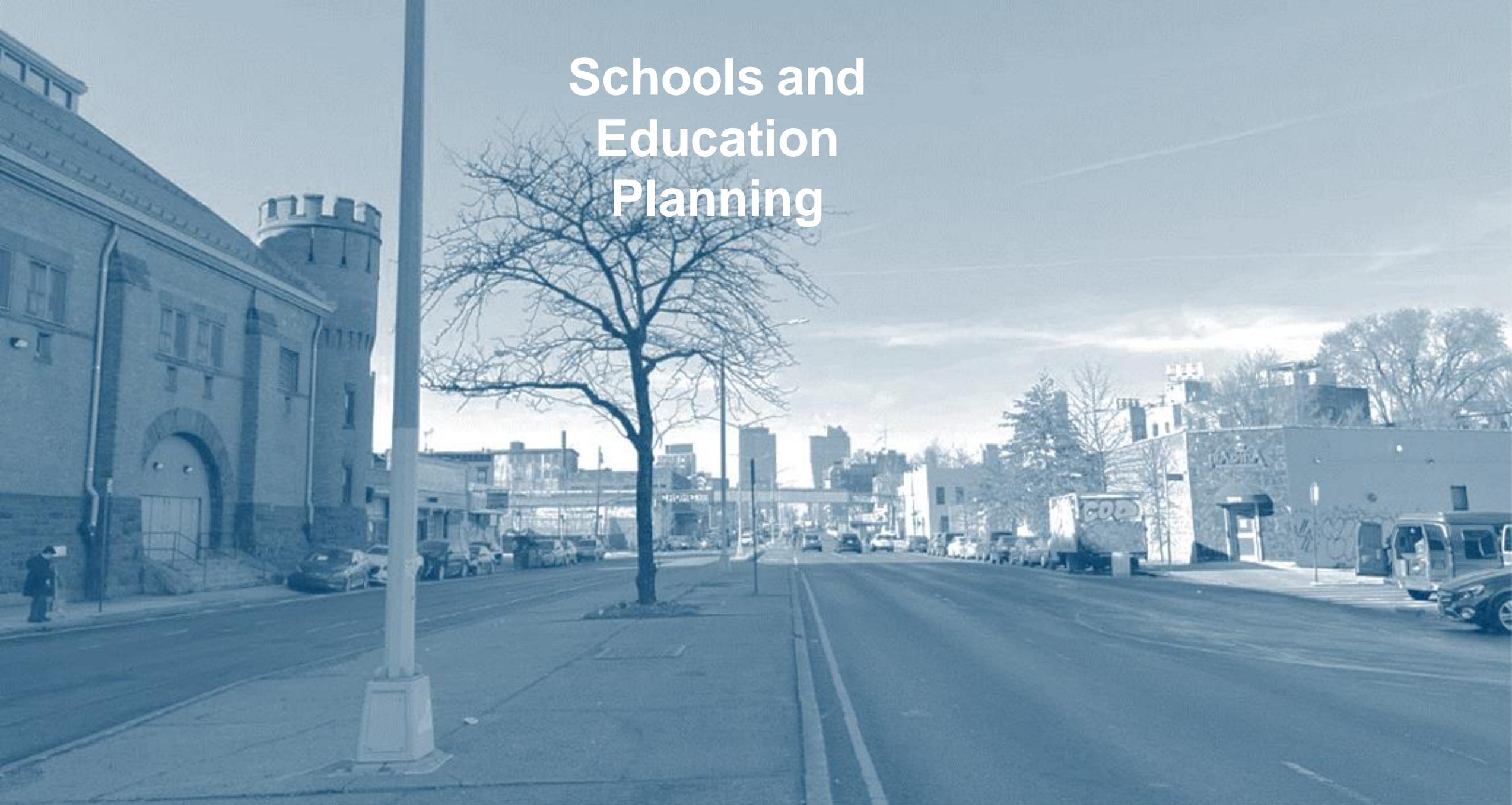
0 0.05 0.1 0.2 Miles



| Top businesses on Atlantic | |
|---|----|
| Auto Repair Shops/Auto Parts Stores | 19 |
| Construction, Manufacturing, Warehousing, and Wholesale | 5 |
| Gas Stations | 5 |
| Hotels | 5 |
| Hardwares and Home Goods Stores | 3 |
| Professional Services | 3 |
| Self-Storage Facilities | 3 |
| Bodega/Deli/Convenience Stores | 2 |
| Check Cashing, Money Transfer Services & Pawn Shops | 2 |
| General Merchandise Stores | 2 |

| Vacancy Rate on Atlantic | |
|--------------------------|-----|
| Occupied | 79% |
| Vacant | 21% |

Schools and Education Planning



Existing Public School Capacity and Enrollment Analysis

Legend

Existing School Location by Organization Level

- ▲ High School
- ▲ Intermediate School
- ▲ Intermediate/High School
- ▲ Primary School
- ▲ Primary/Intermediate School
- ▲ Special Education

SCA Capacity Projects In Progress (FY 2020-2024)

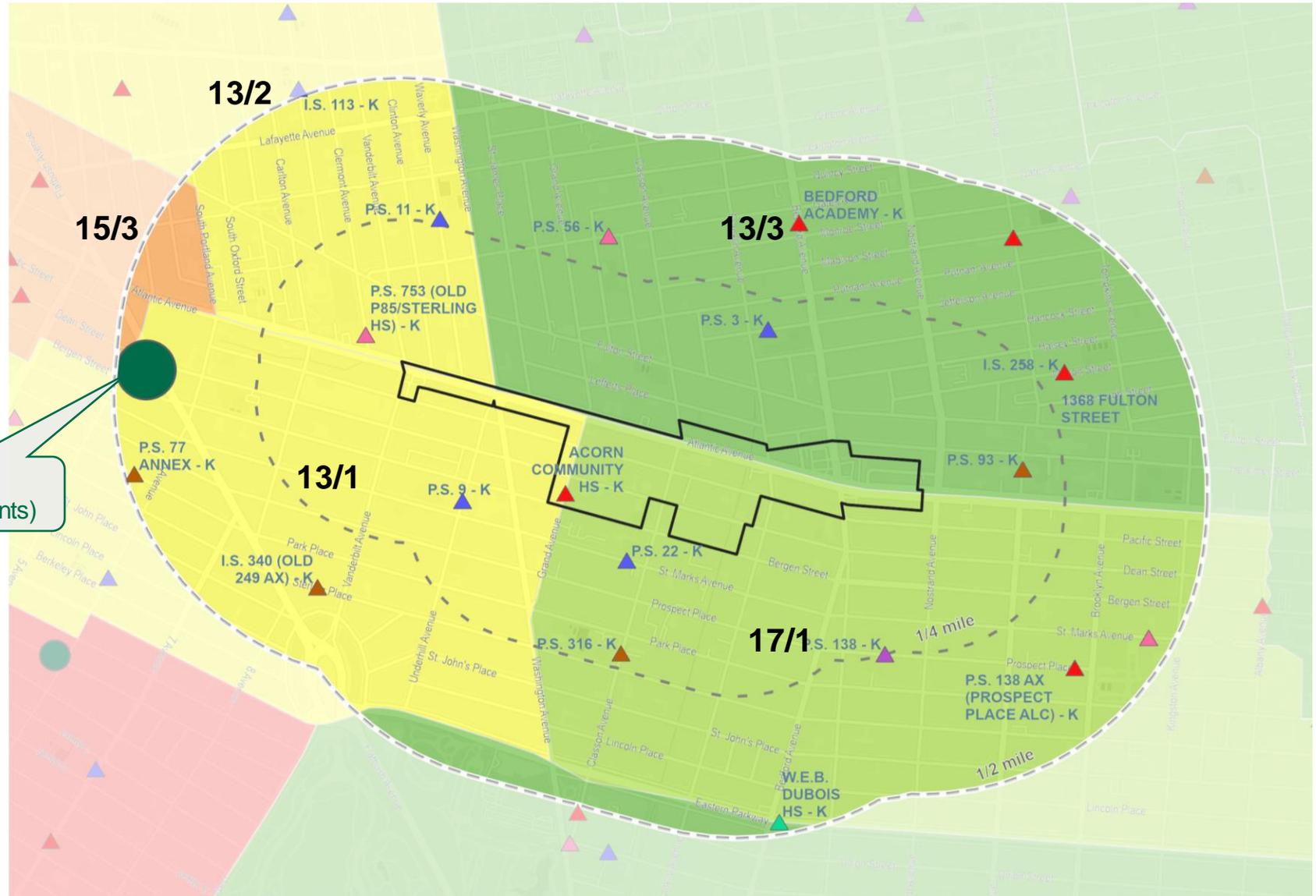
- 46 - 350
- 351 - 430
- 431 - 500
- 501 - 600
- 601 - 3,100

PSIS seats available by SCA Subdistrict

- -2,400 - -420
- -419 - 180
- 181 - 760
- 761 - 1,300
- 1,301 - 3,900

Context

- ▭ Study Area
- - - Study Area Buffer



Esri Community Maps Contributors, NYC OpenData, New Jersey Office of GIS, Esri, HERE, Garmin, SafeGraph, GeoTechnologies, Inc, METI/NASA, USGS, EPA, NPS, US Census Bureau, USDA

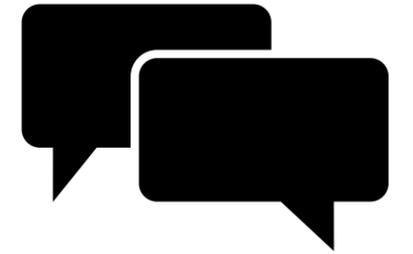
6 | TABLE DISCUSSIONS



Breakout Discussion Format

- Each breakout table will have one facilitator, and one notetaker
- We will discuss:
 - » Mapped feedback
 - » Key themes + Opportunity statements
- Table Materials (Please mark them up!)
 - » Project area map
 - » Example toolkits
 - » Key themes + opportunity statements

Working Group B Draft Key Themes



Small existing business support

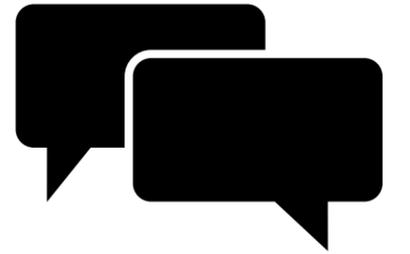
Leverage government programs

Workforce development

Information campaigns

Quality education

Group Discussion



Opportunity Mapping Key Themes + Opportunity Statements

Planning Process Resources

- Visit the project website at <https://nyc.gov/AtlanticAvenue> for the latest updates
- Sign-up for email updates about the process and upcoming meetings on the website
- If you have questions or would like to submit written comments for consideration in the community planning process, please email AtlanticPlan@planning.nyc.gov

Community Resources

Council Member Hudson's Office can connect you with City and nonprofit resources if you are experiencing...

- Housing insecurity or tenant harassment
- Food insecurity
- Challenges accessing healthcare, mental health resources, or other City services

To be connected, please contact:

District35@council.nyc.gov or 718-260-9191

Upcoming Public Workshop

Atlantic Avenue Mixed Use Plan
next public workshop details:

Sunday, March 12

Afternoon, (Time to be confirmed, 2 - 5pm window)

In-person

Location TBA - in the area

*Check the project website for the latest information:
<https://nyc.gov/AtlanticAvenue>*

THANK YOU.



NYC
PLANNING
WXY