

EAST NEW YORK COMMUNITY PLAN

PLAN COMUNITARIO EAST NEW YORK



WELCOME!
¡BIENVENIDOS!

January 24, 2015
24 de enero de 2015

WHY ARE WE HERE? / ¿POR QUE ESTAMOS AQUÍ?

- Share proposed East New York Community Plan
- Continue dialogue about the future of the neighborhood
- Compartir el Plan Comunitario Preliminar East New York
- Continuar el dialogo acerca del futuro del barrio

Morning Session / Sesión de la Mañana (10-12):

■ Overview of Proposed East New York Community Plan

- Housing
- Economic
Development
- Transportation
- Community Resources

■ Questions and Answers

■ Revisión del Plan Comunitario East New York

- Vivienda
 - Desarrollo Economico
 - Transporte
 - Recursos Comunitarios
- ### **■ Foro Comunitario**

Lunch / Almuerzo (12-1)

Afternoon Session / Sesión de la Tarde (1-3):

■ Neighborhood Land Use Framework

- Breakout groups to learn more and interact with City staff
- Regroup to share conversation highlights

■ Marco de Uso de Suelo Comunitario

- Grupos de Trabajo
- Reagruparse para compartir los elementos claves de la conversación

The Department of City Planning works with communities across the five boroughs of New York City to:

- Promote housing production and affordability
- Foster economic development
- Coordinate investment in infrastructure and services
- Support resilient, sustainable communities

To promote a more equitable city

El Departamento de Planificación de la Ciudad trabaja con comunidades a través de los cinco condados de la Ciudad, para:

- Promover la producción de vivienda y asequibilidad
- Fomentar desarrollo económico
- Coordinar inversiones en infraestructura y servicios
- Apoyar comunidades resistentes y sustentables

Promover una ciudad más equitativa

PLAN COMUNITARIO EAST NEW YORK

NEW APPROACH TO NEIGHBORHOOD PLANNING

- Community-based process
- Neighborhood plan for more housing, retail and improved quality of life
- Key components include:
 - Changes to zoning to encourage appropriate development
 - New public investments and improvement in services
- Partnership and coordination among city agencies

NUEVO ESTILO DE PLANIFICACION COMUNITARIA

- Procesos Comunitarios
- Plan Comunitario para proveer más viviendas, comercios y una mejor calidad de vida
- El plan incluirá:
 - Cambios de Zonificación para fomentar un desarrollo apropiado
 - Mejoras de infraestructura y servicios
- Coordinación con otras agencias de la Ciudad

PLAN COMUNITARIO EAST NEW YORK

KEY PLAN COMPONENTS

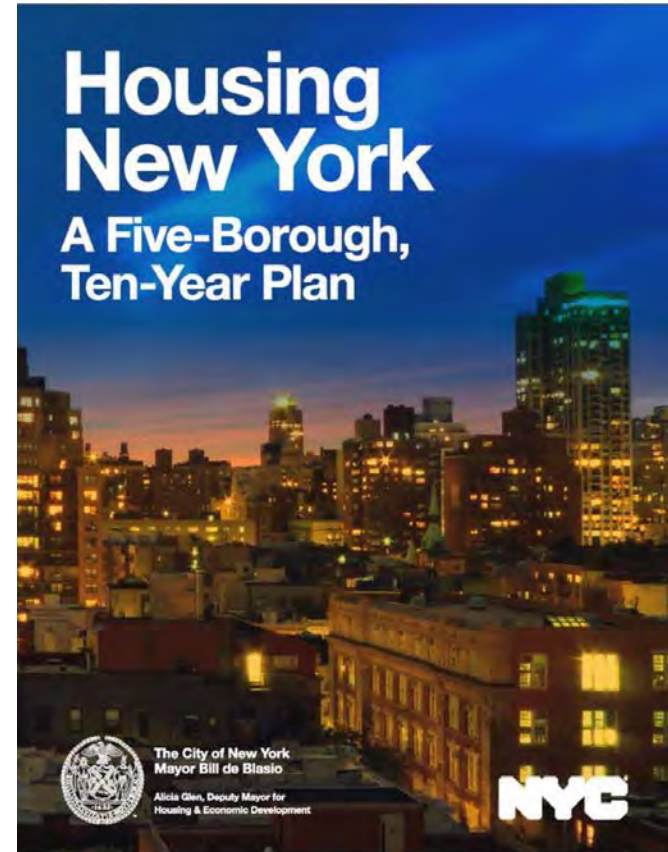
- Programs to protect existing affordable housing and encourage new affordable housing development
- Support for business and job growth throughout the neighborhood and in the Industrial Business Zone
- Improvements to make Atlantic Avenue safer and more attractive
- Investments in schools and parks
- Zoning proposal to support these goals by allowing medium-density mixed-use development along key corridors while protecting residential areas

COMPONENTES CLAVES DEL PLAN

- Programas que protejan vivienda asequible existente y que fomente nuevos desarrollos de vivienda asequible
- Apoyo a negocios y crecimiento de empleos en la comunidad, al igual que en la Zona Industrial Comercial (IBZ)
- Mejoras para que la Avenida Atlantic sea mas segura y mas atractiva
- Inversión en escuelas y parques
- Una propuesta de Zonificación que apoye estas metas al permitir densidades medias

VIVIENDA EN NUEVA YORK

- Increase the supply of affordable housing while fostering diverse, livable neighborhoods
- Comprehensive planning in neighborhoods across the city, to encourage and support housing and community development
- Incrementar el suministro de viviendas asequibles, al mismo tiempo fomentando el crecimiento de comunidades diversas y habitables.
- Planificación Integral en 15 comunidades, para incentivar el desarrollo de viviendas y comunidades.



PLAN COMUNITARIO EAST NEW YORK

BROAD, RECURRING OUTREACH

Visioning

- Kick-off Workshop – September 20
- Streetscapes & Transportation and Community Resources – October 2
- Economic Development – October 16
- Housing – October 29
- Community Planning Workshop – November 15

Report-Back

- Economic Development, Community Resources, and Transportation – November 20
- Housing – December 18

Ocean Hill planning workshop –
December 9

PROCESO PARTICIPATIVO EXTENSO Y RECURRENTE

Desarrollando la Visión:

- Taller Inicial – Septiembre 20
- Paisaje Urbano y Transporte – Octubre 2
- Recursos Comunitarios – Octubre 2
- Desarrollo Económico – Octubre 16
- Vivienda – Octubre 29
- Planificación Comunitaria – Noviembre 15

Reportandole a la Comunidad:

- Reporte/Resumen de Desarrollo Económico, Recursos Comunitarios y Transporte – Noviembre 20
- Reporte/Resumen de Vivienda – Diciembre 18

- Taller de Planificación Ocean Hill – Diciembre 9

SUSTAINABLE COMMUNITIES EAST NEW YORK NEIGHBORHOOD STUDY (2011-2013)

DEVELOP EAST NEW YORK COMMUNITY PLAN

(Fall 2014-Spring 2015)

VISIONING

REPORT-BACK

SHARE PROPOSED PLAN

FEEDBACK ON PROPOSED PLAN

PUBLIC REVIEW (ULURP)

(Summer – Fall 2015)

COMMUNITY BOARD REVIEW

BOROUGH PRESIDENT REVIEW

CITY PLANNING COMMISSION

CITY COUNCIL

ENVIRONMENTAL REVIEW

PUBLIC SCOPING MEETING

PUBLIC COMMENT PERIOD ON
DRAFT SCOPE OF WORK

ENVIRONMENTAL ANALYSIS

DRAFT ENVIRONMENTAL IMPACT
STATEMENT (DEIS)

PUBLIC COMMENT PERIOD
ON DEIS

FINAL ENVIRONMENTAL IMPACT
STATEMENT

COMMUNITY PLAN APPROVAL

ESTUDIO DE COMUNIDADES SOSTENIBLES EAST NEW YORK (2011-2013)

DESARROLLAR PLAN COMUNITARIO EAST NEW YORK

(Fall 2014-Spring 2015)

DESARROLLAR LA VISION

REPORTAR A LA COMUNIDAD

COMPARTIR EL PLAN PROPUESTO

COMENTARIOS ACERCA DEL PLAN
PROPUESTO

REVISION PUBLICA (ULURP)

(Summer – Fall 2015)

REVISION JUNTA COMUNITARIA

REVISION PRESIDENTE DEL
CONDADO

COMISION DE PLANIFICACION DE
LA CIUDAD

CONSEJO MUNICIPAL

REVISION MEDIOAMBIENTAL

REUNION DE ALCANCE PUBLICO

PERIODO DE OPINION PUBLICA
DEL TRABAJO PRELIMINAR

ANALISIS MEDIOAMBIENTAL

DECLARACION PRELIMINAR
DE IMPACTO
MEDIOAMBIENTAL (DEIS)

PERIODO DE OPINION PUBLICA
(DEIS)

DECLARACION FINAL DE IMPACTO
MEDIOAMBIENTAL

APROBACION DEL PLAN COMUNITARIO

PLAN COMUNITARIO EAST NEW YORK

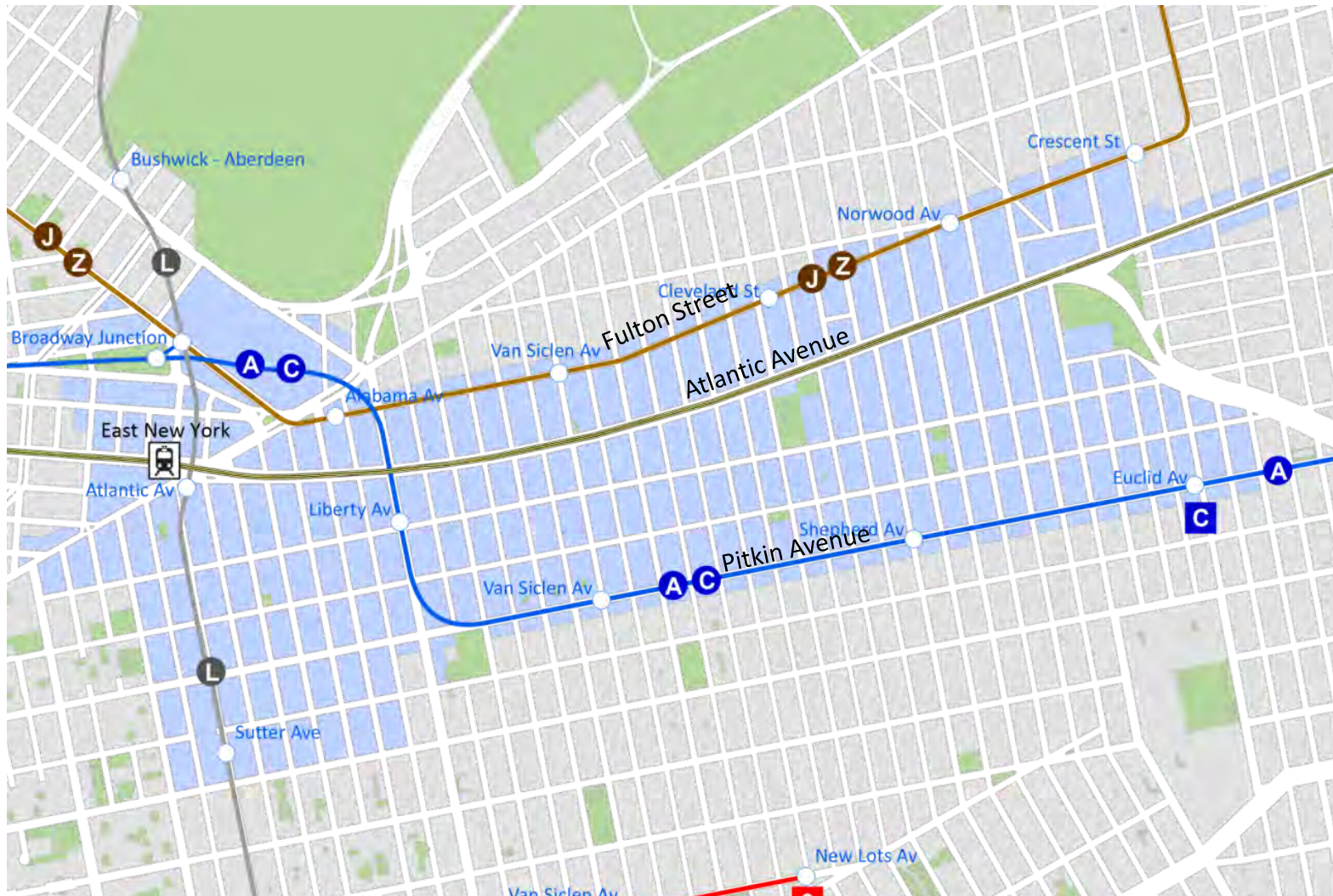
NEXT STEPS

- Public outreach events throughout the spring to get feedback on draft plan and continue shaping plan
- Meetings with key stakeholder groups
- Engagement with community boards and their committees

PROXIMOS PASOS

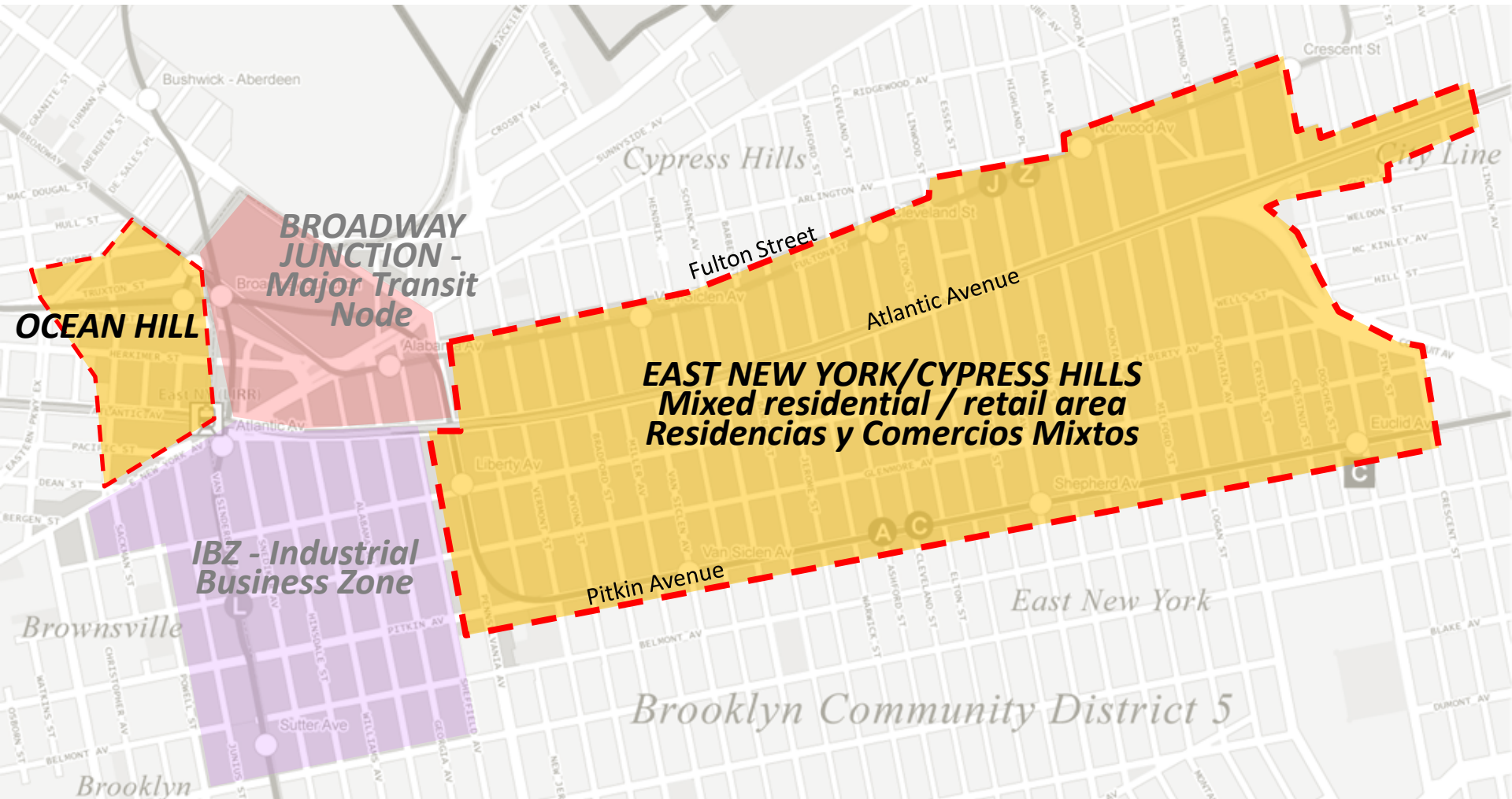
- Foros públicos participativos durante la primavera para obtener comentarios acerca del plan preliminar para continuar la conformación del plan
- Reuniones con los grupos interesados
- Compromiso con los grupos comunitarios y sus comités

COMUNIDADES SOSTENIBLES EAST NEW YORK



- Two-year study of transit-rich area
- Dos años de estudio de esta área rica en transporte

PLAN COMUNITARIO EAST NEW YORK



- Areas with greatest potential for neighborhood development
- Áreas con mayor potencial para el desarrollo comunitario

PLAN COMUNITARIO EAST NEW YORK

WHAT WE HEARD IS VERY IMPORTANT

- More **affordable housing** options for community
- Housing for **senior population**
- **Preserve character** of residential area
- Protect existing **low-cost housing**
- Career **training programs** and access to diverse **jobs**
- **Entrepreneurial** opportunities for local residents
- More **retail options**, including healthy foods
- Active and safer **Atlantic Avenue**
- **Pedestrian-friendly** streets
- New **community centers** throughout East New York
- Improvements to existing **parks** and open space

PLAN COMUNITARIO EAST NEW YORK

LO QUE OIMOS ES MUY IMPORTANTE:

- Nuevas opciones de **vivienda asequible** para la comunidad
- Vivienda para la **población de personas mayores**
- **Preservar el carácter** residencial del área
- Proteger las viviendas existentes de bajo costo
- Programas de **formación profesional** y acceso a diversos empleos
- **Oportunidades empresariales** para los residentes locales
- Más opciones de comercios, incluyendo **alimentos saludables**
- Una **Avenida Atlantic** más activa y segura
- Una Calle Fulton **más amigable a los peatones**
- Nuevos **centros** comunitarios a lo largo de East New York
- Mejorías a **parques** existentes y a espacios abiertos.

HOUSING
VIVIENDA

ECONOMIC
DEVELOPMENT
*DESARROLLO
ECONOMICO*

STREETSCAPE AND
TRANSPORTATION
*PAISAJE URBANO Y
TRANSPORTE*

COMMUNITY
RESOURCES
*RECURSOS
COMUNITARIOS*

PROTECT AFFORDABLE HOUSING

- Ensure that rent-regulated units **remain protected**
- **Keep rents stable and affordable**
- **Educate tenants** about their rights

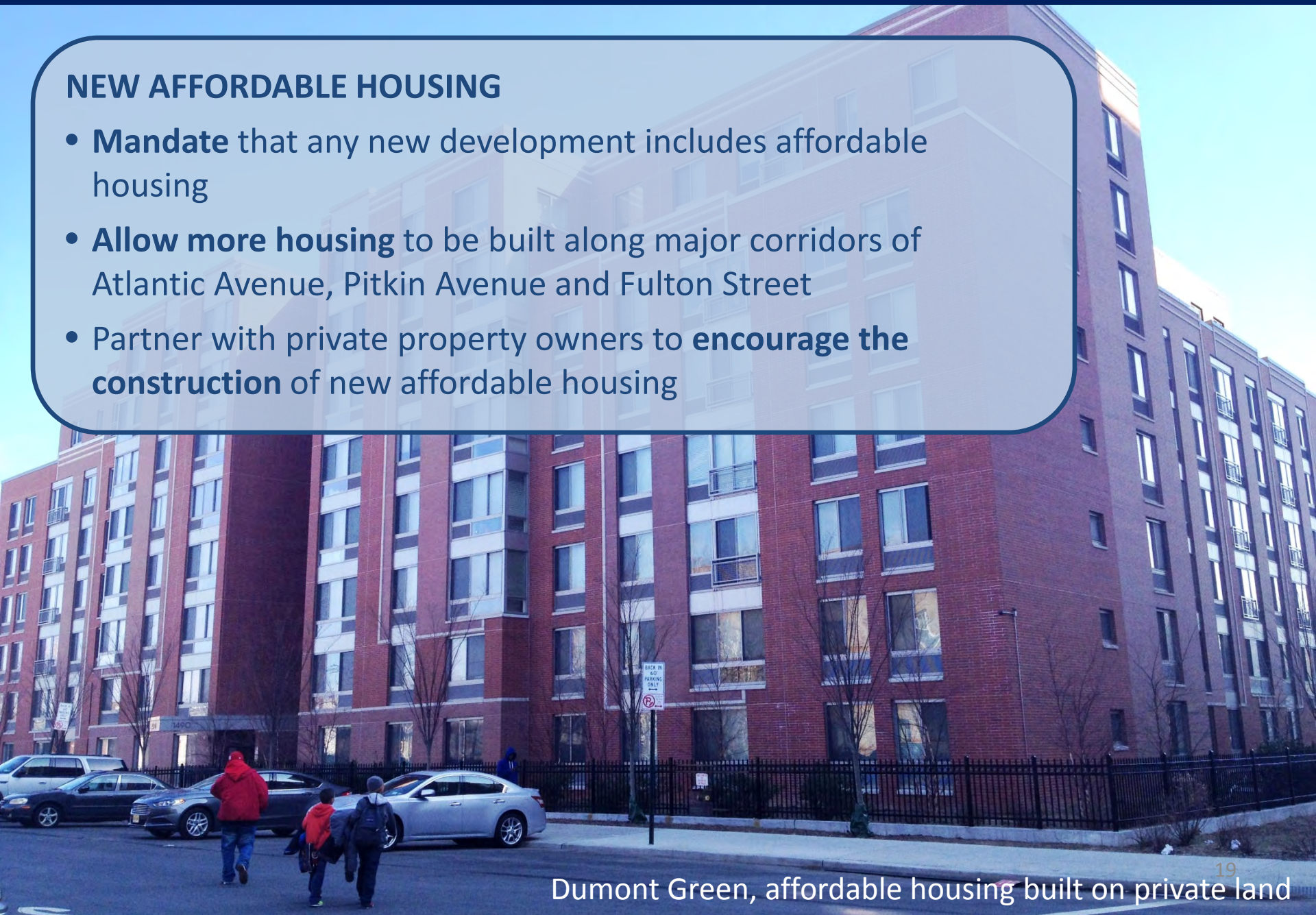
PROTEGER LA VIVIENDA ASEQUIBLE

- Asegurar que las unidades de renta regulada se **mantengan protegidas**
- **Mantener las rentas estables y asequibles**
- **Educar a los inquilinos** sobre sus derechos

Existing rowhouses and small apartment building on Vermont Street

NEW AFFORDABLE HOUSING

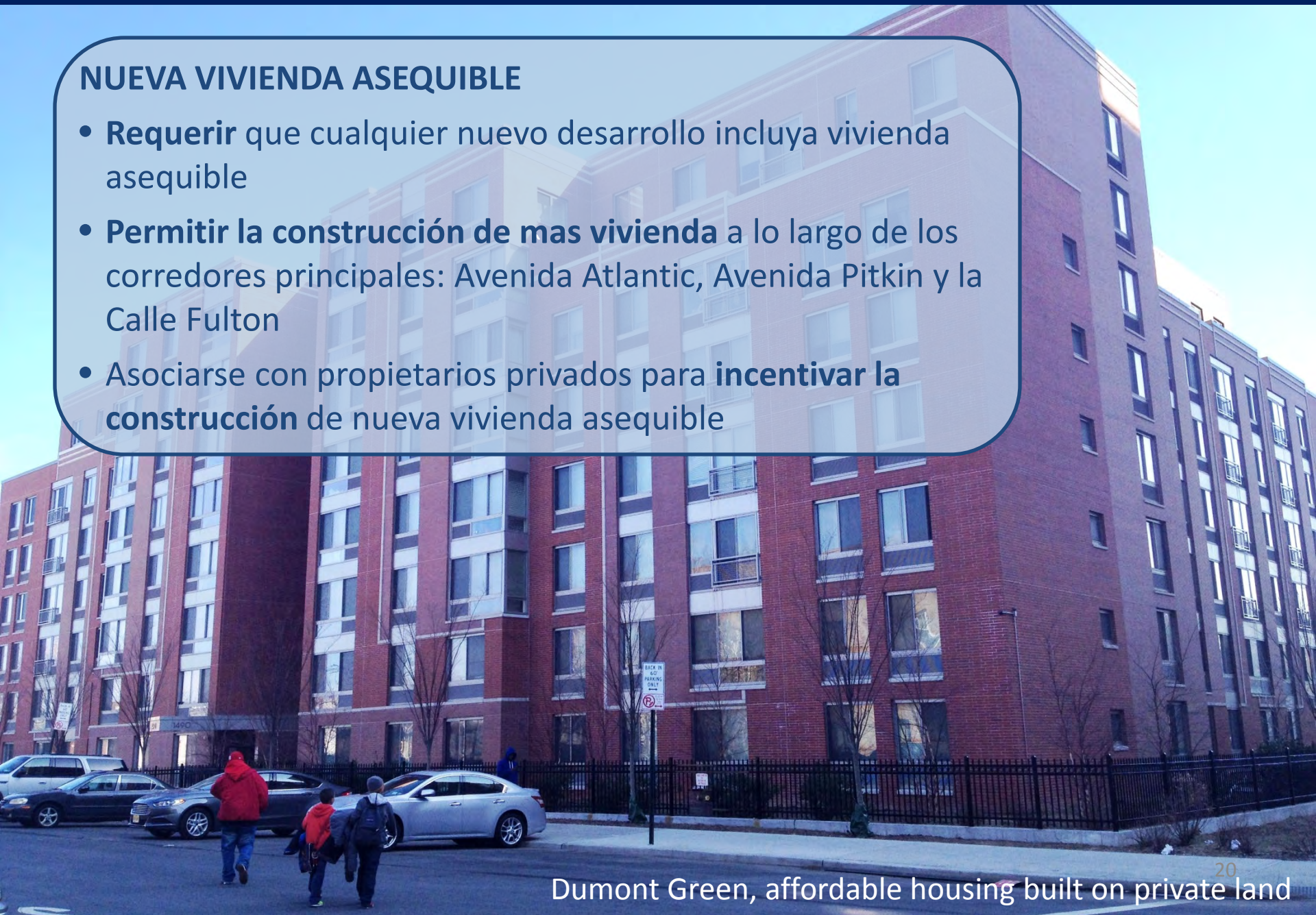
- **Mandate** that any new development includes affordable housing
- **Allow more housing** to be built along major corridors of Atlantic Avenue, Pitkin Avenue and Fulton Street
- Partner with private property owners to **encourage the construction** of new affordable housing



Dumont Green, affordable housing built on private land

NUEVA VIVIENDA ASEQUIBLE

- **Requerir** que cualquier nuevo desarrollo incluya vivienda asequible
- **Permitir la construcción de mas vivienda** a lo largo de los corredores principales: Avenida Atlantic, Avenida Pitkin y la Calle Fulton
- Asociarse con propietarios privados para **incentivar la construcción** de nueva vivienda asequible



ECONOMIC DEVELOPMENT

- **Jobs and skills** – connecting residents to job opportunities and training
- **Support for local businesses** – helping them to grow and helping new businesses start
- **Retail corridors** – making them stronger and promoting ground floor uses
- **Industrial** – protecting existing industrial businesses and attracting industrial new business and jobs



Mixed-use development with affordable housing and FRESH food store in the Bronx

DESARROLLO ECONOMICO

- **Empleos y habilidades** – conectar residentes con oportunidades de empleo y entrenamiento
- **Apoyo a negocios locales** – ayudarlos a crecer y ayudar a sus nuevos negocios a empezar.
- **Corredores comerciales** – Hacerlos más fuertes y promover usos comerciales en el primer nivel
- **Industrial** – proteger a los negocios industriales y atraer nuevas industrias y empleos



STREETSCAPE AND TRANSPORTATION

- **Transform Atlantic Avenue** from a roadway dividing East New York and Cypress Hills into a vibrant, safe corridor with useful shopping and services
- **Construct a new planted median** along Atlantic Avenue with pedestrian islands to make the road safer and more attractive
- **Improve pedestrian flow** throughout the neighborhood



PAISAJE URBANO Y TRANSPORTE

- **Transformar la Avenida Atlantic** de una calle que separa East New York de Cypress Hills, a un corredor comunitario que conecta residentes de ambos lados de la calle con comercios y servicios
- **Construir una acera medianera** a lo largo de la Avenida Atlantic con islas para que la avenida sea mas segura para peatones.
- **Mejorar la conectividad** a lo largo de la comunidad.



COMMUNITY RESOURCES

- Invest in schools, parks, and community facilities


RECURSOS COMUNITARIOS

- Invertir en escuelas, parques y comodidades comunitarias

WORKING TO IMPROVE YOUR PARKS


Sperandeo Brothers Playground

City of New York
Parks & Recreation



Playground Plan

This project will reconstruct the playground with new play equipment for toddlers and 5-12 year olds. The footprint of the park will be expanded into Elton Street and includes new garden areas with flowering shrubs and grasses, steel perimeter fencing, benches and natural boulders for seating, and a passive seating area with game tables. The design is inspired by the colors and textures of a forest and features a colored concrete river spray shower as the central feature.



Waterplay Area Perspective

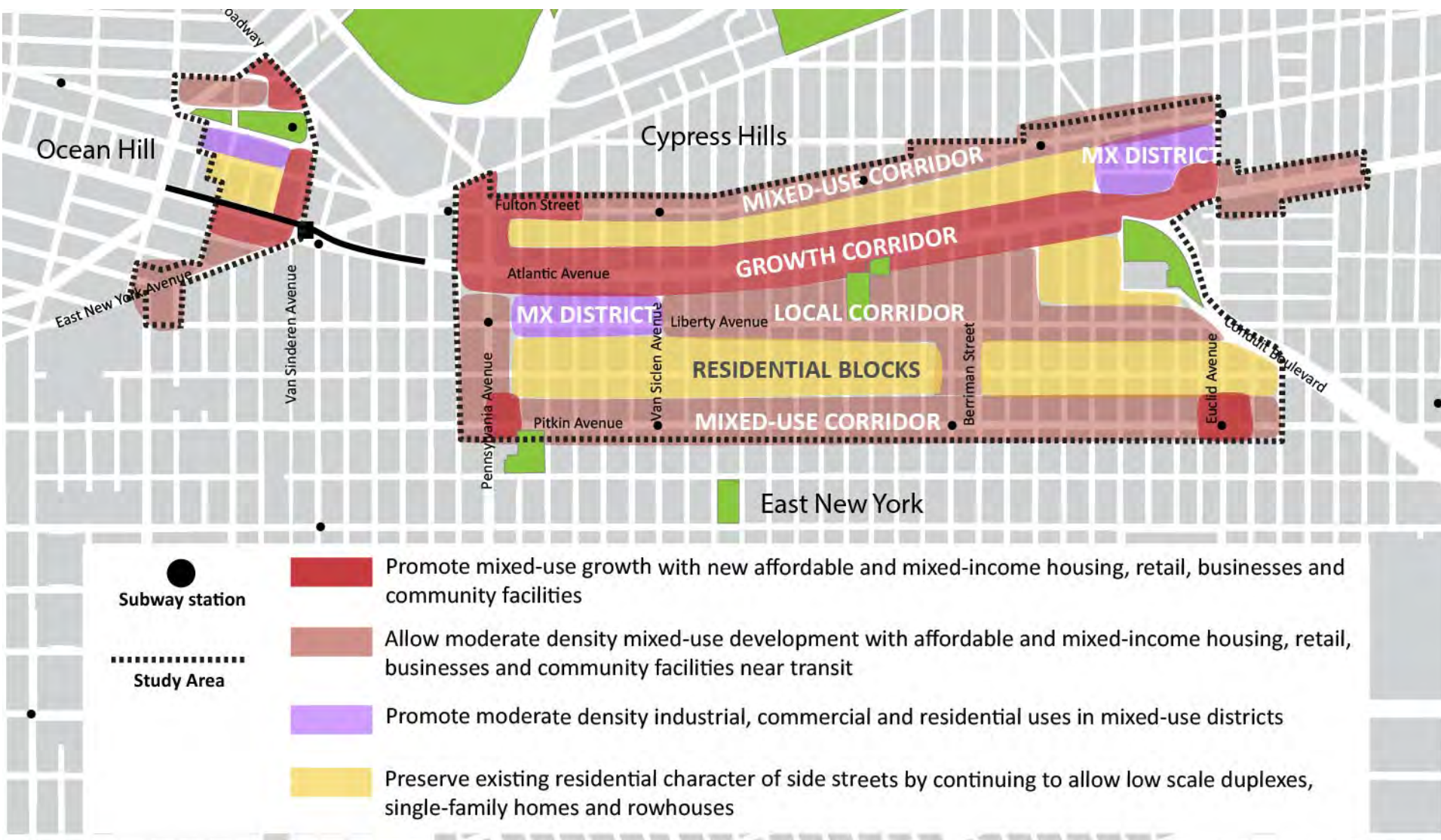
Thank you for your patience as we improve your park.

Scheduled Completion Fall 2012

Mayor: Michael R. Bloomberg
Borough President: Marty Markowitz
Council Member: Erik Martin Dillan
Commissioner: Adrian Benepe
Deputy Commissioner: Thérèse Braddick
Borough Commissioner: Kevin E. Jeffrey
Design: Abel Bainson Butz, LLP
Supervision: DPR Capital Projects Construction Division
Contractor: Dell-Tech Enterprises, Inc
One Pinnacle Court
Huntington Station, NY 11746
(631) 864-4660

Contract Number: B163-110M

DIAL 311 Government Information and Services for NYC
www.nyc.gov/parks



NEIGHBORHOOD OPPORTUNITY

- 5,000-7,000 new units of housing could be built in the next 15 years
 - Many of these would be protected affordable units
- 900,000 square feet of new commercial space

OPORTUNIDADES PARA LA COMUNIDAD

- De 5,000 a 7,000 nuevas unidades de vivienda en los próximos 15 años
 - Un gran numero de estas serán unidades asequibles protegidas
- 900,000 pies cuadrados de nuevo espacio comercial



EAST NEW YORK COMMUNITY PLAN

- More affordable housing
- Business and job growth
- Safer streets
- Improved community resources

PLAN COMUNITARIO EAST NEW YORK

- Más vivienda asequible
- Crecimiento de negocios y empleos
- Calles segura
- Mejores instalaciones comunitarias



Housing New York

A Five-Borough, Ten-Year Plan



The City of New York
Mayor Bill de Blasio

Alicia Glen, Deputy Mayor for
Housing & Economic Development

NYC

EAST NEW YORK

A Sample of What We've Heard

- Ensure new housing is affordable for current residents
- Preserve the affordability of existing homes to avoid displacement
- New development should be high quality, energy efficient, and include green features
- Include recreational opportunities in new buildings



HOUSING NEW YORK

How is the City Promoting Affordable Housing?

New Construction

- Creating new affordable housing opportunities **[80,000 units]**

Preservation

- Helping to keep existing housing affordable **[120,000 units]**
- Tailoring programs and outreach to neighborhood needs
- Ensuring the safety and quality of all housing

Community Partnerships

- Protecting residents and working with owners

HOUSING NEW YORK

What is Affordable Housing?

**What is considered “affordable” varies
based on **income** and **household size****

HOUSING NEW YORK

What is Affordable Housing?

An apartment is considered “affordable” if a family spends approximately **one third** of its income to live there

If your annual salary is...		Your monthly rent should be approximately:
\$100,000	➡	\$2,500
\$50,000	➡	\$1,500
\$20,000	➡	\$500

HOUSING NEW YORK

What is Affordable Housing?

Annual Incomes for Family of 4

by HUD AMI

100% AMI

\$25,150

30% AMI

Retail
Salesperson

\$50,340

60% AMI

Taxi Driver
and
Janitor

\$67,100

80% AMI

Caseworker
and Home
Health Aide

\$109,070

130% AMI

Teacher
and
Carpenter

\$138,440

165% AMI

Construction
Worker and
Registered
Nurse

\$83,900

SNAPSHOT of EAST NEW YORK

Renter Household Income

\$0 - \$25,150
for a Family of 4
(Extremely Low
Income)

\$25,151 - \$67,120
for a Family of 4
(Very Low to
Low Income)

\$67,121+
for a Family of 4
(Moderate Income)

East New York

37%

44%

19%

Brooklyn

32%

37%

31%

New York City

30%

34%

36%

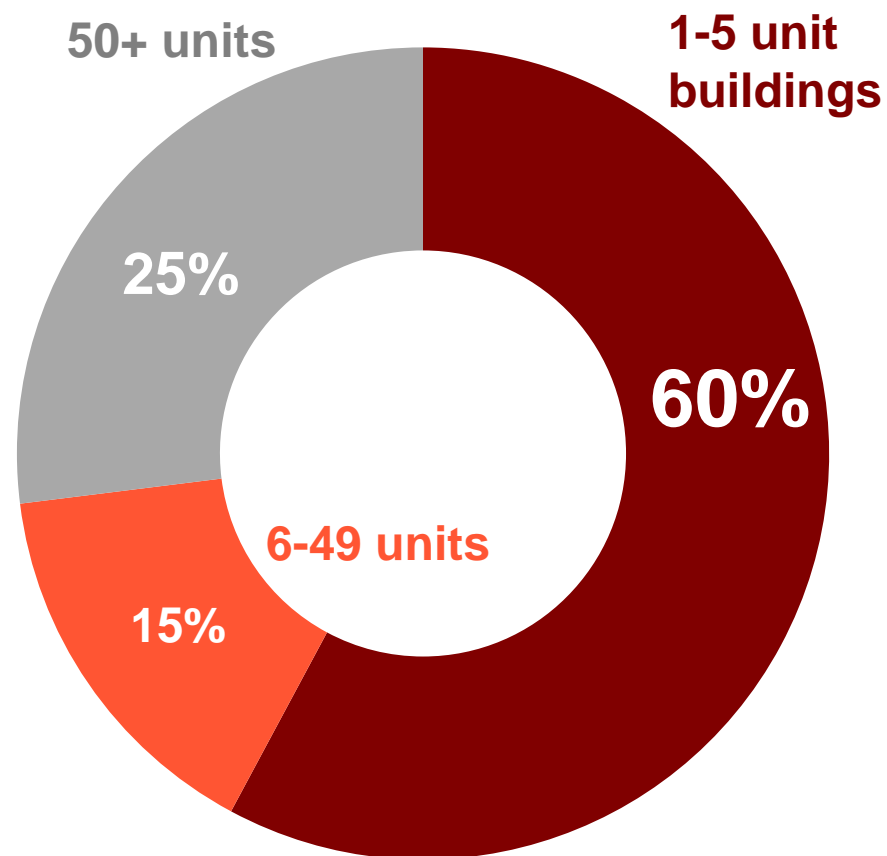
< 30% AMI

31-80% AMI

> 80% AMI

SNAPSHOT of EAST NEW YORK

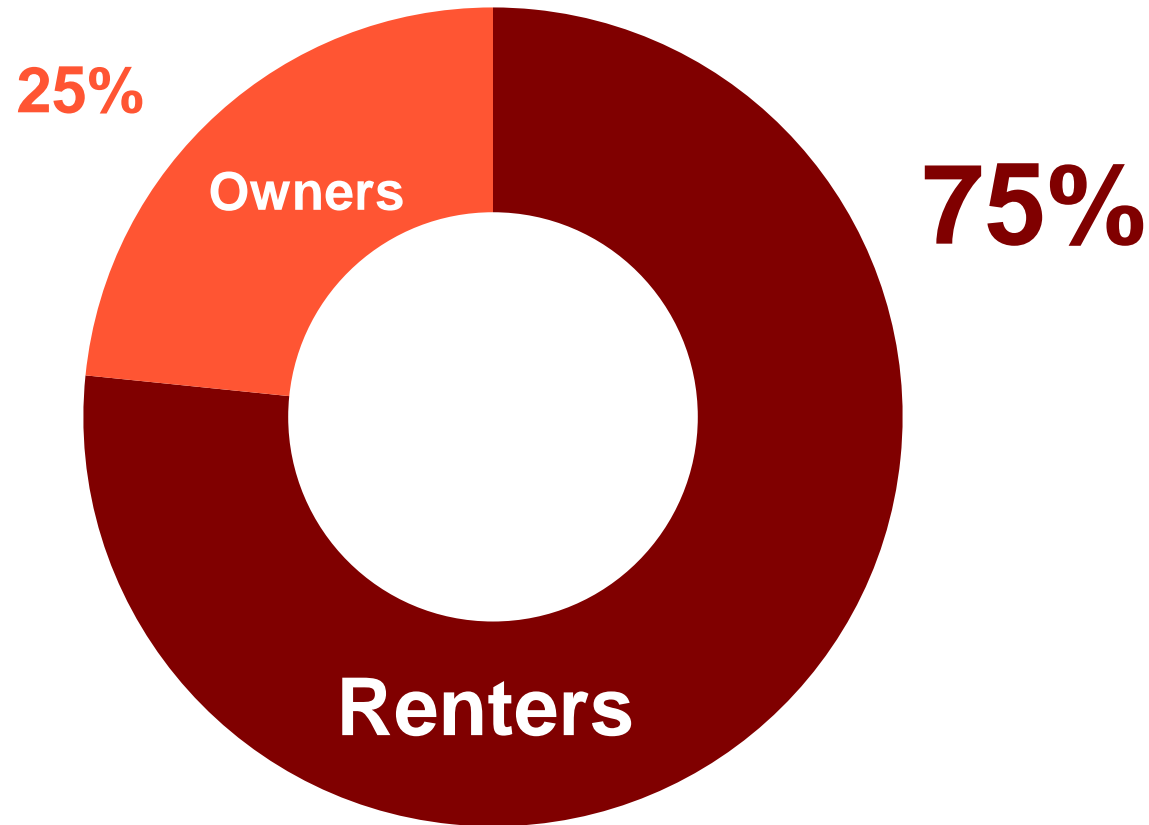
Residential Building Types



~60,000 total housing units

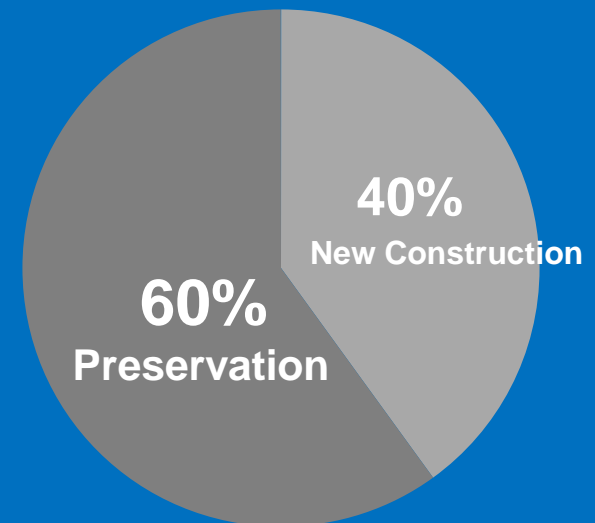
SNAPSHOT of EAST NEW YORK

Owners and Renters



~60,000 total housing units

> BUILDING NEW
AFFORDABLE HOUSING IN
OUR NEIGHBORHOODS



NEW AFFORDABLE HOUSING

How Does the City Facilitate Affordable Housing Development?

City programs target a range of household incomes based on community need

Public Sites

- The City awards land to private developers via competitive processes based on a range of factors, including affordability

Private Sites

- Developers apply to the City for low-interest loans, tax credits, and other incentives in exchange for building affordable housing

NEW AFFORDABLE HOUSING

Sample Asking Rents on the Market in East New York

\$0 - \$25,150

for a Family of 4
(Extremely Low
Income)

\$25,151 - \$67,120

for a Family of 4
(Very Low to
Low Income)

\$67,121+

for a Family of 4
(Moderate Income)

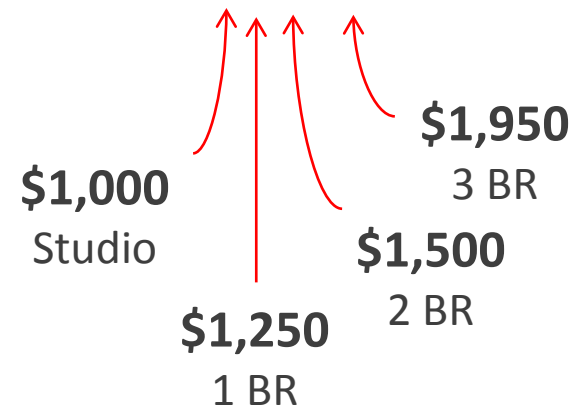
East New York

37%

44%

19%

**SAMPLE ASKING RENTS
IN EAST NEW YORK**



Source: Streeteasy Listings on Jan 21, 2015

NEW AFFORDABLE HOUSING

Sample Affordable Housing Rents

\$0 - \$25,150

for a Family of 4
(Extremely Low
Income)

\$25,151 - \$67,120

for a Family of 4
(Very Low to
Low Income)

\$67,121+

for a Family of 4
(Moderate Income)

East New York

37%

44%

19%

\$347 - \$527

30% AMI



\$494 - \$745

40% AMI

\$641 - \$963

50% AMI

\$788 - \$1,182

60% AMI

**RENTS UNDER HPD'S
LOW INCOME PROGRAM**

Source: HPD's ELLA Program

NEW AFFORDABLE HOUSING

In East New York

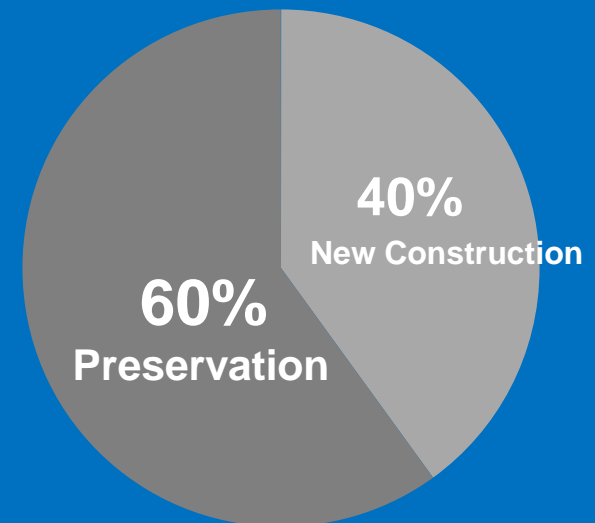
Dumont Green

- 8 stories
- 176 rental units
- 36 supportive units
- All affordable to families making up to 60% AMI
- Project built on privately-owned site
- Financed with public subsidies



1490 Dumont - Hudson Companies

> *MAINTAINING*
AFFORDABLE HOUSING IN
OUR NEIGHBORHOODS



PRESERVING EXISTING AFFORDABLE HOUSING

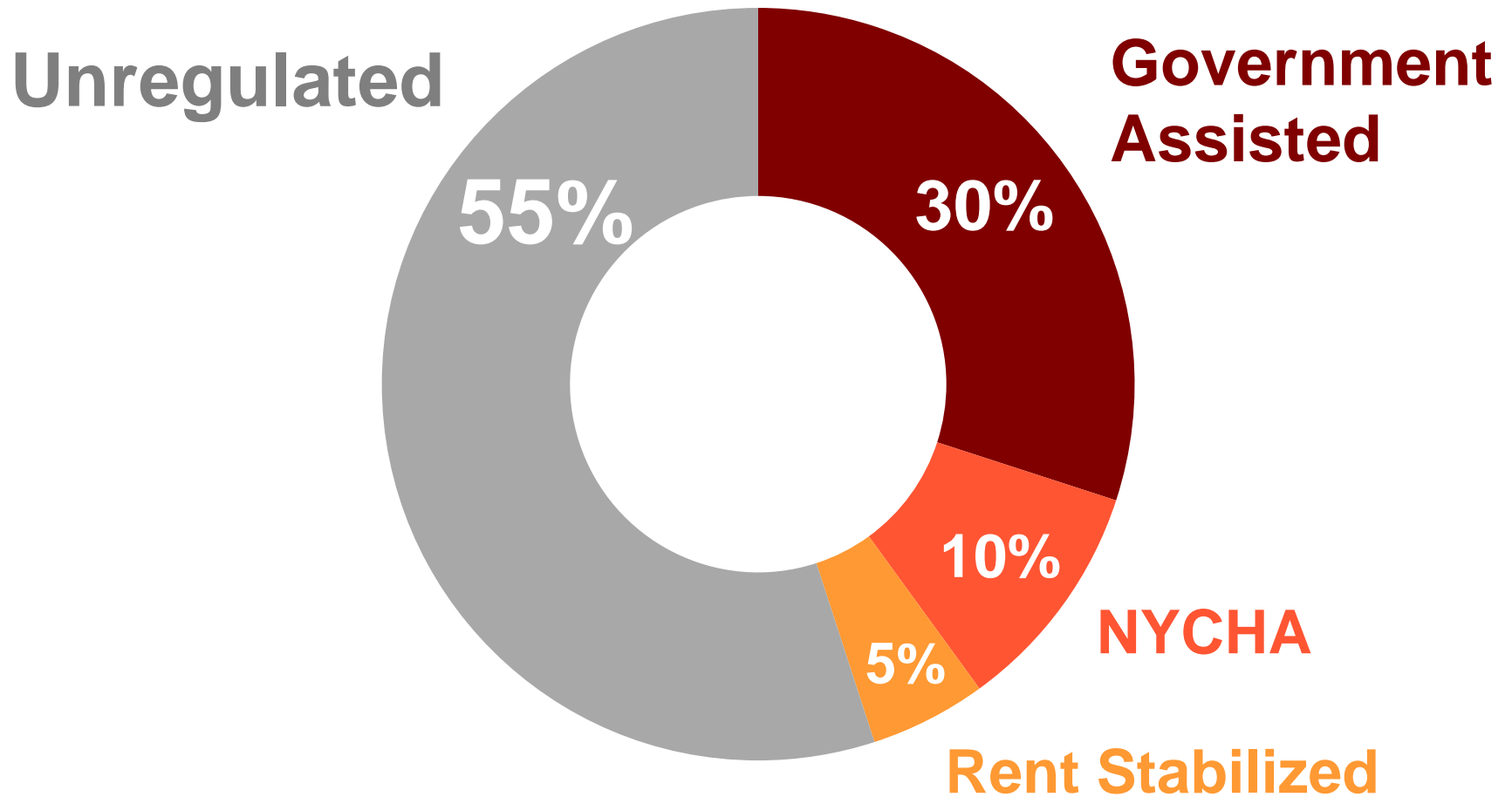
How Does the City Maintain Housing Affordability?



Rehabilitation of Glenmore Apartments

SNAPSHOT of EAST NEW YORK

Rent-Restricted Housing Stock



PRESERVING EXISTING AFFORDABLE HOUSING

Key Focus Areas

The East New York Community Plan

- 1. Preserve government-assisted affordable housing**
 - Renew contracts for properties with expiring regulatory agreements
- 2. Preserve rent-regulated affordable housing**
 - Strengthen protections for rent-stabilized tenants and stem the tide of units exiting rent stabilization
- 3. Preserve unregulated affordable housing**
 - Identify and market HPD financing to distressed properties
- 4. Protect tenants**
 - Enforce tenant rights and preserve housing quality

PRESERVING EXISTING AFFORDABLE HOUSING

1. Government-Assisted Affordable Housing in East NY

The East New York Community Plan

Strategies for Preserving Gov't-Assisted Affordable Housing:

- **Financing:**
 - Low-cost loans
 - Loan extensions and modifications
 - Federal tax credits
 - Property tax exemptions
- **Community Partnerships:**
 - Tracking
 - Owner outreach
 - Tenant education



PRESERVING EXISTING AFFORDABLE HOUSING

2. Rent-Regulated Affordable Housing in East NY

The East New York Community Plan

Strategies for Preserving Current Rent-Regulated Affordable Housing:

- Strengthen the State's rent stabilization laws
- Ensure that buildings are maintained in a good state of repair
- Expand government and community partnerships to ensure that tenants are aware of their rights and that landlords comply with the rent stabilization laws



PRESERVING EXISTING AFFORDABLE HOUSING

3. *Unregulated Affordable Housing in East NY*

The East New York Community Plan

Strategies for Preserving Unregulated Affordable Housing:

- Direct subsidies, low-cost loans, Federal tax credits, and property tax exemptions for apartment buildings in need of repair, energy retrofits, or in financial distress.
- In return, rental units must remain affordable.
- Currently developing new programs and tools that specifically target small buildings.



PRESERVING EXISTING AFFORDABLE HOUSING

4. *Tenant Protection*

The East New York Community Plan

Strategies for Protecting Tenants:

- Strengthen Rent Regulations
- Code Enforcement
- Tenant/Owner Education
- Expand Partnerships with:
 - Gov't Agencies
 - Community-Based Organizations
 - Elected Officials



NEXT STEPS >

HPD Office of Neighborhood Strategies

1. Hold tenant and owner education forums where tenants can learn about their rights and owners can learn about HPD's financial tools that lock in affordability
2. Track buildings with expiring rent restrictions, and engage with owners and the community to ensure continued affordability
3. Continue to meet with community organizations and elected officials to create neighborhood specific anti-displacement plans
4. Work with developers to ensure new affordable housing is tailored to meet community needs and desires



East New York Strategy

January 24, 2015

Our Work Across the City

JOBS and SKILLS

Ensures that job seekers have access to the resources, training, and connections they need to secure jobs with family-supporting wages and advancement opportunities.

BUSINESSES

Provides free services to help small businesses start, operate, and thrive in New York City.

COMMERCIAL CORRIDORS

Connects neighborhoods across the five boroughs to the resources they need to strengthen commercial corridors and support local businesses.

INDUSTRIAL AREAS

Provides free services to strengthen industrial businesses, and trains and connects a qualified workforce to good jobs with advancement opportunity.

Our Work in East New York

JOBS and SKILLS

- In 2014, connected more people from East New York to job opportunities than in any other area in the city.
 - ~3,000 residents were served by our *Workforce1* system
 - 43 students from **Transit Tech High School** participated in *Scholars at Work*

BUSINESSES

- 76 certified M/WBE businesses in East NY and the surrounding area holding 589 city contracts
- In 2014, 119 business owners in East NY accessed services through NYC Business Solutions. Most popular were *Launch Consultations* and *Financing Assistance*.
- In 2014, Business Acceleration helped 37 new businesses to open in East New York.

COMMERCIAL CORRIDORS

- Awarded Avenue NYC commercial revitalization grants to the **LDC of East New York** and **Cypress Hills LDC** to launch merchant organizing, business attraction, and place-making projects along Atlantic Avenue, Pitkin Avenue, and New Lots.
- Partnered the **LDC of East New York** with the **School of Visual Arts** to develop innovative design solutions for community engagement and stakeholder building.

INDUSTRIAL AREAS

- Helped create and currently oversee the **East New York Industrial Business Improvement District (IBID)**, which provides services in local industrial areas.
- Deliver services to businesses within the Industrial Business Zone through the **Industrial Business Service Provider Program (IBSP)**.

What We Heard from the Community

JOBS and SKILLS

- Provide training and diverse job opportunities with wages that can support a family.
- Provide specific training and job opportunities for East NY youth.
- Ensure local residents have access to jobs resulting from construction projects.

BUSINESSES

- Assist local residents in opening new businesses.
- Ensure locally owned small businesses can access information and resources that allow them to thrive.
- Help minority and women-owned businesses to grow.

COMMERCIAL CORRIDORS

- Make the streets more attractive and pedestrian friendly.
- Attract a mix of small businesses that provide healthy food options, cafes, affordable supermarkets, and retail.
- Marketing the neighborhood would help attract customers.

INDUSTRIAL AREAS

- Strengthen manufacturing businesses in the community.
- Connect the community to manufacturing jobs with livable wages and advancement opportunity.

Our Strategies Going Forward

Connect residents to training and good jobs

JOBS and SKILLS

- Intensive employment services tailored to the community.
- Establish a more local presence to deliver those services.
- Training and job opportunities in growth areas including health, tech, and construction.
- 'First Look' program to connect residents to good jobs.
- Help for young people to gain skills through internships and apprenticeships.

Support local businesses and entrepreneurs

BUSINESSES

- Targeted services for M/WBEs to create opportunities for ENY minority contractors and developers
- 'Fastrac' workshops for residents wishing to start or grow a business.
- Entrepreneurship support for women, minorities and immigrants.
- 'Chamber on the Go' and Business Acceleration to localize access to financing, permitting, legal etc.

Our Strategies Going Forward

Create vibrant & diverse commercial areas

COMMERCIAL CORRIDORS

- 2015 Neighborhood Challenge Grant Award: **AIGA/NY** and the **LDC of East New York** will provide local businesses with storefront design, visual merchandizing, district marketing, and space activation strategies.
- Revitalize commercial corridors using a comprehensive set of proven tools:
 - growing capacity of local community organizations
 - business attraction and retention
 - façade improvement
 - place-making and activating public spaces
- Work with the community to organize merchants, property owners, and local stakeholders along Atlantic, Fulton, and Pitkin Avenues.

Support industrial businesses and workers

INDUSTRIAL AREAS

- Scale up services for industrial businesses including navigating government, incentives, and financing.
- Provide funding for industrial businesses to upgrade the skills of their current workers.



East New York Strategy



FIVE PRINCIPLES OF NEW YORK CITY'S ECONOMIC DEVELOPMENT STRATEGY

1

Invest in Critical Infrastructure



Inversión en infraestructuras críticas

2

Unlock Human Capital Potential



Liberar el capital humano

3

Double bottom line assets



Activos del 'doble resultado final'

4

Sustainable Business Environment



Espacio empresarial sostenible

5

Inclusive Innovation



Innovación Incusiva

East New York Community Goals

Priorities from our neighborhood feedback

- **Workforce Development** (*Desarollo de la Fuerza Laboral*)
 - Retain existing jobs and increase employment
 - Better connect residents to local jobs
- **Business Development** (*Desarollo Empresarial*)
 - Attract new businesses and investment to ENY / Cypress Hills
- **Commercial Development** (*Desarollo Comercial*)
 - Commercial and entertainment uses at Broadway Junction
 - New retail, grocery stores, banks, pharmacies, and restaurants

Economic Development Strategy for East New York

A vibrant mixed-use destination offering quality jobs and a range of housing and retail options

- **Increase Residential and Commercial Growth**

Aumentar el crecimiento residencial y comercial

- **Support Economic Investment**

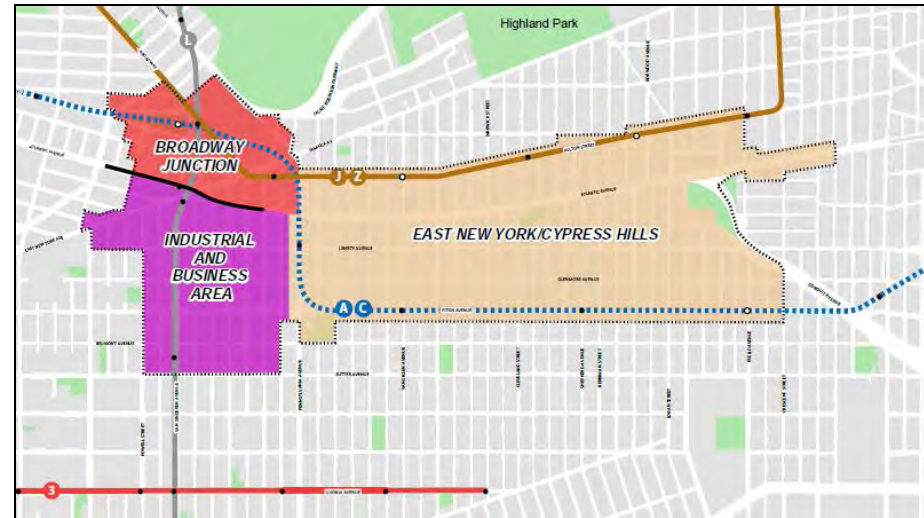
Apoyar la inversión económica

- **Create Quality Jobs**

Crear empleos de calidad

- **Improve Livability**

Mejorar la calidad de vida



Create Quality Jobs:

Leverage Public Assets and Attract New Businesses to Industrial Area

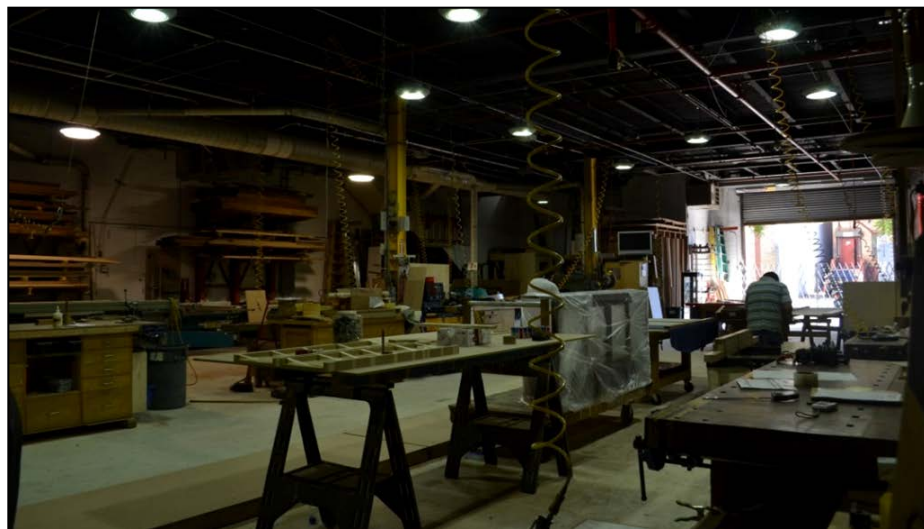
- **Leverage public assets to catalyze job growth**

Aprovechar los recursos publicos para fomentar el crecimiento del empleo



- **Strengthen Existing Companies and Foster Business Growth**

Fortalecer las empresas existentes y Fomentar el crecimiento del negocio



Improve Livability:

Invest in Public Realm in ENY Industrial Area and Surrounding Neighborhoods

- **Refresh and improve ENY Industrial Park signs**

Mejorar senales del Parque Industrial de ENY



- **Enhance and make safer pedestrian connections between industrial area and Broadway Junction**

Mejorar y hacer mas seguras las vias peatonales entre la Zona Industrial y Broadway Junction

- **Work with community groups to activate vacant land with community uses**

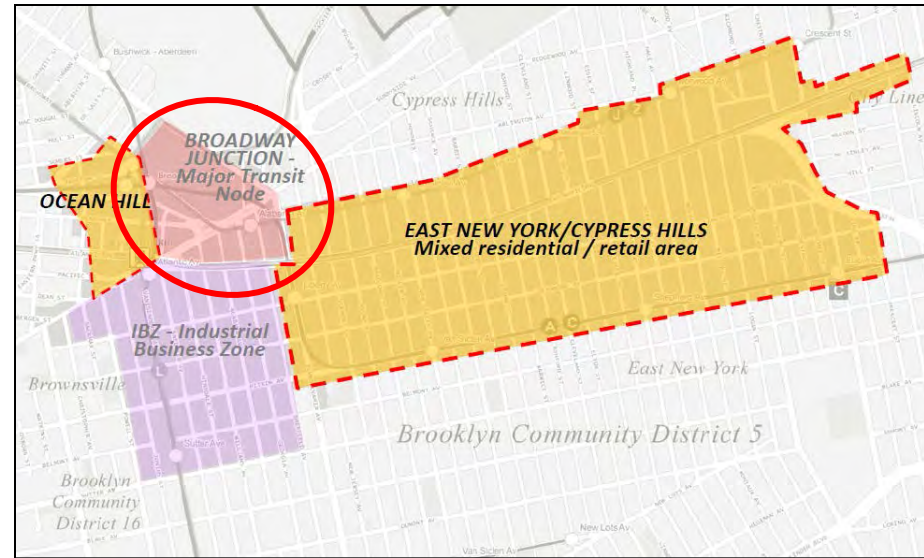
Trabajar con grupos comunitarios para activar terrenos infrutilizados



Increase Commercial Growth:

A Thriving Mixed-Use, Job-Intensive Destination at Broadway Junction

- **Capitalize on major public transit access**
Aprovechar el acceso del transporte público
- **Attract anchor institutions to Broadway Junction**
Atraer instituciones anclas a Broadway Junction
- **Advance planning process to guide long-term redevelopment of area**
Proceso de planificación para guiar la remodelación de la zona



NYC Parks: East New York Community Plan Workshop

Parks



NYC Parks is the steward of 29,000 acres of land, and is the City's principal provider of recreational and athletic facilities and programs.



Essential Urban Systems/Networks

- Streets and highways
- Public transport
- Water supply
- Sewers and waste-treatment plants
- Telecommunications (wired and wireless)
- Electricity
- Schools
- **Parks & open space**
- Libraries
- Hospitals
- Public Safety
- Solid waste
- Social Services
- Ecosystem



Photo: NYC Parks

Framework for an Equitable Future

1. Community Parks Initiative
2. Programming for Places in Need
3. Standardized Maintenance
4. Streamlined Capital Process
5. Parks Needs Assessment
6. Utilization Program
7. Parkland Expansion
8. Recreation Center Renovations
9. Regional Parks Strategy



Photo: NYC Parks

Park Improvements

Projects Recently Completed (\$15 million):

- Callahan-Kelly Park
- Sperandeo Brothers Playground & Field
- Cypress Hills Playground
- Belmont Playground
- Highland Park

Projects Underway (\$23 million):

- MLK Playground
- Sperandeo Brothers Playground
- Powell Playground
- Rudd Playground
- Saratoga Ballfields (CPI)
- Thomas Boyland Park (CPI)
- Highland Park



East New York Parks



East New York Projects Recently Completed



East New York Projects Underway



East New York Community Priorities & Strategies

Improve existing parks

Improve access to regional parks

Improve open space programming, especially for youth

Strengthen utilization of GreenThumb gardens

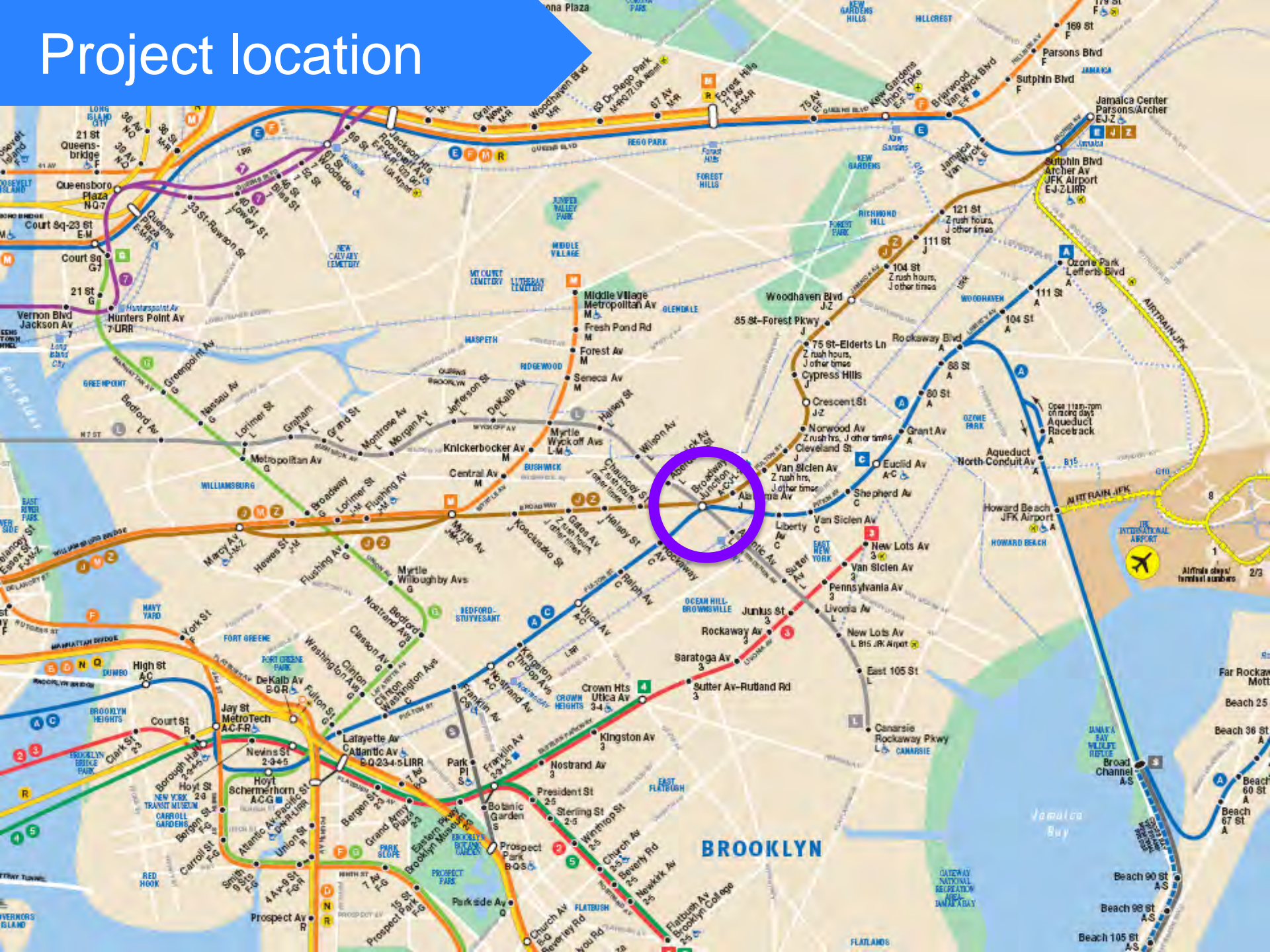


Broadway Junction

Enhancement Project



Project location



Project area



Callahan-Kelly Park

Project Area

Broadway Junction
Station entrance

Existing conditions



Proposed



Proposed

