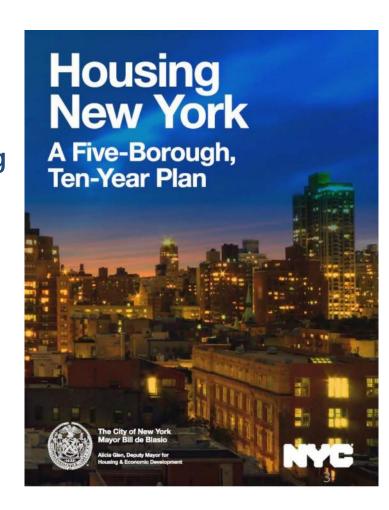




A New Approach to Neighborhood Planning

- A neighborhood plan developed with community residents, elected officials, stakeholders and City agencies
- Addresses the need for affordable housing citywide and in East New York to foster a more livable, safe, vibrant neighborhood for all residents
- Coordinates city investments and programs to support existing and future community needs





East New York





History of East New York

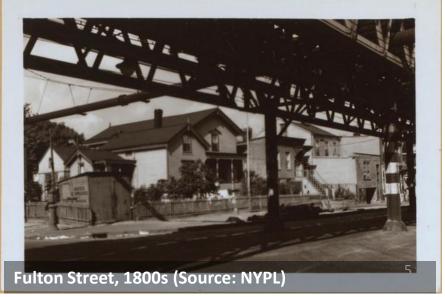
1835:

- Founded by John R. Pitkin on farm land
- Industrial development on Atlantic
 Avenue tied to LIRR connection to
 Long Island agriculture

• Mid-1800s:

 Residential growth spurred by elevated transit lines on Fulton Street, and Pitkin Avenue







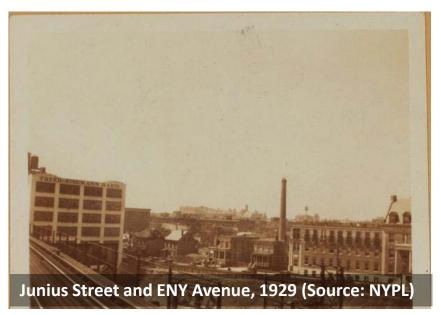
History of East New York

■ 1900s:

- LIRR freight service discontinued on Atlantic Avenue
- Train tunnel under Broadway
 Junction constructed

■ 1940s:

- Major infrastructure investments to relocate LIRR below Atlantic Avenue and run A and C line below Pitkin Avenue
- East New York is a thriving Jewish and Italian immigrant community







History of East New York

Post WWII:

Population peak



- Private disinvestment and abandonment
- One-third population decline







History of East New York

- From 1980s:
 - City housing program re-invests in East New York

 Vacant building rehabilitation for affordable housing and small home construction stabilize the neighborhood







History of East New York

 1990s: Return of private investment and population growth



 2000s-present: Limited new affordable housing requiring project-specific land use approvals





Neighborhood Snapshot

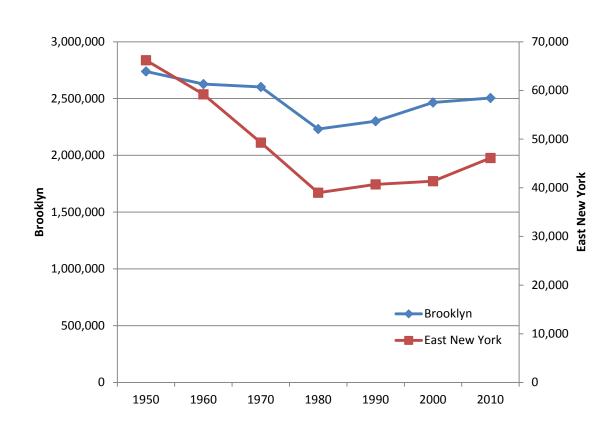
Population: 35,384 (Brooklyn: 2,504,700)

 11% population increase since 2000 (Brooklyn: 2%)

Population:50% Black, 40% Hispanic,5% Asian, 2% White

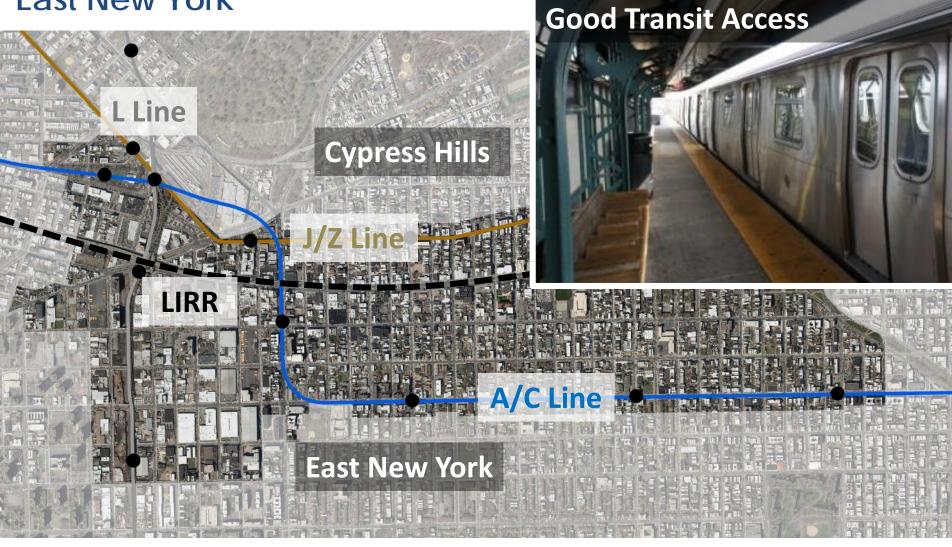
Median Household Income: \$35,120 (Brooklyn: \$46,695)

 66% of renter households spend more than 30% of income on housing (Brooklyn: 55%)



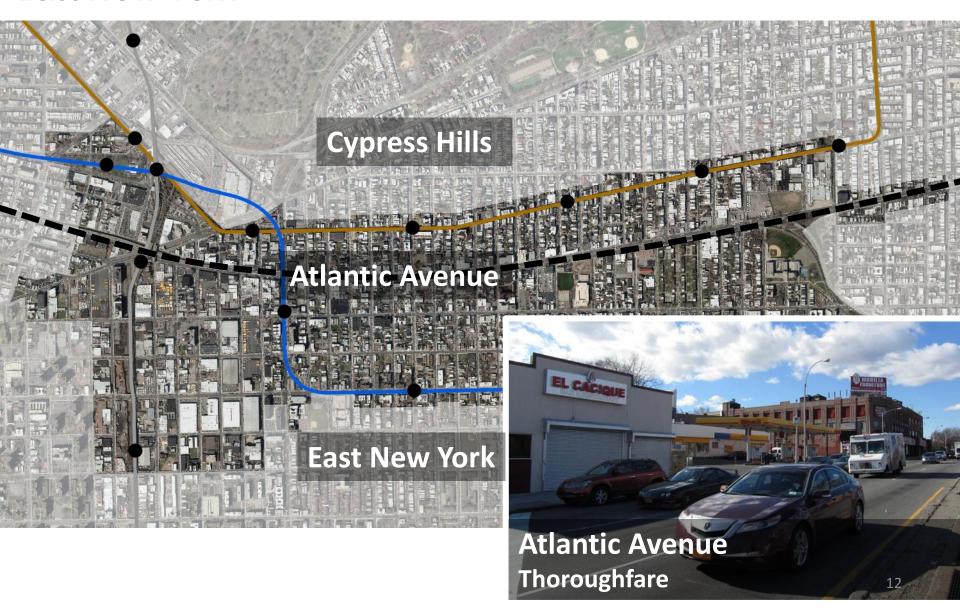




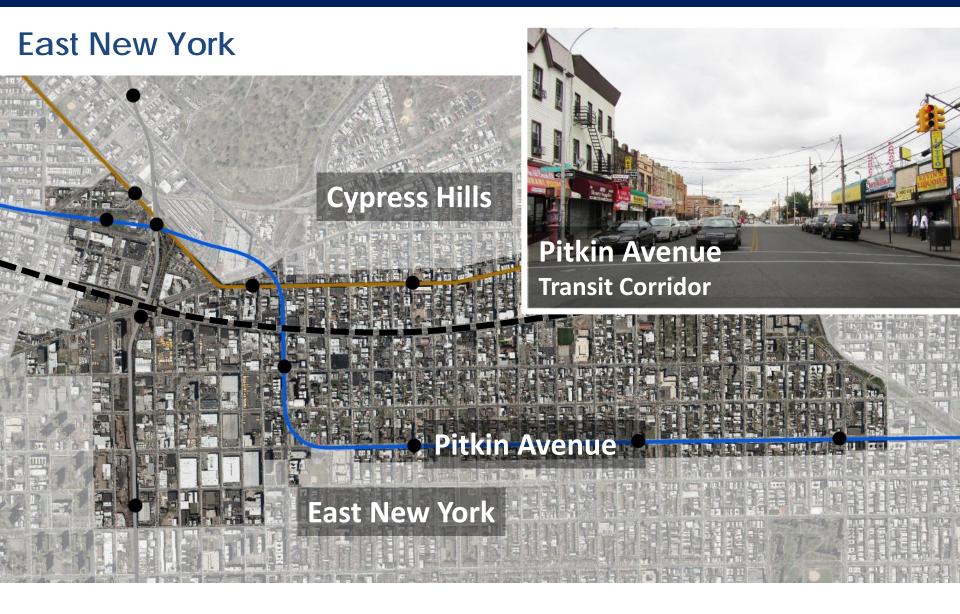




East New York

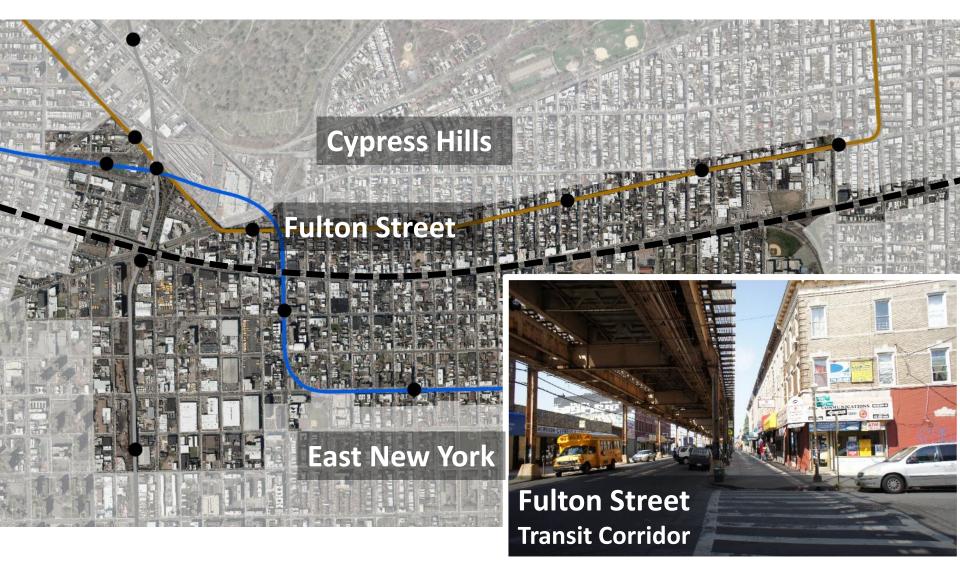






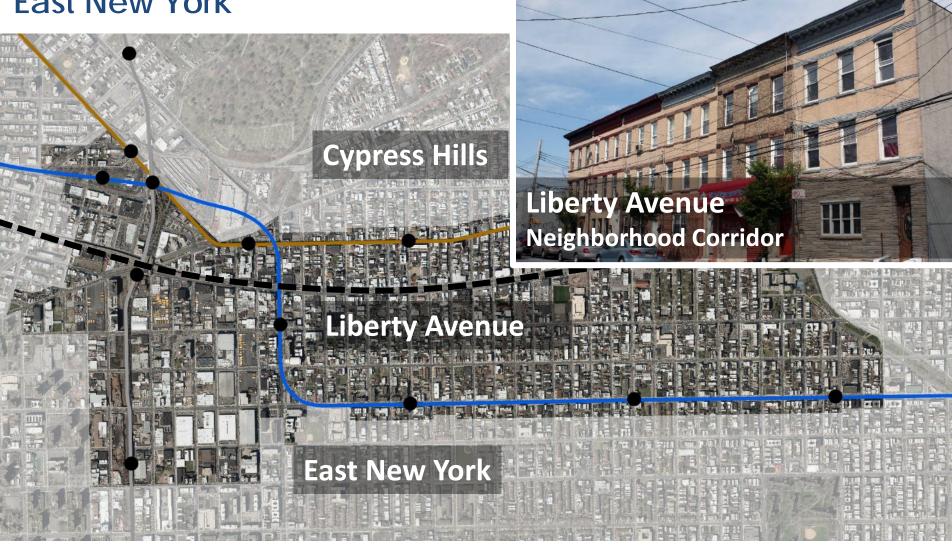


East New York



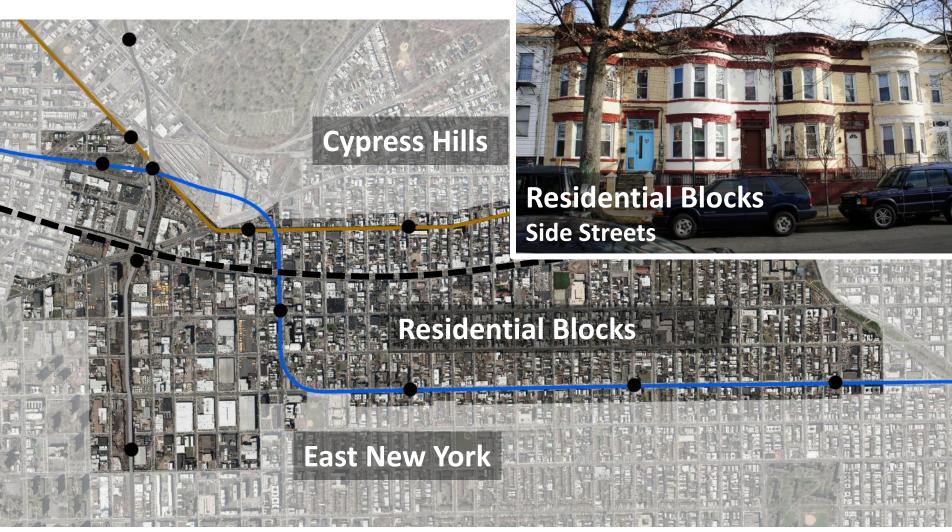






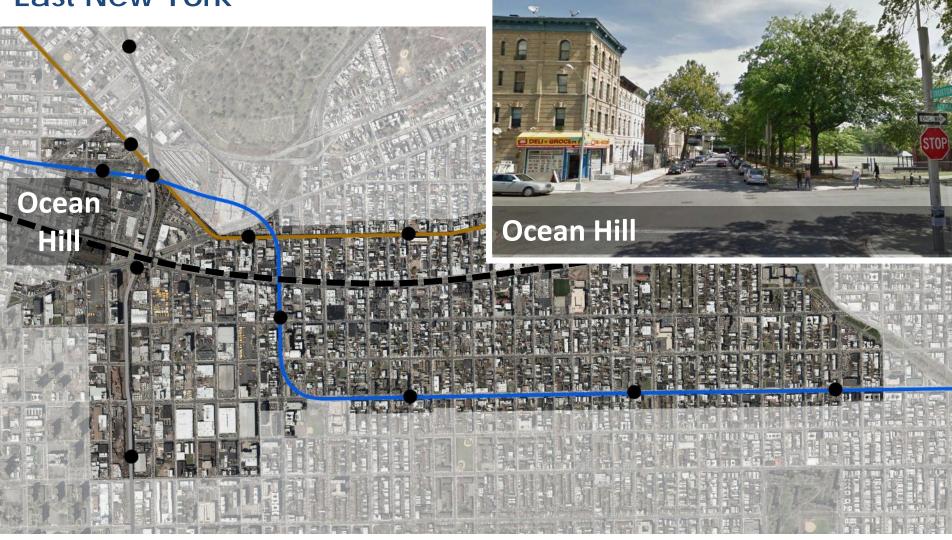


East New York





East New York



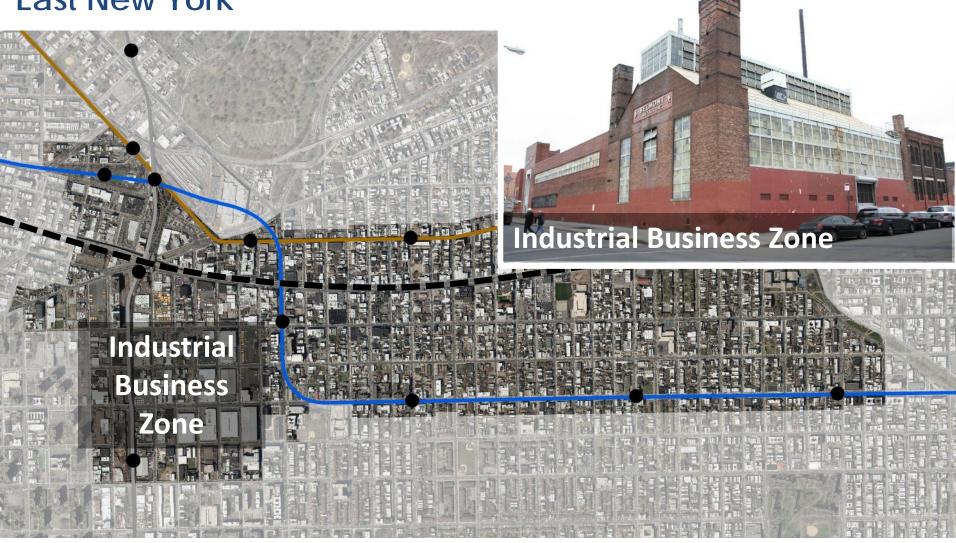














Neighborhood Assets











Neighborhood Opportunities







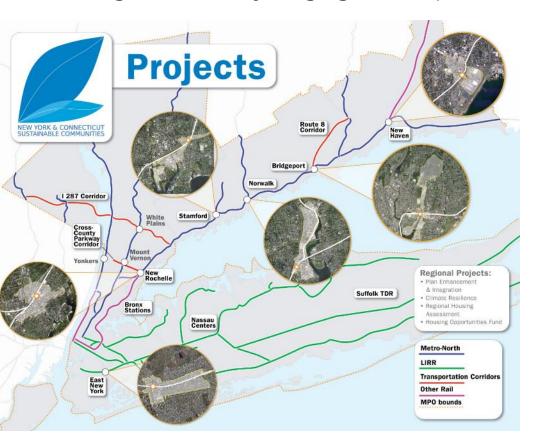




Sustainable Communities East New York

Federal Sustainable Communities grant, a regional approach to planning:

- Encourage sustainable, transit-oriented development
- Strong community engagement process

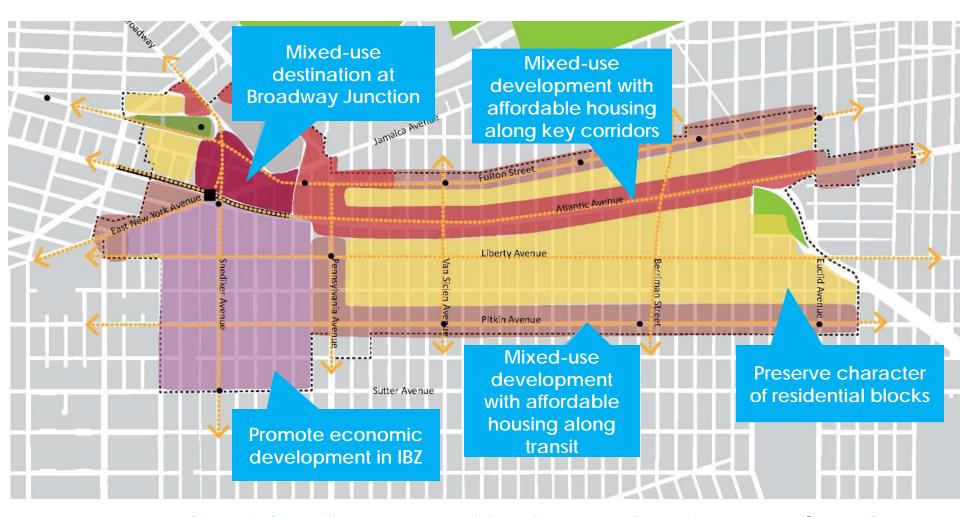




Extensive community participation in developing a planning framework for East New York, Broadway Junction & the IBZ.



Sustainable Communities East New York 2011-2013

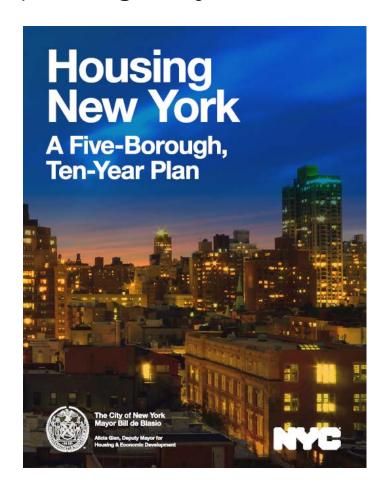


Two-year study to identify opportunities for new housing, retail, and economic development near transit



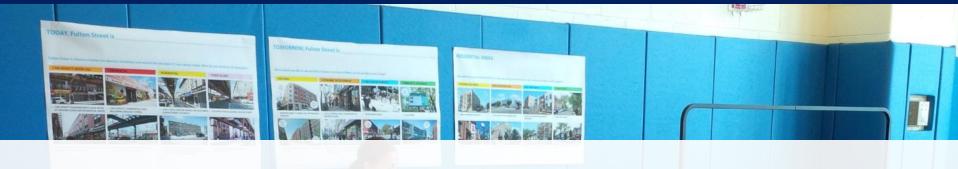
Housing New York & the East New York Community Plan

The Sustainable Communities planning framework is the basis for the selection of East New York as the first *Housing New York* neighborhood planning study area.









East New York

Community Plan





Community Planning Process

- East New York Community Plan process begun in May 2014
- Built on recommendations of Sustainable Communities
- Community outreach events with City agencies, community boards, and elected officials
- Outreach and planning conducted in close collaboration with partner City agencies



















Timeline: East New York Community Plan

Community Plan Timeline



ULURP (Public Review Process)





Community Planning Process

- Visioning / Topic Workshops:
 September-December 2014
 - Community Resources
 - Economic Development
 - Housing
 - Ocean Hill
- Agency Report-backs:
 November-December 2014
- Draft Plan Released: January 2015
- Plan Refined: Spring 2015
- Updated Draft Plan Released: July 1, 2015









What We Heard

"Ensure the neighborhood continues to be affordable for families"

"Protect tenants in small apartment buildings"

"Preserve character of side streets with rowhouses"

What We Found

- East New York has few protected affordable housing units
- Most housing is in 1-3 family homes
- Zoning allows new housing with parking in front yards







ECONOMIC DEVELOPMENT

What We Heard

What We Found

"Help residents start new businesses and help existing businesses grow"

"Better retail and more grocery stores with healthy food"

"Improve access to job training and career opportunities"

- Retail corridors are fragmented
- East New York has few full-service grocery stores
- Few local job training opportunities



STREETS AND COMMUNITY RESOURCES

What We Heard

What We Found

"Atlantic Avenue is dangerous and difficult to cross"

"Atlantic Avenue is an unpleasant and unattractive place to walk and wait for the bus"

 Atlantic Avenue has a high rate of accidents and pedestrian injuries

 Atlantic Avenue has few bus shelters and sidewalks need repair





What We Heard

What We Found

"More places to play sports and spend time outside"

"Schools are crowded"

- Neighborhood parks need renovations to allow more recreational opportunities
- Schools are near capacity in parts of district



Community Planning Goals

...for HOUSING

- Protect existing low-cost housing for current residents
- Build new affordable housing for diverse household types

...for ECONOMIC DEVELOPMENT

- Promote growth opportunities for new & existing businesses and jobs
- Bring more stores and activity to existing shopping corridors

...for STREETS

• Transform Atlantic Avenue into a pedestrian-friendly street

...for COMMUNITY RESOURCES

• Improve parks and identify sites for schools and community centers



LAND USE & ZONING

HOUSING

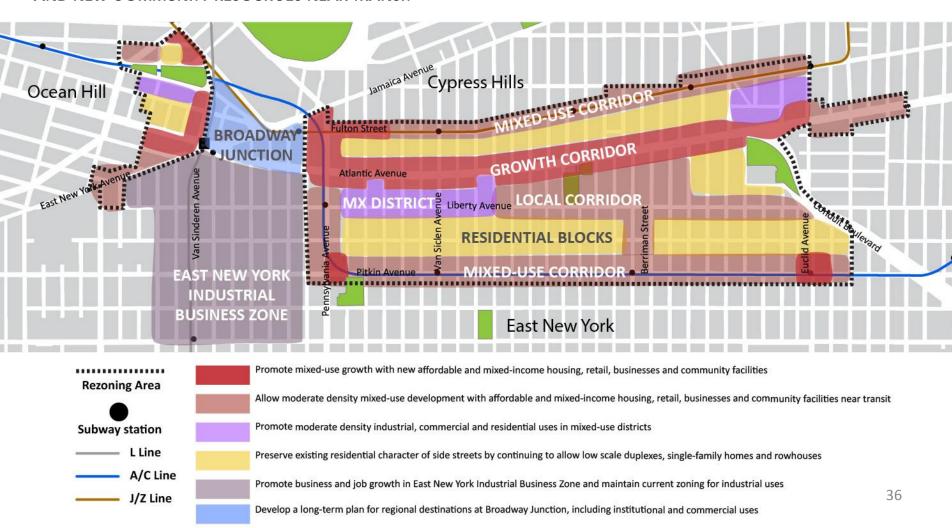
ECONOMIC DEVELOPMENT

COMMUNITY RESOURCES



STRATEGIES for LAND USE & ZONING

GOAL: PROMOTE OPPORTUNITIES FOR NEW AFFORDABLE HOUSING, RETAIL AND JOB GROWTH, AND NEW COMMUNITY RESOURCES NEAR TRANSIT





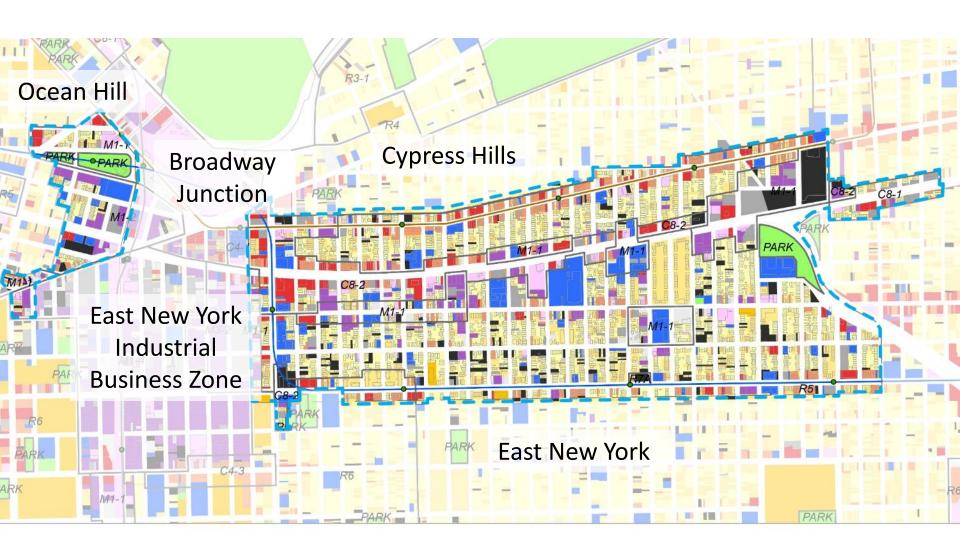
STRATEGIES for LAND USE & ZONING

LAND USE ACTIONS TO FACILITATE THE EAST NEW YORK COMMUNITY PLAN:

- Zoning Map Amendment
 - Promote mixed-use growth along key corridors
 - Preserve low-density residential character of side streets
- Zoning Text Amendments
 - -Establish Mandatory Inclusionary Housing in medium-density districts
 - -Create Enhanced Commercial Districts along key corridors to promote active retail districts
 - -Create Special Mixed-Use Districts in select areas to allow industrial, residential and commercial uses
- Amendment to Dinsmore-Chestnut Urban Renewal Plan
- Site Disposition



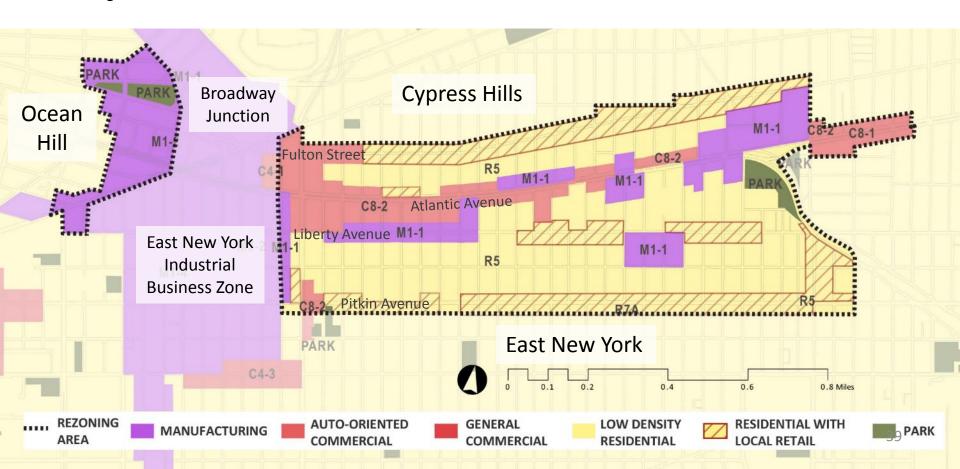
STUDY AREA





EXISTING ZONING

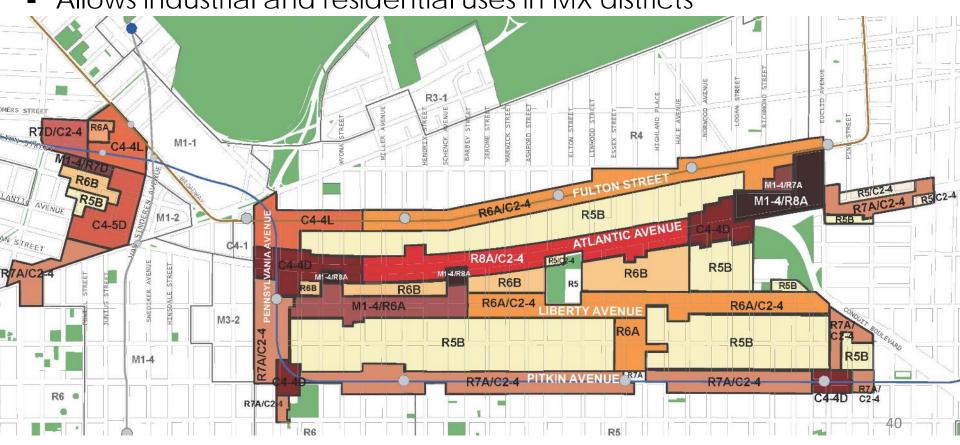
- Restricts new development to low density & limits affordable housing
- No new housing allowed along Atlantic Avenue & other key areas
- Has not changed in most of the neighborhood since 1961
- Many districts do not reflect current uses or densities





PROPOSED ZONING

- Promotes mixed-use development on key corridors and near transit
- Mandates affordable housing
- Requires active uses at the ground floor along key corridors
- Protects the residential character of side streets
- Allows industrial and residential uses in MX districts







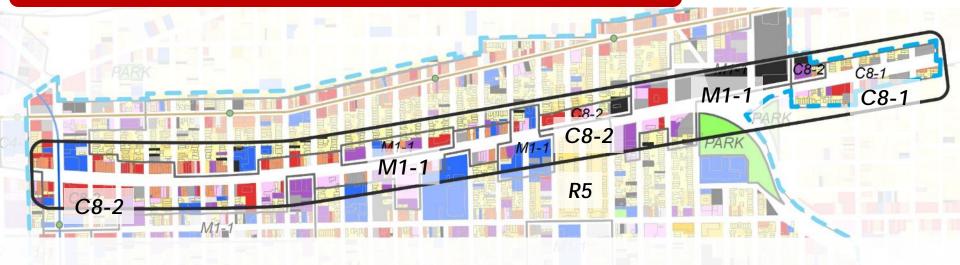








Atlantic Avenue - Existing Zoning



C8-1 & C8-2

- Auto-oriented
- 1.0 FAR (C8-1)
- 2.0 FAR (C8-2)

M1-1

- Light industrial
- 1.0 FAR

R5

- Low-scale residential
- 1.25 FAR





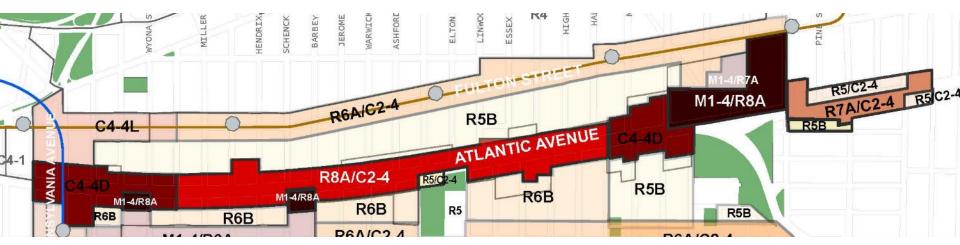








Atlantic Avenue - Proposed Zoning



STRATEGIES:

- Encourage medium-density mixed-use development
- Mandate affordable housing
- Require active ground floor uses
- Allow light industrial uses

PROPOSED ZONING:

- Medium Density Residential & Commercial (R8A/C2-4)
 Up to 12-14 stories
 7.2 FAR (res.), 2.0 FAR (comm.)
- Medium Density Commercial (C4-4D)
 Up to 12-14 stories
 7.2 FAR (res.), 3.4 FAR (comm.)
- Mixed Use w/ Industrial (M1-4/R8A)
 Up to 12-14 stories
 7.2 FAR (res.), 2.0 (com), 2.0 (industrial)















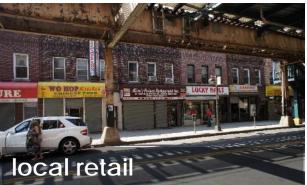
R5

- Low-scale residential
- High parking requirement (85% of units)
- 1.25 FAR

C8-2

- Auto-oriented
- 2.0 FAR





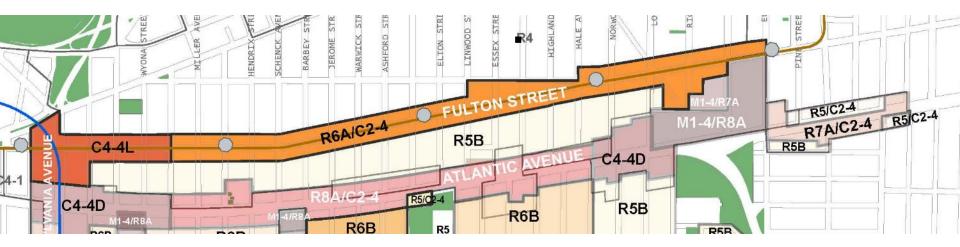








Fulton Street - Proposed Zoning



STRATEGIES:

- Encourage medium-density mixed-use development
- Mandate affordable housing
- Require active ground floor uses
- Setback buildings to reduce impact of elevated train

PROPOSED ZONING:

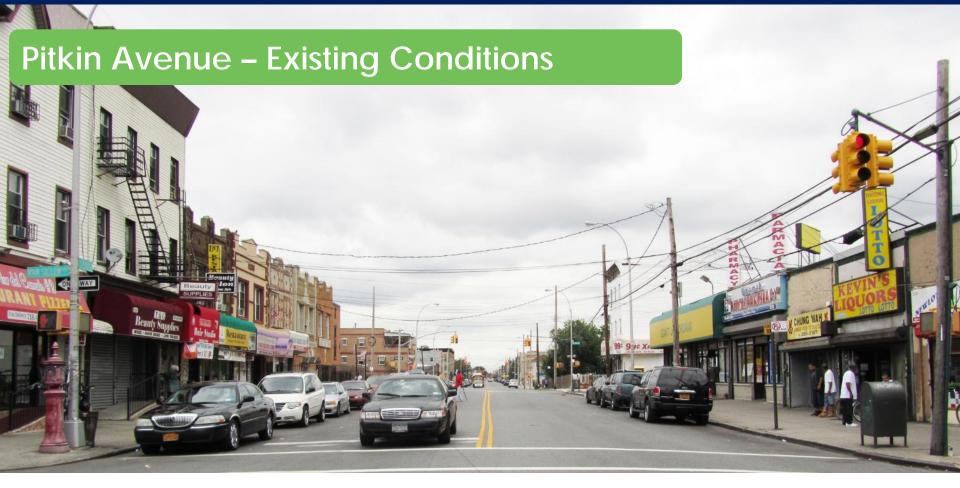
Medium Density Residential (R6A/C2-4)

- Up to 6-8 stories
- 3.6 FAR (residential)
- 2.0 FAR (commercial)

Medium Density Commercial (C4-4L)

- Up to 8-10 stories
- 4.6 FAR (residential)
- 4.0 FAR (commercial)
- Bulk flexibility













Pitkin Avenue – Existing Zoning

R5

- Low-scale residential with high parking requirement
- 1.25 FAR

R7A

- Medium-density residential
- 4.0 FAR

R6

- Medium-density residential
- Non-contextual
- 2.43 FAR



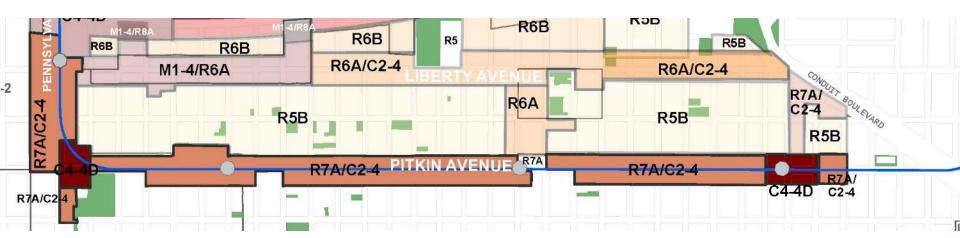








Pitkin Avenue – Proposed Zoning



STRATEGIES:

- Encourage medium-density mixed-use development
- Mandate affordable housing
- Require active ground floor uses
- Promote significant new commercial uses

PROPOSED ZONING:

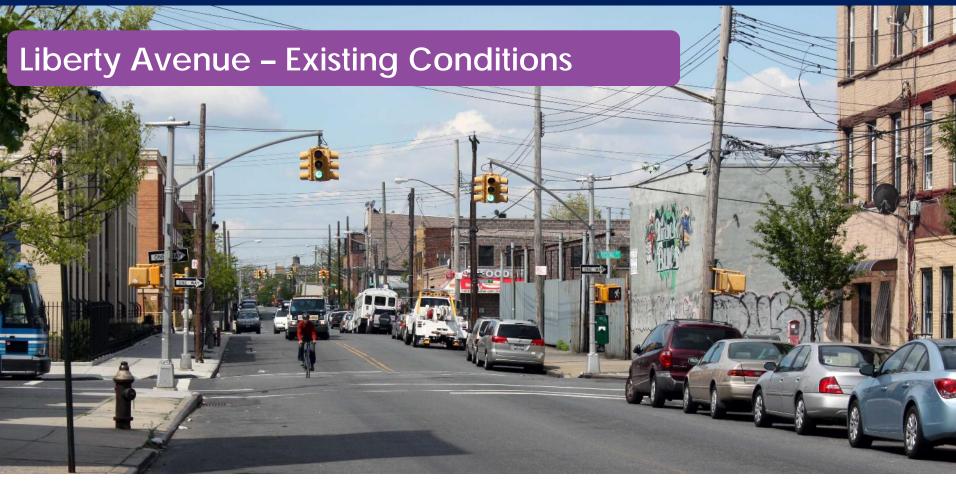
Medium Density Residential (R7A/C2-4)

- Up to 8-10 stories
- 4.6 FAR (residential)
- 2.0 FAR (commercial)

Medium Density Commercial (C4-4D)

- Up to 12-14 stories
- 7.2 FAR (residential)
- 3.4 FAR (commercial)













Liberty Avenue – Existing Zoning



- Light industrial
- 1.0 FAR

- Low-scale residential with high parking requirement
- 1.25 FAR





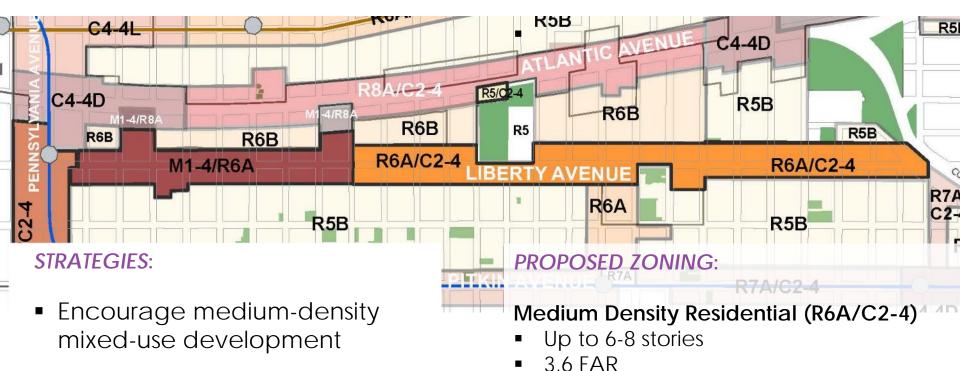








Liberty Avenue - Proposed Zoning

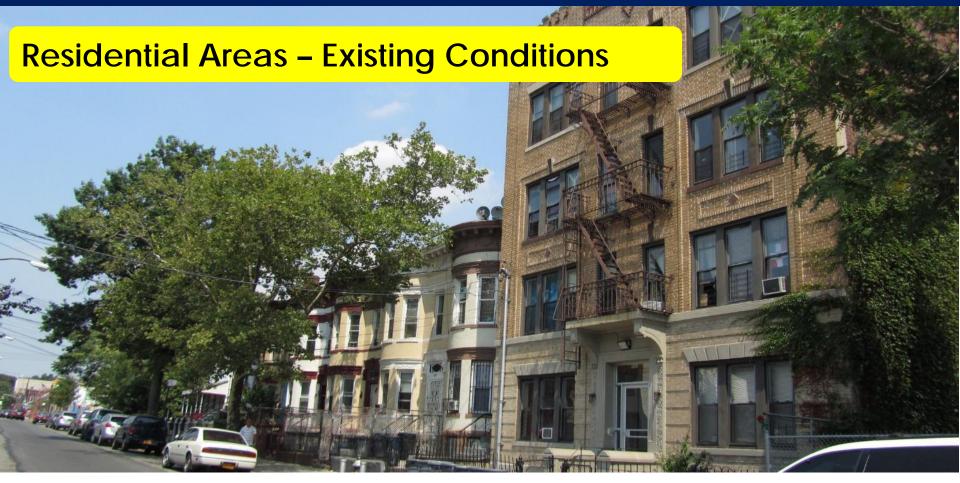


- Require affordable housing
- Support existing mix of industrial, commercial and residential uses

Medium Density w/ Industrial (M1-4/R6A)

- Up to 6-8 stories
- 3.6 FAR (res)
- 2.0 FAR (com)
- 2.0 FAR (industrial)



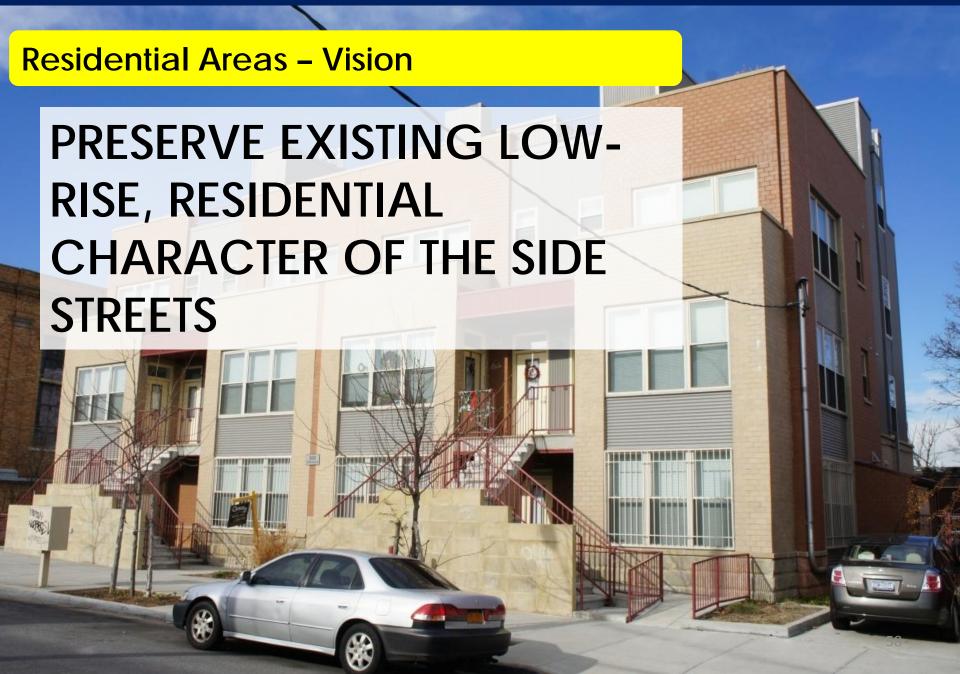






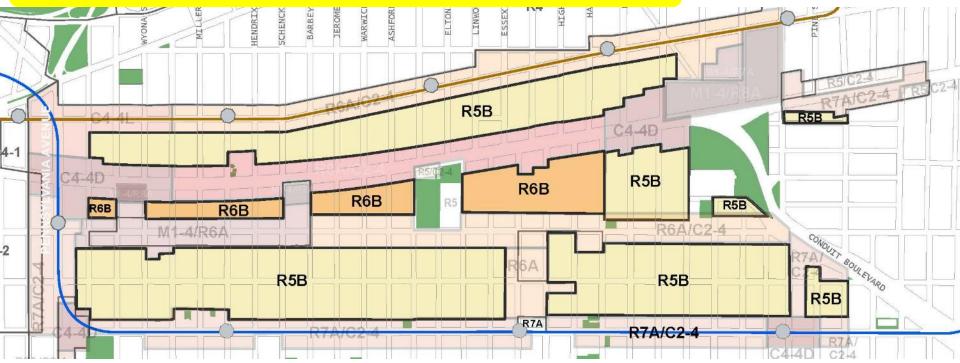








Residential Areas - Proposed Zoning



STRATEGIES:

- Ensure infill development complements existing character
- Prohibit front yard parking

PROPOSED ZONING:

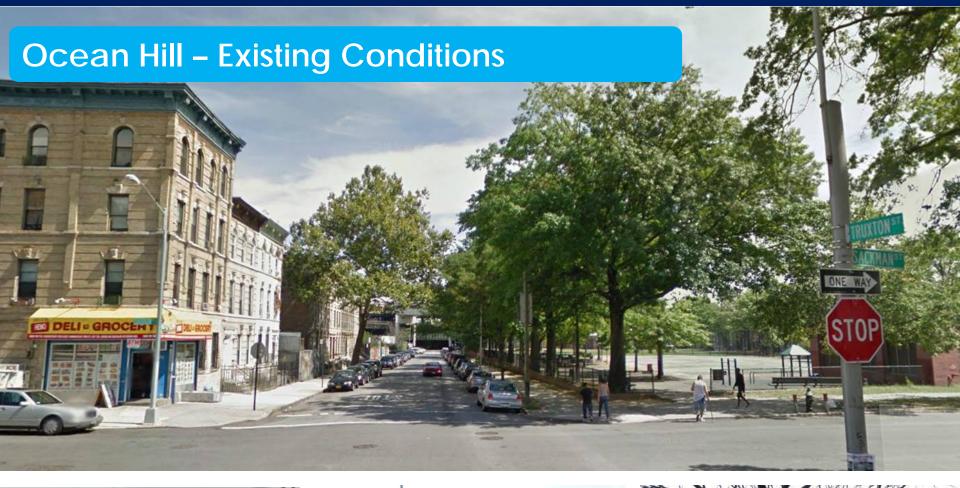
Low Density Residential (R5B)

- 3-4 stories
- 1.35 FAR

Medium Density Residential (R6B)

- Up to 5 stories
- 2.2 FAR
- Mandatory Inclusionary Housing













Ocean Hill - Existing Zoning

M1-1, M1-2, M1-4:

- Light industrial district
- 1.0 FAR (M1-1), 2.0 FAR (M1-2, M1-4)
- Does not allow new residential development











Ocean Hill - Vision





Ocean Hill - Proposed Zoning

 Promote new commercial and residential uses near transit

<u>C4-4L:</u> Up to 8-10 stories; 4.6 FAR (res), 4.0 (com) <u>C4-5D:</u> Up to 9-12 stories; 5.6 FAR (res), 4.2 (com)

 Encourage medium-density residential uses with local retail

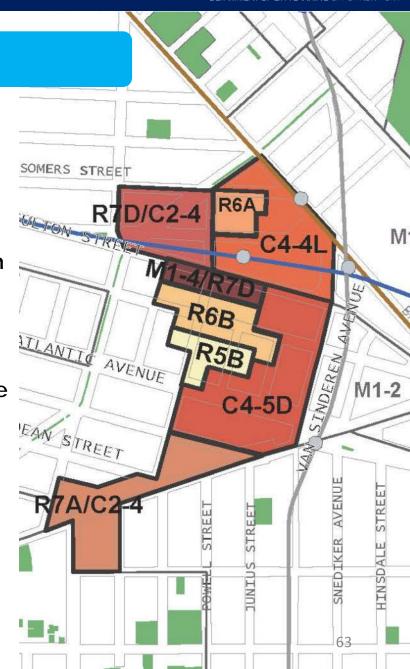
R7A/C2-4: Up to 8-10 stories; 4.6 FAR R7D/C2-4: Up to 9-12 stories; 5.6 FAR

 Allow industrial and residential uses in Mixed Use Districts

M1-4/R7D: Up to 8-10 stories; 5.6 FAR (res), 2.0 FAR (industrial), 2.0 (com)

 Reflect existing low-scale rowhouses and allow contextual new development

<u>R6A</u>: Up to 6-8 stories; 3.6 FAR <u>R6B</u>: Up to 5 stories; 2.2 FAR <u>R5B</u>: 3-4 stories; FAR of 1.35





Zoning Text Amendments

- Establish Mandatory Inclusionary Housing in medium-density districts
 - In East New York, Option 1 is proposed.
 25% of new housing must be affordable to households at an average of 60% AMI
- Create Enhanced Commercial Districts along key corridors to promote active retail districts

 Create Special Mixed-Use Districts to allow industrial, residential and commercial uses









Amendment to Dinsmore Chestnut Urban Renewal Plan and Site Disposition

- Allow uses per new zoning
- M1-4/R8A zoning will allow light industrial, residential, commercial, or community facility use
- Potential site for new school, as well as housing and other uses





Land Use Proposal has the potential to facilitate:

- Over 6,300 new units of housing
 - About half of all units built would be protected affordable housing
- Over 800,000 square feet of new commercial space such as grocery stores, restaurants, and retail
- More than 400,000 square feet of community facility space including a school as well as day care centers and houses of worship
- 3,700 new jobs



ENVIRONMENTAL REVIEW



A Draft Environmental Impact Statement (DEIS) was prepared and analyzed the following subjects:

- Land Use, Zoning, and Public Policy
- Socioeconomic Conditions
- Community Facilities and Services
- Open Space
- Shadows
- Historic and Cultural Resources
- Urban Design and Visual Resources
- Hazardous Materials

- Water and Sewer Infrastructure
- Solid Waste and Sanitation Services
- Energy
- Transportation
- Air Quality
- Greenhouse Gas Emissions
- Noise
- Public Health
- Neighborhood Character
- Construction



Of these, the analysis found the potential for significant adverse impact in the following categories:

- Community Facilities and Services (Public Schools* and Child Care)
- Open Space
- Shadows
- Historic and Cultural Resources
- Transportation
- Air Quality*
- Noise
- Construction

Mitigation measures will be further studied between the draft and final EIS.

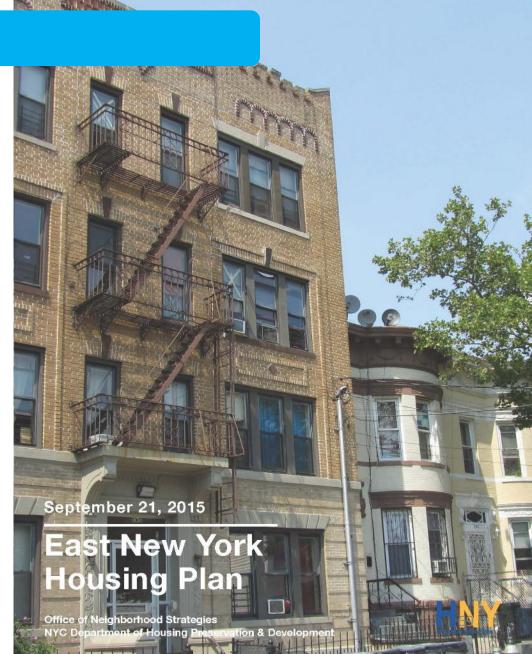
^{*}Mitigation measures identified to fully mitigate impact



STRATEGIES for HOUSING

EAST NEW YORK HOUSING PLAN

Tailored to the needs of East New York community, developed in close collaboration with residents and stakeholders





STRATEGIES for HOUSING

GOAL: PROTECT TENANTS

STRATEGIES:

- Ensure housing quality by targeting code enforcement and increasing the number of housing inspectors
- Provide free legal representation to East New York tenants facing harassment
- Work with the new Tenant Harassment Task Force to take action against landlords who harass tenants



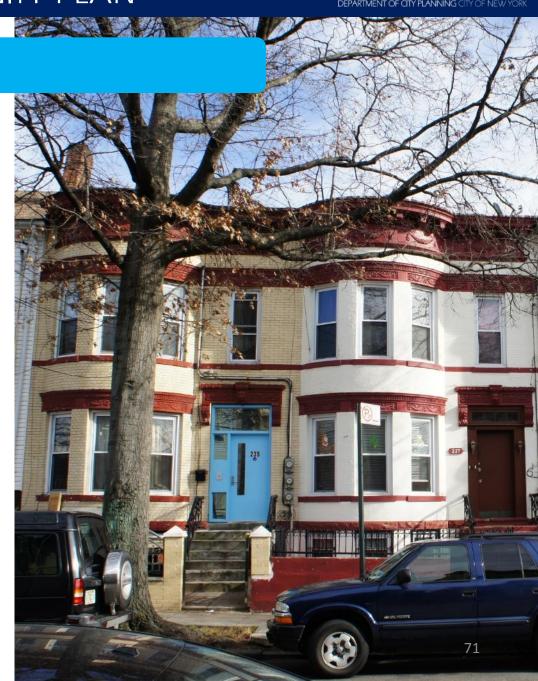


STRATEGIES for HOUSING

GOAL: PRESERVE EXISTING AFFORDABLE HOUSING

STRATEGIES:

- Strive to preserve all existing government-assisted housing whose affordability requirements are expiring
- Enhance marketing and outreach efforts to owners of buildings that are not currently government assisted
- Use new Green Housing Preservation Program to rehabilitate and preserve affordable housing, as well as promote energy efficiency
- Streamline and expand small home repair programs





STRATEGIES for HOUSING

GOAL: DEVELOP NEW AFFORDABLE HOUSING

STRATEGIES:

- Implement Mandatory Inclusionary Housing
- Ensure at least 50% of new housing built is affordable to low- and moderate-income residents
- Prioritize the development of over 1,200 units within the next 2 years
- On private sites subsidized by HPD, the City will ensure that developers build housing affordable to low- and moderate-income households (most units would be affordable to households at a range of income levels below 60% of Area Median Income, or \$42,620 for a family of three)
- On public sites, City will ensure even deeper affordability





GOAL: CONNECT RESIDENTS TO CAREER OPPORTUNITIES

- Open a Workforce1 Satellite Center in East New York/Brownsville to make career services more accessible to residents
- Establish new "Industry Partnerships" in retail, hospitality, manufacturing and construction sectors







GOAL: SUPPORT EXISTING & NEW BUSINESSES

STRATEGIES:

- Help small businesses with leases
- Launch Fast New York FastTrac Growth **Venture Course**
- Help businesses navigate government regulations through Small Business First

GOAL: STRENGTHEN COMMERCIAL CORRIDORS

- Partner with local organizations to assess the needs of commercial corridors
- Provide advisory services and resources for commercial revitalization projects







STRATEGIES for ECONOMIC DEVELOPMENT

GOAL: PROMOTE BUSINESS GROWTH IN THE INDUSTRIAL BUSINESS ZONE (IBZ)

- Conduct the ENY IBZ Study with local participation to transform the IBZ into a thriving jobs center
- Invest in and renovate the Cityowned Industrial Building
- Install new East New York
 Industrial Business Area signs
- Attract new businesses with Industrial Development Agency incentives



















STRATEGIES for COMMUNITY RESOURCES

GOAL: INVEST IN NEW OPEN SPACE & IMPROVEMENTS TO EXISTING NEIGHBORHOOD PARKS

- Create new green space at City Line Park
 - Through a community participation process, redevelop one-acre asphalt area into a more sustainable landscape and provide new active recreational opportunities for community residents and local students



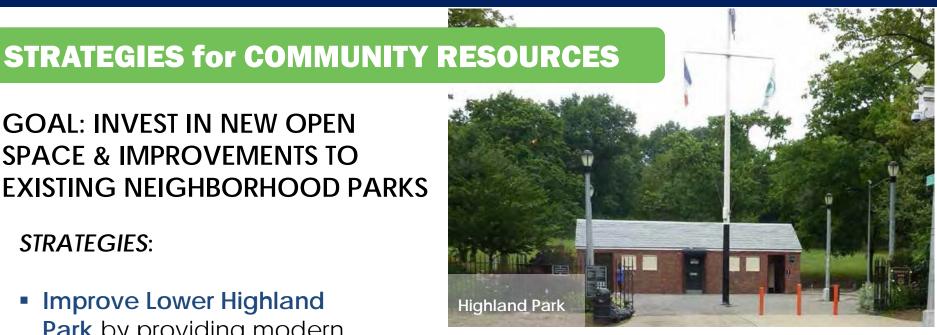




GOAL: INVEST IN NEW OPEN SPACE & IMPROVEMENTS TO

EXISTING NEIGHBORHOOD PARKS

- Improve Lower Highland Park by providing modern play equipment to expand use of the park
- **Revitalize Sperandeo Brothers Park** by repairing and renewing the handball and basketball courts with funding from CM Espinal
- Explore new open space opportunities







A comprehensive neighborhood plan with strategies for housing, economic development, and community resources









Atlantic Avenue with Community Plan strategies implemented





East New York Community Plan would promote:





