

# GOWANUS NEIGHBORHOOD PLANNING STUDY

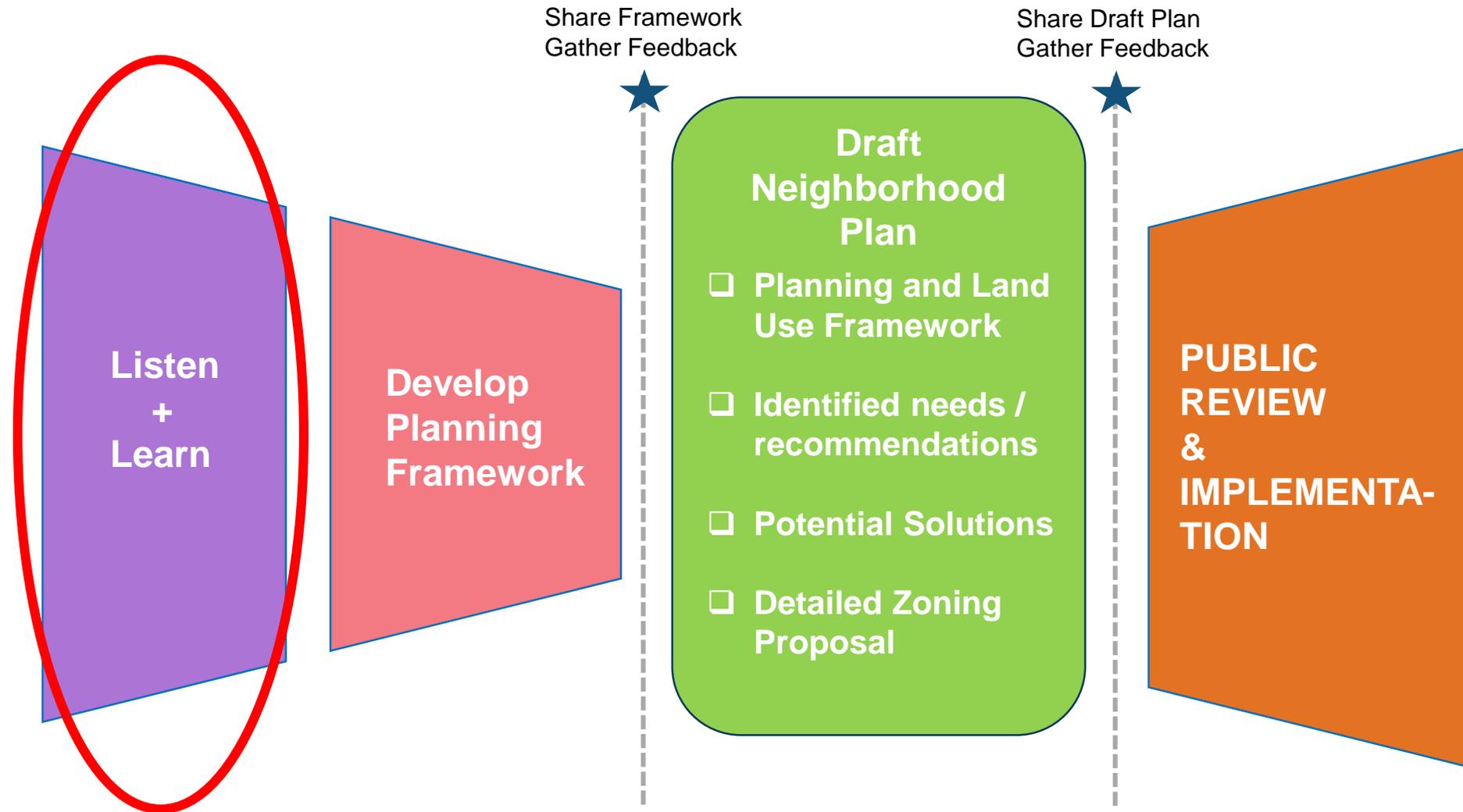
WORKING GROUP SUMMIT

JULY 11, 2017

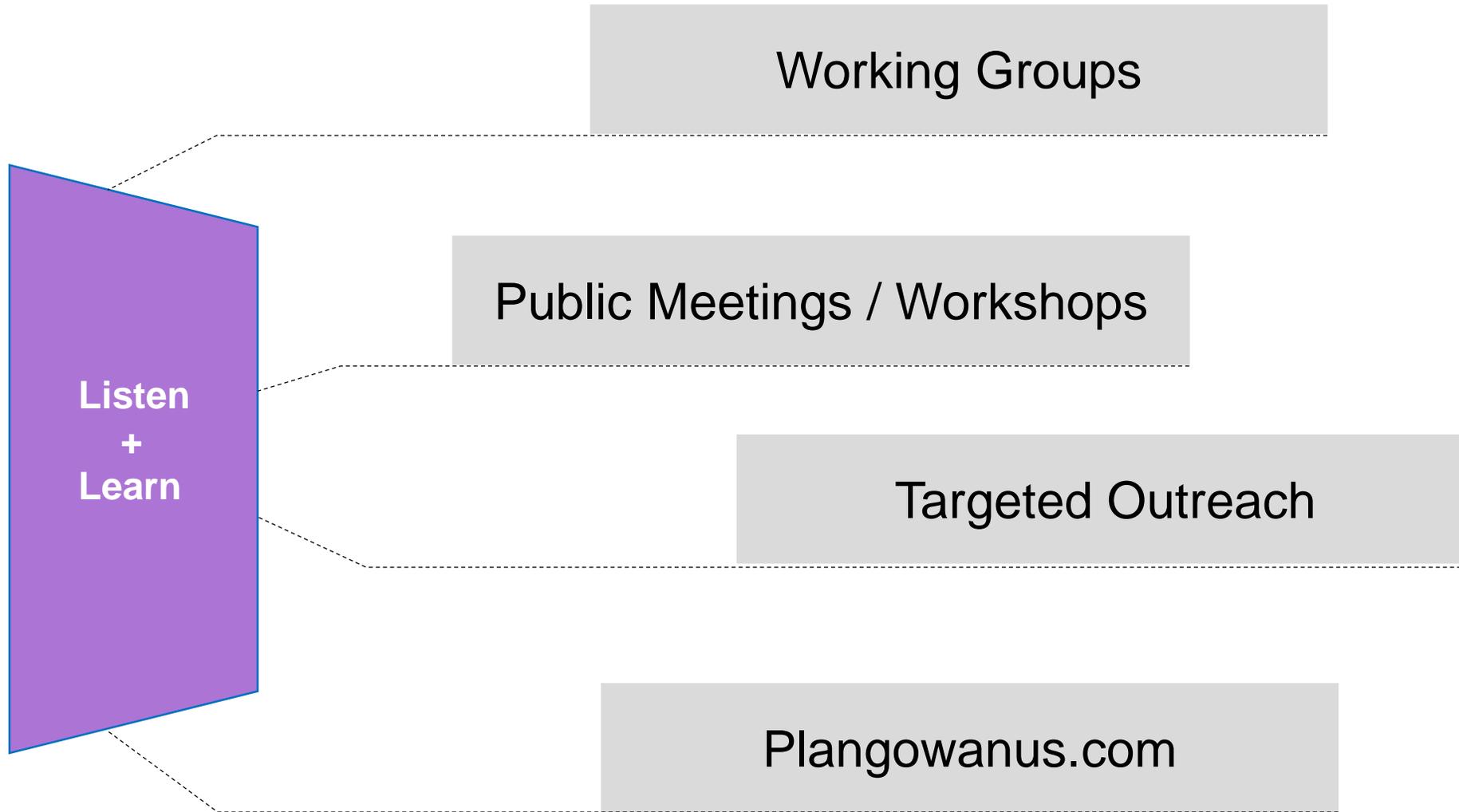


# Path to Neighborhood Plan – Process Overview

Shared October 2016



# Developed Multi-pronged Outreach Approach



## Working Groups

Listen  
+  
Learn

- Five Groups / Five Meetings – 80+ hours
- Community + Inter-agency team Working Together on key topics
- Developed mutually shared priorities and objectives



## Working Groups

Listen  
+  
Learn

- 50+ Recommendations
- Specific and actionable
- Broad and aspirational
- Reflect diverse points of views and interests

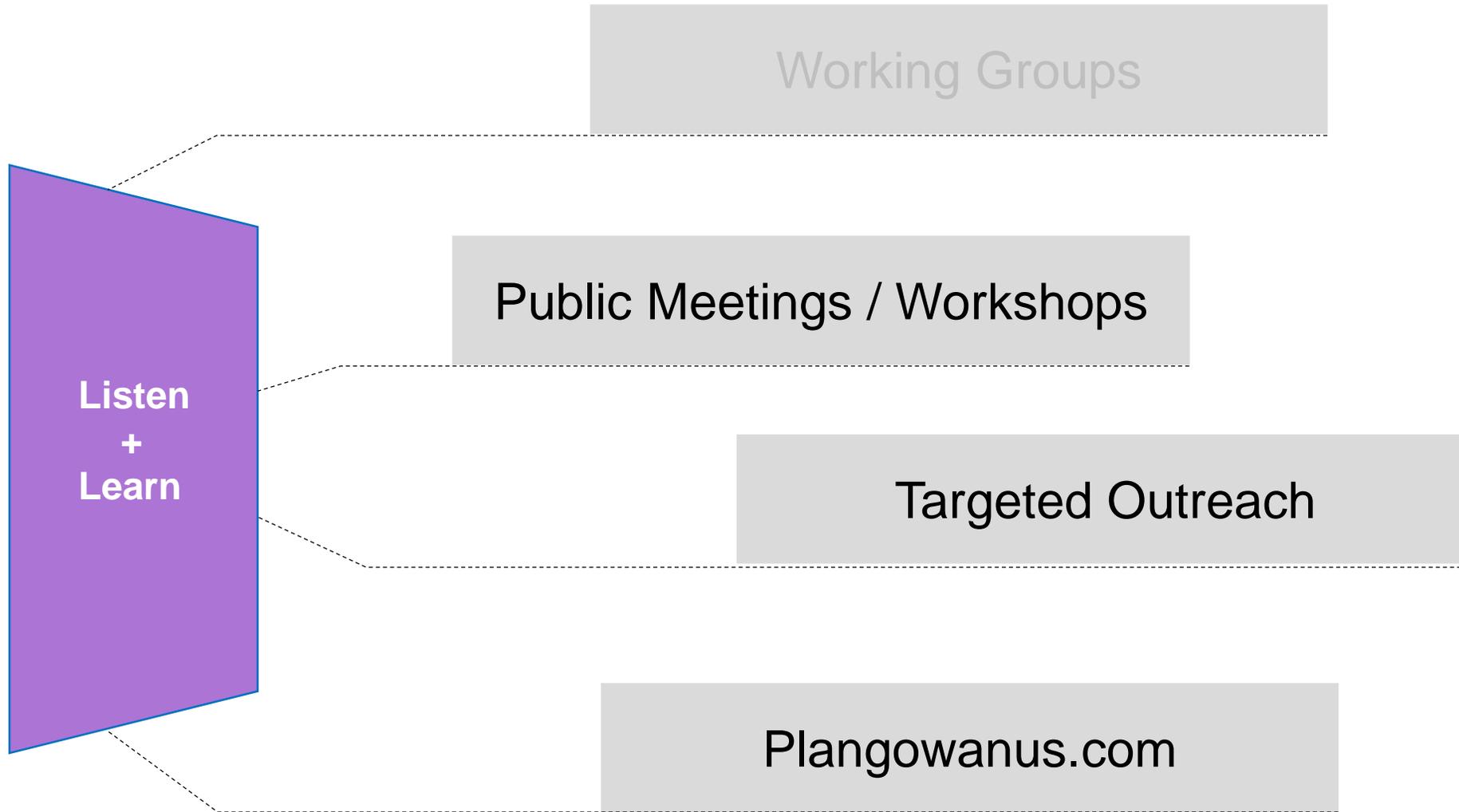


## Working Groups

Listen  
+  
Learn

- **Overlaps and Synergies**
  - New residential development + brownfield remediation + Canal cleanup + waterfront/canal access + stormwater management + resiliency + new infrastructure + “Eco District”
  - New residential development + new job-generating activity + arts (i.e. mixed-use community)
  - NYCHA community center + neighborhood access to community centers + more open space
- **Conflicts and Competitions**
  - Active ground floor uses + naturalized shoreline + public access + resiliency challenges
  - New residential development + industrial/commercial space + operational conflicts (e.g. parking, loading, etc.)
  - Limiting height/density + brownfield remediation + preferential uses + affordable housing + waterfront/canal access, etc...

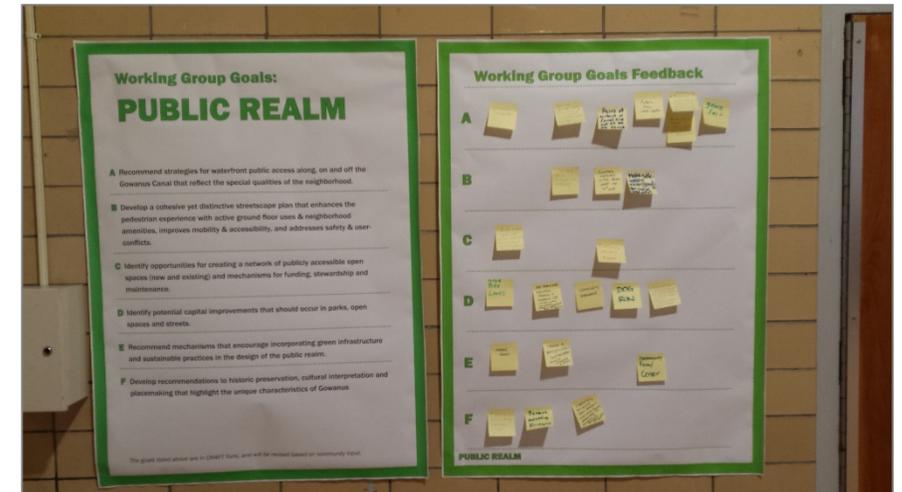
# But there's more....



## Public Meetings / Workshops

Listen  
+  
Learn

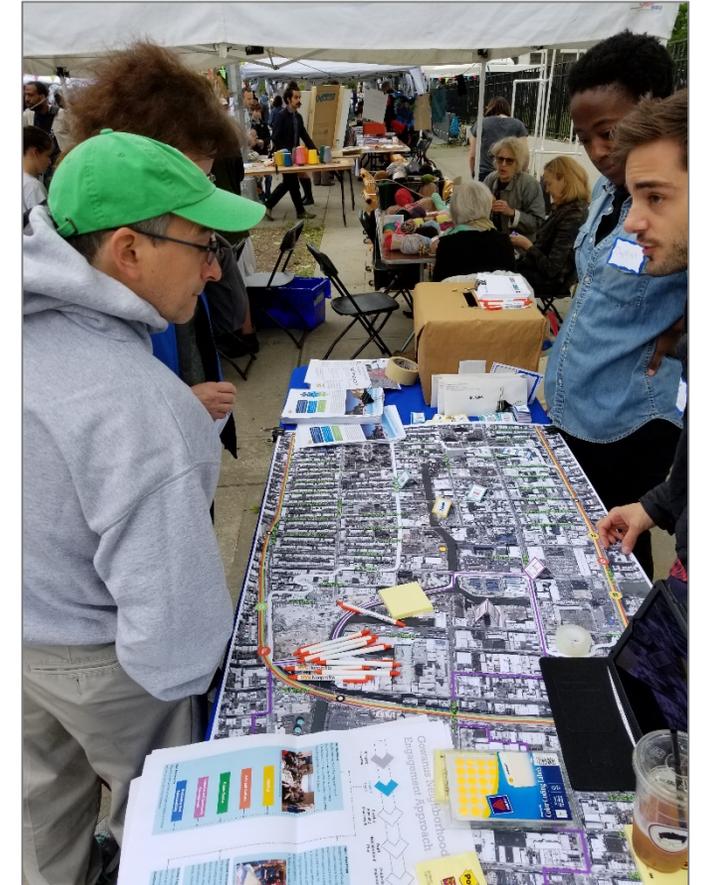
- October 27 – Launch Event
- December – Sustainability and Resiliency + Outreach Approach
- March 25 – Workshop #1 (WG Goals + Urban Design)



Listen  
+  
Learn

## Targeted Outreach

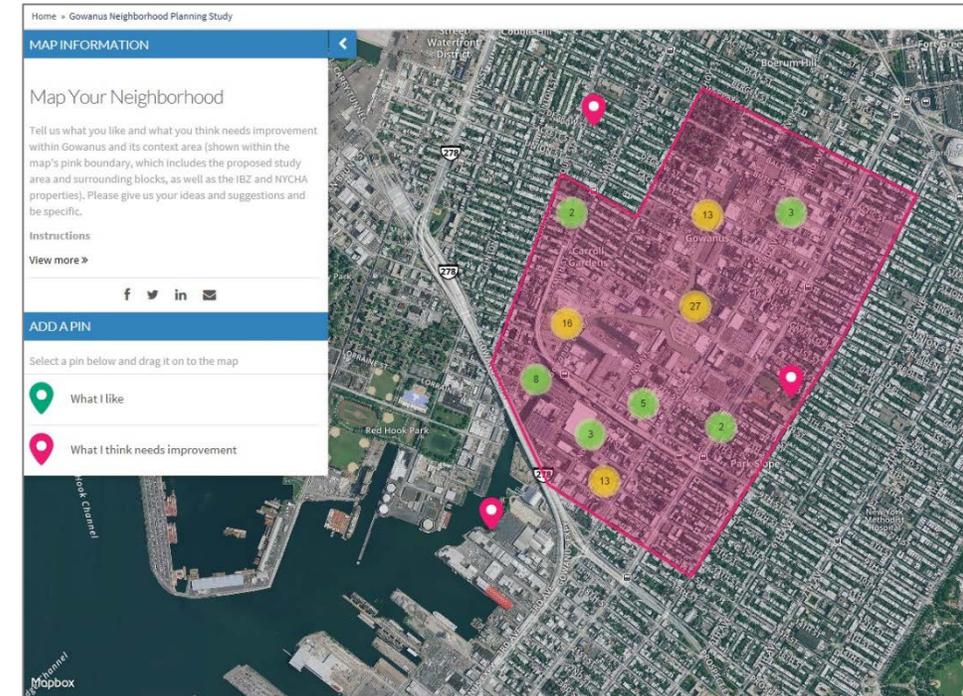
- Monthly NYCHA Tenant Association Meetings
- Individual and group stakeholders
  - Community-based organizations
  - Elected officials
  - Businesses and property owners
  - Residents and citizens
- CB6 Outreach



## Plangowanus.com

Listen  
+  
Learn

- DCP Pilot Platform
- Topical Pages
- Interactive tools to gather feedback / ideas
  - Maps / Pins
  - Surveys
  - Polls
- >1,000 visitors
- “Map Your Neighborhood” interactive map
  - >200 pins



# Next Steps



Listen  
+  
Learn

- Share out Working Group recommendations
  - Plangowanus.com
  - Fall public event
- Community Resources Public Meeting
  - Planned for fall
  - Schools, transportation, etc
- Happy Hour w/ Gowanus Team (late August TBD)

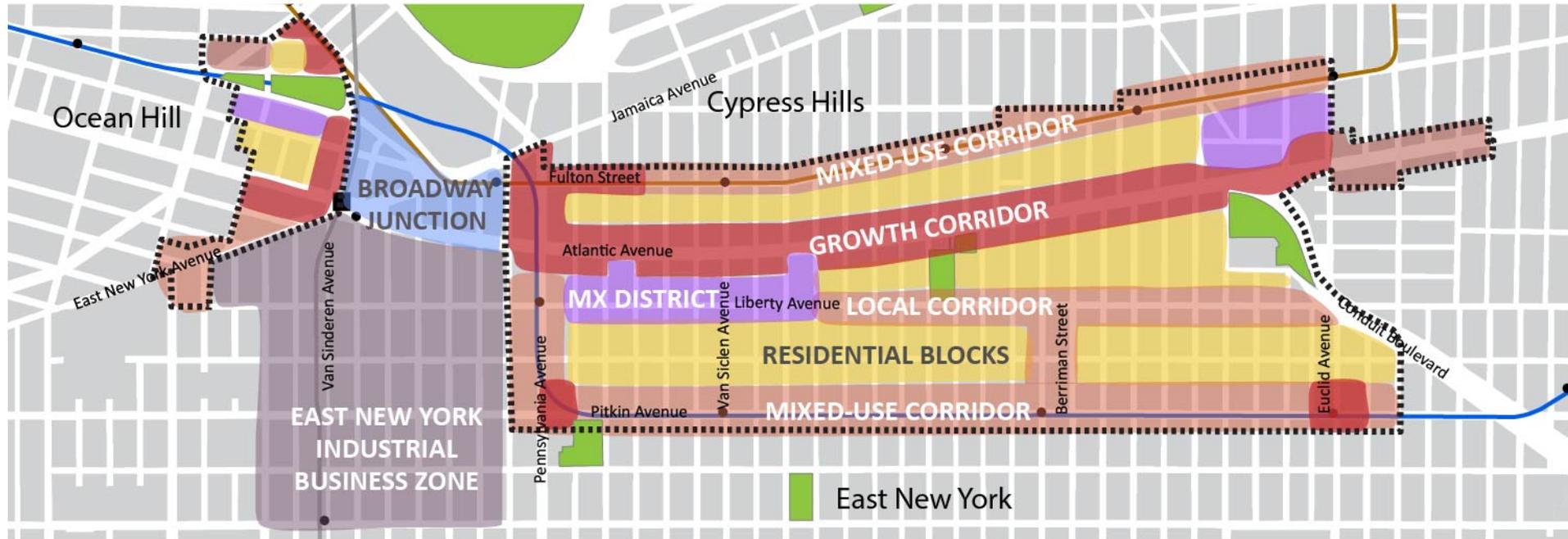
Develop  
Planning  
Framework

Listen  
+  
Learn

- Internal Analyses (breath)
- Translate objectives / priorities / recommendations into an actionable neighborhood vision
  - Balance competitions
  - Maximize synergies

Develop  
Planning  
Framework

## East New York Community Plan Planning Framework



- |   |                       |   |   |
|---|-----------------------|---|---|
|  | <b>Rezoning Area</b>  |  | Promote mixed-use growth with new affordable and mixed-income housing, retail, businesses and community facilities                              |
|  | <b>Subway station</b> |  | Allow moderate density mixed-use development with affordable and mixed-income housing, retail, businesses and community facilities near transit |
|  | <b>L Line</b>         |  | Promote moderate density industrial, commercial and residential uses in mixed-use districts   |
|  | <b>A/C Line</b>       |  | Preserve existing residential character of side streets by continuing to allow low scale duplexes, single-family homes and rowhouses            |
|  | <b>J/Z Line</b>       |  | Promote business and job growth in East New York Industrial Business Zone and maintain current zoning for industrial uses                       |
|   |                       |  | Develop a long-term plan for regional destinations at Broadway Junction, including institutional and commercial uses                            |

## East New York Community Plan

January 2016

★ new or updated strategy

### STRATEGIES for LAND USE & ZONING

- Growth Corridor**  
 Allow mixed-use growth with new affordable & mixed-income housing, retail, businesses and community facilities
- Mixed-Use Corridor**  
 Allow moderate density development with new affordable & mixed-income housing, retail, businesses and community facilities near transit
- Residential Area**  
 Preserve existing low-rise character of side streets by continuing to allow low-scale homes & rowhouses
- Industrial Mixed-Use District**  
 Allow moderate density industrial, commercial and residential development
- ENY Industrial Business Zone**  
 Maintain current zoning for industrial uses and plan for business and job growth in the ENY IBZ
- Broadway Junction**  
 Develop a long-term plan for regional destinations



### STRATEGIES for COMMUNITY RESOURCES

- Increase Access to Health Care**  
 Expand services of NYC Health + Hospitals in ENY
- Strengthen Local Arts & Culture**  
 Enhance capacity of local organizations to provide diverse arts and cultural programming for residents
- Build a New School**  
 The City has identified a site and is committed to building a new school with up to 1,000 seats
- Make Atlantic Avenue a Great Street**  
 Redevelop Atlantic Avenue with safer crosswalks, a new planted median, new trees and sidewalks
- Improve Connectivity around Transit**  
 Implement redesign of Broadway Junction and complete new bike lanes along Pitkin Avenue
- Create New Green Space at City Line Park**  
 Redevelop asphalt area to expand active living and recreational opportunities
- Improve Community Open Space**  
 Provide new, modern play equipment at Highland Park and rebuild courts at Sperandeo Brothers Park
- Install New Green Infrastructure**  
 New curbside rain gardens & trees will manage stormwater to reduce flooding & beautify the street

### STRATEGIES for AFFORDABLE HOUSING

- Preserve Existing Affordable Housing**
  - Focus and expand financing and tax incentive programs to **maintain affordability** by striving to preserve all existing government-assisted housing, using the new Green Preservation Program to rehabilitate and preserve affordable housing, streamlining and expanding small home repair loan programs, and enhancing marketing and outreach efforts to enroll buildings in preservation programs.
  - Strengthen community partnerships to **protect residents from displacement** by providing free legal representation to East New York tenants facing harassment, working with the new Tenant Harassment Task Force to investigate and take action against landlords who harass tenants, and **ensuring housing quality** by targeting code enforcement and increasing the number of inspectors.
- Develop New Affordable Housing**
  - Implement Mandatory Inclusionary Housing to ensure that all **new development in the rezoning area provide permanently affordable housing**.
  - Prioritize the development of approximately **1,200 units of affordable housing within the next two years**.
  - Ensure that at least 50% of new housing built in the East New York rezoning area over the next 15 years is **affordable to low- and moderate-income residents**.
  - On private sites that HPD subsidizes, buildings must be 100% affordable and provide apartments at income levels that match those of local residents. On public sites, HPD will require even **deeper affordability levels**.
- Promote Local Economic Development Through Affordable Housing Development**
  - Design programs that **support important neighborhood amenities** like grocery stores in new affordable buildings
  - Expand opportunities for minority- and women-owned businesses and jobs in affordable housing

### STRATEGIES for ECONOMIC DEVELOPMENT

- Connect Residents to Career Opportunities**
  - Locate a **Workforce1 Satellite Center** in the community to prepare and connect residents to jobs
  - Require projects receiving \$2M or more in HPD subsidy, as well as City contracts of \$1M or more, to **post open positions through Workforce1**
  - Establish new "Industry Partnerships" in retail, hospitality, manufacturing & construction sectors
- Strengthen Commercial Corridors & Promote New Retail**
  - Partner with local community organizations to complete an assessment of the current conditions and needs of commercial corridors in East New York
  - Provide advisory services and resources for **customized commercial revitalization projects**
- Support Business Growth**
  - Provide support to help women start, operate and grow businesses (WE NYC)
  - Help small businesses with lease negotiation and execution
  - Launch **East New York FastTrac Growth Venture Course** to provide business training to owners
- Promote Industrial 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 City-owned Industrial Building
  - Attract new businesses with Industrial Development Agency incentives
  - Improve connectivity in and around the Industrial Business Zone
  - Install new East New York Industrial Business Zone signs

Listen  
+  
Learn

- Share Framework at Public Meeting end of '17 / beginning of '18
- Intermediate check-in on direction before specific mechanisms, policies, resources can be drafted and aligned to implement

Develop  
Planning  
Framework

