



# East New York Planning Framework

## Industrial Business Area - Broadway Junction September 2013

Image: NYC DCP



NEW YORK & CONNECTICUT  
SUSTAINABLE COMMUNITIES

**NYC**PLANNING  
DEPARTMENT OF CITY PLANNING CITY OF NEW YORK

# THE WORK SO FAR

*Fall 2011*

SCENY STARTS



*Spring +  
Summer 2012*

NEIGHBORHOOD ANALYSIS



*Spring 2012*

VISIONING



*Spring 2013*

EAST NEW YORK – CYPRESS HILLS  
RECOMMENDATIONS



*Today*

INDUSTRIAL BUSINESS AREA  
BROADWAY JUNCTION  
RECOMMENDATIONS



*Early 2014*

FINAL REPORT

IMPLEMENTATION

*Rezoning, Streetscape Improvements, Transit Improvements*

# NEIGHBORHOOD VISION



**Snediker Avenue and Atlantic Avenue**

# NEIGHBORHOOD VISION

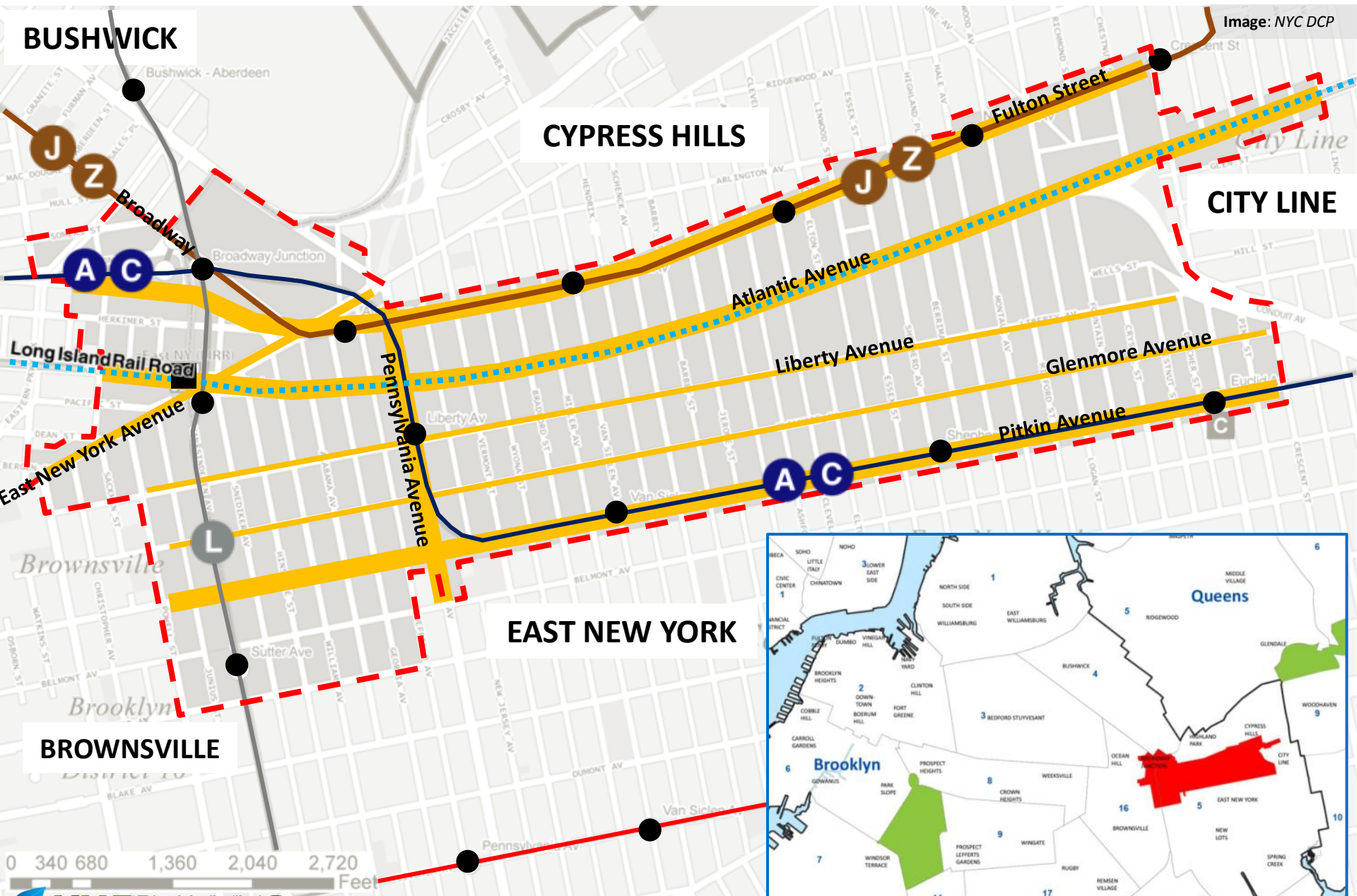


Image: NYC DCP

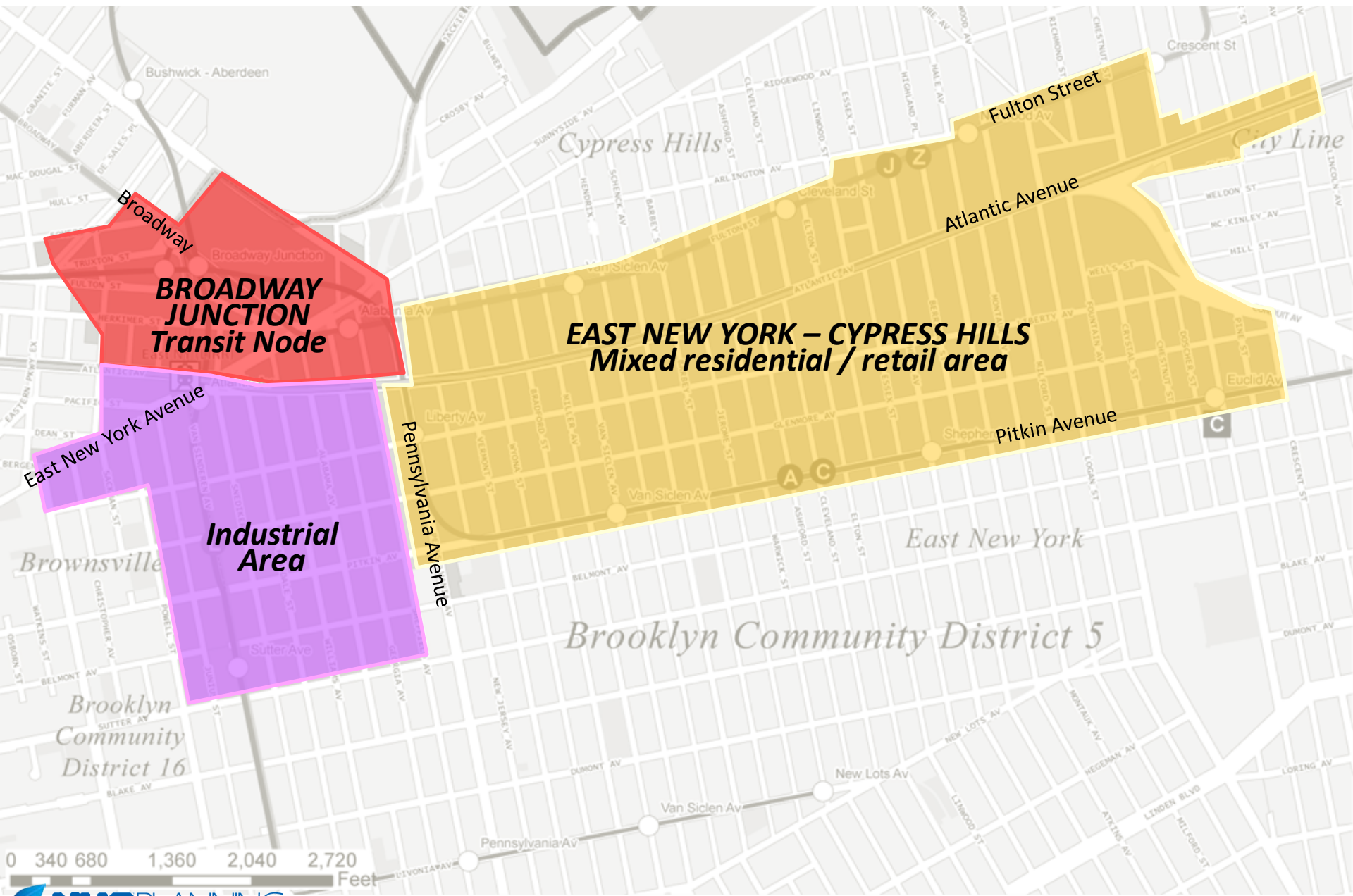
# RECAP

- SCENY Study Area
- Neighborhood Sub-areas
- Existing Zoning
- East New York-Cypress Hills Recommendations

# RECAP: STUDY AREA



# RECAP: SUB-AREAS



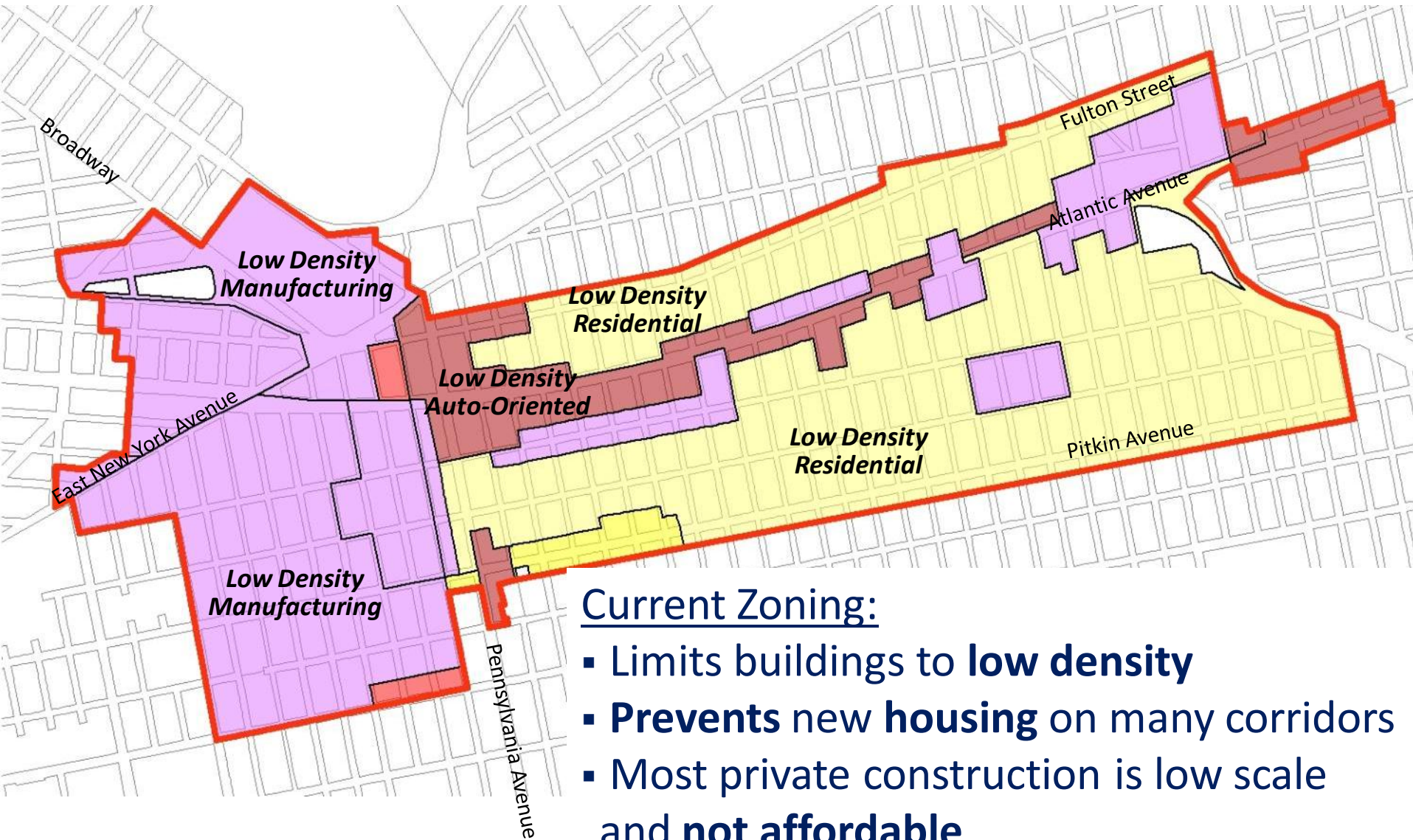
# RECAP: EXISTING ZONING

Zoning regulates how much and what you can build on a lot.



# RECAP: EXISTING ZONING

Zoning regulates how much and what you can build on a lot.



## Current Zoning:

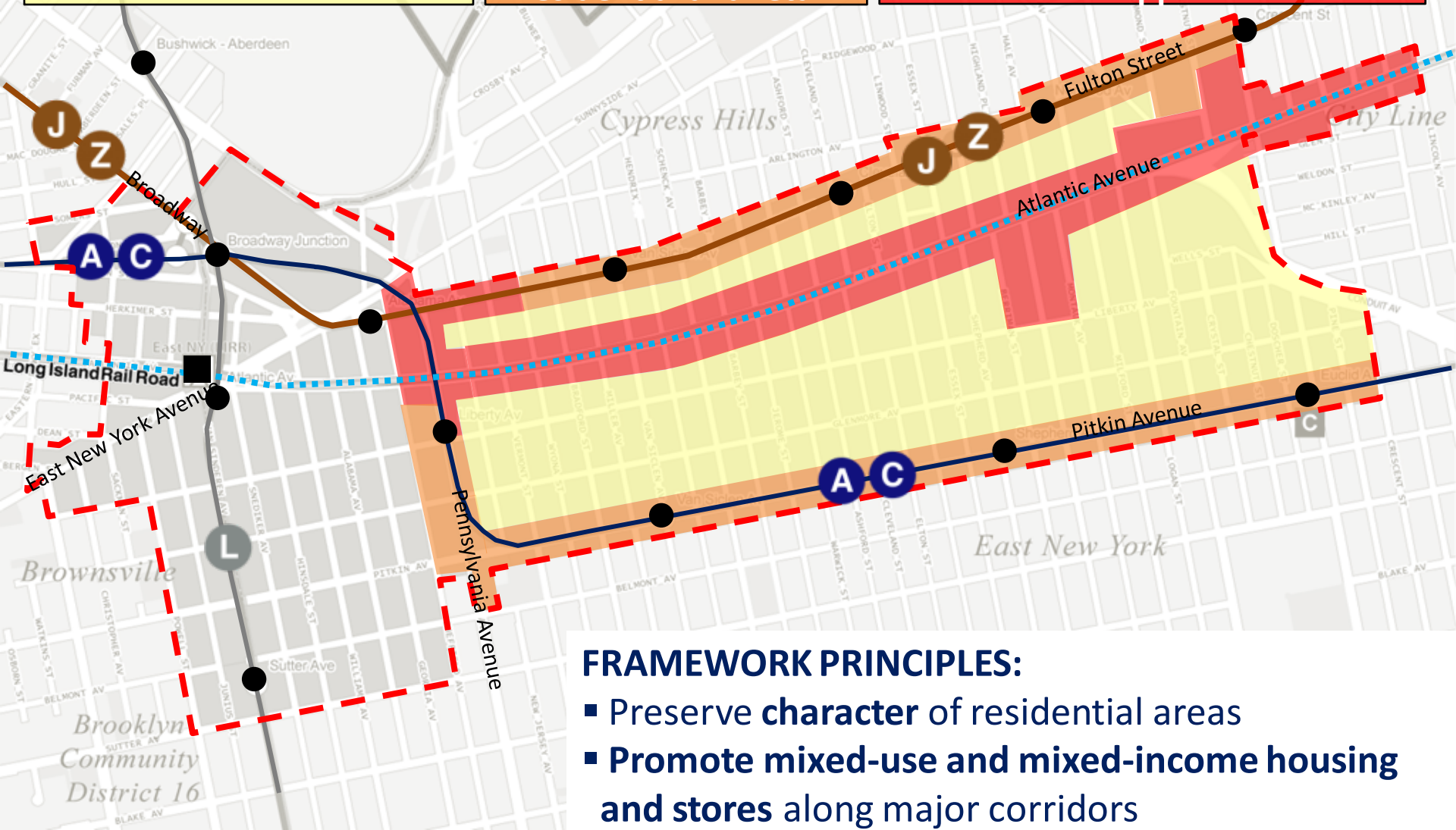
- Limits buildings to **low density**
- **Prevents** new **housing** on many corridors
- Most private construction is low scale and **not affordable**
- Frequently **does not match existing uses**

# RECAP: RECOMMENDATIONS *East New York-Cypress Hills*

**PRESERVATION**  
residential with local retail

**GROWTH**  
mixed-use:  
residential and retail

**CHANGE OF USE AND GROWTH**  
mixed-use: residential, retail and  
business opportunities



## FRAMEWORK PRINCIPLES:

- Preserve character of residential areas
- Promote mixed-use and mixed-income housing and stores along major corridors

# NEIGHBORHOOD TODAY



# NEIGHBORHOOD VISION



Image: NYC DCP

# TODAY: RECOMMENDATIONS

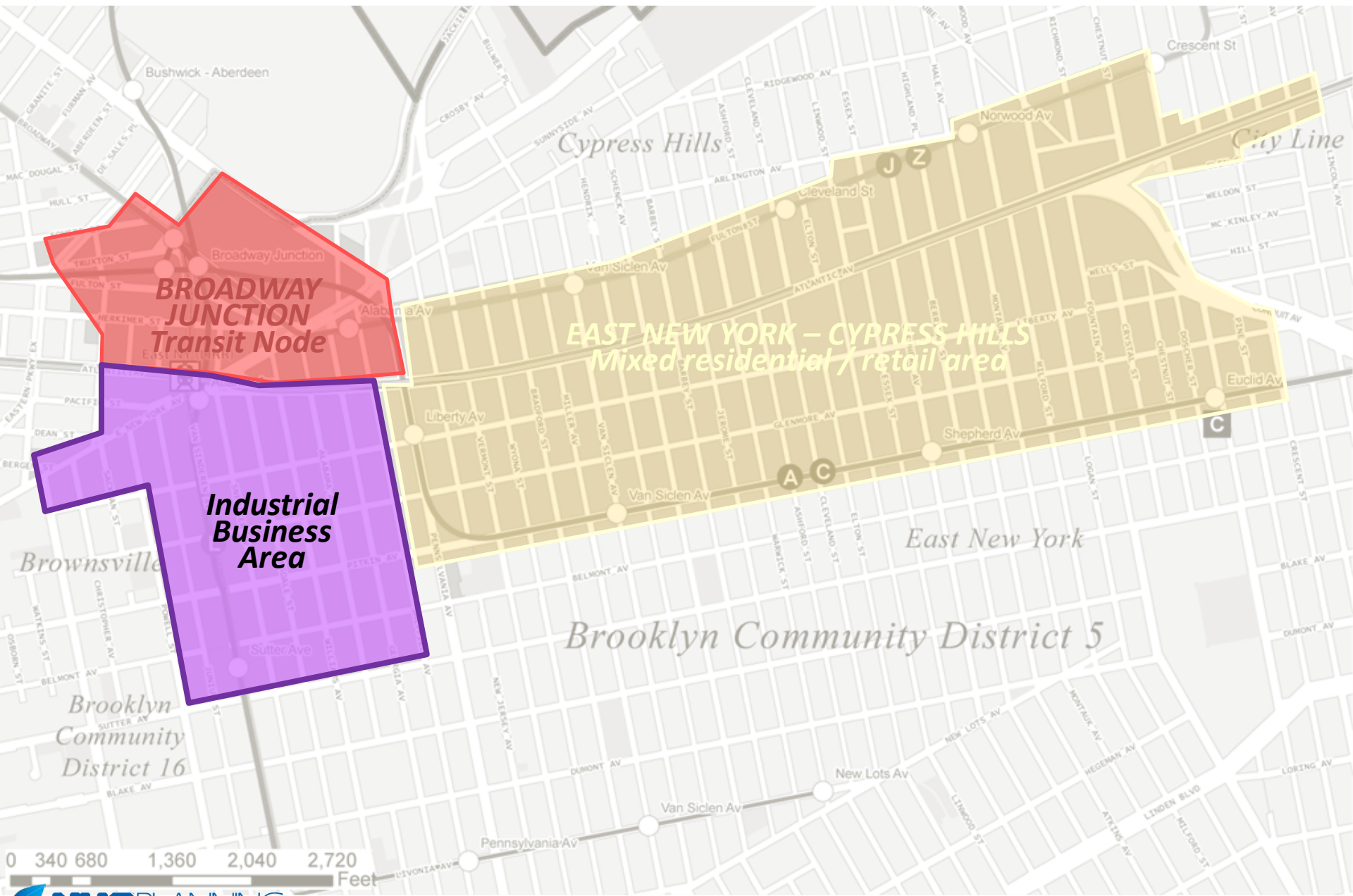


*Industrial and  
Business Area*



*Broadway Junction*

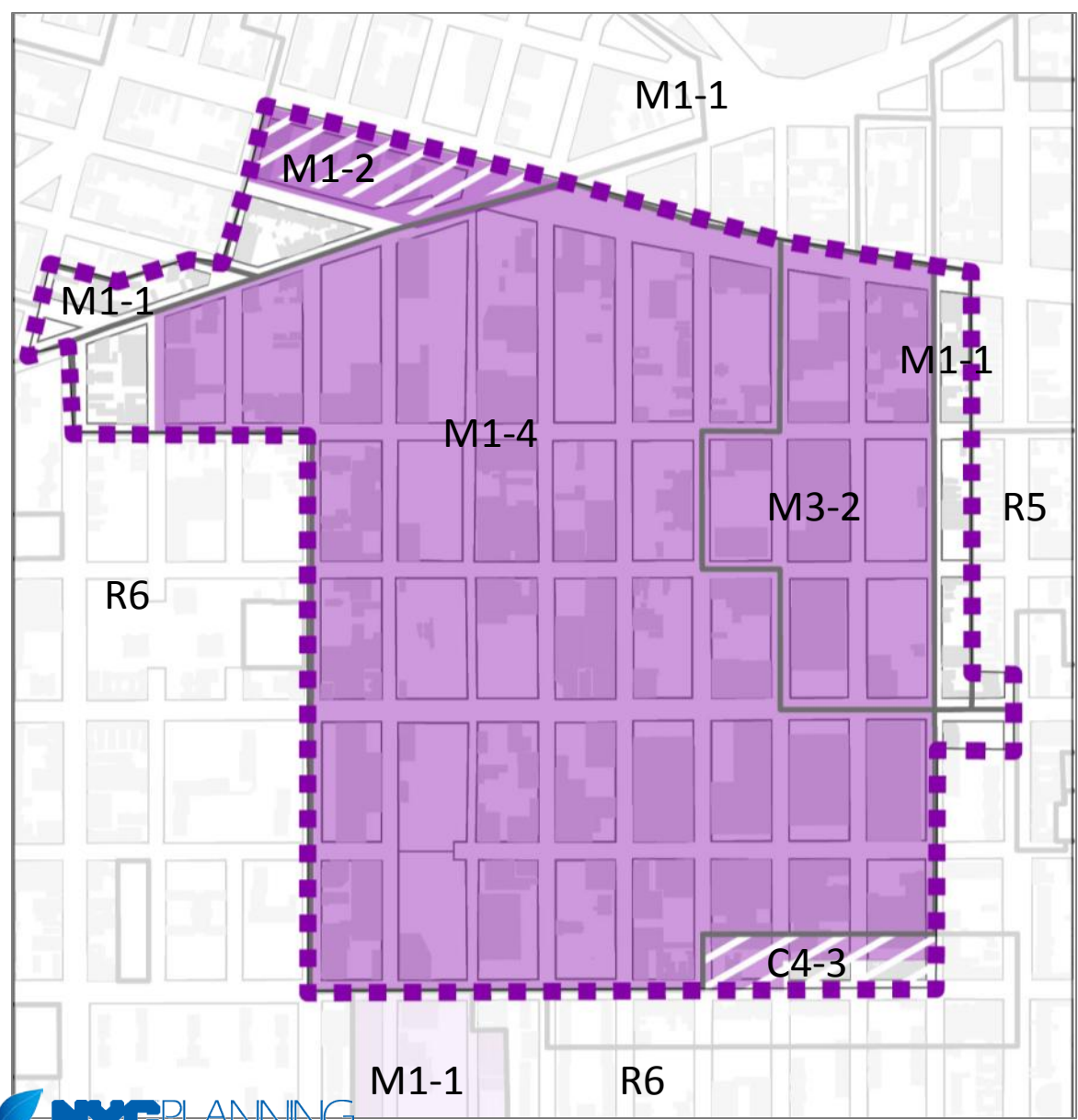
# EAST NEW YORK INDUSTRIAL BUSINESS AREA




# EAST NEW YORK INDUSTRIAL BUSINESS AREA




# INDUSTRIAL BUSINESS AREA



- Generally conforms to borders of Industrial Business Zone
- East New York IBZ occupies over 100 acres
- Contains nearly 100 individual businesses
- One of sixteen IBZ's in the city
- Generally zoned for manufacturing use (which also allows some commercial)

 IBZ Boundary

 Proposed for Removal from IBZ

# IBZ EMPLOYMENT TRENDS

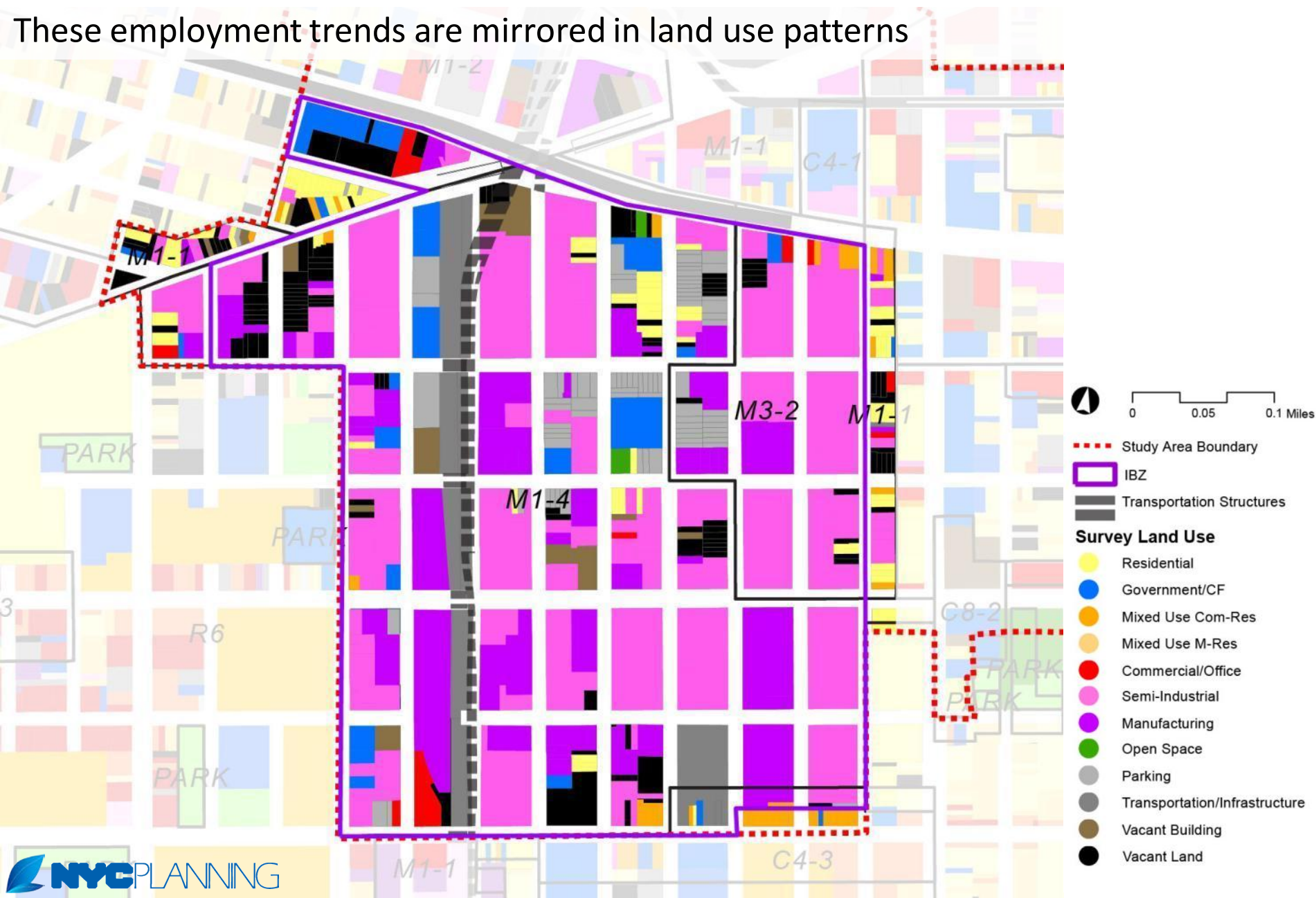
- The IBZ is a crucial, and growing, source of jobs for Brooklyn and the City
- In the past 9 years, the area has **added jobs**
- Job growth is concentrated in health care & social assistance, and transportation & warehousing

<b>2011 IBZ Employment: 4,013 (+34%)</b> <b>2002 IBZ Employment: 2,996</b>			
<i>Top Employment Sectors for ENY IBZ</i>	<i>Number of Jobs (2011)</i>	<i>Portion of jobs (2011)</i>	<i>Change from 2002-2011</i>
Transportation & Warehousing	1,786	45%	+43%
Educational Services	514	13%	-16%
Manufacturing	505	13%	-4%
Health Care & Social Assistance	337	8%	+247%
Wholesale Trade	248	6%	+61%

Source: OnTheMap, US Census Bureau

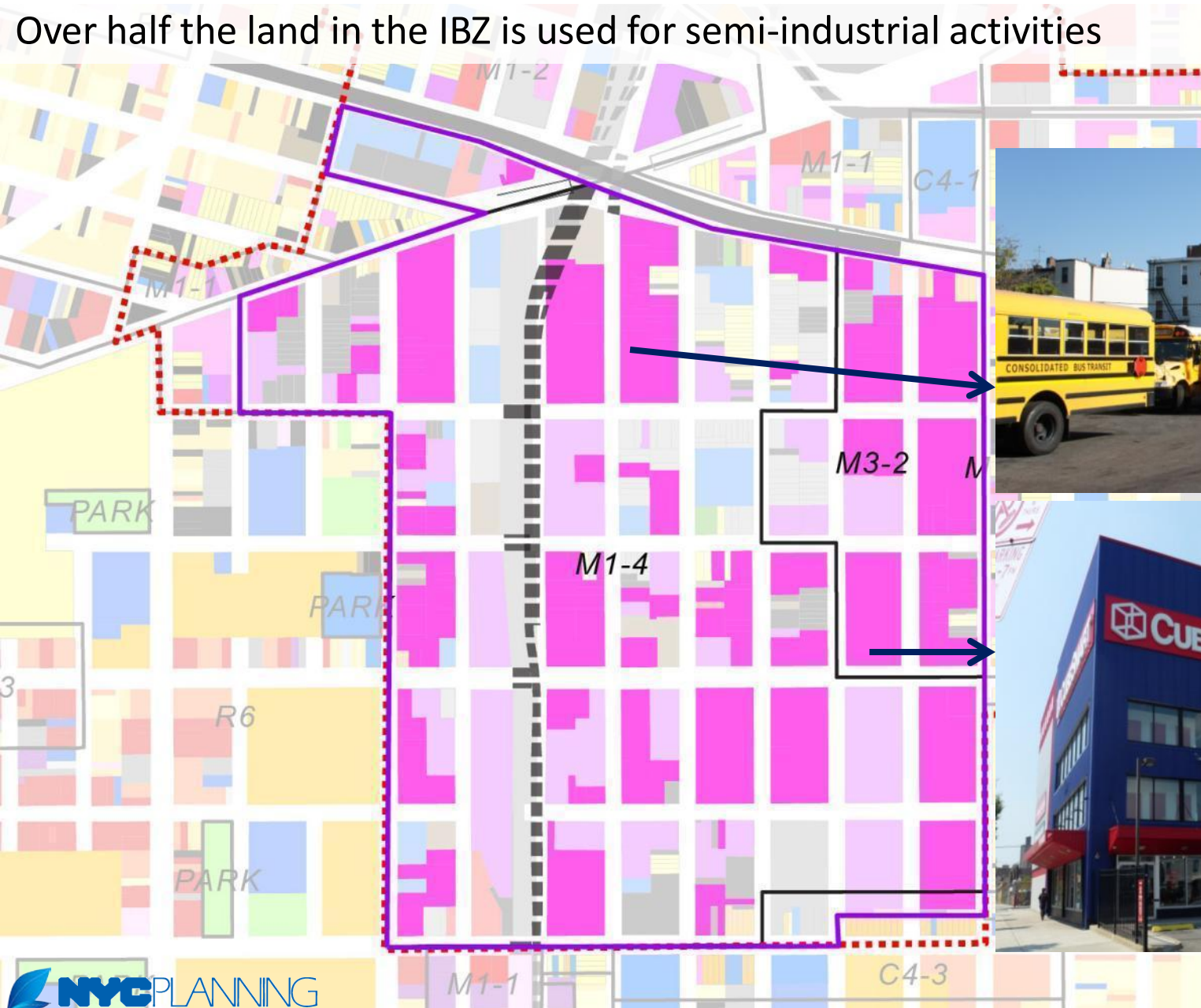
# LAND USE & ZONING

These employment trends are mirrored in land use patterns



# SEMI-INDUSTRIAL

Over half the land in the IBZ is used for semi-industrial activities



Bus Parking

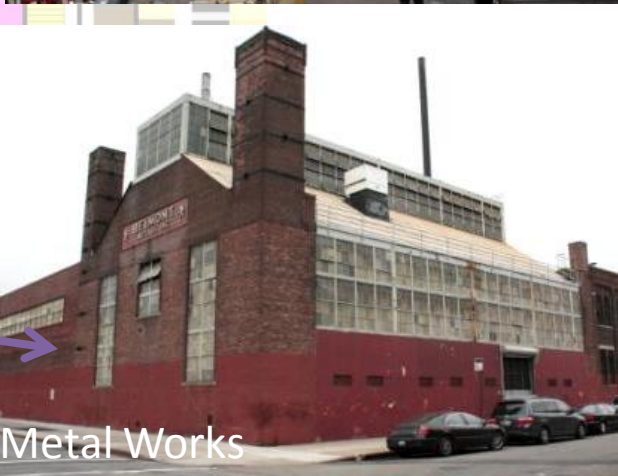
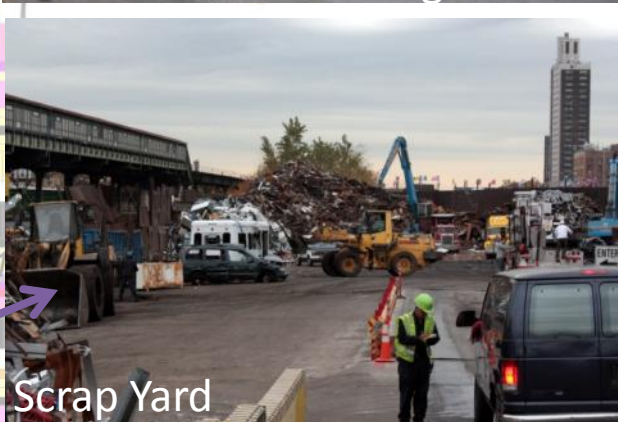
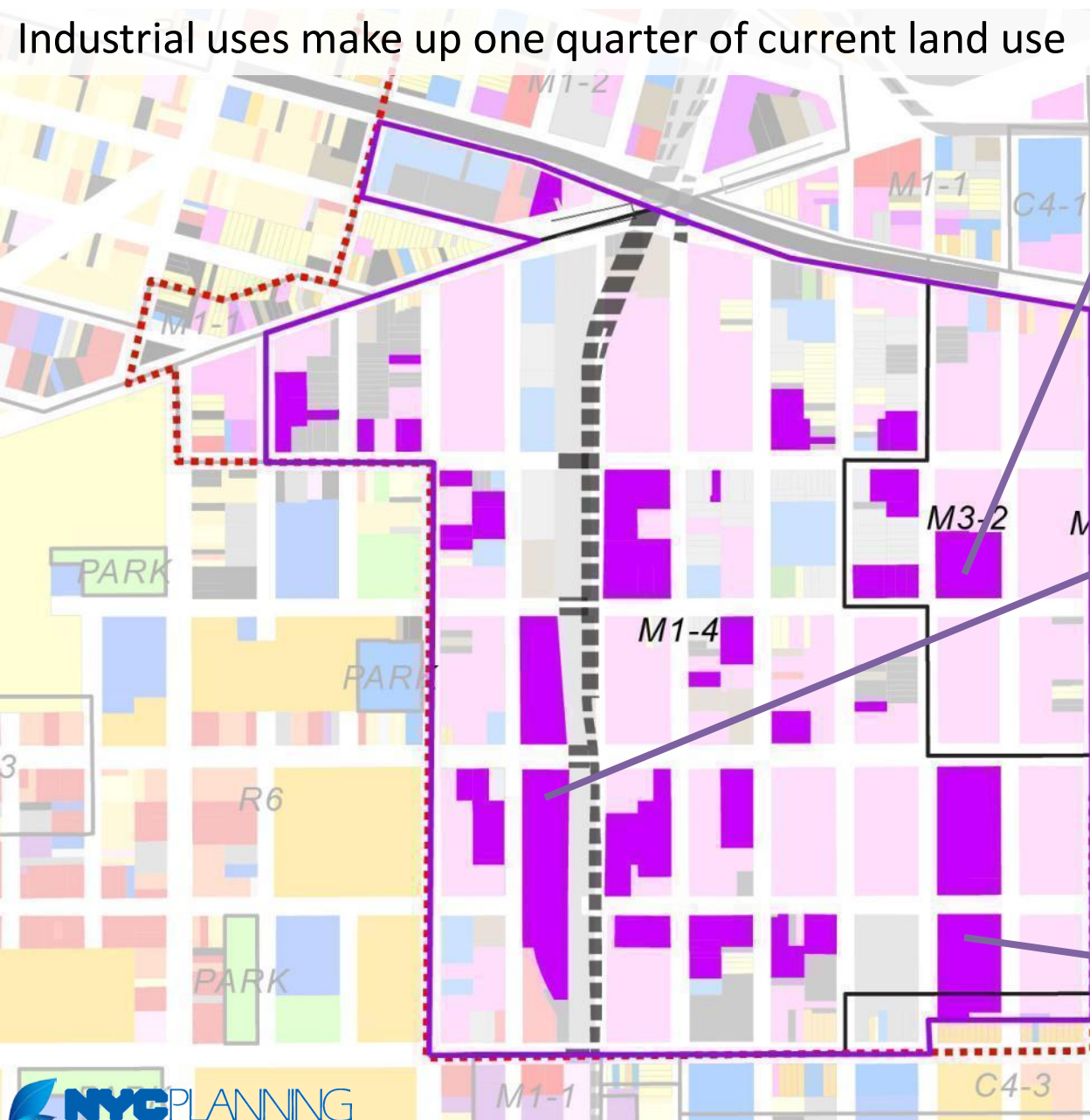


Storage



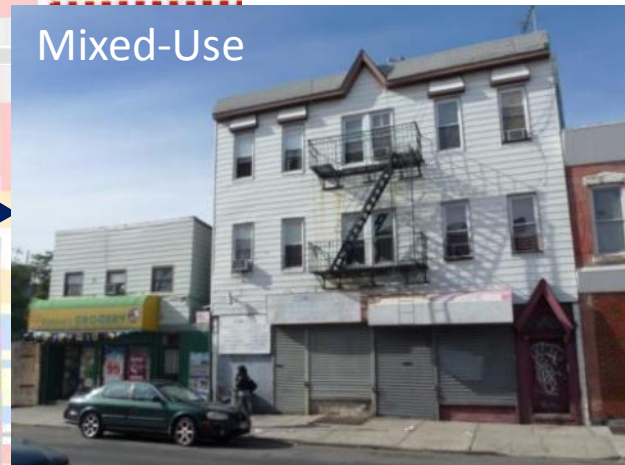
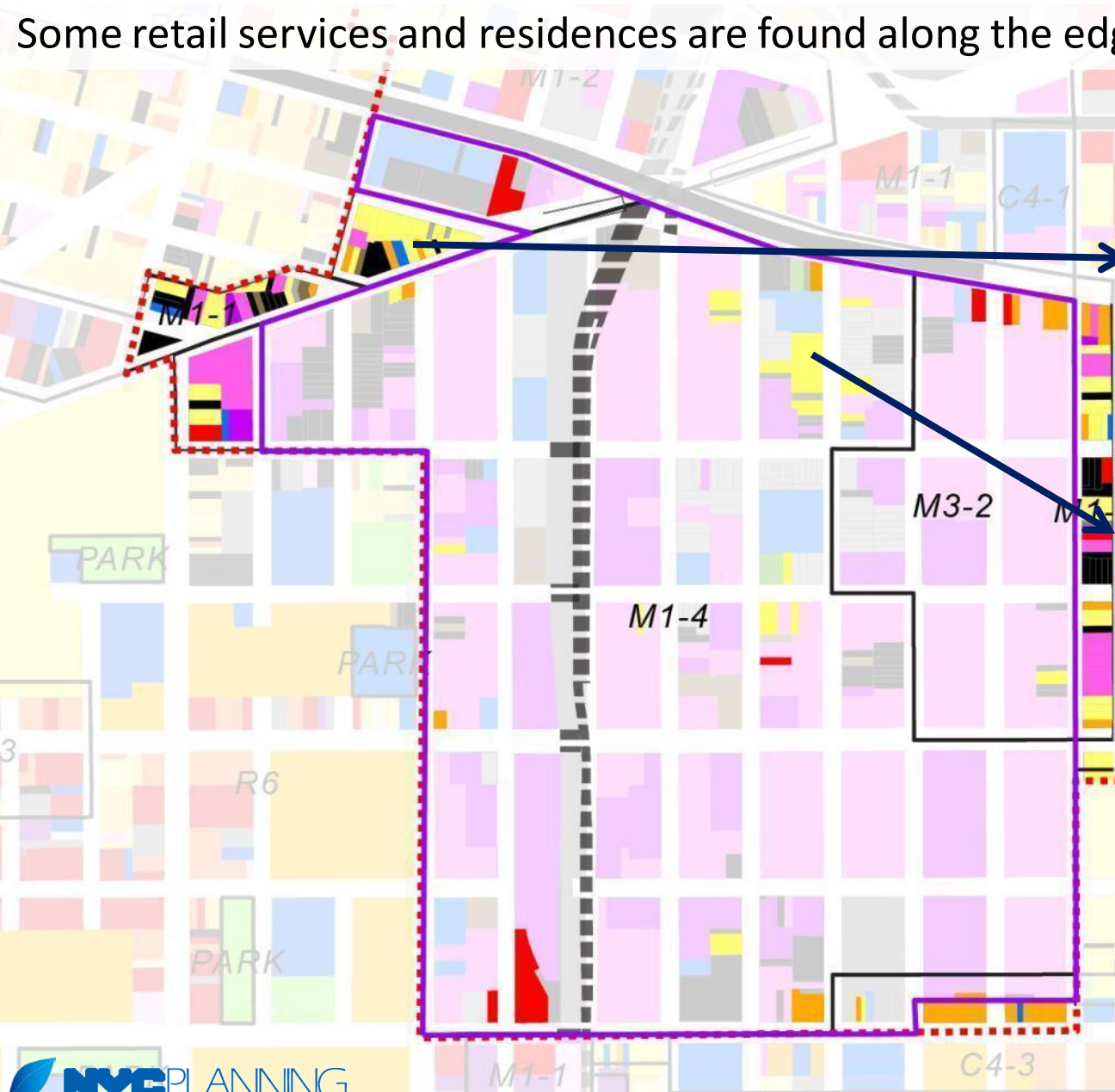
# INDUSTRIAL

Industrial uses make up one quarter of current land use



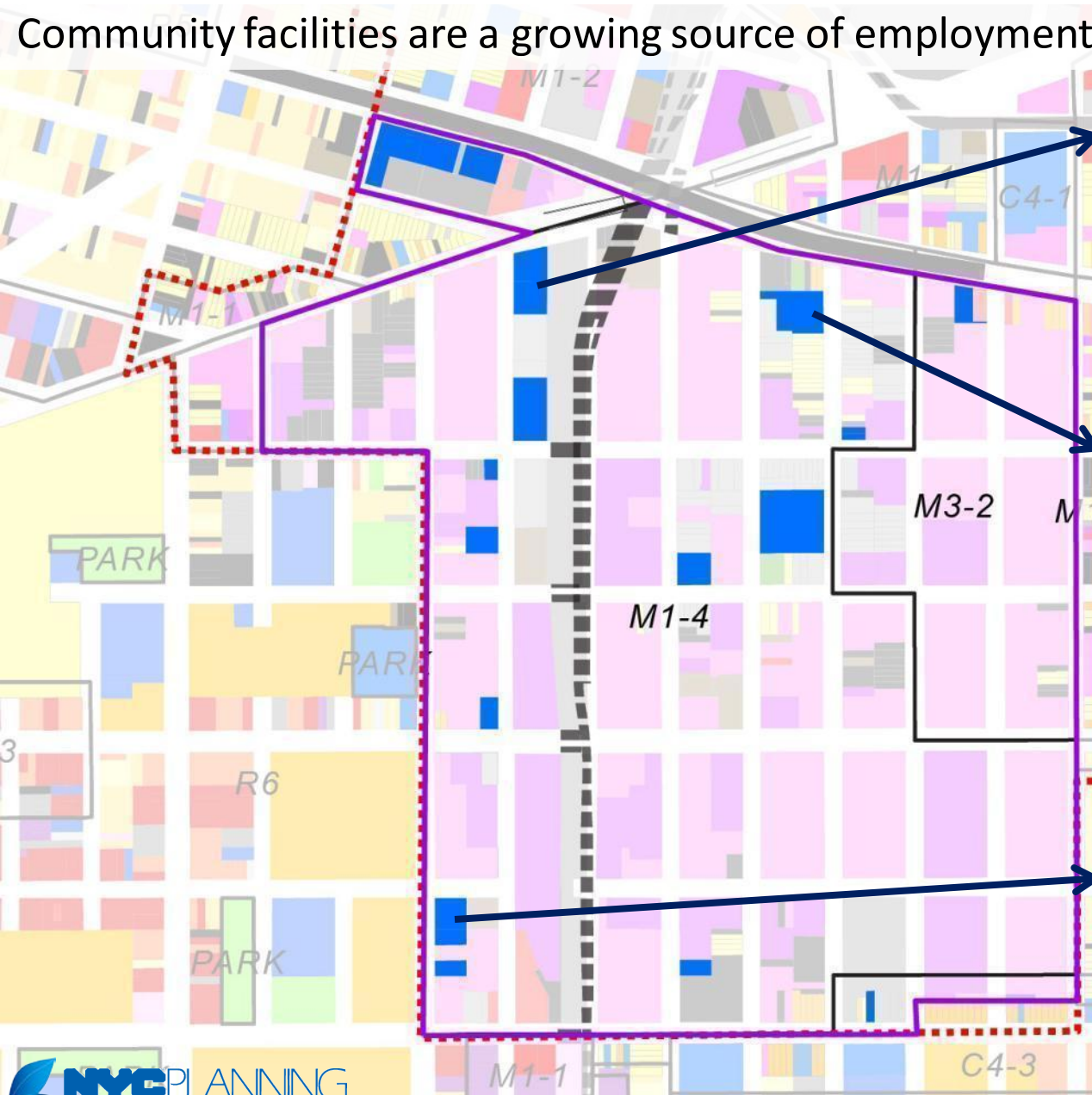
# MIXED-USE EDGES

Some retail services and residences are found along the edge of the IBZ



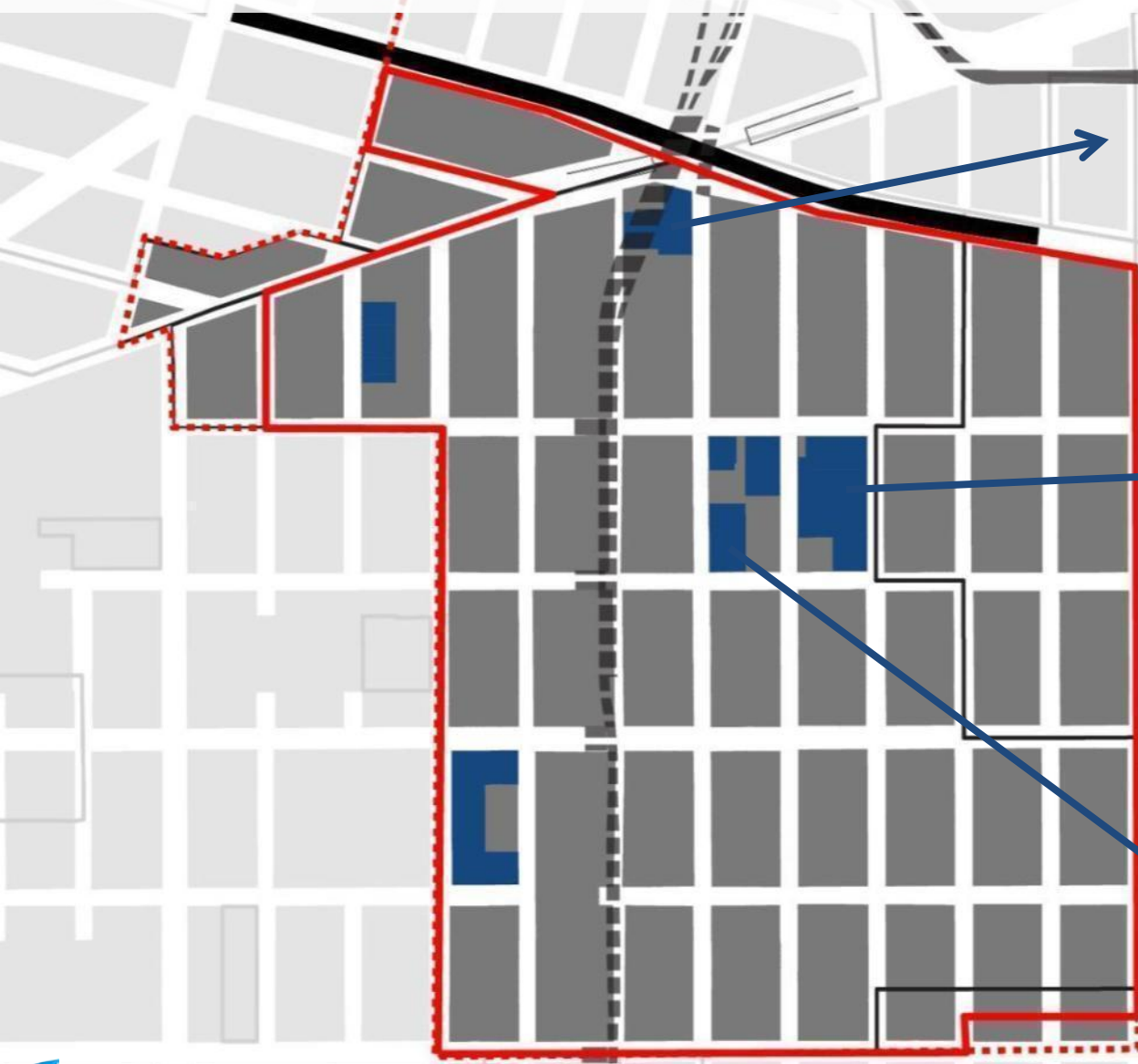
# COMMUNITY FACILITIES

Community facilities are a growing source of employment



# PUBLICLY OWNED PROPERTIES

Potential sites for redevelopment or new uses



# PUBLICLY OWNED PROPERTIES

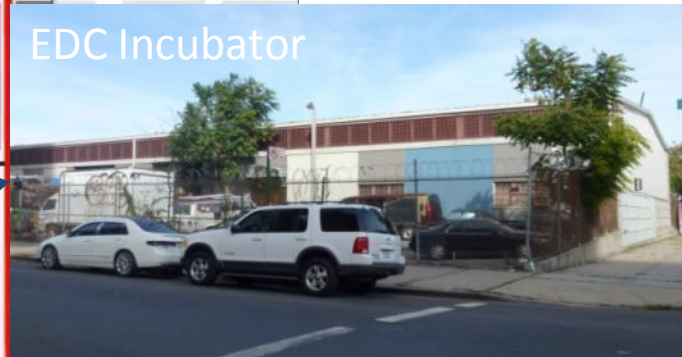
Potential sites for redevelopment or new uses



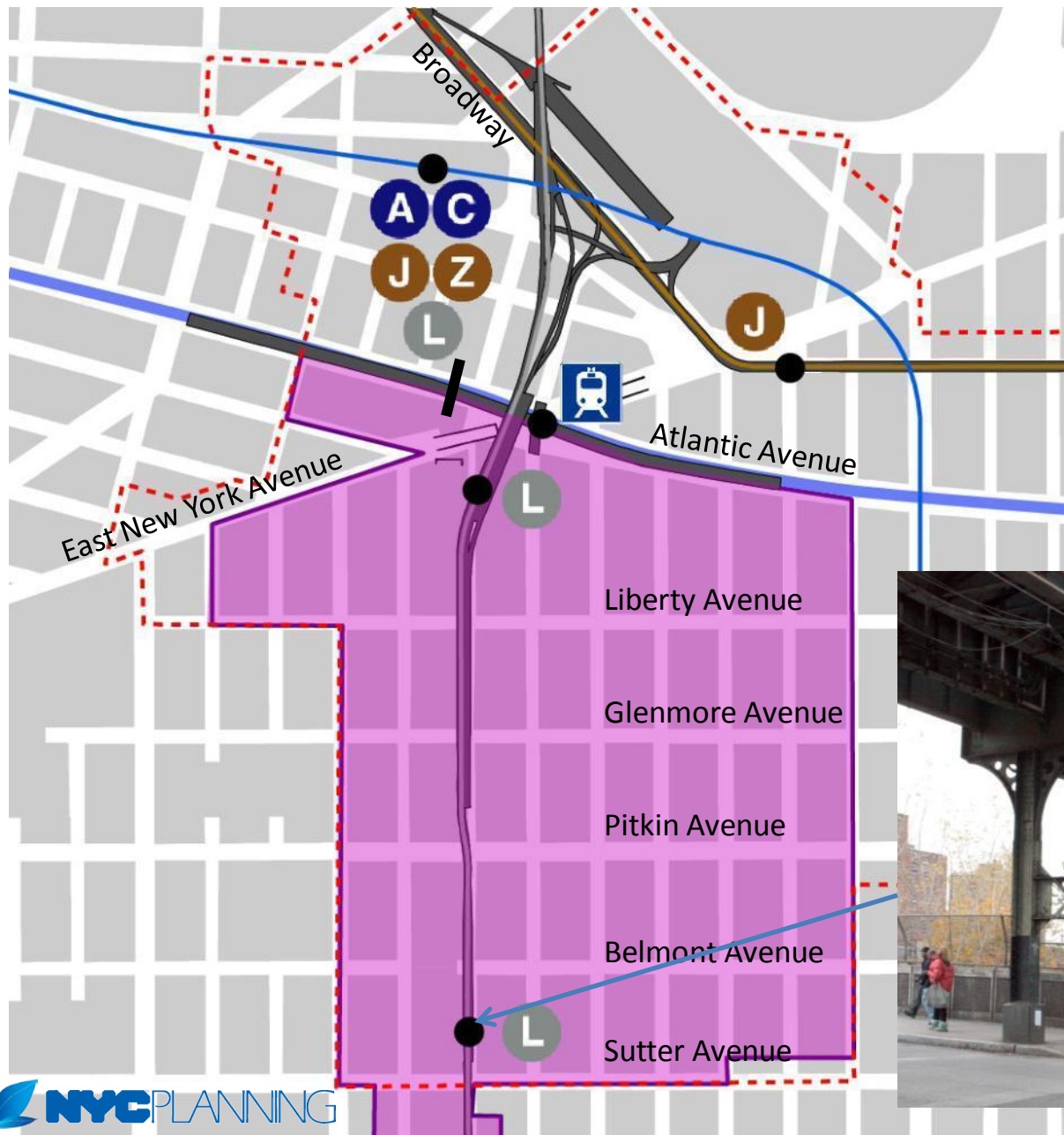
City Owned Vacant Property



EDC Incubator



# TRANSIT CONNECTIVITY

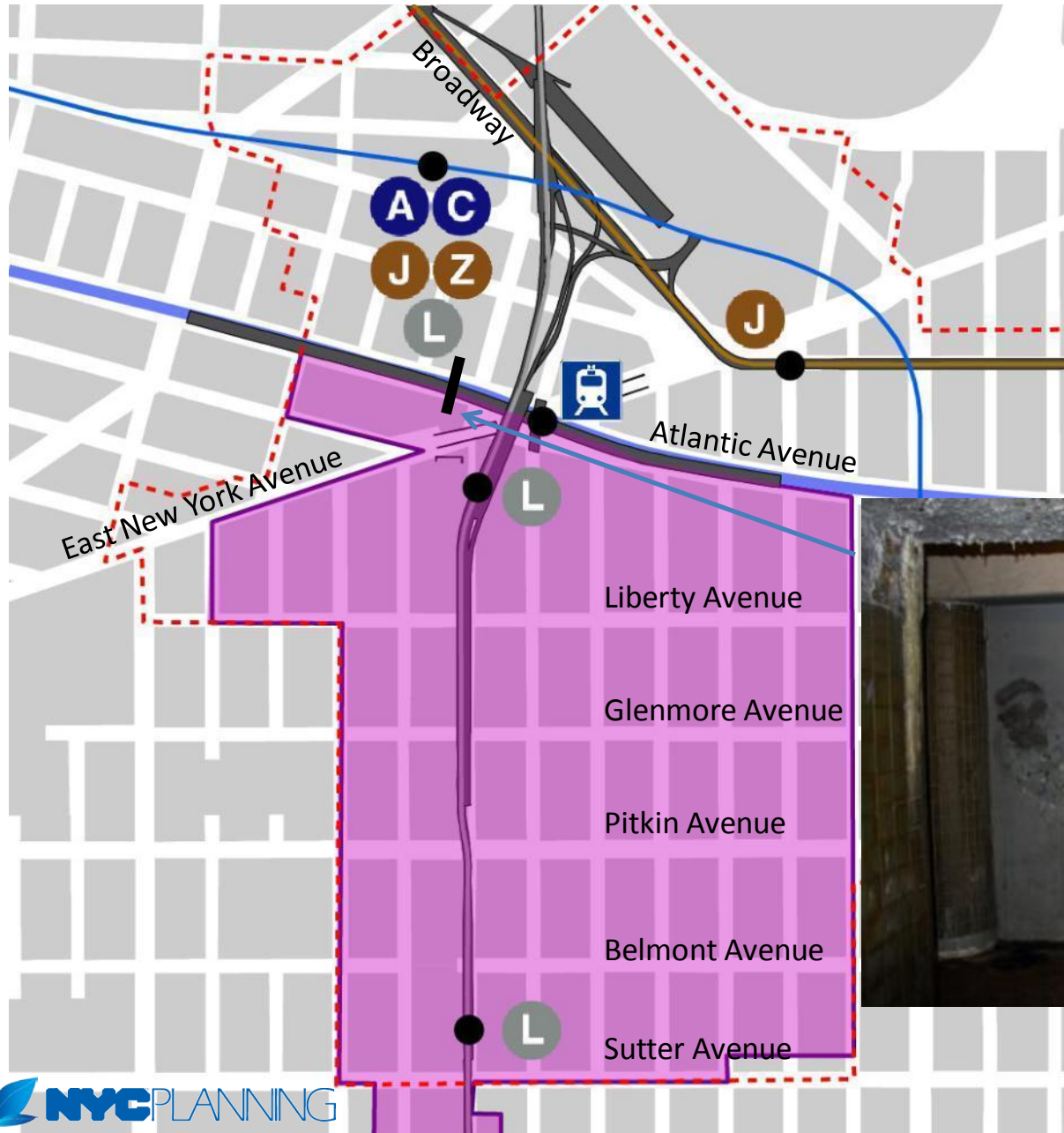


## Assets:

- The IBZ is well served by transit and regional rail
- This makes the area attractive to employers and workers



# TRANSIT CONNECTIVITY



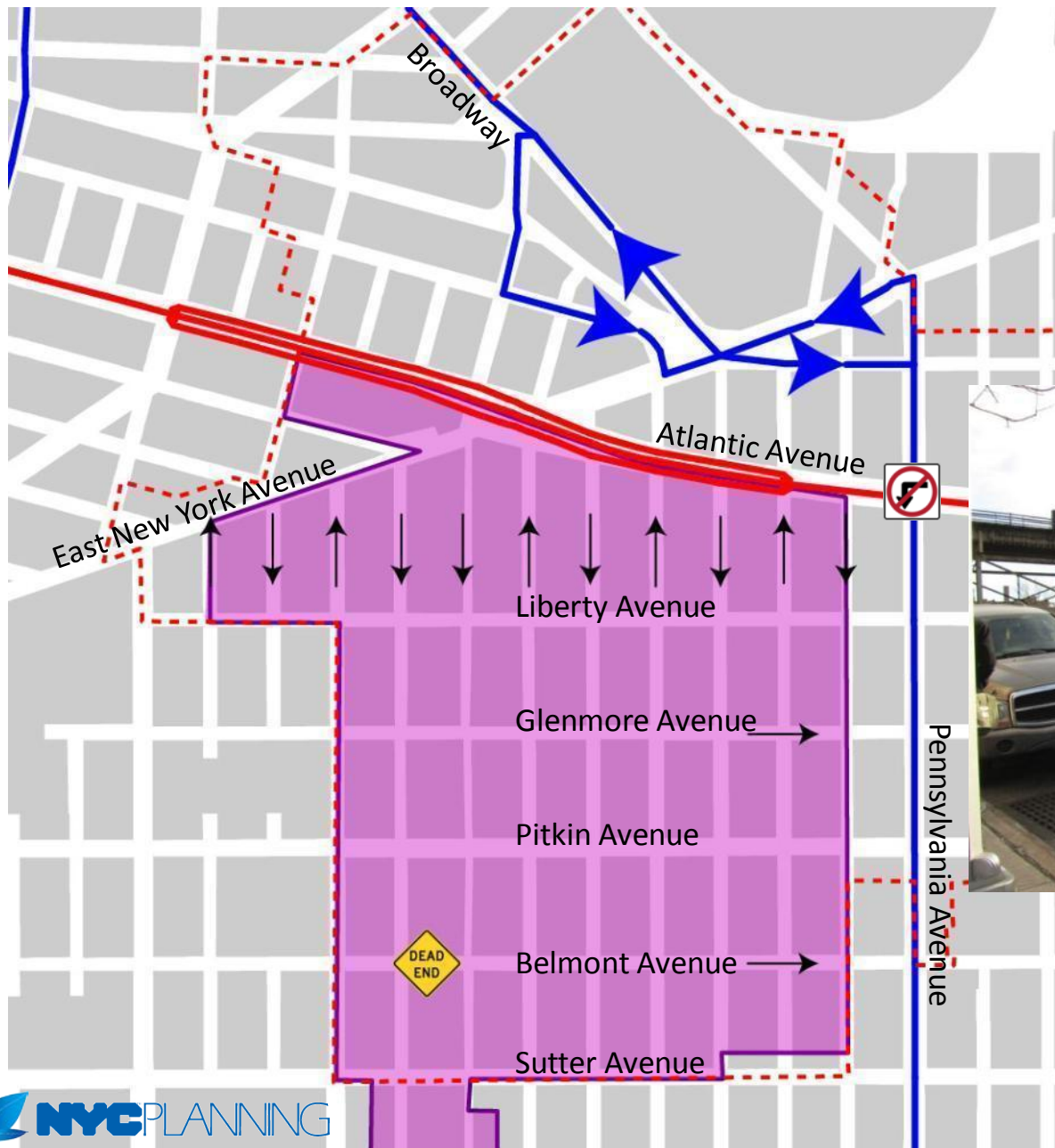
## Challenges:

-Access to transit is sometimes limited by barriers



Image: NYC DCP

# VEHICULAR CONNECTIVITY



## Assets:

-Proximity to through and local truck routes allows businesses to transport goods



Image: NYC DCP

*Pennsylvania*

— Local truck route  
— Through truck route

# VEHICULAR CONNECTIVITY



## Challenges:

- Few left turns into the IBZ, particularly at the intersection of Atlantic Avenue and Pennsylvania Avenue, and no two-way N-S streets
- Challenging for trucks to enter and traverse the IBZ



Image: NYC DCP

- Local truck route
- Through truck route

# NEIGHBORHOOD CONNECTIVITY



Active Commercial Corridor

Broadway  
Junction



Proposed Corridor Activation

Pitkin Avenue

Brownsville

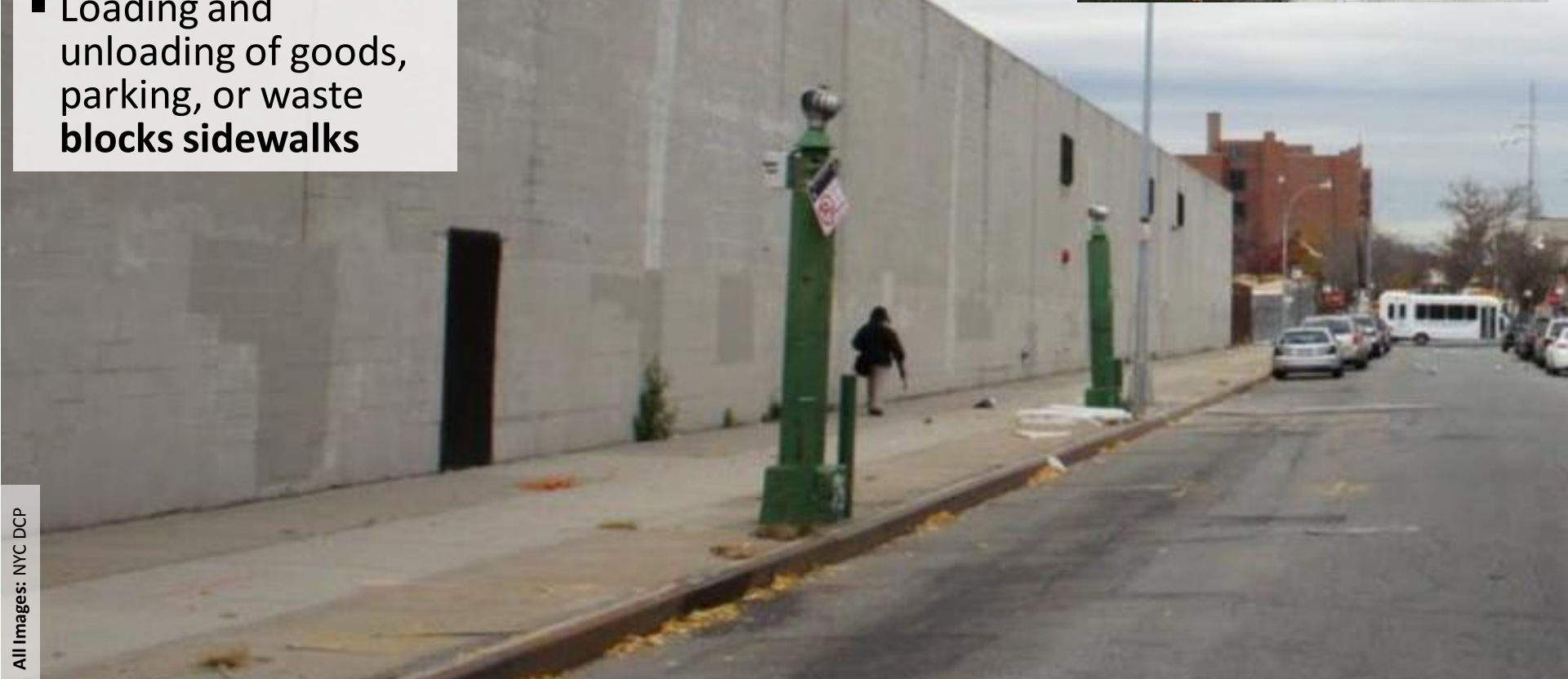
East New York



Lack of Street Activity

# STREETSCAPE

- Streets feel **desolate** and unsafe
- **Few** street trees or other **amenities**
- **Inactive uses** are prevalent
- Loading and unloading of goods, parking, or waste **blocks sidewalks**



# COMMUNITY INPUT

*In a survey of IBZ business owners and outreach to the community, key issues emerged:*

## ASSETS

- Growing **source of jobs** for NYC
- **New construction** of light industrial buildings
- Good proximity to **local and regional transit**
- Close to major **truck routes**
- Accessible to **JFK Airport**

## CHALLENGES

- Corridors feel **unsafe and desolate**
- Transit options are **isolated**
- LIRR underpass is in **poor condition**
- Narrow, one-way roads are **difficult for trucks** to navigate
- The IBZ **divides** neighborhoods
- Mismatch between building stock and **modern industrial needs**
- **Concentration of shelters** not a good use of industrial space
- **Few commercial services** are available to serve businesses, workers, or residents of the surrounding neighborhoods

# RECOMMENDATIONS: *Industrial Business Area*

## Land Use

1

### ENCOURAGE GREATER COMMERCIAL ACTIVITY AROUND THE EDGE OF THE IBZ

Provide services to meet the needs of business owners, workers, and residents while creating a dynamic business environment that is attractive to thriving high-tech and creative sectors

2

### ESTABLISH NEW CENTERS TO PROMOTE INDUSTRIAL JOB GROWTH

Redevelop or reuse publicly-owned properties as incubator space, business centers, and training facilities to facilitate economic development and job creation

## Connectivity

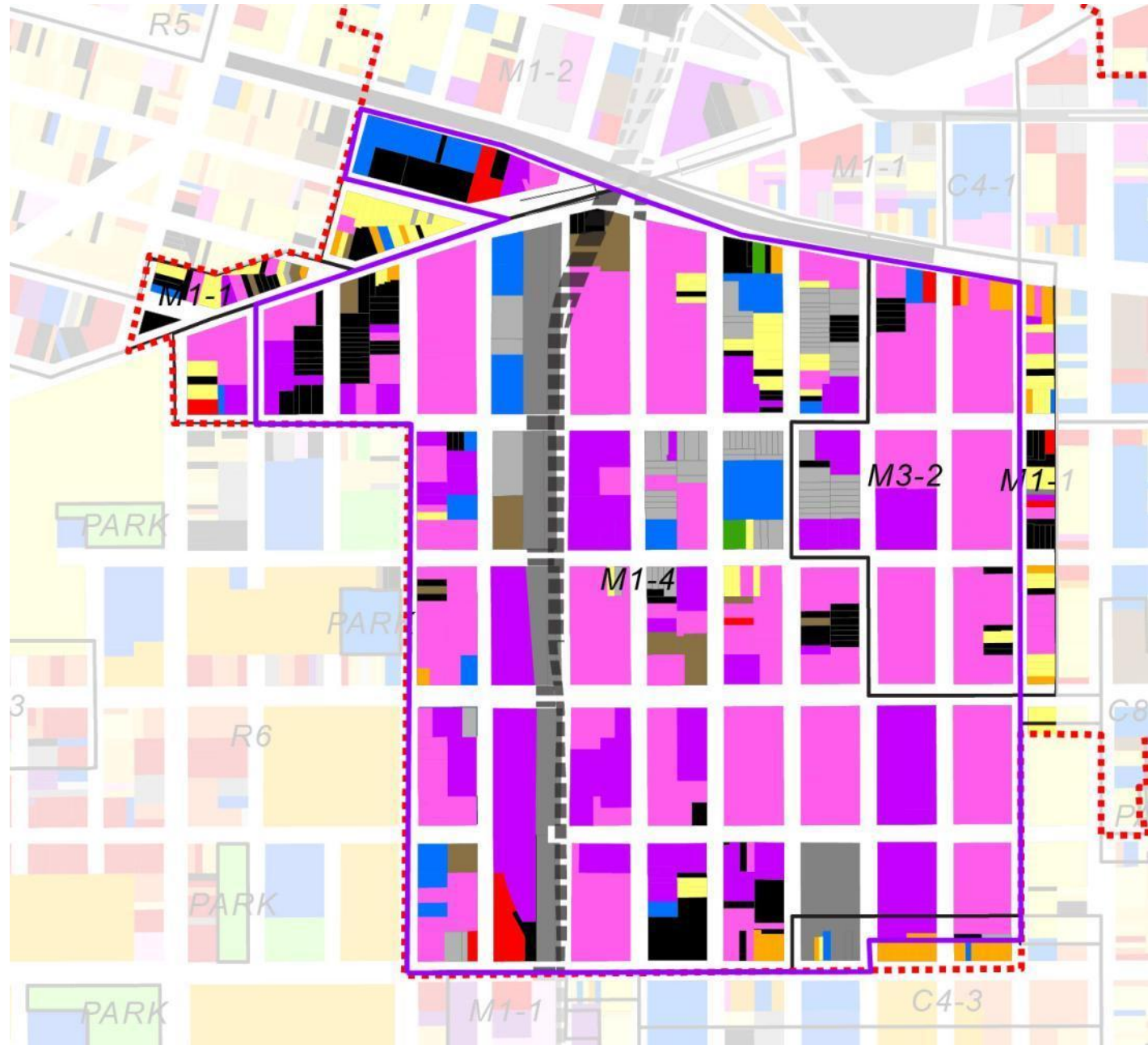
3

### IMPROVE STREETSCAPE AND GATEWAYS

To enhance connectivity between neighborhoods, improve access to transit for employees, residents, and visitors, and create a safer and more inviting environment for pedestrians

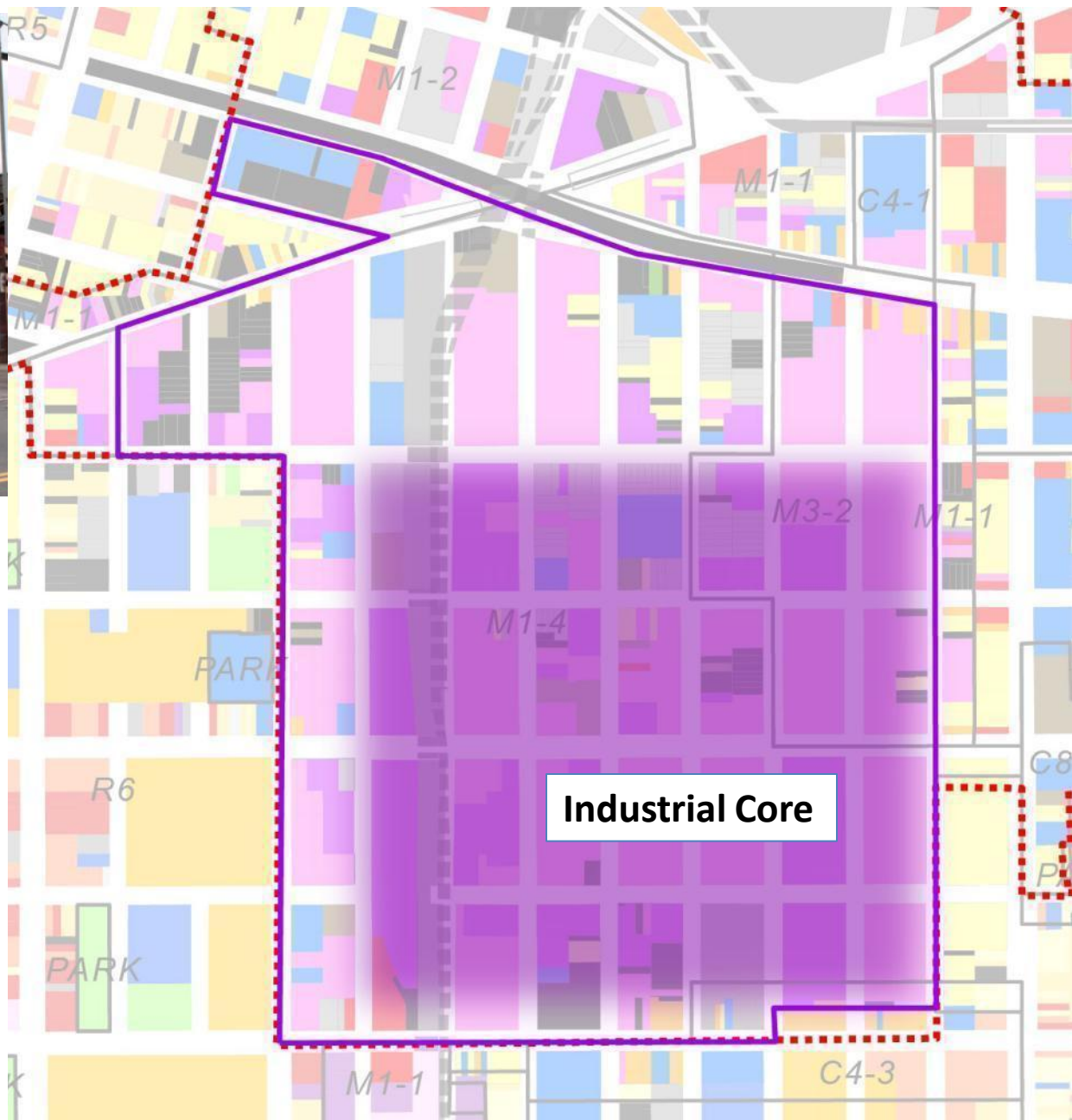
# RECOMMENDATIONS: *Industrial Business Area*

## *Land Use*

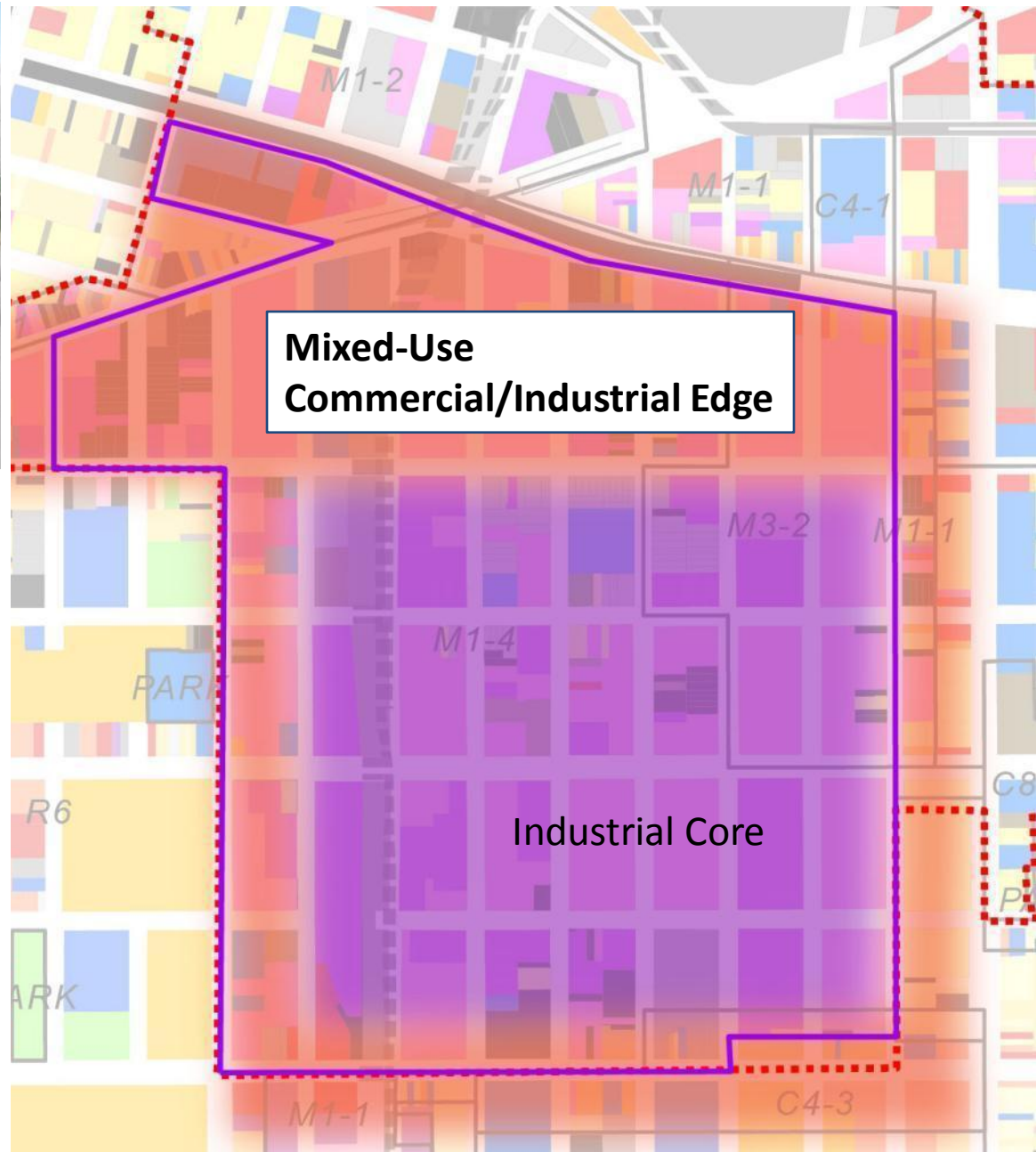


## RECOMMENDATIONS: *Industrial Core*

- Encourage greater diversity in uses while retaining manufacturing zoning
- Implement site design standards developed by DCP's Open Industrial Uses Study



# RECOMMENDATIONS: *Mixed-use Edge*

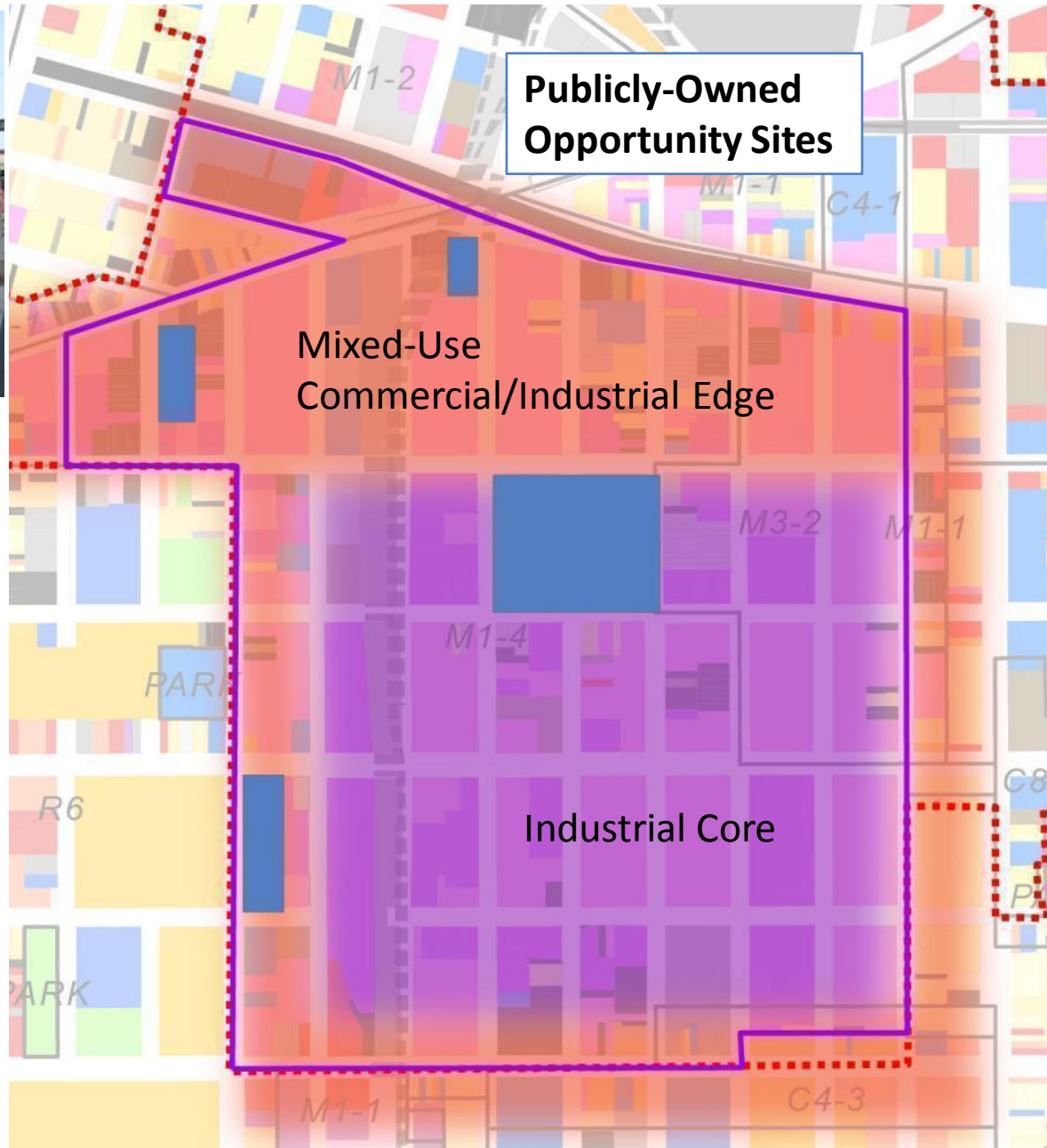


- Allow **active commercial** uses that serve businesses, workers and residents
- Reuse existing multi-story **lofts** for office and work space
- Encourage **active ground floors**
- Improve **streetscape**

# RECOMMENDATIONS: *Opportunity Sites*



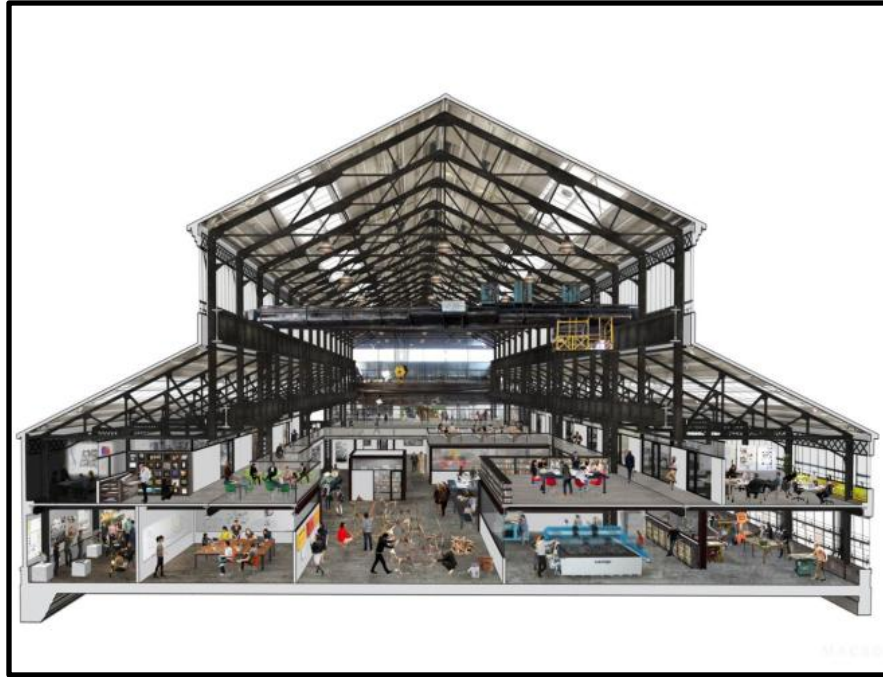
Current incubator at Powell Street and Pitkin Avenue could provide additional services



## NEW USES COULD INCLUDE:

- **Business Center** to support new and existing businesses
- **Incubator** and flexible shared work space for start up ventures
- **Training and employment placement** services for local employees and residents

# PRECEDENTS



*New Lab at Brooklyn Navy Yard*  
Flexible work space and business incubator



*Entrepreneur Center in Long Island City, Queens*  
Incubator space and training center for food-related industries

# RECOMMENDATIONS: Streetscape

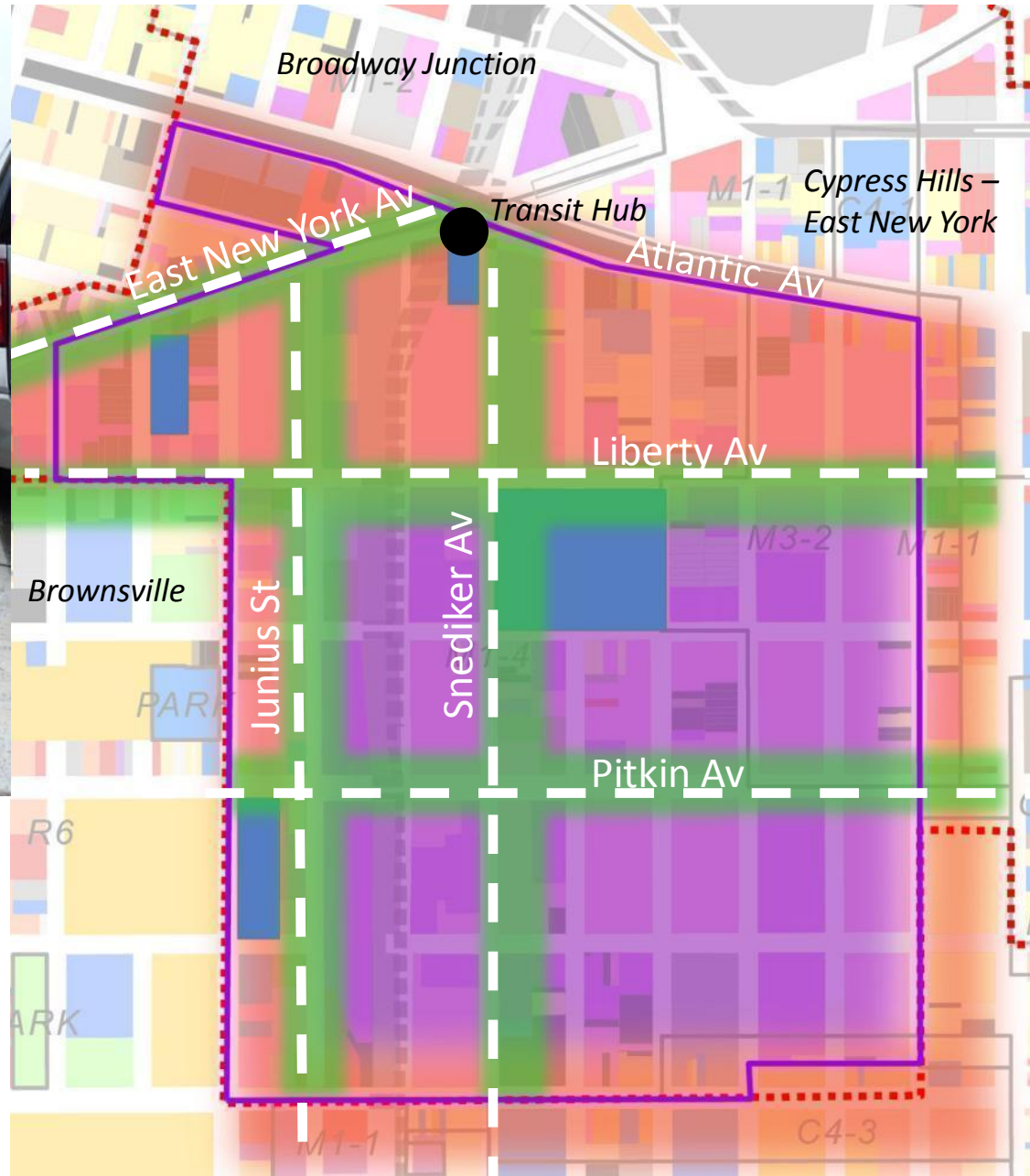


Image: NYC DCP

- Improve streetscape along **key corridors**
- Build on existing projects such as DEP bioswale pilot for **green infrastructure**

# STREETSCAPE IMPROVEMENTS



Image: NYC DCP

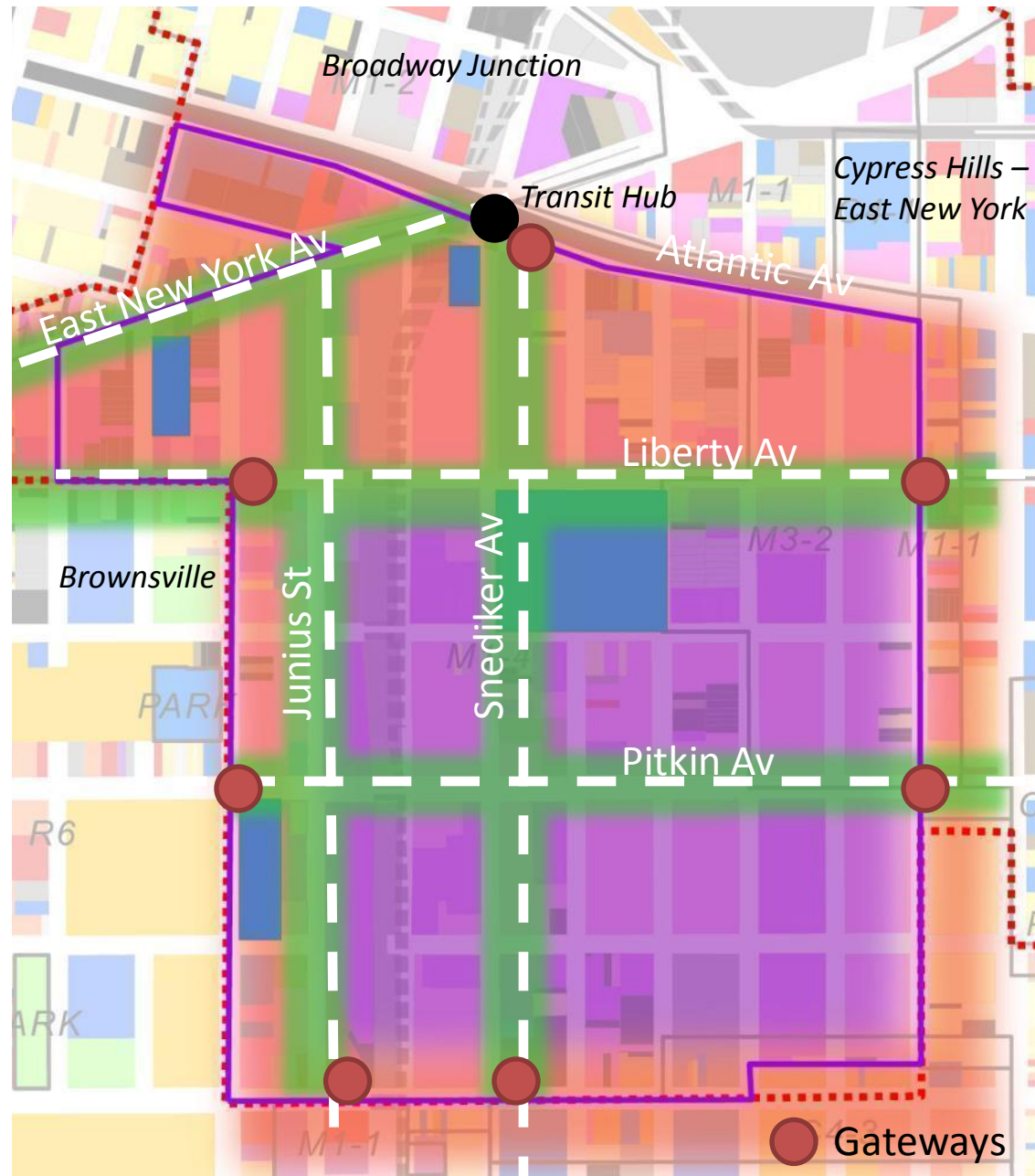
# STREETSCAPE IMPROVEMENTS



Image: NYC DCP

# RECOMMENDATIONS: Gateways

- Establish gateways as **entry points** between industrial area and surrounding neighborhoods
- Create **inviting interfaces** with public spaces and street level activity
- Strengthen **IBZ identity** through branding, including new entryway signage, and wayfinding



# GATEWAY: LIRR SUBSTATION

- Potential for **adaptive reuse** as training center / incubator space / public facilities
- **Gateway** between Industrial Area and Broadway Junction, LIRR station

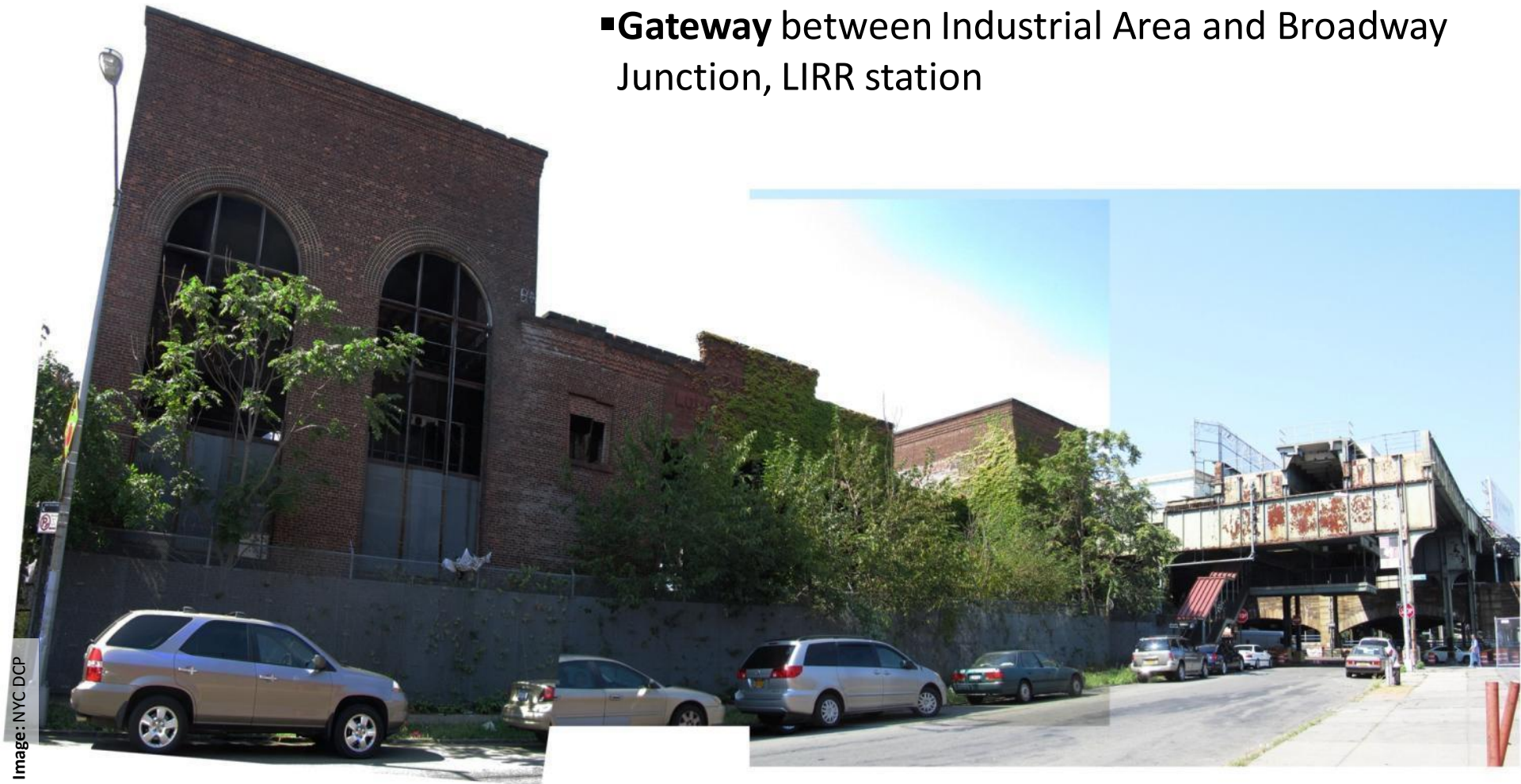


Image: NYC DCP

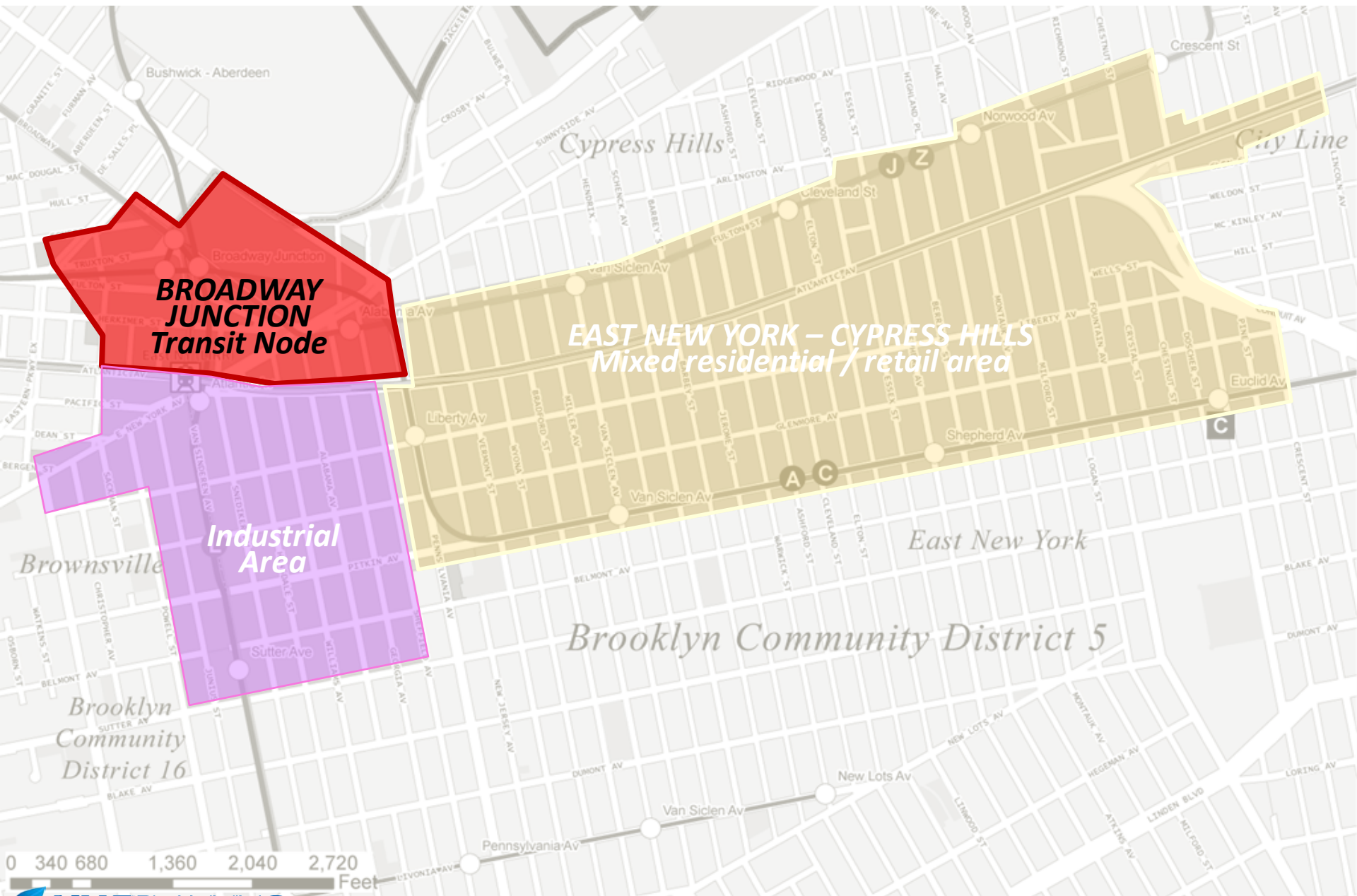
Snediker Avenue and Atlantic Avenue

# GATEWAY: LIRR SUBSTATION



Image: NYC DCP

# BROADWAY JUNCTION



# BROADWAY JUNCTION: CONTEXT



Image © 2013 Bluesky, DigitalGlobe, Sanborn, USDA Farm Service Agency; Map Data © 2013 Google

# BROADWAY JUNCTION: INFRASTRUCTURE

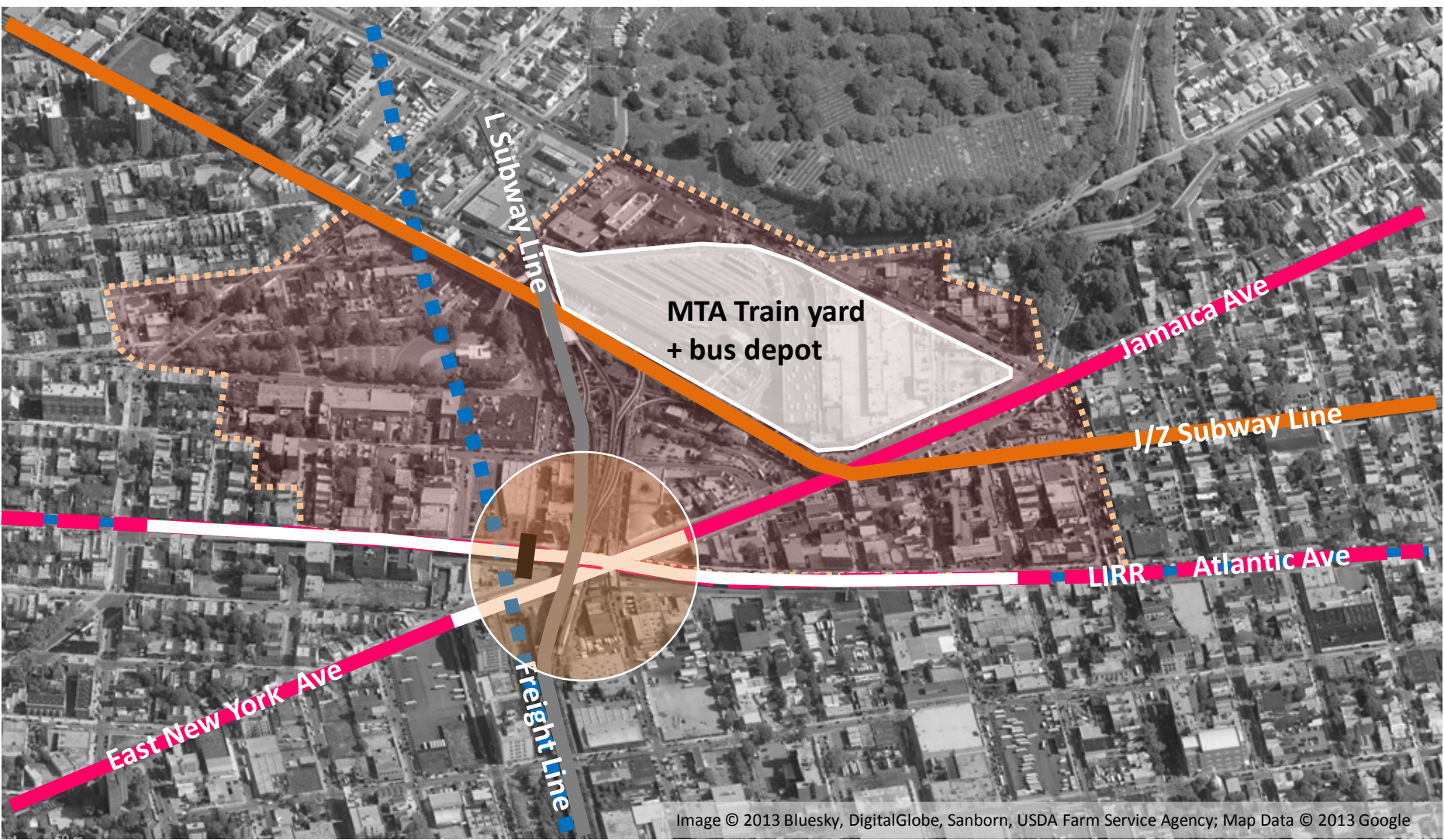


Image © 2013 Bluesky, DigitalGlobe, Sanborn, USDA Farm Service Agency; Map Data © 2013 Google

# BROADWAY JUNCTION: INFRASTRUCTURE



Image: NYC DCP

# UNDERPASS

↑ Tickets  
Platform B to Points East  
East New York Av

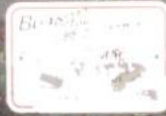


Image: NYC DCP

# BROADWAY JUNCTION SUBWAY STATION



Image: NYC DCP

# EAST NEW YORK – LIRR STATION



Image: NYC DCP

# TRANSPORTATION INFRASTRUCTURE

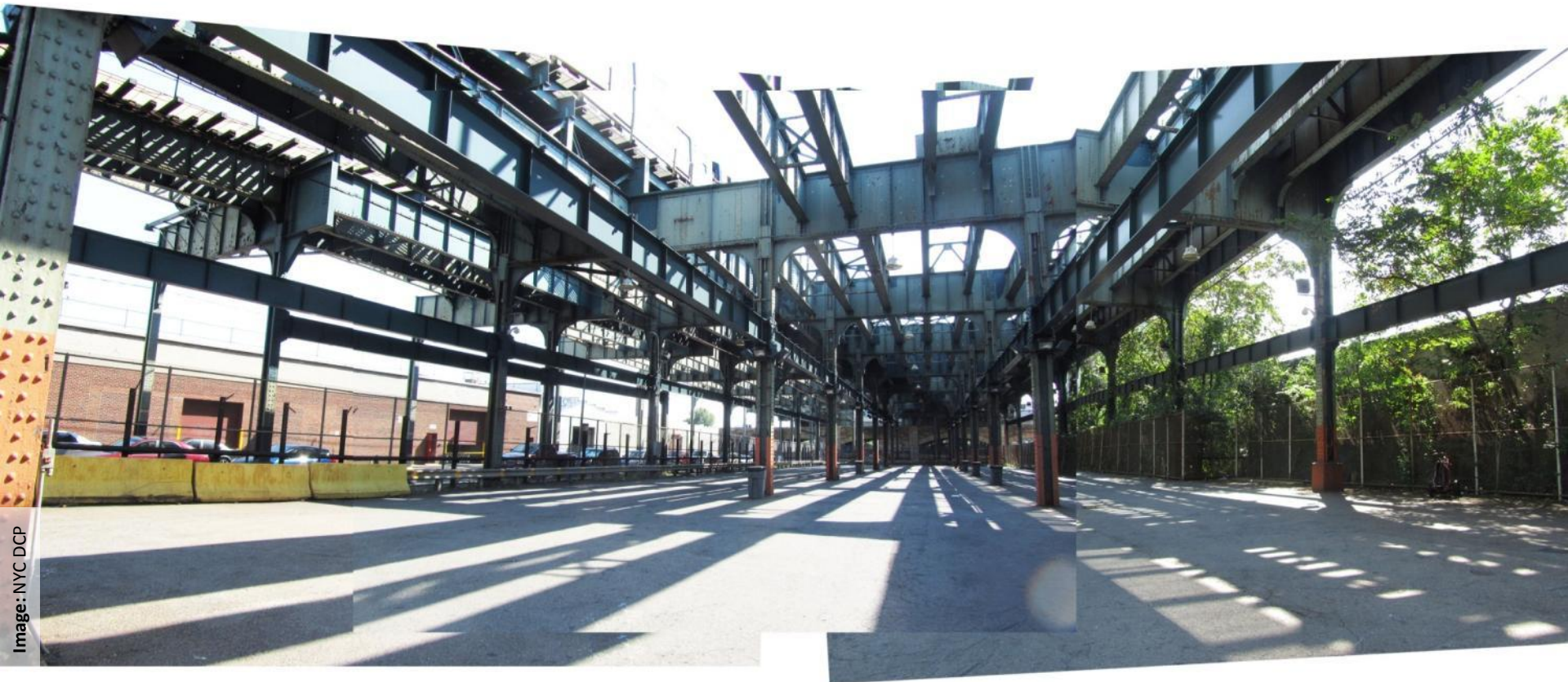
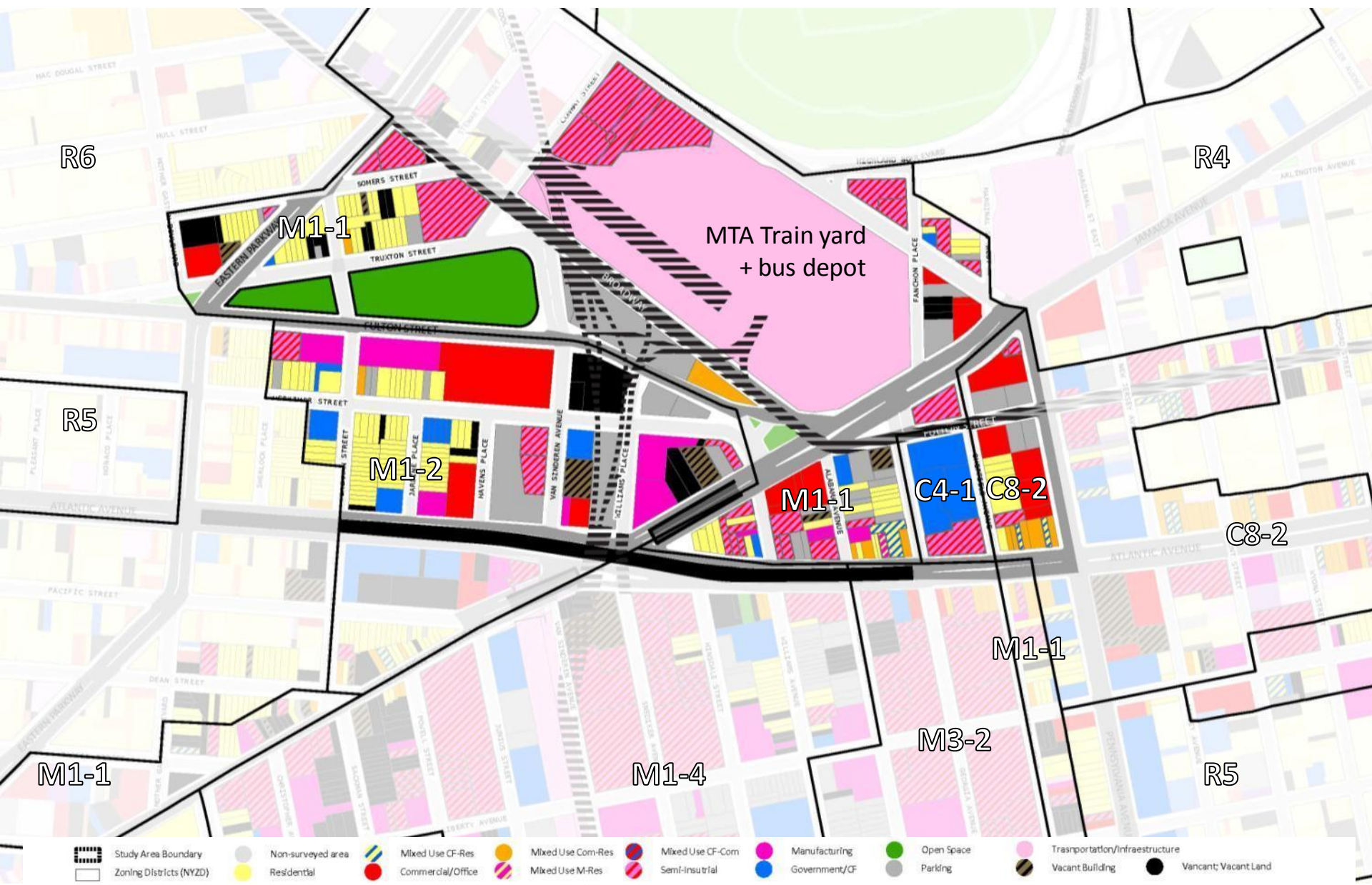


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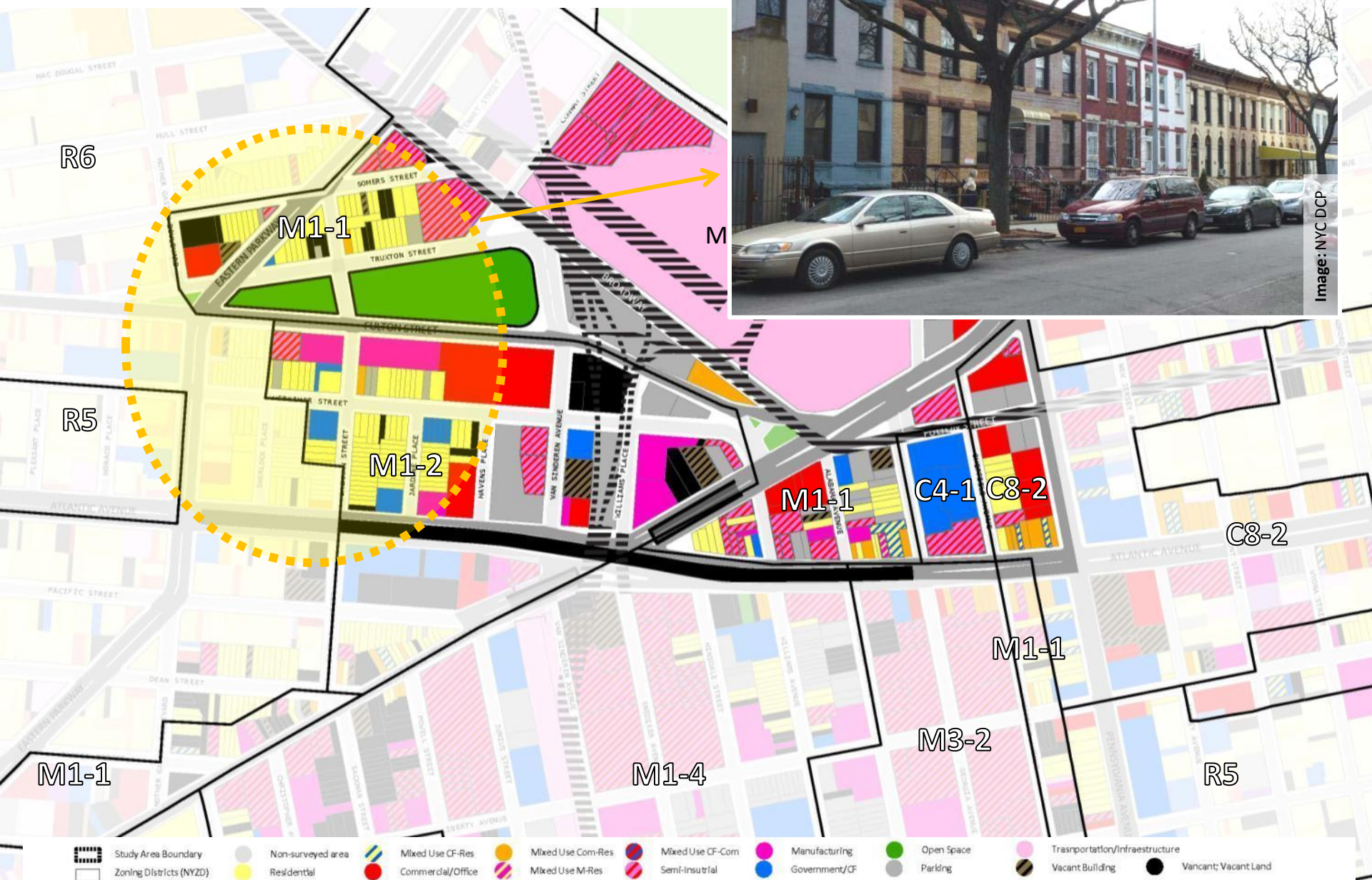
# STREETSCAPE



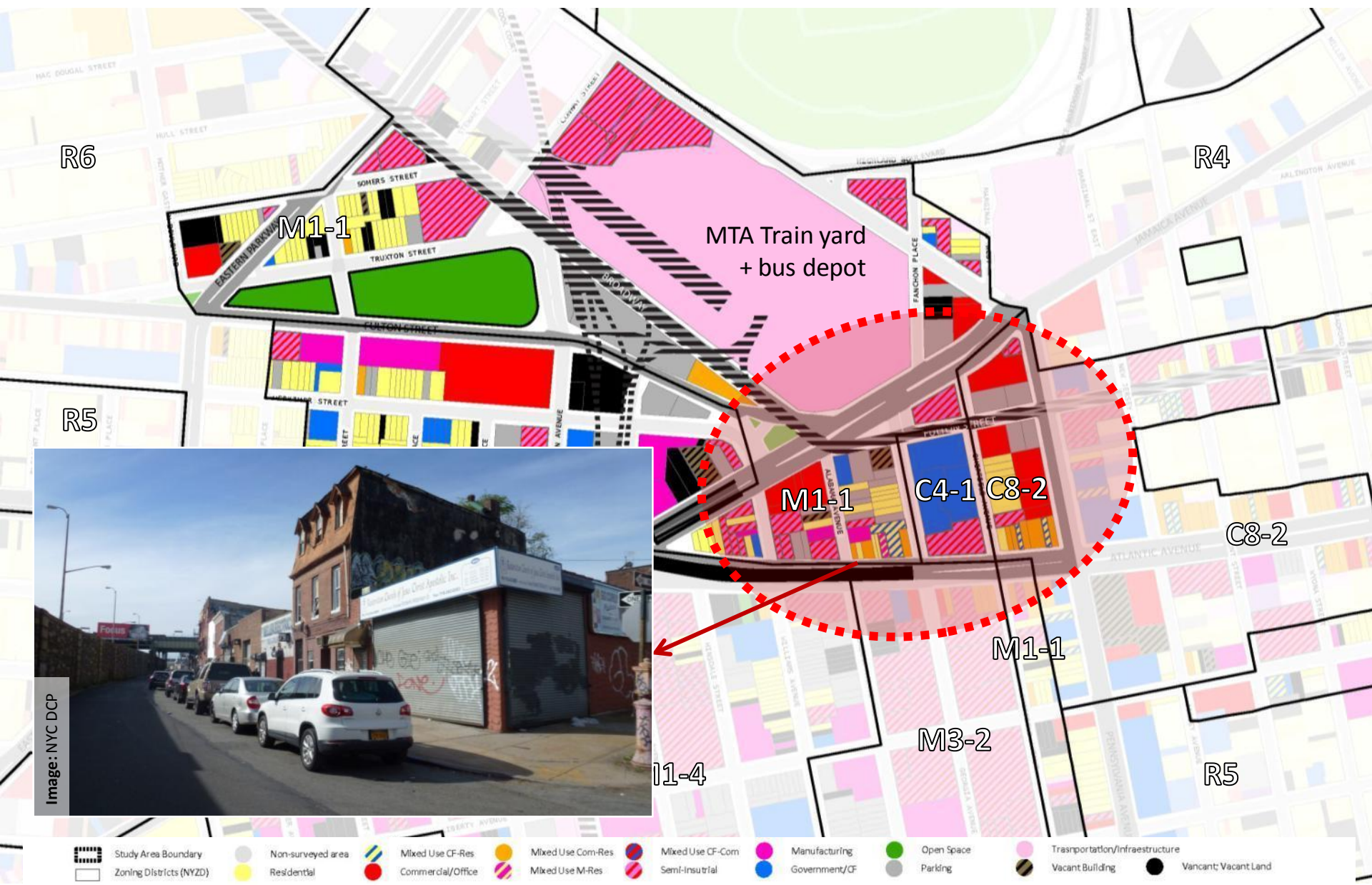
# LAND USE AND ZONING



# LAND USE AND ZONING



# LAND USE AND ZONING



# COMMUNITY INPUT

## CHALLENGES

- Poor perception (**safety**)
- Poor physical condition / **bleak streetscape**
- Lack of activity / **nothing to go to**
- Cluster of **publicly owned property** connected to infrastructure
- **No man's land**

## OPPORTUNITIES

- Strong long-standing **residential areas**
- Excellent local and regional **transit access**
- Vacant and **underutilized** lots and buildings

## COMMUNITY VISION

- **Safety**
- **Connectivity**
- **Public open space**
- **A destination**
- **Attractive + active**
- **New retail + services**
- **Mixed-income housing**

# RECOMMENDATIONS: *Broadway Junction*

Short-term:

1

## IMPROVE STREETSCAPE

To incentivize pedestrian activity and create a livelier physical environment

Medium-term:

2

## CONNECT EDGES TO SURROUNDING NEIGHBORHOODS

To improve access to transit and services, and strengthen the residential neighborhoods

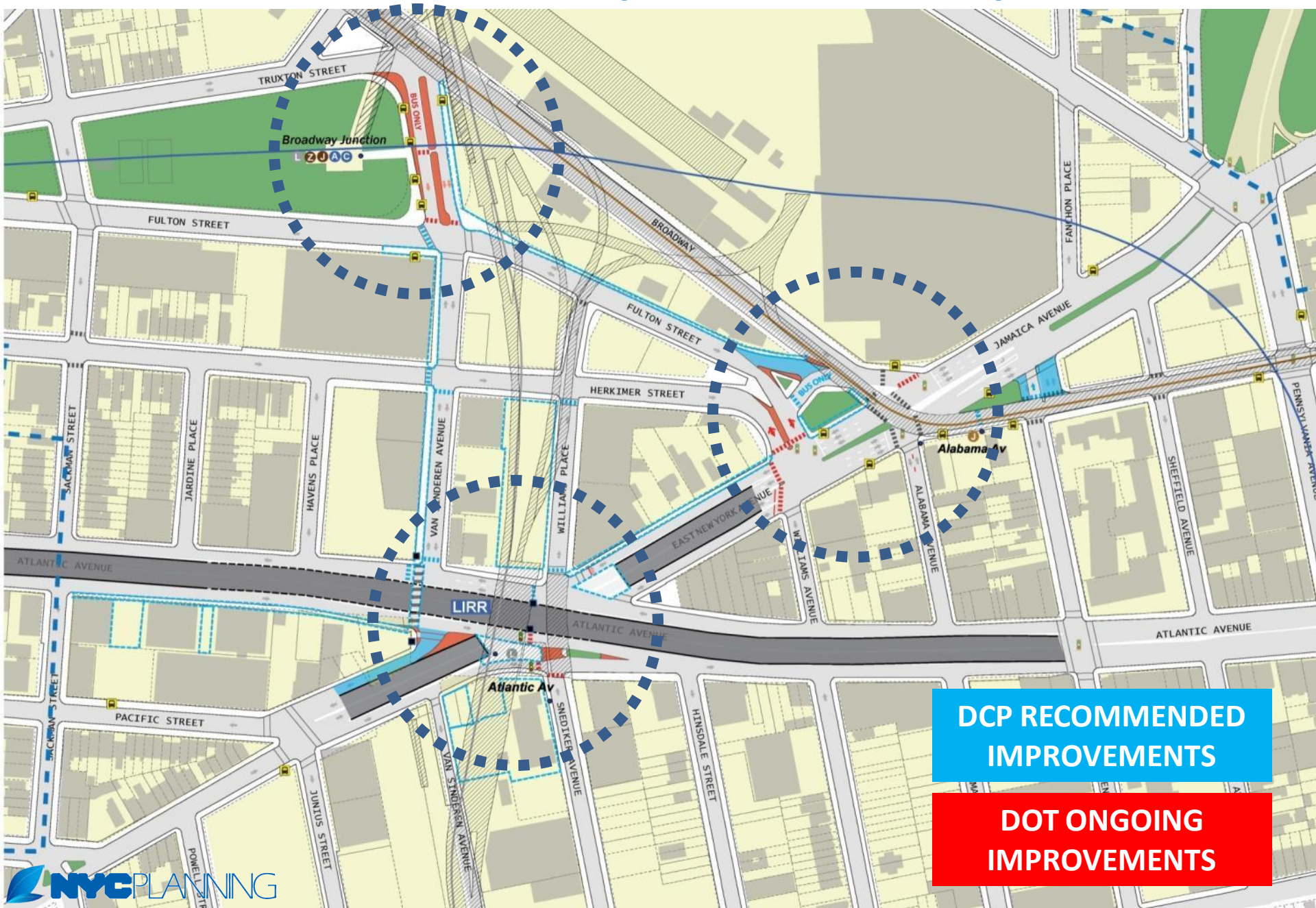
Long-term:

3

## CREATE A NEW CENTER OF ACTIVITY CAPITALIZING ON TRANSIT ACCESS

To provide jobs, services, and retail options for this community and offering an opportunity for economic development

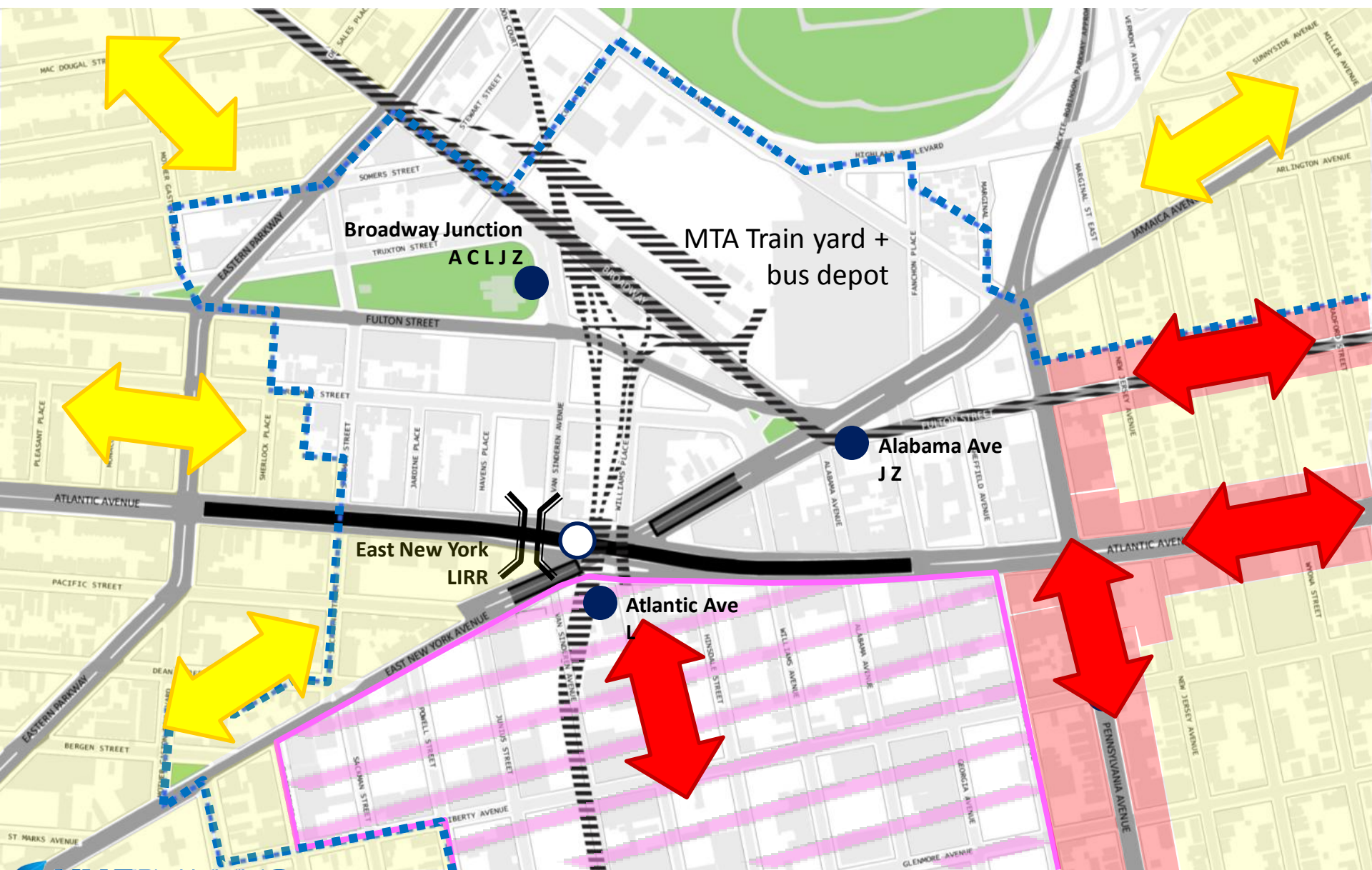
# RECOMMENDATIONS: *Improve Streetscape*



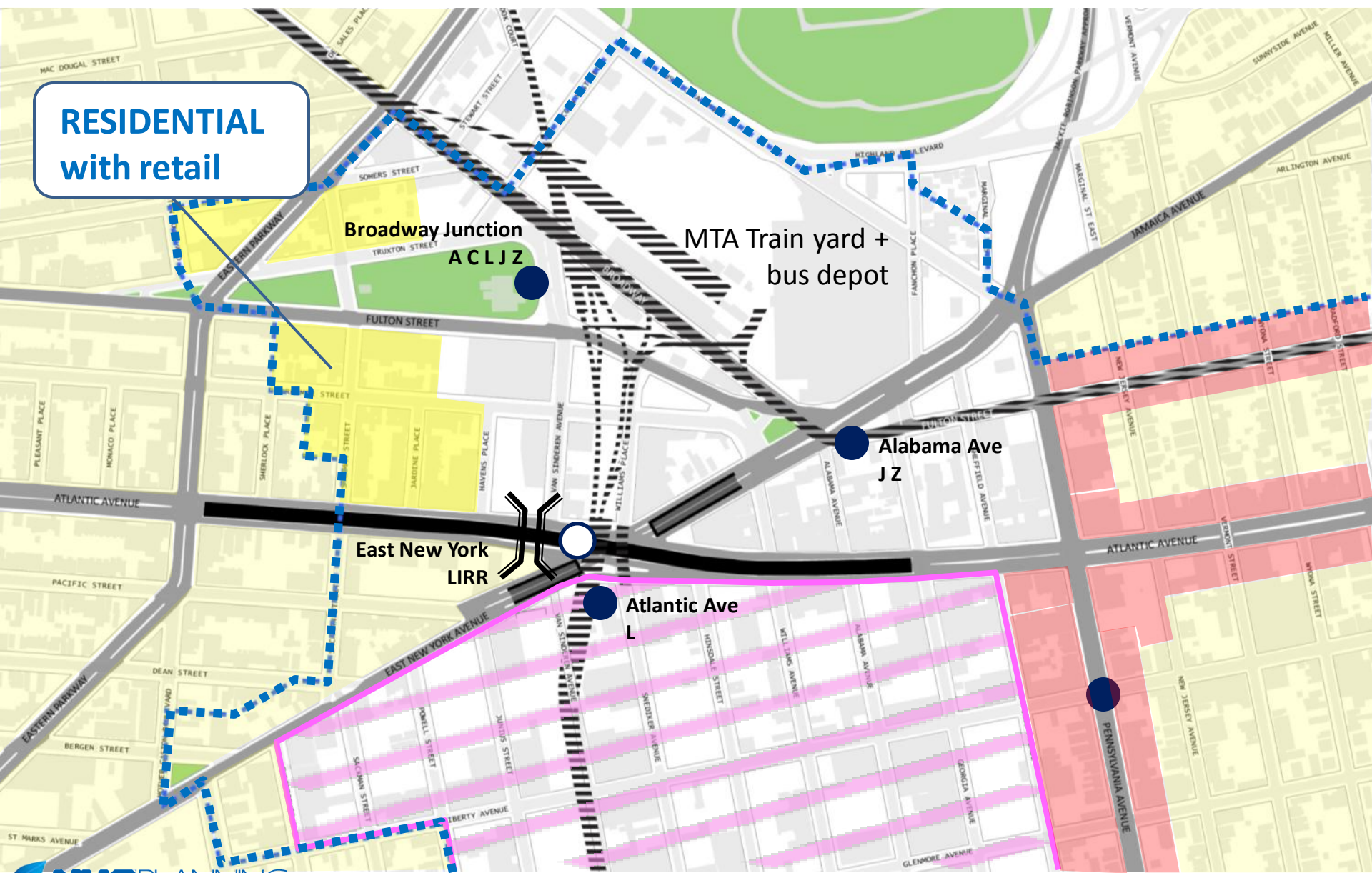
DCP RECOMMENDED  
IMPROVEMENTS

DOT ONGOING  
IMPROVEMENTS

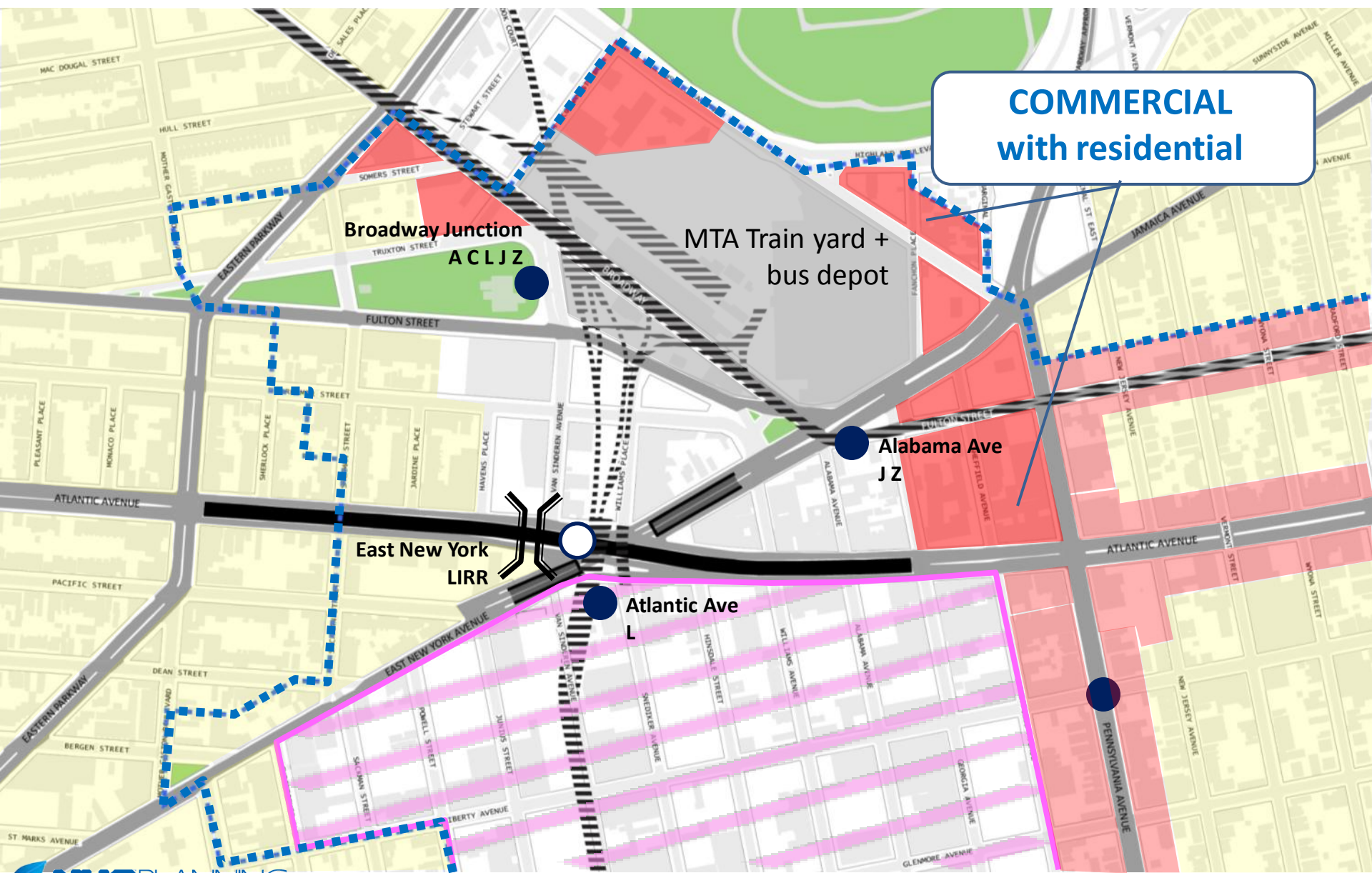
# RECOMMENDATIONS: *Connect Edges*



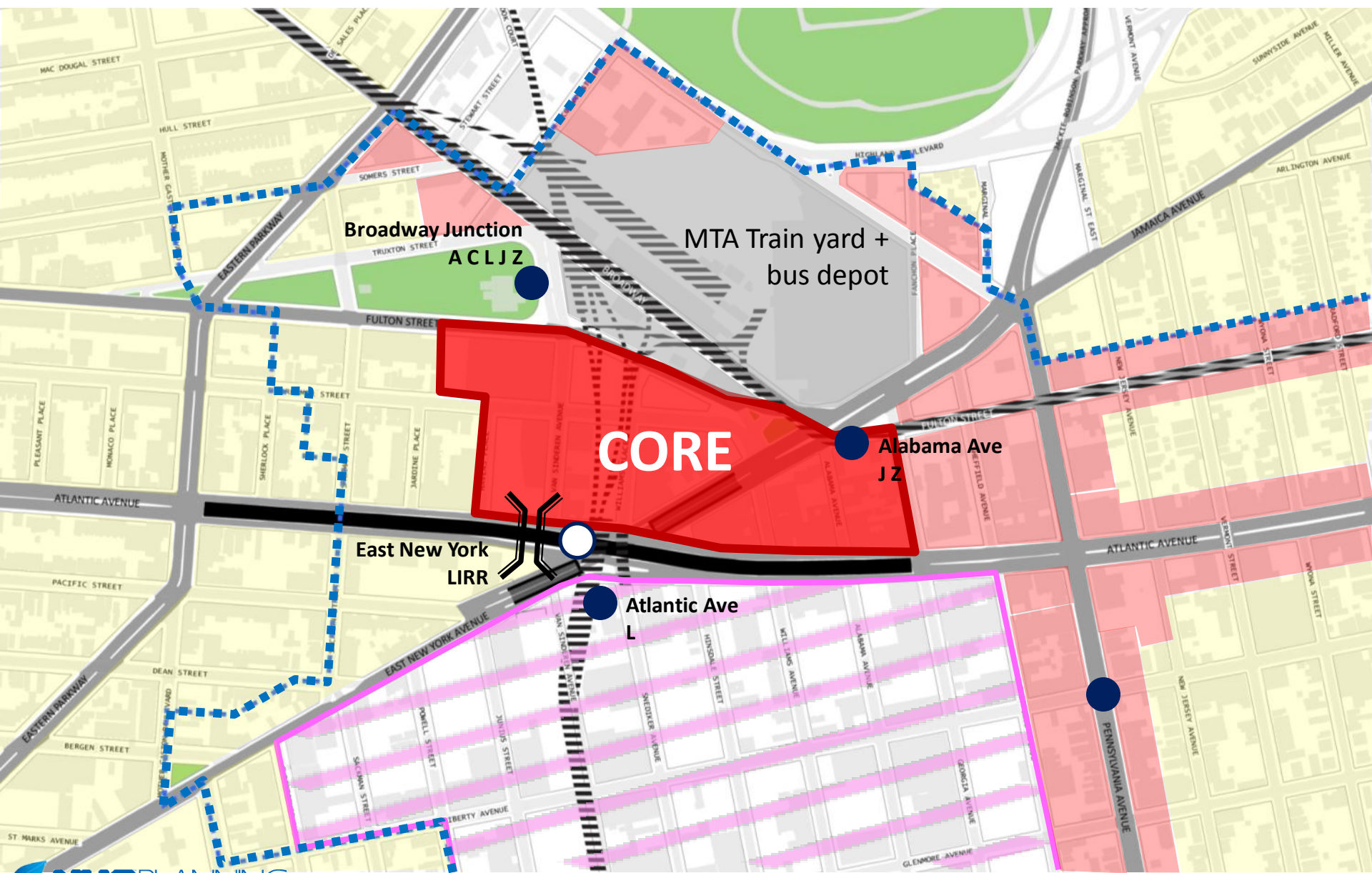
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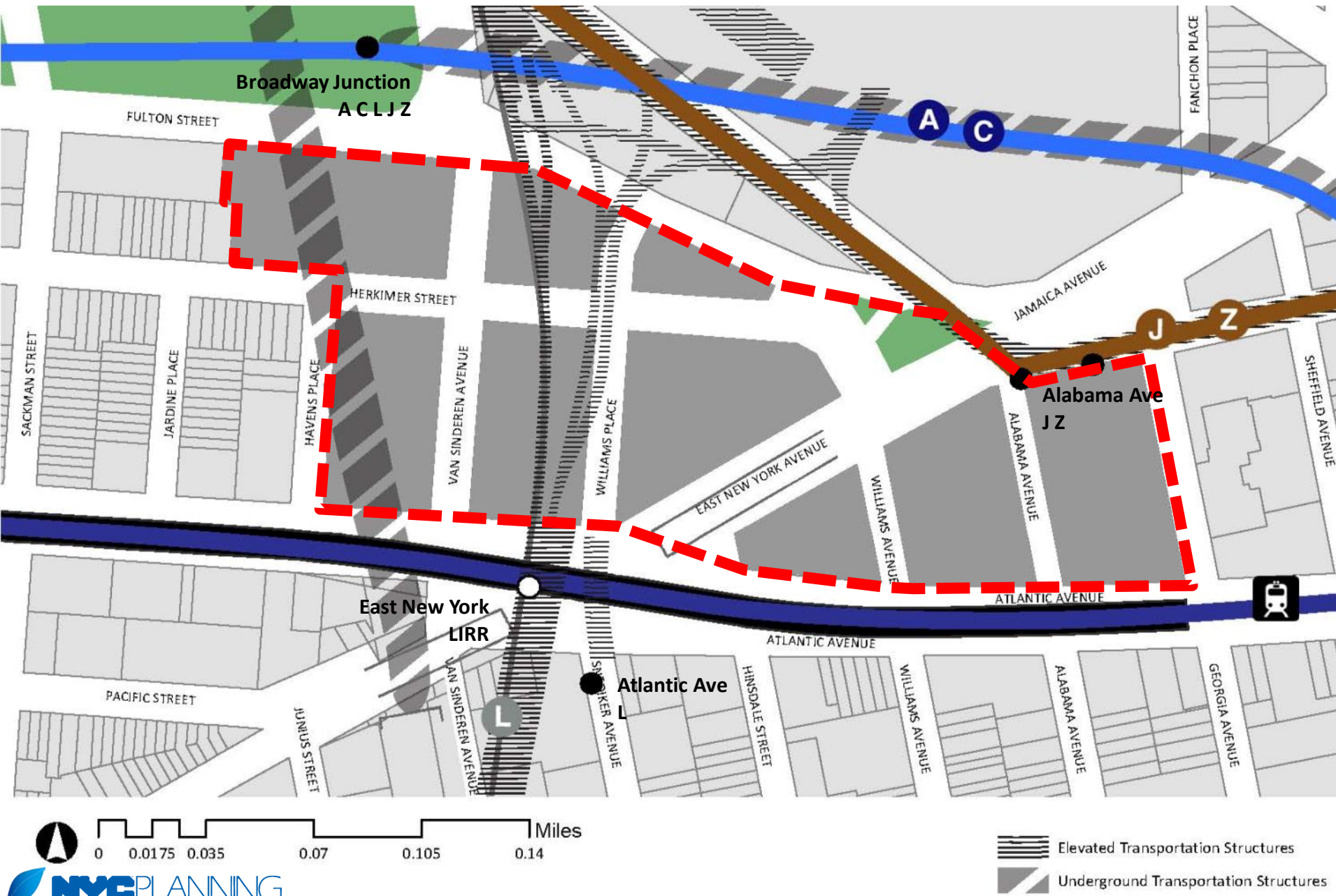
# RECOMMENDATIONS: *Connect Edges*



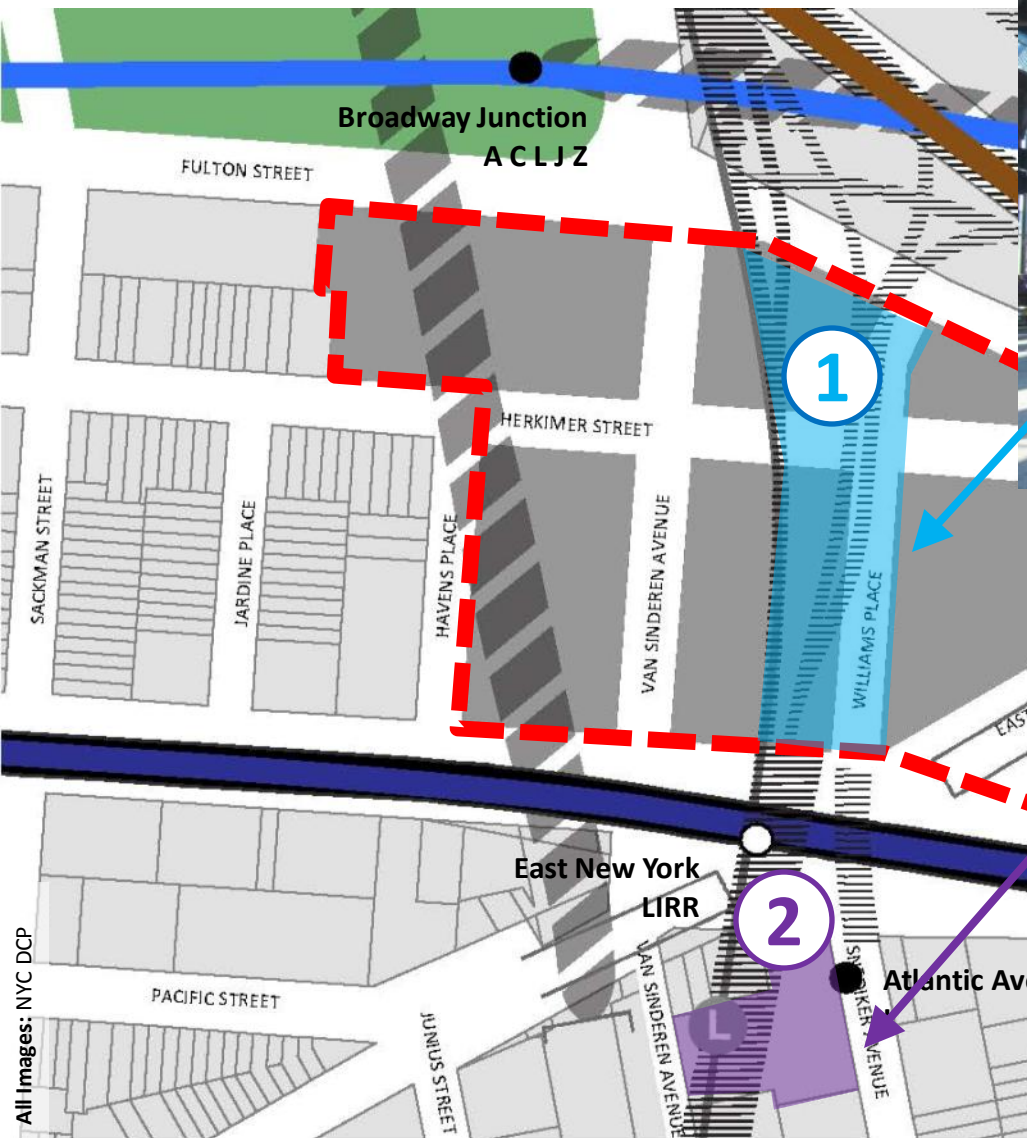
# RECOMMENDATIONS: *Create New Activity Center*



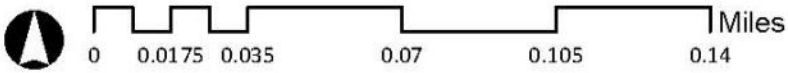
# RECOMMENDATIONS: *Create New Activity Center*



# CORE: OPPORTUNITY SITES



All Images: NYC DCP



# UNDER L TRACKS OPEN SPACE



Image: NYC DCP

# NYC PRECEDENTS

La Marqueta / Metro North tracks – East Harlem

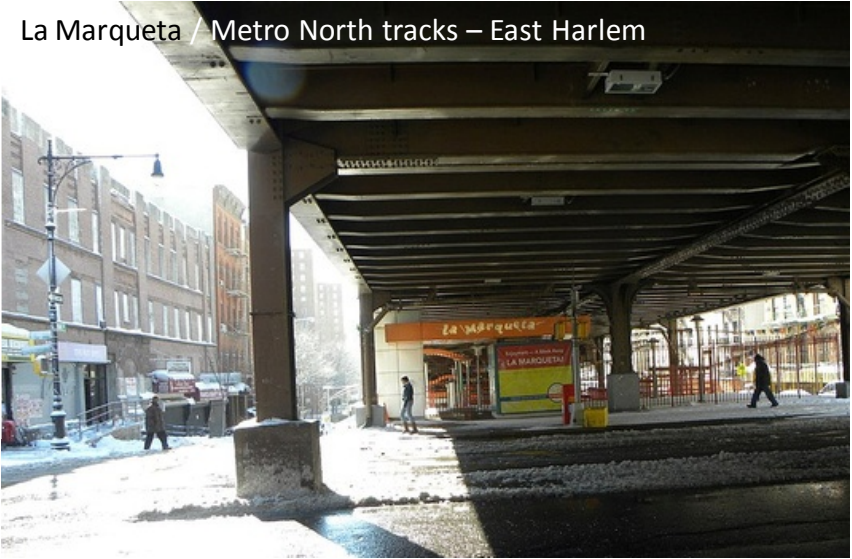


Image: Flickr via user JessieDanielsNYC

La Marqueta / Metro North tracks – East Harlem



Image: Flickr via user jasonlam



59th street / Queensboro Bridge – UES

Image: NYC DCP



Pershing Square Cafe / Park Ave viaduct – Midtown Manhattan

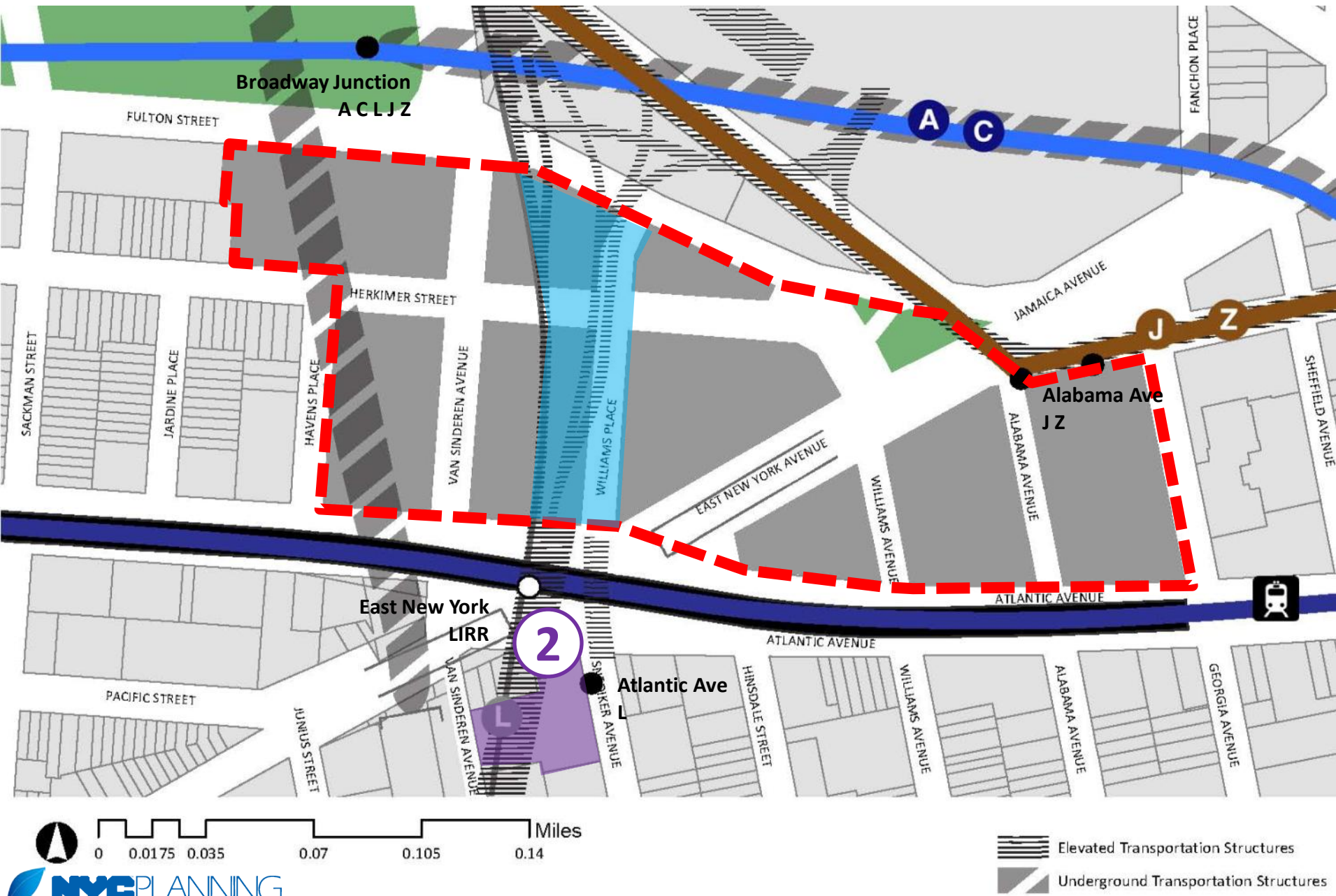
Image: Flickr via user fmrondo

# SHORT TERM: POP-UP USES



Image: NYC DCP

# CATALYSTS: OPPORTUNITY SITES



# MTA SUBSTATION / IBZ

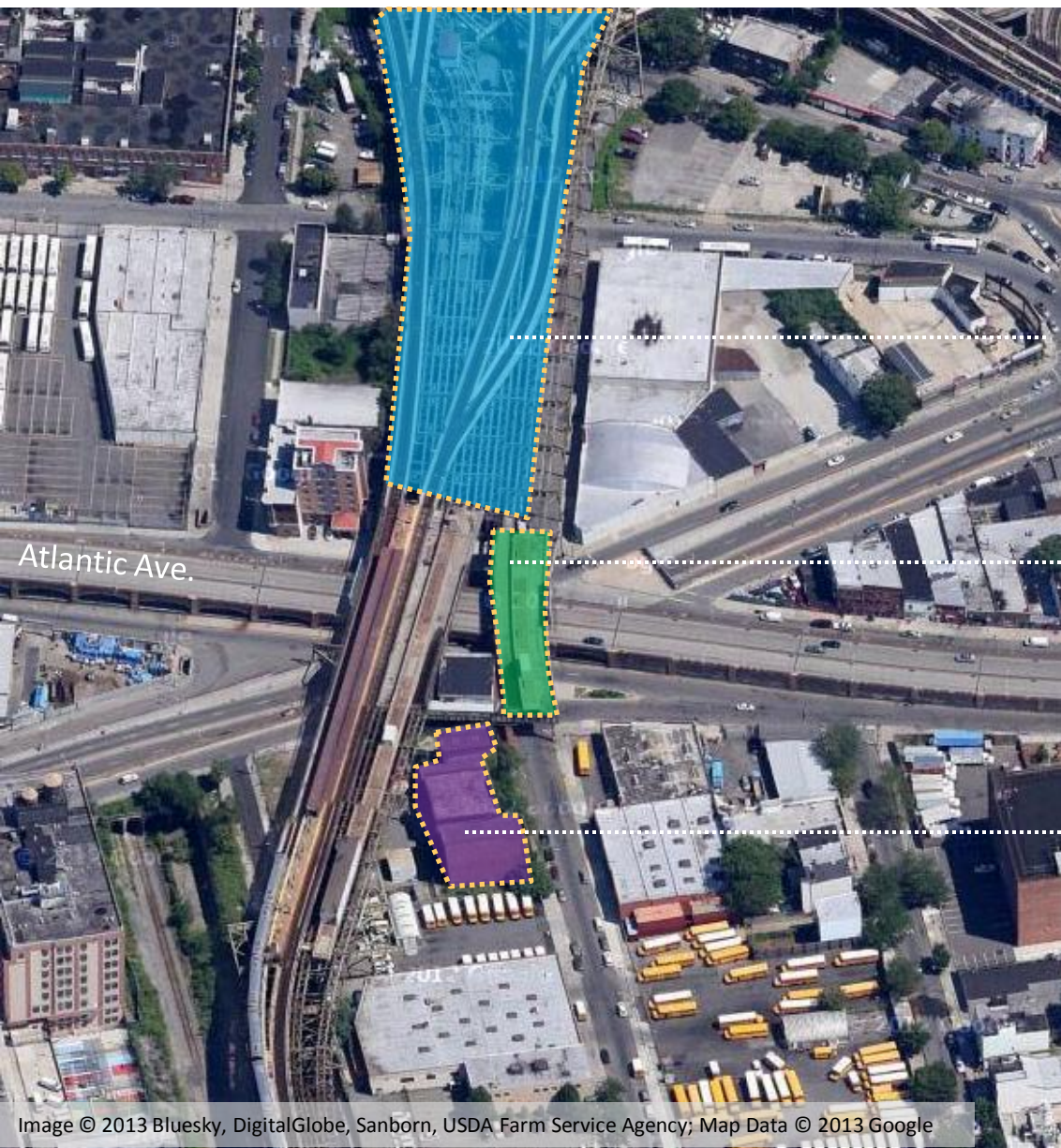


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Images: NYC DCP

# PEDESTRIAN CONNECTION

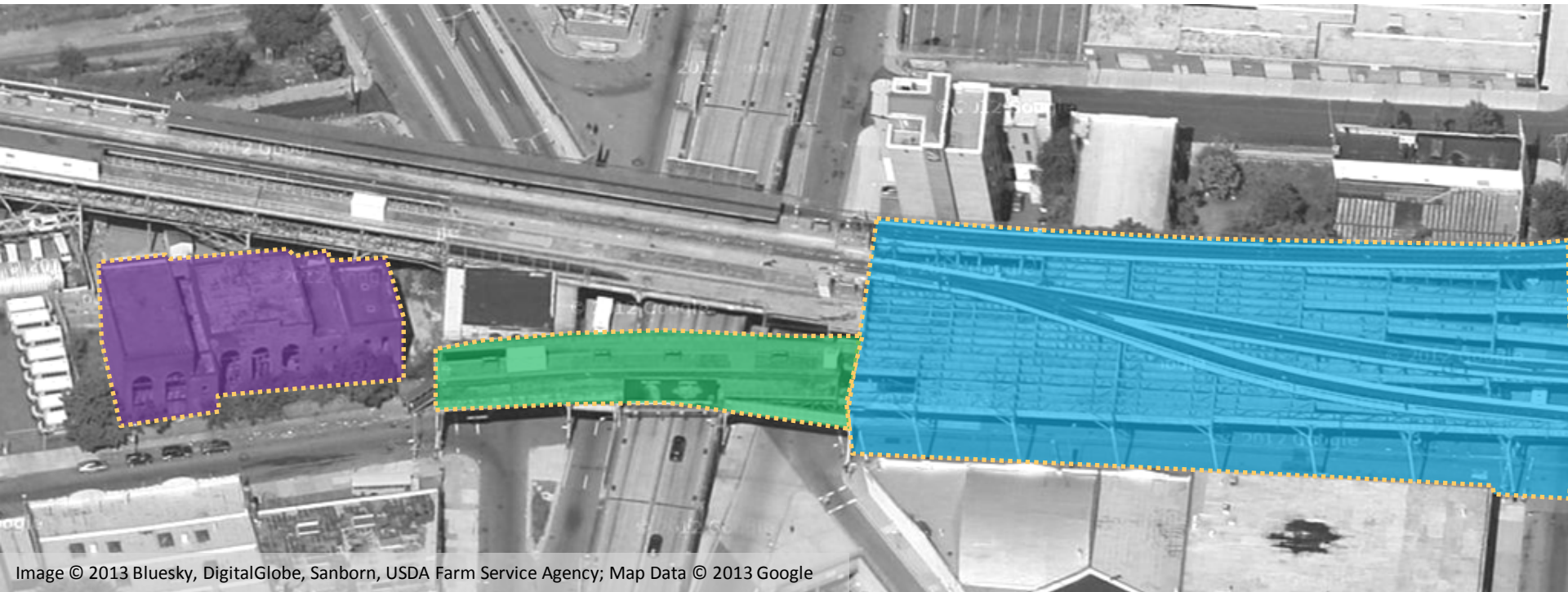
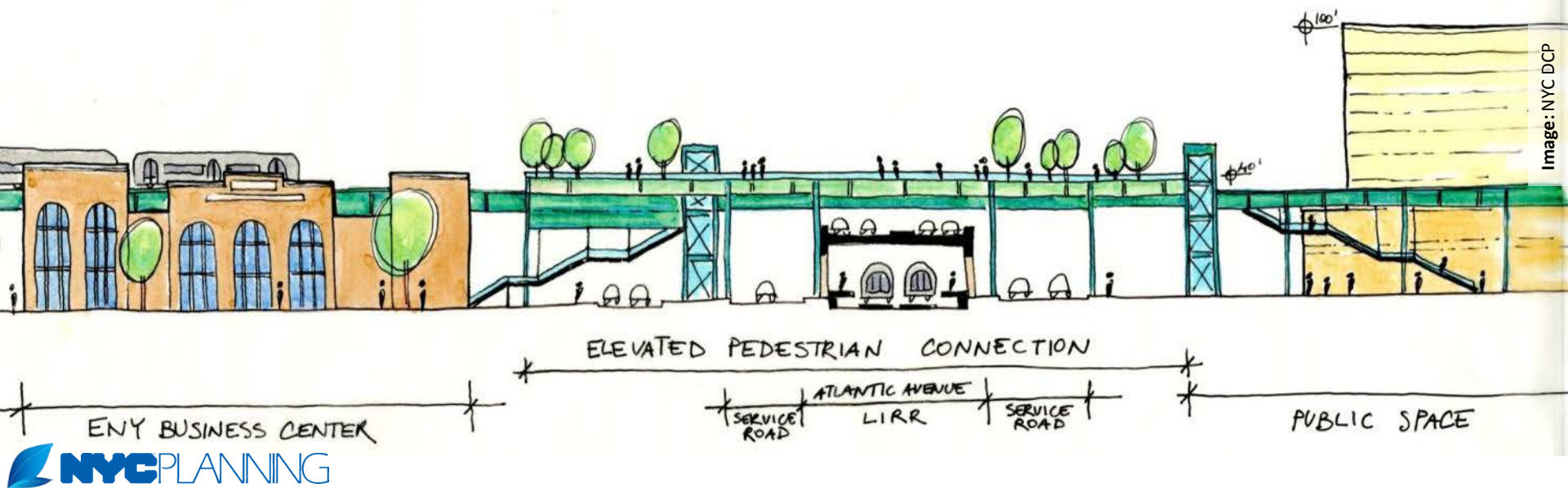
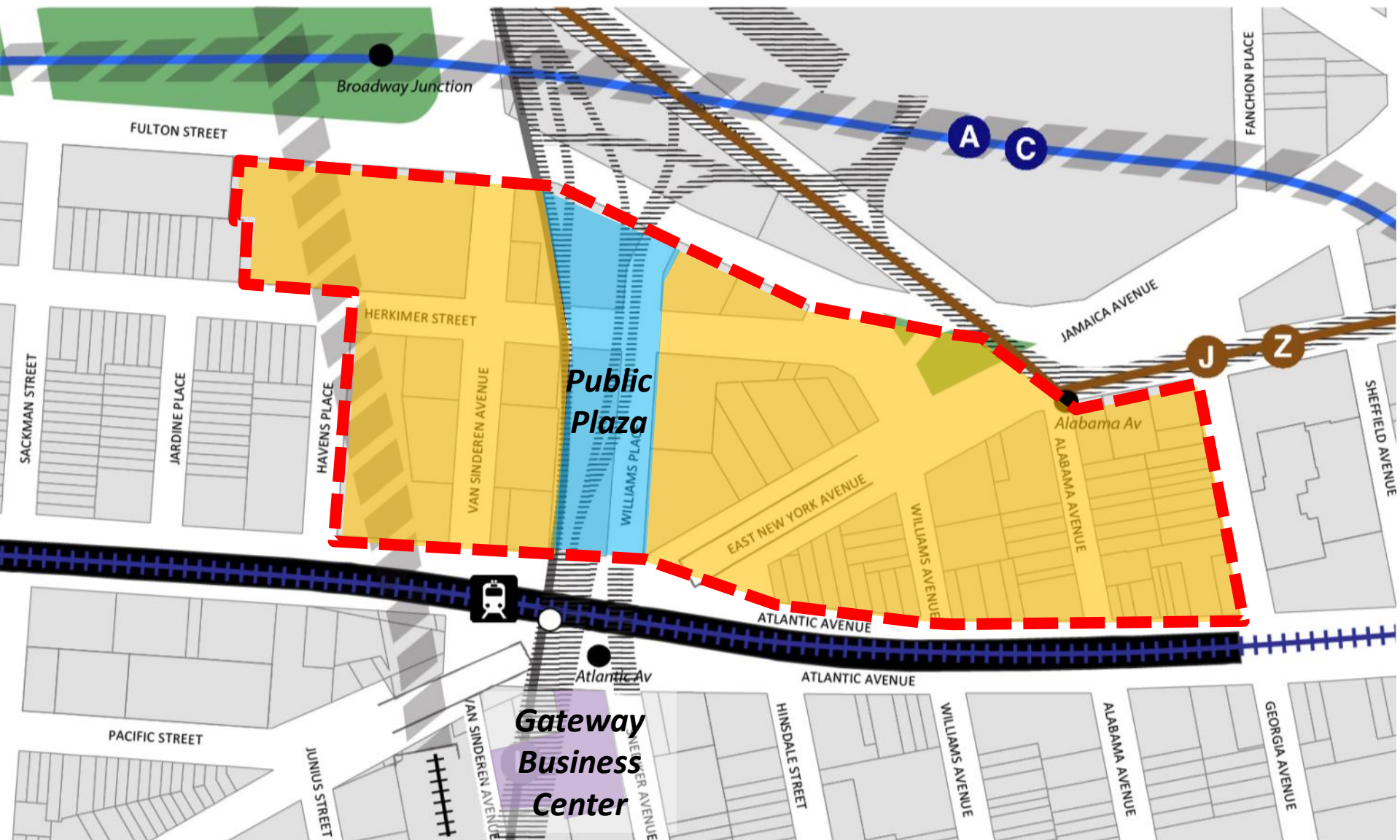


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# CORE: DEVELOPMENT OPPORTUNITIES



# CORE: OPPORTUNITIES

## EDUCATIONAL ANCHOR

College campus, tech school



Medgar Evers College

## INSTITUTIONAL ANCHOR

Courthouse, gov't offices



US Courthouse

## COMMUNITY FACILITY

YMCA, swimming pool, arts cntr



92Y

## ENTERTAINMENT

Movie theatre, restaurant



Magic Johnson Movie theater

## LARGE SCALE RETAIL

Department store, supermarket



Triangle Junction mall

## LOCAL RETAIL

Beauty salons, cafes



Shops along Myrtle Ave

All Images: NYC DCP

# PRECEDENTS: COMMUNITY FACILITY

92Y & Young Men's and Young Women's Hebrew Association (YM-YWHA) – Upper east Side

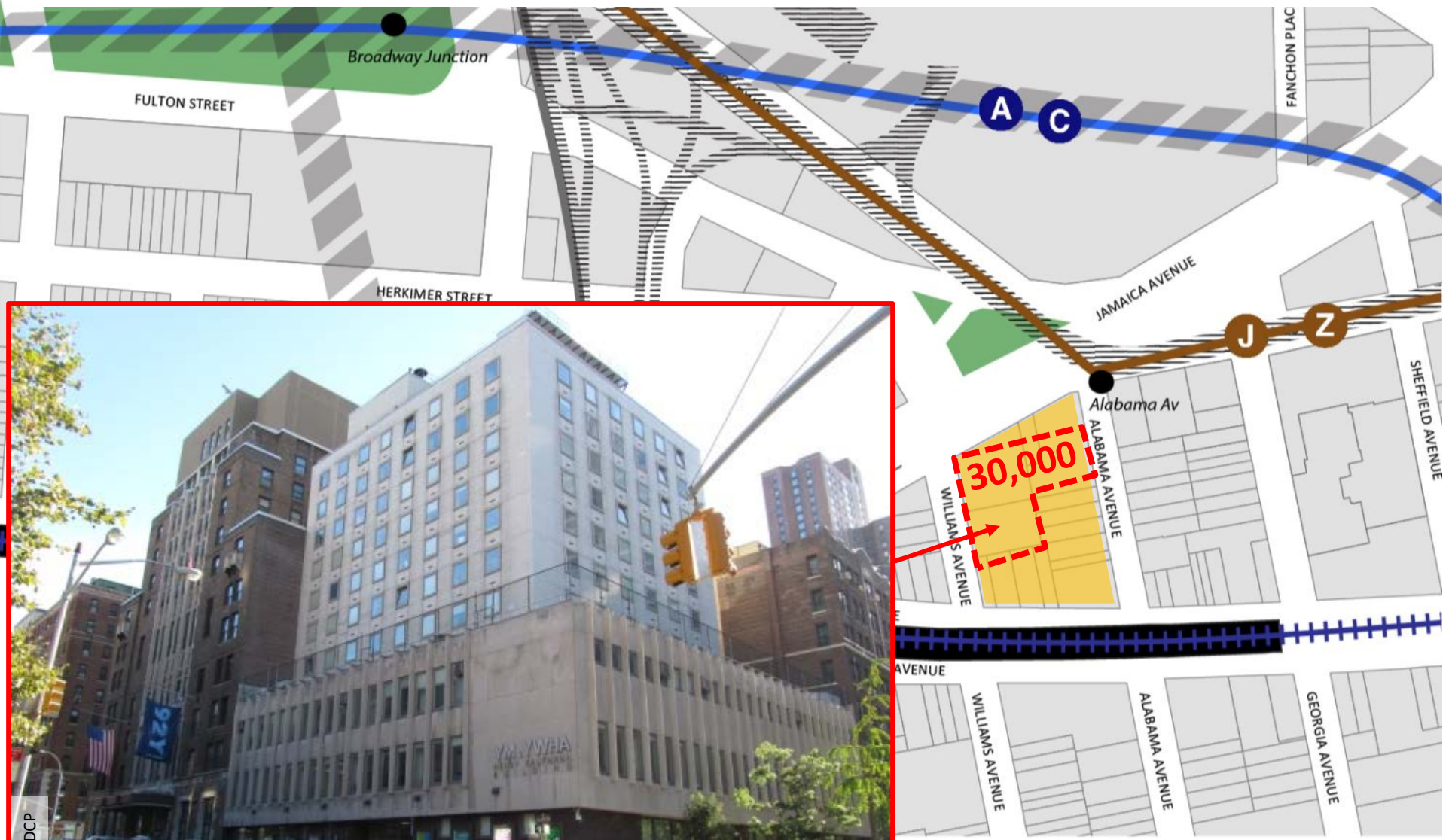


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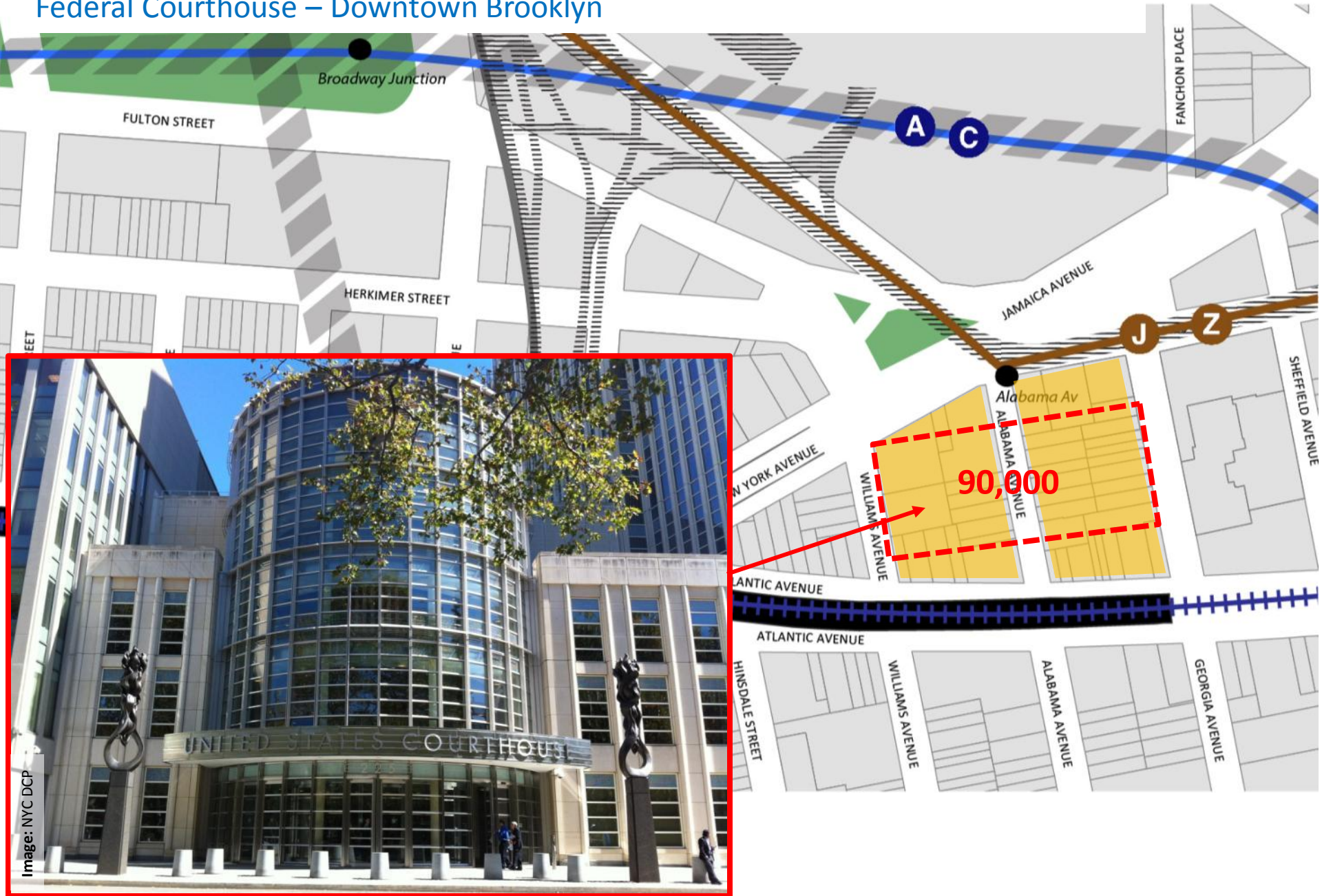
# PRECEDENTS: ENTERTAINMENT

Magic Johnson movie theatre – Harlem



# PRECEDENTS: INSTITUTIONAL ANCHOR

Federal Courthouse – Downtown Brooklyn



# PRECEDENTS: EDUCATIONAL ANCHOR

Medgar Evers College Campus

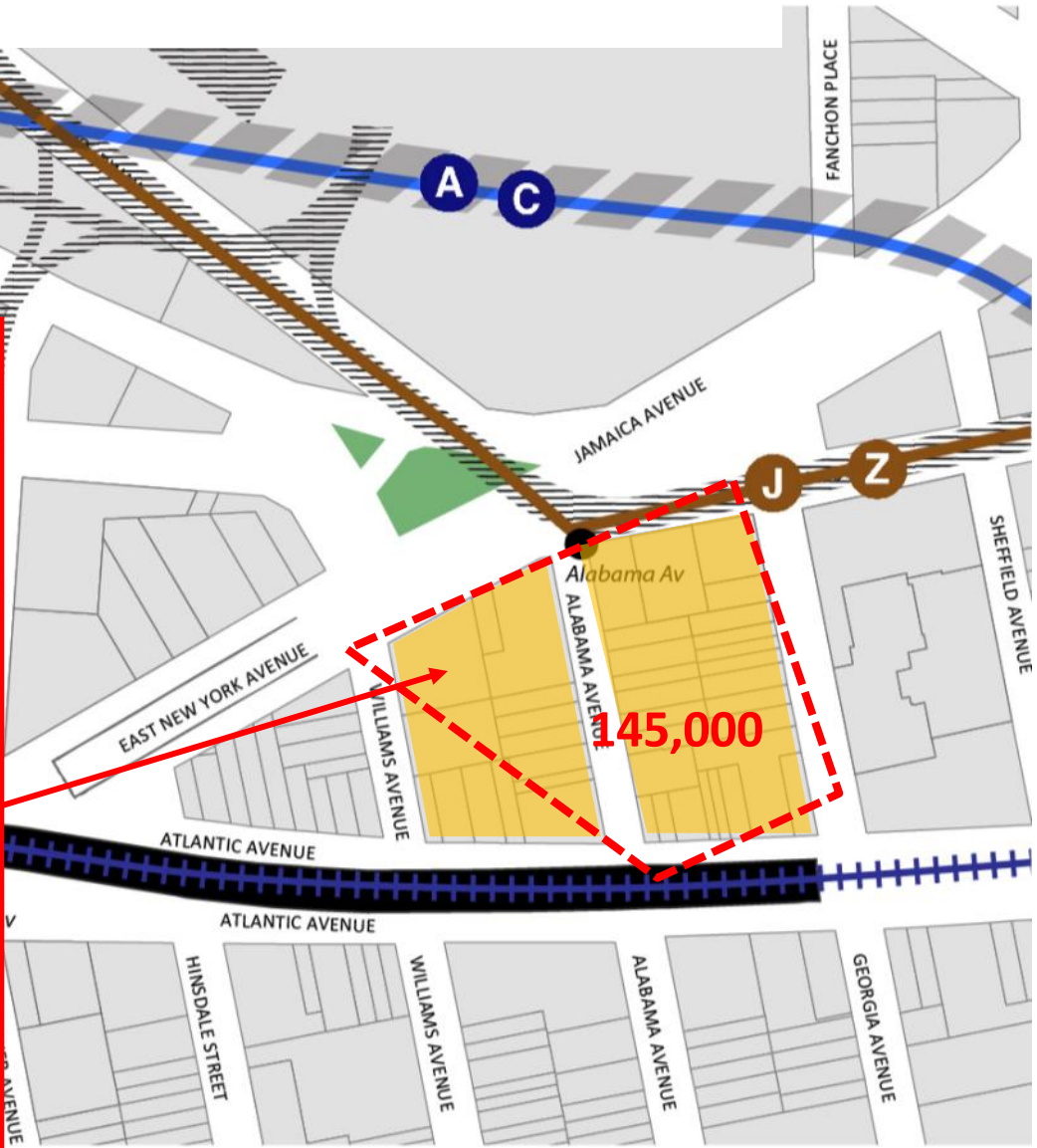


# PRECEDENTS: LARGE SCALE RETAIL

Triangle Junction Mall – Flatbush

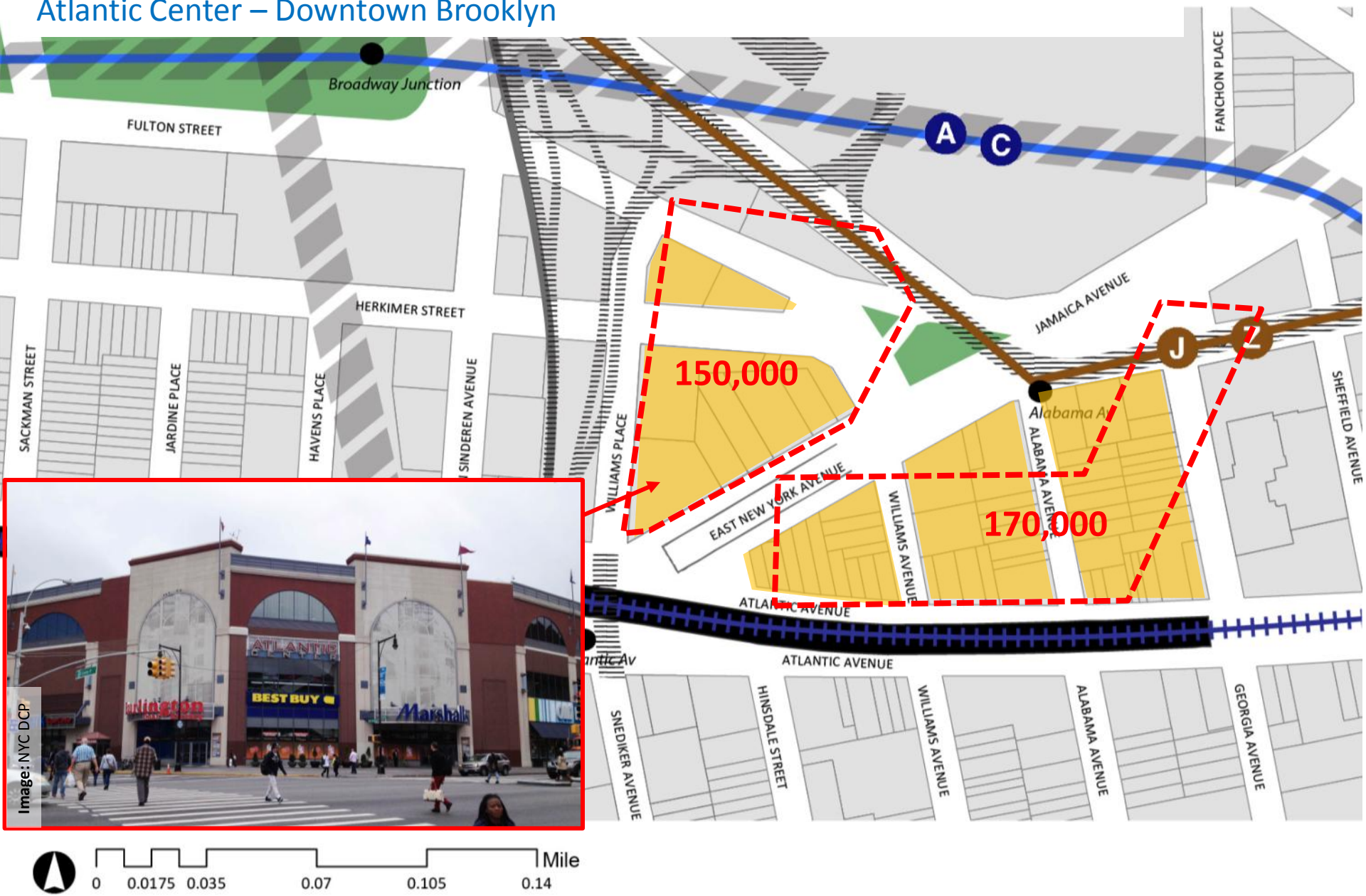


Image: NYC DCP

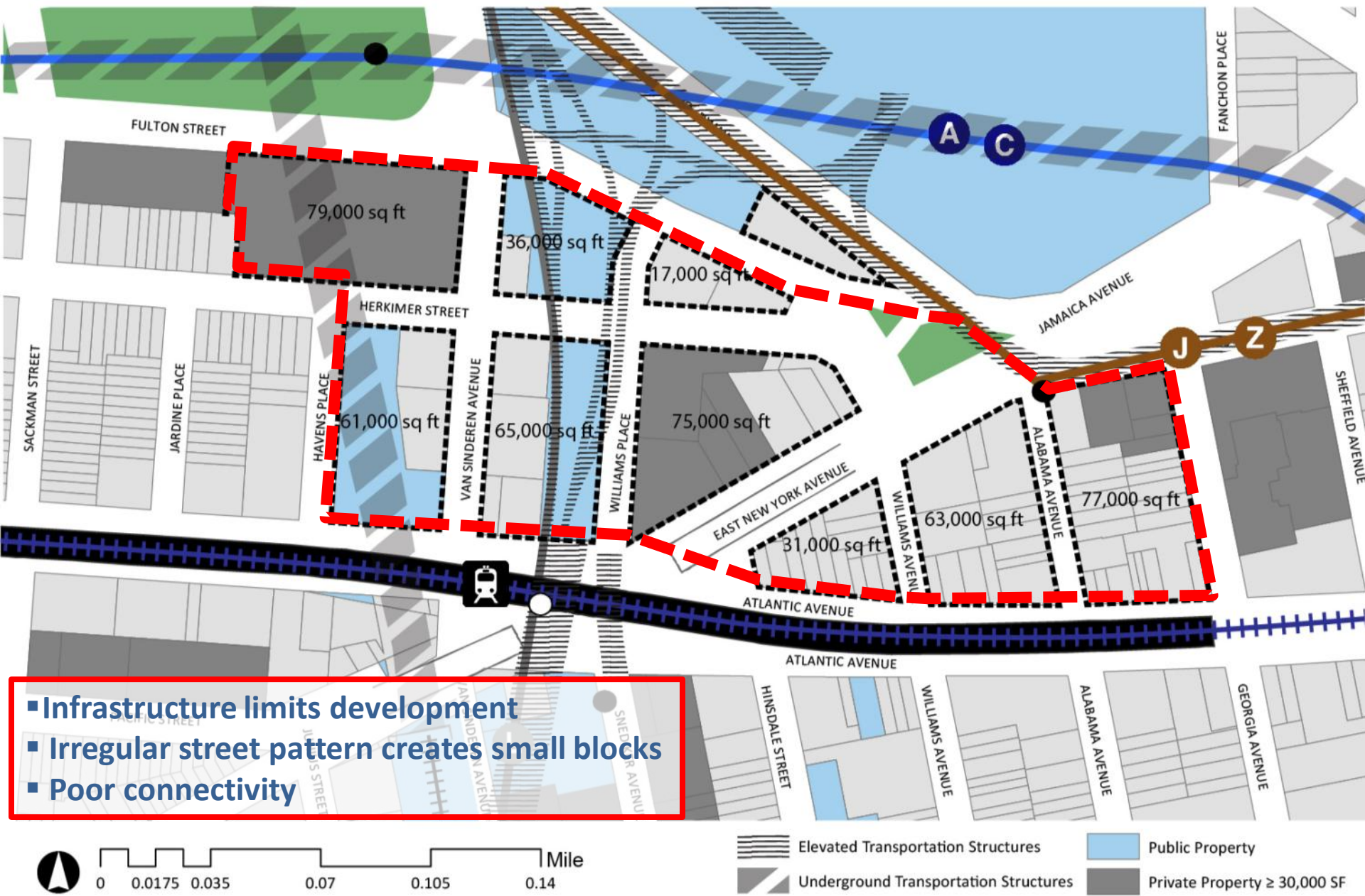


# PRECEDENTS: LARGE(R) SCALE RETAIL

Atlantic Center – Downtown Brooklyn

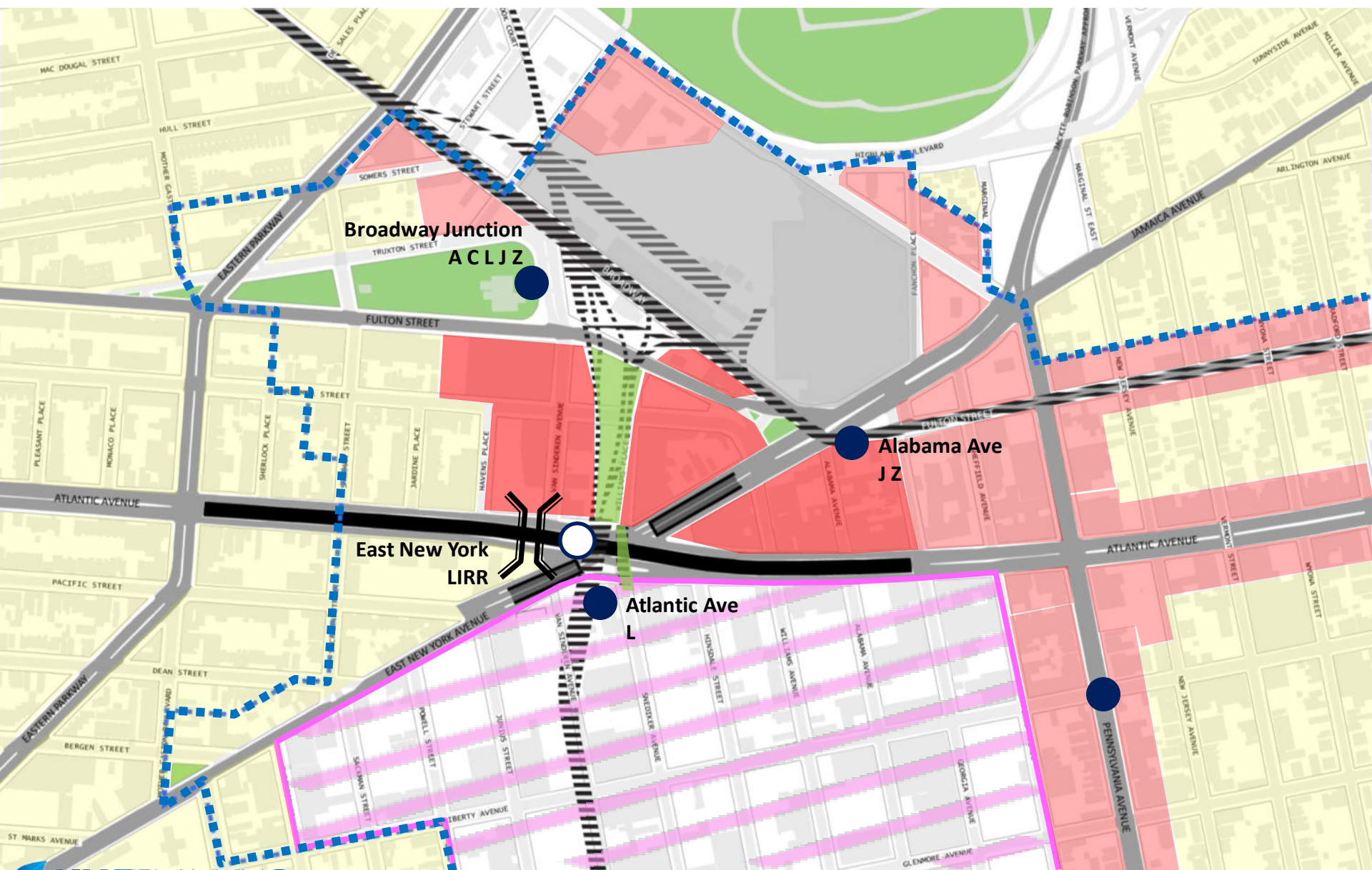


# CORE: DEVELOPMENT CHALLENGES

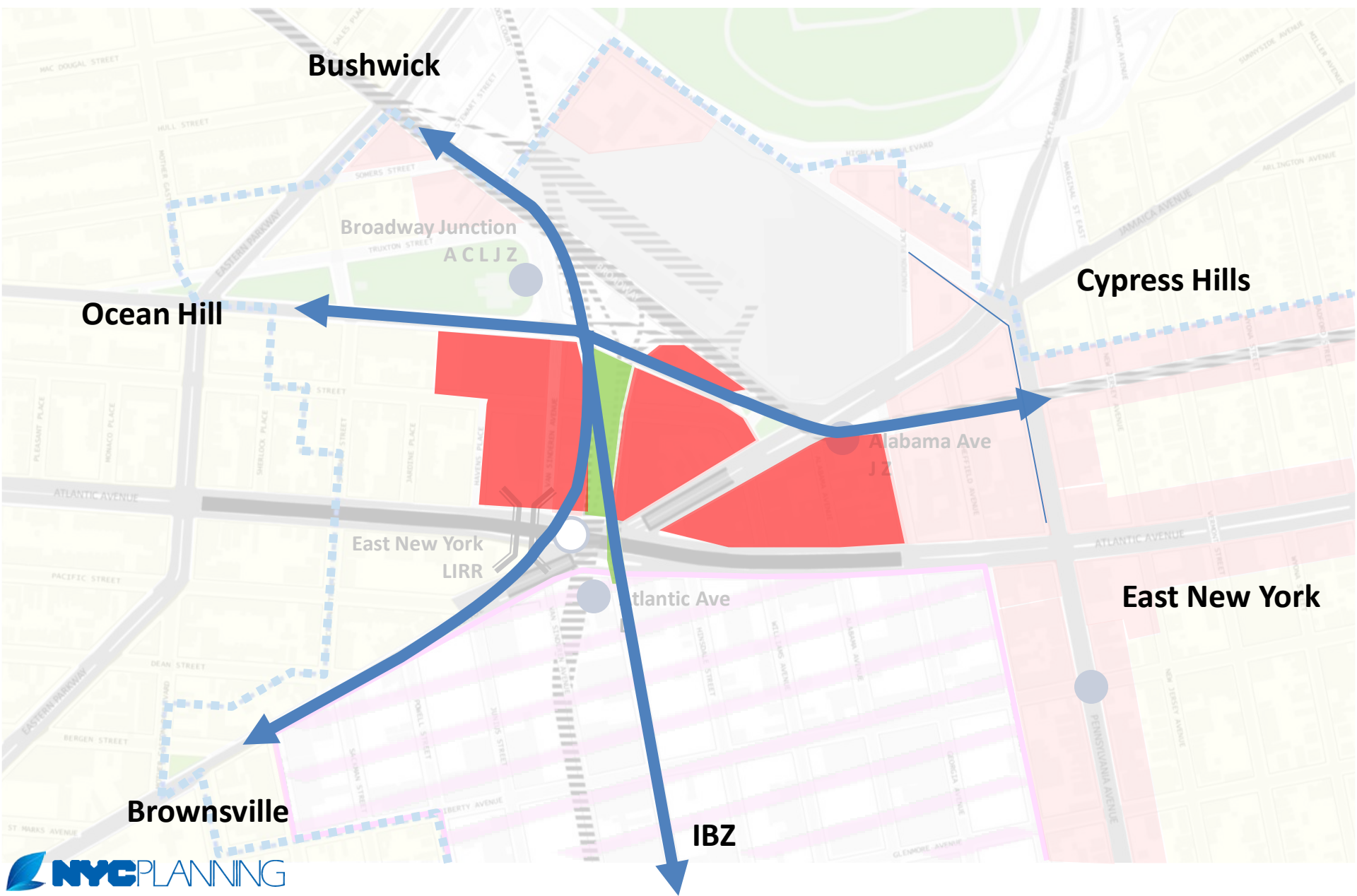


- Infrastructure limits development
- Irregular street pattern creates small blocks
- Poor connectivity

# BROADWAY JUNCTION: LONG TERM VISION



# BROADWAY JUNCTION: LONG TERM VISION



# BROADWAY JUNCTION: LONG TERM VISION



Image: NYC DCP

# BROADWAY JUNCTION: LONG TERM VISION



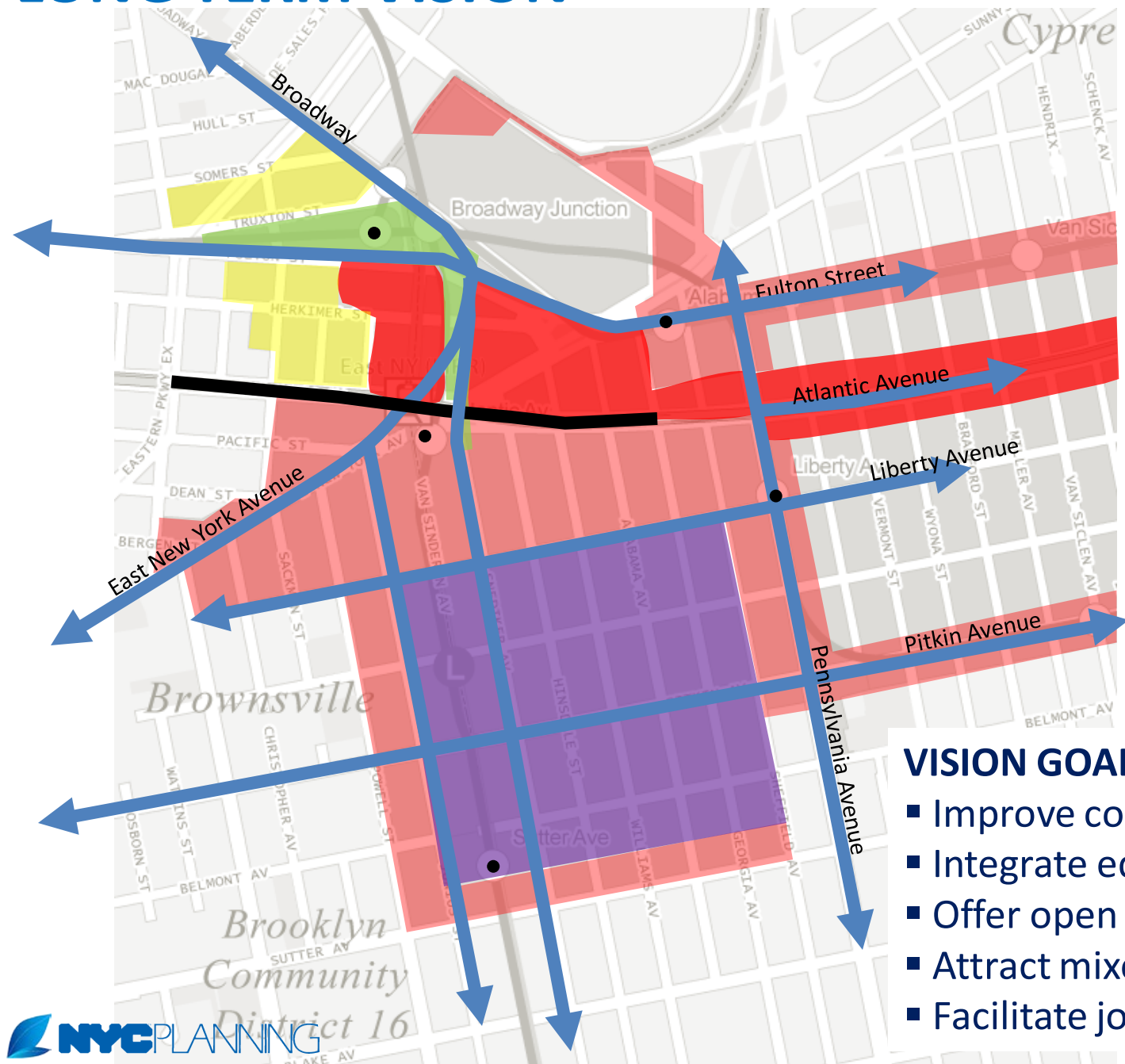
Image: NYC DCP

# BROADWAY JUNCTION: LONG TERM VISION



Image: NYC DCP

## LONG TERM VISION



## VISION GOALS

- Improve connectivity
- Integrate edges
- Offer open space
- Attract mixed-use development
- Facilitate job creation