



# Brownsville Plan Annual Update

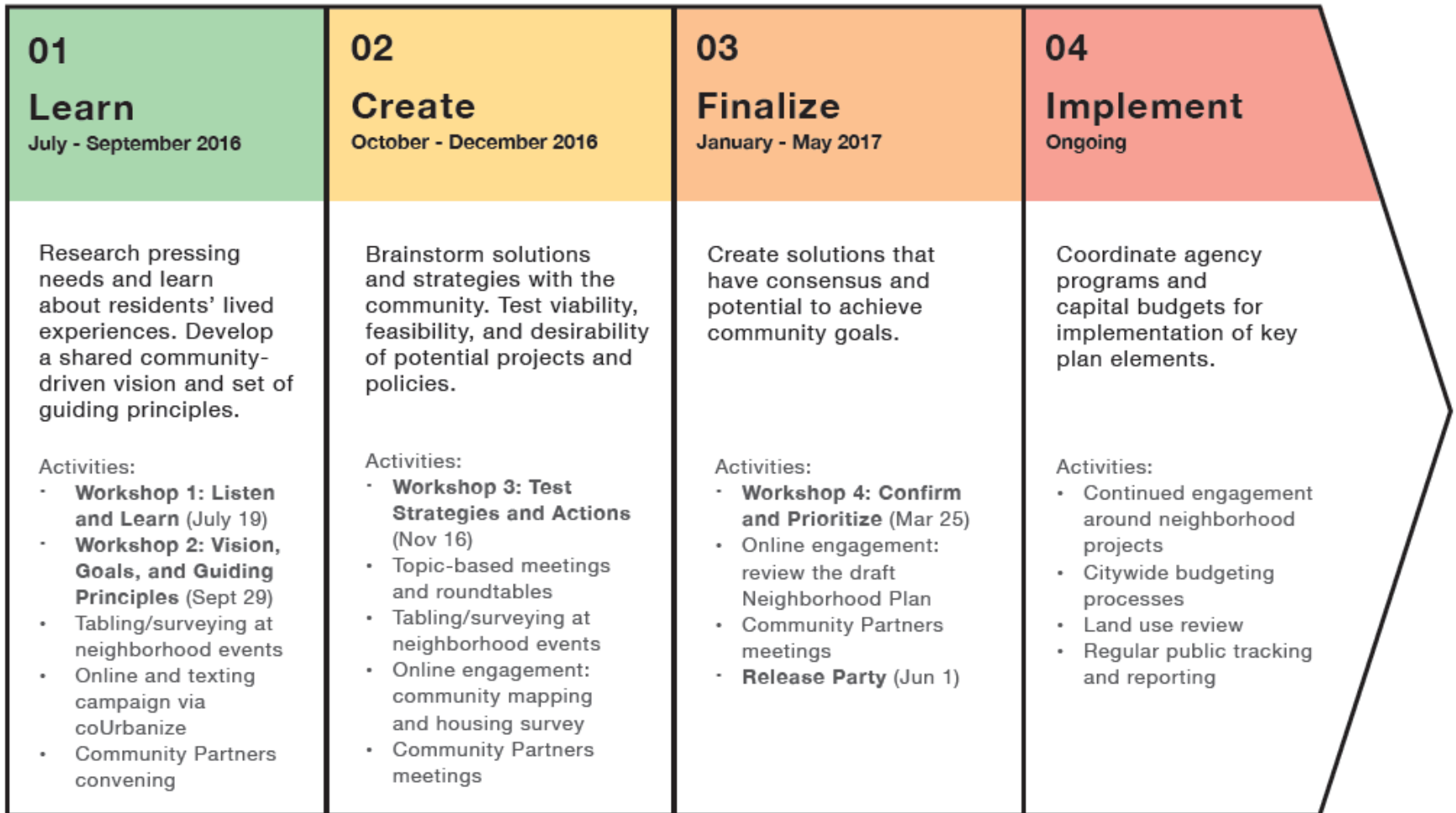
Community Partners Meeting

June 20, 2018

# PRESENTATION AGENDA

- **Brownsville Plan background, process, and goals**
- **Progress updates by strategy**
- **Longer-term project updates**
- **Questions and Discussion**

# PROCESS



For more information on the process, visit [nyc.gov/brownsville](http://nyc.gov/brownsville)



# PROCESS



# PROCESS

What's great about Brownsville - and what could be even better?

**Add Your Idea**

Sort by

**RENEE Muir**  
Jul 28, 2016

We need a new Track for Betssey Head Park!

Could Be Better

See 5 replies • Support (9)

Share

Write a reply

**Janice Hamilton**  
Jul 19, 2016

FOOD COOPERATIVE OFFICE & NEARBY STORE FOR GOOD SHOPPING OF HEALTHY ORGANIC, non GMO, VEGE VARIETY OF FOOD GOODS. OTHER NEIGHBORHOODS HAVE THEM. FLATBUSH FOOD COOPERATIVE, PARK SLOPE FOOD COOP.

**Duane Kinnon**  
Jul 12, 2016

Police Athletic League providing Beacon Programming including sports and enrichment activities to the school and community at large.

Great

Support Share



What's happening?

Building off the Brownsville 100 Days to Progress Initiative, the NYC Department of Housing Preservation and Development (HPD) invites you to join us in developing a shared vision for the future of Brownsville. Between now

# PLAN RELEASE – JUNE 1, 2017



# SUMMER OUTREACH



# IMPLEMENTATION

- **Internal tracking** with Mayor's Office of Operations
- **Annual progress** reports with an updated **public project tracker**, including:
  - Responsible agency/organization
  - Timeline
  - Status
- **Community Partners group**, to be re-convened by Community Board 16, meets with the City twice a year
  - Also present at full Community Board meeting



# NEIGHBORHOOD GOALS

1. Achieve equitable **health** outcomes
2. Improve neighborhood **safety**
3. Promote community **economic development**
4. Foster local **arts and identity**

# NEIGHBORHOOD STRATEGIES

**01 PROMOTE ACTIVE MIXED-USE CORRIDORS**

**02 IMPROVE CONNECTIONS THROUGHOUT THE NEIGHBORHOOD**

**03 CREATE ACTIVE AND SAFE PUBLIC SPACES**

**04 PROVIDE RESOURCES TO SUPPORT HEALTHY LIFESTYLES**

**05 CONNECT BROWNSVILLE RESIDENTS TO JOBS AND JOB TRAINING**

**06 SUPPORT SMALL BUSINESSES AND ASPIRING ENTREPRENEURS**

**07 IMPROVE HOUSING STABILITY AND SUPPORT RESIDENTS AT RISK OF DISPLACEMENT**

**08 SUPPORT CAPACITY BUILDING FOR LOCAL ORGANIZATIONS**

# PROGRESS UPDATES

# 01 PROMOTE ACTIVE MIXED-USE CORRIDORS



Local entrepreneurs at Be on Belmont, Dec 2017

## Complete:

- Designed and implemented a commercial revitalization pilot on Belmont Ave

## In Progress:

- Continue compiling comments to issue draft Livonia Avenue Streetscape Plan
- Brownsville RFP in final stages of review
- New mixed-use affordable developments:
  - Construction and lease up complete:
    - 603 Mother Gaston Blvd
    - Stone House
  - Completed public land use process:
    - 210-214 Hegeman Ave
    - Ebenezer Plaza
    - Edwin's Place
  - In early design and development stages:
    - Small scattered-site infill buildings
    - Van Dyke III NYCHA Next Gen site
    - Marcus Garvey Extension (private site - ULURP certification summer 2018)



Rendering of Edwin's Place, 125 affordable homes for formerly homeless and low-income households

# 01 PROMOTE ACTIVE MIXED-USE CORRIDORS

## BROWNSVILLE RFP SITES (ORANGE)

- **ROCKAWAY AVE**  
ARTS AND CULTURE
- **CHRISTOPHER-GLENMORE**  
INNOVATION AND ENTREPRENEURSHIP
- **LIVONIA AVE**  
HEALTHY LIVING AND FOOD SYSTEMS

+ **OTHER SCATTERED-SITE SMALL BUILDINGS (NOT PICTURED)**  
RENTAL AND HOMEOWNERSHIP



STONE HOUSE



VAN DYKE III - NYCHA NEXT GEN



603 MOTHER GASTON BLVD

## AFFORDABLE MIXED-USE



EDWIN'S PLACE



MARCUS GARVEY EXTENSION



210-2014 HEGEMAN



EBENEZER PLAZA

# 02 IMPROVE CONNECTIONS THROUGHOUT THE NEIGHBORHOOD



*Parks without Borders schematic design at Betsy Head - DPR*



*Safety Audits - MOCJ*

## **Complete and/or ongoing:**

- Incorporated Parks without Borders principles into Betsy Head Park renovation designs
- Collaborated on activities to promote cycling in Brownsville

## **In Progress:**

- Public Realm Audits - trained stakeholder teams at Brownsville and Van Dyke
- Neighborhood Activation – held collaborative meetings to design for safety; awarded grants to Three Black Cats, BMS, and their partners to curate cultural programming in summer and fall

# 03 CREATE ACTIVE AND SAFE PUBLIC SPACES



*NYCx Co-Lab Challenge in Brownsville*



*Ribbon cutting at Hilltop Playground, March 2018 (formerly Saratoga Ballfields)*

## Complete and/or ongoing:

- Funded groups to conduct art and cultural programming in Brownsville parks
- Activate Osborn Plaza as the NYCx Co-Lab anchor site
  - Events and workshops around STEAM
  - Next phase of technologies to be installed this summer; free wi-fi
- Continue contracting with PAL and BCJC offer youth programming
- Extended summer hours at 6 NYCHA community centers

## In progress:

- Finalizing installation of cameras at Van Dyke and Brownsville Houses
- Park renovations - Betsy Head Phase II design underway; Newport Playground renovations begin this summer
- Required a new public plaza on Brownsville RFP Site A

# 04 PROVIDE RESOURCES TO SUPPORT HEALTHY LIFESTYLES



*Infant Safety class at the Brownsville Health Action Center*



*Brownsville Recreation Center (BRC) new entrance design*

## **Completed and/or ongoing:**

- Trained 40 new ShapeUp NYC instructors
- Opened the Brownsville Teen Center
- Increased opportunities to grow fresh produce
- Launched the Neighborhood Health Action Center; continue providing family wellness programming, mental health first aid, counseling, and more
- Continue working with Brownsville stores through the Shop Healthy NYC Retail Challenge

## **In progress:**

- Completed modified designs for BRC; construction anticipated to begin early 2019
- Brownsville RFP includes theme of Healthy Living and Food Systems for Livonia sites



# 05 CONNECT BROWNSVILLE RESIDENTS TO JOBS AND JOB TRAINING



SYEP flyer - DYCD

## Complete and/or ongoing:

- Launched 3-K for All
- Increase outreach to recruit more Brownsville youth in SYEP
- Trained 37 Brownsville youth in the Young Innovators Program pilot
- Provide opportunities to bring computer science education to Brownsville schools
- Recruited and trained nine Brownsville youth in the Green City Force workforce training program in green industries

## In Progress:

- Promote coordination among Brownsville stakeholders involved in providing access to job training and connections to jobs
- Brownsville RFP includes theme of Innovation and Entrepreneurship, targeting workforce development and education



Young Innovator sharing VR technologies - MOCTO

# 06 SUPPORT SMALL BUSINESSES AND ASPIRING ENTREPRENEURS



Storefront Improvements - Before and After – Dec

## Complete and/or ongoing:

- Supported the Pitkin Avenue BID in retail attraction/retention and implementing four storefront improvements in FY18
- Assisted 59 Brownsville small businesses through SBS' Chamber On-the-Go resources; workshop this summer
- Launched an East Brooklyn IBZ marketing campaign and promote local sourcing

## In progress:

- Encouraged spaces for small businesses through the Brownsville RFP
- Coordinate a networking event for awardees of the Brownsville RFP to encourage local subcontractor participation



Marketing campaign posters launched in October for the East Brooklyn IBZ. Credit: NYC EDC

# 07 IMPROVE HOUSING STABILITY AND SUPPORT RESIDENTS AT RISK OF DISPLACEMENT



*Housing Ambassador helps resident apply for affordable housing. Credit: HPD*

## **Complete and/or ongoing:**

- Continue supporting homeowners to prevent foreclosure and preserve affordability
- Hosted tenant and homeowner/landlord resource fairs in summer 2017 and spring 2018
- Continue providing anti-eviction free legal services and/or Homebase homelessness prevention services
- Trained 3 local Housing Ambassadors, and recruiting more!



*Ribbon cutting for the Stone House (WIN) permanent affordable homes for formerly homeless and/or low-income households; Jun 2018*

## **In progress:**

- Designated city-owned small infill sites for affordable rentals and co-op homeownership for first-time buyers
- Established a Certification of No Harassment Pilot Program (CONH) – effective Sep 2018

# 08 SUPPORT CAPACITY BUILDING FOR LOCAL ORGANIZATIONS



Brownsville RFP Networking Session. Credit: HPD

## Completed and/or ongoing:

- Hosted a networking session for Brownsville RFP in Sept 2017
- Continue funding Brownsville organizations to promote health and community development
- Convene regular NeighborhoodStat meetings
- Created the Brownsville Community Tech Advisory Board; launched two NYCx Co-Lab Challenges

## In progress:

- Extended EBACA technical support to June 2018 to enable strategic planning
- Required a cultural center at the Rockaway-Chester RFP site



Community Tech Advisory Board Workshop. Credit: MOCTO

# UPCOMING PROJECTS

## Summer 2018

- Issue Annual Progress Report
- Designation of Brownsville RFP sites
- Commence outreach on designing pedestrian connections to ENY
- Completion of CCTV installation at Van Dyke Houses
- Chamber On-the-Go workshop for business owners and entrepreneurs on financing and navigating government
- Ebenezer Plaza Phase I construction
- ULURP certification for Marcus Garvey Extension
- Newport Playground renovations begin
- Announcement of winners of NYCx Co-Lab Challenge and installation of new public space technologies at Osborn Plaza
- Summer movies, block parties, playstreets, outdoor programming, etc.

## Fall/Winter 2018

- Networking event for local contractors and subcontractors with Brownsville RFP awardees
- Livonia Streetscape Plan release
- Anticipated start of Betsy Head Park Phase I renovations
- 18 month progress update at Community Partners meeting

# LONGER-TERM PROJECTS IN PROGRESS

- MTA Capital Project: Livonia Ave-Junius St Connector
- DOT pedestrian improvements
- DOT Bike Lane Network Expansion
- Renovation of EDC-owned industrial building on Powell St (currently in design stage)
- Construction of BRC, Betsy Head Park, and Newport Playground renovations
- Construction and other public land use review process of new affordable housing developments on city-owned sites

**QUESTIONS?**

# Appendix

---

## Certification of No Harassment (CONH)

- The pilot program is a product of a collaborative, year-long working group. CONH is one of many important tools the City uses to prevent tenant harassment.
- **When CONH is required:** Before getting permits for demolition or change in use/occupancy, owners of covered buildings must obtain a CONH, which shows the owner or management did not harass tenants in the 5 years prior to application.
- **If owner cannot obtain a CONH:** Owners cannot redevelop their buildings without providing permanently affordable housing.\*
- **City-wide criteria:** buildings issued an AEP Order in 2016 or later\*\*, have had a DOB/HPD vacate order, or harassment findings by a court or HCR.
- **Targeted pilot:** The expanded pilot program targets buildings that may be the most susceptible to tenant harassment
- **Community group involvement:** Community groups, under contract with HPD and identified through a future RFP, will investigate buildings that apply for CONHs.
- **Pilot program timeline:** Effective Sept 2018-Sept 2021; evaluation 6 mo. before sunset

\*Under the pilot: 20-25% floor area affordable at an average of 50% of area median income (\$42,950 for a family of 3).

\*\*Enrolled after 2/1/2016 and remained active for more than four months in the program



# Appendix

---

## CONH Targeted Community districts

In addition to the citywide criteria, certain **distressed buildings in targeted CDs** will also be covered by the CONH pilot program.

- **Covered CDs** (dark blue): Subject to the pilot when the program becomes effective
- **Future rezoning CDs** (light blue): Subject to the pilot as the Council passes neighborhood rezonings that add density

Through rule, HPD will determine distress based on violations and Emergency Repair Program charges. Ownership changes will also affect whether a building is included on the list.

