



We can bring people together in Brownsville by
Community means better together

How can we make Brownsville safer and healthier?
Stop Violence

NEIGHBORHOOD PATROL

Tell us about Brownsville

We need affordable housing for
at-risk seniors

How can we make Brownsville safer and healthier?
Be a hero

We can bring people together in Brownsville by
Be a hero

We need affordable housing for
at-risk seniors

How can we make Brownsville safer and healthier?
Be a hero

We can bring people together in Brownsville by
Be a hero

THE BROWNSVILLE PLAN

OUR HOME. OUR FUTURE

I'm proud to be from The Ville because

DUMONT

PROLOGUE

All our city's neighborhoods should be thriving, inclusive places of opportunity. And as the city continues to grow and change, community residents should have a voice in shaping their neighborhoods' future. That is why Housing New York begins with neighborhoods, and as we work to shape the growth of our city, our approach to neighborhood planning starts with communities.

Housing New York is a blueprint not just for creating and preserving affordable housing, but investing in neighborhoods. It represents a comprehensive approach to tackling the city's affordability crisis, and requires the Department of Housing Preservation and Development (HPD) and all our City partners to fundamentally change how we work. Our mandate was clear: we needed a holistic, coordinated approach to neighborhood planning that puts the people who know their neighborhood best front and center. This new approach resulted in the Brownsville Plan, which aims to capture the Brownsville community's vision for the future and lays out a roadmap for how to get there.

The year-long planning process brought together over 20 government agencies, 30 community-based organizations, and nearly 500 residents to identify neighborhood priorities, set goals, and form strategies to achieve them. Building on the significant planning work already completed, we used HPD's Neighborhood Planning Playbook as a guide to ensure the process was inclusive and transparent.

The Brownsville Plan will lead to the creation of over **2,500 new affordable homes, representing more than \$1 billion of investment.** New development on vacant City-owned land will support community goals around health, economic opportunity, and the arts with **a new cultural center, a new hub for innovation and entrepreneurship, and new neighborhood retail and community space.**

The plan will also coordinate **over \$150 million in critical neighborhood investments**, including improvements to Brownsville's parks, NYCHA developments, and surrounding streets; a new community center for teens at Brownsville Houses; and a new Neighborhood Health Action Center. Much of this work will be complete or underway within the next five years.

We have a lot of work ahead of us. As a living document, the Brownsville Plan will help chart a course forward and keep us on track in the years to come. This is more than a plan – it is a pact between the City and the community. I look forward to partnering together with the many Brownsville residents and dedicated New Yorkers who played a role in creating this vision. Congratulations!



Maria Torres-Springer, Commissioner
New York City Department of Housing
Preservation and Development



June 1, 2017



Department of
Housing Preservation
& Development

Office of Neighborhood Strategies
nyc.gov/brownsville

Project Managers: Michael Sandler and Giovania Tiarachristie

ACKNOWLEDGMENTS

This plan would not have been possible without the dedication and wisdom of our community partners, who guided and advised the agency partners throughout the process on how to ensure a more inclusive, accountable, transparent, and effective planning process.

3 Black Cats Café and Cakery
 Bed-Stuy Campaign Against Hunger
 Breaking Ground
 Brookdale Hospital
 Brooklyn Community Board 16
 Brooklyn Community Services
 Brooklyn Neighborhood Improvement Association
 Brownsville Collective
 Brownsville Community Farm - Project EATS
 Brownsville Community Justice Center (BCJC)
 Brownsville Heritage House
 Brownsville Houses Resident Association
 Brownsville Multi-Service Family Health and Wellness Center (BMS)
 Brooklyn Public Library - Brownsville Branch
 Brooklyn Public Library - Stone Avenue Branch
 Brownsville Recreation Center
 Brownsville Think Tank Matters (BTTM)
 CAMBA, Inc.
 Catholic Charities of Brooklyn and Queens
 Central Brooklyn Economic Development Corporation (CBEDC)
 City Parks Foundation
 Community Education Council 23
 Community Solutions - Brownsville Partnership
 D.U.E.C.E.S. Inc.
 Dream Big Foundation
 Family Services Network of New York
 Friends of Brownsville Parks
 Glenmore Plaza Resident Association
 Howard Houses Resident Association
 Isabahlia Ladies of Elegance
 Jeremiah Program
 Local Development Corporation of East New York
 Made in Brownsville
 Marcus Garvey Houses Resident Association
 Marcus Garvey Apartments Resident Association
 Medgar Evers College/Oasis Beacon Center
 Mutual Housing Association of New York (MHANY)
 Nehemiah Economic Development Inc.
 Ocean Hill-Brownsville Coalition of Young Professionals
 Our Lady of Mercy Church
 Pitkin Avenue Business Improvement District
 Police Athletic League - Brownsville Beacon
 Purelements An Evolution in Dance

Sabaoth Group
 St. Mark's Block Association - Tehuti Ma'at Garden
 The College Office
 Tilden Houses Resident Association
 Urban Strategies, Inc.
 Van Dyke Houses Resident's Association
 Wayside Out-Reach Development, Inc. (WORD)
 We Run Brownsville

ELECTED OFFICIALS

Brooklyn Borough President Eric Adams
 Council Member Inez Barron, 42nd District
 Council Member Rafael Espinal, 37th District
 Council Member Darlene Mealy, 41st District
 Assembly Member Charles Barron, 60th District
 Assembly Member Nick Perry, 58th District
 Assembly Member Latrice Walker, 55th District
 State Senator Jesse Hamilton, 20th District
 State Senator Roxanne Persaud, 19th District
 U.S. Representative Yvette Clarke, 9th District
 U.S. Representative Hakeem Jeffries, 8th District

AGENCY PARTNERS

Building Healthy Communities (BHC)
 Department of City Planning (DCP)
 Department of Cultural Affairs (DCLA)
 Department of Design and Construction (DDC)
 Department of Education (DOE)
 Department of Environmental Protection (DEP)
 Department of Health and Mental Hygiene (DOHMH)
 Department of Parks and Recreation (Parks)
 Department of Probation (DOP)
 Department of Sanitation (DSNY)
 Department of Small Business Services (SBS)
 Department of Social Services (DSS)
 Department of Transportation (DOT)
 Department of Youth and Community Development (DYCD)
 Economic Development Corporation (EDC)
 Mayor's Community Affairs Unit (CAU)
 Mayor's Office of Criminal Justice (MOCJ)
 Mayor's Office of Technology and Innovation (MOTI)
 Mayor's Office of Workforce Development (WKDEV)
 Metropolitan Transit Authority (MTA)
 New York City Housing Authority (NYCHA)
 New York City Police Department (NYPD)



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I'm proud to be from
The Ville because

I love it. I lived here 55 years

What makes
Brownsville "home" is

*because I have family
and it's so much
fun*

INTRODUCTION



THE BROWN DIAN

ABOUT BROWNSVILLE

Brownsville is a neighborhood with distinct and vibrant cultures and a network of individuals and organizations that are working in innovative ways to strengthen their community. A family-oriented neighborhood, Brownsville has a unique spirit of creativity, entrepreneurship, resilience, and pride in history and place. In addition to active social service and community-based organizations, Brownsville is home to a multitude of community gardens and urban farms, small locally-owned businesses, and dozens of murals, largely painted and designed by neighborhood youth.

While Brownsville is unique, many of the challenges it faces are all too common in American cities due in part to historical patterns of residential racial segregation and income inequality. Seventy-eight percent of Brownsville residents are black, 19 percent are Hispanic, and one in three residents are foreign born.¹ Brownsville residents face some of the worst health outcomes in the city and suffer from cycles of violence and trauma.² Many in this community struggle to find work and realize economic advancement. It is in pursuit of more equitable health, social, and economic outcomes that the City of New York, led by the Department of Housing Preservation and Development (HPD) and in collaboration with community partners, has created the Brownsville Plan.

In the 1880s, the Brownsville neighborhood was initially developed as a residential area of low-scale, wood-frame homes. By the 1940s, Brownsville's housing stock had fallen into severe disrepair, with high vacancy rates and poor sanitation. Urban renewal policies were implemented in the neighborhood in an effort to address poverty and blight. Tenements were replaced with public housing towers in the 1950s and 1960s, which remain prominent features in the neighborhood. By the 1970s, many academics and public officials hypothesized that the architecture of public housing was itself a cause of poverty and that a new solution was needed. This led to the idea of “defensible

space,” where lower-scale buildings with private entrances were situated around open spaces. In Brownsville, Marcus Garvey Village was developed based on these principles. By the 1980s, large parcels of vacant land spread across the neighborhood, partly as a result of continued urban renewal. Community leaders worked with the City to redevelop many of these sites with affordable for-sale homes under the Nehemiah Program.

Despite these waves of redevelopment, vacant City-owned land remains a common backdrop throughout much of the neighborhood. While it is a reminder of the City's unfulfilled efforts from the past, it also presents a rare and critical opportunity to develop much-needed affordable housing and achieve shared community goals today.



ABOUT THE PROCESS

Building on the 2014 Brownsville 100 Days to Progress Initiative, which spurred short-term projects from a variety of City agencies, HPD launched a community-based planning process in the summer of 2016 to develop a shared vision and plan for the future of Brownsville. Working with residents, elected officials, community-based organizations, and other government agencies, HPD hosted a series of public workshops, implemented an online engagement tool, and participated in community events. Through these efforts, the City engaged nearly 500 neighborhood residents in the development of this plan, many across multiple meetings and events.

In order to accommodate residents who may not be able to attend to in-person meetings, HPD worked with coUrbanize to create an interactive website for community members to find information about the planning process and add their ideas. Community members

were able to submit feedback by visiting the website or texting responses to questions posed on signs throughout the neighborhood. HPD received 246 comments through the website, about a third of which came via text.

Below is a summary of the outreach and engagement conducted throughout the process. Further details, including the comments provided by participants, can be found in the Brownsville Neighborhood Planning Progress Report.

The Brownsville Plan engagement process was guided by the City's *Neighborhood Planning Playbook*, which is a phased process that enables City agencies to more effectively partner with communities to plan for the future.

01 Learn July - September 2016	02 Create October - December 2016	03 Finalize January - May 2017	04 Implement Ongoing
<p>Research pressing needs and learn about residents' lived experiences. Develop a shared community-driven vision and set of guiding principles.</p> <p>Activities:</p> <ul style="list-style-type: none"> • Workshop 1: Listen and Learn (Jul 19) • Workshop 2: Vision, Goals, and Guiding Principles (Sep 29) • Tabling/surveying at neighborhood events • Online and texting campaign via coUrbanize • Community Partners convening 	<p>Brainstorm solutions and strategies with the community. Test viability, feasibility, and desirability of potential projects and policies.</p> <p>Activities:</p> <ul style="list-style-type: none"> • Workshop 3: Test Strategies and Actions (Nov 16) • Topic-based meetings and roundtables • Tabling/surveying at neighborhood events • Online engagement: community mapping and housing survey • Community Partners meetings 	<p>Create solutions that have consensus and potential to achieve community goals.</p> <p>Activities:</p> <ul style="list-style-type: none"> • Workshop 4: Confirm and Prioritize (Mar 25) • Online engagement: review the draft Neighborhood Plan • Community Partners meetings 	<p>Coordinate agency programs and capital budgets for implementation of key plan elements.</p> <p>Activities:</p> <ul style="list-style-type: none"> • Release Party (Jun 1) • Continued engagement around neighborhood projects • Citywide budgeting processes • Land use review • Regular public tracking and reporting

For more information on the process, visit nyc.gov/brownsville



NEIGHBORHOOD VISION AND GOALS

This plan lays out a framework for current and future City investments in Brownsville. A major component of HPD's investment in the neighborhood will be new affordable housing, integrated with neighborhood amenities, to be developed on vacant City-owned land. The strategies in this plan will ensure redevelopment contributes to a more holistic investment framework for the neighborhood and its people. The following goals are addressed comprehensively throughout this neighborhood plan. These goals build on the recommendations of previous planning efforts in the neighborhood and represent the major priorities of participants in the engagement process.

ACHIEVE EQUITABLE HEALTH OUTCOMES

Health is rooted in the circumstances of our daily lives and the environments in which we are born, raised, play, work, love, and age. Whether it is access to healthy foods and open space or the safety of surrounding streets, neighborhood conditions affect our physical and mental health. In New York City, neighborhoods experiencing higher rates of preventable diseases—such as heart disease, cancer, and diabetes—are often the same neighborhoods with fewer parks, bike lanes, and grocery stores. Brownsville is one such neighborhood, where the life expectancy is 11 years shorter than in Manhattan's Upper East Side.³ Bridging gaps in health outcomes requires implementing holistic interventions that recognize the root causes of these inequities—including historic and structural racism—and foster the type of neighborhood conditions that support residents in living their healthiest lives.

IMPROVE NEIGHBORHOOD SAFETY

In addition to its health inequities, Brownsville also experiences widespread violence. Brownsville has the highest rate of non-fatal assault hospitalizations in the city, at 180 per 100,000 adults—almost three times the rate of Brooklyn as a whole.⁴ Death rates due to homicide are more than four times the citywide rate.⁵ This violence does not exist in a vacuum: neighborhoods with high levels of violence and crime also tend to suffer from other problems such as poor health, low graduation rates, and low employment. Solutions to violence and crime, therefore, also need to address these root issues. Interventions to promote neighborhood safety in turn can also help to improve overall health and economic opportunity.

PROMOTE COMMUNITY ECONOMIC DEVELOPMENT

Economic and social stability are key determinants of health, safety, and prosperity in a neighborhood. About 37 percent of residents in Brownsville live below the Federal Poverty Level, ranking Brownsville as the lowest-income neighborhood in Brooklyn.⁶ The experience of living in poverty drives health outcomes of current and future generations. Unemployment and unaffordable housing are closely associated with poverty. About one in seven Brownsville residents age 16 and older is unemployed,⁷ and nearly 60 percent of residents spend more than 30 percent of their monthly gross income on rent.⁸ Meanwhile, employment opportunities in the neighborhood are limited. More than

half of residents are employed in the education, social services, health care, or retail trade sectors, which are often low-wage.⁹ These neighborhood trends are connected to larger systemic racial inequalities. Nationwide, the black unemployment rate has been consistently almost double that of whites since the 1950s.¹⁰ Achieving more equitable and sustainable economic outcomes requires strategies that invest in people to build community power and strengthen the local economy.

FOSTER LOCAL ARTS AND IDENTITY

A strong cultural identity can foster and empower a community, influence one's perception of opportunities, and build social capital. Brownsville has a thriving community of artists, entrepreneurs, and creative thinkers that contribute to the life and culture of Brooklyn and the city as a whole. The neighborhood has the potential to be a major hub for arts and culture in East Brooklyn. However, Brownsville does not have adequate professional performance spaces, rehearsal studios, or dedicated galleries where those creative assets can be nurtured and showcased. A

new study commissioned by the City demonstrated that cultural institutions have a unique and measurable impact on residents' wellbeing, especially in disadvantaged communities.¹¹ Supporting the artistic energy of Brownsville and promoting local arts can bring people together, celebrate history and pride in the neighborhood and its residents, and create pathways for economic opportunities for youth and adults alike.



NEIGHBORHOOD STRATEGIES

This plan is organized around a set of strategies to guide City agencies and local organizations as they design and implement work in the neighborhood. Any investment has the potential to accomplish multiple goals, and it is important that investments aim to achieve a common vision, consider holistic impacts, and identify opportunities for synergy. The following strategies emerged from the engagement process as the most desirable and achievable:

01 PROMOTE ACTIVE MIXED-USE CORRIDORS

Increase access to services and amenities that bring activity to Brownsville's streets

02 IMPROVE CONNECTIONS THROUGHOUT THE NEIGHBORHOOD

Implement physical, design, and programmatic interventions that reduce social isolation and improve safety

03 CREATE ACTIVE AND SAFE PUBLIC SPACES

Improve safety and health by creating high quality places for gathering, programming, and community building

04 PROVIDE RESOURCES TO SUPPORT HEALTHY LIFESTYLES

Expand City and community programming and create new policies to support healthy living, eating, gardening, and exercise to reduce health inequities

05 CONNECT BROWNSVILLE RESIDENTS TO JOBS AND JOB TRAINING

Pair city investments with opportunities for economic advancement

06 SUPPORT SMALL BUSINESSES AND ASPIRING ENTREPRENEURS

Enable local businesses to grow and thrive

07 IMPROVE HOUSING STABILITY AND SUPPORT RESIDENTS AT RISK OF DISPLACEMENT

Ensure that residents have opportunities to stay in the neighborhood, including those facing foreclosure or homelessness, or those seeking to buy a home

08 PROVIDE SUPPORT AND CAPACITY BUILDING OPPORTUNITIES

Prepare local organizations to continue the work of this plan into the future



DEVELOPING BROWNSVILLE'S VACANT LAND

In Brownsville and across the city, many are in need of stable affordable housing, including low-income families, single young people returning home from college, homeless households, first-time home-buyers, elderly adults, and those with special needs. Increasing the supply of affordable apartments for a range of incomes and household types in mixed-use buildings is a critical strategy for promoting a sustainable neighborhood and city.

Between City-owned vacant land and private landowners currently working with HPD to build affordable housing, there is potential to create over 2,500 new affordable homes in Brownsville over the coming years. These affordable homes, integrated with neighborhood amenities, can form the bedrock of neighborhood development for years to come and ensure that current residents share equally in the benefits of Brownsville's revitalization.

At the core of the implementation of this plan will be a **Request for Proposals (RFP)** for the development of City-owned vacant land. An RFP is a competitive review process in which HPD calls for developers to submit project proposals that respond to a set of defined goals and guidelines that are informed by the community. Non-profit and for-profit teams are eligible to apply and seek City financing for their proposals. HPD works together with development teams to ensure that projects are designed and built in keeping with the agency's standards for quality construction and environmental sustainability.

The Brownsville RFP will encourage respondents to incorporate the goals and strategies outlined in this neighborhood plan. In order to better connect development proposals with neighborhood priorities, the Brownsville RFP will feature three themes: Arts and Culture; Innovation and Entrepreneurship; and Healthy Living and Food Systems.

WHAT DOES THE RFP PROCESS LOOK LIKE?



COMMUNITY ENGAGEMENT

HPD gathers community input and priorities to inform the development of the RFP. In Brownsville, this feedback was gathered throughout the neighborhood planning process.

RFP RELEASE

A pre-submission conference is held by HPD. Development teams prepare their proposals and submit them before the deadline. **(three months to prepare submissions)**

COMPETITIVE REVIEW

Proposals are evaluated on several criteria, including but not limited to:

- Response to community visions
- Affordability levels
- Financial feasibility
- Quality and creativity of design
- Development team experience and capacity
- Local hiring outreach plan

(minimum five months)

DEVELOPER SELECTION

The strongest proposal based on the Competitive Review is selected. Background checks to evaluate the integrity of the development team are also conducted. Pre-development work commences.

ENVIRONMENTAL & LAND USE REVIEW

Environmental impacts of the proposed development are studied, and the project goes through a public review process involving the Community Board, elected officials, and the City Planning Commission. These processes are commonly referred to as CEQR and ULURP. **(14-18 months)**

CONSTRUCTION

For large projects, construction is typically done in multiple phases. When the affordable homes are ready, developers must use HPD/HDC marketing guidelines to find eligible tenants. Applicants can apply through Housing Connect and get help from a Housing Ambassador to prepare an application. **(about two years)**

SITE THEMES

CHRISTOPHER-GLENMORE: INNOVATION AND ENTREPRENEURSHIP

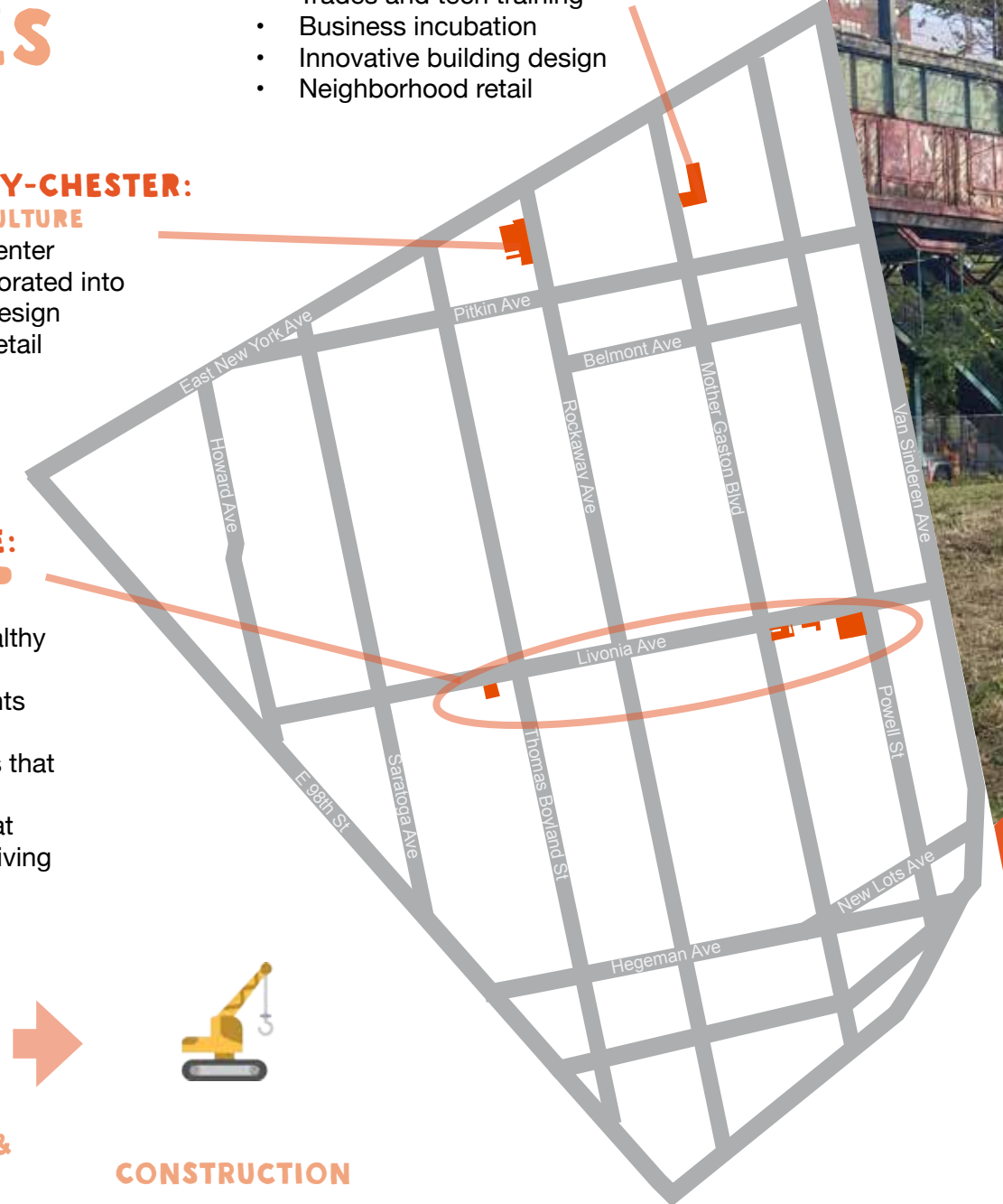
- Trades and tech training
- Business incubation
- Innovative building design
- Neighborhood retail

ROCKAWAY-CHESTER: ARTS AND CULTURE

- Cultural center
- Art incorporated into building design
- Creative retail

LIVONIA AVENUE: HEALTHY LIVING AND FOOD SYSTEMS

- Gardening and healthy food stores
- Sit-down restaurants
- Services and community spaces that promote health
- Building design that promotes healthy living



HOW WILL THE RFP ACHIEVE THE 8 STRATEGIES?



1. PROMOTE ACTIVE MIXED-USE CORRIDORS
Affordable housing, integrated with new retail and community spaces

3. CREATE ACTIVE AND SAFE PUBLIC SPACES
New lighting, greenery, and design features to promote active streets

5. CONNECT BROWNSVILLE RESIDENTS TO JOBS AND JOB TRAINING
Targeted hiring and requirements for M/WBE procurement

7. IMPROVE HOUSING STABILITY AND SUPPORT RESIDENTS AT RISK OF DISPLACEMENT
New affordable housing for a range of incomes and preference for community district residents

2. IMPROVE CONNECTIONS THROUGHOUT THE NEIGHBORHOOD
Urban design elements that encourage walking and community gathering

4. PROVIDE RESOURCES TO SUPPORT HEALTHY LIFESTYLES
Design and programming that promotes active lifestyles and healthy eating

6. SUPPORT SMALL BUSINESSES AND ASPIRING ENTREPRENEURS
New spaces for neighborhood retail

8. PROVIDE SUPPORT AND CAPACITY BUILDING OPPORTUNITIES
Provide opportunities for partnerships with local organizations

STRATEGIES



THE BROWNSVILLE PLAN

USE CORRIDORS TO PROMOTE ACTIVE MIXED-USE

The Brownsville Plan seeks to fill gaps in the neighborhood with a broad range of uses to serve diverse needs and add street activity.

Streets and sidewalks are the public spaces New Yorkers use most, whether to access services and public transit or connect with their neighbors. The main corridors in the neighborhood, however, are often disconnected from each other and contain vacant lots and storefronts. Livonia Avenue, for example, has excellent transit access but also a number of large vacant lots that impact safety and deprive the area of much-needed retail, entertainment, and other activities. HPD can utilize its four vacant sites along Livonia to create a more vibrant corridor with places for community members to live, work, shop, and play.

New buildings and destinations must be coupled with other investments to ensure that public spaces are safe, attractive, and accessible to Brownsville’s current residents as well as newcomers. As part of the Brownsville Plan, the Department of Transportation (DOT) will release a Livonia Avenue Streetscape Plan to identify ways to make the corridor safer and more attractive, such as with enhanced lighting and sidewalks. The Department of Parks and Recreation’s (Parks) “Parks Without Borders” approach makes parks more open, welcoming, and beautiful by improving entrances, edges, and spaces nearby. On Livonia Avenue, NYC Parks will apply this strategy in renovations to Betsy Head Park, and will work with DOT to ensure Betsy Head and other parks help contribute to the overall pedestrian experience and safety.

During the community planning process, residents of southern Brownsville spoke of their isolation from the many services and amenities that exist in the northern portion of the neighborhood. New mixed-use



- TOP 5 RETAIL PRIORITIES:**
1. Grocery or food co-op
 2. Sit-down restaurants
 3. Cafe or bakery
 4. Bank or financial institution
 5. Gym or fitness center

Based on fall 2016 questionnaire for vacant City-owned sites



affordable housing projects will bring services and activities to this area. City-financed, mixed-use developments along New Lots and Hegeman Avenues will activate long-underutilized sites through new development; these projects include the Ebenezer Plaza project, which will create more than 500 new affordable rental apartments, integrated with new retail and community facilities.

Along the historic north-south corridor of Mother Gaston Boulevard, HPD and NYCHA are planning new mixed-use affordable housing developments on City-owned vacant land, which can help to promote street activity and safety, while creating new spaces to bring people together.

Along the main commercial areas of Pitkin and Belmont Avenues, the City will continue supporting the work of the Pitkin Avenue Business Improvement District (Pitkin BID) and partnering with community organizations to support small businesses, promote business attraction and retention, program vacant spaces, and implement other corridor improvements.

PROJECT 1.1
 Develop a broad range of uses on City-owned sites to be developed through the Brownsville RFP

The Brownsville RFP will call for submissions to include a mix of uses that will enliven key neighborhood corridors, especially Livonia Avenue, Rockaway Avenue, and Mother Gaston Boulevard. HPD will seek proposals that add vitality and activity to these streets. A more detailed description of the sites in the RFP can be found on page 15.

PROJECT 1.2
 Activate New Lots and Hegeman Avenues with the Ebenezer Plaza development and small rental housing projects

The Ebenezer Plaza project is a mixed-use affordable housing development on New Lots Avenue between Powell and Christopher Streets. In partnership with a local church,

this City-financed development will include approximately 500 affordable homes and new retail along New Lots Avenue. Additionally, HPD will facilitate the development of three new affordable apartment buildings along Hegeman Avenue on City-owned, vacant land.

PROJECT 1.3
Create a Livonia Avenue Streetscape Plan

Based on community input, DOT is developing a streetscape plan for Livonia Avenue. The plan will focus on opportunities to improve the public realm along the corridor, including enhanced pedestrian lighting at strategic locations and more seating. DOT will coordinate with partners to pilot the lighting improvements and develop and implement the rest of the streetscape plan in phases.

PROJECT 1.4
Integrate parks with their surroundings

NYC Parks will make Betsy Head Park more accessible by employing the Parks Without Borders strategies, and will also collaborate with DOT where parkland meets streets to better connect parks, streets, and plazas on Brownsville's main thoroughfares.

PROJECT 1.5
Work with private owners of vacant land and support redevelopment that meets community goals

HPD is committed to working with local property owners interested in developing affordable housing and neighborhood amenities. HPD will work to provide owners with development resources and ensure that their projects support active corridors with a mix of community and retail uses.

PROJECT 1.6
Ensure that housing development along Mother Gaston Boulevard enlivens the street and promotes safety

HPD and NYCHA will work together to promote an attractive commercial environment and welcoming streetscape through the development of new mixed-use affordable housing at Van Dyke Houses and the Brownsville RFP sites.

PROJECT 1.7
Design and implement a catalytic commercial revitalization pilot project on Belmont Avenue

The Hester Street Collaborative will assist the Brownsville Community Justice Center (BCJC) and Made in Brownsville to prioritize a set of projects and select a pilot project that addresses key challenges and opportunities identified through a series of stakeholder engagement activities and data collection. Potential projects could address placemaking, business attraction and retention, merchant organizing, or other needs identified on the Belmont Avenue corridor.

I'd like to buy culturally conscious books that represent me... family portraits from a thriving studio... a meal in a sit-down, family-style, black-owned restaurant... a ticket to see a movie, without having to leave Brownsville.

—coUrbanize user via text

**COMMUNITY INITIATIVE HIGHLIGHT:
PURELEMENTS AN EVOLUTION IN DANCE**

Purelements is a Brooklyn-based performing arts organization founded in 2006 by two former dancers who met over 30 years ago at a hip-hop competition in East New York. Today, they serve as the Co-Executive Directors, where their mission is to use performing arts to inspire and transform people and communities, particularly in the East Brooklyn community in which they were raised. This mission unfolds through the professional dance company, several arts-in-education partnerships, and their pre-professional dance school. Purelements currently serves 1,500 students annually, preparing youth for careers in performing arts or art education. Present and past students attend specialized performing arts schools, and have gone on to star in Broadway productions, including "The Lion King," "Fences," "School of Rock," and television production of "Hairspray Live." Purelement's goal is to open and operate a performing arts facility in East Brooklyn.

We need more family-friendly activities like a theater, bowling alley, or skating rinks, to bring people together and out into the community.

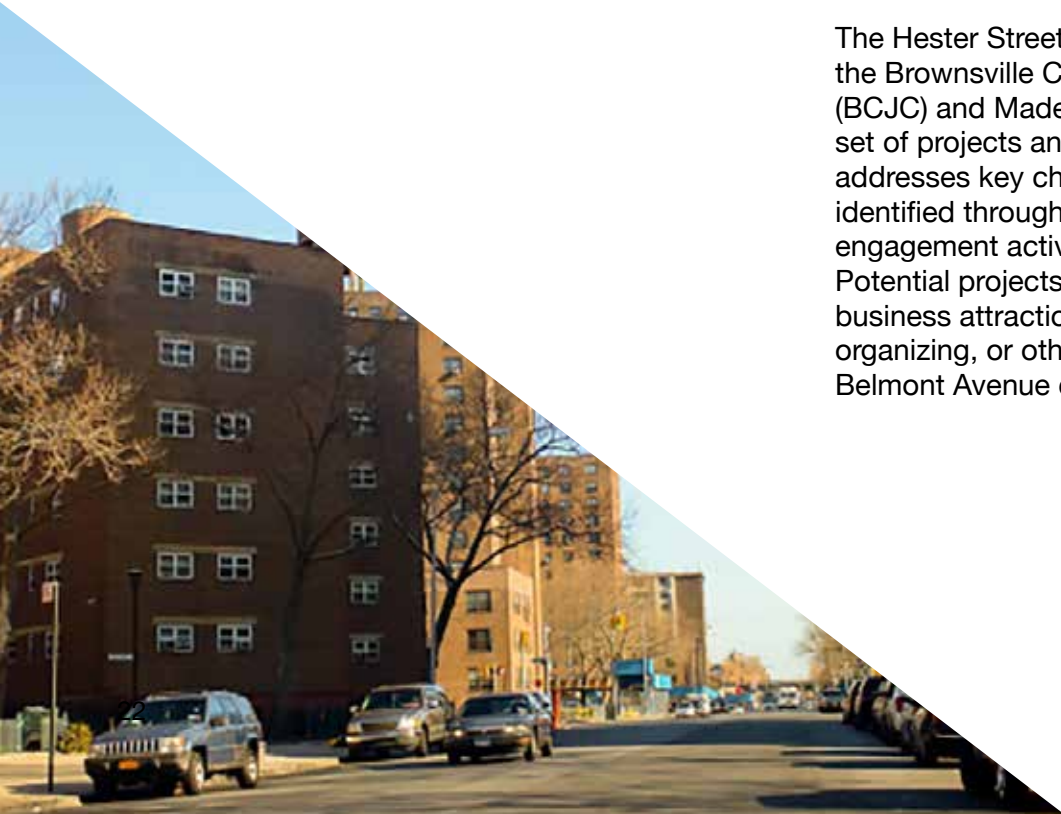
—Workshop participant



**TOP 5
COMMUNITY
FACILITY
PRIORITIES:**

1. Workforce training
2. Arts and culture
3. Recreation
4. After-school
5. Childcare or day care

Based on fall 2016 questionnaire for vacant City-owned sites.



WHAT'S IN THE WORKS: LIVONIA AVENUE



This map is for illustrative purposes only. Drawings do not necessarily represent actual project designs.

- | | | | | | | |
|--|--|--|---|--|---|--|
| 1 NEW AFFORDABLE HOUSING & RETAIL "EDWIN'S PLACE" | 3 NEW NEIGHBORHOOD HEALTH ACTION CENTER | 5 NEW AFFORDABLE HOUSING & COMMUNITY SPACE "AFFORDABLE & SUPPORTIVE FAMILY HOUSING AT VAN DYKE" | 7 PEDESTRIAN SAFETY IMPROVEMENTS (MULTIPLE LOCATIONS) | 9 MORE OPPORTUNITIES TO GARDEN & GROW FRESH PRODUCE (MULTIPLE LOCATIONS) | 11 RENOVATIONS AT NEWPORT PLAYGROUND | 13 NEW INFILL HOMEOWNERSHIP OPPORTUNITIES |
| 2 \$30 MILLION IN BETSY HEAD PARK IMPROVEMENTS | 4 NEW PERMANENT LIGHT FIXTURES & CAMERAS AT BROWNSVILLE & VAN DYKE HOUSES | 6 NEW AFFORDABLE HOUSING & COMMUNITY SPACE "DUMONT COMMONS" | 8 ELEVATOR & FREE TRANSFER BETWEEN 3 & L TRAINS AT JUNIUS ST STATION | 10 NEW AFFORDABLE HOUSING, RETAIL & COMMUNITY SPACES PROMOTING HEALTHY LIVING & FOOD SYSTEMS (LIVONIA RFP SITE) | 12 IMPROVED LIGHTING AROUND TRAIN STATIONS | ★ SUPERMARKET PARTICIPANTS IN SHOP HEALTHY PROGRAM |

BROWNSVILLE

02 IMPROVE CONNECTIONS THROUGHOUT THE NEIGHBORHOOD

The City will pursue projects across Brownsville to encourage residents to walk and bike in their neighborhood by improving pedestrian safety; expanding the network of bike lanes; and making it easier, safer, and more pleasant to cross from Brownsville to surrounding neighborhoods such as East New York.

Brownsville is a neighborhood with many boundaries. It is bordered by imposing transportation infrastructure that isolates it from neighboring communities. Large NYCHA housing developments, wide streets, and vacant spaces segregate certain parts of the neighborhood from each other and create perceptions of an unsafe environment that discourages gathering. Improving connections—both through physical and programmatic interventions—can build social connectedness, positively impact mental and physical health, and improve economic outcomes.

The physical design of neighborhoods can have a significant effect on crime rates, and in turn crime can influence the physical design of a neighborhood. In Brownsville, NYCHA developments abut one another, but each development is a campus of its own with separate community facilities and often with no adjoining pathways to travel from one to the next. Other multifamily housing developments in the neighborhood have been designed around security—with single points of entry to a whole block of residential buildings. Through a series of physical and programmatic interventions, the City will work to break down this neighborhood isolation. Underlying this approach is a series of design principles called Crime Prevention Through Environmental Design (CPTED), which emphasizes a variety of people-centric

techniques to design and activate the built environment to reduce crime.

The Mayor's Office of Criminal Justice (MOCJ) has launched a new CPTED initiative to conduct comprehensive surveys of NYCHA developments and surrounding neighborhoods to identify ways in which the built environment can help prevent crime. Safer crossings will encourage pedestrian safety and better connect NYCHA developments to surrounding streets and amenities. All residents of the neighborhood, as well as local businesses, will benefit from greater physical connectedness, improved transportation access, and a more pleasant walking environment.



PROJECT 2.1

Improve safety and access by exploring design interventions on NYCHA campuses and their immediate surroundings

As a starting point, MOCJ is launching a new CPTED initiative that engages residents and community leaders to audit the public spaces of Brownsville and Van Dyke Houses. The resident teams will develop action plans that identify design and programming strategies intended to improve crime “hot spots” on the NYCHA campuses. Another initiative, Neighborhood Activation, will kick off this summer, in which MOCJ will be coordinating a series of collaborative meetings with the community to plan design solutions to improve safety neighborhood-wide.

Connect new buildings with people in the neighborhood so they feel like they belong and that their neighbors belong in the buildings!

— Workshop participant

PROJECT 2.2

Study new street crossings and traffic signals by NYCHA superblocs and at park entrances

New crossings, particularly those adjacent to NYCHA campuses, can complement other proposed improvements like potentially redesigned NYCHA pathways and new retail amenities on Livonia Avenue.

PROJECT 2.3

Improve pedestrian safety at dangerous intersections

DOT will pursue targeted improvements to dangerous intersections in the area bounded by Sutter Avenue, Dumont Avenue, Junius Street, and Rockaway Avenue. New markings, curb extensions, and other treatments are being considered to improve visibility and shorten crossing distances for pedestrians around the neighborhood.

PROJECT 2.4

Expand Brownsville’s network of bike lanes

After a recent round of outreach at community events over the past year, DOT will install new bike lanes throughout Brownsville in 2017, continuing work initiated in 2011.

PROJECT 2.5

Promote use of the new Brownsville bike lanes through DOHMH-supported summer bike rides

Building upon the successful installation of new bike lanes and on-street improvements in Brownsville, the Brooklyn Neighborhood Health Action Center and partners will offer a series of activities throughout 2017, including weekly ride clubs, a community event, and pop-up bike repairs.

PROJECT 2.6

Improve pedestrian connections to East New York

The City will study where improvements can be made to connect Brownsville and East New York. As a first step, DOT will study the underpass along New Lots Avenue as an addendum to the Livonia Avenue Streetscape

Plan. As part of the East New York IBZ plan, released by EDC in Summer 2016, the City will invest \$8.2 million for infrastructure improvements to the area around the intersection of Van Sinderen and Sutter Avenues. The scope of work may include new sidewalks, street repaving, new lighting, curb extensions, and other treatments to improve visibility and shorten crossing distances for pedestrians. See diagram below.

PROJECT 2.7

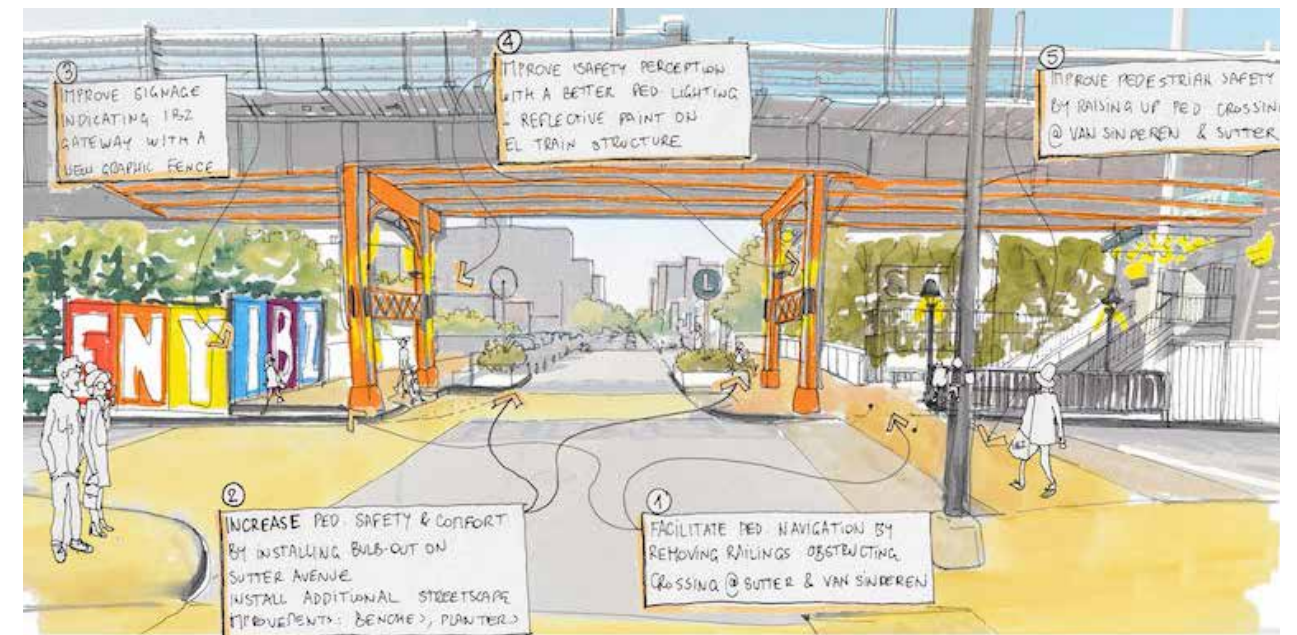
Make accessibility improvements and create a free connection between the Livonia Avenue and Junius Street subway stations

The City of New York, as part of the MTA’s Capital Program, set aside funds to improve connectivity between the two stations, including with a free transfer and a new elevator to ensure ADA accessibility. MTA is currently conducting a conceptual engineering study.

COMMUNITY INITIATIVE HIGHLIGHT:

BROWNSVILLE COMMUNITY JUSTICE CENTER

The Brownsville Community Justice Center seeks to provide young people ages 13 to 29 with opportunities to avoid incarceration, establish employment, and end generational poverty. In addition to educational, occupational, social, and developmental health services, the Justice Center runs several neighborhood initiatives for young people to re-imagine and physically transform public spaces through art, urban design, and social entrepreneurship. Current projects include the Belmont Avenue Revitalization Project and the MGA Youth Clubhouse, pictured to the left.



WHAT'S IN THE WORKS: SOUTHERN BROWNSVILLE



This map is for illustrative purposes only. Drawings do not necessarily represent actual project designs.

1 NEW AFFORDABLE HOUSING, RETAIL & COMMUNITY SPACES "VAN SINDEREN PLAZA"

2 LIGHTING & PUBLIC REALM IMPROVEMENTS AT NEW LOTS AVENUE UNDERPASS

3 NEW AFFORDABLE HOUSING, RETAIL & COMMUNITY SPACES "EBENEZER PLAZA"

4 \$18.5 MILLION IN BROWNSVILLE RECREATION CENTER INTERIOR UPGRADES

5 NEW AFFORDABLE HOUSING "210-214 HEGEMAN AVE"

6 NEW AFFORDABLE HOUSING (NEIGHBORHOOD CONSTRUCTION PROGRAM)

7 NEW INFILL HOMEOWNERSHIP OPPORTUNITIES

8 OPPORTUNITIES TO GARDEN AND GROW FRESH PRODUCE (MULTIPLE LOCATIONS)

03 CREATE ACTIVE AND SAFE PUBLIC SPACES

The Brownsville Plan will facilitate the creation of vibrant parks and public spaces, made active by community programming.

Access to recreation and exposure to green space are crucial features of a strong, healthy, and livable urban neighborhood. Great public spaces are places for neighbors to gather, participate in local arts and culture, and contribute to the identity of a neighborhood. Additionally, parks and streets are where most New Yorkers go to exercise, and when these spaces are well-maintained, people are more likely to use them. Studies have shown that even just walking past green space on our daily commutes can improve mental health and wellbeing.¹²

Betsy Head Park is at the center of Brownsville's open space network, and is a local and regional destination for sports, cultural programming, swimming, play, and year-round recreation. NYC Parks is working with Brownsville residents to revive this park, building on the recently completed \$5 million Imagination Playground with an additional \$30 million investment as a part of the Anchor Parks program. In addition, NYC Parks is constructing a new comfort station next to the Imagination Playground.

Through the Community Parks Initiative (CPI), NYC Parks is also renovating Newport Playground, which has not received investment over the last 25 years.

NYC Parks is implementing a new approach to park design called "Parks Without Borders." Parks Without Borders is a set of strategies to make parks more open, welcoming, safe, and beautiful by improving entrances, edges, and spaces nearby, as well as adding programming to better use all parts of the public space around parks.



Safety in stairwell areas is important — enclosing them in glass so people can see has made a difference in some buildings.

— Workshop participant



Other public spaces in the neighborhood, such as street plazas, can also be improved through collaboration between local groups and city government. A few years ago, the Brownsville Community Justice Center (BCJC) adopted Osborn Plaza and made it more welcoming by painting a mural. Now BCJC is working with the NYU Center for Urban Science and Progress, the Mayor's Office of Innovation and Technology (MOTI), and EDC to turn Osborn Plaza into a place where members of the community can learn about new technologies. Installations at the plaza include street furniture with enhanced capabilities, environmental sensors, smart trash cans, and interactive two-way information kiosks. This project can serve as an example to other community groups who want to adopt public spaces in the neighborhood.

PROJECT 3.1

Make significant and impactful investments in Brownsville's parks and recreation spaces

NYC Parks is working to improve the quality and accessibility of important parks and recreation facilities in Brownsville, with over \$60 million in active capital projects underway as of spring 2017. These include the complete renovation of Betsy Head Park through the Anchor Parks program. This project will use community input to improve the remaining landscape areas of the park including the

ballfield and other significant active recreation areas and community spaces. The design will be completed in two phases. Phase 1 includes the northeastern parcel, where everything north of the Imagination Playground will be renovated. Phase 1 construction is anticipated to start in early 2019. Phase 2 includes the ballfield, track, and courts in the southeastern parcel. Phase 2 design will start in 2017. In total, NYC Parks is investing about \$9 million in Brownsville through CPI. NYC Parks plans to break ground at Newport Playground in the spring of 2018.

PROJECT 3.2

Use parks and gardens as space for arts and culture

Parks and gardens can provide the backdrop for programs and art installations organized by artists, local groups, or neighbors. NYC Parks and GreenThumb provide technical assistance for temporary public art projects in parks and gardens. The City Parks Foundation will continue to host the popular SummerStage events at Betsy Head Park, bringing music, dance, and other performing arts to Brownsville parks. NYC Parks will provide the most popular mobile programs— Mobile Movies and the Puppet Mobile—in Brownsville's parks during the upcoming summer season.

PROJECT 3.3

Activate Osborn Plaza as the Neighborhood Innovation Lab anchor site

As the anchor site for the Brownsville Neighborhood Innovation Lab, Osborn Plaza will host demonstrations of smart technologies and serve as a hub for science, technology, engineering, arts, and math programming and workshops for youth of all ages, their parents, and the community at large. The first round of technology demonstrations includes trash bins that alert sanitation workers when they are full, solar-powered benches that offer free cell phone charging, and digital kiosks with a variety of possibilities for local content.

PROJECT 3.4

Install new permanent light fixtures and cameras at Van Dyke and Brownsville Houses

The new light installation is part of a comprehensive security plan to enhance safety for NYCHA residents with more lighting, additional security cameras, and improved interagency coordination.

PROJECT 3.5

Continue offering free programming and extended summer hours for teens and adults at Community Centers at Van Dyke, Marcus Garvey, Howard, Seth Low, Hughes, and Tilden Houses

When extended summer hours for teens and adults began as a pilot in 2014, it was the first time in a generation that NYCHA community centers were open past 6:00 PM. The extended hours are now uniform to all Cornerstone centers. As a result, youth and adults have additional opportunities in the summer to participate in recreational and social activities, teen programming, and skills workshops. Cornerstone centers will continue offering extended summer hours from 8:00 AM to 11:00 PM during the week, and 3:00 PM to 11:00 PM on weekends.

PROJECT 3.6

Create safe spaces for youth to interact with peers and role models through recreational activities

The Mayor's Office will contract with the Police Athletic League to offer sports leagues, Play Streets, and teen programming that facilitates interaction with police and youth. A variety of school year and summer programming will be offered at Brownsville Houses, Howard Houses, Brownsville Beacon and 218 Beacon. In addition, Kids in Motion is a supervised drop-in program designed to encourage safe play and outdoor activity in parks and playgrounds. Kids in Motion sites will be provided at Betsy Head Park and Brownsville Playgrounds.

Create a Walk of Fame on Belmont Avenue to activate the street and feature famous people from the neighborhood!

— Workshop participant

DID YOU KNOW?

OPEN SPACES AND ECONOMIC DEVELOPMENT

In addition to providing recreational opportunities, parks can also create pathways to economic opportunity.

Employment and training opportunities through the Parks Opportunity Program

The Parks Opportunity Program (POP) is one of the largest transitional employment programs in the country. POP targets individuals receiving public assistance and provides on-the-job training, employment services, career counseling, and in-classroom training. POP offers specific programs for youth (18-24), non-custodial fathers, and participants interested in horticulture and the green economy. For more information, visit nyc.gov/parks or contact POP at 212-830-7754.

Parks concessions

Food concessions in parks add amenities to neighborhoods and also present an opportunity for entrepreneurs. They are a great example of public-private partnerships that can work for businesses of all sizes. About 500 concessions operate in parks across New York City. The City solicits requests for proposals, bids, or expressions of interest in concession opportunities. NYC Parks also accepts proposals from potential vendors—and from the public. To submit an idea, visit the Parks Concessions page at nyc.gov/parks.

COMMUNITY INITIATIVE HIGHLIGHT:

FRIENDS OF BROWNSVILLE PARKS

Friends of Brownsville Parks (FOBP) brings together residents, local organizations, and agencies in support of open space to create healthy, positive outcomes for future generations. It was formed in 2015 to address the desperate need for renovations and park upgrades in the neighborhood. The City Parks Foundation and the NYC Parks Department presented the Friends of Brownsville Parks group with Brooklyn's prestigious Golden Trowel award in 2017, recognizing its leadership and commitment to local parks through service, advocacy, and collaboration. The next step for the FOBP is to secure multi-year funding to operate quality parks and recreational programming focused on family strengthening, out-of-school time activities, community sports, and technology to support Brownsville residents.



BROWNNSV

04 PROVIDE RESOURCES TO PROMOTE HEALTHY LIFESTYLES

The Brownsville Plan will improve access to healthy food, community gardens, quality healthcare, and places to exercise.

Healthy living can promote a long life. Neighborhoods can support healthy living by providing a variety of options that make physical activity and healthy food attractive and accessible. But beyond exercise, eating right, and quality medical care, addressing inequities in health and wellness means getting to the root of the problem through long-term partnerships with local groups, faith-based organizations, and community residents.

The Brownsville Neighborhood Health Action Center, located at 259 Bristol Street, will work with residents and community partners over the long term to develop innovative strategies to improve the health of the neighborhood. Through asset mapping and service coordination, the Action Center will work to identify and elevate opportunities to reduce racial disparities in health.

Ensuring access to healthy food and empowering residents to make healthy choices are critical components of this strategy. The Neighborhood Health Action Center is engaging residents and organizations to support sustainable food retail in their community through the Shop Healthy NYC program, which reaches out to food retailers to increase their stock and promotion of healthy foods. The program also engages customers to support participating retailers who increase neighborhood access to healthy foods.

The City is also equipping Brownsville residents to grow their own food. Local community gardens offer opportunities to volunteer, participate in community programs, and shop at their farm stands; three gardens



We need organic and affordable healthy food options—a food co-op in Brownsville!

— Workshop participant

PROJECT 4.1

Incorporate health into the goals of the Brownsville RFP

The Brownsville RFP for the Livonia Avenue sites will encourage proposals that feature design and programming to improve health for building residents and the surrounding neighborhood. Proposals will be evaluated in part on how well they incorporate the Healthy Living and Food Systems theme. Proposals for all sites will be encouraged to meet HPD's Active Design Guidelines and Enterprise's Green Communities Criteria.

PROJECT 4.2

Increase access to healthy food

Shop Healthy NYC is currently working with 91 stores in Brownsville. Building Healthy Communities (BHC) is sponsoring two Youthmarkets in



Brownsville with Project Eats, Brownsville Partnership, and GrowNYC. Youthmarkets are urban farm stands operated by neighborhood youth and supplied by farmers. HealthBucks coupons are now redeemable year round with SNAP for fresh fruit and vegetables at most sites. Customers who use SNAP receive a \$2 coupon for every \$5 they spend on fruits and vegetables.

PROJECT 4.3

Renovate the Brownsville Recreation Center

NYC Parks' recreation centers are home to New York City's most affordable and extensive network of recreational services and programs. Brownsville Recreation Center (BRC) has amenities ranging from an indoor pool to popular basketball courts, as well as meeting spaces and a computer resource center. NYC Parks is planning \$18.5 million in interior reconstruction of the BRC that will update many of the facilities. The project will revitalize the center by opening up spaces and providing a new entrance experience.

PROJECT 4.4

Increase opportunities to garden and grow fresh produce in Brownsville

Through the new Farms at NYCHA initiative, young NYCHA residents are building and maintaining farms on public housing properties across the city. In partnership with Isabahlia Ladies of Elegance, NYCHA residents can access free produce at the new Howard Houses Farm in exchange for volunteering. For Brownsville's young people, Grow to Learn helps schools start and expand their gardens for school-based learning through grants and technical assistance. Additionally, GreenThumb and BHC recently awarded three community gardens with small grants to increase their capacity to grow and distribute fresh produce locally.

COMMUNITY INITIATIVE HIGHLIGHT:

BROWNSVILLE MULTI-SERVICE FAMILY HEALTH AND WELLNESS CENTER

BMS offers high-quality primary, specialty, and dental care, as well as social services across six clinical locations using an integrated care delivery model. As a community leader, BMS serves on community planning groups in many areas, including healthy eating and active living, violence intervention, breast feeding, healthy pregnancy, parks and recreation, arts capacity expansion, early years development, and more, with the ultimate goal of integrating social determinants of health to improve population health outcomes.

Pictured to the left, kids learn to fence at the annual BMS Summer Festival.



PROJECT 4.5

Create a new Teen Center at Brownsville Houses

The Brownsville Teen Center is a new community center for youth that will occupy a newly renovated space in the existing Senior Center at the Brownsville Houses. The Teen Center will feature homework help, project-based learning opportunities, and recreational activities including dance, wrestling, boxing, soccer, basketball, and the arts.



COMMUNITY INITIATIVE HIGHLIGHT: WE RUN BROWNSVILLE

We Run Brownville (WRB) recognizes that making Brownville healthy and safe requires innovative coalition-building and healing work that utilizes a restorative approach in addressing complex issues around community conflict. WRB is an eight-week, walk-to-run wellness program for women living and working in Brownville. The diverse cohorts are supported in taking ownership of their physical, mental, and emotional wellness through strength training, yoga, high intensity interval cardio workouts, and FUN! Novice runners are prepared to compete in a 5K race. Through workshop sessions, runners embrace healthy habits of nutrition and mindfulness practices designed to promote strong resistance to a negative external narrative, while celebrating a collective lived experience of empowerment and resilience. WRB acknowledges that the Brownville credo “Never Ran, Never Will,” speaks to a resilience and indomitable will to never give up, and that everything needed to make change is already here. Their motto is “We run Brownville because we can.”

We need more activism within the community to bring everyone together as one.

— National Night Out participant

PROJECT 4.6

Bring composting pick-up to Brownsville to promote organics composting

In May 2017, DSNY delivered free brown bins to residential buildings in Community District 16 with up to nine apartments and began curb collection of organics. Items such as food scraps, food-soiled paper, and leaf and yard waste are now collected to turn them into compost and clean energy.

PROJECT 4.7

Train 40 local ShapeUp NYC instructors to teach classes in Brownsville, East New York, and Canarsie

ShapeUp NYC offers free exercise classes in parks, gardens, and community centers. Through ShapeUp NYC’s unique model of training volunteers, at least 40 instructors will be trained in 2017 to offer free physical activity classes in public spaces and community centers in Brownsville, East New York, and Canarsie. These diverse classes will reach a wide variety of ages and abilities, increasing physical activity throughout the neighborhood.

PROJECT 4.8

Reduce racial disparities in maternal and infant health outcomes through the Wellness Suite at the Brownsville Neighborhood Health Action Center

The Wellness Suite will promote maternal and paternal wellbeing by providing a physical space for education, social connections, breastfeeding, rest, exercise, and more. The Wellness Suite will also help mothers, fathers, and their families strengthen their social support networks.



THE BROWNSVILLE PLAN 5 COMMUNITY ORGANIZATIONS CONNECTS TO JOBS AND JOB TRAINING

The Brownsville Plan will ensure that City investments in Brownsville's places are paired with access to jobs and educational resources for Brownsville's people.

Well-paying and career-ladder jobs can be transformative for families, providing economic stability and opportunities for wealth and asset creation. The impact of employment opportunities is significant for a neighborhood as well, improving health and education outcomes for the entire community over time.

A number of City initiatives will help prepare neighborhood residents for the job opportunities that come with new development. HPD will require that respondents to the Brownsville RFP implement a community outreach plan for jobs generated by the proposed projects, ensuring that residents of Brownsville and Ocean Hill are aware of opportunities and can apply for employment. Additionally, HireNYC will serve as a platform for applicants to find open positions created by affordable housing development, and for developers to find and interview qualified candidates.

Investing in high-quality education in early years delivers an economic boon that lasts generations. Starting by providing free, full day, pre-kindergarten education in Brownsville, the City hopes to help improve academic outcomes, ease financial burden for families, and strengthen the community. The City will also pursue projects that provide youth with opportunities to build skills in emerging fields such as technology – both inside and outside the classroom. The City is expanding its innovative Computer Science 4 All (CS4All) curriculum to new schools by offering training and technology resources to teachers, and is partnering with Made in Brownsville for a four-month summer code training program. Looking to the future, the theme for the Christopher-Glenmore site in HPD's Brownsville



RFP will be Innovation and Entrepreneurship, encouraging proposals to provide new spaces and opportunities to expand on this type of work.

To leverage resources for job seekers in the area, the Mayor's Office of Workforce Development (WKDEV) will meet with community organizations serving job seekers to explore the idea of a workforce collaborative. Similar to the Lower East Side Employment Network, workforce intermediaries in local communities provide wrap-around services to job seekers, coordinate resources, and harness community voices to connect them to opportunities. The WKDEV team will begin meeting with community providers to explore this possibility starting in summer of 2017.



PROJECT 5.1

Require Brownsville RFP respondents to implement a targeted hiring outreach plan

HPD will require RFP respondents to demonstrate a plan for targeted employment outreach to residents of Brownsville and Ocean Hill related to the proposed projects. Applicants will be required to comply with their outreach plans and report regularly on their outreach activities.

PROJECT 5.2

Promote coordination between City workforce development providers and other community based organizations assisting job seekers

The Mayor's Office of Workforce Development will meet with local workforce providers, including NYCHA JobsPlus and Workforce1, and community-based organizations to explore the possibility of a workforce collaborative group. WKDEV will meet with organizations individually this summer to discuss job seeker needs and convene a larger meeting to plan for next steps.

PROJECT 5.3

Require developers, general contractors, and subcontractors on major projects in Brownsville to use HireNYC

All firms working on HPD and other City projects receiving more than \$1 million in City subsidy (\$2 million from HPD) are required to share job openings in entry- and mid-level construction positions with HireNYC, post at the local Workforce1 Center, and interview any qualified candidates. HPD, through the Build Up Program, now also requires that developers spend at least a quarter of all HPD-supported costs on certified M/WBE construction, design, and/or professional service firms. New affordable housing development on NYCHA land is subject to NYCHA's hiring program requirements.

PROJECT 5.4

Create 3-K for All in School District 23

Starting with the 2017-2018 school year, the City will provide free, full-day education for every three-year-old child regardless of family income, beginning with School Districts 23 (Brownsville) and 7 (South Bronx). This is part of a broader effort to create a continuum of early care and education programs for New York City children from birth to five years old. This program builds on the substantial investments the City has made in these two communities. The Single Shepherd program, which began in 2015, pairs students in grades 6-12 with a dedicated school counselor or social worker, to support every child on a path to high school graduation and college readiness.

PROJECT 5.5

Expand outreach for the Summer Youth Employment Program (SYEP) and work with local businesses to host summer youth workers

During next year's SYEP application period, DYCD will work to reach more Brownsville residents by holding a community workshop and partnering with local SYEP providers to explore additional strategies. This summer, applicants from Van Dyke and Brownsville Houses were guaranteed an SYEP slot. Since the beginning of this administration, 30,000 SYEP slots have been added, bringing the total to 65,000 citywide, as of the 2018 Fiscal Year Executive Budget.

COMMUNITY INITIATIVE HIGHLIGHT:

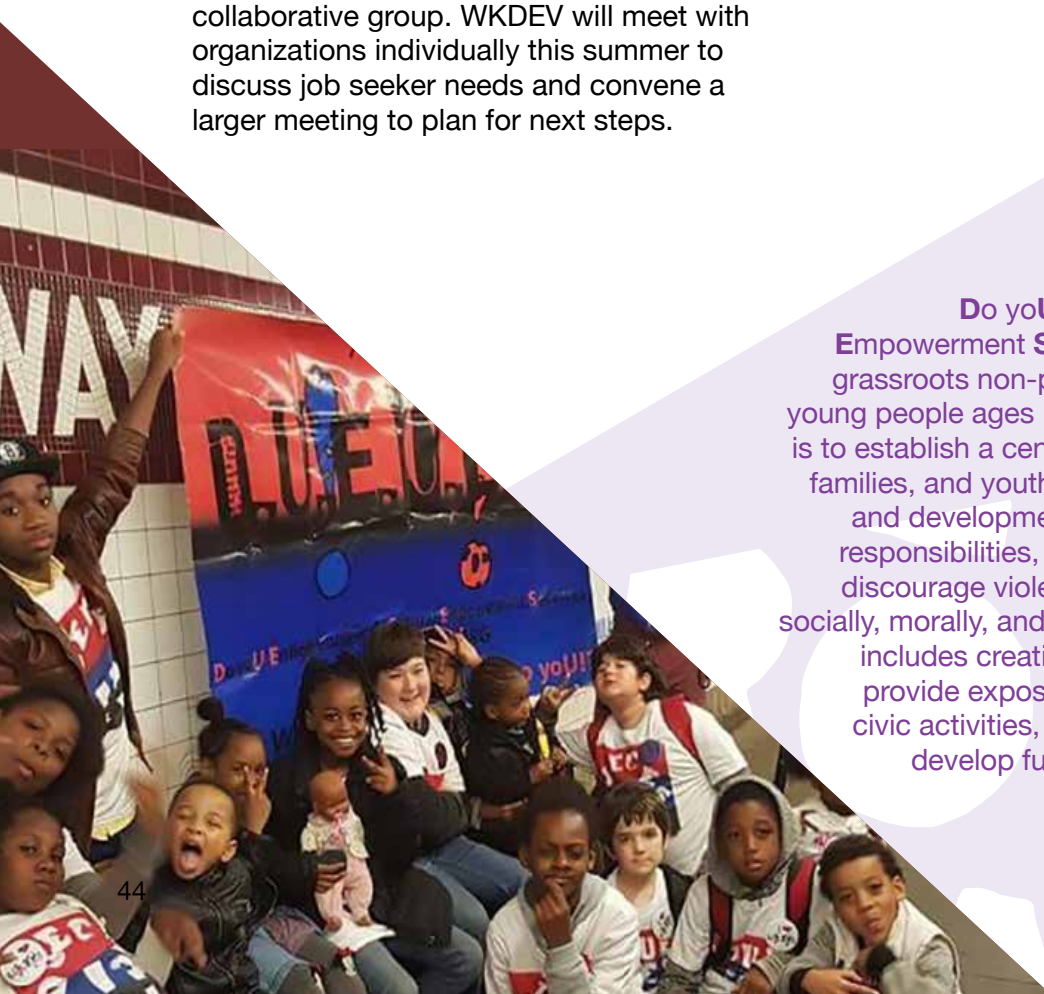
D.U.E.C.E.S. INC

Do yoU's Enlightenment and Cultural Empowerment Services, Inc. (D.U.E.C.E.S) is a grassroots non-profit organization empowering young people ages 13-25 in Brownsville. Their aim is to establish a central location where individuals, families, and youth can gain access to resources and development tools that will promote civic responsibilities, instill strong moral values, and discourage violence, while enriching their lives socially, morally, and culturally. The purpose further includes creating projects and programs that provide exposure to arts, music, cultural and civic activities, mentorship, and other skills to develop future leaders of the community.

COMMUNITY INITIATIVE HIGHLIGHT:

OCEAN HILL-BROWNSVILLE COALITION FOR YOUNG PROFESSIONALS

The Coalition for Young Professionals (CYP) is a membership-based organization comprised of young professionals and community residents from various backgrounds that aims to improve the community and make it a viable place to live, work, and socialize through programming, partnerships, and philanthropy. CYP is a support group for its members, providing a network of concerned community residents and skilled professionals with resources and connections to help in personal and professional growth. Each year, CYP organizes a high school graduation reception to celebrate the accomplishments of young people, connecting them to local resources and mentorship opportunities. Additionally, CYP also runs a community gardening initiative, Brownsville Green.





COMMUNITY INITIATIVE HIGHLIGHT:

CENTRAL BROOKLYN ECONOMIC DEVELOPMENT CORPORATION

The Central Brooklyn Economic Development Corporation (CBEDC) has been a leader in community development since its founding in 1989, with a mission to revitalize the community through business development, education, and employment—building on the talents and abilities of residents. CBEDC works with youth and adults in technology and project-based learning activities through programs such as the Adult Education Learning Academy and after-school programs funded by DYCD. CBEDC recently launched the Brownsville Gateway, a non-profit incubator that will train start-up organizations in Community District 16 with operating budgets of less than \$25,000. The initiative is funded by Cook Street Development, and program partners include Medgar Evers College School of Business, City National Bank and the Dream Big Foundation. Pictured above is the Brownsville Hackathon, held in April 2017 and sponsored by CBEDC.

We should have a non-profit radio station in Brownsville, where kids from the neighborhood can DJ. Information from community board meetings, new initiatives, and interviews with elected officials can be put on the radio.
—Workshop participant

PROJECT 5.6
Pilot a Young Innovators Program

Starting this summer, MOTI will partner with the Brownsville Community Justice Center to pilot a Young Innovator’s Program for Brownsville youth to access careers in technology through exposure to new technologies, mentorship, and skills development. From Summer 2017 through Spring 2018, high school-aged youth and recent high school graduates will participate in an intensive training program that uses project-based learning to teach the foundations of product design and application development, with a focus on neighborhood problem-solving.

PROJECT 5.7
Provide opportunities to bring computer science education to Brownsville schools

CS4All is a DOE initiative whose goal is to ensure that students receive meaningful, high quality computer science education at every grade level. CS4All is providing free training opportunities for teachers to implement computer science instruction during the regular school day as a multi-year sequence, a semester-long course, or a unit integrated into other subjects.

COMMUNITY INITIATIVE HIGHLIGHT:
NEHEMIAH ECONOMIC DEVELOPMENT, INC.

NED is a non-profit organization for economic development of the Nehemiah Housing Community in Brownsville. Annually, NED awards \$20,000 to graduating high school seniors from Ocean Hill-Brownsville, East New York, Canarsie, and East Flatbush who are attending a four-year college or university. This year, NED provided a 10 year commitment of \$50,000 to the Fund for Public Housing and CUNY to create the Kofi Hormeku scholarship for residents of the neighborhood who reside in NYCHA developments and attend CUNY.

It is imperative for our youth to have the skills necessary for [STEM] jobs.
—Benny D. via coUrbanize

PROJECT 5.8
Create spaces for technology and innovation through the Brownsville RFP

Encourage applicants for the Christopher-Glenmore site to include opportunities for education, workforce development, or businesses incubation, with an emphasis on technology and innovation in their proposals.

PROJECT 5.9
Offer workforce training in green industries for young NYCHA residents

Through the Mayor’s Action Plan for Neighborhood Safety (MAP), Green City Force recruits and trains a minimum of fifty 18- to 24-year-old residents from select NYCHA developments, including Brownsville and Van Dyke Houses. The program reinforces vocational skills utilized in the green energy field while also providing technical training and education.

06 SUPPORT SMALL ASPIRING BUSINESSES AND ENTREPRENEURS

The Brownsville Plan will support local businesses and aspiring entrepreneurs to grow their enterprises in Brownsville.

Beyond providing jobs and services, small businesses can help foster an active street life and a reason for people to visit the community. The ecosystem of local businesses can determine who visits a neighborhood and what services are available to residents. Brownsville currently has a growing business community along Pitkin and Belmont Avenues, but many of these businesses are stunted by the prevalence of vacant storefronts, negative perceptions of the neighborhood, and unaffordable commercial. While the number of businesses in Brownsville has grown since 2010, there remains an unmet consumer demand of \$94 million, meaning that Brownsville residents are spending significant amounts of their incomes on businesses outside of the neighborhood.¹³

SBS will help Brownsville entrepreneurs start, operate, and grow their businesses by connecting them to resources, explaining government rules and regulations, and helping Brownsville minority and women-owned businesses (M/WBEs) get certified and become stronger competitors for contracts. SBS will also conduct commercial lease clinics and free on-site compliance consultations that teach business owners how to avoid common health, sanitation, and consumer affairs violations and fines.

The Pitkin BID has served the area since 1993 with beautification, security, and marketing efforts. Although Pitkin and Belmont Avenues are home to many businesses, about 40 percent of all upper floors are vacant. The BID's Pitkin Avenue Renaissance Program was recently awarded a \$250,000 New York Main Street grant from the New York State Office of Community Renewal. Funds will be used to make targeted



Promote a weekly or monthly pop-up market along Belmont! Belmont Ave could be lined with sit-down eateries and small businesses run by local designers and entrepreneurs.

— Workshop participant

improvements such as façade renovations, interior building upgrades, and streetscape enhancements to upgrade the visual appeal of Pitkin Avenue between Amboy Street and Rockaway Avenue. HPD will also explore how this funding can be paired with affordable housing preservation financing to rehabilitate vacant residential units above commercial storefronts.

New mixed-use buildings proposed in the Brownsville Neighborhood Plan will also provide spaces for businesses that want to find their first home or expand into a new space. HPD will require flexible ground-floor spaces that are suitable to a variety of businesses that can support local needs and contribute to a vibrant, high-quality streetscape. Brownsville also neighbors the East New York Industrial Business Zone (IBZ), which is home to approximately 250 businesses in manufacturing, construction, warehousing, and transportation. HPD and EDC will work with local organizations and developers to increase bidding opportunities for local construction trades businesses in upcoming development projects.

PROJECT 6.1

Connect entrepreneurs to resources to start, operate, and grow their businesses

SBS will help connect Brownsville residents to entrepreneurship and business resources, such as assisting with M/WBE certification, educating on the components and implications of signing a commercial lease, and consulting on how to operate in compliance with government rules and regulations.

PROJECT 6.2

Provide program support for storefront improvements throughout the Pitkin Avenue Business Improvement District

With technical assistance support from SBS, the BID will provide architectural services to participating businesses and property owners, as well as develop a storefront design manual that addresses challenges unique to Pitkin Avenue in order to guide future improvements.

PROJECT 6.3

Promote the design of flexible ground floor spaces that can accommodate a range of uses, including local businesses, especially on the Livonia Avenue RFP sites

The Brownsville RFP sites on Livonia Avenue provide an opportunity to strengthen this neighborhood corridor through the high-quality design of ground-floor spaces that promote local businesses, economic activity, and active streets.

PROJECT 6.4

Promote networking of local contractors, subcontractors, and developers in the neighborhood

EDC will work with local organizations to promote East New York IBZ businesses specializing in construction trades and materials. HPD and EDC will facilitate an

opportunity to connect local contractors and subcontractors to developers working on local real estate development projects.

PROJECT 6.5

Launch a marketing campaign to promote diverse local businesses and local sourcing in the IBZ

EDC will work with the East Brooklyn BID to develop a marketing campaign highlighting the diverse businesses and products that are made in the East New York IBZ.

PROJECT 6.6

Renovate the EDC-owned industrial building on Powell Street

EDC is investing \$6 million to rehabilitate the East New York Industrial Building at 181 Powell Street. The rehab will include upgrades to the parking lot and loading areas, exterior lighting, façade, mechanical systems updates, windows, signage, and perimeter fencing.

DID YOU KNOW?

SUPPORTING MINORITY AND WOMEN-OWNED BUSINESS ENTERPRISES (M/WBE)

HPD is committed to promoting the participation of M/WBEs in the development, management, and/or operation of City-subsidized affordable housing and ground-floor uses. Through the Building Opportunity Initiative, HPD has recently:

- Developed a Building Capacity Workshop series to introduce M/WBE and non-profit developers to best practices in affordable housing development;
- Improved access to capital for M/WBE developers through the NYC Acquisition Fund;
- Enhanced the ability of M/WBE developers to compete more effectively for HPD support and development opportunities through the M/WBE Building Opportunity RFP; and
- Expanded the use of M/WBE construction contractors and professional service providers on HPD-financed development projects through the M/WBE Build Up Program, which requires that developers of projects where HPD contributes \$2 million or more in subsidy spend at least a quarter of all HPD-supported costs on certified M/WBE construction, design, or professional service firms.

Visit nyc.gov/hpd/mwbe for more information.

COMMUNITY INITIATIVE HIGHLIGHT: MADE IN BROWNSVILLE

Made in Brownsville (MiB) is a storefront creative solutions maker space and think tank that provides young people with the technical and leadership tools they need to compete in the innovation economy and be leaders in their community. MiB offers studios and mentorship in 3D design, videography, photography, animation, robotics, coding, web design, graphic design, and more. A recipient of the City's Neighborhood Challenge grant, The Labs @ Made in Brownsville, pictured to the right, opened in 2016 on Belmont Avenue.

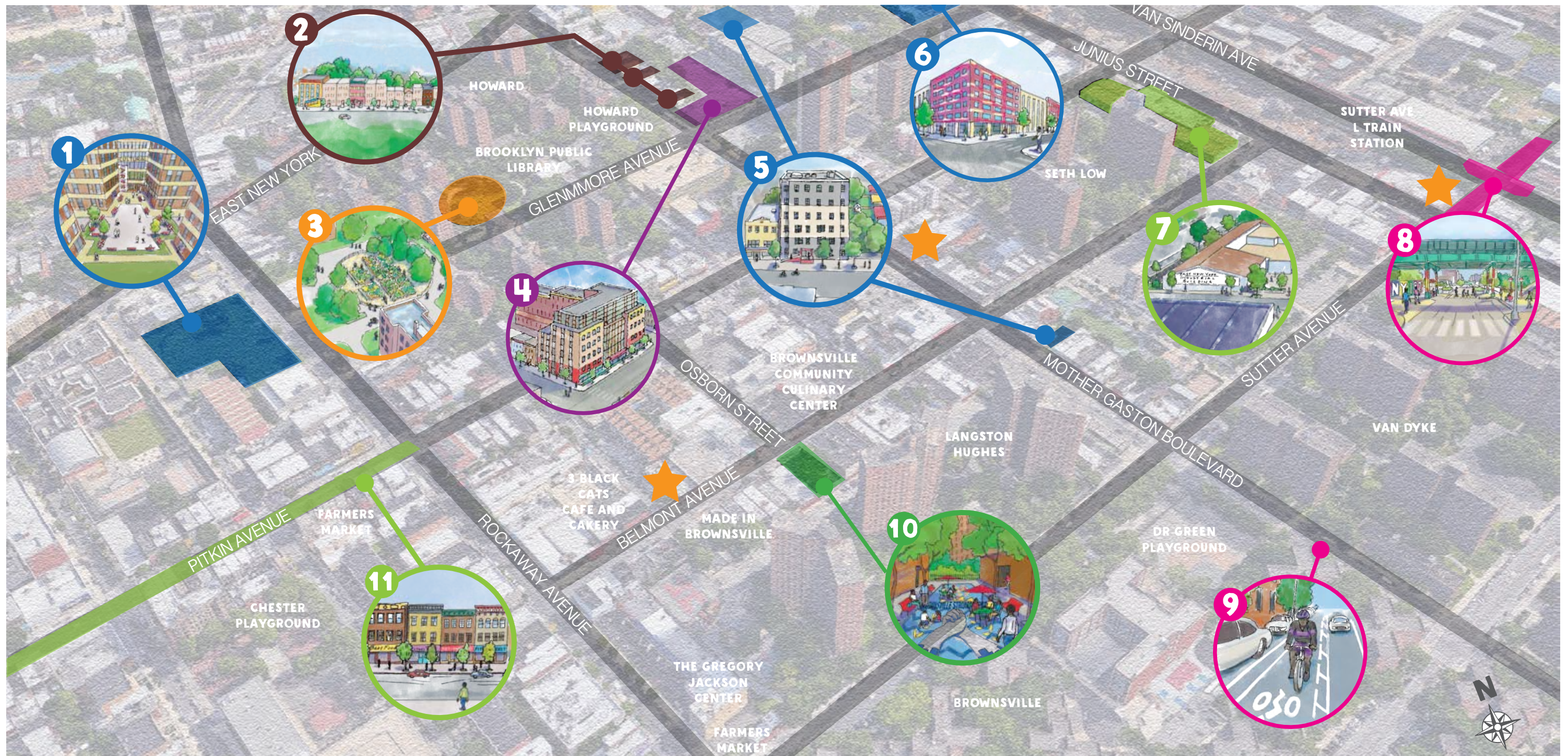


COMMUNITY INITIATIVE HIGHLIGHT:

3 BLACK CATS CAFÉ & CAKERY

Started by three sisters who grew up in Brownsville, 3 Black Cats is a space on Belmont Avenue for the community to eat, drink, and gather. The cafe, shown on the lower left, opened in 2016 in tandem with the Dream Big Innovation Center—an entrepreneur resource center and incubator.

WHAT'S IN THE WORKS: NORTHERN BROWNSVILLE



This map is for illustrative purposes only. Drawings do not necessarily represent actual project designs.

- | | | | | | |
|--|---|---|--|---|--|
| 1 NEW AFFORDABLE HOUSING, RETAIL & CULTURAL CENTER (ROCKAWAY-CHESTER RFP) | 3 MORE OPPORTUNITIES TO GARDEN AT HOWARD HOUSES | 5 NEW MIXED-USE AFFORDABLE HOUSING (NEIGHBORHOOD CONSTRUCTION PROGRAM) | 7 \$6 MILLION IN RENOVATIONS AT THE EAST NEW YORK INDUSTRIAL BUILDING | 9 EXPANDED BIKE LANE NETWORKS & SUMMER BIKE RIDES (MULTIPLE LOCATIONS) | 11 STOREFRONT IMPROVEMENT GRANTS (MULTIPLE LOCATIONS) |
| 2 NEW INFILL HOMEOWNERSHIP OPPORTUNITIES | 4 NEW AFFORDABLE HOUSING, RETAIL & INNOVATION/ ENTREPRENEURSHIP SPACE (CHRISTOPHER-GLENMORE RFP) | 6 NEW AFFORDABLE HOUSING, RETAIL & COMMUNITY SPACE "THE GLENMORE" | 8 IMPROVED CONNECTIONS TO EAST NEW YORK | 10 NEIGHBORHOOD INNOVATION LAB AT OSBORN PLAZA | ★ SUPERMARKETS IN SHOP HEALTHY PROGRAM |

BROWNSVILLE

07 IMPROVE HOUSING STABILITY AND SUPPORT RESIDENTS AT RISK OF DISPLACEMENT

In addition to creating new affordable housing in Brownsville, the City is working on multiple fronts to keep New Yorkers in their homes and maintain the housing stock in good financial and physical shape.

As the City invests in infrastructure and services in Brownsville, it is important that residents have access to resources that enable them to stay in the neighborhood and enjoy these benefits if they choose. Key to improving the health and well-being of individuals and families is ensuring access to quality, safe, and stable housing. In new affordable housing built as a result of the Brownsville Plan, community district residents will receive priority for a portion of lottery units, per HPD's Community Preference policy.

In addition to financing the creation of new affordable housing, HPD also preserves affordable housing by enforcing the Housing Maintenance Code; financing improvements in the quality and efficiency of residential buildings in exchange for restrictions on the rents an owner can charge; and monitoring the condition and long-term financial stability of affordable buildings.

Under *Housing New York*, the City has also worked to protect tenants from deregulation and harassment, expanded and refined its preservation tools to reach a wider range of properties, and created new incentives to preserve long-term affordability in changing neighborhoods. There are also resources available to help homeowners facing foreclosure and those looking to buy their first apartment.

Finally, in February 2017, the Department of Social Services (DSS) released a comprehensive plan to turn the tide on homelessness by increasing emergency rent assistance, upgrading shelter facilities, and closing all cluster apartments and commercial hotels used for shelter across the city over the next five to seven years.



We need to bring affordable homeownership to the area [... and] local organizations to educate the community on homeownership.

— Deb A. via coUrbanize



PROJECT 7.1

Use the City's financing programs to safeguard the affordability of existing homes

HPD will actively promote loan and tax benefit programs to building owners to help them improve the physical and financial stability of their properties while preserving affordability for existing tenants. Many owners are either not aware of HPD's programs or do not have experience with a public agency, so HPD has made its programs more flexible and responsive to property owners' needs.

PROJECT 7.2

Promote safe and healthy housing through rigorous enforcement of the Housing Maintenance Code

HPD responds to 311 calls and Housing Court requests by sending inspectors to see if building conditions violate the City's Housing Maintenance Code. If owners do not correct violations, buildings may enter

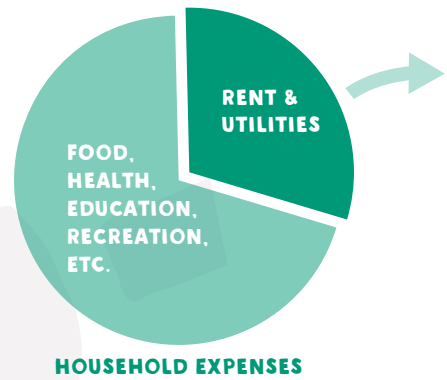
into one of HPD's enforcement programs, including emergency repair or litigation, as necessary. The agency also partners with community groups and elected officials to identify and survey buildings where poor housing conditions or harassment are putting tenants at risk of displacement. If your landlord is neglecting repairs in your building or endangering the health and safety of you or your neighbors, please call 311.

PROJECT 7.3

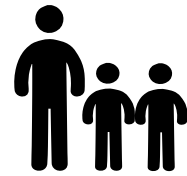
Protect tenants by continuing to provide free legal representation in Housing Court

The Mayor recently announced that the City will fund universal access to legal services for tenants facing eviction in Housing Court. Free legal representation will be available to all tenants earning up to roughly \$50,000, and free legal counseling will be available to those earning more.

WHAT IS AFFORDABLE HOUSING?



HOUSING IS CONSIDERED "AFFORDABLE" WHEN A HOUSEHOLD SPENDS NO MORE THAN 1/3 OF ITS INCOME ON HOUSING COSTS.



THERE ARE DIFFERENT TYPES OF HOUSING THAT MAY BE "AFFORDABLE:"

- PUBLIC HOUSING** - Publicly-owned and operated housing, managed by the New York City Housing Authority (NYCHA).
- UNREGULATED/PRIVATE MARKET** - Privately-owned units that may be affordable to some families, but not subject to any regulation.
- RENT-STABILIZED** - Privately-owned, multifamily buildings, often built before 1974, where tenants are protected from sharp increases in rent and have the right to renew their lease.
- GOVERNMENT ASSISTED** - Privately-owned buildings that received public subsidy in exchange for providing income-restricted housing with affordable rents. This includes affordable housing financed by the NYC Department of Housing Preservation and Development (HPD).

GOV'T \$

Tenants who receive rental vouchers, such as Section 8 or LINC, can access privately-owned apartments and use the voucher to pay all or some of their rent.

WHO IS ELIGIBLE FOR AFFORDABLE HOUSING FINANCED BY HPD?

HPD finances the preservation and new construction of affordable housing for a range of households, from extremely low- to moderate income-households, as well as seniors, formerly homeless, and households with special needs. To determine eligibility, households are grouped into categories based on their total income and household size compared to the **Area Median Income (AMI)**. These categories indicate the maximum eligible incomes for different household sizes.

EXAMPLE HOUSEHOLDS						
ANNUAL INCOME	Social Security	\$20,040	\$34,360	\$38,200	\$57,240	\$61,120
CATEGORY	Senior	30% of AMI	40% of AMI	50% of AMI	60% of AMI	80% of AMI
BEDROOM SIZE	Studio	Studio	2 BR	2 BR	3 BR	1 BR
SAMPLE RENT	30% of income	\$331	\$736	\$951	\$1,339	\$1,375

The U.S. Department of Housing and Urban Development (HUD) defines the Area Median Income (AMI) of each region across the country. The 100% of AMI figure for 2017 in the New York Metro region is \$89,500 for a family of three. Sample rents assume that tenants pay electricity.

WHAT COULD HPD-FINANCED AFFORDABLE HOUSING LOOK LIKE IN BROWNSVILLE?

HYPOTHETICAL BUILDING: 100 APARTMENTS	# OF UNITS	AMI CATEGORY	MAX INCOME*	SAMPLE 2 BR RENT
	10	Homeless families, referred by DHS**		
	10	30% of AMI	\$25,770	\$521
	10	40% of AMI	\$34,360	\$736
	15	50% of AMI	\$42,950	\$951
	45	60% of AMI	\$51,540	\$1,166
	10	80% of AMI	\$68,720	\$1,660

According to a quick StreetEasy search in May 2017, the average rent for a 2 BR in zip code 11212 is about \$1,800.

HPD also finances affordable housing for seniors and households with special needs, integrated with on-site or nearby supportive services.

*Income limits shown are for a family of three (HUD 2017). Sample rents only; actual rents will vary by project. Bedroom sizes and income categories will be distributed throughout the building.

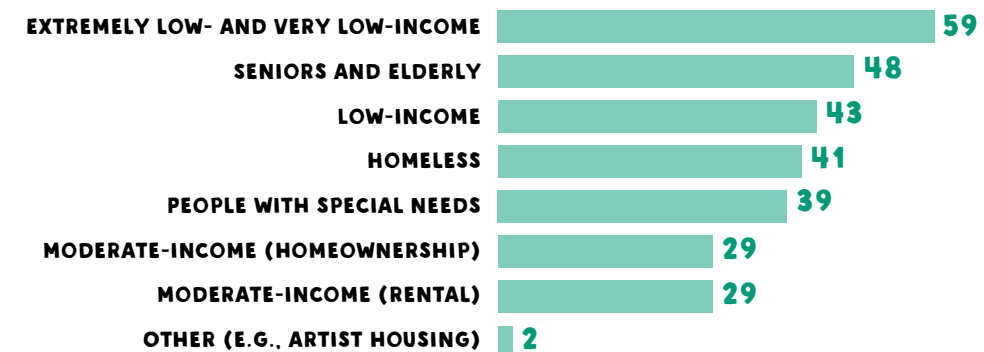
**Formerly homeless families are referred by the NYC Department of Homeless Services (DHS) and pay shelter rent or 30 percent of their household income.

HOW CAN I APPLY?

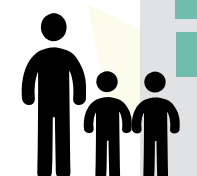


When ready, new apartments go through a lottery process. Visit NYC Housing Connect online for more information about open affordable housing lotteries and to see if you qualify. Get help preparing and applying for an affordable unit from a Housing Ambassador, a community based organization or service provider trained by HPD. To find one near you, visit nyc.gov/housing-ambassadors or call 311.

WHICH HOUSEHOLD TYPES DO BROWNSVILLE RESIDENTS PRIORITIZE FOR NEW AFFORDABLE HOUSING ON THE NEIGHBORHOOD'S CITY-OWNED VACANT SITES?



Votes based on a questionnaire administered during the Brownsville planning process, fall 2016.



PROJECT 7.4

Continue offering homelessness prevention services through the Brownsville HomeBase Center

The Brownsville HomeBase Center at 145 East 98th Street, operated by the Ridgewood Bushwick Senior Citizens Council, aims to keep families from being evicted and entering the shelter system. Counselors are available to help families access emergency rent assistance, apply for public benefits, and obtain other important services. The Brownsville HomeBase Center can be reached at (917) 819-3200.

PROJECT 7.5

Support homeowners facing foreclosure or who need help financing repairs

HPD, in partnership with the Center for New York City Neighborhoods and local housing counselors, will implement coordinated outreach efforts to ensure that homeowners, especially elderly homeowners, are aware of the resources available to them. Services include home repair loans and free financial and legal advice. HPD will host a homeowner clinic in Brownsville in summer 2017, where property owners can speak directly with agency representatives. Homeowners in need of assistance can reach the Center any time by calling (855) HOME-456.

PROJECT 7.6

Create new homeownership opportunities and provide resources for first-time home-buyers

HPD promotes the construction of new homeownership units for moderate- and

middle-income households through its New Infill Homeownership Opportunities Program. There are approximately 150 units of homeownership affordable housing planned for development in Brownsville over the next several years. Additionally, HPD recently expanded its HomeFirst Down Payment Assistance Program, which provides qualified first-time home-buyers with up to \$25,000 toward the down payment or closing costs on a one- to four-family home. The program also connects applicants with home-buyer education courses taught by HPD-approved counseling organizations.

PROJECT 7.7

Help Brownsville residents understand, prepare for, and complete the affordable housing application process

HPD continues to take steps to help prepare residents to submit complete and accurate applications for new affordable housing that is built or preserved in neighborhoods. For example, HPD's Housing Ambassadors Program trains local community groups to provide free technical assistance and financial counseling to residents who wish to apply for affordable housing. For more information, visit nyc.gov/housing-ambassadors or call 311. HPD's has also recently created videos and brochures on how to prepare and apply for affordable housing.

Finally, HPD continues to improve its marketing guidelines to better serve the needs of New Yorkers. For example, applicants can no longer be denied solely on the basis of credit score or prior involvement in Housing Court that did not result in a judgement against them.



COMMUNITY INITIATIVE HIGHLIGHT:

COMMUNITY SOLUTIONS - BROWNSVILLE PARTNERSHIP

Community Solutions (CS) works to end homelessness and the conditions that create it by helping communities become better problem solvers so they can fix the inadequate systems on which the most vulnerable populations rely. Since 2008, the Brownsville Partnership—an initiative of CS—has been organizing and guiding efforts to improve the overall safety, health, and prosperity of the community. Brownsville Partnership is currently pursuing efforts to preserve and develop new affordable housing, increase access to employment opportunities, address youth education gaps, and engage the community around improving neighborhood conditions. The Brownsville Partnership helps to organize and integrate community efforts around common goals and provide additional needed services. Pictured above is MGB POPs, which was an open-air retail market for entrepreneurs, coordinated by Brownsville Partnership and other partners.

THE BROWN DIAN



Ownership by the community is key to the success of these initiatives.
— Workshop participant

08 PROVIDE SUPPORT AND CAPACITY BUILDING OPPORTUNITIES

Providing local organizations with the tools needed to improve and expand their operations will allow them to more effectively fill the gaps between City programs and services.

Brownsville has a strong network of local organizations that promote local arts and culture and improve health, safety, and economic outcomes. The Brownsville Plan seeks to build on the community's work and planning through targeted City investments. The success of this plan lies not only in the willingness of City agencies to carry forward their commitments but also in the ability of community residents and organizations to oversee its implementation.

The Department of Cultural Affairs (DCLA) developed the Building Community Capacity (BCC) initiative in 2015 to enhance the role that arts and culture play within broader neighborhood planning initiatives. The program brings together local stakeholders for intensive training sessions, workshops, public programs, and other activities. Over the past two years, cultural organizations in Brownsville have been working with DCLA and the East Brooklyn Arts and Culture Alliance (EBACA), a new group that grew out of this initiative. EBACA has participated in workshops designed to grow local organizational capacity, collaborated on community-led activities to promote local arts and culture, and contributed its cultural perspective to City-led planning and development efforts, including this plan. As this cycle of BCC comes to a close in 2018, EBACA will continue to build and grow community engagement and participation in arts and culture, in partnership with the City and its community networks.

The City is also pioneering new ways to collaborate with individuals and community groups to address public

safety issues. In April 2016, the City launched "NeighborhoodStat," which brings residents and agencies together to identify key public safety issues and develop solutions based on their combined expertise. This engagement initiative involves reviewing data and tracking outcomes to ensure that the City and its residents are able to evaluate progress in real time and deliver results.

The City is also working to build the capacity of local leaders to drive technology change through the Brownsville Tech Advisory, a project of the Mayor's Office of Technology and Innovation (MOTI). The Tech Advisory is training local leaders in skills and capacities derived from the technology sector to bring "smart city" approaches to addressing the neighborhood's needs.

Lastly, the City aims to promote opportunities for local organizations and small businesses, including

contractors, to form partnerships with development teams applying for the Brownsville RFP and other opportunities. Local organizations would add value to a development team due to their extensive knowledge of neighborhood needs and relationships within the community.

PROJECT 8.1 Implement the goals of the citywide Cultural Plan

The City's first ever Cultural Plan will identify ways that City agencies can work together and across sectors to advance the cultural needs of communities. To that end, HPD and DCLA will partner on the release of the RFP for HPD's Rockaway-Chester site, asserting the critical role the new cultural center will play in the neighborhood for many years to come.



PROJECT 8.2

Pair local organizations with Capacity Fund grants from the Partnership for Parks to facilitate community projects in parks

The Partnerships for Parks' Capacity Fund Grant program, presented by TD Bank, provides grants of up to \$5,000 to strengthen the outreach, membership, and program planning capacity of community groups who care for their parks. The Capacity Fund Grant program prioritizes awards to Community Parks Initiative neighborhoods, including Brownsville. In the last fiscal year, grants were provided to four Brownsville organizations.

PROJECT 8.3

Work with the East Brooklyn Arts and Culture Alliance (EBACA) to determine appropriate next steps to building the cultural capacity of Brownsville

EBACA will continue to increase connections between local arts and culture and community wellbeing. This work will build on and expand the partnerships with City agencies that began in 2015.

PROJECT 8.4

Convene city agencies and residents in regular NeighborhoodStat meetings

Regular participatory meetings with NYCHA residents, law enforcement, community groups, and other City agencies for problem solving and information sharing will occur at the Brownsville Houses and Van Dyke Houses in 2017.

PROJECT 8.5

Begin the Brownsville Community Tech Advisory Board

The Brownsville Community Tech Advisory Board is a group of neighborhood leaders who are cultivating local knowledge of smart city approaches, urban data science, and technology prototyping. The group is tasked with drafting a set of priorities and focus areas where new technologies can have the greatest impact in their neighborhood. An eight-session workshop series for the first cohort of community tech advisors runs from March to June 2017.

PROJECT 8.5

Provide opportunities for partnerships with local organizations through the Brownsville RFP

The Brownsville RFP will include a specific set of desired community facility uses for each site. Development proposals will be evaluated based on both the quality of the community programming they provide and the track record of the organizations with whom they partner.

**COMMUNITY INITIATIVE HIGHLIGHT:
BROWNSVILLE HERITAGE HOUSE**

Located on the second floor of the Stone Avenue Library, pictured to the right, the Brownsville Heritage House functions as a multi-cultural center that focuses on the arts, education, and history. The Heritage House hosts ongoing exhibits featuring historical figures, sculptures, and photo collages depicting Brownsville and surrounding communities.

DID YOU KNOW?

SUPPORTING MISSION-DRIVEN GROUPS TO DEVELOP AFFORDABLE HOUSING ON THEIR UNDERUTILIZED LAND

To assist mission-driven organizations, such as religious institutions and non-profits, who are interested in affordable housing development but may not have real estate experience, a number of resources are available:

- HPD's Pre-Qualified list of Owners' Representatives is a resource for property owners interested in developing affordable housing who may need the help of experienced real estate consultants.
- The New York City Acquisition Fund offers preferred rates and terms to organizations, including non-profits, to acquire existing buildings and development sites.
- The NYC Office of Environmental Remediation offers grants to mission-driven organizations to study redevelopment options for vacant sites.

Visit nyc.gov/hpd for more information.

IMPLEMENTATION

As the projects and initiatives outlined in this plan are implemented over the coming years, the City is committed to full transparency and accountability. A Project Summary is included in the following pages, which outlines all of the projects in this plan with details on the responsible agency, status, and next steps for each. This summer, HPD and partner agencies will attend community events to inform residents about changes they can expect to see in the neighborhood.

HPD and its sister agencies are committed to regular communication and updates on these projects. To help in these efforts, the Community Partners group that has guided HPD on the planning process will become an ongoing advisory group that will be convened by Brooklyn Community Board 16. Brownsville Plan Community Partners meetings will be open to the public and will occur twice a year, with the first official meeting taking place in the fall of 2017.

Community Partners meetings will be an opportunity for the City to report on progress and for community groups to inform the public and the community board about the work they are undertaking to advance the Brownsville Plan. In addition, HPD and its sister agencies will report on their activities to the relevant committees of the Community Board.

While the projects outlined in this plan can be understood as commitments from City agencies, this is a living document. The City will update the community on accomplishments and challenges along the way. This is to be a conversation: as the work unfolds and stronger partnerships evolve, we may find better ways to accomplish these goals, and we may have to adjust our approach. To this end, HPD and the City are committed to doing the hard work of collaboration, listening, and even stepping back as needed.

GET INVOLVED WITH YOUR COMMUNITY BOARD!

Brooklyn Community Board 16, representing Ocean Hill and Brownsville, serves as a public forum for its members and the greater community to address items of concern in the neighborhood. The Community Board reviews matters pertaining to land use, evaluates the quality and quantity of service delivery, and makes recommendations for capital and expense budget priorities for the district. A section of every general monthly meeting is set aside for the board to hear from the public. Visit nyc.gov/bkcb16 or call (718) 385-0323 for more information.





ENDNOTES

- ¹ U.S. Census Bureau, American Community Survey 2010-2014 Five Year Estimates.
- ² NYC Department of Health and Mental Hygiene, Community Health Profile 2015: Brownsville (CD16).
- ³ NYC Department of Health and Mental Hygiene, Summary of Vital Health Statistics 2015.
- ⁴ NYS Department of Health, Statewide Planning and Research Cooperative System, 2012.
- ⁵ NYC Department of Health and Mental Hygiene, Bureau of Vital Statistics 2009-2013.
- ⁶ U.S. Census Bureau, American Community Survey 2010-2014 Five Year Estimates.
- ⁹ U.S. Census Bureau, American Community Survey 2010-2014 Five Year Estimates.
- ⁸ NYC Housing Vacancy Survey 2014.
- ⁹ U.S. Census Bureau, American Community Survey 2010-2014 Five Year Estimates.
- ¹⁰ Pew Research Center, "King's Dream Remains an Elusive Goal; Many Americans See Racial Disparities," Pew Research Center Social and Demographic Trends, August 22, 2013.
- ¹¹ Stern, M.J. and Seifert, S.C., "The Social Wellbeing of New York City's Neighborhoods: The Contribution of Culture and the Arts," 2017.
- ¹² Mind: For Better Mental Health, "Ecotherapy: The Green Agenda for Mental Health," 2007.
- ¹³ NYC Department of Small Business Services, Retail Market Place 2016.

PHOTO CREDITS

- Most of the photos in this report were captured by HPD staff or shared courtesy of partner New York City agencies. Several of the photos are credited to community organizations and other sources:
- Front cover: (Girl in garden) Ellen McCarthy; (Youthmarket) GrowNYC
 - P13: (Girl in garden) Ellen McCarthy; (Painting mural) Daniel Murphy; (seating) Fareen Islam
 - P22: Street Advisor
 - P23: Purelements An Evolution in Dance
 - P27: (Bikers) Purelements An Evolution in Dance; (Mural) Groundswell
 - P33: (Movie) ChicagoNow; (We Run Brownsville) Adi Talwar / City Limits
 - P35: City Parks Foundation
 - P37: (Youthmarket) GrowNYC
 - P38: Brownsville Multi-Service Family Health and Wellness Center
 - P39: (Girl in garden) Ellen McCarthy
 - P40: We Run Brownsville
 - P43: (Group listening) Green City Force
 - P44: D.U.E.C.E.S. Inc.
 - P47: Ocean Hill-Brownsville Coalition of Young Professionals
 - P46: Sankofa Global Project
 - P49: (Rendering) CAMBA
 - P51: (The Labs) Made in Brownsville; (3 Black Cats Cafe and Cakery) Yelp
 - P55: CAMBA
 - P59: (MGB Pops) Community Solutions - Brownsville Partnership
 - P61: (Murals) Groundswell
 - P63: (Heritage Center) Curbed NY

APPENDIX



PROJECT SUMMARY

STATUS AS OF: 6/1/2017

#	INITIATIVE	LEAD AGENCY	PARTNERS	ESTIMATED TIMELINE	STATUS
01 PROMOTE ACTIVE MIXED-USE CORRIDORS					
1.1	Develop a broad range of uses on City-owned sites to be developed through the Brownsville RFP	HPD	DCLA	>5 yrs	In progress
1.2	Activate New Lots and Hegeman Avenues with the Ebenezer Plaza development and small rental housing projects	HPD	DCP	1 - 5 yrs	In progress
1.3	Create a Livonia Avenue Streetscape Plan	DOT		<1 yr	In progress
1.4	Integrate parks with their surroundings	Parks	DOT	TBD	In planning stage
1.5	Work with private owners of vacant land and support redevelopment that meets community goals	HPD	DCP	Ongoing	Ongoing
1.6	Ensure that housing development along Mother Gaston Boulevard enlivens the street and promotes safety	HPD	NYCHA	1 - 5 yrs	In progress
1.7	Design and implement a catalytic commercial revitalization pilot project on Belmont Avenue	SBS	BCJC, Made in Brownsville, Hester Street Collaborative	<1 yr	In progress
02 IMPROVE CONNECTIONS THROUGHOUT THE NEIGHBORHOOD					
2.1A	Improve safety and access by exploring design interventions on NYCHA campuses and their immediate surroundings - <i>Public Realm Audits</i>	MOCJ	NYCHA	< 1 yr	In planning stage
2.1B	Improve safety and access by exploring design interventions on NYCHA campuses and their immediate surroundings - <i>Neighborhood Activation</i>	MOCJ	NYCHA	1 - 5 yrs	In planning stage
2.2	Study new street crossings and traffic signals by NYCHA superblocks and at park entrances	DOT	Parks/NYCHA	1 - 5 yrs	In planning stage
2.3	Improve pedestrian safety at dangerous intersections	DOT		> 5 yrs	In planning stage
2.4	Expand Brownsville's network of bike lanes	DOT		< 1 yr	In planning stage
2.5	Promote use of the new Brownsville bike lanes and encourage neighborhood gathering through DOHMH-supported summer bike rides	DOHMH	Parks, Purelements, Brookdale Medical Center	< 1 yr	In progress
2.6	Improve pedestrian connections to East New York	DOT	EDC	1 - 5 yrs	In preliminary design stage
2.7	Make accessibility improvements and create a free connection between the Livonia Avenue and Junius Street subway stations	MTA		1 - 5 yrs	In planning stage
03 CREATE ACTIVE AND SAFE PUBLIC SPACES					
3.1A	Make significant and impactful investments in Brownsville's parks and recreation spaces - <i>Betsy Head Park</i>	Parks		1 - 5 yrs	In design stage
3.1B	Make significant and impactful investments in Brownsville's parks and recreation spaces - <i>Community Parks Initiative</i>	Parks		1 - 5 yrs	In procurement
3.2A	Use parks and gardens as space for arts and culture - <i>GreenThumb</i>	Parks		Ongoing	Ongoing
3.2B	Use parks and gardens as space for arts and culture - <i>SummerStage</i>	Parks	City Parks Foundation	Ongoing	Ongoing
3.2C	Use parks and gardens as space for arts and culture - <i>Mobile Movies</i>	Parks		Ongoing	Ongoing

For further detail and status updates, visit nyc.gov/brownsville

PROJECT SUMMARY (CONTINUED)

STATUS AS OF: 6/1/2017

#	INITIATIVE	LEAD AGENCY	PARTNERS	ESTIMATED TIMELINE	STATUS
3.3	Activate Osborn Plaza as the Neighborhood Lab anchor site	MOTI	EDC, BCJC, NYU Center for Urban Science and Progress	< 1 yr	In progress
3.4	Install new permanent light fixtures and cameras at Van Dyke and Brownsville Houses	NYCHA	MOCJ	1-5 yrs	In progress
3.5	Continue offering free programming and extended summer hours for teens and adults at Cornerstone Centers at Van Dyke, Marcus Garvey, Howard, Seth Low, Hughes, and Tilden Houses	DYCD	Cornerstone service providers	Ongoing	Ongoing
3.6A	Create safe spaces for youth to interact with peers and positive role models through productive recreational activities - <i>Police Athletic League</i>	MOCJ	NYPD	< 1 yr	In progress
3.6B	Create safe spaces for youth to interact with peers and positive role models through productive recreational activities - <i>Kids in Motion</i>	Parks	MOCJ	Ongoing	Ongoing
04 PROVIDE RESOURCES TO SUPPORT HEALTHY LIFESTYLES					
4.1	Incorporate health into Brownsville RFP goals	HPD		< 1 yr	In planning stage
4.2A	Increase access to healthy food - <i>Shop Healthy NYC</i>	DOHMH	BHC	Ongoing	Ongoing
4.2B	Increase access to healthy food - <i>Youthmarkets & Farm stands</i>	BHC	GrowNYC, DOHMH, Project Eats	Ongoing	Ongoing
4.3	Renovate Brownsville Recreation Center	Parks		1 - 5 yrs	In planning stage
4.4	Increase opportunities to garden and grow fresh produce in Brownsville	BHC	NYCHA, Fund for Public Health NYC, Parks, GrowNYC, GreenThumb, Isabahlia	Ongoing	Ongoing
4.5	Create a new Teen Center at Brownsville Houses	MOCJ	NYCHA, DYCD	Complete	Complete
4.6	Bring composting pick-up to Brownsville to promote organics composting	DSNY		Complete	Complete
4.7	Train 40 additional ShapeUp NYC instructors to teach classes in Brownsville, East New York, and Canarsie	Parks	BHC	< 1 yr	In progress
4.8	Reduce racial disparities in maternal and infant health outcomes through the Wellness Suite at the Brownsville Neighborhood Health Action Center	DOHMH		Ongoing	Ongoing
05 CONNECT BROWNSVILLE RESIDENTS TO JOBS AND JOB TRAINING					
5.1	Require Brownsville RFP respondents to implement a targeted hiring outreach plan	HPD		< 1 yr	In progress
5.2	Promote coordination between City workforce development providers and community based organizations assisting job seekers	WKDEV	SBS, NYCHA	TBD	In planning stage
5.3	Require developers, general contractors, and subcontractors on major projects in Brownsville to use HireNYC	WKDEV	HPD, EDC, DDC	Ongoing	Ongoing
5.4	Provide 3-K for all in School District 23	DOE	ACS	< 1 yr	In planning stage
5.5	Expand outreach for the Summer Youth Employment Program (SYEP)	DYCD		< 1 yr	In planning stage
5.6	Pilot a Young Innovators Program	MOTI	BCJC, MOCJ	< 1 yr	In planning stage
5.7	Provide opportunities to bring computer science education to Brownsville schools	DOE	CSNYC	Ongoing	Ongoing
5.8	Create spaces for technology and innovation through the Brownsville RFP	HPD		> 5 yrs	In planning stage
5.9	Offer workforce training in green industries for young NYCHA residents	MOCJ	NYCHA	< 1 yr	In progress

For further detail and status updates, visit nyc.gov/brownsville

PROJECT SUMMARY (CONTINUED)

STATUS AS OF: 6/1/2017

#	INITIATIVE	LEAD AGENCY	PARTNERS	ESTIMATED TIMELINE	STATUS
06 SUPPORT SMALL BUSINESSES AND ASPIRING ENTREPRENEURS					
6.1	Connect entrepreneurs to business resources to start, operate and grow their businesses	SBS		Ongoing	Ongoing
6.2	Provide program support for Storefront Improvements throughout the Pitkin Avenue Business Improvement District	SBS	Pitkin Avenue BID	1 - 5 yrs	In progress
6.3	Promote the design of flexible ground-floor spaces that can accommodate a range of uses, including local businesses, especially on Livonia Avenue RFP sites	HPD		> 5 yrs	In planning stage
6.4	Promote networking of local designers, contractors, subcontractors, and developers in the neighborhood	EDC	HPD	< 1 yr	Ongoing
6.5	Launch a marketing campaign to promote diverse local businesses and local sourcing in the IBZ	EDC		< 1 yr	In progress
6.6	Renovate the EDC-owned industrial building on Powell Street	EDC		1 - 5 yrs	In progress
07 IMPROVE HOUSING STABILITY AND SUPPORT RESIDENTS AT RISK OF DISPLACEMENT					
7.1	Use the City's financing programs to safeguard affordability of existing homes	HPD		Ongoing	Ongoing
7.2	Promote safe and healthy housing through rigorous enforcement of the Housing Maintenance Code	HPD		Ongoing	Ongoing
7.3	Protect tenants by continuing to provide free legal representation	DSS		Ongoing	Ongoing
7.4	Continue offering homelessness prevention services through the Brownsville HomeBase Center	DSS		Ongoing	Ongoing
7.5	Support homeowners facing foreclosure or who need help financing repairs	HPD	Center for New York City Neighborhoods	Ongoing	Ongoing
7.6	Create new homeownership opportunities and provide resources for first-time home-buyers	HPD		1 - 5 yrs	In progress
7.7	Help Brownsville residents understand, prepare for, and complete the affordable housing application process	HPD		Ongoing	Ongoing
08 PROVIDE SUPPORT AND CAPACITY BUILDING OPPORTUNITIES					
8.1	Implement the goals of the citywide Cultural Plan - cultural center at Rockaway-Chester	HPD	DCLA	> 5 yrs	In planning stage
8.2	Pair local organizations with Capacity Fund grants from the Partnership for Parks to facilitate community projects in parks	Parks	Partnership for Parks	Ongoing	Ongoing
8.3	Work with the East Brooklyn Arts and Culture Alliance (EBACA) to determine appropriate next steps to building the cultural capacity of Brownsville	DCLA		TBD	In progress
8.4	Convene city agencies and residents in regular NeighborhoodStat meetings	MOCJ	NYCHA, NYPD, DHS, DFTA, OCDB, HRA, DPR, DOP, DYCD, CEO, OCDV	Ongoing	Ongoing
8.5	Begin the Brownsville Community Tech Advisory Board	MOTI	EDC, BCJC, NYU Center for Urban Science and Progress	< 1 yr	Ongoing
8.6	Provide opportunities for partnerships with local organizations through the Brownsville RFP	HPD		< 1 yr	In planning stage

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