

Atlantic Avenue Mixed Use Plan Working Groups Round Two

Economic Development, Human
Capital, and Services

April 20, 2023



1. Overview

Meeting Objectives

2. Table Introductions

Opportunity Statement Review

3. Background + Context

Key Questions

Key Constraints

4. Survey

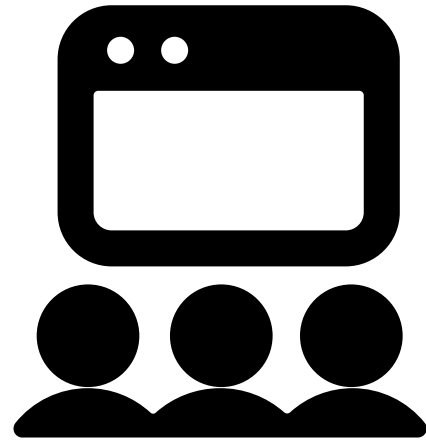
5. Table Discussion

Community Recommendations

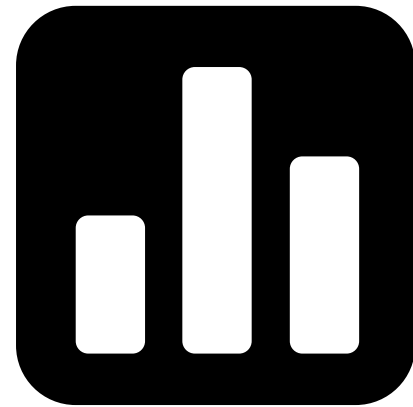
Gallery Walk

6. Next Steps

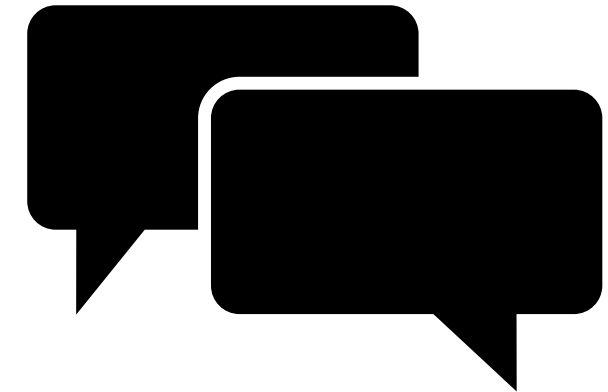
Today's Meeting Format



Presentation



Surveying



Discussion

Today's Meeting Objectives

- **Share information** about the Atlantic Avenue Mixed Use Plan process, scope and timeline.
- **Validate the plan's Opportunity Statements** derived from community engagement at the Kickoff meeting and round one working group meetings.
- Begin to **draft community recommendations**

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PLANNING PROCESS

Planning Process Goals



Gather Information

Collect and organize community challenges, opportunities, and ideas in order to inform the community plan



Community Organizing and Engagement

Strengthen ties between community members and City agencies and demonstrate a successful model for community planning



Develop Recommendations

Develop implementable recommendations that reflect community hopes for the future while building on past and present planning efforts



Model Community Planning

Build a base of engaged residents to advocate for community needs, and define shared priorities and goals across various stakeholders

What's in Our Community Plan for Atlantic Avenue?

Focus Area A

Streetscape, Physical Infrastructure, and Open Space

- Transportation + Street Safety
- Accessibility
- Green + Open Spaces
- Climate Change Mitigation + Resilience

Focus Area B

Economic Development, Human Capital, and Services

- Economic Development
- Job Creation + Training
- Schools and Childcare
- Libraries and Community Spaces
- City Services

Focus Area C

Land Use, Density, and Housing

- Affordable Housing
- Land Use + Zoning
- Neighborhood Amenities

Atlantic Avenue Mixed Use Plan Vision and Priorities

PRINCIPLES,
GOALS AND
EXPECTATIONS

Project Goals

Housing
Affordability

Holistic Planning

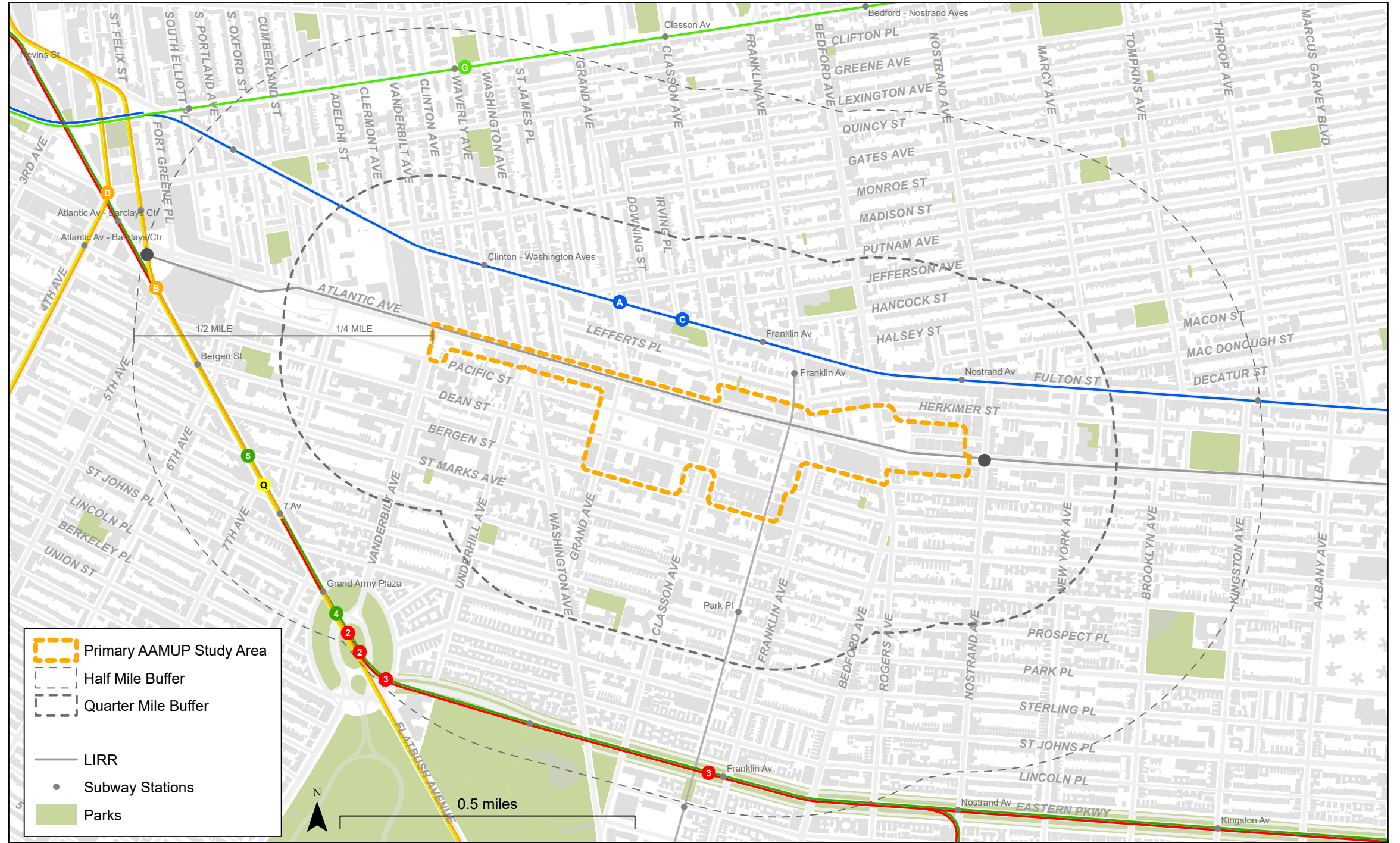
Promoting Job
Growth

Infrastructure and
Capital Planning

Street Safety



Project Area: Neighborhood Context



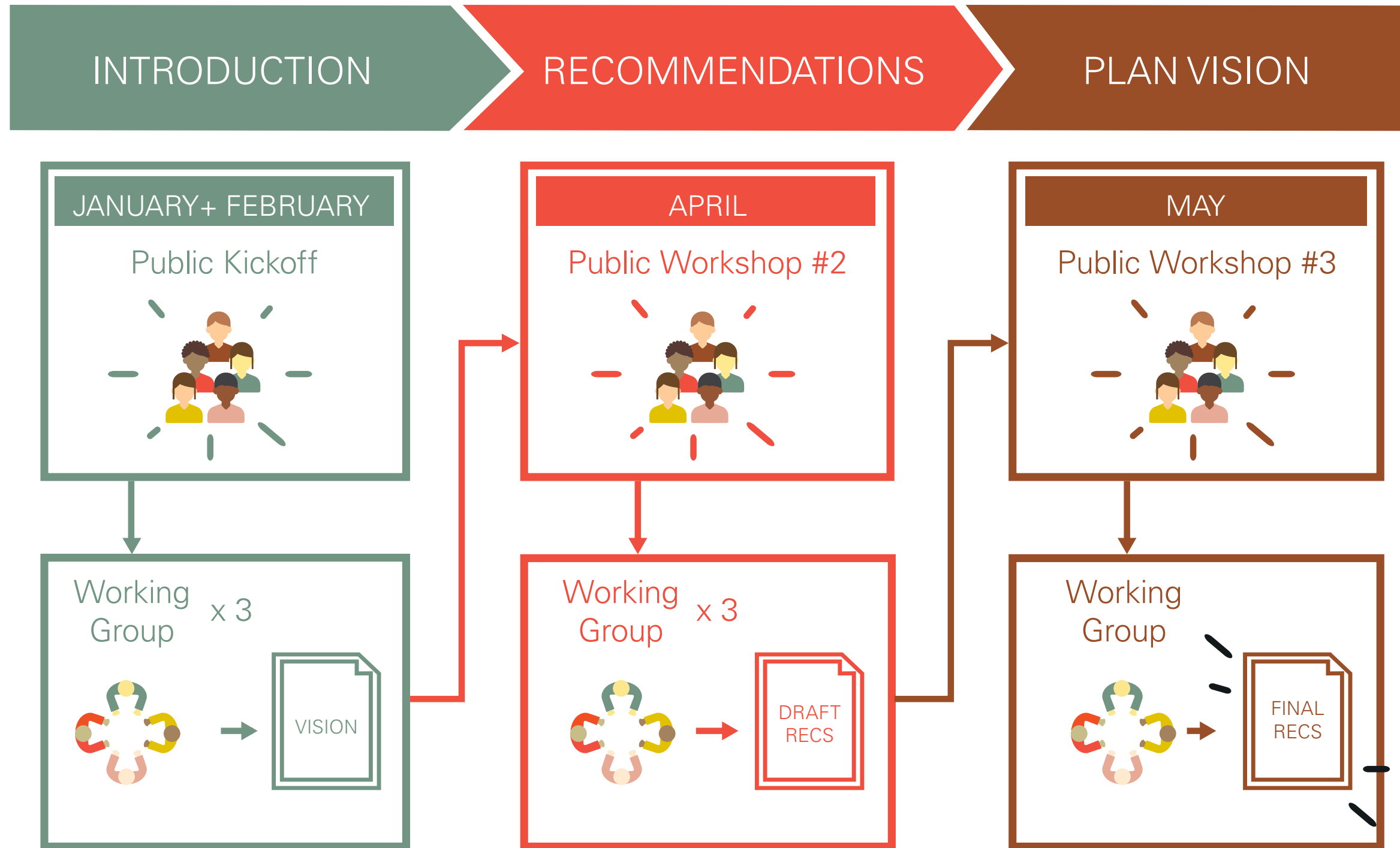
Planning Process



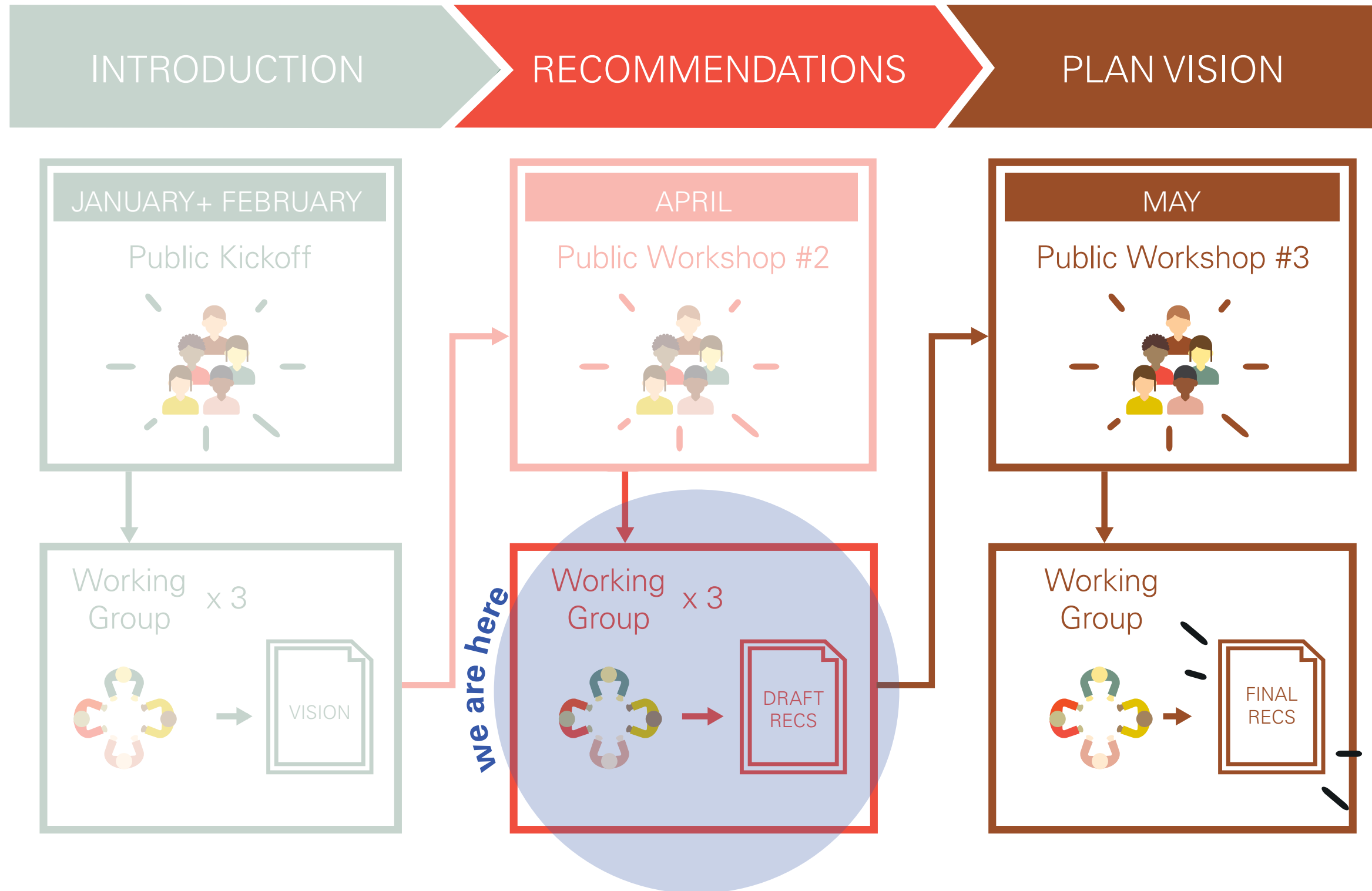
Planning Process



Process Timeline

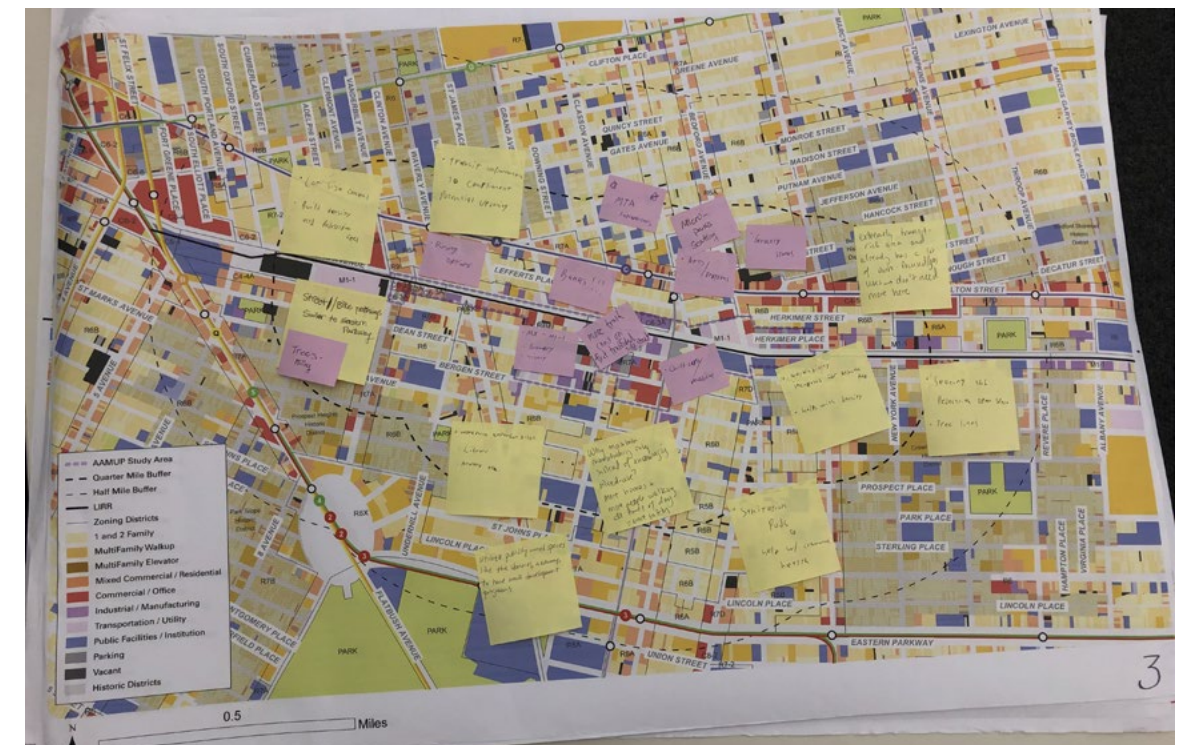
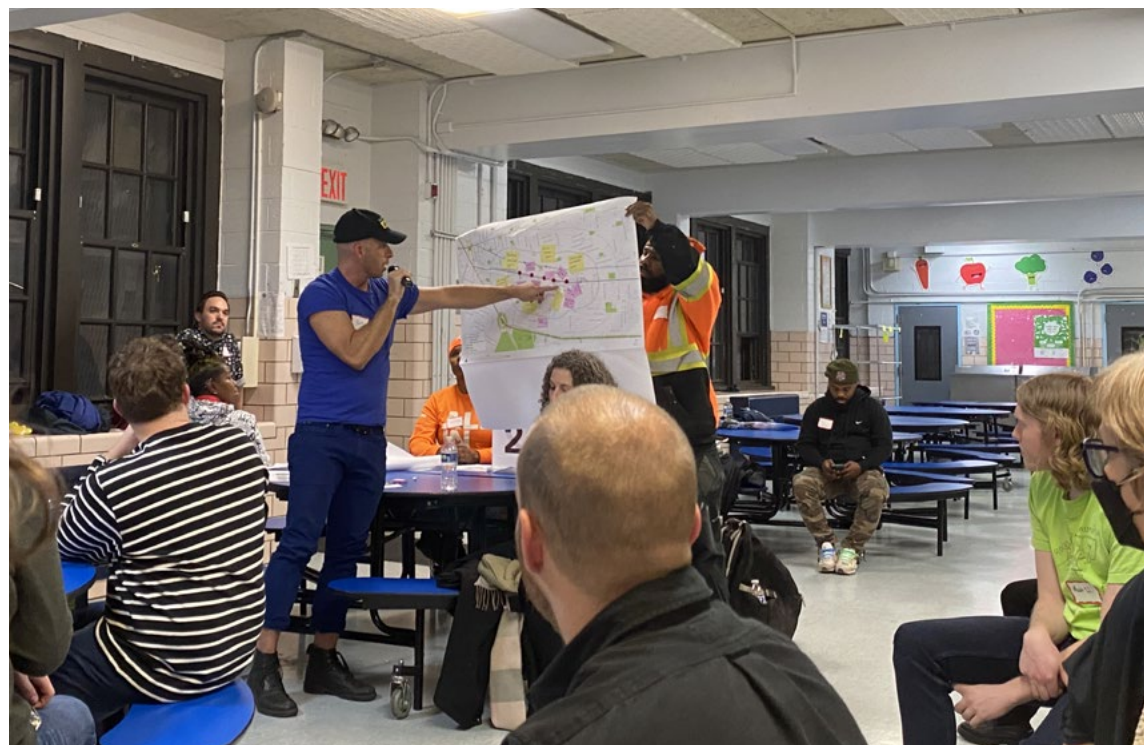


Process Timeline



Working Groups Round One

- Working Group Round One meetings took place in February
- Each Working Group discussed one of the AAMUP's three focus areas
- Over 180 people joined the discussion on three different evenings
- The AAMUP's Opportunity Statements are based on the feedback collected there, and serve as our guide as we now turn to developing draft recommendations

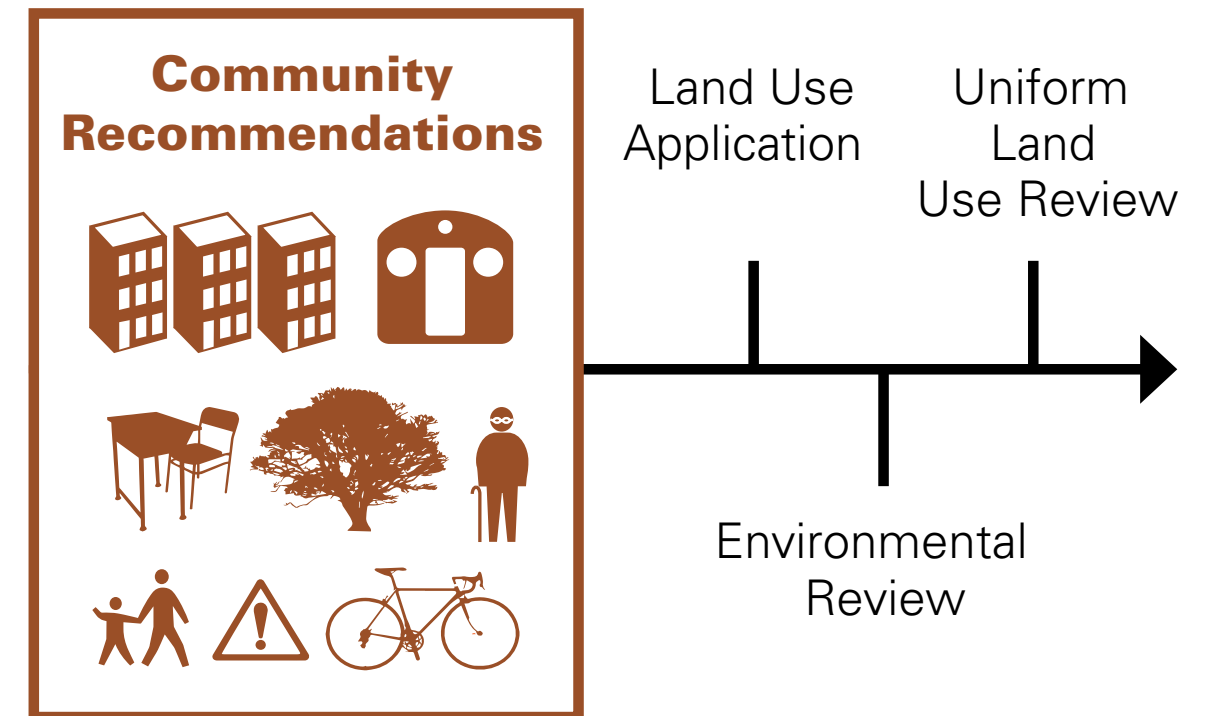


Next Steps in the Process

JUNE: AAMUP Planning Process sets Community Recommendations

- SUMMER -
AUTUMN**
- Develop draft zoning framework
 - Hold scoping meetings to start environmental review
 - Advance community rec's
 - Start the land use application

2024: Land use application advances to Uniform Land Use Review Process (ULURP)



Working Group Focus Areas



**Streetscape, Physical
Infrastructure,
and Open Space**



**Economic
Development,
Human Capital,
and Services**



**Land Use, Density,
and Housing**

Today's Focus Area



**Streetscape, Physical
Infrastructure,
and Open Space**



**Economic
Development,
Human Capital,
and Services**



**Land Use, Density,
and Housing**

Livable Communities

Neighborhood Quality of Life



Affordable Childcare



Health & Wellness



Recreation



Affordable Retail



Essential Business



Social and Community Services

Living Wage Economic Empowerment

Living Wage



Workforce Development



Education



DBE / MWBE Support

Livable
Community



Affordable Leases



Loans and Grants



Green Economy Focus

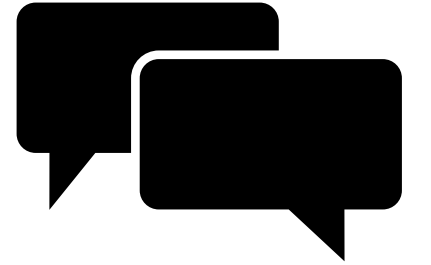
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TABLE INTRODUCTIONS

Discussion Community Agreements

- **Share the air time** —work together to make sure everyone gets a chance to speak
- **Respect the diverse viewpoints and experiences in the group** — together, we know a lot; alone, we won't know it all; Please keep an open mind
- **Use “I” statements** – share from your own experience and avoid generalizations
- **Check your negativity bias** - focus on constructive discussion instead of what you dislike

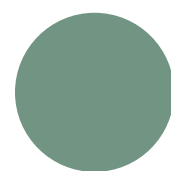
Icebreaker



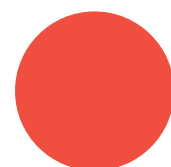
What business in the area have you recently visited or has a special significance to you?

Opportunity Statements

The **Opportunity Statements** on the table reflect what we heard in round one meetings of the AAMUP process. They reflect the plan's goals.



Green sticker "I support this statement"



Red sticker "I disagree with this statement"

As you review the Opportunity Statements, discuss:
what types of recommendations support these goals?

Please mark the materials up with your own edits / ideas!

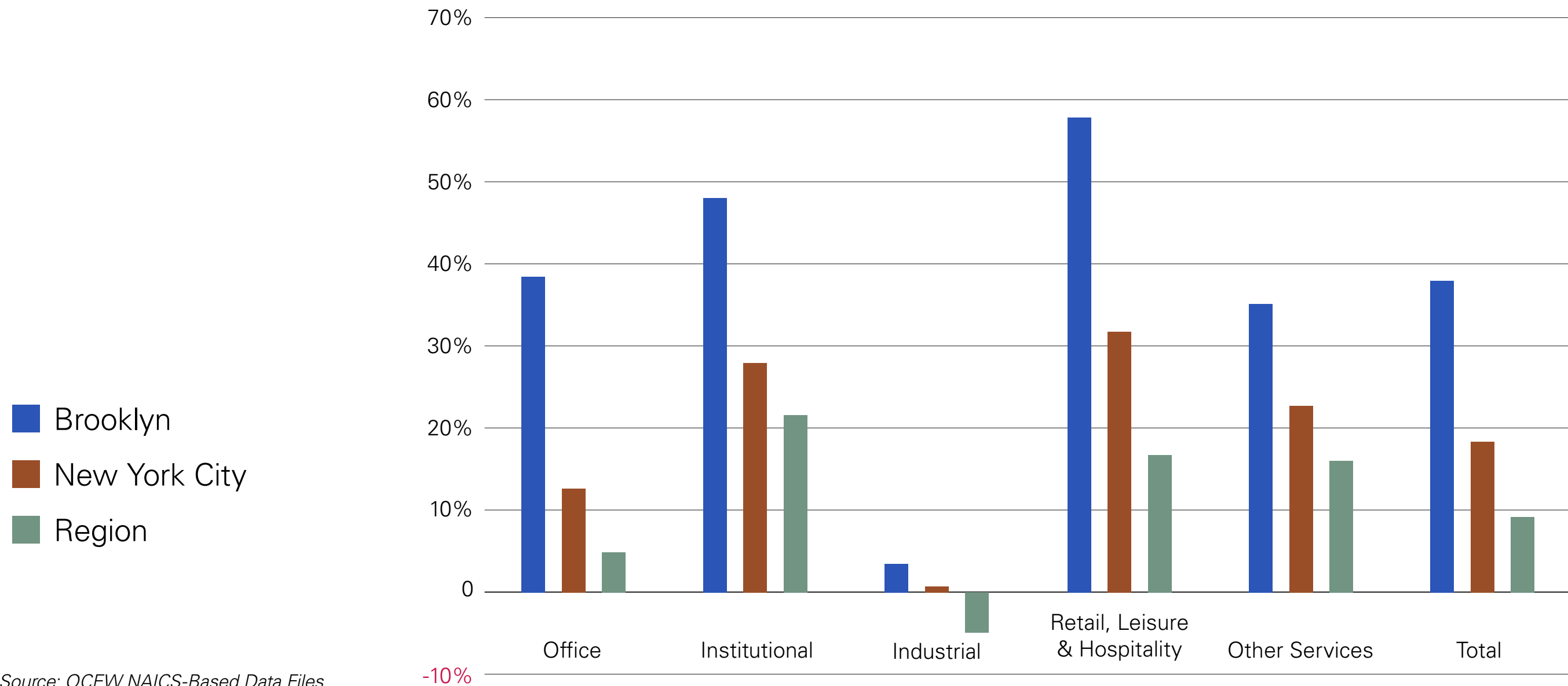
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CONTEXT, QUESTIONS, AND CONSTRAINTS

**As the area and the city
change, how will the local
economy develop?**

Job Growth Sectors

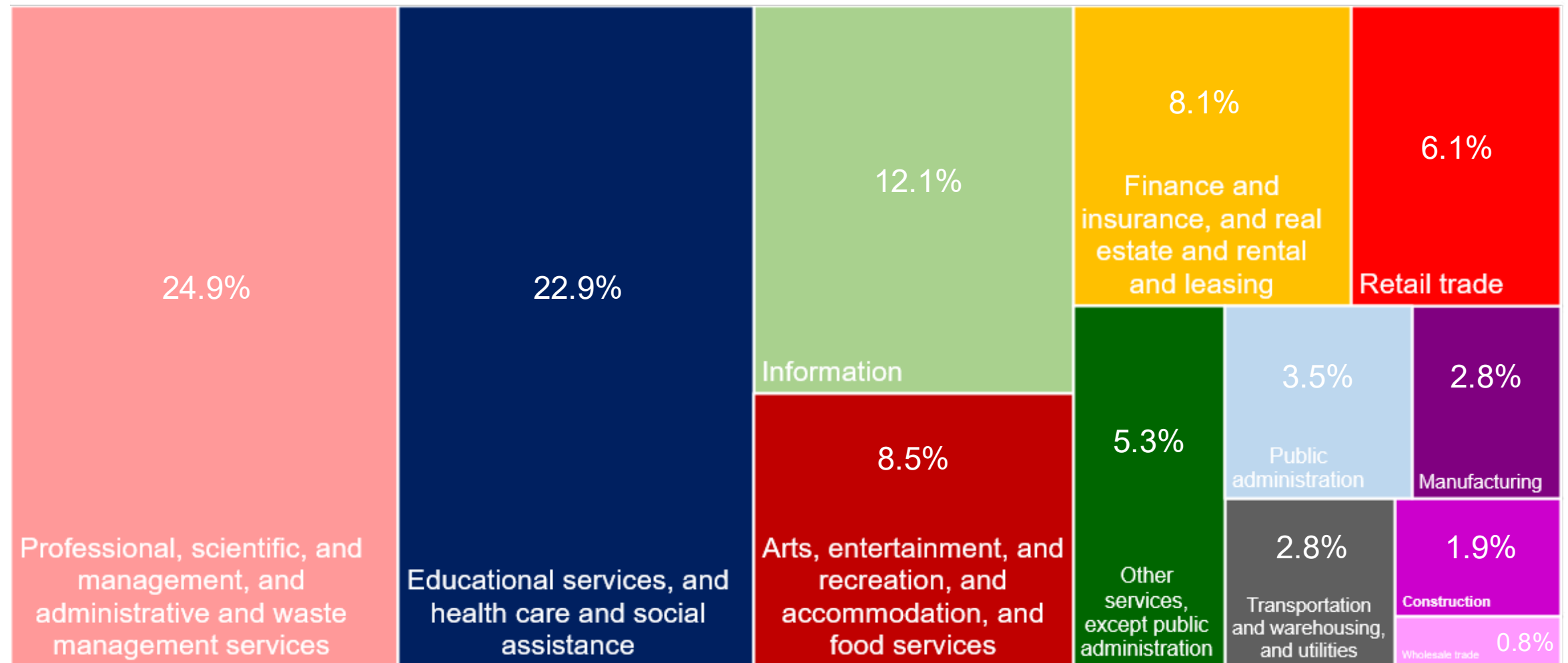
Change in Jobs 2008-2017



Source: QCEW NAICS-Based Data Files,
Annual Average 2008 and 2017, compiled by
NYC DCP Regional Planning Division 20

Project Area Employment

Occupations of Residents within ¼ Mile Context Area - 2017-2021 American Community Survey (ACS)

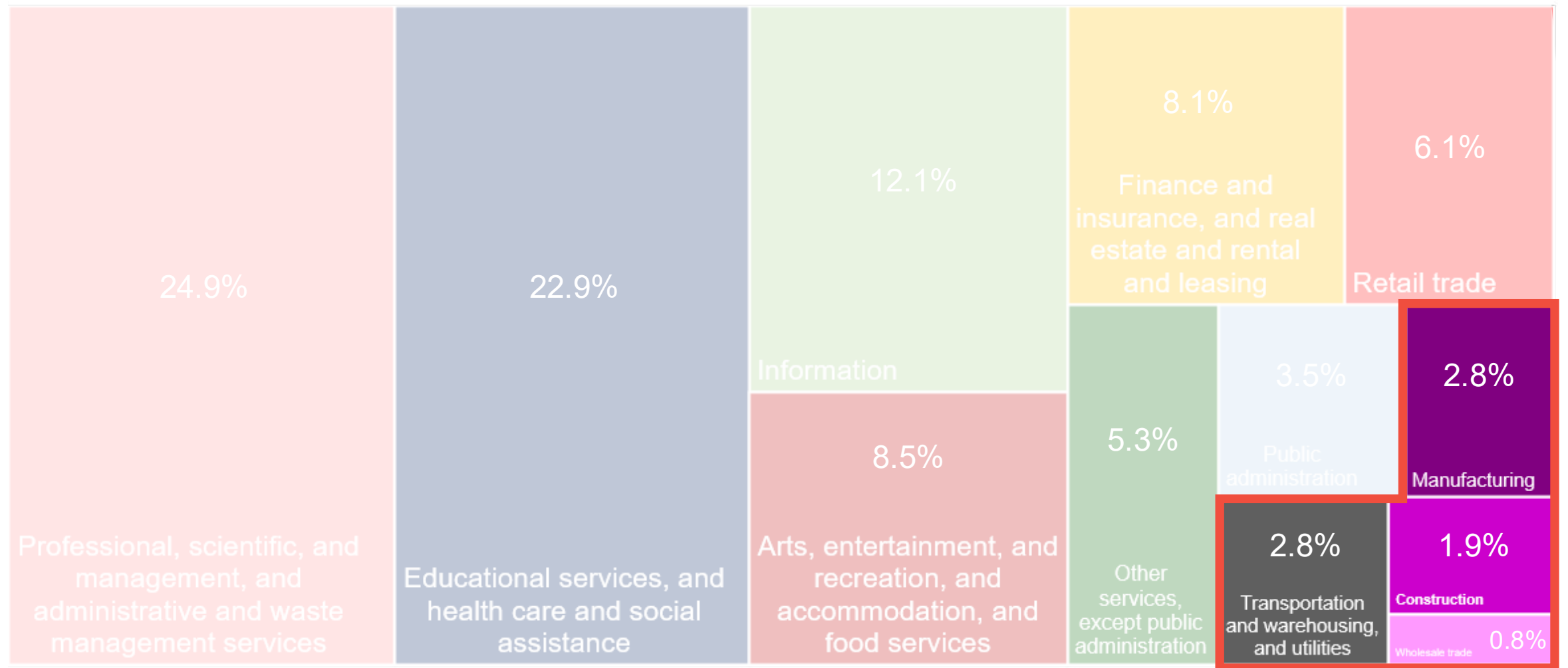


Note: Civilian employed population 16 years and over. Graphic omits "Agriculture, forestry, fishing and hunting, or mining," 0.2%.
Source: 2017-2021 5-year American Community Survey (ACS), Table DP03; Brooklyn Census Tracts 161, 163, 179, 199, 201, 203, 205, 221, 227, 247, 305, 315

Project Area Employment

Despite the project area's manufacturing businesses, only **8.3% of surrounding area residents work in manufacturing** industries

Occupations of Residents within ¼ Mile Context Area - 2017-2021 American Community Survey (ACS)



Note: Civilian employed population 16 years and over. Graphic omits "Agriculture, forestry, fishing and hunting, or mining," 0.2%.
Source: 2017-2021 5-year American Community Survey (ACS), Table DP03; Brooklyn Census Tracts 161, 163, 179, 199, 201, 203, 205, 221, 227, 247, 305, 315

Project Area Employment

Employment Trends within Primary Planning Area

Macro Sector & Industry	Annual Average			Q1-Q2 Avg
	2000	2010	2021	2022
Industrial	334	X	257	232
Construction	102	134	174	150
Manufacturing	132	63	28	28
Transportation and Warehousing	42	X	24	24
Wholesale Trade	57	79	32	30
Institutional	X	X	X	
Educational Services	X	X	X	
Health Care and Social Assistance	X	X	54	50
Office-based	20	20	183	173
Professional, Scientific, and Technical Services	X	X	87	94
Administrative and Support, and Waste Management and Remediation Services	X	X	24	27
Information	X	X	X	28
Real Estate and Rental and Leasing	X	7	14	19
Finance and Insurance	X	X	X	X
Management of Companies and Enterprises	X	X	X	X
Local Services	212	195	268	314
Other Services (except Public Admin)	80	76	106	122
Accommodation and Food Services	X	101	105	110
Arts, Entertainment, and Recreation	X	X	15	18
Retail Trade	65	12	31	46
Unclassified	10	X	11	18
Total Private-Sector Jobs	566	578	765	772

- There are nearly 9 times more office jobs today vs. in 2010
- Local services, which declined in many parts of the city due to the pandemic, grew by 60% since 2010
- Industrial employment has declined by 31%, primarily due to Manufacturing, while Construction has grown.

Please note: "x" = the data cannot be disclosed, or the sector does not exist in the geography; employment represents unemployment-insurance covered jobs only (i.e., does not include contractors or self-employed) and may represent headquarters employment (not necessarily job site location), which tends to be the case for industries like Construction.

Key Questions: Shifts in Area Employment

Key Questions:

How do you feel about the growth and decline of the area's employment sectors?

How can specific types of businesses better serve local residents and create jobs?

City Levers to Support Mixed-Use Development

The City has multiple tools available to support thriving mixed-use neighborhoods.

Tools include:

- Zoning Tools
 - » Preferential non-residential MX-districts
 - » Preferential job-dense M-districts, with height limits and reduced parking
 - » Enhanced Commercial Districts or R7D/C2-4
- Targeted capital investments in streets, the public realm and open space

City Levers for Promoting Specific Industries

Mandates: Require certain uses in a special district

- May lead to unintended consequences,
(ex: difficulty finding tenant for vacant spaces)

Incentives: Encourage developers to set aside space for certain uses in exchange for a bonus. Incentives include:

- Additional density / height (more FAR)
- Subsidies for businesses or participating developers

State-Controlled: Tax breaks

Community Plan Precedent: Gowanus Special District

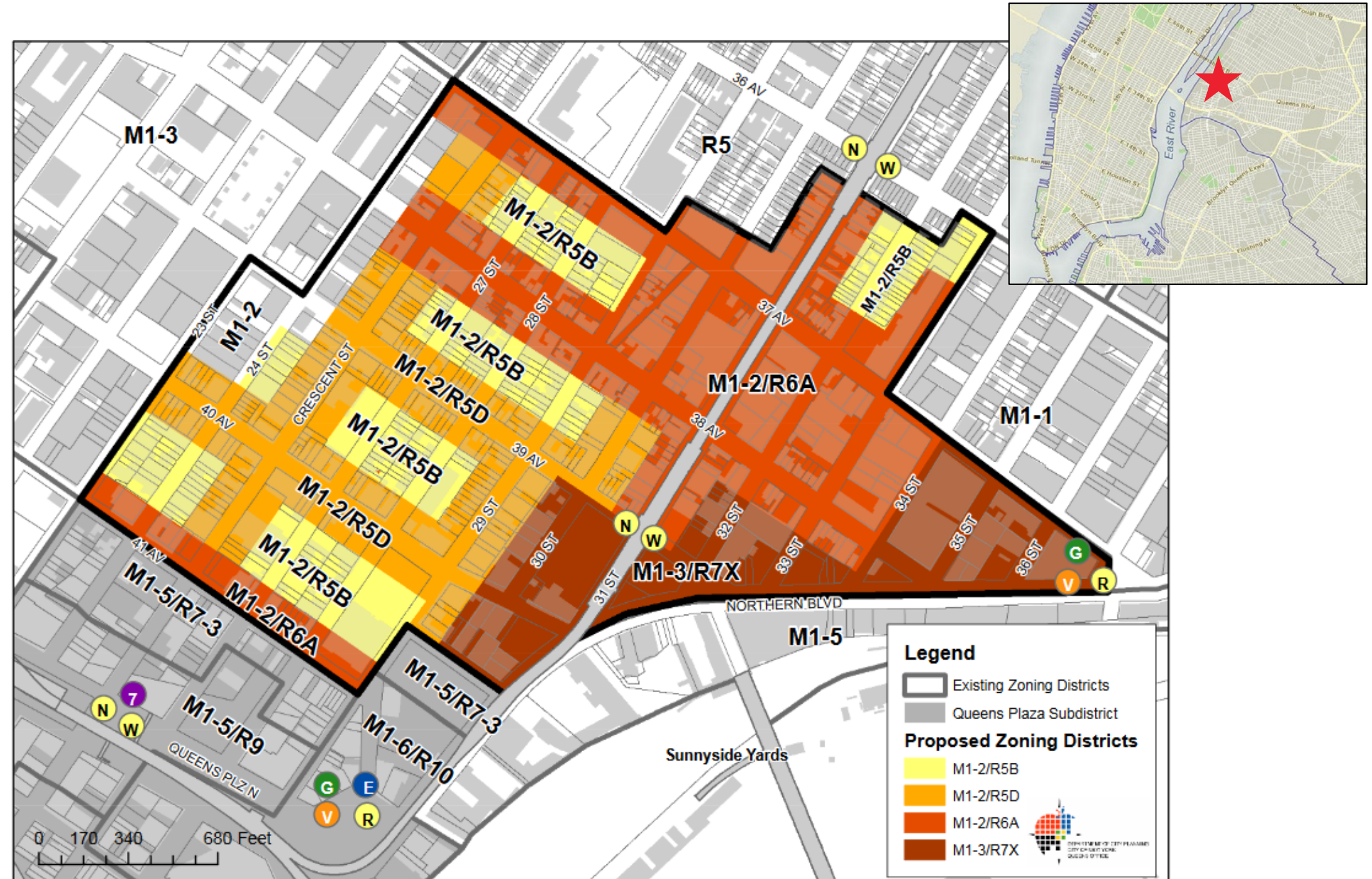


The recent Gowanus Rezoning established the “Special Gowanus Mixed Use District.”

New buildings are awarded an increase in allowable floor area (0.3 FAR) in exchange for setting aside commercial and manufacturing space for specific uses that preserve the district’s light industrial, artistic, and civic uses.

Mixed-Use Plan Precedent: Dutch Kills Sub-District

- Part of Long Island City Special District, Queens
- Includes MX-districts (mixed-use) residential/commercial/manufacturing (M1-2/R5B, M1-2/R5D, M1-2/R6A, M1-3/R7X)
- 3.0 FAR for residential (no inclusionary housing)
- 4.0 FAR for certain uses in Use Groups 16A, 16D, 17A, 17B, and 10A



Mixed-Use Plan Precedent: Dutch Kills Sub-District



Pros

- Demonstrates developers are taking advantage of incentive

Cons

- Narrow range of permitted uses can leave space vacant and falls short of meeting sub-district goals
- Housing is all market rate; no Inclusionary Housing incentive or requirement

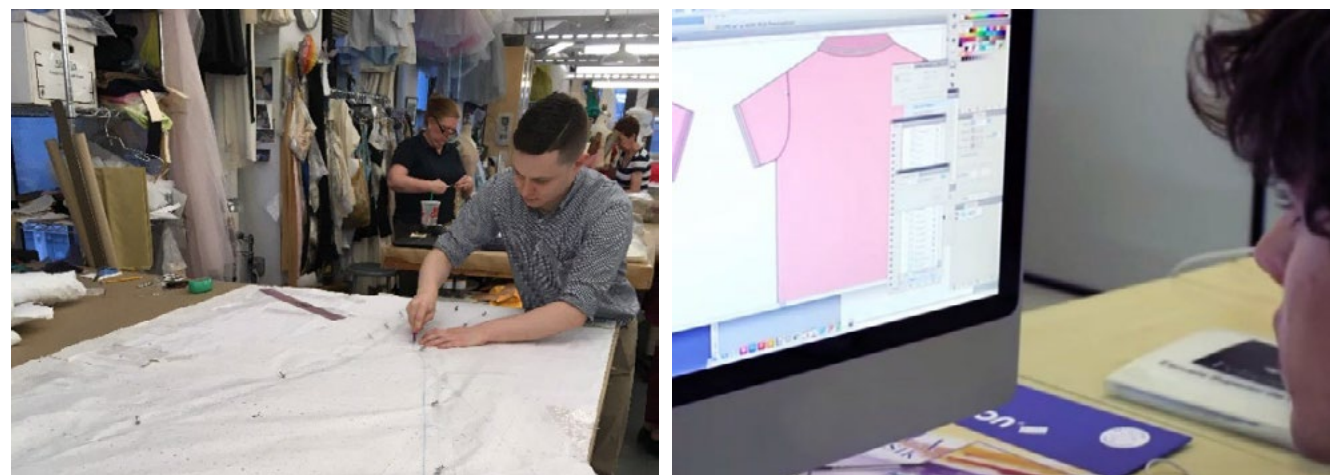
An Evolving Economy Requires Flexible Zoning

- Overly prescriptive regulations can **block evolution of individual businesses, raise barriers to entry** for small firms, and **constrain evolution** of a neighborhood's local economy.
- Using zoning to pick and choose uses within the same Use Group undermines citywide standards and raises enforcement challenges

Brewery: Production and Sales



Pattern Making by Hand and by CAD



Bike Repair and Sales



Overly Restrictive Zoning May Result in Vacancies

Hotel Trades Council Building

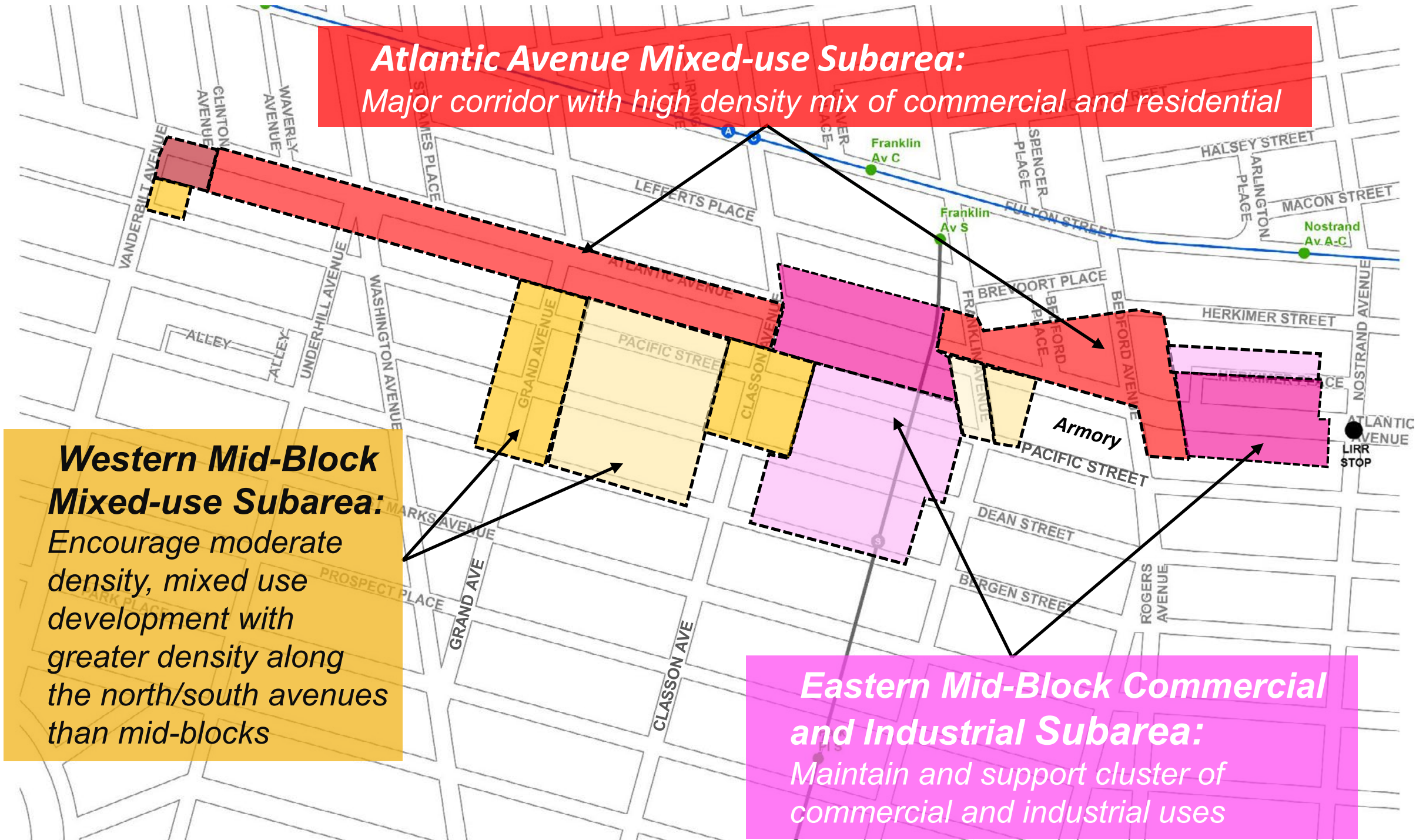
620 Fulton Street,
Fort Greene

Zoning requires ground-floor
non-residential use

Ground floor vacant since
building opened Summer
2017

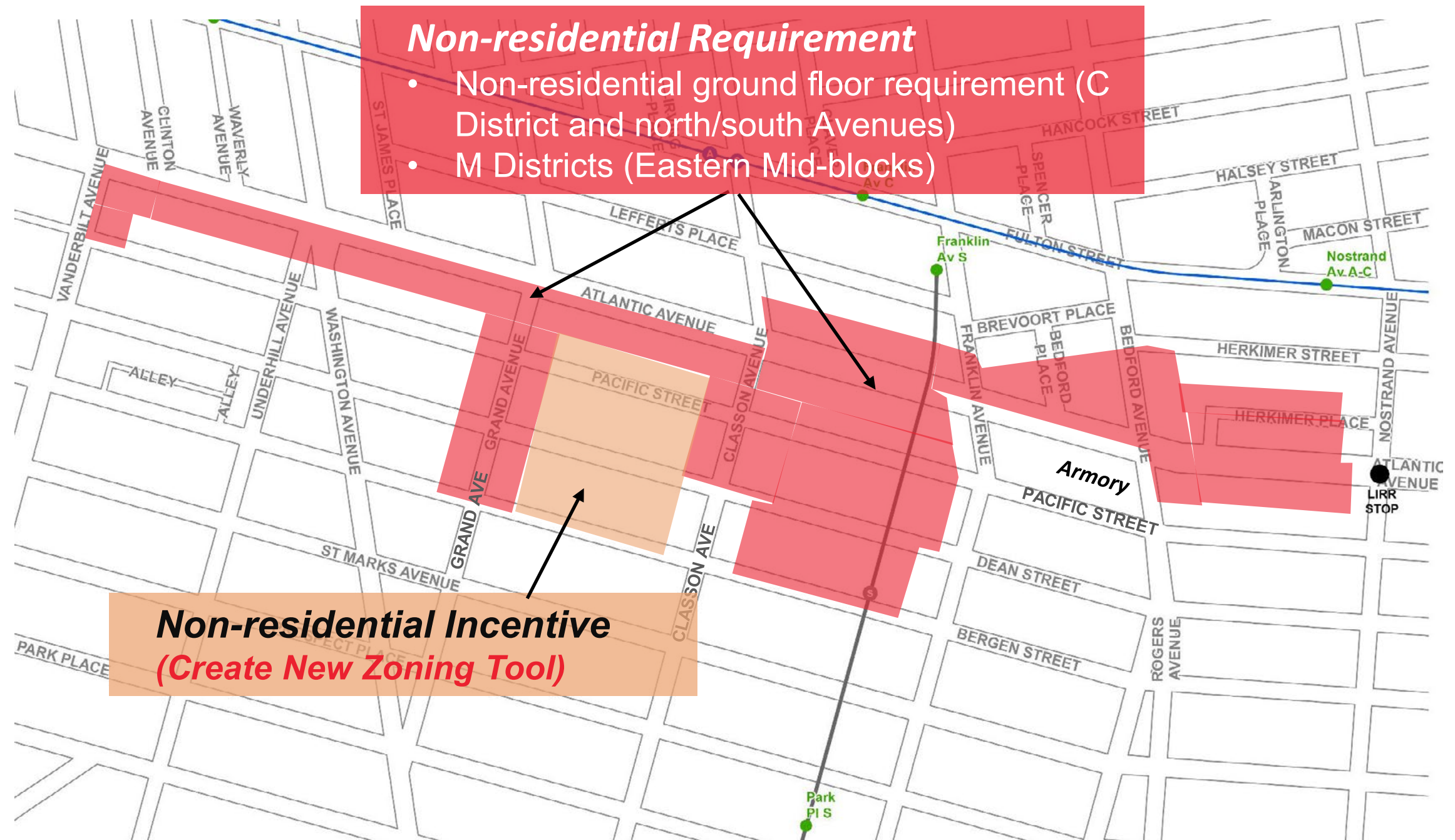


2018 DCP M-CROWN Land Use Framework



2018 DCP M-CROWN Land Use Framework

- Non-residential use would either be required or incentivized in all of the study area
- New M districts
- Enhanced Commercial District
- Non-residential incentive for western mid-blocks



Key Questions: Zoning to Support Mixed-Uses

Key Questions:

What zoning tools that support mixed-use community development would you like to see in this area?

Existing tools or new ideas!

Capital and Program Investments

- Capital and program investments can accompany rezonings and support the area's economic development
- The City may designate funds to build a new community facility or improve an existing one
- Examples include:
 - » Libraries
 - » Workforce development centers
 - » Community centers
 - » Improvements to streets and public spaces
 - » Developing commercial/industrial facilities on City-owned lots

Capital Investment Examples



Public Libraries



Workforce Development
Centers



Schools



Community Centers



Improvements to streets
and public spaces

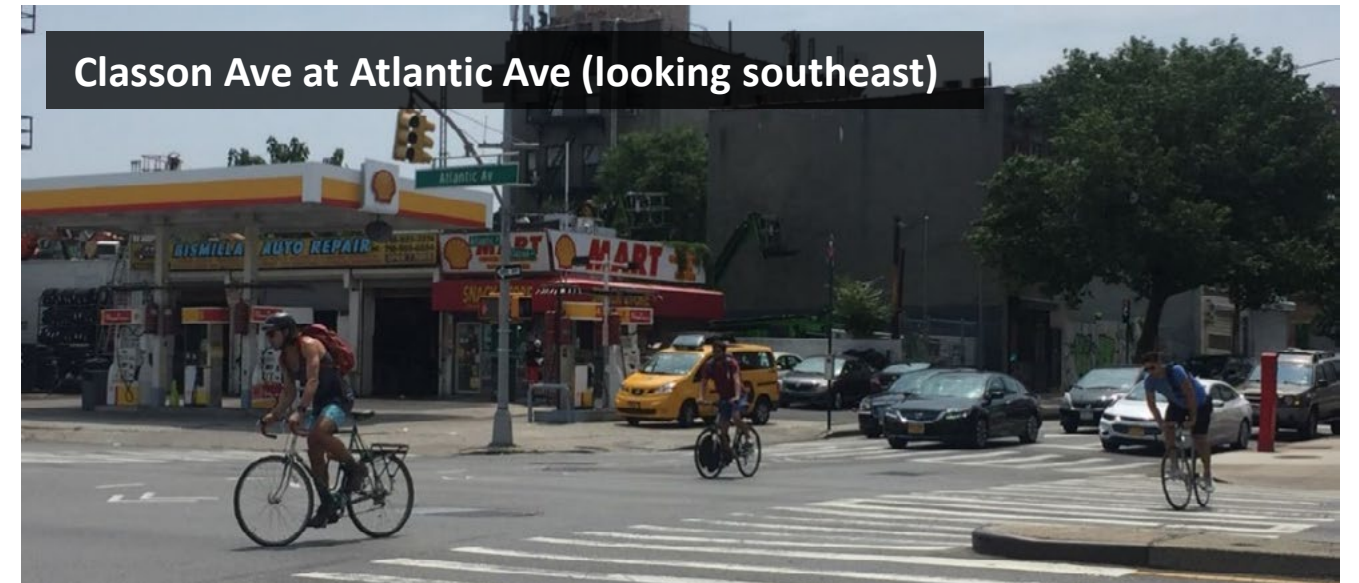


Arts + Culture Spaces

Targeted Capital Investments to Support Growth

Potential Capital Projects

- Atlantic Ave public realm improvements
- Bike and pedestrian improvements
- New or improved parks
- Facilities improvements



Workforce Development & Business Incubation

- Small Business Services operates Workforce1 Career Centers throughout NYC
- The City often partners with nonprofits to provide Workforce Development services
 - » What community organizations that operate in the area or elsewhere in the city may support this area's economic development?
- Incubation for Black-owned and locally-owned has been a popular idea at meetings so far; What types of services do you envision that may include?

East New York Industrial Building Modernization and Activation

- Under Construction
- 30,000 square foot city-owned industrial building at Powell Street and Pitkin Avenue is currently underutilized and in poor condition
- EDC will invest city capital to complete major capital upgrades to the building's exterior and interior, including new lighting, façade repair, signage and mechanical systems
- The resulting modern industrial space accommodating six industrial tenants and around 60 new jobs



Local School Capacity

Legend

Existing School Location by Organization Level

- ▲ High School
- ▲ Intermediate School
- ▲ Intermediate/High School
- ▲ Primary School
- ▲ Primary/Intermediate School
- ▲ Special Education

SCA Capacity Projects In Progress (FY 2020-2024)

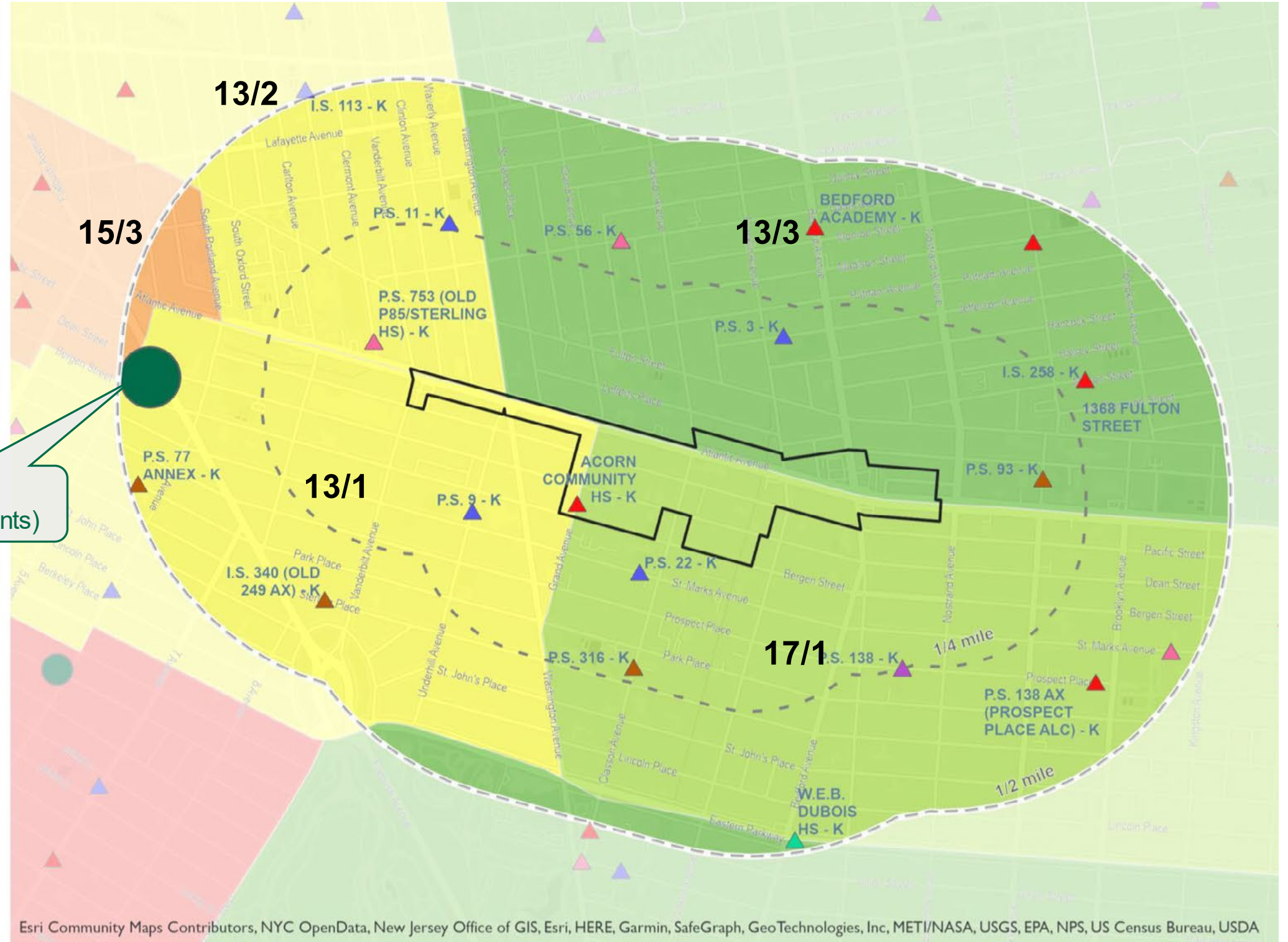
- 46 - 350
- 351 - 430
- 431 - 500
- 501 - 600
- 601 - 3,100

PSIS seats available by SCA Subdistrict

- -2,400 - -420
- -419 - 180
- 181 - 760
- 761 - 1,300
- 1,301 - 3,900

Context

- Study Area
- Study Area Buffer



Esri Community Maps Contributors, NYC OpenData, New Jersey Office of GIS, Esri, HERE, Garmin, SafeGraph, GeoTechnologies, Inc, METI/NASA, USGS, EPA, NPS, US Census Bureau, USDA

Key Questions: Capital and Program Investments

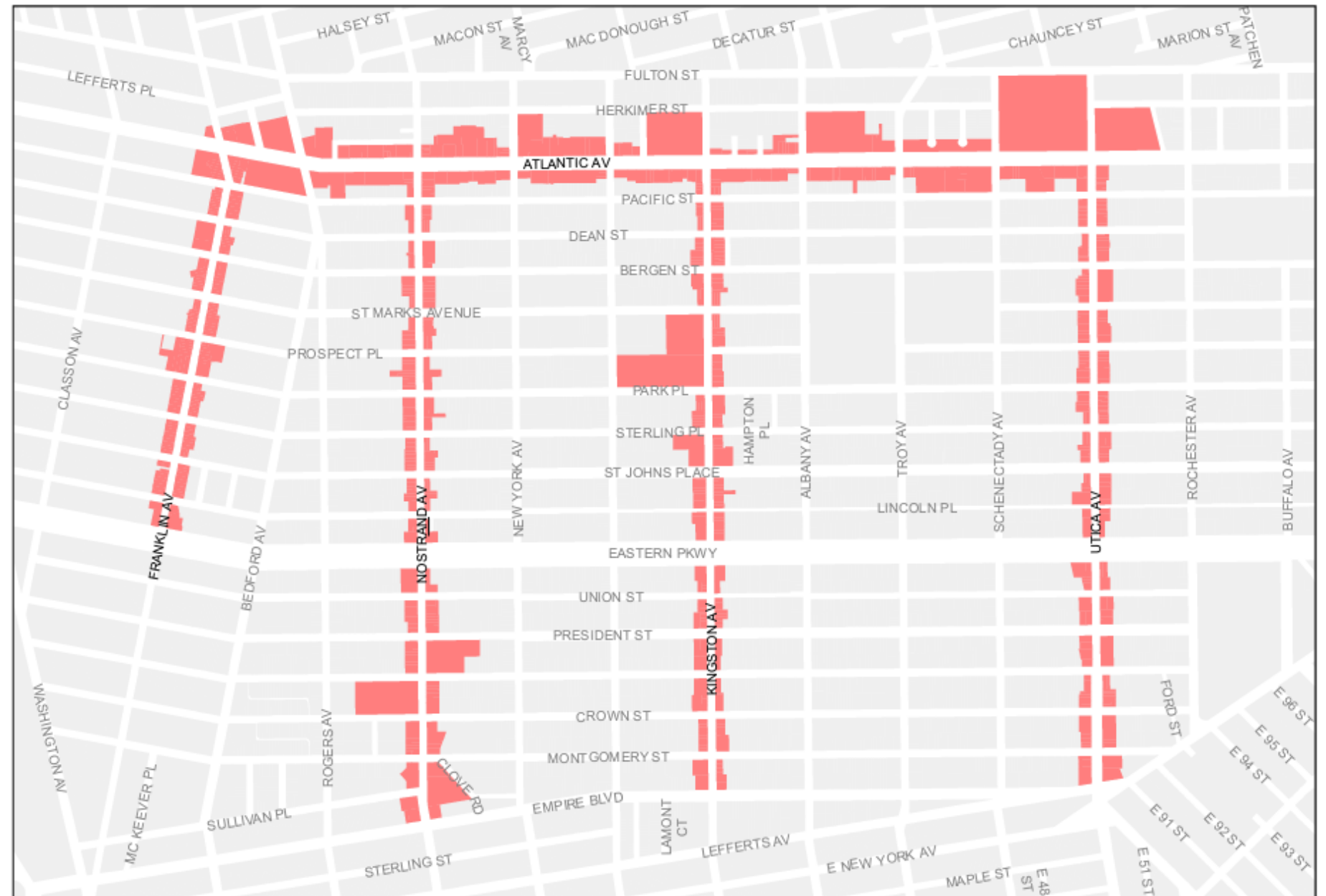
Key Question:

What facilities or programs do you believe will most support the local economy?

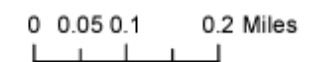
Crown Heights Community District Needs Assessment

Top businesses on Atlantic	
Auto Repair Shops/Auto Parts Stores	19
Construction, Manufacturing, Warehousing, and Wholesale	5
Gas Stations	5
Hotels	5
Hardwares and Home Goods Stores	3
Professional Services	3
Self-Storage Facilities	3
Bodega/Deli/Convenience Stores	2
Check Cashing, Money Transfer Services & Pawn Shops	2
General Merchandise Stores	2

Vacancy Rate on Atlantic	
Occupied	79%
Vacant	21%



Crown Heights CDNA Study Area Map



Key Questions: Existing Businesses

Key Question:

**How can we support the area's
existing businesses?**

Key Considerations and Constraints

- **Zoning is Long-Term:** Zoning does not change frequently, plans must be flexible enough for today and the future
- **Pandemic Workplace Shifts:** There is low demand for commercial space with more people working from home
- **Industrial Rents:** Industrial spaces command low rents and it may be hard to find tenants at the right price-point to support the cost of new construction
- **Industrial Externalities:** Industrial space can generate negative impacts that conflict with residential uses (eg. truck traffic, noise, air pollution, etc.)

4

LIVE SURVEY



or visit:

menti.com

and enter:

8841 7519

5 | TABLE DISCUSSION



Breakout Discussion Format

- Each breakout table will have one facilitator, and one notetaker
- Facilitators will lead the discussion prompts
- Table materials (please mark them up!)
 - » Project Area Maps
 - » Example Toolkits
 - » DCP 2018 Land Use Framework
 - » Community Recommendations + Opportunity Statements

Community Recommendations Discussion Prompts

Land Use for Mixed-Use

- What zoning tools, incentives, or mandates do you believe will support mixed-use development?

Economic Development Policies and Programs

- What policies and programs will support small businesses?
- How can we connect local residents to jobs?

Capital Investments

- What capital investments and facilities will support local economic development?

6

NEXT STEPS



BRANTE Y DE USO MIXTO DE INWOOD EN DIRE

... a fin de promover un desarrollo de alta calidad que provea una b...
 ...icas, un área costera revitalizada, nuevas opciones comerciales, así como un...
 ... con el objetivo de transformar terrenos vacíos e infrautilizados al este de la...
 ...eros dinámicos y de uso mixto.
 ...ación nueva desarrolle un porcentaje de vivienda económica a n...
 ...e Inclusión Obligatoria.
 ...da, alentar una combinación de usos que brinden oportunidad...
 ...s nuevos que cumplan con las necesidades de los residentes...
 ...er de Inwood se sienta acogido en los nuevos...
 ...icos, y animar un diseño urbano adecuado...
 ...iliarios institucionales, tales como Con Edison, a...
 ...egen operaciones e infraestructura esenciales.



Battery Park, New York, NY

CREAR CALLES SEGURAS Y ANIMAD... PAISAJES URBANOS ATRACTIVOS

...ear la nueva urbanización para fomentar ur...
 ...ar las aceras por medio de tiendas y otr...
 ...seguridad y reducir los conflictos...
 ...al a lo largo de 10a Avenida.
 ...ena Avenida en una "Avenida...
 ...ve de este a oeste hacia...
 ...de el Bronx por med...
 ...ights y Broadway.

Planning Process Resources

- Visit the project website at <https://nyc.gov/AtlanticAvenue> for the latest updates
- Sign-up for email updates about the process and upcoming meetings on the website
- If you have questions or would like to submit written comments for consideration in the community planning process, please email AtlanticPlan@planning.nyc.gov

Community Resources

Council Member Hudson's Office can connect you with City and nonprofit resources if you are experiencing...

- Housing insecurity or tenant harassment
- Food insecurity
- Challenges accessing healthcare, mental health resources, or other City services

To be connected, please contact:

District35@council.nyc.gov or 718-260-9191

Upcoming Public Workshop

ATLANTIC AVENUE | MIXED USE PLAN

Community Planning Workshop

Join local stakeholders and city agencies to help review and edit community recommendations for the future of Atlantic Avenue!

WHEN:
Monday, May 8th
6 - 8pm

WHERE:
Location TBD

REGISTER:
<https://bit.ly/AAMUP-CPW3>

NYC Brooklyn 2 | **NYC Brooklyn 3** | **COMMUNITY BOARD 8**

COUNCIL MEMBER
CRYSTAL HUDSON

WXY | **NYC PLANNING**

www.nyc.gov/AtlanticAvenue
AtlanticPlan@planning.nyc.gov

The next AAMUP Public Workshop will be held:

Monday, May 8th

TBC: 6pm - 8pm

Location TBA

RSVP: bit.ly/AAMUP-CPW3

Check the project website for the latest information:

<https://nyc.gov/AtlanticAvenue>

THANK YOU.



NYC
PLANNING
WXY

APPENDIX

