

Atlantic Avenue Mixed Use Plan Working Groups Round Two

Economic Development, Human
Capital, and Services

May 24, 2023



1. Overview

Meeting Objectives

2. Table Introductions

3. Draft Community Priorities

Key Context

4. Survey

5. Table Discussion

Community Priorities

Gallery Walk

6. Next Steps

Today's Meeting Objectives

- **Share information** about the Atlantic Avenue Mixed Use Plan process, scope and timeline.
- **Review, refine, and expand the draft Community Priorities**

1

PLANNING PROCESS

PRINCIPLES,
GOALS AND
EXPECTATIONS

Project Goals

Housing
Affordability

Holistic Planning

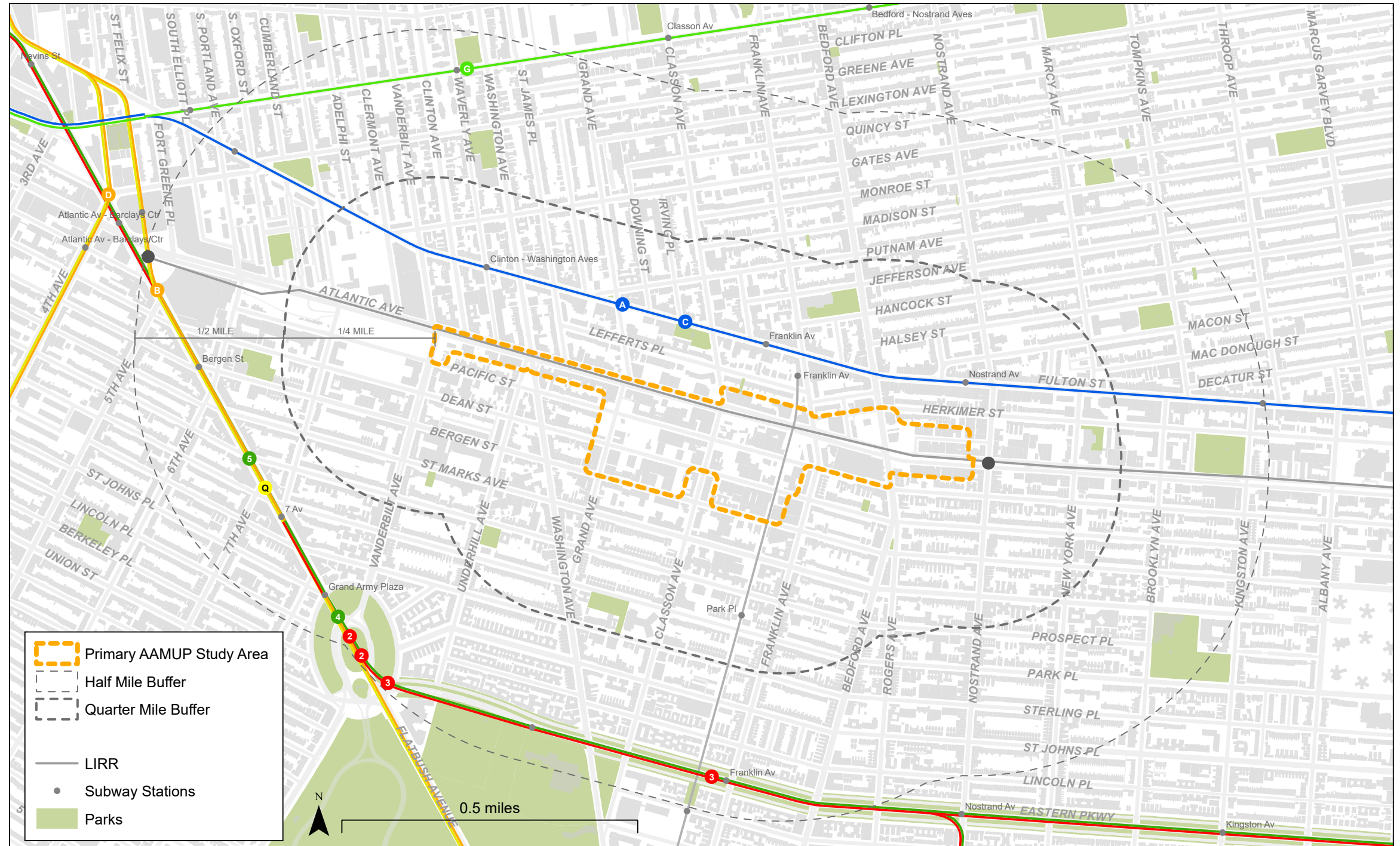
Promoting Job
Growth

Infrastructure and
Capital Planning

Street Safety



Project Area: Neighborhood Context



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

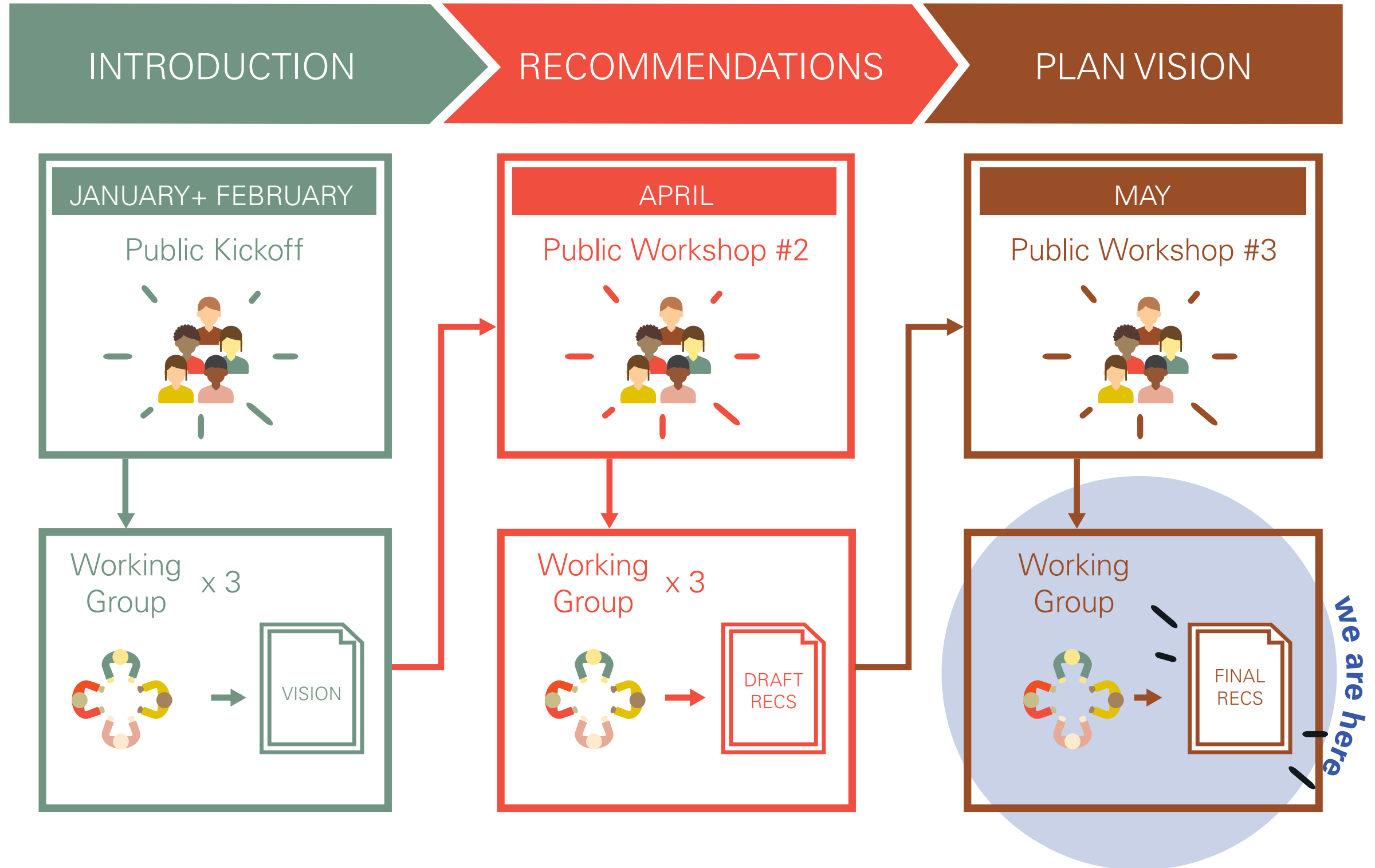
Focus Area C

Land Use, Density, and Housing

- Affordable Housing
- Land Use + Zoning
- Neighborhood Amenities

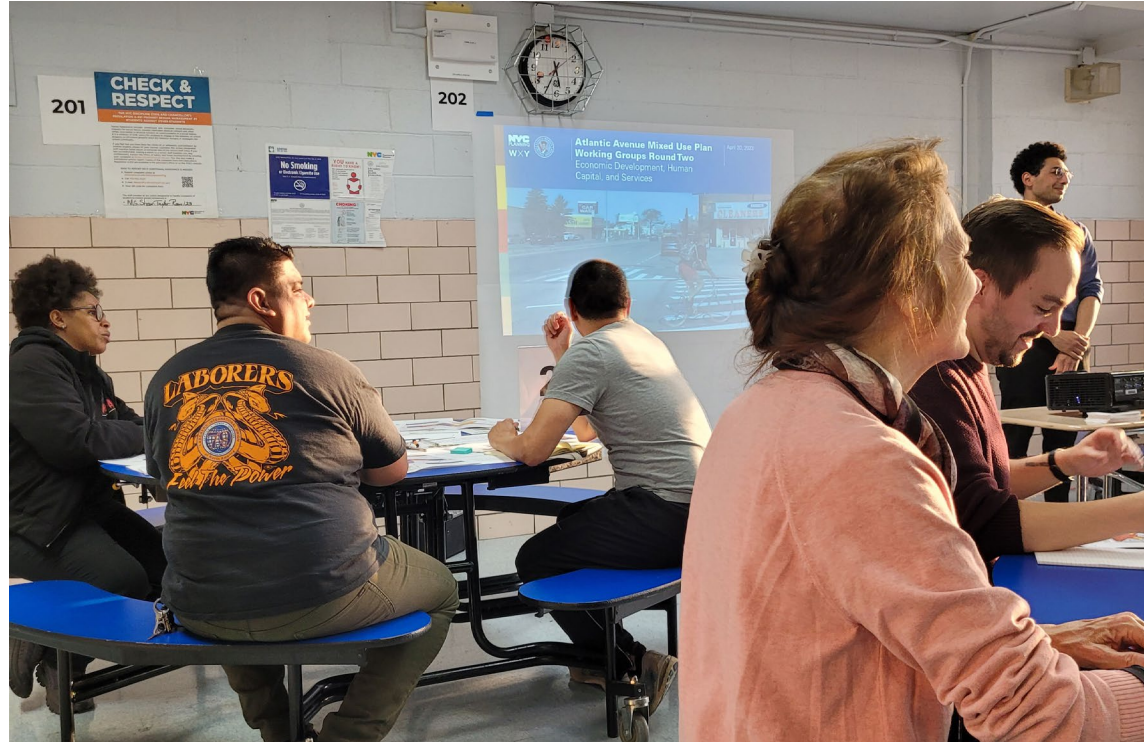
Atlantic Avenue Mixed Use Plan Vision and Priorities

Process Timeline



Round Two Working Groups and Open House Workshop

- AAMUP round two meetings took place in April
- 142 people joined us at three Working Group meetings and Open House Workshop
- The AAMUP's Community Priorities are based on the feedback collected there, are a first draft as we refine the plan's Community Recommendations

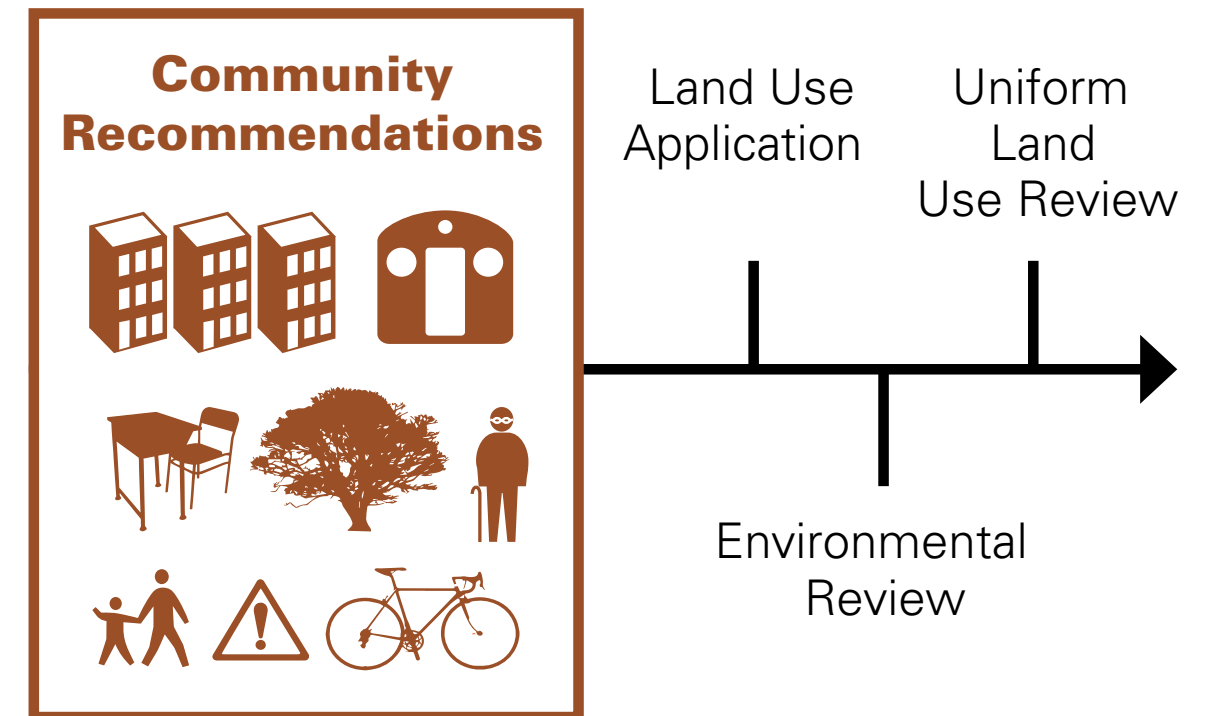


Next Steps in the Process

JUNE: AAMUP Planning Process sets Community Recommendations

- SUMMER -
AUTUMN
2023**
- 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)



2

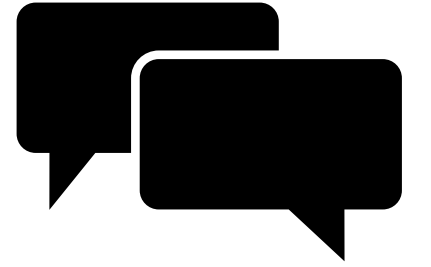
TABLE INTRODUCTIONS



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



**Which kinds of businesses would
you like to see more of in the
study area?**

3

DRAFT COMMUNITY PRIORITIES



What are the current draft Community Priorities?

Community Priority 1: Local Career Opportunities



Workforce Development



Contextualized Training



Targeted Training



Construction Training



Local Businesses

NYC EDC Workforce Development Services

The NYC EDC streamlines recruiting needs by connecting businesses to the City's Workforce Development Programs

- **Hire NYC:** A free NYC EDC program connecting businesses to the City's Workforce Development Services
- **NYC Tech Talent Pipeline:** Supporting the inclusive growth of the NYC tech sector by delivering quality jobs for New Yorkers
- **Customized Training Grant Program:** A federally funded grant to help NYC businesses train and retain employees
- **Workforce 1:** Matching qualified candidates to open positions in a wide range of industries

SBS Workforce Development Initiatives

Where: East New York

Agency: SBS

Status: Completed

- Provides career services for area residents
- Workshops for out-of-school, out-of-work youth and individuals formerly acquainted with the criminal legal system
- SBS worked with 14+ local community-based organizations on a custom suite of services to support jobseekers and employers
- Partner of the American Job Center Network



Other Workforce Programs

How should this plan coordinate with Workforce Development services offered by nonprofits and labor organizations?



Local Non-Profits



Apprenticeships

Living Wages for People Without a Bachelor's Degree by Sector

Share of NYC Workers w/o a Bachelor's Degree Earning \geq \$50K

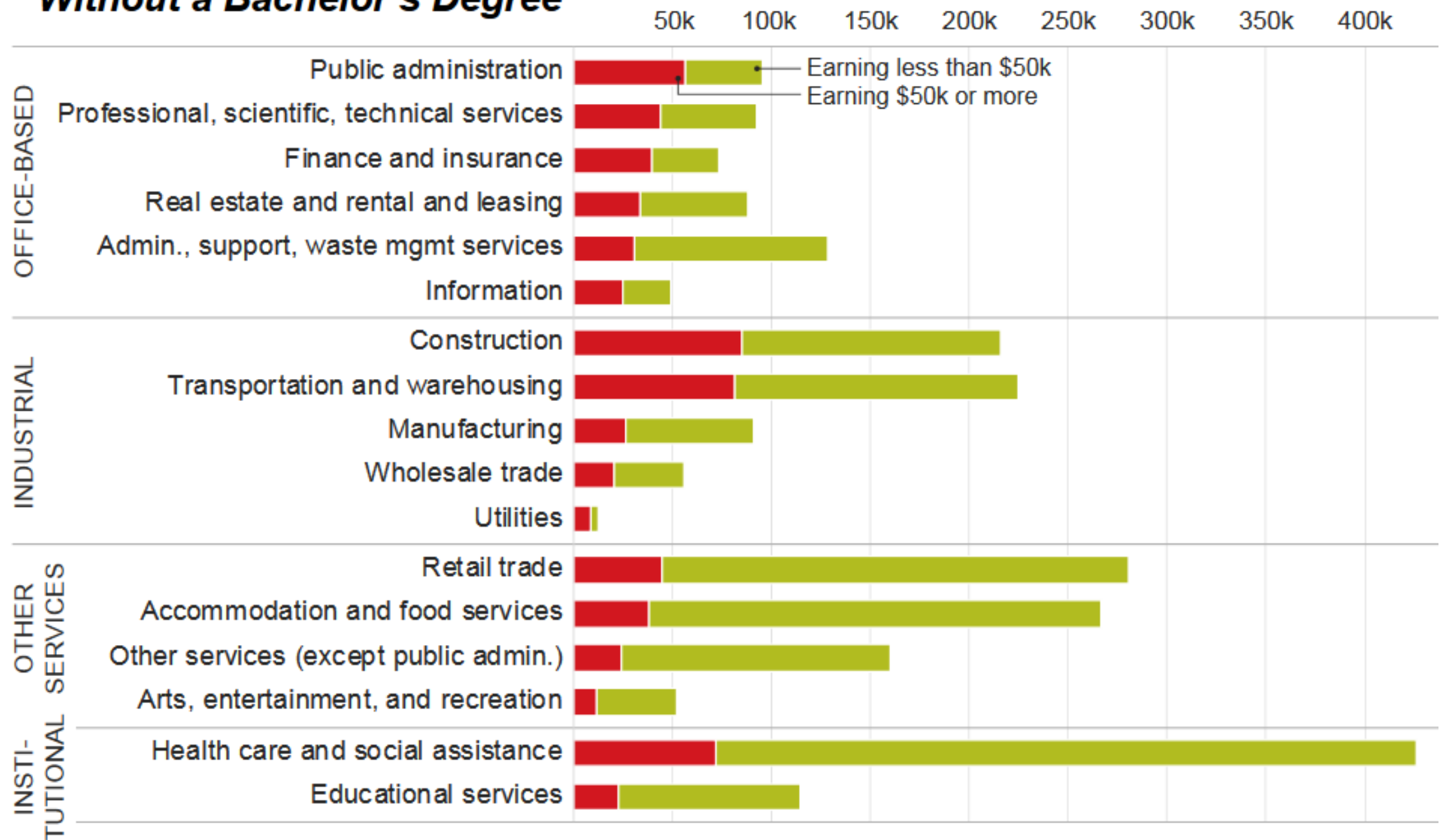
35%

33%

18%

14%

Industries of NYC Workers Without a Bachelor's Degree



Source: IPUMS USA: 2015-2017 ACS samples

Community Priority 2: Supporting Our Most Vulnerable Neighbors

Community members advocated that space in the Bedford Armory should be dedicated to social, healthcare, and mental health services - and workforce development programs that would support the existing men's shelter



Other Potential Uses at the Armory

How else would you want to use the additional space in the Armory?



Public Library



Arts and Cultural Spaces



Business Incubator Space



Indoor Marketplace

Community Priority 3: Minority and Women-Owned Business Enterprises (M / WBE)

What types of M/WBE services do you think will be most important to support local businesses?



Register M/ WBE Business



M / WBE Support

Community Priority 4: Green Economy Hub

The City should make funding available to support the creation of an accessible Green Careers hub



Green Business Zoning
Incentives



Green Start-up Incubator
Space



Green Business Financial
Incentives and Subsidies

Example: Industrial Building Modernization and Activation

- Under Construction in East New York
- 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



Green Career Pathways



Energy Service and
Renewables



Forestry / Landscaping



Urban Agriculture



Waste Management



Green Technologies



Sustainable Building
Trades

Community Priority 5: Quality Education

The City should assess existing school capacity and plan accordingly



School Capacity



Early Childhood Education

Existing 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)

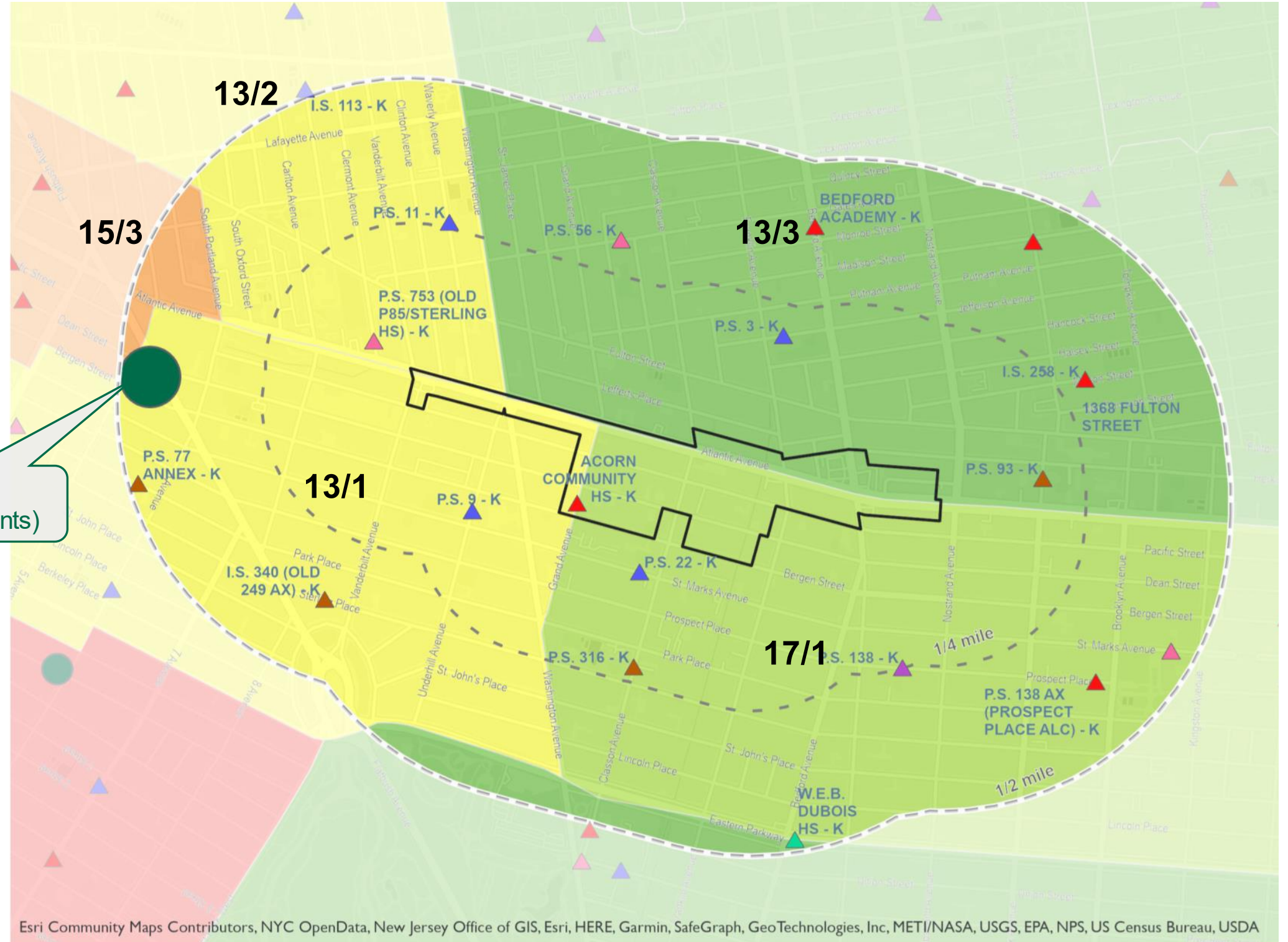
- 46 - 350
- 351 - 430
- 431 - 500
- 501 - 600
- 601 - 3,100

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

Upcoming Environmental Review School Seat Analysis

City Environmental Quality Review (CEQR)

Schools Analysis Overview

- Utilization = Capacity - Enrollment
- Analysis includes:
 - » Existing Conditions - Current Conditions within the district(s) and subdistrict(s) if the proposed action is not pursued
 - » With action conditions - enrollment and capacity projects within the district(s) and sub district(s) if the proposed is pursued
- Demographic and housing growth projections are used to develop enrollment projections

Community Priority 6: Supporting Existing Businesses



Relocation Services

NYC EDC Business Services

The New York City Economic Development Corporation (NYC EDC) serves as a one-stop shop connecting businesses to city, state, and federal resources that:

- Provide **access to capital and financing**
- Offer **tax credit and incentive programs**
- Promote **emerging renewable energy and green economy sectors**
- Support **hiring and retaining workforce**

EDC Programs for Existing Businesses

<p><u>Bond Collateral Assistance Fund</u></p> <p>Enhances the ability of business owners to gain access to surety bonds, including bid, payment, performance, and ancillary bonding, in order to perform on construction contracts.</p>	<p>NYCEDC/ConEd</p>	<p>State</p>
<p><u>Build NYC Bond Financing Program</u></p> <p>Facilitates access to affordable debt for nonprofits and eligible exempt facilities, such as energy and infrastructure, through tax-exempt and taxable bond financing.</p>	<p>NYC Dept. of Small Business Services</p>	<p>State</p>
<p><u>Contractor Financing Fund</u></p> <p>Provides low-cost loans and other related services to borrowers that are eligible businesses applying to be or are currently engaged as prime contractors or subcontractors under a contract with a City agency, NYCEDC, or any other City-funded entity.</p>	<p>NYC Dept. of Small Business Services</p>	<p>City</p>
<p><u>Economic Development Fund</u></p> <p>Assists nonprofits and commercial and industrial businesses with construction, expansion and rehabilitation of facilities, acquisition of machinery and equipment, working capital, and training fulltime permanent employees.</p>	<p>Empire State Development Corporation</p>	<p>State</p>

EDC Programs for Existing Businesses

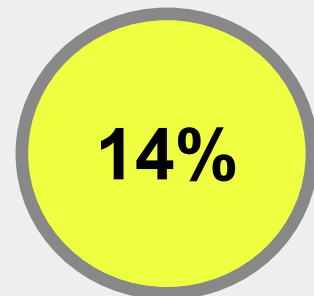
<p><u>Greenpoint-Williamsburg Relocation Grant Program</u> Offsets relocation costs for eligible businesses that were impacted by the rezoning in Community Board 1 in Brooklyn. The eligible areas for relocation are Manhattan above 96th Street or any of the other four boroughs.</p>	<p>Mayor’s Office of Industrial and Manufacturing Businesses</p>	<p>City</p>
<p><u>Job Development Authority (JDA) Direct Loan</u> Provides direct loans derived from state-guaranteed bonds for the growth of manufacturing, distribution, warehousing, and certain service businesses within New York State.</p>	<p>Empire State Development Corporation</p>	<p>State</p>
<p><u>Life Sciences Expansion Fund</u> Provides loans, equity, or convertible notes to high-growth life sciences companies expanding in New York City.</p>	<p>NYCEDC</p>	<p>City</p>

SBS Commercial District Business Inventory

Top 5 Categories of Businesses by Corridor



Total Businesses
Inventoried



Overall Vacancy
Rate

Atlantic Avenue

94

Auto Repair/Parts Stores
Warehouse/Wholesale/Manufacturing
Gas Stations
Hotels
Hardware and Home Goods Stores

Kingston Avenue

176

Clothing and shoe stores
Beauty/Nail Salons & Barber Shops
House of Worship/Religious
Institutions
Limited Service Restaurants
Full Service Restaurants

Utica Avenue

283

Beauty/Nail Salons & Barber Shops
Limited Service Restaurants
Bodega & Convenience Stores
General Merchandise Stores

Franklin Avenue

137

Full Service Restaurants
Beauty/Nail Salons & Barber Shops
Limited Service Restaurants
Bodega & Convenience Stores
Coffee shops, cafes, bakeries

Nostrand Avenue

293

Beauty/Nail Salons & Barber Shops
Limited Service Restaurants
Bodega & Convenience Stores
Full Service Restaurants
Professional Services

SBS Commercial District Notable Findings

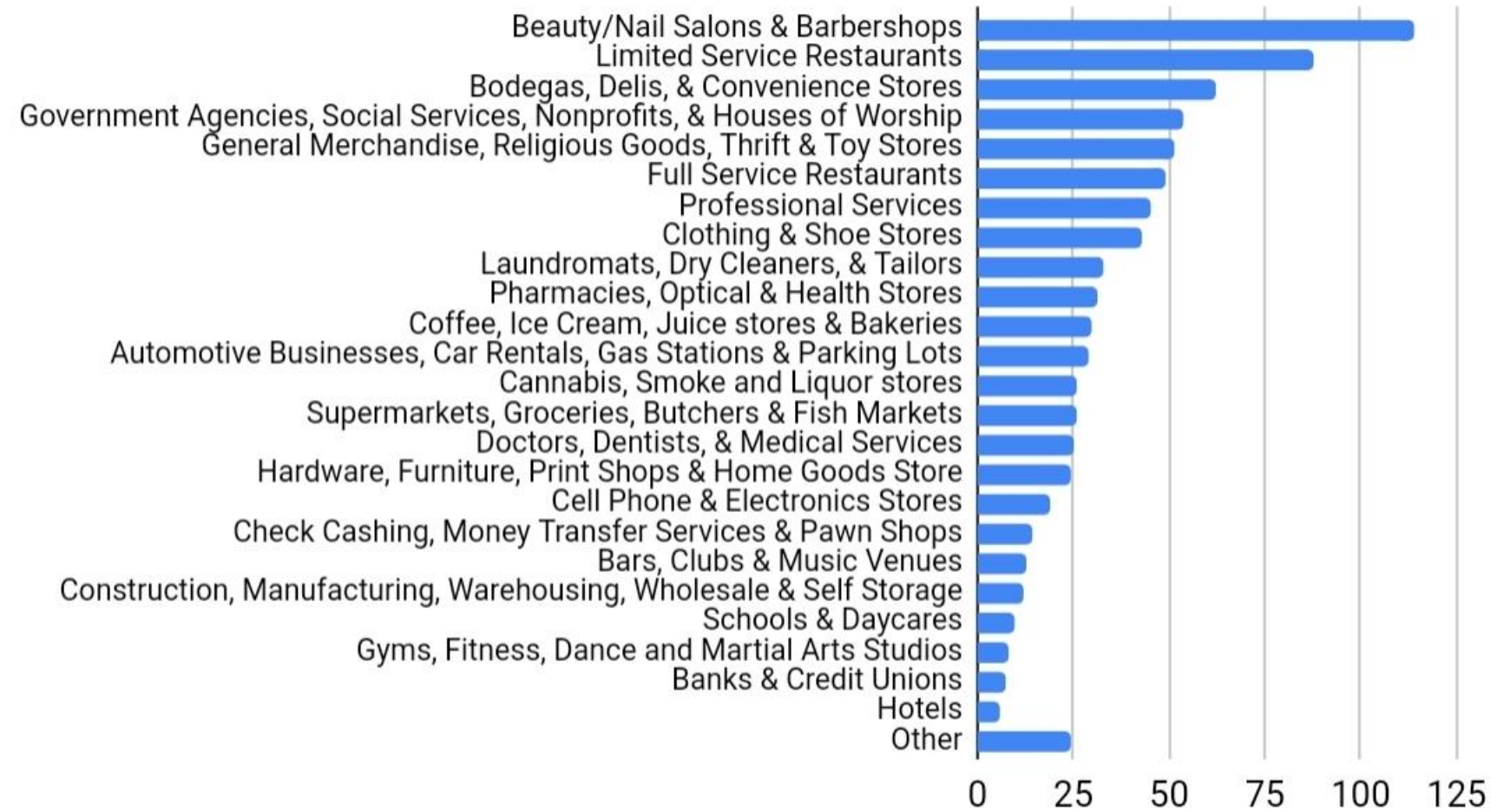
819

Active Businesses

114

Beauty/Nail Salons & Barber Shops

Business Distribution by Category



Region:	Percent Vacant:
Study Area	14%
Atlantic	21%
Franklin	18%
Kingston	14%
Nostrand	13%
Utica	11%
Citywide	4%-7%

SBS Commercial District Merchant Surveys

229

Total Merchant
Surveys

76%

Of businesses
minority or
woman owned

20%

Businesses
opened in last 2
years



49%

Respondents live
in Crown Heights

87%

Rent their space

14%

Businesses over
20 years old

59%

Of respondents
said marketing
support is their
biggest need

49%

Said improving
safety should be
a top priority to
attract customers

SBS Commercial District Strengths

The diversity of shops offers a **wide range of commercial options** for consumers.

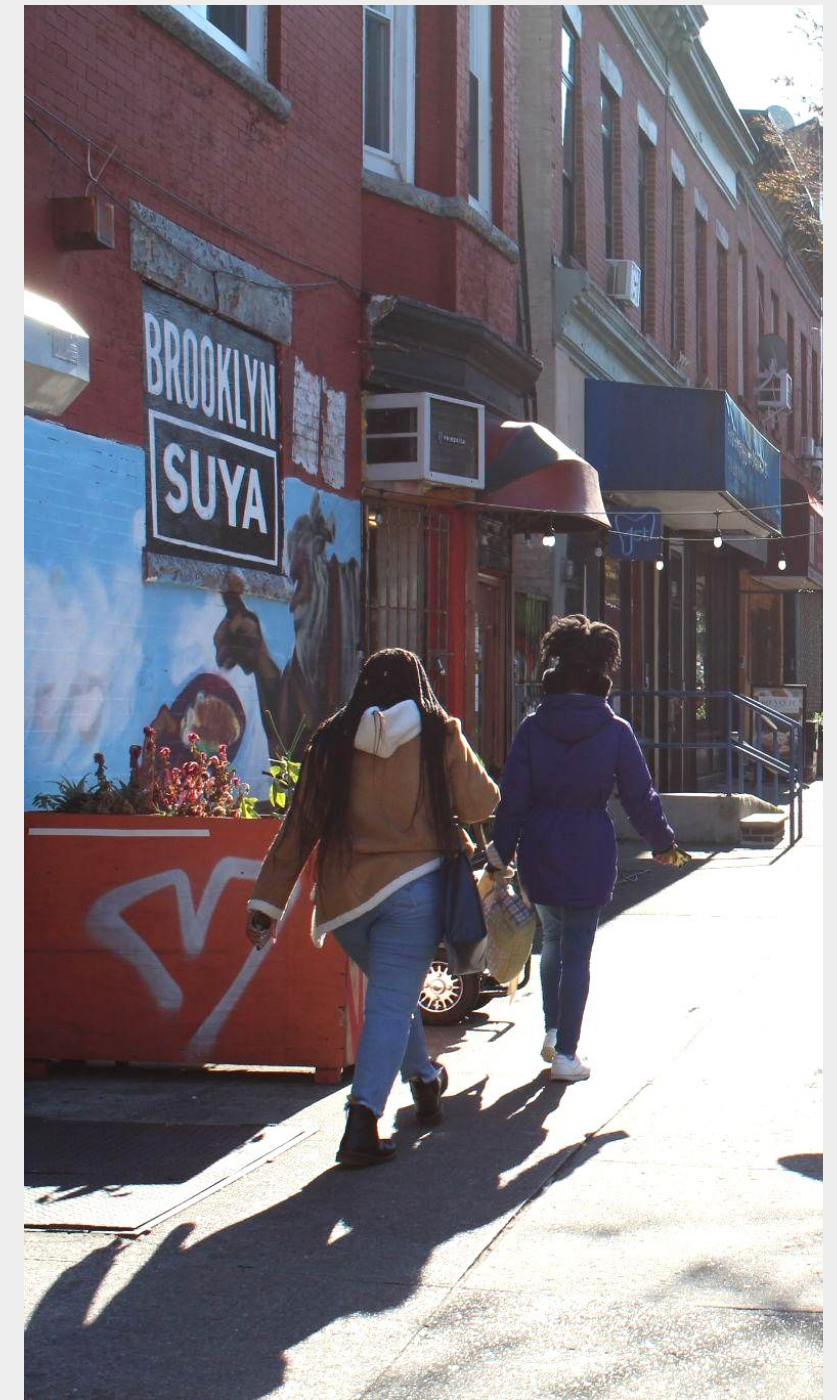
Home to a **significant number of minority-owned businesses** that reflect the African American, Caribbean, and Jewish culture of the neighborhood.

Public transportation options abound with multiple MTA train and bus routes and a LIRR stop at Nostrand and Atlantic Avenue.

Historic brownstone architecture and walkable streetscapes protected by a dedicated preservation society.

Home to multiple **community-based organizations** dedicated to supporting the neighborhood and its merchants.

Accessibility to the Brooklyn Children’s Museum and Jewish Children’s Museum, along with direct access to the Brooklyn Museum and Prospect Park via the Eastern Parkway greenway, makes Crown Heights a **popular family-friendly district**.



SBS Commercial District Challenges

There are significant issues with **illegal dumping and garbage pickup** throughout the corridors in the district. Graffiti and poorly maintained storefronts create an **unappealing environment to shop in**.

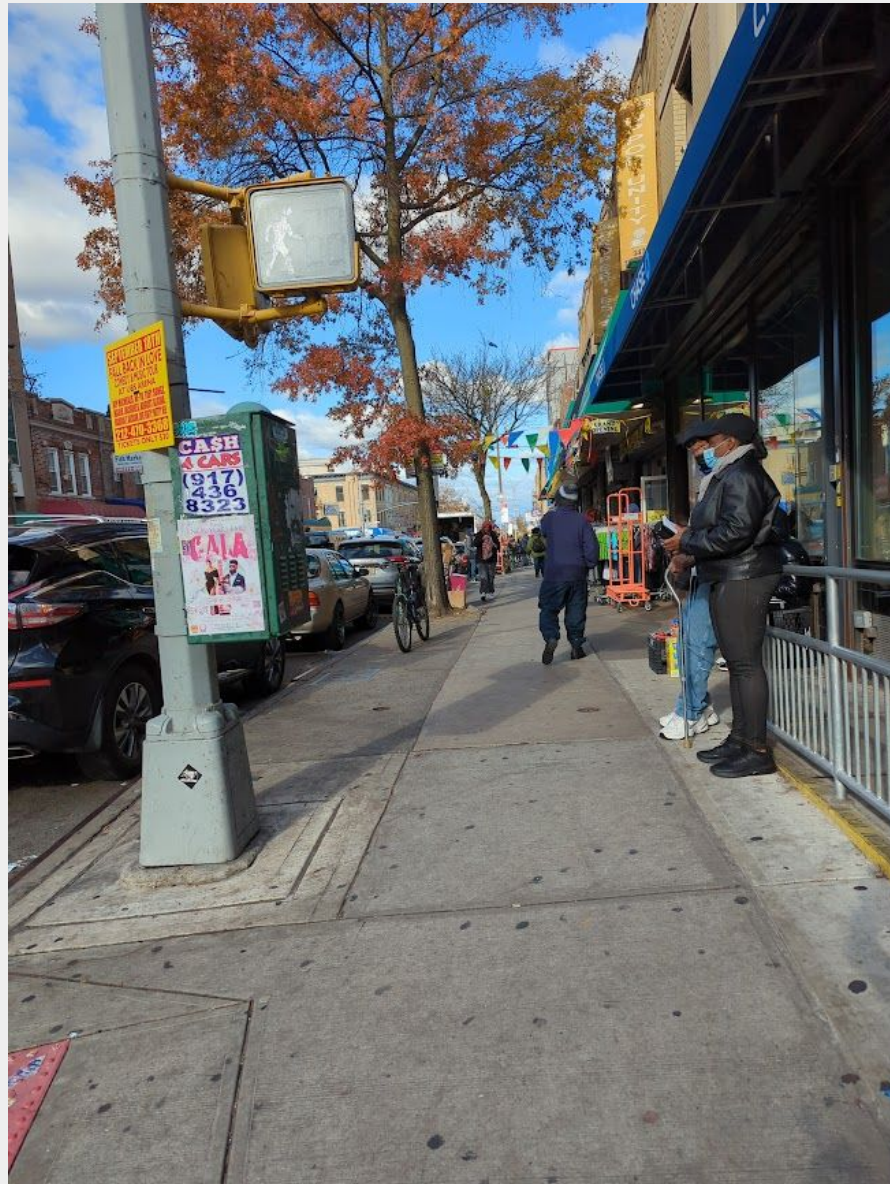
Safety -or perceptions of safety- is an issue along some corridors, as people felt unsafe at night and some areas had issues with street lighting. Kingston and Utica Avenue merchants face high rates of petty theft.

Some corridors, such as Utica, Nostrand, Kingston, and Atlantic, experience **exceptionally heavy vehicle and foot traffic** throughout the day. There is also heavy bike traffic from restaurants to delivery locations. Atlantic Avenue's narrow, unclean, broken sidewalks –often with cars parked on them– make it hostile for pedestrians.

There is a strong **need for supermarkets and healthier food** options in the area. Some of the supermarkets in the district are expensive and price out legacy customers.



SBS Commercial District Opportunities



Clean, beautify, and maintain streets across the district. Cleaning up trash, while simple, is critically important. Providing trash bins creates a clean and maintained space which prevents people from littering and keeps a place attractive.

Repair street lamps and adjust street light timing to prioritize pedestrian safety. Additional street lamps will increase perceptions of safety at night neighborhood-wide.

Optimize traffic rules to create smoother traffic flow and safer streets. Create dedicated loading and unloading areas for passengers, enforce bus lane along Select Bus Service corridors, etc.

Activate open spaces (like Brower Park, Eastern Parkway, or even the area under Atlantic Avenue LIRR line) further for more community and cultural events.

Help businesses start or grow their online presence and e-commerce platforms through innovative workforce development partnerships that provide vital hands-on technical assistance.

What is a Business Improvement District (BID)?

- In a **Business Improvement District (BID)** all property owners pay a small percentage of their property tax to support a local nonprofit organization that advocates on behalf of local businesses, and manages, maintains, and cleans public space
- Nearby examples include:
 - » Bedford-Stuyvesant Gateway BID along Fulton Street
 - » Atlantic Avenue BID (west of Fourth Avenue)
 - » Myrtle Avenue Brooklyn Partnership
 - » North Flatbush BID

4

LIVE SURVEY



or visit:

menti.com

and enter:

4754 2653

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
 - » Community Recommendations

Breakout Discussion Format

As you consider the proposed community priorities...

- Does this recommendation meet your goals for the community?
- How would you build on or expand this recommendation?
- In what ways would you change this recommendation or make it more specific?
- Are there any recommendations you would remove or replace?
- What new recommendations would you add?

6

NEXT STEPS



USO DE TERREN

RENDACIONES

RÍO HARLEM POR ME

en nuevos espacios cost

Parque Sherman Creek.

publico continuo del área cost

por sus siglas en inglés).

posible, requerir que las nuev

alidad.

nueva urbanización siga los últim

costeras.



Battery Park, New York, NY

CREAR CALLES SEGURAS Y ANIMAD

PAISAJES URBANOS ATRACTIVOS

lear la nueva urbanización para fomentar un

ar las aceras por medio de tiendas y otr

seguridad y reducir los conflictos

al 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

Final Working Group Series #3

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

Streets | Infrastructure | Open Space
May 22
6:30 - 9pm
Fort Greene Council's Grace Agard Older Adult Center
966 Fulton Street
Brooklyn, NY 11238

Economic Dev | Human Capital | Services
May 24
6:30 - 9pm
Fort Greene Council's Grace Agard Older Adult Center

Land Use | Housing | Density
May 30
6:30 - 9pm
Fort Greene Council's Grace Agard Older Adult Center

NYC Brooklyn 2 Community Board
NYC Brooklyn 3 Community Board
COMMUNITY BOARD 8
COUNCIL MEMBER CRYSTAL HUDSON
WXY NYC PLANNING
www.nyc.gov/AtlanticAvenue
AtlanticPlan@planning.nyc.gov

Working Group Meetings
6:30 - 9:00pm
966 Fulton

**WGC: Land Use, Housing
Tuesday, May 30th**

*Check the project website for
the latest information:
<https://nyc.gov/AtlanticAvenue>*

THANK YOU.



APPENDIX

