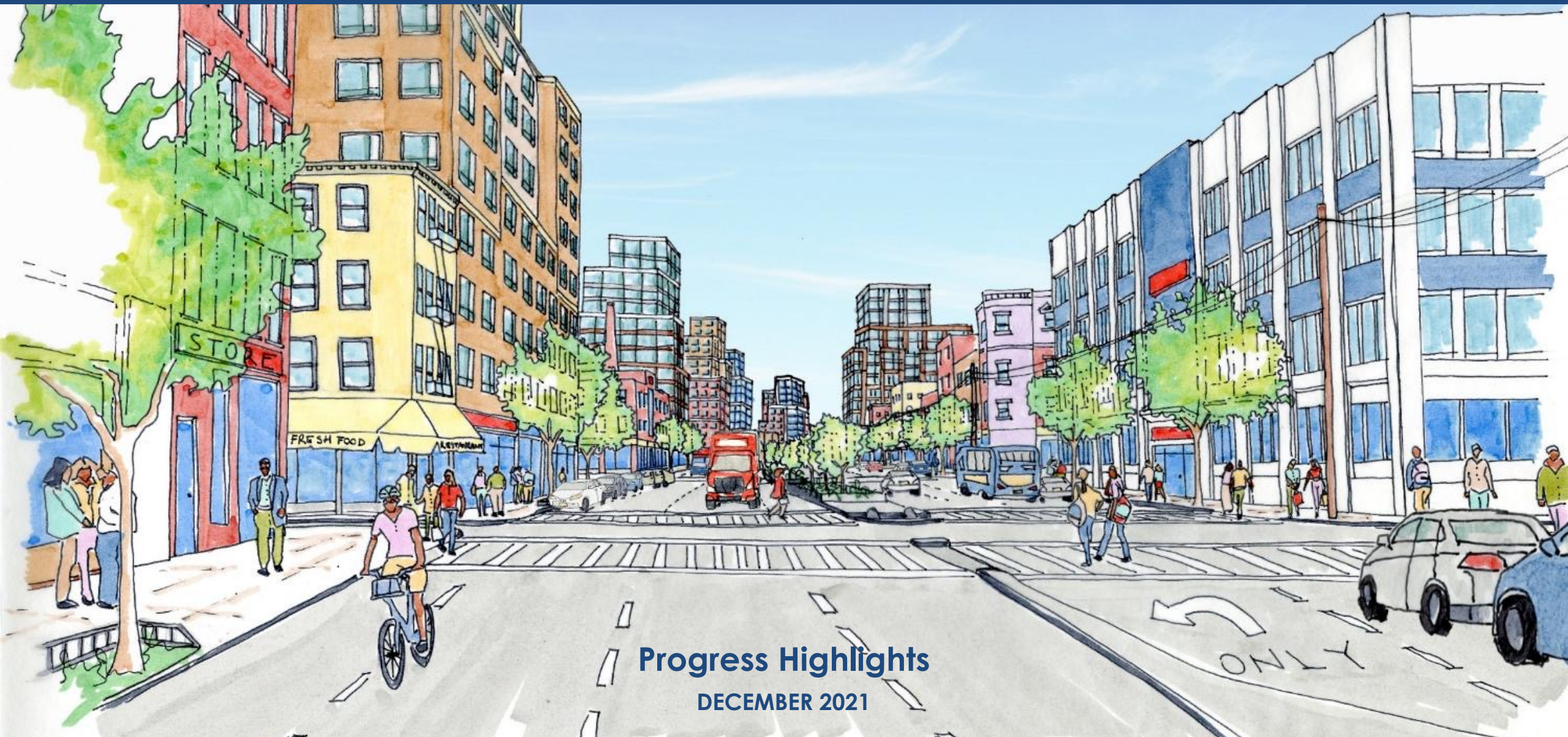


East New York Neighborhood Plan



Progress Highlights
DECEMBER 2021



A New Approach to Neighborhood Planning

- **A neighborhood plan developed in collaboration** with community residents, elected officials, stakeholders, and City agencies
- **Addresses the need for affordable housing** citywide and in East New York to foster a more livable, safe, vibrant neighborhood for all
- **Coordinates City investments and programs** to support existing future and community needs

6,492
Housing units
expected by
2030*

*Projected units in FEIS for CEQR number [15DCP102K](#)

\$267
million
City investments

Approved by
City Council
April 20, 2016



Federally-funded

U.S. Department of Housing and Urban Development (HUD) Sustainable Communities Regional Planning Grant to the New York - Connecticut Sustainable Communities Consortium

AFFORDABLE HOUSING

- Preserve existing affordable housing
- Protect tenants
- Support homeowners
- Develop new affordable housing

ECONOMIC DEVELOPMENT

- Provide job training
- Strengthen commercial corridors
- Support local businesses
- Promote industrial business growth in the IBZ

COMMUNITY RESOURCES

- Improve neighborhood resources and services
- Build a new school
- Improve connectivity
- Improve existing parks
- Invest in new open spaces

East New York Neighborhood Plan Commitments

HOUSING

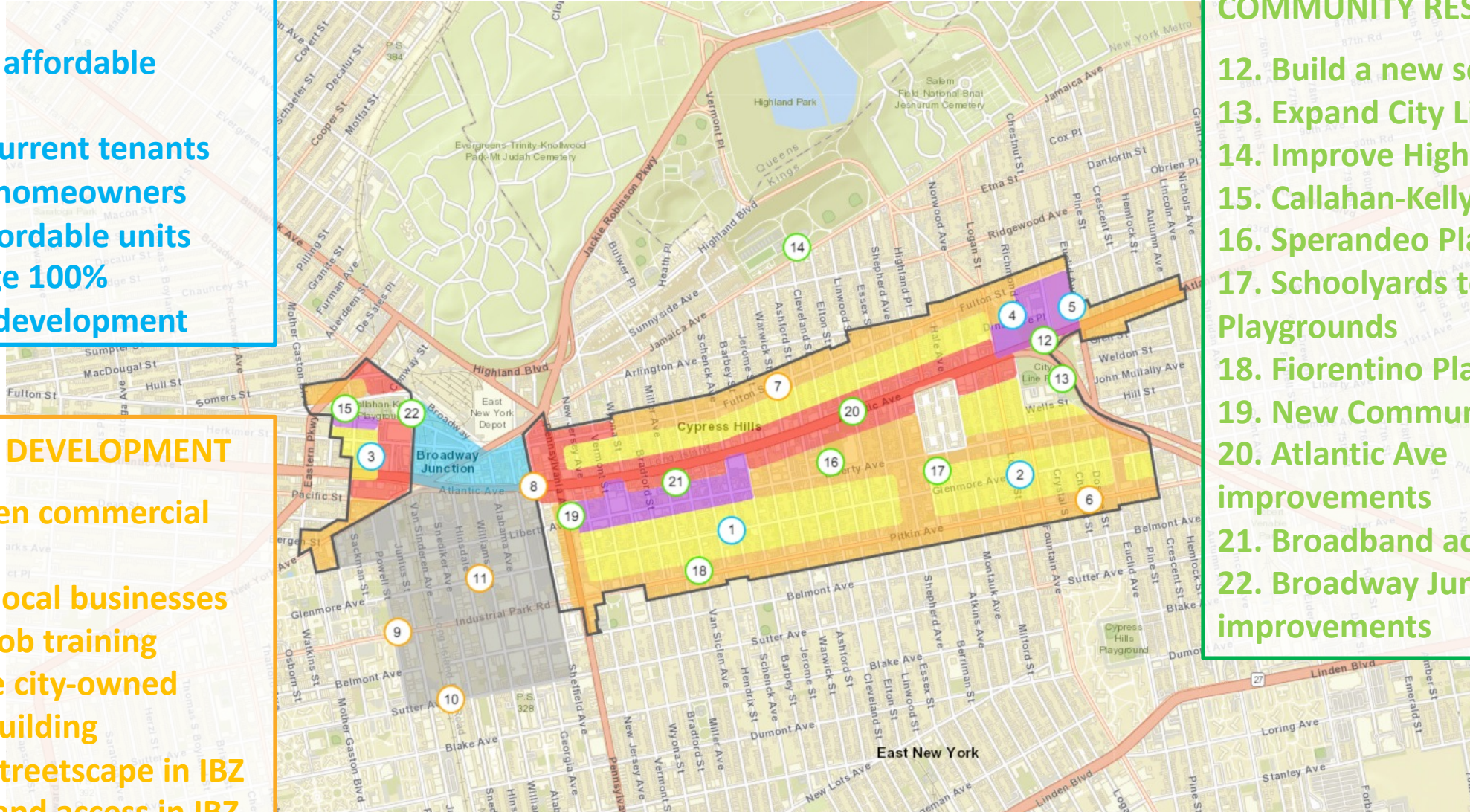
1. Preserve affordable housing
2. Protect current tenants
3. Support homeowners
4. 1,200 affordable units
5. Encourage 100% affordable development

ECONOMIC DEVELOPMENT

6. Strengthen commercial corridors
7. Support local businesses
8. Provide job training
9. Renovate city-owned industrial building
10. Better streetscape in IBZ
11. Broadband access in IBZ

COMMUNITY RESOURCES

12. Build a new school
13. Expand City Line Park
14. Improve Highland Park
15. Callahan-Kelly Playground
16. Sperandeo Playground
17. Schoolyards to Playgrounds
18. Fiorentino Playground
19. New Community Center
20. Atlantic Ave improvements
21. Broadband access
22. Broadway Junction improvements



AFFORDABLE HOUSING

- Preserve existing affordable housing
- Protect tenants
- Support homeowners
- Develop new affordable housing



New York City Area AMI (2021)

Affordability Category	1-person Household	3-person Household
Low Income <i>51 – 80% AMI</i>	\$66,880	\$85,920
Very Low Income <i>31 – 50% AMI</i>	\$41,800	\$53,700
Extremely Low Income <i>30% AMI or less</i>	\$25,080	\$32,220

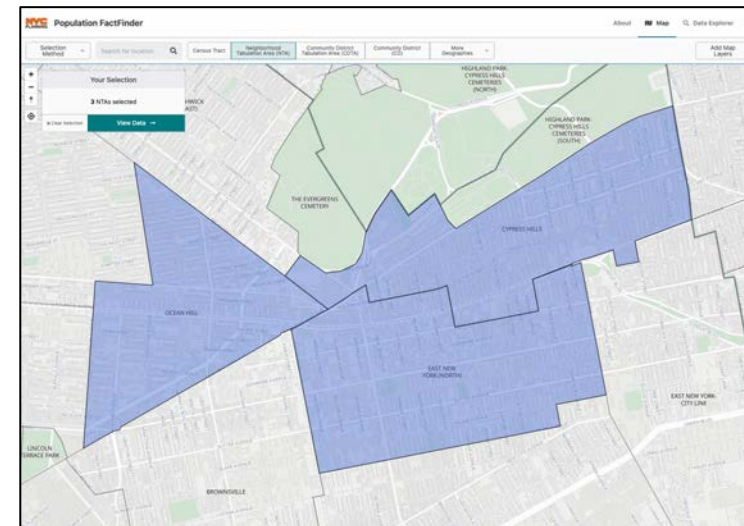
Source: <https://www1.nyc.gov/site/hpd/services-and-information/area-median-income.page>

Local Area Median Income (2019)

Median Household Income in East New York Neighborhood Plan area*:

\$44,234

Source: 2019 American Community Survey (ACS) 5-year estimates via [Population FactFinder](#)



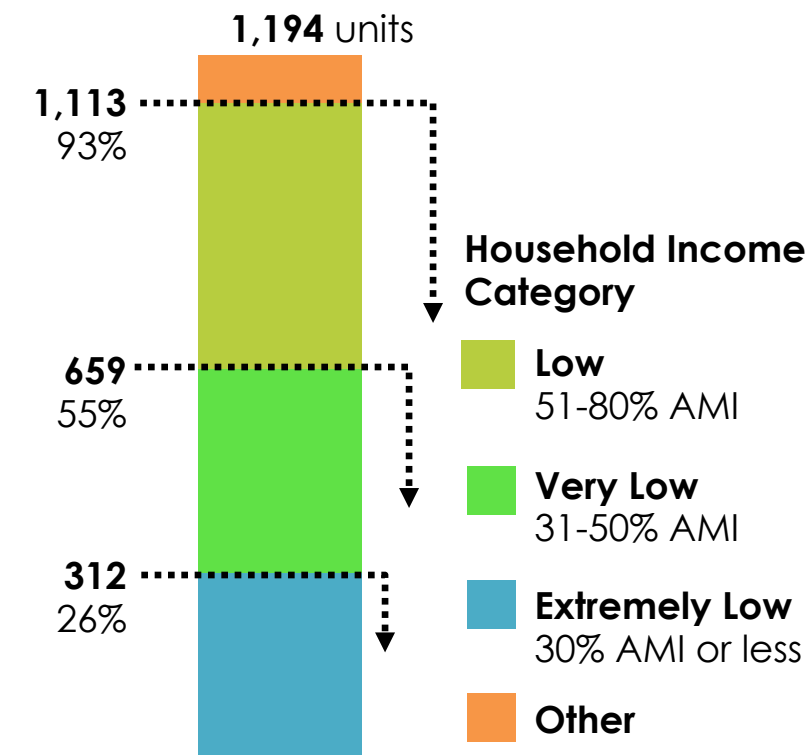
*The East New York Neighborhood Plan area is comprised of the East New York North, Cypress Hills, and Ocean Hill Neighborhood Tabulation Areas (NTAs), shown at left.

Affordable Units Completed & Under Construction

Affordability Category	New Units in Rezoning Area*	New Units in Community District 5	Preserved Units Community District 5
Low Income <i>51 – 80% AMI</i>	454	1,862	3,820
Very Low Income <i>31 – 50% AMI</i>	347	764	4,224
Extremely Low Income <i>30% AMI or less</i>	312	949	80
<i>Other Affordable Units</i>	81	262	16
Total Units Since 2016	1,194	3,836	8,140

Source: Housing NY Units by Building via [NYC Open Data](#)

New Affordable Units in ENY Rezoning Area* Since 2016



*The ENY Rezoning Area is the area affected by the East New York Zoning Map Amendment ULURP action (C 160035K ZMK). Source: [NYC GIS Zoning Features](#)

HomeFix Program

- Launched November 2019 to provide low-interest or forgivable **loans of up to \$60,000** paired with financial counseling to fund **home repairs** for low- and moderate-income homeowners of one- to four-family properties

Homeowner Help Desk

- Launched February 2017 to connect homeowners with housing counselors and legal services on **foreclosure prevention, home repairs, property tax exemptions, weatherization loans, avoiding scams**, and more.

Cease & Desist Zone

- **Enacted** within much of CD 5 in November 2020 by NYS DOS to protect homeowners

Basement Apartment Conversion Pilot Program (BACPP)

- Launched July 2019 as a **demonstration pilot** to finance legal basement apartments within one- to three-unit homes; nine participating homes all obtaining DOB permits

Tenant Support Unit

- On-the-ground specialists proactively **engaging with residents** to inform them of **tenant rights and** connect with **services**

Free Legal Services for Housing Court

- Free legal services provided to over 8,000 **households facing harassment or eviction** since March 2015

New Affordable Housing: Chestnut Commons



Developers: MHANY, Urban Builders Collaborative, Cypress Hills LDC

Construction: December 2019 – Spring 2022 (est.)

Units: 275

Affordability: ELLA + MIH

Summary:

- Mixed-use, 14-story
- Passive house
- 6,000 sf retail
- 35,000 sf community facility:
 - CUNY Kingsborough CC satellite campus
 - Housing Plus (social services)
 - Cypress Hills LDC Community center including computer lab, food manufacturing incubator, adult ed. classrooms, art / flex space

New Affordable Housing: Chestnut Commons



Visioning Workshop, 2016



RFP Announcement, 2017



New Affordable Housing: Chestnut Commons



June 2018



September 2021

New Affordable Housing: Atlantic Chestnut



Developer: Phipps Houses

Status: Phase 1 under construction since July 2021; est. completion 2023

Units:

- Phase 1 – 403 apartments
- Phase 2 – 438 apartments
- Phase 3 – 325 apartments

Affordability: ELLA + MIH

Summary:

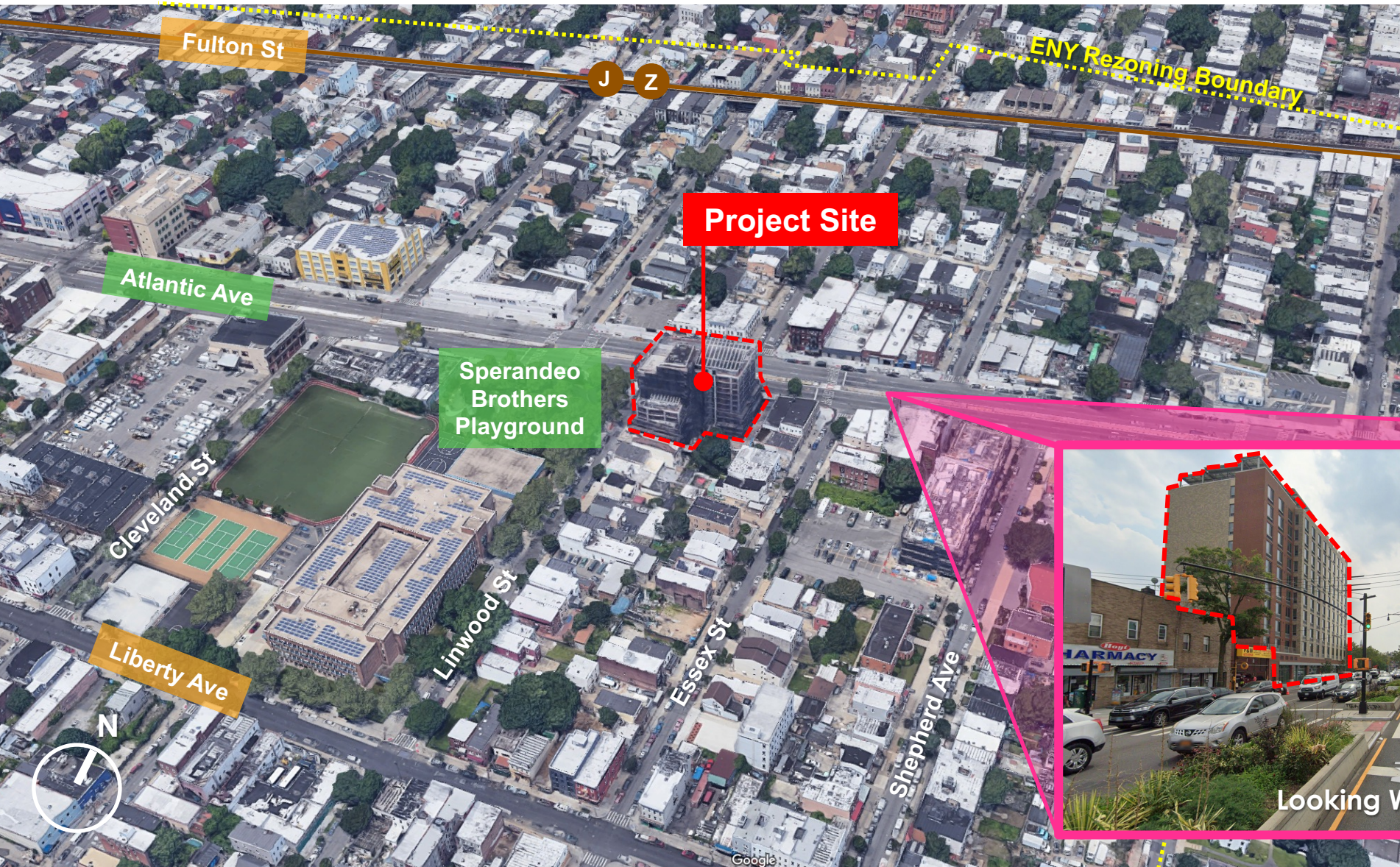
- Mixed-use, 14-stories
- 60,000 sf commercial and community facility (20,500 sf in Phase 1)



New Affordable Housing: Atlantic Chestnut



New Affordable Housing: Linwood Park Apartments



Developers: L+M Development Partners, B&B Urban

Status: Opened October 2020

Units: 100

Affordability: ELLA + MIH

Summary:

- First 100% affordable, HPD-subsidized building with MIH complete since ENY Rezoning



Looking West on Atlantic Ave, July 2021

New Affordable Housing: Linwood Park Apartments

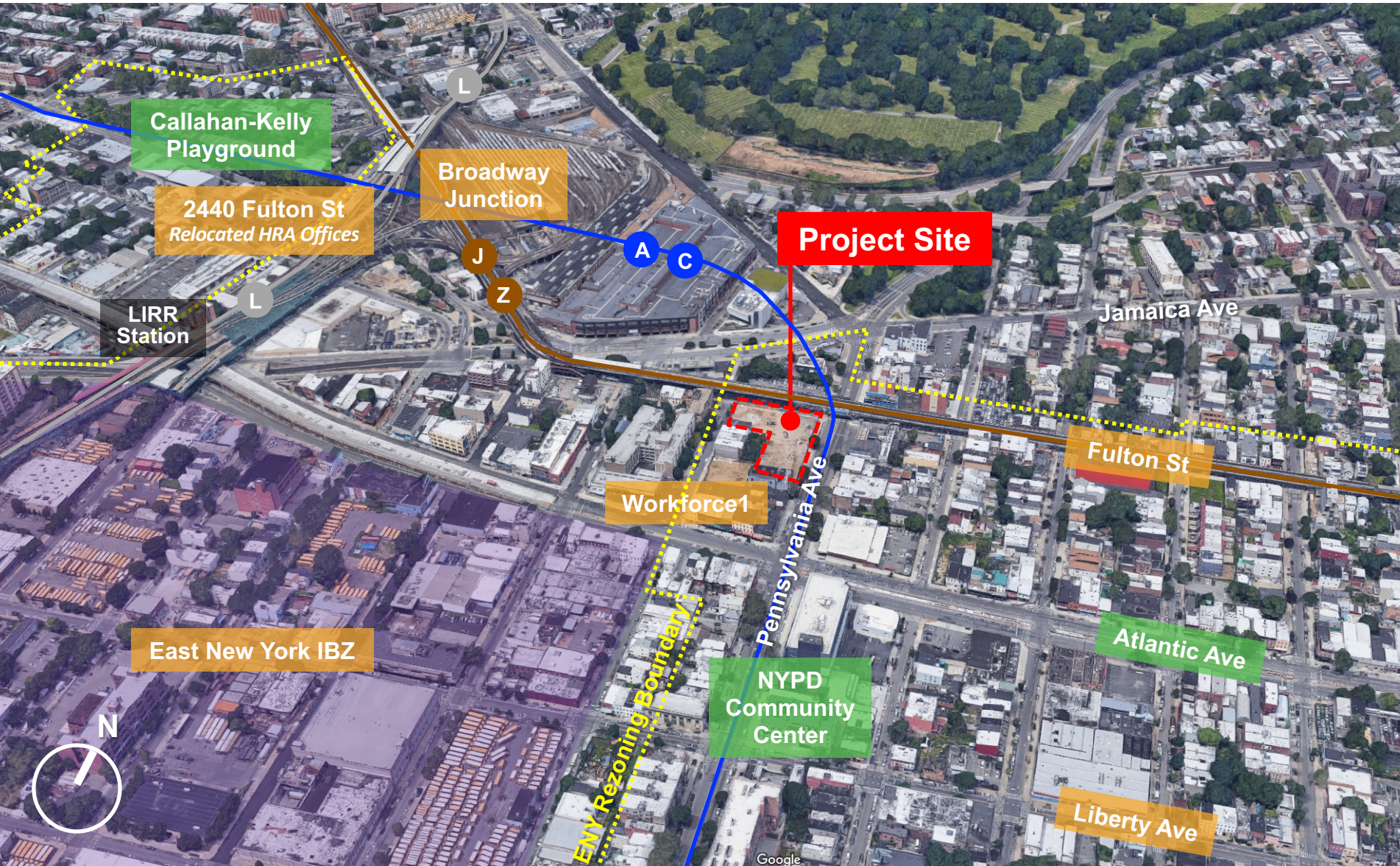


July 2018



September 2021

New Affordable Housing: 50 Pennsylvania Avenue



Developers: Pennrose Properties, RiseBoro Community Partnership

Status: Under construction since October 2019; est. completion 2022

Units: 218

Affordability: ELLA, MIH

Summary:

- Mixed-use, 9-stories
- 18,500 sf FRESH grocery store
- Below-market rent for two local businesses through HPD's Retail Preservation Pilot Program

New Affordable Housing: 50 Pennsylvania Avenue





September 2021

2817 Atlantic Avenue

Developer: Joel Schwartz

Units: 68, including 16 MIH

Other: 1,300 sf retail



June 2018



975 Liberty Avenue

Developer: Sal Mendolia

Units: 41, including 13 MIH

Other: 500 sf retail



June 2018

ECONOMIC DEVELOPMENT

- Provide job training
- Strengthen commercial corridors
- Support local businesses
- Promote industrial business growth in the IBZ



- Opened November 2016 to support jobseekers with interview and resume preparation, career advisement, and connect jobseekers with skills training, counseling, and other support services
- Connected 2,700 residents of East New York to jobs



FastTrac GrowthVenture

- Comprehensive business development program launched in March 2016 with support from CHLDC to help businessowners **access capital, identify growth opportunities, and build sales** to strategically grow and adapt to changes in the market

Commercial Lease Assistance Program

- Launched in 2019 to provide workshops and pro-bono legal services to businesses relating to leases

Retail Preservation Pilot Program

- Requirement for space to be **set aside space for neighborhood retail** businesses in Chestnut Commons and 50 Pennsylvania Ave

Local Hiring Outreach Plan

- In **all HPD RFPs for the development of City-owned property**, respondents must demonstrate a plan for outreach to residents of the local community district related to employment opportunities generated by the proposed project.

Commercial Needs Assessment & Revitalization Support

- **Fulton St, Atlantic Ave, Liberty Ave, and Pitkin Ave** studied in needs assessment
- **\$1.5+ million** Neighborhood 360° grants awarded to **Cypress Hills LDC** and the **LDC of East New York** to implement commercial revitalization projects in East New York
- **Streetscape improvements:**
 - Sidewalk planters and signage on Liberty Avenue
 - Installation of district-wide banners
 - Holiday lighting
 - Tree pit revitalization
 - “Gates of Atlantic” storefront murals
 - New garbage bins on Fulton Street and Liberty Ave
 - New lighting along Fulton St



Gates of Atlantic Initiative



Reconstruction of Van Sinderen Ave within the IBZ to address safety and accessibility concerns

Status: Design development; anticipated construction summer 2024 - 2026

Marketing & Business Support

- New East Brooklyn Business Improvement District (EBBID) **website** in 2017
- EDC created **promotional materials** for use by the EBBID for other industry events
- New **street banners** and a **wall mural** in the East New York Industrial Business Zone
- **Digital marketing** campaign for promoting promoting East New York IBZ to businesses and real estate

Other Business Support

- **Solar energy** adoption initiative
- IBZ-wide **property maintenance program**
- **High-speed internet access**



Celebrating National Manufacturers Day with a tour of Belmont Industries with students from the Trey Whitfield School



\$6 million renovation for:

- New parking lot pavement
- New perimeter fencing
- Sprinkler system rehabilitation
- HVAC upgrades
- Façade reinforcement
- Window rehabilitation
- Roof repairs
- Lighting improvements
- New signage

Broadway Junction



BROADWAY JUNCTION A VISION FOR THE FUTURE

A step forward in reimagining Broadway Junction
to create a more accessible and dynamic transit hub
and economic center—to offer more opportunities
to the surrounding neighborhoods and the city at large



2019



BP Adams, CM Espinal, November, 2017



From Broadway Junction: A Vision for the Future

2440 Fulton Street – HRA Offices

- **Office Anchor Strategy** spurs investment in under-activated commercial centers that already have the key elements of commercial nodes: transit infrastructure, amenities, and proximity to worker populations
- **1,200 HRA workers** to be relocated from Downtown Brooklyn
- **400,000 sf building**
 - 275,000 sf office space for HRA
 - 80,000 sf office space for private leases,
 - 40,000 sf ground floor retail space
- **Status:** CPC Approval, September, 2020. Existing building undergoing demolition



Accessibility Improvements

MTA awarded \$15 million grant from USDOT towards \$200+ million project cost to install seven elevators and add stairs, ramps, and handrails



COMMUNITY RESOURCES

- Improve neighborhood resources and services
- Build a new school
- Improve connectivity & safety
- Improve existing parks
- Invest in new open spaces





\$41 million (NDF & DOT funding)

Status: Completed June 2020

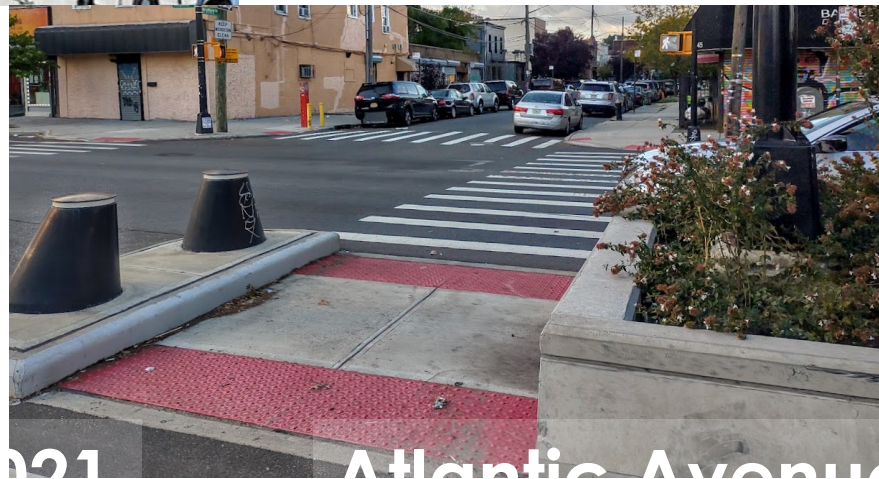
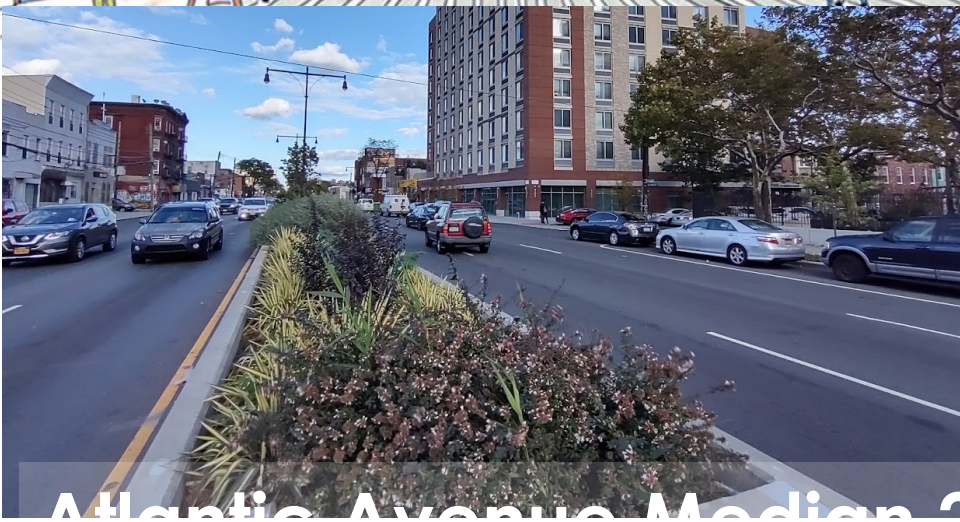
Improvements:

- new raised and planted medians
- Curb extensions at 15 intersections
- Complete road resurfacing
- Safer crosswalks
- More than 100 new street trees
- New sidewalks with benches and bike racks

Improve Connectivity & Safety: Atlantic Avenue Improvements



Improve Connectivity & Safety: Atlantic Avenue Improvements



Improve Connectivity & Safety: Atlantic Avenue Improvements

Atlantic Avenue Vision, 2016



Sidewalk Widening and Benches, 2021



Planted Median, 2021



Safety Island, 2021



Improve Resources & Services: NYPD Community Center



\$9.4 million

Status: Opened Nov. 2019

Programming:

- Includes DJ classes, open gym sessions, dance, boxing and STEM educational support; virtual during COVID-19
- Has served as a community resource and distribution site during COVID-19

Improve Resources & Services: NYPD Community Center





Sperandeo Brothers Basketball Court

Sperandeo Brothers Playground

Improvements: Basketball and handball courts reconstructed

Construction: July – Nov. 2018



Lower Western Playground

Highland Park

Improvements: Basketball and handball courts reconstructed

Construction:

- **Paths & Sidewalks** – Sep. 2020 – Sep. 2021
- **Lower Western Playground** – July 2018 – Sep. 2020
- **Lower Eastern Playground** – June 2021 – June 2022 (projected)

Improve Parks: City Line Park



Construction:
July 2018 – August 2019

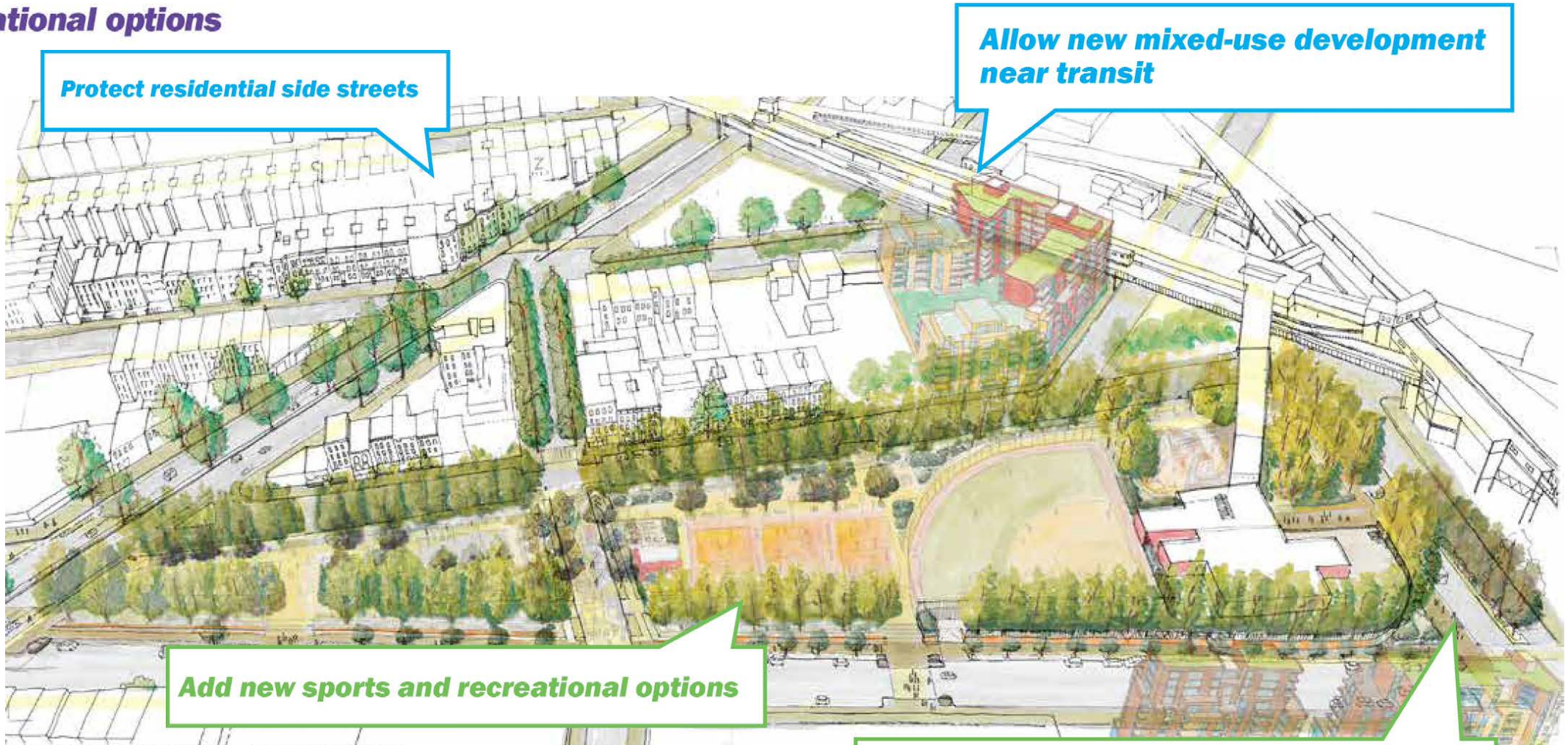
Improve Parks: City Line Park



After

Improve Parks: Callahan-Kelly Playground

GOAL: Renovate Callahan-Kelly Playground to provide more diverse recreational options



Protect residential side streets

Allow new mixed-use development near transit

Add new sports and recreational options

Improve access to Broadway Junction

Image property of the NYC Department of City Planning

Improve Parks: Callahan-Kelly Playground



Eastern Side at Train Entrance



Northern Side



School Groundbreaking, 2017

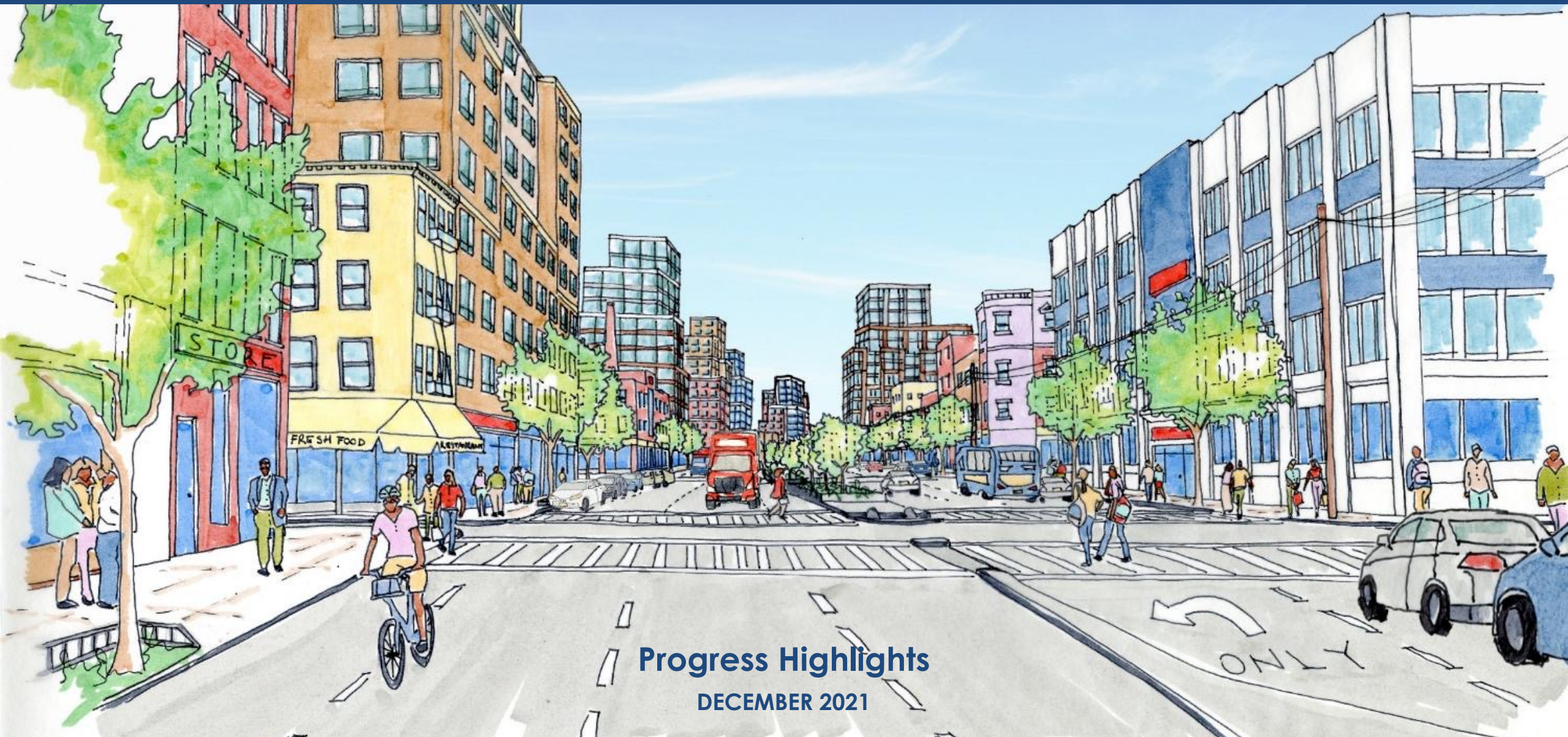
SUMMARY

- PS 938 opened Fall 2020
- MS 935 opened Fall 2021
- STEM curriculum
- 1,000 seats total
- Meets SCA's *Green School Guide*

New School: PS 938 / MS 935 – 3269 Atlantic Ave



East New York Neighborhood Plan



Progress Highlights
DECEMBER 2021