

DRAFT PROJECT GOALS

1. **Build new affordable housing** and neighborhood amenities
2. **Create retail** along Livonia Avenue
3. **Promote public safety** by decreasing vacant space, activating key corridors, and improving mobility
4. **Create jobs and job training** opportunities for neighborhood residents
5. **Support small businesses** and local economic development
6. **Improve health** through investments in parks, streets, housing, and community facilities
7. **Support local arts** and incorporate local artists throughout the process

DRAFT GUIDING PRINCIPLES

1. **Celebrate** and **build on** Brownsville's assets
2. Leverage city investments to **accomplish multiple goals**, especially related to health, safety, and economic empowerment
3. Integrate **community education**, **empowerment**, and **ownership** into the process and outcomes
4. **Improve transparency**, accountability, and relationship between government and community
5. Create **measurable outcomes** and manage expectations; identify gaps, priorities, and needs to most efficiently use limited resources

Housing, Land Use, and Urban Design

1. Family, a strong community, and great people are what make Brownsville home
2. **More affordable housing for a range of incomes and homeownership opportunities**
Housing for single young people, formerly homeless, large families, seniors, and youth aging out of foster care
3. Need for more **sit-down restaurants and entertainment amenities** (movie theater, bowling alleys, skating rinks, art galleries, etc.)
4. Need space for **small, neighborhood businesses**, and other entities that will prioritize local hiring
5. Need for more community event and recreation space for public use

Community, Workforce, and Economic Development

1. The community needs more **afterschool programs and summer youth employment opportunities**
2. **Better marketing of the workforce services** that are currently available
3. More **job training programs, small business and entrepreneurship assistance, and local hiring initiatives**
4. Workshops on topics including healthy eating, exercise, managing finances, running a business, and computer skills should be offered
5. Use the **arts** to support economic development

Neighborhood Health and Safety

1. Residents are proud of Brownsville parks and gardens, events and programs
2. Brownsville Recreation Center and Betsy Head Park are both great assets/resources for the community, but they are in need of renovation
3. The neighborhood needs more active spaces to improve safety, especially along Livonia
Could be achieved through increased retail, better programming, more lighting, etc.
4. More fresh food options are needed in the neighborhood
Education around the importance of these types of foods is also needed
5. More police and improved community relations to prevent crime and violence and help residents feel safer

Infrastructure and Transportation

1. Plazas, seating tables, planters, and trash cans should be added on wide sidewalks to improve pedestrian experience
2. Transportation infrastructure needs to better accommodate those with special needs
3. Better lighting is needed throughout the neighborhood, especially along Livonia and at all transit stops
4. The top priority route connections for bicycles are Eastern Parkway/Prospect Park and Canarsie Pier/Jamaica Bay Greenway
5. Streets need traffic calming and other Vision Zero improvements
6. More garbage cans and frequency of street cleaning should be increased