

What is this neighborhood planning process?

Building off the Brownsville 100 Days to Progress initiative, the NYC Department of Housing Preservation and Development (HPD) is launching a community-based process 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 will host a series of public workshops, launch an online engagement tool, and participate in community

events between July 2016 and Spring 2017. The process will result in the creation of a neighborhood plan that is informed by the community, centralizes information, and tracks City initiatives. It will better coordinate agencies working in the neighborhood to ensure that programs and capital investments – including the redevelopment of vacant City-owned land – are working towards common objectives for the people that live, work, and play in Brownsville.

Preliminary Goals

A set of shared goals will be developed with the community through this process, but HPD has identified the following initial priorities based on previous community visioning projects and studies conducted in Brownsville:

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

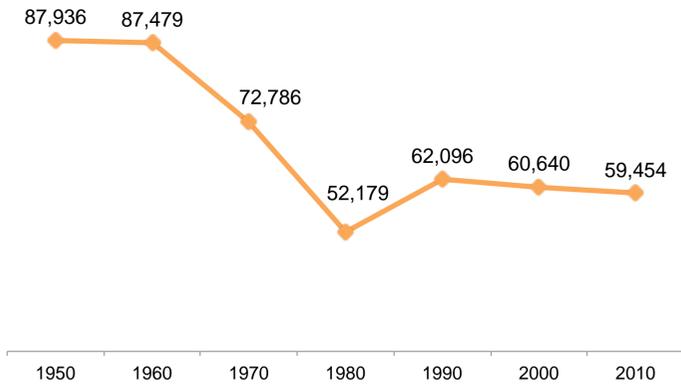
For the full list of past community plans and studies in Brownsville, visit courbanize.com/brownsville under the “INFO” tab.

Preliminary Timeline

01 Learn July - September 2016	02 Create October - December 2016	03 Finalize December - February 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 (July 19) • Workshop 2: Vision, Goals, and Guiding Principles • Tabling/surveying at neighborhood events • Online engagement: texting campaign 	<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 • Topic-based meetings and roundtables • Tabling/surveying at neighborhood events • Online engagement: community mapping • Continued stakeholder engagement 	<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 • Tabling/surveying at neighborhood events • Online engagement: review the draft Neighborhood Plan • Continued stakeholder engagement 	<p>Coordinate agency programs and capital budgets for implementation of key plan elements.</p> <p>Activities:</p> <ul style="list-style-type: none"> • Continued engagement around neighborhood projects • Citywide budgeting process • Regulatory and policy changes, as needed • Regular tracking and reporting

Population

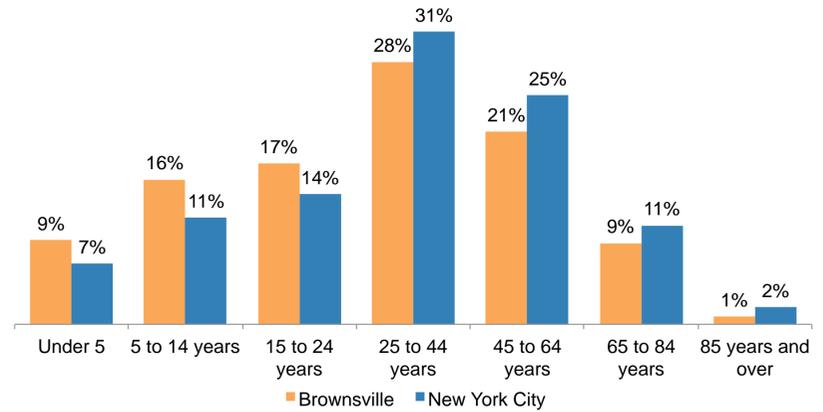
There are **58,463** people currently living in Brownsville. **60%** of these residents are female, while **40%** are male.



American Community Survey 5 Year Estimates 2009-13

Age

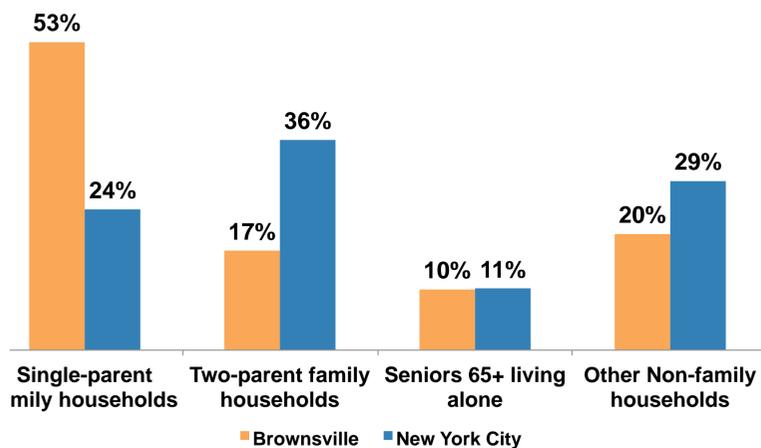
Brownsville has a younger population than NYC overall; **1/3** of Brownsville residents are younger than 20.



American Community Survey 5 Year Estimates 2009-13

Household Type

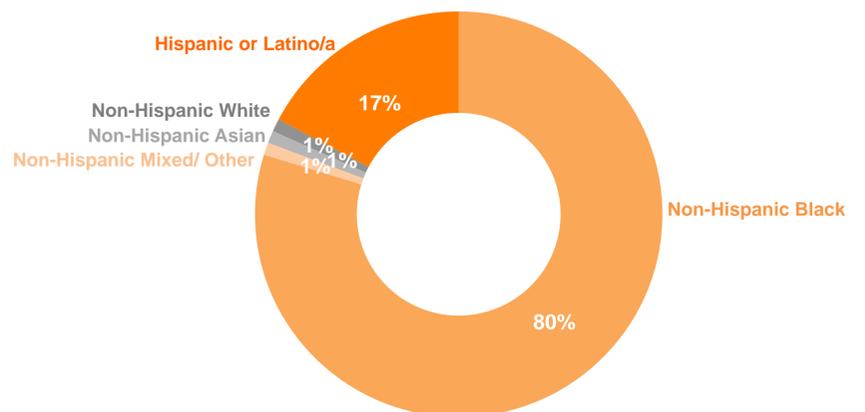
More than **1/2** of Brownsville households are headed by single parents, which is double the citywide total of **24%**. Brownsville households are also larger on average.



American Community Survey 5 Year Estimates 2009-13

Race

Brownsville has a large population of non-Hispanic Black residents, comprising **80%** of the population. Hispanic or Latino/a residents are the next largest group at **17%**.



American Community Survey 5 Year Estimates 2009-13

Previous Planning Efforts

This new neighborhood planning process will build upon previous planning efforts in Brownsville. Below is a summary of past findings and community input:

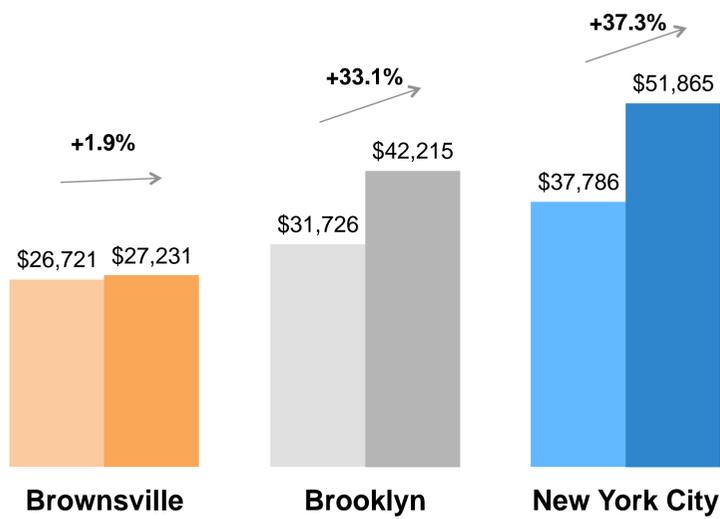
- Approach vacant land as an asset and redevelop it to benefit the community
- Increase affordable housing opportunities available to current residents
- Improve the walkability of NYCHA campuses and better integrate them with surrounding areas
- Increase the vitality of retail centers through store and streetscape improvements
- Upgrade public transportation infrastructure including making stations ADA-compliant
- Increase neighborhood safety and improve relations with law enforcement
- Expand afterschool activities and job training and entrepreneurship programs for residents
- Upgrade parks and recreation infrastructure throughout the community

Reports reviewed - At Home in Brownsville: A Plan for Transforming Public Housing; Brownsville Works! A Strategic Economic Development Plan; Community Board 16 Statement of District Needs FY 2016; Healthy Brownsville: A Report for Brooklyn Community Board 16; Next Generation NYCHA: A Community Vision for Van Dyke Houses

Household Income & Affordability

Median Household Income

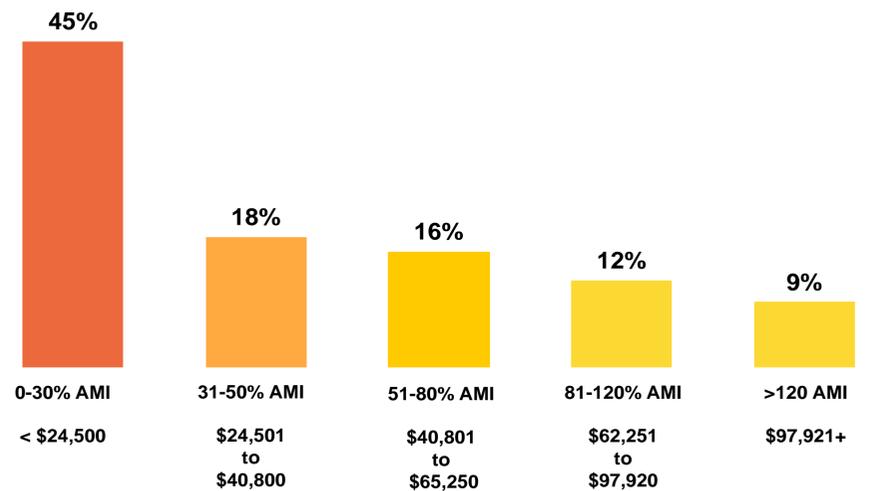
The median household income in Brownsville is **\$27,231**, considerably lower than in Brooklyn or NYC overall, where the median incomes are **\$42,215** and **\$51,865**, respectively. Moreover, while incomes in Brooklyn and NYC have increased greatly since 2000, Brownsville has stagnated.



American Community Survey 2008-2012 - 5 Year Estimates & 2000 Decennial Census

Household Income by AMI Group

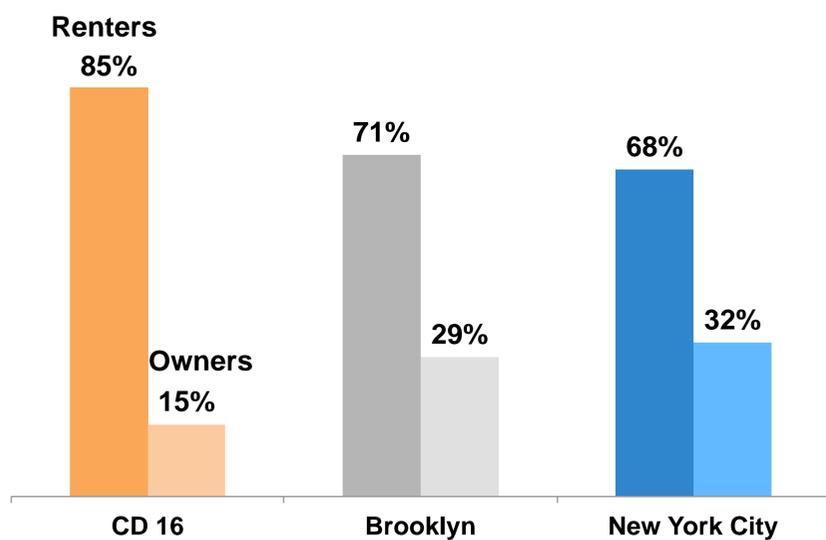
Households in Brownsville earn a range of incomes; however, nearly **1/2** fall into the lowest income bracket, making less than **\$24,500** per year. This is partially due to the fact that NYCHA accounts for **1 in 4** units in CD 16, and the majority of NYCHA residents earn extremely low incomes.



American Community Survey 5 Year Estimates 2008-12

Renters vs. Owners

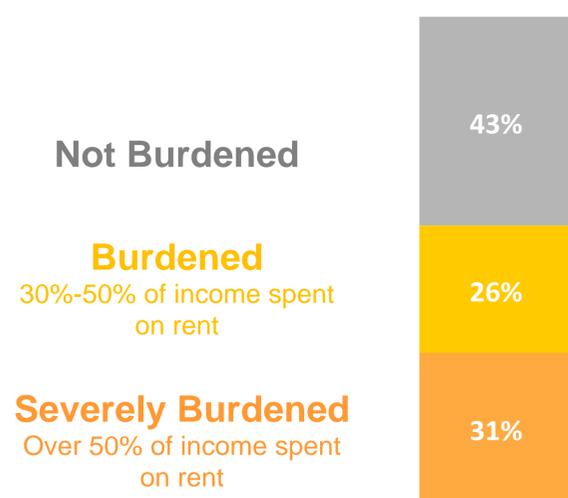
85% of Brownsville residents rent their homes, a much larger proportion than in Brooklyn or NYC overall.



2014 Housing and Vacancy Survey

Rent Burden

Of those who rent, nearly **60%** are rent-burdened, spending more than **30%** of their total household income on housing costs.



2014 Housing and Vacancy Survey

Recent Investment in Brownsville

Since FY 2004, HPD has financed the preservation of 5,059 units and the construction of 2,671 units of affordable housing in CD 16.



COMPLETED 2014 | NEW CONSTRUCTION

211 Riverdale Ave.

- 66 apartments for low income seniors
- Serves older adults making 50% of AMI or less
- Financed using HPD's Supportive Housing New Construction Program



COMPLETED 2012 | NEW CONSTRUCTION

39 Hegeman Ave.

- 161 apartments with supportive services
- 100 for formerly homeless single adults
- Financed using HPD's Supportive Housing New Construction Program



COMPLETED 2010 | PRESERVATION

420 Watkins St.

- 525 rental units
- \$39M rehabilitation
- 226 units receive Section 8 assistance
- Financed using HUD's Multi-Family Program
- Serves households making 50% of AMI or less



COMPLETED 2010 | NEW CONSTRUCTION

445 Hopkinson St.

- 168 rental units across 2 buildings
- Over 80% are 2 and 3 bedrooms
- 8 units for formerly homeless families
- Financed using HPD's Cornerstone Program
- Serves households making 40%-90% of AMI

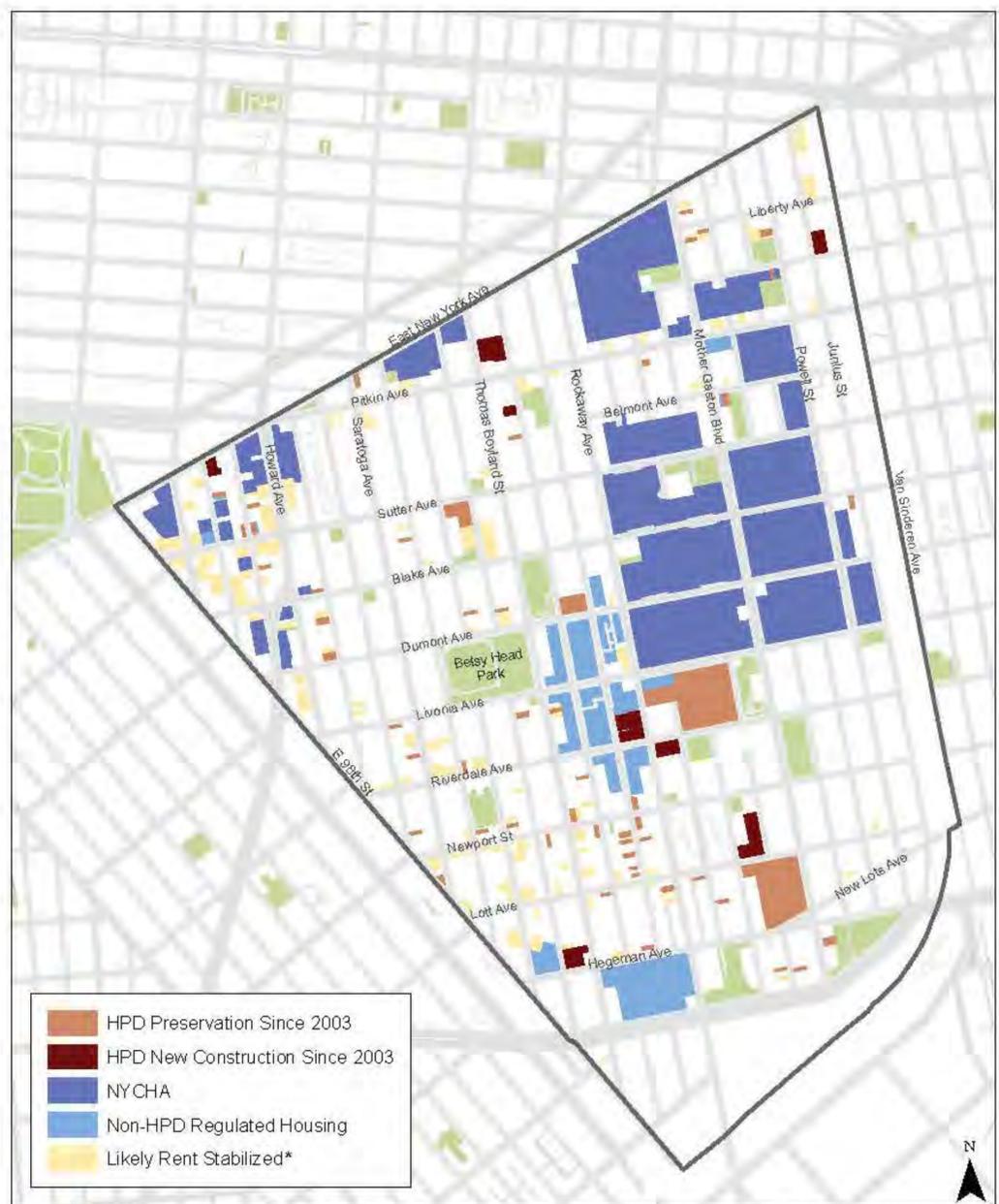
Current Housing Stock

Locations and Characteristics

Brownsville has a diverse mix of residential building sizes and types. Almost **40%** of housing units are located in small buildings with only 1-5 units. On the opposite end of the spectrum, **25%** of units are located in large buildings with 50 units or more.

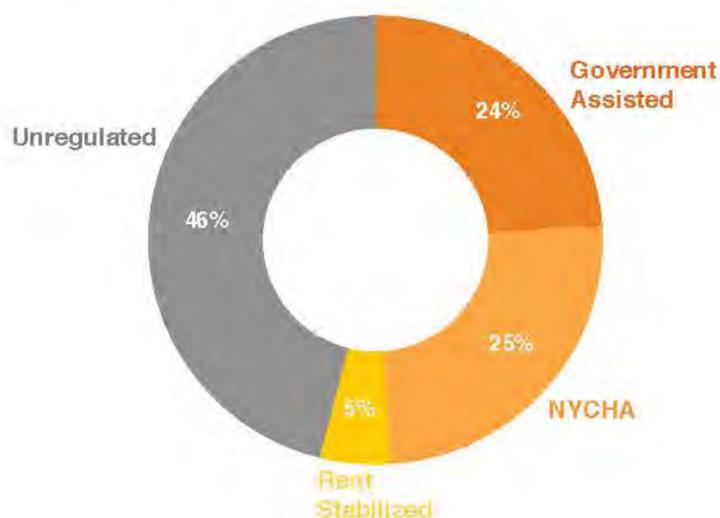
The housing stock in Brownsville is also slightly newer than in many neighborhoods in New York City, with a full **10%** of units built in the year 2000 or later. Despite this fact, **54%** of units are located in buildings built before 1947, making them at least 70 years old.

Brownsville has the highest concentration of public housing in the entire U.S., with NYCHA making up **1/4** of the neighborhood's units. An additional **24%** are government assisted. The remaining **51%** of units are not regulated under any government program, and only **5%** of these homes are rent stabilized.



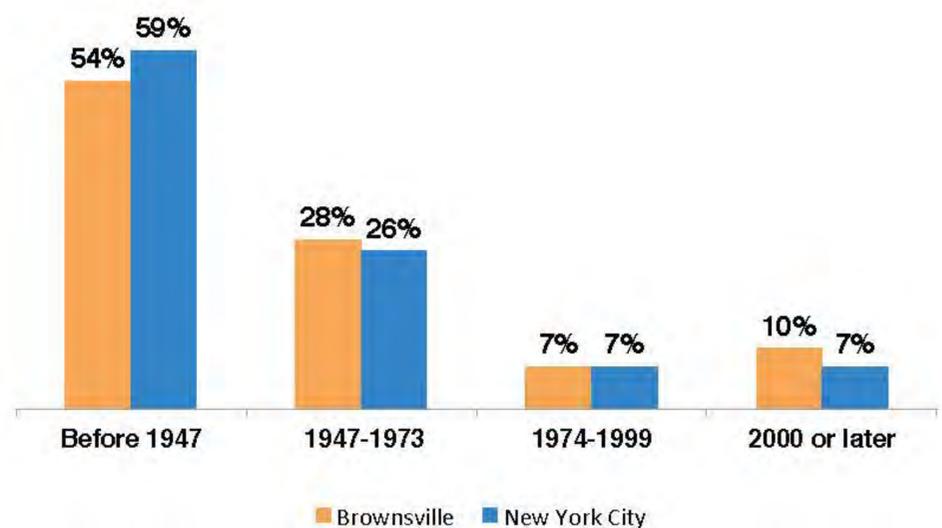
*Based on building age and size.
HPD Performance & Analytics 2016; NYC MapPLUTO, 2016

Regulatory Status



HPD Research & Evaluation 2014

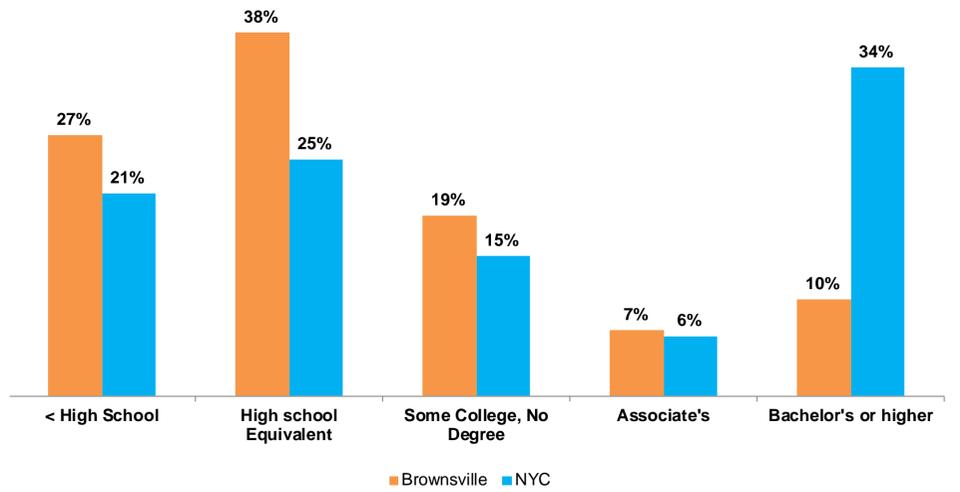
Building Age



2014 Housing and Vacancy Survey



EDUCATIONAL ATTAINMENT



Source: ACS 2009-2013 5 Year Estimates

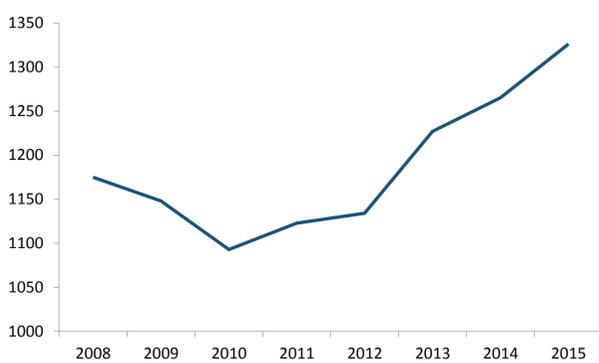
TOP 7 TYPES OF BUSINESSES

- Offices of Physicians (exc Mental Health Specs)
- Full-Services Restaurants
- Beauty Salons
- Religious Organizations
- Supermarket/Other Grocery (Exc Convenience)
- Elementary & Secondary Schools
- Commercial Banking

TOP 5 BUSINESSES BY EMPLOYEE COUNT

- JMP Bakery
- Crossroads Juvenile Ctr
- Brooklyn 73rd Preceinct Police
- Special Education School 396
- Public School 189

TOTAL NUMBER OF BUSINESSES BY YEAR

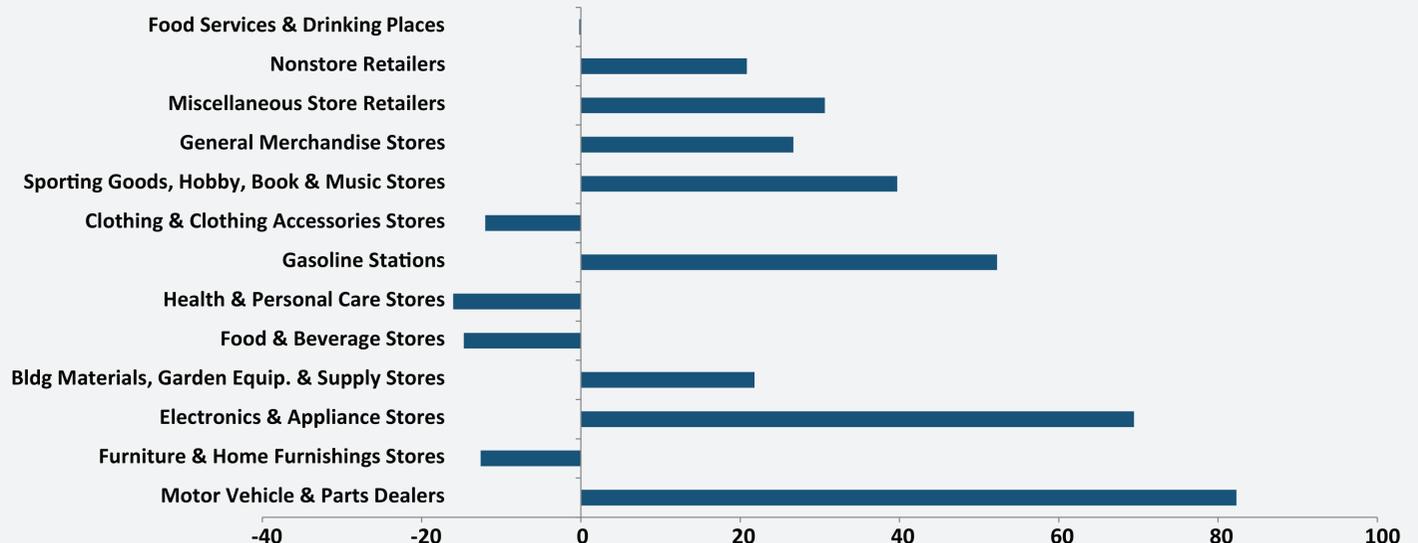


RETAIL OPPORTUNITY

\$427M
DEMAND

\$323.5M
SUPPLY

\$94.4M
UNMET DEMAND



Source: Esri and Infogroup. Retail MarketPlace 2016 Release 1 (2015 data in 2016 geography) Copyright 2016 Infogroup, Inc. All rights reserved

POVERTY RATE

38.8%

BK
23%

NYC
20%

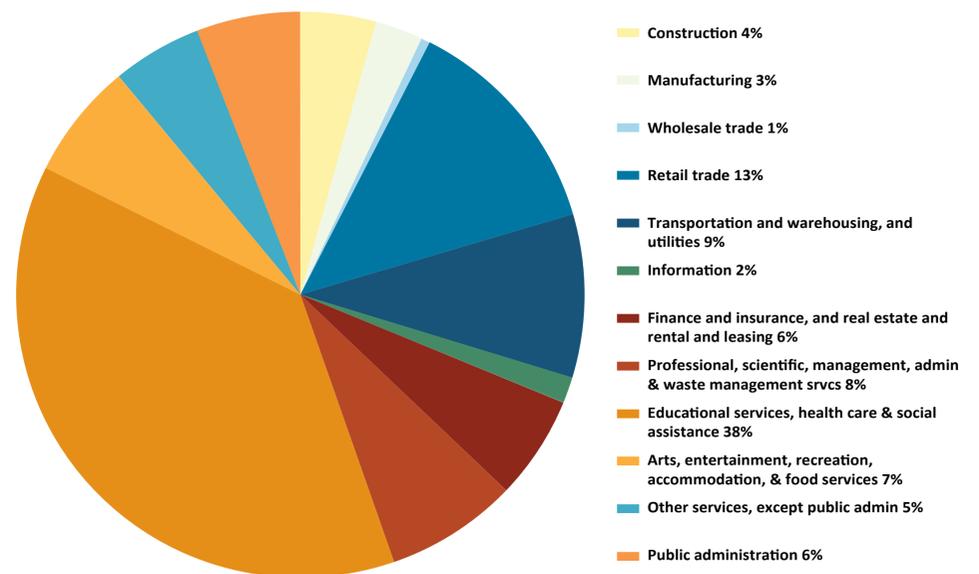
UNEMPLOYMENT

15%

BK
10.9%

NYC
10.6%

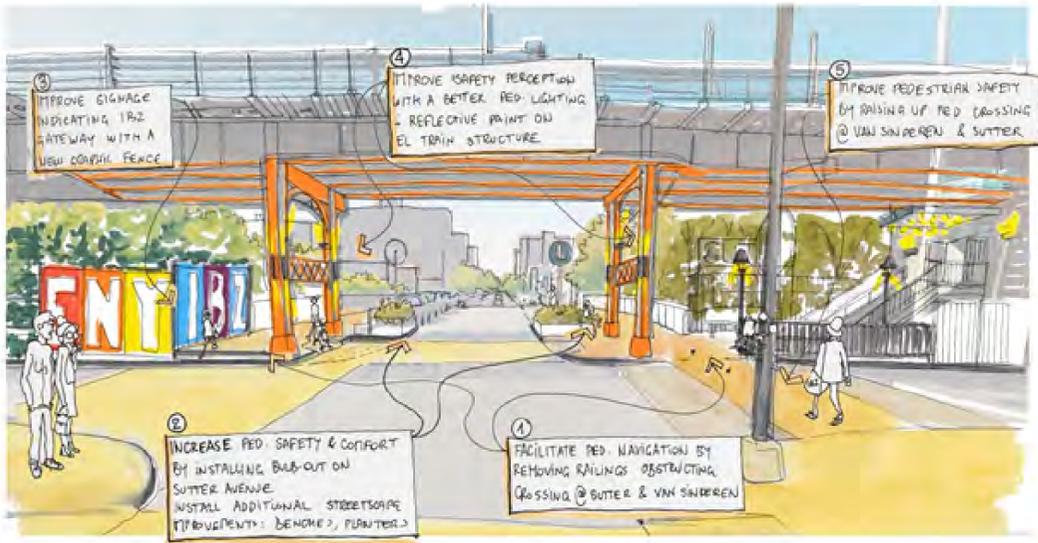
CIVILIAN EMPLOYMENT BY INDUSTRY



Brownsville Neighborhood Investments and Programs



East New York Industrial Business Zone Plan



Illustrative rendering of planned streetscape improvements at the intersection of Van Sinderen Avenue and Sutter Avenue

The East New York IBZ is an important industrial area that is home to approximately 250 businesses and over 3,000 jobs, specializing in manufacturing, construction, and transportation.

NYCEDC recently conducted a study of the IBZ with Councilmember Rafael L. Espinal, local businesses and stakeholders, which will result in **over \$16.7 million** in new

City Capital investment for streetscape improvements to Van Sinderen and Sutter Avenues, new high-speed commercial broadband access, and renovations to the East New York Industrial Building. The Plan identifies a set of 20 recommendations aimed at strengthening and growing the industrial sector in East Brooklyn and creating new, quality jobs for local residents.

Food Retail Expansion to Support Health (FRESH)



Rendering of Cypress Hills Local Development Corporation's Pitkin-Berriman Housing Development which includes a supermarket assisted through FRESH.

FRESH promotes the establishment and retention of neighborhood grocery stores in underserved communities by providing zoning and financial incentives to eligible grocery store operators and developers.

The FRESH program is open to grocery store operators renovating existing retail space or developers seeking to construct or renovate retail space that will be leased by a full-line grocery store operator.

NYCEDC M/W/DBE Programs

NYCEDC's Opportunity M/W/DBE is committed to increasing diversity on NYCEDC projects by helping Minority, Women-Owned, and Disadvantaged Business Enterprises overcome challenges that may make it difficult to win contracts on public projects.



Employees at Inner Gaze, a business in the ENY IBZ that specializes in handcrafted wood furniture

NYCEDC leads the following programs to increase business capacity and plan for growth:

- **Manage Forward:** A 7-month training program for small business owners providing the tools, training, and networks to turn growth plans into action.
- **Kick-Start Loan Program:** Provides capital loans to M/W/DBEs that work as either prime or subcontractors on EDC projects.
- **ConstructNYC:** Connects small-to-mid-sized M/W/DBEs with exclusive opportunities to work on NYCEDC projects through contracts of up to \$1 million.
- **Emerging Developer Loan Fund:** Provides emerging developers access to a \$10 million loan fund to cover pre-development and acquisition costs on NYC development projects.

Promoting Health in Brownsville



Brooklyn Neighborhood Health Action Centers

The Brooklyn Neighborhood Health Action Center at Brownsville (formerly the Brooklyn District Public Health Office) will be a dynamic center where organizations, individuals and Health Department staff will work together to advance neighborhood health. The Health Department’s building located at 259 Bristol Street will offer health care services and advocacy through the co-location of City agencies and community based organizations to address health disparities. Action Centers will build upon existing work to promote active transportation options (walking and cycling), increased healthy food options by working with bodegas and farmers markets, and healthier school environments.

Goals

- Build on neighborhood assets and identify resource gaps to improve population health
- Address root causes of health inequity, including the physical environment, structural racism, housing and employment
- Close service gaps and reduce redundancy by bringing community groups together for neighborhood health planning

Services

- Primary, mental health and dental care
- Classes and programs
- Community space for groups to work on neighborhood health planning
- Links to social services

Building Healthy Communities

All New Yorkers, no matter where they live, should have equal access to healthy food, exercise, and safe outdoor spaces. Building Healthy Communities (BHC), a new initiative by the Mayor’s Office, is bringing together City agencies, business, and community leaders to create greener, cleaner, safer, and healthier community life in Brownsville and 11 other neighborhoods citywide.

Building Healthy Communities is working to expand opportunities to eat nutritious foods, participate in physical activities, and engage with your community. Since January 2016, BHC has worked with community partners in Brownsville



A new community farm at Howard Houses



A network of Youth Markets in East Brooklyn is connecting residents to healthy food and youth to employment opportunities

to support two youth-run farm stands, as well as a new farm-share program by Isabahilia Ladies of Elegance Foundation at the Powell Street Garden. In partnership with NYCHA, Green City Force, and resident leaders, we have helped build a one-acre farm at Howard Houses, connecting residents to beautiful green space and fresh produce. We are also excited to work with the Friends of Brownsville Parks to develop a community vision and plan for Betsy Head Park and other green spaces in the community.

For more information on Building Healthy Communities—and to keep an eye out on what we’re bringing next to your neighborhood—visit nyc.gov/healthycommunities

Mayor's Action Plan for Neighborhood Safety



The Mayor's Action Plan for Neighborhood Safety (MAP) is a comprehensive strategy to reduce violence in public housing developments experiencing high rates of crime. Since launching in June 2014, MAP has worked to improve the built environment, improve access to programming and jobs, and help residents and City agencies interact to bring down crime. MAP has been focused on 15 public housing developments in which 20% of all violent crime in public housing is concentrated. In Brownsville, MAP is working in **Brownsville Houses** and **Van Dyke Houses**. MAP is led by the Mayor's Office of Criminal Justice, who works with numerous City agencies to refine a strategy to prevent crime through strengthening neighborhoods in partnership with the people who live in them.



Agency Partners

- Center for Economic Opportunity (CEO)
- New York City Housing Authority (NYCHA)
- New York City Police Department (NYPD)
- Department for the Aging (DFTA)
- Department of Parks and Recreation (DPR)
- Department of Probation (DOP)
- Department of Youth and Community Development (DYCD)
- Human Resources Administration (HRA)
- Mayor's Office to Combat Domestic Violence (OCDV)

Non-Profit Partners

- Community Solutions
- GreenCity Force
- Groundswell
- Institute for Mediation & Conflict Resolution
- New York Peace Institute
- Police Athletic League
- Red Hook Community Justice Center

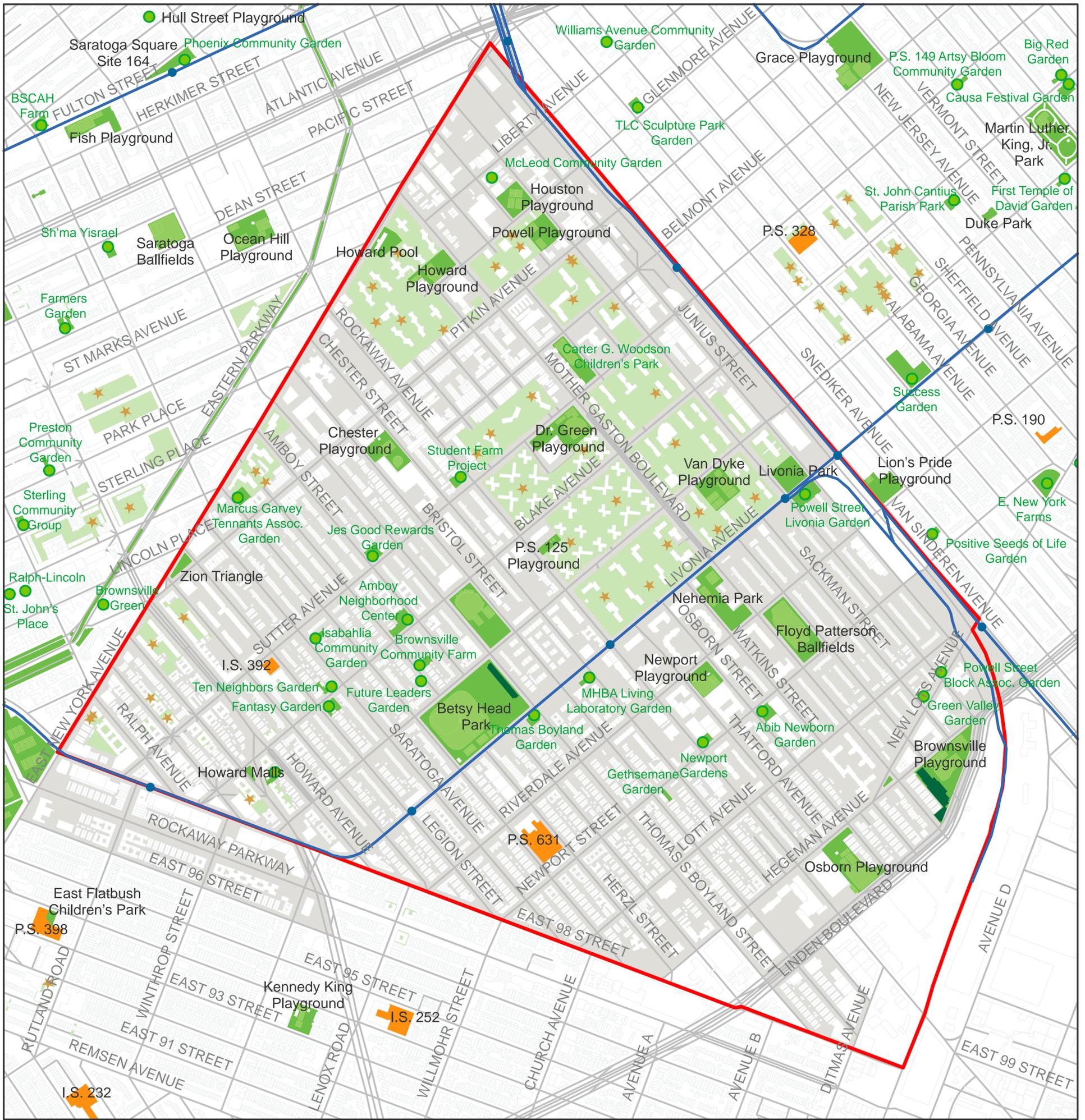


Goals

- Reduce violent crime
- Reduce victimization
- Help residents feel safer
- Learn how to reduce crime in other neighborhoods and housing developments citywide



How could new development in Brownsville support creating a safer and healthier community? This lot is owned by the city and its future is being planned through this community process.



Brownsville Parks and Open Space

- Brownsville Study Area
- NYCHA Open Space
- NYC Parks
- NYC Parks Recreation Centers
- Schoolyard to Playground
- GreenThumb Garden
- NYCHA Play Areas
- MTA Subway Lines
- Brownsville Neighborhood Tabulation Area



NYC Parks

Recent & Active Capital Investment in Brownsville



1 Betsy Head Imagination Playground

NYC Parks cut the ribbon on Betsy Head Imagination Playground in April 2016. This is the first permanent imagination play space in Brooklyn, and only the second to be built worldwide.

The concept behind the Imagination Playground is to encourage creative, child-directed play. Inspired by tree houses, the Betsy Head playground includes a plant-filled space on multiple levels, water play, sand, and a play area with loose parts and blocks. The project also reconstructed the handball and basketball courts and installed an outdoor adult fitness area.

Investment: **\$5M**
 Status: Completed December 2015



AFTER



BEFORE



Full site, designer's rendering

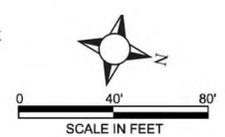
2 Powell Playground

At Powell Playground, NYC Parks is reconstructing the basketball and handball courts, and creating a new adult fitness area.

Investment: **\$2.3M**
 Status: In construction, anticipated completion summer 2016



- Secondary Side entrance to Basketball Courts
- Exterior Approach - Low fencing and planting
- Garden Walk & Seating
- Planted Buffer
- Drinking Fountains
- Aerobic adult Fitness Circuit with perimeter seating
- Easement Entrance
- Plaza with cafe tables & flagpole
- Lawn area & placeholder for potential comfort station
- Anaerobic Adult Fitness Circuit with perimeter seating
- Bicycle Rack



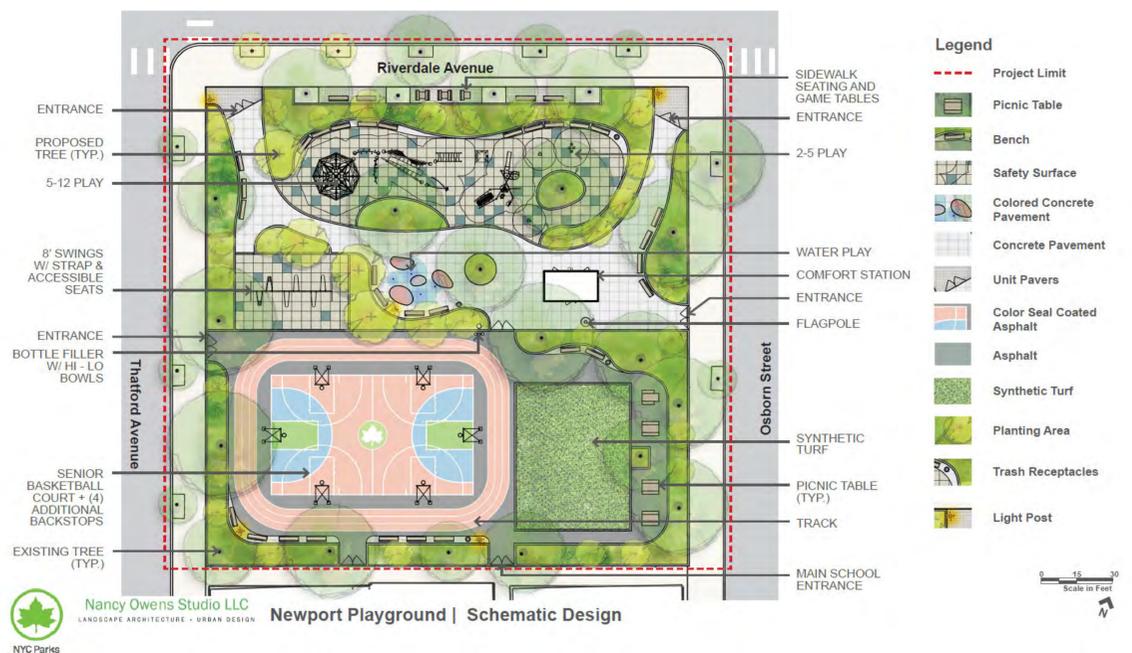
Recent & Active Capital Investment in Brownsville



3 Newport Playground

Through the Community Parks Initiative, NYC Park is working with communities to re-imagine small, neighborhood parks and completely transform them through capital renovation. CPI also has programming for kids and adults. At Newport Playground, our community input meeting resulted in the final schematic design shown on the right.

Investment: **\$5M**
 Status: Completed spring 2016



4 Saratoga Ballfields

The first CPI project in the Brownsville area kicked off in 2015, with a community-led redesign of Saratoga Ballfields.

Investment: **\$3.9M**
 Status: In procurement; groundbreaking fall 2016, ribbon cutting spring 2018



5 Brownsville Recreation Center

Multiple projects will repair, restore and reconstruct significant portions of the Brownsville Recreation Center.

Investment (total): **\$21.78M**

Completed Projects:
 • Pool HVAC systems were repaired in 2013 (**\$1.275M**)

Ongoing Projects
 • A roof replacement is currently under construction (**\$2.5 M**)
 • **\$18M** capital contract to reconstruct the recreation center is in design. Design is anticipated complete in June 2017 with construction beginning in March 2018 and completing in September 2019.



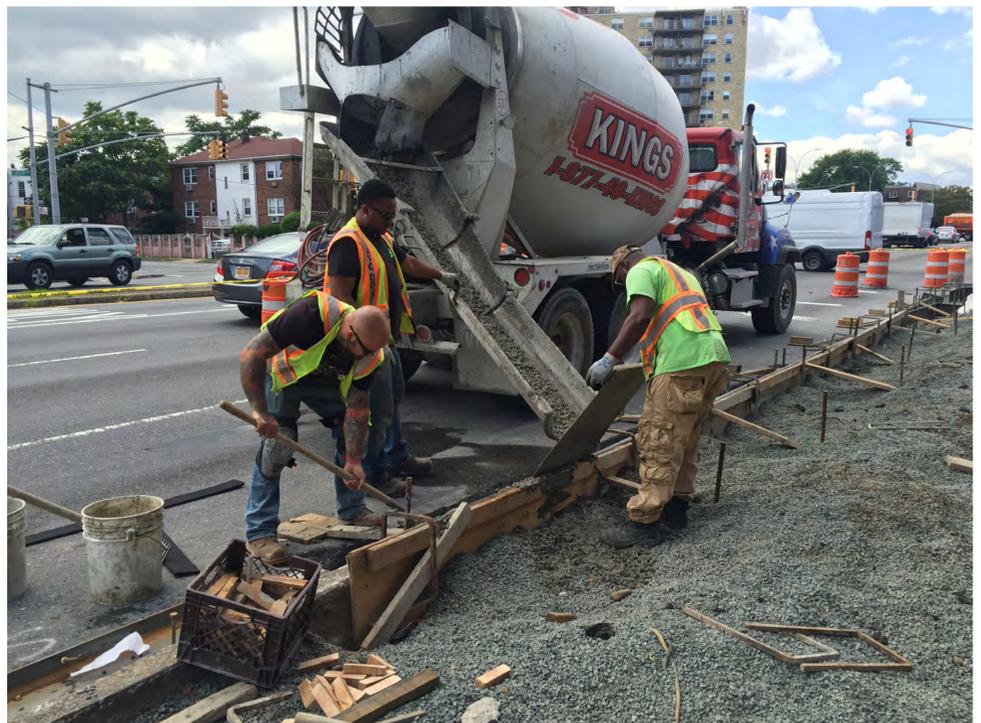
Basketball at Brownsville Recreation Center. Photo: The Brooklyn Ink

Transportation Investments in Brownsville



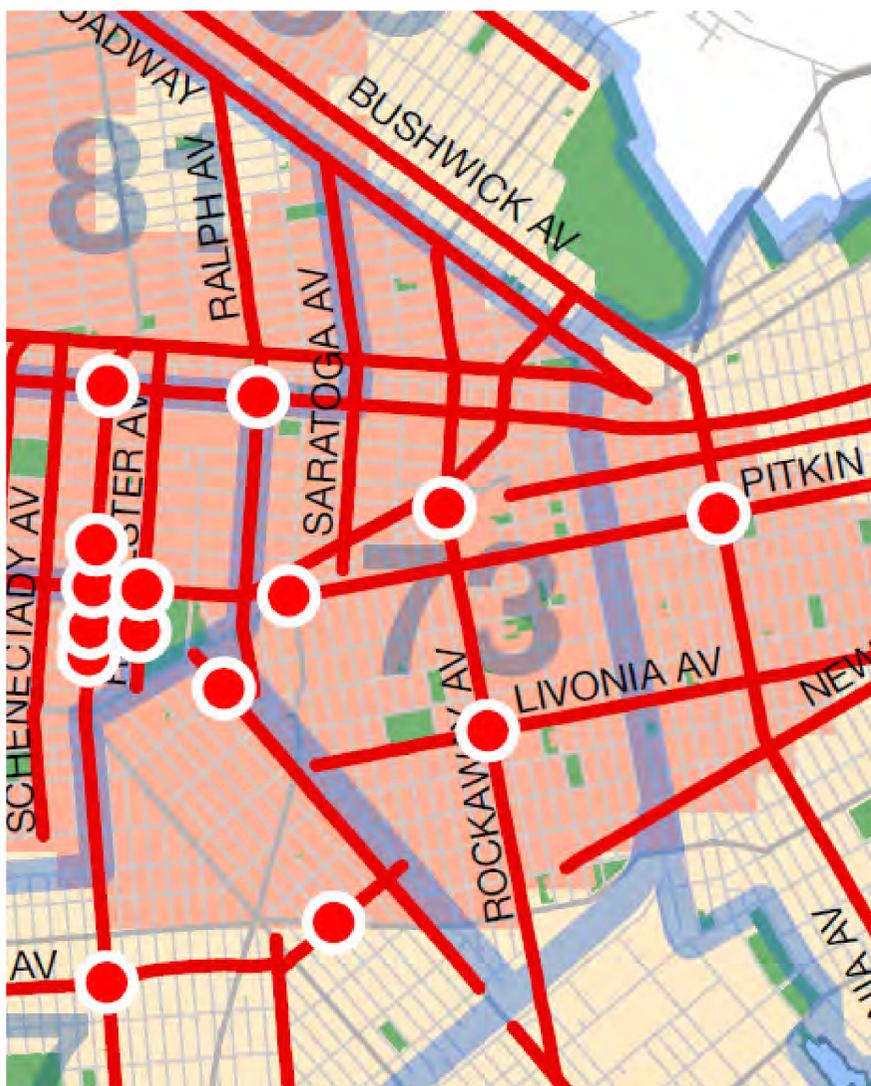
Linden Boulevard

DOT is working to implement traffic and safety improvements on Linden Blvd between Kings Highway and 78th Street (Queens), which includes the entire stretch of the corridor in Brownsville. The improvements include reconstructing and widening concrete medians for shorter and safer pedestrian crossings, expanding pedestrian signal crossing times where possible, and upgrading roadway markings to clarify vehicle movements and reduce speeding. Dozens of intersections across Linden Blvd will be made safer to walk and drive as part of this work.

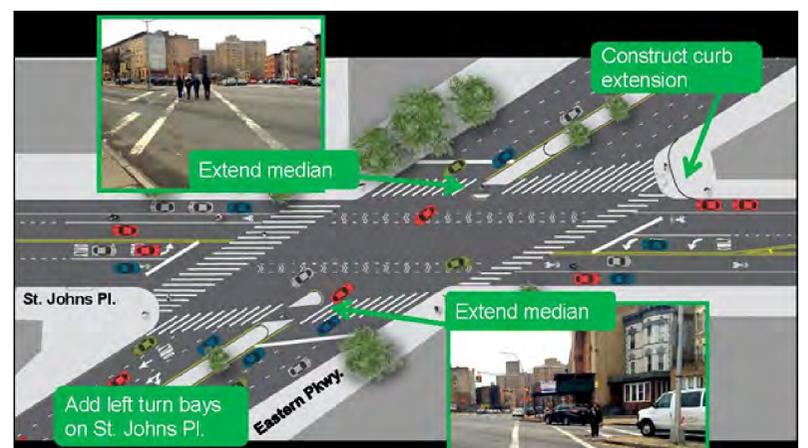


New median and B8 bus stop being installed on Linden Blvd at Thomas S Boyland Street in July 2016

Vision Zero



In 2015, DOT released pedestrian safety action plans for the five boroughs, analyzing crash data to determine the priority corridors, intersections, and areas where pedestrians are most often killed or severely injured. Addressing unsafe conditions in these locations will be the key to achieving Vision Zero. We recognize that pedestrian fatalities and severe injuries occur with greater frequency in Brownsville than they do in many other areas of Brooklyn, and therefore we are prioritizing the neighborhood for safety projects in the future.



Proposal for improving the intersection of St. Johns Pl and Eastern Parkway Extension