

East New York Community Plan

January 2016

★ new or updated strategy

STRATEGIES for LAND USE & ZONING

- 
Growth Corridor
 Allow mixed-use growth with new affordable & mixed-income housing, retail, businesses and community facilities
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Mixed-Use Corridor
 Allow moderate density development with new affordable & mixed-income housing, retail, businesses and community facilities near transit
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Residential Area
 Preserve existing low-rise character of side streets by continuing to allow low-scale homes & rowhouses
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Industrial Mixed-Use District
 Allow moderate density industrial, commercial and residential development
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ENY Industrial Business Zone
 Maintain current zoning for industrial uses and plan for business and job growth in the ENY IBZ
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Broadway Junction
 Develop a long-term plan for regional destinations



STRATEGIES for COMMUNITY RESOURCES

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Increase Access to Health Care
 Expand services of NYC Health + Hospitals in ENY
- 
Strengthen Local Arts & Culture
 Enhance capacity of local organizations to provide diverse arts and cultural programming for residents
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Build a New School
 The City has identified a site and is committed to building a new school with up to 1,000 seats
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Make Atlantic Avenue a Great Street
 Redevelop Atlantic Avenue with safer crosswalks, a new planted median, new trees and sidewalks
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Improve Connectivity around Transit
 Implement redesign of Broadway Junction and complete new bike lanes along Pitkin Avenue
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Create New Green Space at City Line Park
 Redevelop asphalt area to expand active living and recreational opportunities
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Improve Community Open Space
 Provide new, modern play equipment at Highland Park and rebuild courts at Sperandeo Brothers Park
- 
Install New Green Infrastructure
 New curbside rain gardens & trees will manage stormwater to reduce flooding & beautify the street

STRATEGIES for AFFORDABLE HOUSING

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Preserve Existing Affordable Housing
 - Focus and expand financing and tax incentive programs to **maintain affordability** by striving to preserve all existing government-assisted housing, using the new Green Preservation Program to rehabilitate and preserve affordable housing, streamlining and expanding small home repair loan programs, and enhancing marketing and outreach efforts to enroll buildings in preservation programs.
 - Strengthen community partnerships to **protect residents from displacement** by providing free legal representation to East New York tenants facing harassment, working with the new Tenant Harassment Task Force to investigate and take action against landlords who harass tenants, and **ensuring housing quality** by targeting code enforcement and increasing the number of inspectors.
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Develop New Affordable Housing
 - Implement Mandatory Inclusionary Housing to ensure that all **new development in the rezoning area provide permanently affordable housing**.
 - Prioritize the development of approximately **1,200 units of affordable housing within the next two years**.
 - Ensure that at least 50% of new housing built in the East New York rezoning area over the next 15 years is **affordable to low- and moderate-income residents**.
 - On private sites that HPD subsidizes, buildings must be 100% affordable and provide apartments at income levels that match those of local residents. On public sites, HPD will require even **deeper affordability levels**.
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Promote Local Economic Development Through Affordable Housing Development
 - Design programs that **support important neighborhood amenities** like grocery stores in new affordable buildings
 - Expand opportunities for minority- and women-owned businesses and jobs in affordable housing

STRATEGIES for ECONOMIC DEVELOPMENT

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Connect Residents to Career Opportunities
 - Locate a **Workforce1 Satellite Center** in the community to prepare and connect residents to jobs
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 Require projects receiving \$2M or more in HPD subsidy, as well as City contracts of \$1M or more, to **post open positions through Workforce1**
 - Establish new "Industry Partnerships" in retail, hospitality, manufacturing & construction sectors
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Strengthen Commercial Corridors & Promote New Retail
 - Partner with local community organizations to complete an assessment of the current conditions and needs of commercial corridors in East New York
 - Provide advisory services and resources for **customized commercial revitalization projects**
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Support Business Growth
 - Provide support to help women start, operate and grow businesses (WE NYC)
 - Help small businesses with lease negotiation and execution
 - Launch **East New York FastTrac Growth Venture Course** to provide business training to owners
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Promote Industrial Business Growth in the Industrial Business Zone (IBZ)
 - Conduct the ENY IBZ Study with local participation to **transform the IBZ into a thriving jobs center**
 - Invest in and renovate the City-owned Industrial Building
 - Attract new businesses with Industrial Development Agency incentives
 - Improve connectivity in and around the Industrial Business Zone
 - Install new East New York Industrial Business Zone signs