East New York Neighborhood Plan

Progress Highlights
DECEMBER 2021
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
East New York Neighborhood Plan Development

Sustainable Communities: East New York

2011 – 2013

Community Visioning & Report Back Sessions
Fall & Winter 2014

Release of Draft Community Plan
Winter 2015

Town Hall on Updated Community Plan
Summer 2015

Updated Land Use Actions go through ULURP

Investing in East New York, Cypress Hills & Ocean Hill
Ongoing

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

East New York Neighborhood Plan Progress Highlights | DECEMBER 2021
East New York Neighborhood Plan Overview

**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
# Housing Quick Facts

## New York City Area AMI (2021)

<table>
<thead>
<tr>
<th>Affordability Category</th>
<th>1-person Household</th>
<th>3-person Household</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Low Income</strong> 51 – 80% AMI</td>
<td>$66,880</td>
<td>$85,920</td>
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<tr>
<td><strong>Very Low Income</strong> 31 – 50% AMI</td>
<td>$41,800</td>
<td>$53,700</td>
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<tr>
<td><strong>Extremely Low Income</strong> 30% AMI or less</td>
<td>$25,080</td>
<td>$32,220</td>
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Source: [https://www1.nyc.gov/site/hpd/services-and-information/area-median-income.page](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

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

*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.

Source: Housing NY Units by Building via NYC Open Data
Programs to Support Homeowners & Tenants

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

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

September 2021

East New York Neighborhood Plan Progress Highlights | DECEMBER 2021
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

June 2018

September 2021
New Mixed-Income Housing

**2817 Atlantic Avenue**
Developer: Joel Schwartz
**Units:** 68, including 16 MIH
**Other:** 1,300 sf retail

**975 Liberty Avenue**
Developer: Sal Mendolia
**Units:** 41, including 13 MIH
**Other:** 500 sf retail
ECONOMIC DEVELOPMENT

- Provide job training
- Strengthen commercial corridors
- Support local businesses
- Promote industrial business growth in the IBZ
Job Training: Workforce1 Center

• 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
Local Business Support

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 Corridors

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
IBZ – Van Sinderen Avenue Improvements

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
IBZ – East New York Industrial Building

$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
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
**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

Atlantic Avenue Median 2021

Atlantic Avenue Sidewalk Widening 2021
Improve Connectivity & Safety: Atlantic Avenue Improvements

Atlantic Avenue Vision, 2016

Planted Median, 2021

Sidewalk Widening and Benches, 2021

Safety Island, 2021
$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


**Public Space Access & Improvements**

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**Sperandeo Brothers Playground**

**Improvements:** Basketball and handball courts reconstructed

**Construction:** July – Nov. 2018

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**Highland Park**

**Improvements:** Basketball and handball courts reconstructed

**Construction:**

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Improve Parks: City Line Park

Construction:
July 2018 – August 2019
Improve Parks: City Line Park

After East New York Neighborhood Plan Progress Highlights | DECEMBER 2021
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
Improve Parks: Callahan-Kelly Playground

Eastern Side at Train Entrance

Northern Side
SUMMARY

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