A neighborhood plan to strengthen **East New York, Cypress Hills, and Ocean Hill** as vibrant, inclusive neighborhoods of opportunity with

- **Affordable housing**
- **Economic opportunities**
- **New Community Resources**
A New Approach to Neighborhood Planning

- **A neighborhood plan** developed 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 residents
- **Coordinates city investments** and programs to support existing and future community needs
East New York
History of East New York

- **1835:**
  - Founded by John R. Pitkin on farm land
  - Industrial development on Atlantic Avenue tied to LIRR connection to Long Island agriculture

- **Mid-1800s:**
  - Residential growth spurred by elevated transit lines on Fulton Street, and Pitkin Avenue
History of East New York

- **1900s:**
  - LIRR freight service discontinued on Atlantic Avenue
  - Train tunnel under Broadway Junction constructed

- **1940s:**
  - Major infrastructure investments to relocate LIRR below Atlantic Avenue and run A and C line below Pitkin Avenue
  - East New York is a thriving Jewish and Italian immigrant community
History of East New York

- **Post WWII:**
  - Population peak

- **1960s-1980s:**
  - Private disinvestment and abandonment
  - One-third population decline
**History of East New York**

- **From 1980s:**
  - City housing program re-invests in East New York
  - Vacant building rehabilitation for affordable housing and small home construction stabilize the neighborhood
**History of East New York**

- **1990s**: Return of private investment and population growth

- **2000s-present**: Limited new affordable housing requiring project-specific land use approvals
Neighborhood Snapshot

- **Population:** 35,384  
  (Brooklyn: 2,504,700)

- **11% population increase**  
  since 2000  
  (Brooklyn: 2%)

- **Population:**  
  50% Black, 40% Hispanic,  
  5% Asian, 2% White

- **Median Household Income:** $35,120  
  (Brooklyn: $46,695)

- **66% of renter households**  
  spend more than 30% of income on housing  
  (Brooklyn: 55%)
East New York

Good Transit Access

L Line
Cypress Hills
J/Z Line
LIRR
A/C Line
East New York
East New York

Cypress Hills

Atlantic Avenue

East New York

Atlantic Avenue Thoroughfare
East New York

Pitkin Avenue

Cypress Hills

Transit Corridor

East New York
East New York

Cypress Hills

Liberty Avenue

Neighborhood Corridor

Liberty Avenue

East New York
East New York

Cypress Hills

Residential Blocks

Side Streets

Residential Blocks

East New York
East New York

Ocean Hill
East New York

Broadway Junction

Transit Hub
East New York
Neighborhood Assets

Good Transit Access

Stable Residential Blocks

Strong Neighborhood Groups

Vibrant Community
BACKGROUND

Neighborhood Opportunities

Connect Neighborhood with Mix of Uses on Underutilized Avenues

Strengthen Retail Corridors

Foster New Uses Near Transit

Increase Economic Growth
Federal Sustainable Communities grant, a regional approach to planning:

- Encourage sustainable, transit-oriented development
- Strong community engagement process

Extensive community participation in developing a planning framework for East New York, Broadway Junction & the IBZ.
Sustainable Communities East New York
2011-2013

Two-year study to identify opportunities for new housing, retail, and economic development near transit.
Housing New York & the East New York Community Plan

The Sustainable Communities planning framework is the basis for the selection of East New York as the first Housing New York neighborhood planning study area.

Case Study: Planning with Communities
Brooklyn

East New York and Cypress Hills

In collaboration with community partners, the City is planning for new mixed-use, mixed-income development to support the vitality and livability of East New York and Cypress Hills.

In recent years, the neighborhoods in Brooklyn's Community District 8 have experienced a period of change, with residents aging and a growing population. In the context of these changes, the community identified needs for more diverse and affordable housing choices, improved access to jobs and services, and better streets with better connections to transportation and services.

Through the HUD-funded Sustainable Communities: East New York Initiative, the City worked closely with neighborhood residents and institutions including Cypress Hills Local Development Corporation, as well as several public agencies, to establish a plan to address these needs together. The City and its partners conducted over 50 outreach events including half-day workshops and visioning sessions open to all area residents and businesses. A Community Advisory Committee, consisting of residents and local community-based organizations helped guide the process. DOP developed a framework of short- and long-term strategies for changes to regulations and public investments that promote a sustainable, equitable and inclusive future for the Cypress Hills and East New York neighborhoods in Brooklyn.
East New York Community Plan
Community Planning Process

- **East New York Community Plan process begun in May 2014**
- Built on recommendations of Sustainable Communities
- Community outreach events with City agencies, community boards, and elected officials
- Outreach and planning conducted in close collaboration with partner City agencies
Timeline: East New York Community Plan

Community Plan Timeline

- **Sustainable Communities East New York**: 2011-2013
- **Community Visioning & Report Back Sessions**: Fall & Winter 2014
- **Town Hall on Updated Community Plan**: Summer 2015

ULURP (Public Review Process)

- **Land Use Actions Certified by DCP**: September 2015
- **Community Board and Borough President Review**: Fall & Winter 2015
- **City Planning Commission Review**: Winter 2016
- **City Council Review**: Spring 2016

Where we are now
Community Planning Process

- **Visioning / Topic Workshops:** September–December 2014
  - Community Resources
  - Economic Development
  - Housing
  - Ocean Hill
- **Agency Report-backs:** November–December 2014
- **Draft Plan Released:** January 2015
- **Plan Refined:** Spring 2015
- **Updated Draft Plan Released:** July 1, 2015
HOUSING

What We Heard

“Ensure the neighborhood continues to be affordable for families”

“Protect tenants in small apartment buildings”

“Preserve character of side streets with rowhouses”

What We Found

• East New York has few protected affordable housing units

• Most housing is in 1-3 family homes

• Zoning allows new housing with parking in front yards
HOUSING

What We Heard

“More affordable housing”

“We need housing for seniors”

What We Found

• Outdated zoning does not permit new housing on major corridors
• Housing is limited to a low-scale on others, restricting the supply of new affordable housing
What We Heard

“Help residents start new businesses and help existing businesses grow”

“Better retail and more grocery stores with healthy food”

“Improve access to job training and career opportunities”

What We Found

• Retail corridors are fragmented

• East New York has few full-service grocery stores

• Few local job training opportunities
What We Heard

“Atlantic Avenue is dangerous and difficult to cross”

“Atlantic Avenue is an unpleasant and unattractive place to walk and wait for the bus”

What We Found

• Atlantic Avenue has a high rate of accidents and pedestrian injuries

• Atlantic Avenue has few bus shelters and sidewalks need repair
**What We Heard**

“More places to play sports and spend time outside”

“Schools are crowded”

**What We Found**

- Neighborhood parks need renovations to allow more recreational opportunities
- Schools are near capacity in parts of district
Community Planning Goals

...for HOUSING

- Protect existing low-cost housing for current residents
- Build new affordable housing for diverse household types

...for ECONOMIC DEVELOPMENT

- Promote growth opportunities for new & existing businesses and jobs
- Bring more stores and activity to existing shopping corridors

...for STREETS

- Transform Atlantic Avenue into a pedestrian-friendly street

...for COMMUNITY RESOURCES

- Improve parks and identify sites for schools and community centers
EAST NEW YORK COMMUNITY PLAN

LAND USE & ZONING

HOUSING

ECONOMIC DEVELOPMENT

COMMUNITY RESOURCES
GOAL: PROMOTE OPPORTUNITIES FOR NEW AFFORDABLE HOUSING, RETAIL AND JOB GROWTH, AND NEW COMMUNITY RESOURCES NEAR TRANSIT

STRATEGIES for LAND USE & ZONING

- Promote mixed-use growth with new affordable and mixed-income housing, retail, businesses and community facilities
- Allow moderate density mixed-use development with affordable and mixed-income housing, retail, businesses and community facilities near transit
- Promote moderate density industrial, commercial and residential uses in mixed-use districts
- Preserve existing residential character of side streets by continuing to allow low scale duplexes, single-family homes and rowhouses
- Promote business and job growth in East New York Industrial Business Zone and maintain current zoning for industrial uses
- Develop a long-term plan for regional destinations at Broadway Junction, including institutional and commercial uses
LAND USE ACTIONS TO FACILITATE THE EAST NEW YORK COMMUNITY PLAN:

- **Zoning Map Amendment**
  - Promote mixed-use growth along key corridors
  - Preserve low-density residential character of side streets

- **Zoning Text Amendments**
  - Establish Mandatory Inclusionary Housing in medium-density districts
  - Create Enhanced Commercial Districts along key corridors to promote active retail districts
  - Create Special Mixed-Use Districts in select areas to allow industrial, residential and commercial uses

- **Amendment to Dinsmore-Chestnut Urban Renewal Plan**

- **Site Disposition**
Restricts new development to **low density & limits affordable housing**

**No new housing** allowed along Atlantic Avenue & other key areas

Has not changed in most of the neighborhood since 1961

Many districts do not reflect current uses or densities
PROPOSED ZONING

- Promotes mixed-use development on key corridors and near transit
- Mandates affordable housing
- Requires active uses at the ground floor along key corridors
- Protects the residential character of side streets
- Allows industrial and residential uses in MX districts
Land Use Proposal

Atlantic Avenue - Existing Conditions

Drive-thru restaurants, warehouses, low-scale residential.
Atlantic Avenue - Existing Zoning

**C8-1 & C8-2**
- Auto-oriented
- 1.0 FAR (C8-1)
- 2.0 FAR (C8-2)

**M1-1**
- Light industrial
- 1.0 FAR

**R5**
- Low-scale residential
- 1.25 FAR
Atlantic Avenue - Vision

FOSTER A VIBRANT, MIXED-USE CORRIDOR WITH NEW AFFORDABLE HOUSING, RETAIL & COMMUNITY FACILITIES TO CONNECT THE NORTH & SOUTH
LAND USE PROPOSAL

Atlantic Avenue - Proposed Zoning

STRATEGIES:

- Encourage medium-density mixed-use development
- Mandate affordable housing
- Require active ground floor uses
- Allow light industrial uses

PROPOSED ZONING:

- **Medium Density Residential & Commercial (R8A/C2-4)**
  - Up to 12-14 stories
  - 7.2 FAR (res.), 2.0 FAR (comm.)

- **Medium Density Commercial (C4-4D)**
  - Up to 12-14 stories
  - 7.2 FAR (res.), 3.4 FAR (comm.)

- **Mixed Use w/ Industrial (M1-4/R8A)**
  - Up to 12-14 stories
  - 7.2 FAR (res.), 2.0 (com), 2.0 (industrial)
Fulton Street - Existing Zoning

R5
- Low-scale residential
- High parking requirement (85% of units)
- 1.25 FAR

C8-2
- Auto-oriented
- 2.0 FAR
Bolster existing vibrant retail corridor with new affordable housing and active ground floors.
Fulton Street - Proposed Zoning

**STRATEGIES:**

- Encourage medium-density mixed-use development
- Mandate affordable housing
- Require active ground floor uses
- Setback buildings to reduce impact of elevated train

**PROPOSED ZONING:**

**Medium Density Residential (R6A/C2-4)**
- Up to 6-8 stories
- 3.6 FAR (residential)
- 2.0 FAR (commercial)

**Medium Density Commercial (C4-4L)**
- Up to 8-10 stories
- 4.6 FAR (residential)
- 4.0 FAR (commercial)
- Bulk flexibility
Pitkin Avenue - Existing Conditions

- Residential
- Local retail
- Express subway station
LAND USE PROPOSAL

Pitkin Avenue - Existing Zoning

**R5**
- Low-scale residential with high parking requirement
- 1.25 FAR

**R7A**
- Medium-density residential
- 4.0 FAR

**R6**
- Medium-density residential
- Non-contextual
- 2.43 FAR
Pitkin Avenue - Vision

Revitalize Transit Corridor with New Affordable Housing, Retail & Community Facilities
LAND USE PROPOSAL

Pitkin Avenue - Proposed Zoning

STRATEGIES:

- Encourage medium-density mixed-use development
- Mandate affordable housing
- Require active ground floor uses
- Promote significant new commercial uses

PROPOSED ZONING:

Medium Density Residential (R7A/C2-4)
- Up to 8-10 stories
- 4.6 FAR (residential)
- 2.0 FAR (commercial)

Medium Density Commercial (C4-4D)
- Up to 12-14 stories
- 7.2 FAR (residential)
- 3.4 FAR (commercial)
LAND USE PROPOSAL

Liberty Avenue - Existing Conditions

- scrap yard
- light industrial
- low-scale residential
Liberty Avenue - Existing Zoning

**M1-1**
- Light industrial
- 1.0 FAR

**R5**
- Low-scale residential with high parking requirement
- 1.25 FAR
ENHANCE EXISTING MIX OF USES WITH NEW AFFORDABLE HOUSING, RETAIL, LIGHT INDUSTRIAL & COMMUNITY FACILITIES
Liberty Avenue - Proposed Zoning

**STRATEGIES:**

- Encourage medium-density mixed-use development
- Require affordable housing
- Support existing mix of industrial, commercial and residential uses

**PROPOSED ZONING:**

- **Medium Density Residential (R6A/C2-4):**
  - Up to 6-8 stories
  - 3.6 FAR

- **Medium Density w/ Industrial (M1-4/R6A):**
  - Up to 6-8 stories
  - 3.6 FAR (res)
  - 2.0 FAR (com)
  - 2.0 FAR (industrial)
Residential Areas - Existing Conditions

- New development
- Detached homes
- Rowhouses
Residential Areas - Vision

Preserve existing low-rise, residential character of the side streets
RESIDENTIAL AREAS - PROPOSED ZONING

STRATEGIES:

- Ensure infill development complements existing character
- Prohibit front yard parking

PROPOSED ZONING:

**Low Density Residential (R5B)**
- 3-4 stories
- 1.35 FAR

**Medium Density Residential (R6B)**
- Up to 5 stories
- 2.2 FAR
- Mandatory Inclusionary Housing
Ocean Hill - Existing Conditions

- Community facility
- Manufacturing
- Residential
Ocean Hill - Existing Zoning

M1-1, M1-2, M1-4:

- Light industrial district
- 1.0 FAR (M1-1), 2.0 FAR (M1-2, M1-4)
- Does not allow new residential development
LAND USE PROPOSAL

Ocean Hill - Vision

STRENGTHEN EXISTING CHARACTER OF NEIGHBORHOOD & PROMOTE NEW AFFORDABLE HOUSING & COMMERCIAL NEAR BROADWAY JUNCTION
LAND USE PROPOSAL

Ocean Hill - Proposed Zoning

- **Promote new commercial and residential uses near transit**
  - C4-4L: Up to 8-10 stories; 4.6 FAR (res), 4.0 (com)
  - C4-5D: Up to 9-12 stories; 5.6 FAR (res), 4.2 (com)

- **Encourage medium-density residential uses with local retail**
  - R7A/C2-4: Up to 8-10 stories; 4.6 FAR
  - R7D/C2-4: Up to 9-12 stories; 5.6 FAR

- **Allow industrial and residential uses in Mixed Use Districts**
  - M1-4/R7D: Up to 8-10 stories; 5.6 FAR (res), 2.0 FAR (industrial), 2.0 (com)

- **Reflect existing low-scale rowhouses and allow contextual new development**
  - R6A: Up to 6-8 stories; 3.6 FAR
  - R6B: Up to 5 stories; 2.2 FAR
  - R5B: 3-4 stories; FAR of 1.35
Zoning Text Amendments

- **Establish Mandatory Inclusionary Housing in medium-density districts**
  - In East New York, Option 1 is proposed. 25% of new housing must be affordable to households at an average of 60% AMI

- **Create Enhanced Commercial Districts** along key corridors to promote active retail districts

- **Create Special Mixed-Use Districts** to allow industrial, residential and commercial uses
Amendment to Dinsmore Chestnut Urban Renewal Plan and Site Disposition

- Allow uses per new zoning
- M1-4/R8A zoning will allow light industrial, residential, commercial, or community facility use
- Potential site for new school, as well as housing and other uses
Land Use Proposal has the potential to facilitate:

- Over 6,300 new units of housing
  - About half of all units built would be protected affordable housing
- Over 800,000 square feet of new commercial space such as grocery stores, restaurants, and retail
- More than 400,000 square feet of community facility space including a school as well as day care centers and houses of worship
- 3,700 new jobs
A Draft Environmental Impact Statement (DEIS) was prepared and analyzed the following subjects:

- Land Use, Zoning, and Public Policy
- Socioeconomic Conditions
- Community Facilities and Services
- Open Space
- Shadows
- Historic and Cultural Resources
- Urban Design and Visual Resources
- Hazardous Materials
- Water and Sewer Infrastructure
- Solid Waste and Sanitation Services
- Energy
- Transportation
- Air Quality
- Greenhouse Gas Emissions
- Noise
- Public Health
- Neighborhood Character
- Construction
Of these, the analysis found the potential for significant adverse impact in the following categories:

- Community Facilities and Services (Public Schools* and Child Care)
- Open Space
- Shadows
- Historic and Cultural Resources
- Transportation
- Air Quality*
- Noise
- Construction

Mitigation measures will be further studied between the draft and final EIS.

*Mitigation measures identified to fully mitigate impact
Tailored to the needs of East New York community, developed in close collaboration with residents and stakeholders.
GOAL: PROTECT TENANTS

STRATEGIES:

- **Ensure housing quality** by targeting code enforcement and increasing the number of housing inspectors

- **Provide free legal representation** to East New York tenants facing harassment

- Work with the new Tenant Harassment Task Force to take action against landlords who harass tenants
GOAL: PRESERVE EXISTING AFFORDABLE HOUSING

STRATEGIES:

- Strive to preserve all existing government-assisted housing whose affordability requirements are expiring.

- Enhance marketing and outreach efforts to owners of buildings that are not currently government assisted.

- Use new Green Housing Preservation Program to rehabilitate and preserve affordable housing, as well as promote energy efficiency.

- Streamline and expand small home repair programs.
EAST NEW YORK COMMUNITY PLAN

STRATEGIES for HOUSING

GOAL: DEVELOP NEW AFFORDABLE HOUSING

STRATEGIES:

- Implement Mandatory Inclusionary Housing

- Ensure at least 50% of new housing built is affordable to low- and moderate-income residents

- Prioritize the development of over 1,200 units within the next 2 years

- On private sites subsidized by HPD, the City will ensure that developers build housing affordable to low- and moderate-income households (most units would be affordable to households at a range of income levels below 60% of Area Median Income, or $42,620 for a family of three)

- On public sites, City will ensure even deeper affordability
GOAL: CONNECT RESIDENTS TO CAREER OPPORTUNITIES

STRATEGIES:

- Open a Workforce1 Satellite Center in East New York/Brownsville to make career services more accessible to residents
- Establish new “Industry Partnerships” in retail, hospitality, manufacturing and construction sectors
EAST NEW YORK COMMUNITY PLAN

STRATEGIES for ECONOMIC DEVELOPMENT

GOAL: SUPPORT EXISTING & NEW BUSINESSES

STRATEGIES:

- Help small businesses with leases
- Launch East New York FastTrac Growth Venture Course
- Help businesses navigate government regulations through Small Business First

GOAL: STRENGTHEN COMMERCIAL CORRIDORS

STRATEGIES:

- Partner with local organizations to assess the needs of commercial corridors
- Provide advisory services and resources for commercial revitalization projects
GOAL: PROMOTE BUSINESS GROWTH IN THE INDUSTRIAL BUSINESS ZONE (IBZ)

STRATEGIES:

• **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**

• **Install new East New York Industrial Business Area signs**

• **Attract new businesses with Industrial Development Agency incentives**
GOAL: ENSURE SAFER STREETS & IMPROVE CONNECTIVITY IN THE NEIGHBORHOOD
STRATEGIES for COMMUNITY RESOURCES

GOAL: ENSURE SAFER STREETS & IMPROVE CONNECTIVITY IN THE NEIGHBORHOOD

STRATEGIES:

- Implement Atlantic Avenue Safety Improvement Project to improve safety and connectivity along this key corridor.

- Project includes construction of a raised, planted median with safety islands at major intersections as well as new sidewalks, street trees, and pedestrian amenities.
GOAL: BUILD A NEW SCHOOL TO MEET EXISTING & FUTURE NEEDS OF THE COMMUNITY

STRATEGIES:

- City has committed to build a new school with up to 1,000 seats in East New York, District 19
GOAL: INVEST IN NEW OPEN SPACE & IMPROVEMENTS TO EXISTING NEIGHBORHOOD PARKS

STRATEGIES:

- Create new green space at City Line Park
  - Through a community participation process, redevelop one-acre asphalt area into a more sustainable landscape and provide new active recreational opportunities for community residents and local students
GOAL: INVEST IN NEW OPEN SPACE & IMPROVEMENTS TO EXISTING NEIGHBORHOOD PARKS

STRATEGIES:

- **Improve Lower Highland Park** by providing modern play equipment to expand use of the park

- **Revitalize Sperandeo Brothers Park** by repairing and renewing the handball and basketball courts with funding from CM Espinal

- **Explore new open space opportunities**
EAST NEW YORK COMMUNITY PLAN

A comprehensive neighborhood plan with strategies for housing, economic development, and community resources
Atlantic Avenue today

- Low-scale auto-oriented uses
- No new housing permitted
- Barrier between neighborhoods
- Wide street unsafe for pedestrians
EAST NEW YORK COMMUNITY PLAN

Atlantic Avenue with Community Plan strategies implemented

- New affordable housing
- New stores and local jobs
- New school and access to parks
- Safe streets for pedestrians and cars
East New York Community Plan would promote:

- Over 6,300 new units of housing
- Half of these would be affordable to local residents
- Protection for existing tenants
- New retail and community facility space along corridors
- Support for existing businesses to grow
- New Workforce1 Center with job training
- New school
- Improvements to local parks
- Safe and attractive Atlantic Avenue