Path to Neighborhood Plan – Process Overview

Shared October 2016

- **Listen + Learn**
- **Develop Planning Framework**
- **Draft Neighborhood Plan**
  - Planning and Land Use Framework
  - Identified needs / recommendations
  - Potential Solutions
  - Detailed Zoning Proposal
- **PUBLIC REVIEW & IMPLEMENTATION**
Developed Multi-pronged Outreach Approach

- Working Groups
- Public Meetings / Workshops
- Targeted Outreach
- Plangowanus.com

Listen + Learn
• Five Groups / Five Meetings – 80+ hours

• Community + Inter-agency team Working Together on key topics

• Developed mutually shared priorities and objectives
Working Group Outcomes

- 50+ Recommendations
- Specific and actionable
- Broad and aspirational
- Reflect diverse points of views and interests
Working Group Outcomes

• Overlaps and Synergies
  • New residential development + brownfield remediation + Canal cleanup + waterfront/canal access + stormwater management + resiliency + new infrastructure + “Eco District”
  • New residential development + new job-generating activity + arts (i.e. mixed-use community)
  • NYCHA community center + neighborhood access to community centers + more open space

• Conflicts and Competitions
  • Active ground floor uses + naturalized shoreline + public access + resiliency challenges
  • New residential development + industrial/commercial space + operational conflicts (e.g. parking, loading, etc.)
  • Limiting height/density + brownfield remediation + preferential uses + affordable housing + waterfront/canal access, etc…
But there’s more….

Listen + Learn

Working Groups

Public Meetings / Workshops

Targeted Outreach

Plangowanus.com
Public Meetings / Workshops

- October 27 – Launch Event
- December – Sustainability and Resiliency + Outreach Approach
- March 25 – Workshop #1 (WG Goals + Urban Design)
Targeted Outreach

- Monthly NYCHA Tenant Association Meetings
- Individual and group stakeholders
  - Community-based organizations
  - Elected officials
  - Businesses and property owners
  - Residents and citizens
- CB6 Outreach
Plangowanus.com

- DCP Pilot Platform
- Topical Pages
- Interactive tools to gather feedback / ideas
  - Maps / Pins
  - Surveys
  - Polls

- >1,000 visitors
- “Map Your Neighborhood” interactive map
  - >200 pins
Next Steps

- Public Meetings / Workshops
- Targeted Outreach
- Working Groups
- Plangowanus.com

Listen + Learn

Develop Planning Framework

PUBLIC REVIEW & IMPLEMENTATION

Neighborhood Plan

Framework

Draft
Next Steps: Outreach / Engagement

- **Listen + Learn**
  - Share out Working Group recommendations
    - Plangowanus.com
    - Fall public event

- **Develop Planning Framework**
  - Community Resources Public Meeting
    - Planned for fall
    - Schools, transportation, etc

  - Happy Hour w/ Gowanus Team (late August TBD)
Next Steps: Analysis and Framework work

- Internal Analyses (breath)

- Translate objectives / priorities / recommendations into an actionable neighborhood vision
  - Balance competitions
  - Maximize synergies
East New York Community Plan
Planning Framework

- 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
Framework Example

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

**STRATEGIES for AFFORDABLE HOUSING**
- **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 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 inspections.
  - Implement Mandatory Inclusionary Housing to ensure that all new development in the rezoning area provide permanently affordable housing.
  - Increase the development of approximately 1,000 units of affordable housing within the next two years.
  - Ensure that at least 50% of new housing built in the East New York reozoning area over the next 15 years is affordable to low- and moderate-income residents.
  - On private sites that HPD subsidies, 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.
- **Develop New Affordable Housing**
  - Design programs that support important neighborhood amenities like grocery stores in new affordable buildings.
- **Promote Local Economic Development Through Affordable Housing Development**
  - Expand opportunities for minority- and women-owned businesses and jobs in affordable housing

**STRATEGIES for COMMUNITY RESOURCES**
- **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
- **Build a New School**
  - The City has identified a site and is committed to building a new school with up to 1,900 seats
- **Make Atlantic Avenue a Great Street**
  - Redevelop Atlantic Avenue with safer crosswalks, a new planted median, new trees and sidewalks
- **Improve Connectivity around Transit**
  - Implement redesign of Broadway Junction and complete new bike lanes along Pitkin Avenue
- **Create New Green Space at City Line Park**
  - Redevelop asphalt area to expand active living and recreational opportunities
- **Improve Community Open Space**
  - Provide new, modern play equipment at Highland Park and rebuild courts at Scoriano-Brothers Park
- **Install New Green Infrastructure**
  - New urban rain gardens & streets will manage stormwater to reduce flooding & beautify the street

**STRATEGIES for ECONOMIC DEVELOPMENT**
- **Connect Residents to Career Opportunities**
  - Locate a Workforce Satellite Center in the community to prepare and connect residents to jobs
  - 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
- **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
- **Support Business Growth**
  - Provide support to help women start, operate and grow businesses (WTE NYC)
  - Help small businesses with lease negotiation and execution
  - Launch East New York FastTrac Growth Ventures Courses to provide business training to owners
- **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 signage

**East New York Community Plan**

January 2016

new or updated strategy
Next Steps: Analysis and Framework work

- Share Framework at Public Meeting end of ‘17 / beginning of ’18
  - Intermediate check-in on direction before specific mechanisms, policies, resources can be drafted and aligned to implement

Listen + Learn

Develop Planning Framework