East New York Planning Framework
March 2013
WHAT IS NY-CT SUSTAINABLE COMMUNITIES?

- A HUD-funded program to encourage sustainable community development
- A collaboration of 17 municipalities, counties and planning organizations
- 16 local projects organized along regional corridors in CT, New York City and Long Island
- One of three projects in NYC
WHAT IS SUSTAINABLE EAST NEW YORK?

- Access to 5 subway lines, buses and the Long Island Railroad
- Led by strong community organizations
- Enjoys the support of elected officials
- Builds on City initiatives to promote affordable housing, access to healthy food and retail vitality
SCENY PRINCIPLES

COORDINATE:

NEIGHBORHOOD PLANNING + TRANSPORTATION + SUSTAINABILITY

- Facilitate new housing opportunities
- Improve access to fresh food & retail services
- Improve the physical environment
- Improve access to job centers
- Improve the area’s environmental performance

All Images: NYC DCP
SUSTAINABLE EAST NEW YORK – THE WORK SO FAR

Fall 2011

SCENY STARTS

Spring +
Summer 2012

NEIGHBORHOOD ANALYSIS

Spring 2012

VISIONING

Today

LAND USE PLANNING FRAMEWORK

Spring +
Summer 2013

ZONING FRAMEWORK
ECONOMIC DEVELOPMENT
TRANSPORTATION
SUSTAINABILITY

Fall 2013

SHORT-TERM
RECOMMENDATIONS

LONG-TERM
RECOMMENDATIONS

IMPLEMENTATION
Rezoning, Streetscape Improvements, Transit Improvements

NYC PLANNING
WHAT IS A PLANNING FRAMEWORK?

The Planning Framework will guide implementation actions.

Set of shared GUIDING PRINCIPLES

GOALS

OPPORTUNITIES

CHALLENGES

TOOLS

RECOMMENDATIONS

LAND USE

ECONOMIC DEVELOPMENT

TRANSPORTATION

SUSTAINABILITY

The Planning Framework will guide implementation actions.
PLANNING FRAMEWORK - OVERVIEW

- EXISTING CONDITIONS
  - Neighborhood Analysis
  - Current Zoning and Land Use

- COMMUNITY VISIONING

- PLANNING FRAMEWORK
  - Long-term recommendations
  - Short-term recommendations
NEIGHBORHOOD ANALYSIS
EXISTING ZONING
EXISTING ZONING
Zoning regulates how much and what you can build on a lot.
EXISTING ZONING
LOW DENSITY RESIDENTIAL
RECENT CONSTRUCTION
LOW DENSITY RESIDENTIAL (R5)
2-3 story rowhouses
EXISTING ZONING
LOW DENSITY *auto-oriented* COMMERCIAL
RECENT CONSTRUCTION

LOW DENSITY *auto-oriented* COMMERCIAL (C8)

Residential *NOT* allowed
EXISTING ZONING
LOW DENSITY MANUFACTURING
RECENT CONSTRUCTION
LOW DENSITY MANUFACTURING
Zoning limits uses and density
Lack of active frontages at street level produces bleak streetscape

Image: NYC DCP
RECENT CONSTRUCTION

LOW DENSITY MANUFACTURING

Residential *NOT* allowed

Zoning not reflective of current needs in the neighborhood

*Image: NYC DCP*
EXISTING ZONING

Zoning regulates how much and what you can build on a lot.

- Limits buildings to low density
- Prevents new housing on many corridors
- Most new housing is market rate
- Frequently does not match existing uses
COMMUNITY VISIONING
COMMUNITY VISIONING EVENTS

October 21, 2011  Verde I Summit
Neighborhood Strengths/Challenges

February 9, 2012  East New York Town Hall
Jobs Access/Housing/Community Safety

March 3, 2012  Broadway Junction Visioning
Transportation/IBZ/Streetscapes/Retail

May 10, 2012  East New York Visioning
Good/bad places & solutions

October 27, 2012  Verde II Summit
Density/Streetscapes/Retail Corridors

Today  Cypress Hills & East New York
Planning Framework/Preliminary Recommendations
WHAT YOU TOLD US: ASSETS

VIBRANT MULTI-CULTURAL COMMUNITY

SCHOOLS

TRANSIT

NEIGHBORHOOD CHARACTER

STRONG COMMUNITY ORGANIZATIONS
WHAT YOU TOLD US: PRIORITIES

TRANSIT ACCESS
SAFE STREETS
PERSONAL SAFETY

HOUSING

JOBS

COMMUNITY SERVICES
SUSTAINABILITY

RETAIL
PLANNING FRAMEWORK
PLANNING FRAMEWORK

- LAND USE
- ECONOMIC DEVELOPMENT
- TRANSPORTATION
- SUSTAINABILITY

DENSITY
More people living in ENY

USE
Variety of uses

DESIGN
Aesthetically pleasing neighborhood

HOUSING
More housing, including affordable housing

RETAIL
More shopping options, more jobs

STREETScape
Attractive street design and pedestrian amenities

SUSTAINABLE NEIGHBORHOOD

NYC PLANNING
PLANNING FRAMEWORK - HOUSING

“Provide more housing, including affordable housing”

AREA OPPORTUNITIES
- Intact neighborhood streets
- Vacant lots offer opportunities for new development

AREA CHALLENGES
- Zoning limits housing to low density
- Zoning prevents housing on many corridors
PRINCIPLES - HOUSING

Preserve neighborhood streets

Encourage more housing, including affordable housing, along major corridors
OUR TOOLS – PRESERVE NEIGHBORHOOD STREETS

Contextual zoning encourages development consistent with the character of the neighborhood.

**Key Tools:**
- Height
- Setback
- Street wall
- Front yard

Street wall, max. height, setback, and front yard regulations are tailored to maintain the character of existing building typologies.

**Contextual Zoning** encourages development consistent with the character of the neighborhood.

*Images courtesy of NYC DCP*
**OUR TOOLS – ENCOURAGE AFFORDABLE HOUSING**

The Inclusionary Housing program provides an incentive for affordable housing developments, but requires mapping of designated areas in medium to high density districts.

**FLOOR AREA BONUS**

**20% of FLOOR AREA AFFORDABLE UNITS**

**GROUND FLOOR RETAIL**

**REZONING TO HIGHER DENSITIES WITH INCENTIVES FOR AFFORDABLE HOUSING ALONG MAJOR CORRIDORS AND AROUND THE BROADWAY JUNCTION TRANSIT HUB WOULD ENCOURAGE NEW HOUSING DEVELOPMENTS**
PLANNING FRAMEWORK - RETAIL

“Increase access to goods and healthy food and overall improve health of this community.”

YOU TOLD US

AREA CHALLENGES

- Limited and poor retail mix
- Stores don’t have enough customers to support business
- Housing on ground floors disrupts retail continuity
- Residents shop outside of community

AREA OPPORTUNITIES

- Fulton Street active local commercial street
- Commercial corridors are close to residential areas
- Opportunity for small business startups

Fulton street

Pitkin Avenue
Strengthen local retail by encouraging active uses on ground floors. Encourage new stores and restaurants to open along major corridors and increase density to support businesses.
PLANNING FRAMEWORK – DESIGN & STREETSCAPE

“Improve pedestrian safety and help the community become more aesthetically pleasing”

YOU TOLD US

Atlantic Avenue

AREA OPPORTUNITIES
- City programs encourage pedestrian safety
- Active retail corridors are safer
- High pedestrian activity to transit

AREA CHALLENGES
- Pedestrian crossing of major streets is dangerous
- Lack of pedestrian amenities discourages walking
- Lack of activities at the street level makes walking in East New York feel unsafe
PRINCIPLES – DESIGN & STREETSCAPE

- Active Ground Floor Uses
- Transparent Windows
- Improved Pedestrian Safety
- More Housing
- Street Trees
- Retail Continuity
PLANNING FRAMEWORK

LAND USE

- ECONOMIC DEVELOPMENT
- TRANSPORTATION
- SUSTAINABILITY

DENSITY
More people living in ENY

USE
Variety of uses

DESIGN
Aesthetically pleasing neighborhood

HOUSING
More housing, including affordable housing

RETAIL
More shopping options, more jobs

STREETSCAPE
Attractive street design and pedestrian amenities

SUSTAINABLE NEIGHBORHOOD
PLANNING FRAMEWORK – SUSTAINABLE NEIGHBORHOOD

COMMUNITY SERVICES & OPEN SPACE

Image: NYC PARKS

JOBS

Image: NYCHA

ENVIRONMENT

Image: NYC DCP

SAFETY

Image: NYC DCP
PLANNING FRAMEWORK

FRAMEWORK PRINCIPLES:
- Preserve character of residential areas
- Promote mixed-use and mixed-income housing and stores along major corridors
FRAMEWORK PRINCIPLES:
- Preserve character of residential areas
- Promote mixed-use and mixed-income housing and stores along major corridors
FRAMEWORK PRICIPLES:

- Preserve character of residential areas
- Promote mixed-use and mixed-income housing and stores along major corridors

PLANNING FRAMEWORK

- PRESERVATION: residential with local retail
- MODEST GROWTH: mixed-use: residential and retail
- GROWTH: mixed-use: residential, retail and business opportunities
Atlantic Avenue at Warwick Street
Atlantic Avenue at Warwick Street
Design safe streets, improve sidewalk with bus shelters, wayfinding, safe crossings, street trees and create pedestrian plazas.
BUILD ON DOT STREETS CAP IMPROVEMENT PROJECTS

New Lots Avenue Plaza

before

after
OUR TOOLS – IMPROVE STREETSCAPE

Atlantic Avenue
OUR TOOLS – IMPROVE STREETSCAPE

**Image:** NYC DCP

Atlantic Avenue

**Image:** NYC DOT

- **Street Trees**
- **Bus Shelter**
- **Benches**
OUR TOOLS – IMPROVE STREETSCAPE

- MORE HOUSING
- STREET TREES
- ACTIVE GROUND FLOOR USES
- TRANSPARENT WINDOWS
- WIDE SIDEWALK

Broadway Junction
EAST NEW YORK - TODAY

Pitkin Avenue at Berriman Street
SHORT-TERM: IMPROVED STREETSCAPE

Pitkin Avenue at Berriman Street
LONG-TERM: SUSTAINABLE NEIGHBORHOOD

Pitkin Avenue at Berriman Street

Image: NYC DCP
EAST NEW YORK - TODAY

Van Sinderen Avenue
SHORT-TERM: IMPROVED STREETSCAPE

Van Sinderen Avenue
LONG-TERM: SUSTAINABLE NEIGHBORHOOD

Van Sinderen Avenue

NYCPLANNING
FEEDBACK, QUESTIONS and COMMENTS:

DCP Brooklyn Borough Office  
16 Court Street, Suite 705  
Brooklyn, NY 11241

Telephone: 718.780.8280  
Email: SCENY_DL@planning.nyc.gov  
Website: www.nyc.gov/sceny