THE WORK SO FAR

Fall 2011
SCENY STARTS

Spring + Summer 2012
NEIGHBORHOOD ANALYSIS

Spring 2012
VISIONING

Spring 2013
EAST NEW YORK – CYPRESS HILLS RECOMMENDATIONS

Today
INDUSTRIAL BUSINESS AREA
BROADWAY JUNCTION RECOMMENDATIONS

Early 2014
FINAL REPORT

IMPLEMENTATION
Rezoning, Streetscape Improvements, Transit Improvements
NEIGHBORHOOD VISION

Snediker Avenue and Atlantic Avenue
NEIGHBORHOOD VISION

Image: NYC DCP
RECAP

- SCENY Study Area
- Neighborhood Sub-areas
- Existing Zoning
- East New York-Cypress Hills Hills Recommendations
RECAP: STUDY AREA

- Bushwick
- Cypress Hills
- East New York
- Brownsville

Map showing the study area with major streets and subway lines.
RECAP: SUB-AREAS

- **Industrial Area**
- **BROADWAY JUNCTION Transit Node**
- **EAST NEW YORK – CYPRESS HILLS** Mixed residential / retail area
RECAP: EXISTING ZONING

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

HOUSING
R Districts

STORES, OFFICES
C Districts

INDUSTRIAL
M Districts
RECAP: EXISTING ZONING

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

Current Zoning:
- Limits buildings to low density
- Prevents new housing on many corridors
- Most private construction is low scale and not affordable
- Frequently does not match existing uses
FRAMEWORK PRINCIPLES:
- Preserve character of residential areas
- Promote mixed-use and mixed-income housing and stores along major corridors

RECAP: RECOMMENDATIONS
East New York-Cypress Hills

PRESERVATION
residential with local retail

GROWTH
mixed-use: residential and retail

CHANGE OF USE AND GROWTH
mixed-use: residential, retail and business opportunities
NEIGHBORHOOD TODAY

Atlantic Avenue and Warwick Street
NEIGHBORHOOD VISION
TODAY: RECOMMENDATIONS

**Industrial and Business Area**

**Broadway Junction**
EAST NEW YORK INDUSTRIAL BUSINESS AREA

BROADWAY JUNCTION Transit Node

Industrial Business Area

EAST NEW YORK – CYPRESS HILLS
Mixed residential / retail area
EAST NEW YORK INDUSTRIAL BUSINESS AREA
- Generally conforms to borders of Industrial Business Zone
- East New York IBZ occupies over 100 acres
- Contains nearly 100 individual businesses
- One of sixteen IBZ’s in the city
- Generally zoned for manufacturing use (which also allows some commercial)

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**IBZ Boundary**

**Proposed for Removal from IBZ**
IBZ EMPLOYMENT TRENDS

• The IBZ is a crucial, and growing, source of jobs for Brooklyn and the City
• In the past 9 years, the area has added jobs
• Job growth is concentrated in health care & social assistance, and transportation & warehousing

2011 IBZ Employment: 4,013 (+34%)
2002 IBZ Employment: 2,996

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<tr>
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<tbody>
<tr>
<td>Transportation &amp; Warehousing</td>
<td>1,786</td>
<td>45%</td>
<td>+43%</td>
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<tr>
<td>Educational Services</td>
<td>514</td>
<td>13%</td>
<td>-16%</td>
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<tr>
<td>Manufacturing</td>
<td>505</td>
<td>13%</td>
<td>-4%</td>
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<td>Health Care &amp; Social Assistance</td>
<td>337</td>
<td>8%</td>
<td>+247%</td>
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<tr>
<td>Wholesale Trade</td>
<td>248</td>
<td>6%</td>
<td>+61%</td>
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Source: OnTheMap, US Census Bureau
LAND USE & ZONING

These employment trends are mirrored in land use patterns.
Over half the land in the IBZ is used for semi-industrial activities.
Industrial uses make up one quarter of current land use.
MIXED-USE EDGES

Some retail services and residences are found along the edge of the IBZ.
Community facilities are a growing source of employment.
PUBLICLY OWNED PROPERTIES

Potential sites for redevelopment or new uses

LIRR Substation

DHS Property

NYPD
PUBLICLY OWNED PROPERTIES

Potential sites for redevelopment or new uses
TRANSIT CONNECTIVITY

Assets:
- The IBZ is well served by transit and regional rail
- This makes the area attractive to employers and workers
**Challenges:**
- Access to transit is sometimes limited by barriers
VEHICULAR CONNECTIVITY

**Assets:**
- Proximity to through and local truck routes allows businesses to transport goods
Challenges:
- Few left turns into the IBZ, particularly at the intersection of Atlantic Avenue and Pennsylvania Avenue, and no two-way N-S streets
- Challenging for trucks to enter and traverse the IBZ
NEIGHBORHOOD CONNECTIVITY

Active Commercial Corridor

Broadway Junction

Proposed Corridor Activation

Pitkin Avenue

Brownsville

East New York

Lack of Street Activity
STREETSCAPE

- Streets feel desolate and unsafe
- **Few** street trees or other amenities
- Inactive uses are prevalent
- Loading and unloading of goods, parking, or waste blocks sidewalks
COMMUNITY INPUT

In a survey of IBZ business owners and outreach to the community, key issues emerged:

ASSETS
- Growing source of jobs for NYC
- New construction of light industrial buildings
- Good proximity to local and regional transit
- Close to major truck routes
- Accessible to JFK Airport

CHALLENGES
- Corridors feel unsafe and desolate
- Transit options are isolated
- LIRR underpass is in poor condition
- Narrow, one-way roads are difficult for trucks to navigate
- The IBZ divides neighborhoods
- Mismatch between building stock and modern industrial needs
- Concentration of shelters not a good use of industrial space
- Few commercial services are available to serve businesses, workers, or residents of the surrounding neighborhoods
RECOMMENDATIONS: Industrial Business Area

**Land Use**

1. ENCOURAGE GREATER COMMERCIAL ACTIVITY AROUND THE EDGE OF THE IBZ
   Provide services to meet the needs of business owners, workers, and residents while creating a dynamic business environment that is attractive to thriving high-tech and creative sectors

2. ESTABLISH NEW CENTERS TO PROMOTE INDUSTRIAL JOB GROWTH
   Redevelop or reuse publicly-owned properties as incubator space, business centers, and training facilities to facilitate economic development and job creation

**Connectivity**

3. IMPROVE STREETSCAPE AND GATEWAYS
   To enhance connectivity between neighborhoods, improve access to transit for employees, residents, and visitors, and create a safer and more inviting environment for pedestrians
RECOMMENDATIONS: Industrial Business Area

Land Use
RECOMMENDATIONS: Industrial Core

- Encourage greater diversity in uses while retaining manufacturing zoning
- Implement site design standards developed by DCP’s Open Industrial Uses Study
RECOMMENDATIONS: Mixed-use Edge

- Allow active commercial uses that serve businesses, workers and residents
- Reuse existing multi-story lofts for office and work space
- Encourage active ground floors
- Improve streetscape

Proposed mixed-use commercial and light industrial development at Admiral’s Row, Brooklyn Navy Yard.

Image: Brooklyn Navy Yard Development Corporation

Proposed mixed-use commercial and light industrial development at Admiral’s Row, Brooklyn Navy Yard.

Mixed-Use Commercial/Industrial Edge

Industrial Core
RECOMMENDATIONS: Opportunity Sites

NEW USES COULD INCLUDE:

- **Business Center** to support new and existing businesses
- **Incubator** and flexible shared work space for start up ventures
- **Training and employment placement** services for local employees and residents

Current incubator at Powell Street and Pitkin Avenue could provide additional services.
PRECEDEMENTS

**New Lab at Brooklyn Navy Yard**
Flexible work space and business incubator

**Entrepreneur Center in Long Island City, Queens**
Incubator space and training center for food-related industries
RECOMMENDATIONS: Streetscape

- Improve streetscape along **key corridors**
- Build on existing projects such as DEP bioswale pilot for **green infrastructure**

Image: NYC DCP
STREETSCAPE IMPROVEMENTS

Current Conditions: Pitkin Avenue and Alabama Avenue
STREETSCAPE IMPROVEMENTS

Potential Improvements: Pitkin Avenue and Alabama Avenue
**RECOMMENDATIONS: Gateways**

- Establish gateways as **entry points** between industrial area and surrounding neighborhoods
- Create **inviting interfaces** with public spaces and street level activity
- Strengthen **IBZ identity** through branding, including new entryway signage, and wayfinding
GATEWAY: LIRR SUBSTATION

- Potential for **adaptive reuse** as training center / incubator space / public facilities
- **Gateway** between Industrial Area and Broadway Junction, LIRR station

Snediker Avenue and Atlantic Avenue
BROADWAY JUNCTION: CONTEXT
BROADWAY JUNCTION: INFRASTRUCTURE

MTA Train yard + bus depot
BROADWAY JUNCTION: INFRASTRUCTURE

ATLANTIC AVENUE
LIRR

EAST NEW YORK AVE

L SUBWAY LINE
EAST NEW YORK – LIRR STATION
LAND USE AND ZONING

MTA Train yard + bus depot

Image: NYC DCP
CHALLENGES

- Poor perception (safety)
- Poor physical condition / bleak streetscape
- Lack of activity / nothing to go to
- Cluster of publicly owned property connected to infrastructure
- No man’s land

COMMUNITY VISION

- Safety
- Connectivity
- Public open space
- A destination
- Attractive + active
- New retail + services
- Mixed-income housing

OPPORTUNITIES

- Strong long-standing residential areas
- Excellent local and regional transit access
- Vacant and underutilized lots and buildings
RECOMMENDATIONS: Broadway Junction

1. **IMPROVE STREETSCAPE**
   To incentivize pedestrian activity and create a livelier physical environment

2. **CONNECT EDGES TO SURROUNDING NEIGHBORHOODS**
   To improve access to transit and services, and strengthen the residential neighborhoods

3. **CREATE A NEW CENTER OF ACTIVITY CAPITALIZING ON TRANSIT ACCESS**
   To provide jobs, services, and retail options for this community and offering an opportunity for economic development
RECOMMENDATIONS: Improve Streetscape
RECOMMENDATIONS: Connect Edges
RECOMMENDATIONS: Connect Edges

RESIDENTIAL with retail

- Broadway Junction
- MTA Train yard + bus depot
- Alabama Ave
- East New York LIRR
- Atlantic Ave
RECOMMENDATIONS: Connect Edges

MTA Train yard + bus depot

COMMERCIAL with residential

Broadway Junction A C L J Z

Alabama Ave J Z

East New York LIRR

Atlantic Ave L
RECOMMENDATIONS: Create New Activity Center
RECOMMENDATIONS: Create New Activity Center
UNDER L TRACKS OPEN SPACE
NYC PRECEDENTS

La Marqueta / Metro North tracks – East Harlem

59th street / Queensboro Bridge – UES

Pershing Square Cafe / Park Ave viaduct – Midtown Manhattan
SHORT TERM: POP-UP USES
CATALYSTS: OPPORTUNITY SITES

- Broadway Junction A C L J Z
- Alabama Ave J Z
- East New York LIRR
- Atlantic Ave L
- Fulton Street
- Jardine Place
- Sackman Street
- Jumars Street
- Pacific Street
- Van Sinderen Avenue
- Williams Place
- St. Jaxer's Place
- Herkimer Street
- East New York Avenue
- Atlantic Avenue
- Alabama Avenue
- Jamaica Avenue
CORE: DEVELOPMENT OPPORTUNITIES

Public Plaza

Gateway Business Center
<table>
<thead>
<tr>
<th>Category</th>
<th>Description</th>
<th>Image</th>
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<tr>
<td>Educational Anchor</td>
<td>College campus, tech school</td>
<td>Medgar Evers College</td>
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<td>Institutional Anchor</td>
<td>Courthouse, gov’t offices</td>
<td>US Courthouse</td>
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<tr>
<td>Community Facility</td>
<td>YMCA, swimming pool, arts cntr</td>
<td>92Y</td>
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<tr>
<td>Entertainment</td>
<td>Movie theatre, restaurant</td>
<td>Magic Johnson Movie theater</td>
</tr>
<tr>
<td>Large Scale Retail</td>
<td>Department store, supermarket</td>
<td>Triangle Junction mall</td>
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<tr>
<td>Local Retail</td>
<td>Beauty salons, cafes</td>
<td>Shops along Myrtle Ave</td>
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PRECEDEENTS: COMMUNITY FACILITY
92Y & Young Men's and Young Women's Hebrew Association (YM-YWHA) – Upper East Side

Image: NYC DCP
PRECEDENTS: ENTERTAINMENT

Magic Johnson movie theatre – Harlem

Image: NYC DCP
PRECEDENTS: INSTITUTIONAL ANCHOR
Federal Courthouse – Downtown Brooklyn
PRECEDEMTS: EDUCATIONAL ANCHOR

Medgar Evers College Campus
PRECEDEENTS: LARGE SCALE RETAIL
Triangle Junction Mall – Flatbush

145,000

Image: NYC DCP
PRECEDELENTS: LARGE(R) SCALE RETAIL
Atlantic Center – Downtown Brooklyn

Image: NYC DCP
- Infrastructure limits development
- Irregular street pattern creates small blocks
- Poor connectivity
LONG TERM VISION

VISION GOALS
- Improve connectivity
- Integrate edges
- Offer open space
- Attract mixed-use development
- Facilitate job creation