

COMPONENT 4:
Draft Pre-Nomination Study

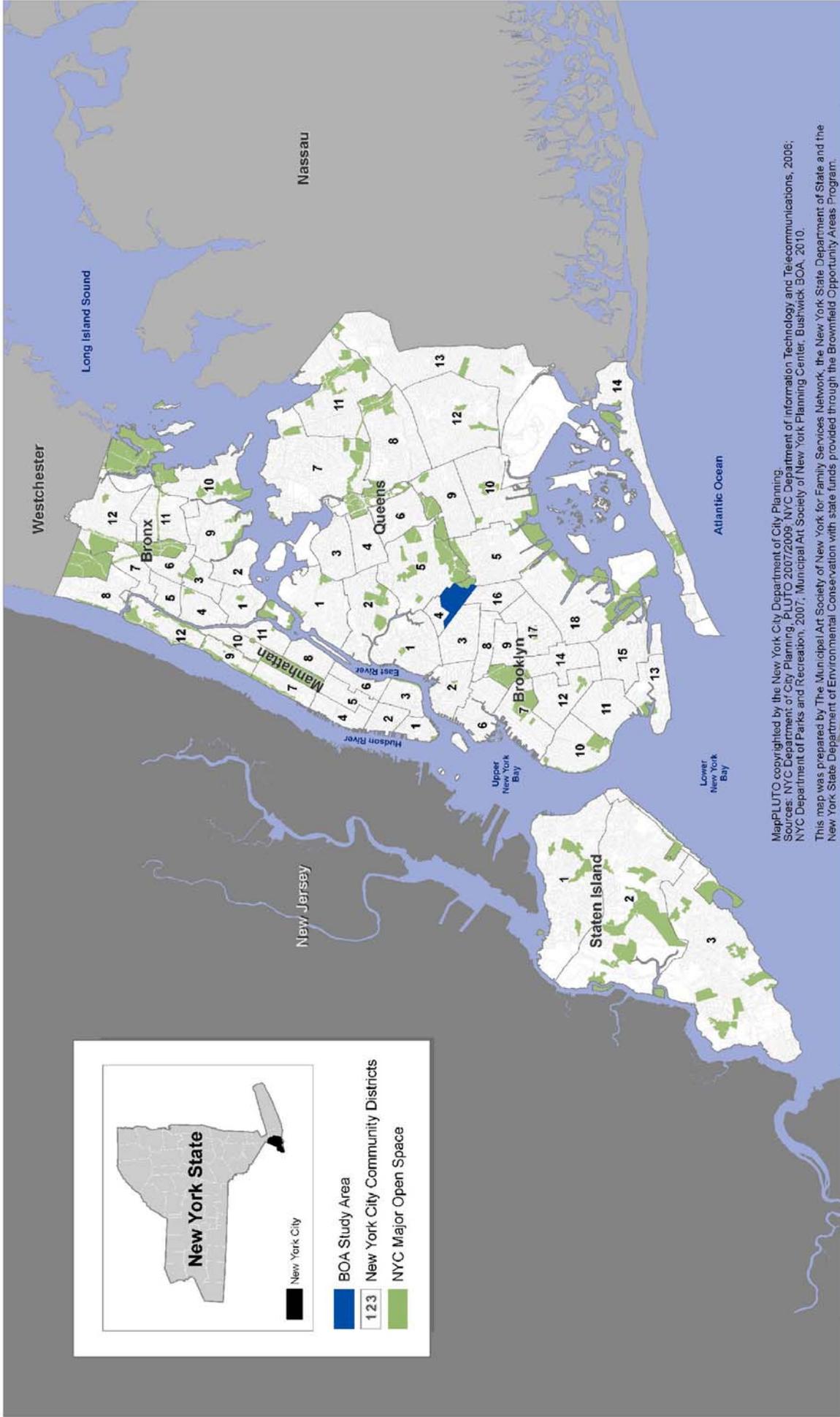
Component 4: Draft Pre-Nomination Study

Task 4.1 Description of Proposed Project, Boundary and Public Participation

A. Community Overview and Description

The study area for this project comprises 674.69 acres in the eastern section of Brooklyn Community District 4. The area is delimited by Wyckoff and Irving Avenues on the north; Broadway on the south; by Myrtle Avenue, Evergreen Avenue, and Greene Avenue to the west; and by Evergreen Cemetery on the eastern boundary.

Community Context Map: The BOA Study Area is located in New York City, the largest city in the state of New York. The city is divided into five boroughs: Brooklyn, the Bronx, Manhattan, Queens, and Staten Island. New York City is located on the southern tip of the state. Directly to the west is New Jersey, and to the east is Long Island. To the north of New York City is Westchester County. The bodies of water surrounding New York City are the Atlantic Ocean to the southeast, Lower and Upper New York Bay, which separate the borough of Staten Island from the rest of the city, and the Hudson River to the west, which separates Manhattan and New York City from New Jersey. To the northeast is the Long Island Sound. The northernmost borough included as part of greater New York City is the Bronx, which is south of Westchester County (not a part of New York City). To the southwest of the Bronx is Manhattan. Queens is to the southeast of the Bronx, and Brooklyn is to the southwest of Queens. To the southwest of Brooklyn, and across the New York Bay, is Staten Island.



New York State

New York City

- BOA Study Area
- New York City Community Districts
- NYC Major Open Space

Map/PLUTO copyrighted by the New York City Department of City Planning
 Sources: NYC Department of City Planning, PLUTO 2007/2009; NYC Department of Information Technology and Telecommunications, 2006;
 NYC Department of Parks and Recreation, 2007; Municipal Art Society of New York Planning Center, Bushwick BOA, 2010.
 This map was prepared by The Municipal Art Society of New York for Family Services Network, the New York State Department of State and the
 New York State Department of Environmental Conservation with state funds provided through the Brownfield Opportunity Areas Program.



Community Context Map



Map Prepared by The Municipal Art Society of New York, 2010



Relationship of Study Area to Existing Community Plans

The Brownfield Opportunity Area Study Area is located within Brooklyn Community District 4, one of New York City's 59 administrative planning and service delivery areas. There are a few other projects and designations that are geographically close to the study area. Within the BOA study area are:

- Urban Renewal District 1, located in the southwest portion of the area. The Urban Renewal District is about two blocks by one block, and it is delineated by Broadway to the south. It contains some open space.
- Outside of the BOA study area is Urban Renewal District 2, which is to the west and is on the border of Brooklyn Community District 4 and Brooklyn Community District 1 (in the West Bushwick/East Williamsburg area). Brooklyn Community District 3, containing the neighborhood of Bedford-Stuyvesant, lies across Broadway to the southwest. Due south, also along Broadway, is Brooklyn Community District 16. Brooklyn Community District 16 lies on the other side of Broadway Junction, one block southeast of the Study Area.
- The closest Empire Zone is North Brooklyn, located in neighboring Brooklyn Community District 1 in the neighborhood of Williamsburg to the west. Parts of the Empire Zone extend into Brooklyn Community District 4, crossing Flushing Avenue to extend eastward, in some cases by as many as six blocks.
- Also to the west of the study area is the Bushwick Initiative Area (a pilot housing program led by Assemblyman Vito Lopez), which is directly east of Flushing Avenue and is about eight blocks wide (east to west) and three blocks north to south.

For an overview of the content of these community plans as they relate to Bushwick community's goals and objectives, please see Section 4.1 D: Community Vision and Goals and Objectives.

Demographic Overview and Description

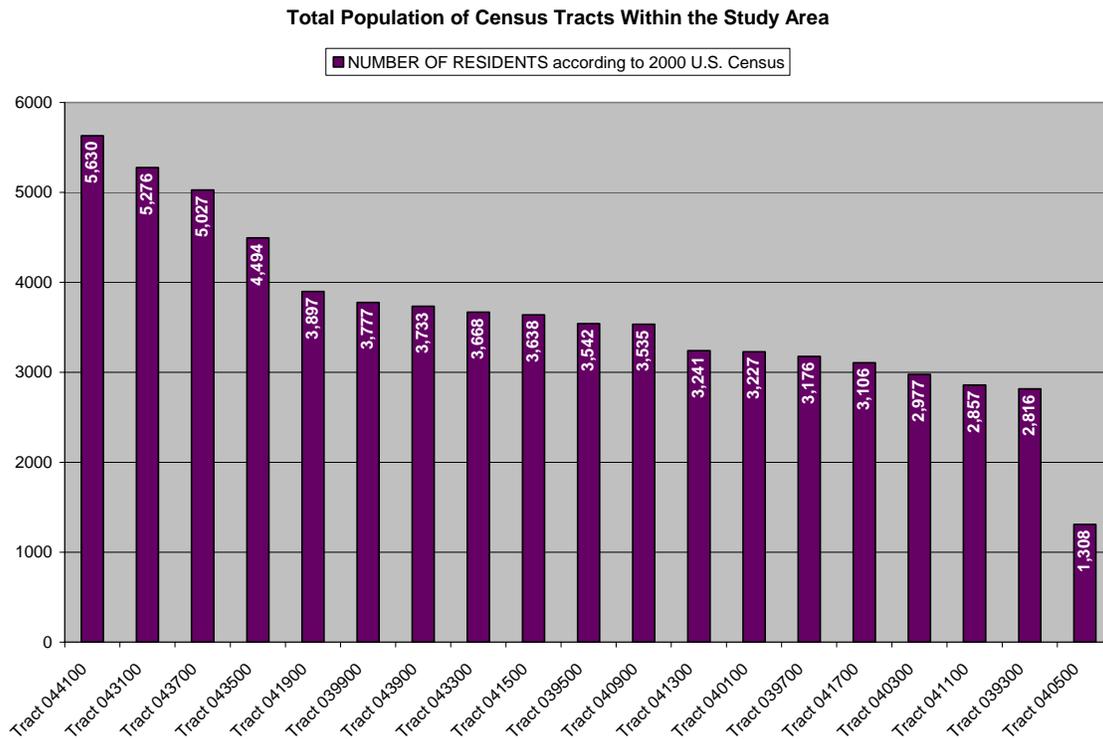
The BOA Study Area is a diverse community of nearly 69,000 people. The following data, descriptions, and figures cover the demographic characteristics of the population and will assist in painting an accurate picture of existing conditions and contextualize the community needs and vision that are described elsewhere in this report.

Census Tract Map: Shows the census tracts within and surrounding the BOA study area. The data below includes all 19 census tracts that fall within or overlap with the study area. The census tracts that fall within the study area are tracts 040500, 040300, 041500, 043700, 040900, 039300, 041300, 043500, 039700, 040100, 043100, 039500, 041100, 039900, and 041700. The included tracts which overlap with but do not entirely lie within the study area are 041900, 043300, 044100, and 043900.

Population

The total population of census tracts that fall within the study area, according to the 2000 census, is 68,925. There are a few census tracts falling within the study area with 5,000 or more residents. Tract 044100 has the greatest population at 5,630 people, and tracts 043100 and 043700 also have populations of over 5,000. The census tracts with the smallest populations are tracts 040500 and 039300, with populations of 1,308 and 2,816, respectively.

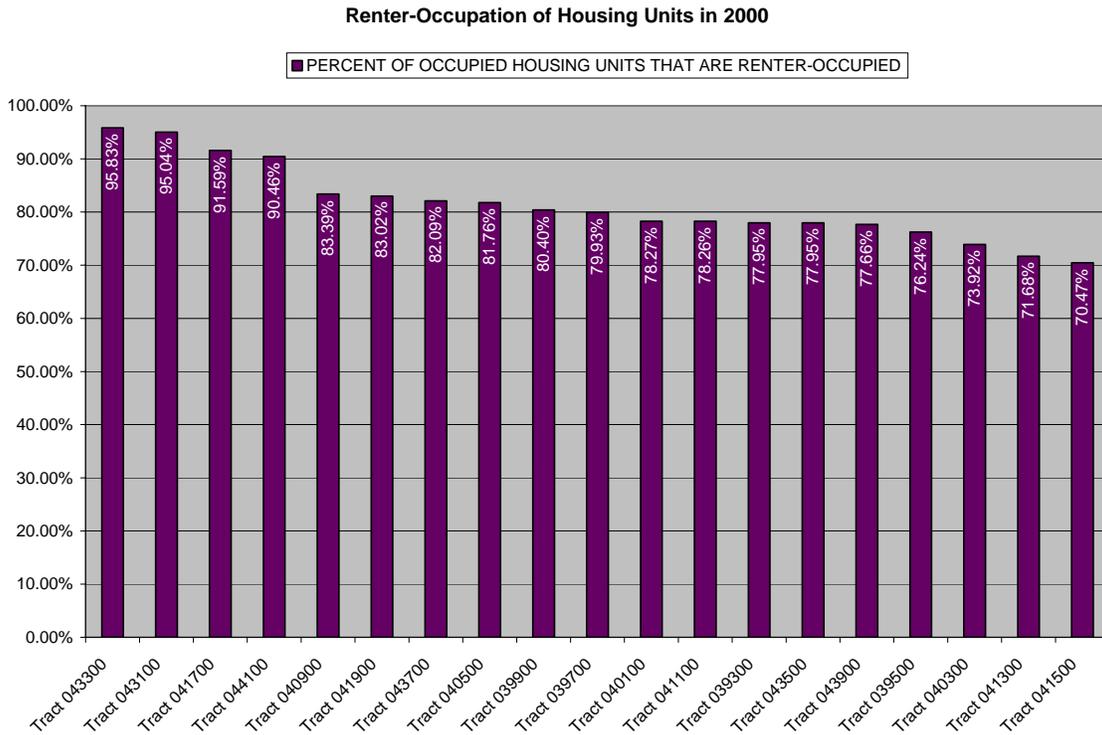
Figure 1: Total Population of Census Tracts within the Study Area in 2000



Housing

The data from the 2000 census shows that while there is a range in the percentage of renter-occupied housing units in the area, housing units in all of the census tracts are over 70 percent renter-occupied. Census tract 043300 is 95.83 percent renter-occupied, the largest share of census tracts in the area. The housing units in nine of the census tracts are over 80 percent renter-occupied, and the remaining 10 census tracts are between 70 and 80 percent renter-occupied.

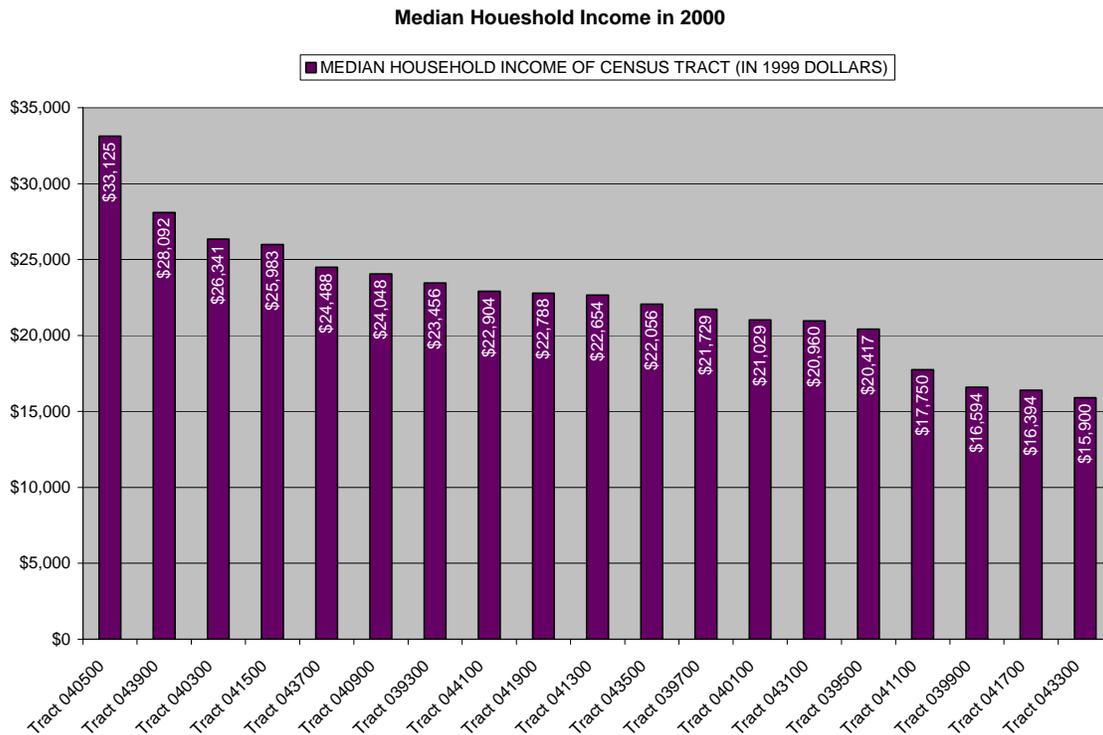
Figure 2: Renter-Occupation of Housing Units in 2000



Income

The data for median household income (MHI) is retrieved from the year 1999, as recorded by the 2000 US Census. The census tract with the highest MHI is tract 040500 at \$33,125. At the opposite end of the spectrum is census tract 043300, with a MHI of \$15,900. For purposes of comparison, the MHI was \$38,293 for all of New York City (NYC MHI), \$50,795 for the New York City consolidated metropolitan statistical area (which includes parts of New Jersey and Long Island), and \$41,994 for the entire United States.¹ Though more recent data at the census tract level is not yet available, in 2008 the American Community Survey reported the median household income for New York City as \$51,116.² Even the census tract with the greatest MHI within the study area is significantly less than the 2000 NYC MHI, and the tracts with the lowest MHIs are less than half of the NYC MHI.

Figure 3: Median Household Income in 2000



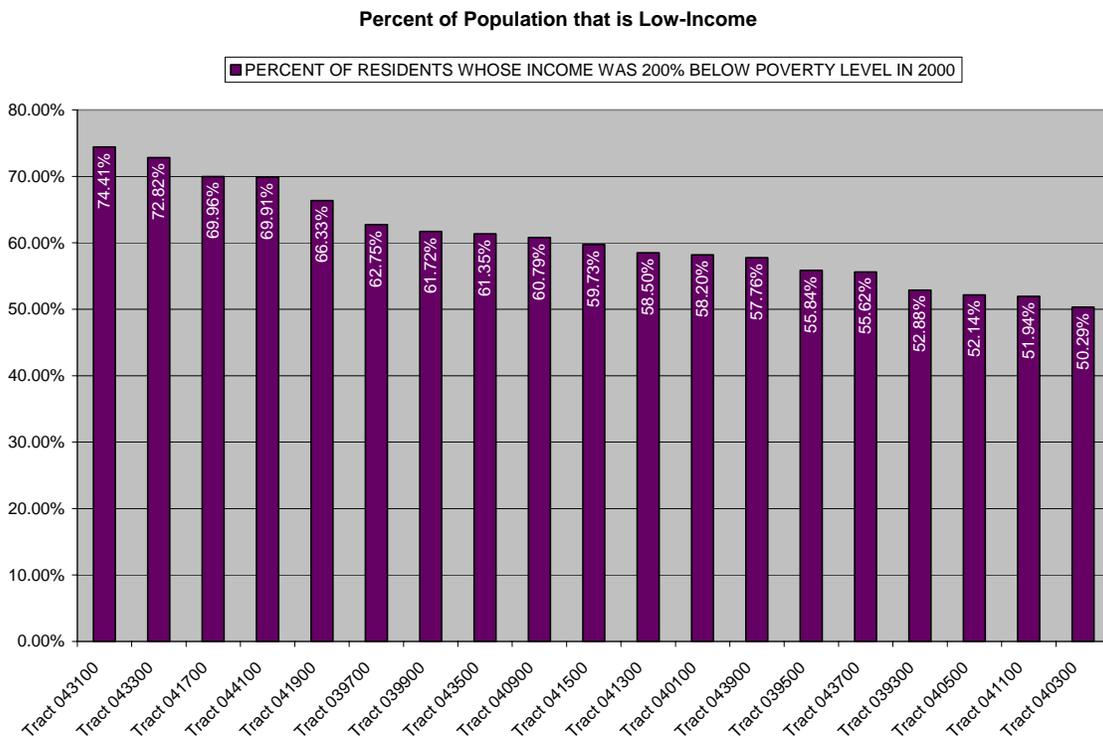
¹ U.S. Census Bureau, 2000 Census Summary File 3.

² American Community Survey, 2006-2008 3-Year Estimates. Margin of Error +/- 483.

Poverty

The percentage of low income individuals within the study area is calculated in reference to those living at 200 percent below the poverty line. All included census tracts are over 50 percent low-income. Census tract 040200 has the fewest number of low income persons at 50.29 percent. Census tract 043100 has the highest percentage of low income individuals, with 74.41 percent of its population falling into this category. Eight of the census tracts that overlap with the study area are over 60 percent low-income, and the remaining 11 census tracts are composed of between 50 and 60 percent low-income individuals.

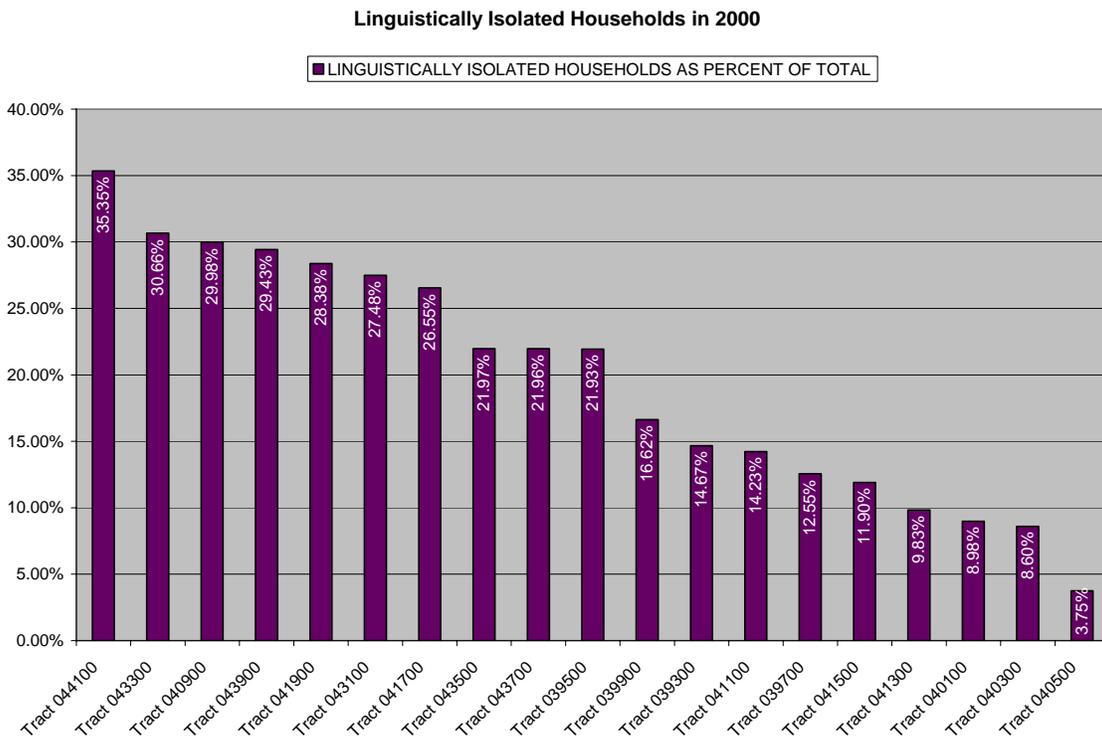
Figure 4: Percentage of Population that is Low-Income



Language

Language is crucial to understanding the demographics of the neighborhood, as the presence of linguistically-isolated households is very prominent in the study area. As defined by the U.S. Census Bureau, linguistic isolation is defined by the absence of a household member over 14 years of age who either speaks only a language other than English, or speaks English with difficulty. The census tract with the greatest percentage of linguistically-isolated households is tract 044100, with over 35 percent of its households classified as such. 10 of the 19 census tracts falling within the study area have over 20 percent linguistically-isolated households. The tract with the least number of linguistically-isolated households is 040500, with 3.75 percent; however, this is also the census tract with the smallest population.

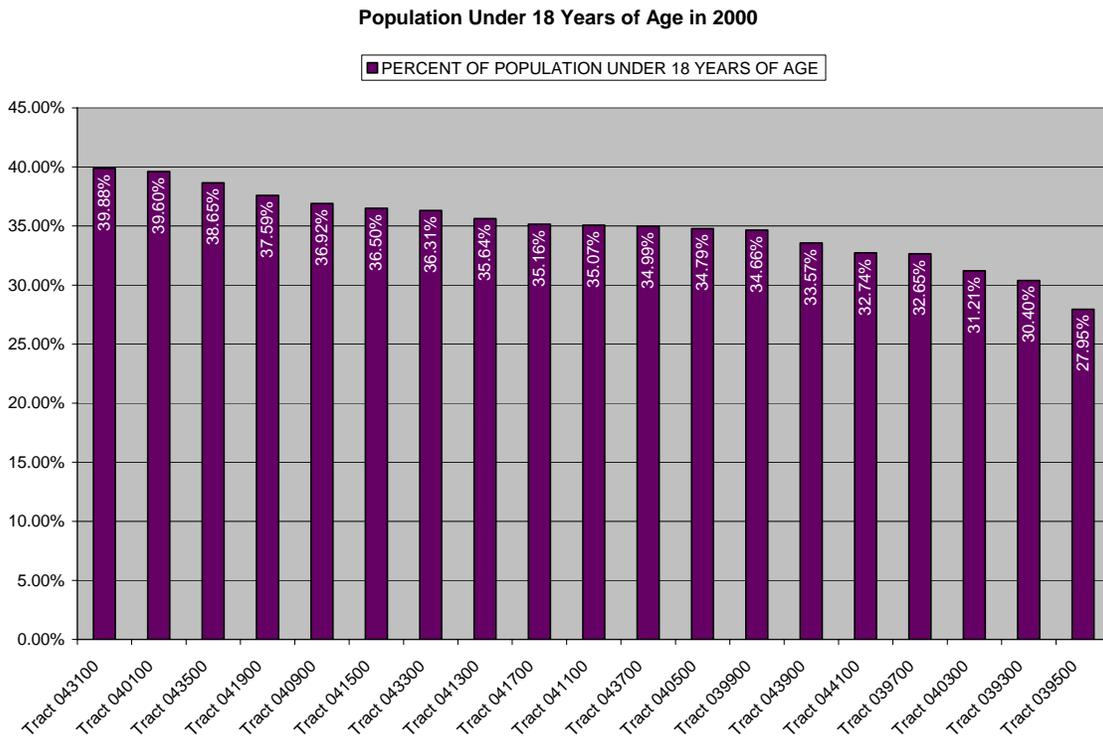
Figure 5: Linguistically-Isolated Households in 2000



Age

The study area population, on the whole, has a high and consistent proportion of young people. Census tracts 043100 and 040100 have populations with the two highest percentages of people under the age of 18, at nearly 40 percent. The tract with the lowest percentage of young people is tract 039500, with 27.95 percent. By comparison, 24.1 percent of the population of New York City was under 18 years of age according to the 2000 census,³ and 23.04 percent according to the 2006-8 American Community Survey.⁴

Figure 6: Population Under 18 years of Age in 2000



³ U.S. Census Bureau, 2000 U.S. Decennial Census, Summary File 3.

⁴ U.S. Census Bureau, 2006-2008 American Community Survey 3-Year Estimates.

Race and Ethnicity

The study area is racially diverse. 37.08 percent of the residents are African-American, 15.88 percent are white, and 37.64 percent identify as “some other race” alone. In this study area, race can only be understood in the context of ethnicity, where nearly 60 percent of residents are Latino. Though the percentage of Latino residents varies by census tract, the median for the study area is 64.91 percent. The census tract with the lowest percentage of Latino residents is 040300 at 27.31 percent, while census tract 043100 is over 85 percent Latino.

Figure 7: Study Area Residents by Race

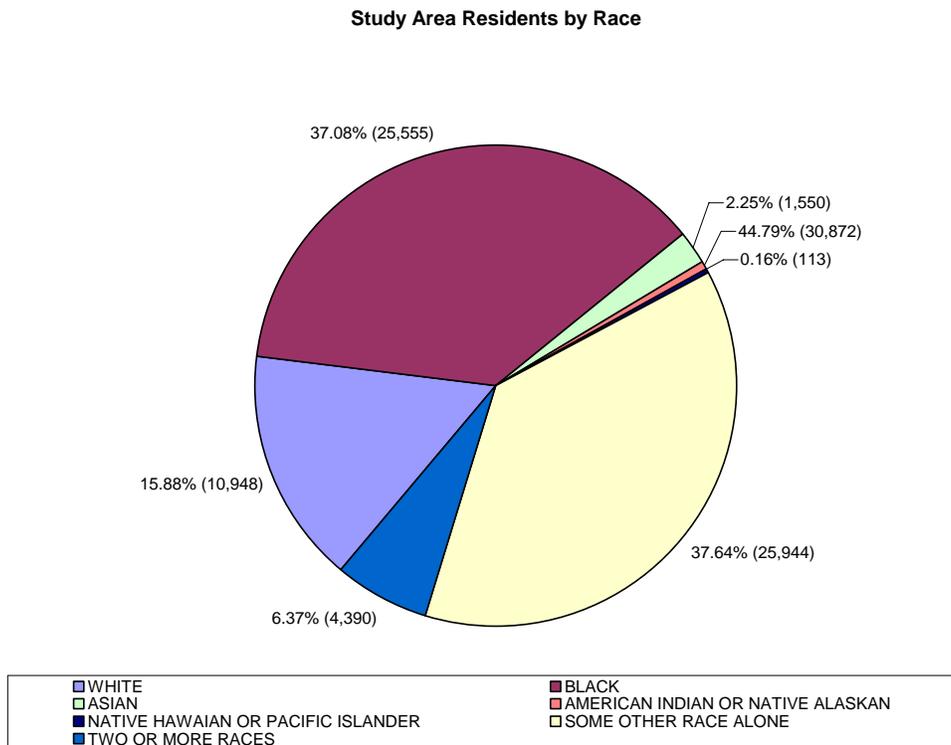


Figure 8: Latino and Non-Latino Residents in the Study Area in 2000

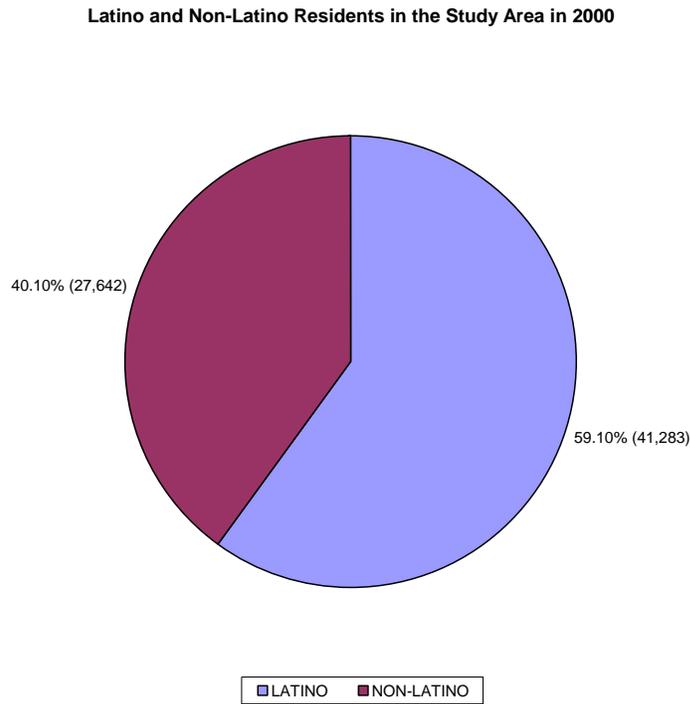
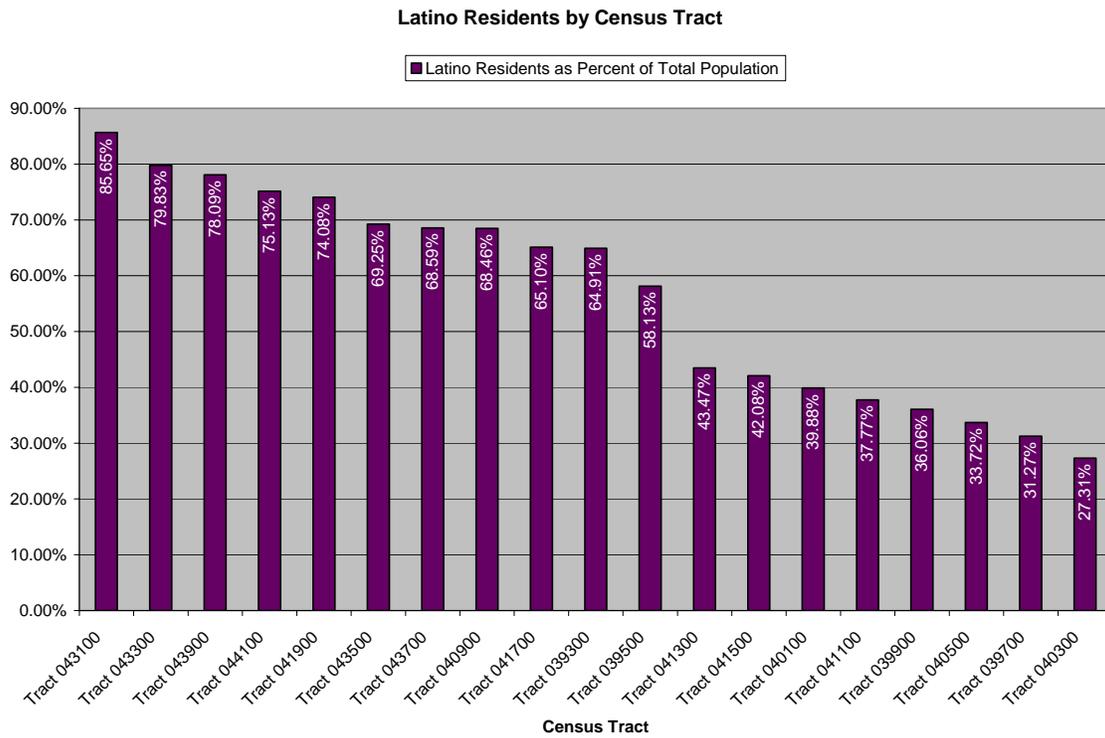


Figure 9: Latino Residents by Census Tract



Employment

According to the 2000 census, the study area contains 48,268 people who are of working age, 16 years and over. By census tract, between 44 and 59 percent of those individuals are in the work force as currently employed or seeking employment. In total, 17.9 percent of the study area labor force was unemployed in 1999. The unemployment rate varies considerably by census tract. 38.2 percent of the individuals in census tract 039900 are unemployed, the highest of any tract, and the next highest is tract 041300 at 24.7 percent unemployed. Census tract 39300 has the lowest unemployment rate at 12.1 percent.

Of the total employed civilian population 16 years and over (19,818 people) in the 2000 census, the highest employment sector is Educational, Health, and Social Services, with 4,597 individuals. 2,475 people are employed in the next-highest employment sector, Manufacturing. Retail is also quite strong, with 2,112 employees in the study area census tracts.

Figure 10: Unemployment Rate of Population 16 Years & Over

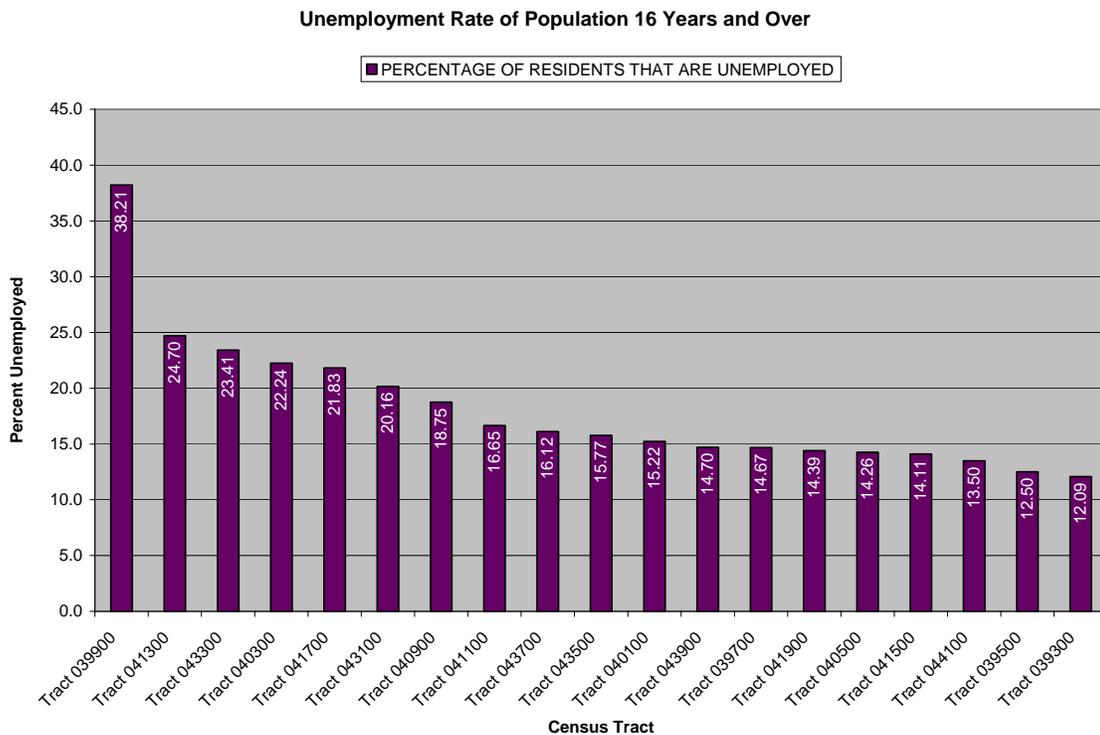
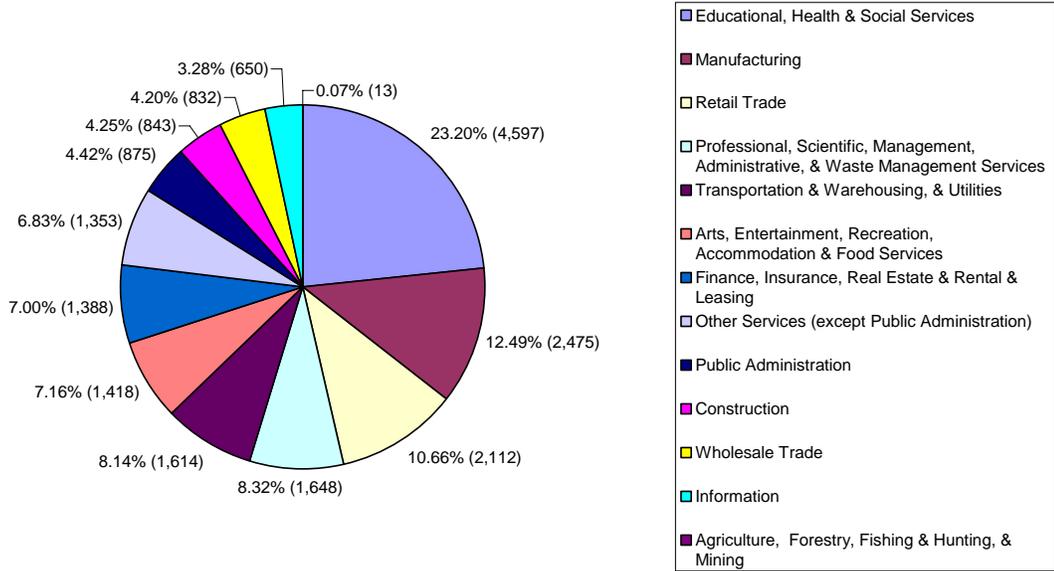


Figure 11: Study Area Employment by Sector

Study Area Employment by Sector



B. Project Overview and Description

The Brownfield Opportunity Area is located in the Brooklyn borough of New York City. Within this borough, it is in the northeast portion, sharing a border with Queens to the north. To the east is open space, including Evergreen Cemetery, and beyond the cemetery is Community District 5, which includes Highland Park, East New York, New Lots, and Starrett City. To the south, the study area borders Brooklyn Community District 3.

New York State law defines a “brownfield” as a property whose redevelopment or reuse may be complicated by the potential presence of a contaminant. While the prevalence of vacant sites has diminished in recent years, the initial application for the Brownfield Opportunities Program identified in the original study area a pattern of potentially contaminated vacant sites that continue to blight streets and affect the public health of the neighborhood. In addition, a process of gentrification has changed housing supply and demand, limiting residents’ access to safe and affordable housing; homelessness continues to be an issue. The redevelopment of existing vacant and underutilized sites stands to address these issues, as well as provide new economic development opportunities; improved public facilities for residents, including local youth; and improve the overall quality of the built environment in Bushwick.

Thus, the revitalization objectives of this project are to create opportunities for affordable housing for all residents; create new recreation and community centers for youth; and to improve overall quality of life.⁵ This report describes the process whereby Family Services Network of New York (FSNNY) has, with assistance from the Municipal Art Society (MAS) Planning Center, sought to develop a community-based vision for addressing these objectives.

While the total size of the study area is 674.69 acres, the total lot area is 454 acres. The remaining 220.69 acres are utilized by roads, sidewalks, and other infrastructural land uses.⁶ Approximately 28 acres lie vacant according to the land use study. Though this is not a large percentage—6.16 percent of usable land⁷—there are numerous adjacent underutilized or abandoned properties that, together, hold significant promise for the Bushwick community.

At present, the study area accommodates a range of land uses, but the vast majority by area is residential. Split between one and two family and multifamily buildings, residential land uses total 64.5 percent of the total lot area (not including mixed-use buildings). There are a few commercial and mixed-use retail corridors, as well as manufacturing zones and uses along the eastern edge of the study area. The numerous public institutions in the study area, such as schools, make up 12.38 percent of the lot area. There are also a few parks and recreation areas, but open space and outdoor recreation areas only make up 2.00 percent of the land use. The zoning patterns of the study are similar; R6 is the predominant zoning designation, comprising about 87 percent

⁵ Brownfield Opportunity Areas Program Grant Application. Family Services Network, 2005.

⁶ Municipal Art Society Planning Center spatial analysis, 2010.

⁷ PLUTO LotInfo data, 2009.

of the total lot area (including the R6/C1-3 and R6/C2-3 overlays). M1-1 is the next-highest designation in terms of land area, at 5.69 percent. See Task 4.2 A: Existing Land Use and Zoning for a comprehensive overview of the land use, zoning, and development patterns of each sub-zone and the study area as a whole.

The Underutilized Sites identified by this study comprise 30 sites which vary in size from one lot covering 2,300 square feet to a nine-lot site covering close to 52,000 square feet. The Descriptive Profiles in Attachment B outline the location, size, ownership, use, zoning, and environmental history of each site.

The desired outcomes of this process have not differed greatly from the 2005 application for BOA funding:

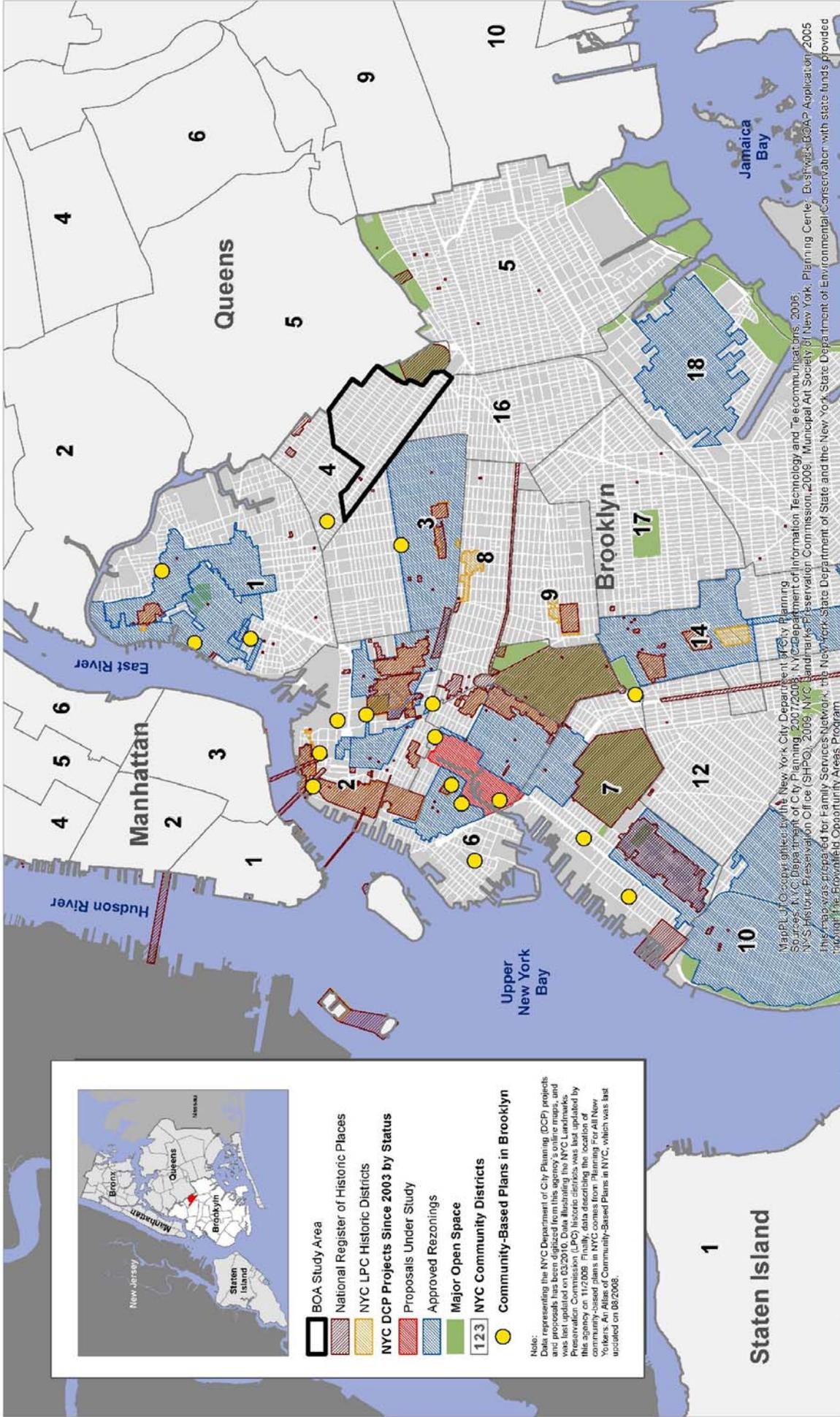
Anticipated community benefits resulting from this project include: a meaningful role for the community in planning for its future needs; new public amenities; economic development without mass displacement; improved environmental quality addressing environmental justice concerns; continued strategic partnerships between the community and city agencies overseeing planning and development for the area.⁸

This project also has the potential to address some of the issues that stand out from the data in Section 4.1 A. The redevelopment of brownfield sites in the study area can create jobs for local residents. It can provide the infrastructure for educational opportunities, eventually increasing household income and decreasing the number of individuals and families living in poverty. This project can improve the quality and types of housing available to residents, including opportunities to buy and occupy one's own home. The many young people in the area can have new and improved recreational opportunities. Overall, this BOA project has significant potential to improve the quality of life for residents, while ensuring that they can afford to live in their community.

Study Area Context Map: Shows the BOA study area in the context of Brooklyn and neighboring boroughs of New York City, including the Community Districts. In addition, the map indicates existing and pending community-based plans in surrounding neighborhoods.

For maps concerning existing land use, zoning, vacant properties, and ownership patterns, please see Section 4.2 A: Existing Land Use and Zoning.

⁸ N.Y. State Departments of State and Environmental Conservation, Brownfield Opportunity Areas Program. 2005 Grant Application, Family Services Network, 6.



- BOA Study Area
- National Register of Historic Places
- NYC LPC Historic Districts
- NYC DCP Projects Since 2003 by Status
 - Proposals Under Study
 - Approved Rezoning
 - Major Open Space
- NYC Community Districts
- 123 Community-Based Plans in Brooklyn

Note:
 Data representing the NYC Department of City Planning (DCP) projects is current as of 11/2/2008. Data illustrating the NYC Landmarks Preservation Commission (LPC) historic districts was last updated by this agency on 11/2/2008. Finally, data describing the location of community-based plans in NYC comes from "Planning For All New Yorkers: An Atlas of Community-Based Plans in NYC," which was last updated on 08/2008.

Map of NYC created by the New York City Department of City Planning. Sources: NYC Department of City Planning, 2007/2008; NYC Department of Information Technology and Telecommunications, 2005; NYC Historic Preservation Office (SHPO), 2009; NYC Landmarks Preservation Commission, 2009; Municipal Art Society of New York, Planning Center, Bushwick BOA? Application, 2005. This map was prepared for Family Services Network, the New York State Department of State and the New York State Department of Environmental Conservation with state funds provided through The Opportunity Awaits Program.



Study Area Context Map

Map Prepared by The Municipal Art Society of New York, 2010



C. Brownfield Opportunity Area Boundary

Boundary Justification:

The boundaries of the Brownfield Opportunity Area are determined by numerous historical, natural, social, and geographic factors. First, the depopulation and disinvestment that occurred in eastern Brooklyn in the 1970s was quite pronounced in Bushwick—concentrating vacancy and property abandonment, and eventually municipal acquisition of vacant buildings and properties. In 2005, FSNNY identified this pattern of concentration which was confirmed through spatial analysis, leading to the establishment of the study area boundary. Second, the residential core of the study area forms the constituent base of FSNNY. This residential area extends to the commercial corridors of Broadway and Myrtle, which form the southwestern and northern boundaries, respectively. The Evergreen, Trinity, and Knollwood Park Cemeteries form a natural barrier along the southeast; Evergreen Cemetery is on the National Register of Historic Places. The Brooklyn/Queens Borough limit designates the northeastern boundary of the study area.

The boundary of the BOA study area is identical, in areas, to the border of Brooklyn Community District 4. Though the Community District includes the cemeteries (the study area does not), Conway Street is the southern limit of both, and the northeastern boundary formed by Wyckoff Avenue, Eldert Street, and Irving Avenue is also the Community District 4 boundary. In addition, Broadway is the border between Community District 4 on the east, and Brooklyn Community Districts 3 and 16 on the west.

Initially, Greene Avenue and Van Buren Street formed the northwestern boundary; however, FSNNY, in consultation with the BOA Steering Committee, opted to expand the study area to include the portion of the Broadway commercial corridor between Van Buren Street and the Myrtle Avenue intersection.

Public transportation also justifies the location of the study area boundaries. The study area is boxed in by the L train on the east, the J/Z on the south, and the M on the north. The L train stops within the study area that are serviced by the L train are (from southeast to northwest): Broadway Junction, Bushwick Avenue-Aberdeen Street, Wilson Avenue, Halsey Street, and Myrtle-Wyckoff Avenue. The M train runs along Myrtle Avenue, on the northwest boundary of the area, with stops at Knickerbocker Avenue and Myrtle-Wyckoff Avenues. The J and Z trains also run on the southern border of the designated study area. The J train makes stops along Broadway, with stops at Gates Avenue, Halsey Street, Chauncey Street, and Broadway Junction. The Z train also runs along Broadway, stopping at Gates Avenue, Chauncey Street, and Broadway Junction. At Broadway Junction, transfer is available between the J, Z, and L trains and the A and C train lines.

Sub-Zone Boundary Justification:

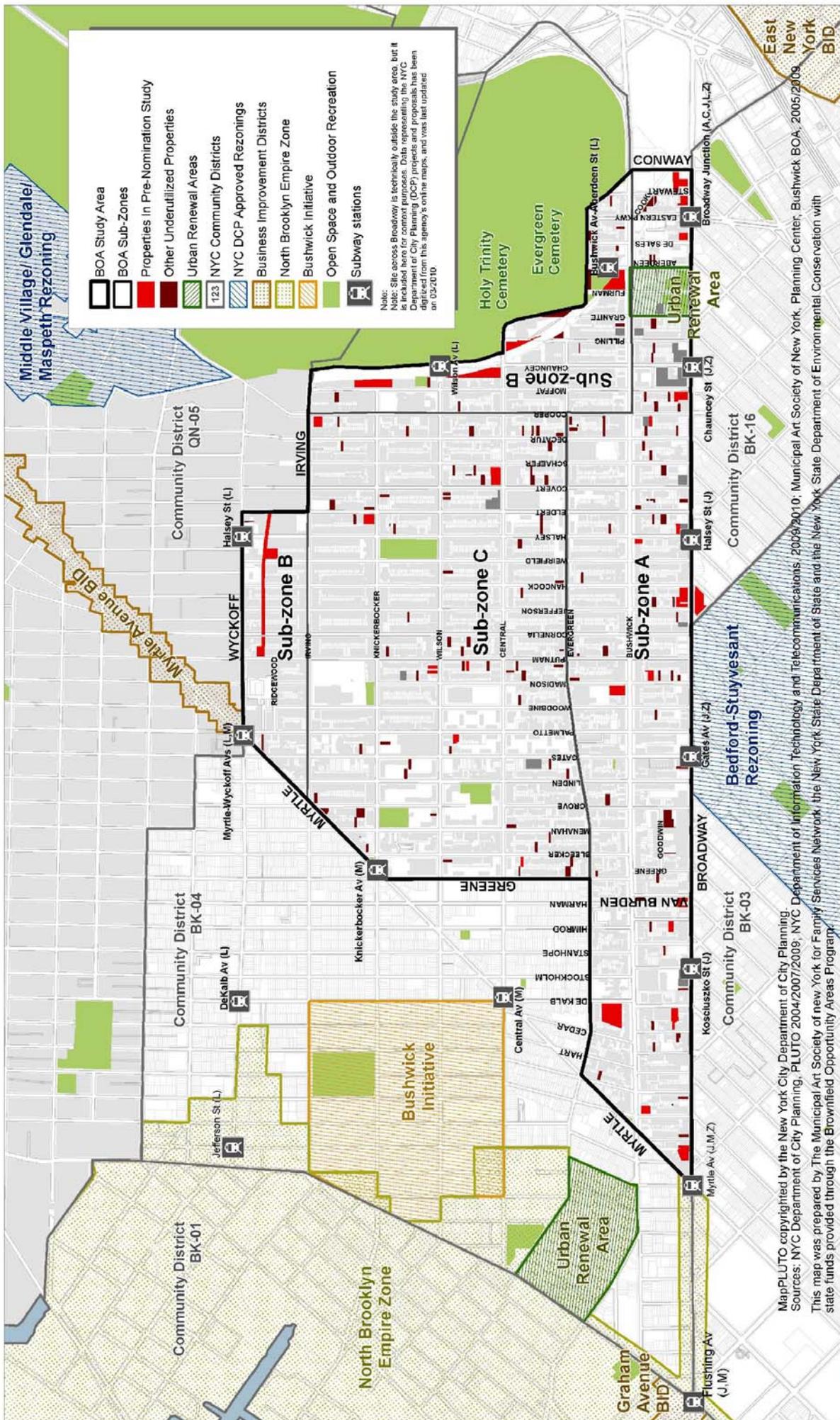
The study area contains a few distinct “types” of neighborhoods—residential, commercial, and industrial. In order to address the community’s goals and objectives in as specific a fashion possible, the Bushwick BOA was broken into three sub-zones reflecting the dominant character and land use of each.

Sub-zone A is characterized by a commercial corridor along Broadway, and a mix of uses along Bushwick Avenue and the side streets. It comprises 248 acres and is bordered by Broadway on the southwest; Myrtle on the northwest (Van Buren Street and Greene Avenue prior to the expansion of the study area); Evergreen Avenue, Cooper Street, and Bushwick Avenue on the northwest; and Conway Street on the southeast. The expansion of Sub-zone A from Van Buren Street to Myrtle Avenue reflects an effort to connect the revitalization of the southern half of Broadway with the more active corridor of Broadway that begins roughly at the Myrtle intersection. As the Brownfield Opportunity Area Boundary Map shows, Sub-zone A contains the only Urban Renewal Area in the study area.

Sub-zone B is the most industrial of the sub-zones and the smallest, at 114.67 acres. It includes the L-train elevated subway line, some industrial and manufacturing uses surrounding the rail line, as well as some residential and commercial uses. Sub-zone B is separated into two sections, primarily due to the Community District and Borough boundary. The northern section is bound by Myrtle Avenue on the west, Wyckoff Avenue on the north, Eldert Street on the east, and Irving Avenue on the south. The eastern section of Sub-zone B is bound by Irving Avenue on the north, Evergreen Cemetery on the east, Bushwick Avenue on the south, and Cooper Street on the west.

Sub-zone C contains primarily residential uses and community facilities such as schools, and is the largest sub-zone at 312.01 acres. It also contains many of the existing parks and recreation facilities in the study area. Its border is defined by Evergreen Avenue on the southwest, Greene Avenue on the northwest, Myrtle Avenue on the north, Irving Avenue on the northeast, and Cooper Street on the southeast.

Brownfield Opportunity Area Boundary Map: Shows the boundaries of the Brownfield Opportunities Area and all Sub-zones. Existing planning projects and initiatives that are in close proximity to the BOA study area include the Bedford-Stuyvesant Rezoning south of Broadway and north of Atlantic, stretching west to Classon Avenue; the Middle Village/Glendale/Maspeth Rezoning in Queens Community District 5; the Queens Myrtle Avenue BID; and to the west in Brooklyn Community District 4 lies another Urban Renewal Area, the Bushwick Initiative, the North Brooklyn Empire Zone, and the Graham Avenue BID. For further details on these initiatives, please see “Section 4.1 D Community Vision Goals and Objectives,” Relationship of Proposed Project to Existing Community Plans.



Map Prepared by The Municipal Art Society, 2010

Brownfield Opportunity Area Boundary Map

0 500 1,000 2,000 3,000 4,000 Feet

The Municipal Art Society of New York
MASNYC

MapPLUTO copyrighted by the New York City Department of City Planning.
Sources: NYC Department of City Planning, PLUTO 2004/2007/2009; NYC Department of Information Technology and Telecommunications, 2009/2010; Municipal Art Society of New York, Planning Center, Bushwick BOA, 2005/2009.
This map was prepared by The Municipal Art Society of New York for Family Services Network, the New York State Department of State and the New York State Department of Environmental Conservation with state funds provided through the Brownfield Opportunity Areas Program.

F5N
FAMILY SERVICES NETWORK OF NEW YORK

D. Community Vision Goals and Objectives

Through the public process described in Component 3: Community Participation and Component 4.1 E: Community Participation Techniques and Process, the following vision statement, goals, and objectives were developed. They reflect the needs identified by the many citizens who participated in the process, as well as the interests of those community-based organizations who contributed and were represented. Please see the Component 3 Attachments for further details.

Specific goals and objectives were developed for each sub-zone, as described in 4.1 C: Brownfield Opportunity Area Boundary Description and Justification. Though the needs differed depending on the sub-zone, the specific goals and objectives relate directly to the overall vision statement for the entire study area.

Community Vision Statement

In 2005, when FSNNY undertook the BOA Pre-Nomination Study, the community was motivated mainly by the proliferation of vacant, blighted properties that posed public health and safety risks, depressed local property values, and stymied neighborhood revitalization efforts. Vacant property owned by the city was transferred to private ownership without development restrictions and subsequent development of these properties proceeded without community input or regard to comprehensive neighborhood revitalization goals. The lack of public input heightened the sense that new development was being built for a different, more affluent population, while serious and persistent needs for affordable housing, recreational opportunities, economic development, and public health improvements were going unmet.

The community revitalization goals that underscored the 2005 application—quality of life improvements, addressing poverty through economic development, construction of quality affordable housing, and increased educational and recreational opportunities for the youth of Bushwick have not changed substantially in the intervening five years, even though new development has taken place on some of the formerly vacant sites (much of this due to City incentives to get publicly-owned land into development).

Today, residents and stakeholders in the future of Bushwick envision revitalization that is healthy, sustainable, linked to a self-determined vision, comprehensive in its scope, and integrated in its implementation. Stakeholders want sustainable redevelopment that goes beyond the strictly physical environment.

The primary focus is on reversing the negative impacts of years of environmental and social neglect on *individuals*—development should address the health needs of young and old especially. There is also an overarching concern that development should be re-oriented to promote *overall neighborhood health*—stakeholders want new residential and economic development that enhances access to fresh food, open space, and recreation.

Fundamental to the vision is new housing that is affordable, built safely, built to support stated public health goals.

Secondly, residents and stakeholders want a strong voice in how neighborhood recovery and reinvestment takes place. Although there has been more private market activity in eastern Bushwick in the past five years, stakeholders have had little to no opportunity to have a voice in how redevelopment projects are conceived and prioritized. The scars of poverty and uneven development are still evident in today's Bushwick, notably along Broadway. Hence, community-based planning to turn around the persistently troubled commercial corridors in order to catalyze local economic development is central to the Bushwick BOA community vision.

More details about the community vision and the techniques used to develop it follow.

Goals and Objectives

Through an intensive community outreach process, residents, business owners, students, and other stakeholders identified the strongest needs of the study area and its sub-zones. The following priorities emerged as the most pressing for the study area in general, although other needs were targeted to specific sub-zones:

- Youth programming;
- Full-service community center, with recreational opportunities and educational resources—particularly for youth and seniors;
- General safety and sanitation issues such as rats, trash, lighting, sidewalk condition, and speeding traffic;
- Access to fresh and healthy food through grocery stores and supermarkets;
- Safe, quality affordable housing, with standards developed by Bushwick residents.

Sub-zone A

Sub-zone A is characterized by a commercial corridor along Broadway, and a mix of uses along Bushwick Avenue and the side streets.

For this area, community members prioritized the following:

- Facilities for **youth programming**. Thomas Boyland Park on Broadway between Granite St. and Aberdeen St. offers outdoor active recreation, but residents prioritized the addition of indoor recreational facilities for sports and other activities.
- An urgent need to address **safety and sanitation** issues such as trash dumping, rats, and dirty streets. Because of these undesirable conditions, Broadway currently attracts drug use, prostitution, and gang activity.
- A multi-use **education center**.

Along Broadway, community members expressed the need for:

- Grocery stores and restaurants with **healthy food**, particularly sit-down family-friendly establishments. Though there are a few supermarkets on the corridor, they do not offer quality produce and other foodstuffs at a price affordable to residents.
- Support for **commerce and retail** on the street, including banks, post offices, and other business services. At present, the few banks and postal centers are located on the Bedford-Stuyvesant side of Broadway, such as the post office at Schaeffer and Broadway, and residents are either not aware of their existence or unwilling to cross the street to patronize them. Until such time as pedestrian crossings and safety deficits are significantly improved, similar services are needed on the Bushwick side of the street since crossing Broadway poses such a barrier in terms of safety and access.
- Particularly in the southern section (Halsey to Stewart St./Broadway Junction), poor lighting and safety conditions are a significant concern for residents and a potential barrier to the survival of retail operations. Residents report safety and the limited hours of existing businesses as one of the main issues in their decision to patronize establishments in this area.

Bushwick Avenue, currently zoned for residential use, has seen considerable construction and renovation in recent years. The street sees a high volume of traffic; residents are concerned with vehicle congestion and hazardous conditions for pedestrians and bicyclists.

Residents also had specific suggestions for Bushwick Avenue:

- A **drugstore**. Though there are other drugstores in the area (such as a Rite-aid at Halsey and Broadway), residents felt that an additional drugstore would serve the residents who live north of Broadway.
- Some residents called for a bike lane on Bushwick Avenue. However, others indicated that parallel streets may be better candidates because of the existing vehicle traffic congestion on Bushwick. A bike transit study with local participation is warranted.

Sub-zone B

Sub-zone B is the most industrial of the sub-zones, and it includes the L elevated subway line, some industrial and manufacturing uses surrounding the rail line, as well as residential and commercial uses. It is adjacent to the Evergreen Cemetery, which forms the eastern boundary of the study area.

Compared to Sub-zones A and C, Sub-zone B offers larger-scale redevelopment opportunities.

Residents prioritized the following:

- An **educational center**. Targeted constituencies include single mothers, teen parents, as well as youth in general. The Ridgewood-Bushwick Youth Center on Gates and the Hope Gardens Multi Service Center at Wilson and Linden are both

open to the public, but they do not meet the high demand for this type of services, especially for teenagers.

- Address considerable **sanitation and safety issues** such as rats, dirty streets, poor lighting (particularly along the rail line), robbery and theft, illegal dumping, and some prostitution.
- **Grocery store** or supermarket. Residents agreed that a 24-hour supermarket would increase lighting and safety if placed in the northern section of the sub-zone.
- Given the development potential of this Sub-zone, **affordable housing** must remain a priority.
- More **trees**.

The intersection of Myrtle and Wyckoff and the surrounding area was identified as an ideal location for:

- Senior services;
- A youth center, perhaps in a shared facility with the senior center;
- A recreation center, in particular offering indoor recreation, such as a gym/fitness center, bowling alley, and/or skating rink. This type of facility must be open to the public and affordable to local residents.

Additional re-use ideas included a movie theater and production studio with job training and employment opportunities, as well as a re-entry center for recently incarcerated men and women.

Sub-zone C

Sub-zone C contains primarily residential uses and community facilities such as schools.

In this sub-zone, community members prioritized:

- A **recreational center** for youth and adults;
- Quality **affordable housing** (in-fill on numerous empty or underutilized sites), with a focus on special-needs housing for seniors, the handicapped, victims of domestic violence, homeless youth/children, ex-offenders, and single head of household families;
- Strategies to deal with trash dumping, rats, and other **safety and sanitation** issues on vacant properties;
- **Traffic calming**, including speed bumps and stop signs, particularly near schools on Central Ave;
- **Grocery stores** or supermarkets, especially on Central Ave.

Central Avenue was identified as an appropriate corridor for:

- Senior housing, particularly in the form of supportive housing combining services with residences;
- Day care/child care;
- Affordable housing;

- Grocery store or supermarket(s).

In addition, community members called for the renovation of existing parks and the planting of street trees throughout the area.

Relationship of Proposed Project to Existing Community Plans

These objectives overlap significantly with Brooklyn Community Board 4's Statement of Community Needs. In particular, CB4 articulates a strong demand for services, programming, and educational and recreational opportunities for youth. In addition, sanitation issues connected to vacant lots are of considerable concern to CB4.

Within the study area, there is one Urban Renewal Area (URA), and there is another immediately outside. The URAs designated in Bushwick came out of the late 1970s recovery-focused Bushwick Action Plan, overseen by NYC Housing Preservation and Development, which informed the 1977 Bushwick II Urban Renewal Plan. Part of the URA in Sub-zone A bounded by Bushwick Avenue, Aberdeen Street, Broadway, and Granite Street, has been redeveloped into the Thomas Boyland Park, which offers a baseball diamond, basketball court, and other active recreational facilities. The other URA lies to the northwest of the study area, two blocks away from Myrtle Avenue and Sub-zone A. In this URA, HPD, Ridgewood-Bushwick Senior Citizens Council, and the Housing Partnership Development Corporation (HPDC) redeveloped the former Rheingold Brewery into the Rheingold Gardens housing complex beginning in 2000.

A few community-based plans are located within the area surrounding the study area. The Williamsburg and Greenpoint 197-a Plans cover parts of northern Brooklyn directly north of the study area; these plans were submitted to the city in 1998 and adopted in 2002, and included the work of many partners, including MAS and the Pratt Center for Community Development. The Bedford-Stuyvesant 197-a Plan, submitted in 2005, was never formally adopted by the city, but its recommendations informed the proposed Bedford-Stuyvesant rezoning of the southern half of Community Board 3. Across the Queens border, there are no community-based plans within two miles.

The Department of City Planning (DCP) and the New York City Economic Development Corporation (NYEDC) has included the area in the **Food Retail Expansion to Support Health (FRESH)** Food Stores Program. Bushwick and the surrounding neighborhoods of Bedford-Stuyvesant, Crown Heights, Brownsville, and East New York constitute the FRESH Central Brooklyn Program Area, offering zoning and tax incentives for developers and grocery store operators.

In the area immediately surrounding the study area, a few significant plans and programs have emerged. The **Bushwick Initiative**, just north of Myrtle and covering the neighborhood surrounding Maria Hernandez park, was launched in 2005 as a partnership between Housing Preservation and Development, RBSCC, the Office of Assemblyman Vito Lopez, and numerous other city agencies including the Department of Health, the 83rd precinct of the NYPD, and the Department of Small Business Services. The

initiative targets renovation of existing housing stock for Bushwick residents and the construction of new infill housing, as well as educational programs and commercial revitalization focused on Knickerbocker Avenue.

The **North Brooklyn Empire Zone** is only a few blocks away from the study area (and even touches the north-western end of Sub-zone A). Sponsored by the East Williamsburg Valley Industrial Development Corporation (EWVIDCO), the Empire Zone offers tax incentives to businesses located in or considering a move to the area. This Empire Zone is aimed at retaining and attracting manufacturing and light industrial tenants. The Empire Zone overlaps with the East Williamsburg Industrial Business Zone (IBZ).

To the north in Ridgewood, Queens, the **Myrtle Avenue Business Improvement District (BID)** was established in 1988, and continues to provide business support services, streetscape improvements, and security and sanitation for the area extending from Wyckoff Avenue to Fresh Pond Road. Among many other initiatives, the Myrtle Avenue BID has planned and begun construction on the Myrtle/Wyckoff/Palmetto Transportation Hub, including physical station improvements, inter-modal transit facilitation (particularly bus to subway), and handicap accessibility improvement. The Palmetto Street inter-modal improvements are scheduled for completion in 2010. See <http://www.ridgewood-ny.com/bnews.php> for details.

The city's Department of Transportation (DOT) is currently conducting a study for the improvement of the Broadway Junction intermodal transit hub, the Broadway Junction Enhancement Project. [Note: While the project focuses on the design of the bus-to-train connection and the improvement of pedestrian access from the area south of Fulton Street, these improvements—in coordination with the DOT—could address the safety issues along Broadway and improve transit access options for residents of the Bushwick BOA study area.] In addition, the DOT has planned the expansion of bike routes within the study area. While Central and Evergreen already have bicycle lanes, additional lanes are planned for Moffat, Cooper, Gates, Myrtle Avenue into Queens, and the portion of Bushwick Ave. that wraps around Evergreen Cemetery.

Ongoing city projects:

See the *Study Area Context Map* and the *Brownfield Opportunity Area Boundary Map* for locations of specific programs and projects.

E. Community Participation Techniques and/or Process

Public participation has been sought throughout the process of developing a community visioning statement, utilizing a combination of workshops, surveys, small group feedback sessions, and informal feedback. The public participation strategy utilized existing relationships between non-profit, community-based organizations, the local community board, and faith-based groups, including those of the head contractors for the project, to the greatest extent possible. Each instance of community participation was also an opportunity to share information about the BOA program and process. FSNNY distributed information in both Spanish and English on public meetings via flyers, public announcements, on-the-ground organizing, and through steering committee members.

In all, about 180 individuals participated in a workshop and/or submitted some form of feedback. Organizations and constituencies that participated in the feedback process included:

- El Puente Academy for Peace and Justice
- Members of Community Board 4
- The office of Council Member Diana Reyna
- Make the Road by Walking, NY
- Bushwick ARTS
- Mt. Paran Church
- United Methodist Church
- Mayor's Office of Environmental Remediation
- Brooklyn District Public Health Office
- Woodhull Hospital
- Numerous city and state agencies

Individuals that participated were residents from across the study area and immediately outside. Please see Appendix 4.1i for a map of the participants' residences.

A focused effort was made to reach out to youth in the Bushwick neighborhood through schools, afterschool programs, youth groups, the recreation center, and other community programs that work with local youth. As a result, public workshops were conducted with youth who live in or are otherwise involved in the Bushwick community. Please see the Participation Timeline below for further details.

A focused outreach effort was made to solicit the input, via surveys, of merchants and small business owners in the area, particularly from the Spanish-speaking community. Additionally, surveys were circulated through the various committees of Community Board 4 and to community members that attended the monthly Community Board meetings.

Throughout the process, the role of the Steering Committee was to advise the development of the participation strategy, reach out to their constituents, and circulate the Community Visioning Survey.

Participation Timeline

Public participation was actively sought between July and December, 2009.

Public Meeting

June 23, 2005

At a public meeting on June 23, 2005, approximately 20 people, including Bushwick area residents, clergy, church members, and others, gathered at the Bushwick United Methodist Church to discuss the Brownfield Opportunity Area. At this meeting, the participants were divided into groups, and then they were shown copies of the Grant Application (pertinent at the time), a project description, delineation of brownfield site concentrations, economic distress indicators, complementary projects, and timeline and funding options. These materials were all distributed to the public and then were reviewed and discussed. This event marked the beginning of active public participation in the process.

Public Information Meeting and Kick-Off Event

April 1, 2009

Presentation of the BOA process, Bushwick BOA study area, and site nomination criteria to community residents and (future) steering committee members. See Appendix 4.1a-b.

Preliminary Presentation at Monthly Meeting of Brooklyn Community Board 4

April 15, 2009

Raul Rubio made a presentation outlining the purpose and timeline of the BOA project. He also requested endorsement of the project, which the board voted to provide. Presentation was identical to that shared at the Public Information Meeting (see above). See Appendix 4.1c for a letter confirming endorsement.

Community Visioning Workshop

September 30, 2009

On September 30th, 2009, approximately 35 people gathered for the Bushwick BOA Community Visioning Workshop. The participants shared their concerns and ideas regarding community needs and brownfield reuse in the neighborhood. Core themes and primary needs were identified through this process, information was gathered on potential sites, and participants learned about the purpose and process of the BOA program. Participants utilized maps and other existing conditions documents prepared by MAS to assist the visioning activities. The workshop was facilitated by Donna Douglas and Raul Rubio from FSNNY at the St. Thomas Episcopal Church, and MAS provided an outline for the visioning process and technical assistance. See Appendix 4.1j for a summary of workshop results.

Survey Collection and Small Workshop Outreach

October-November 2009

The Community Visioning Survey (Appendix 4.1m) was distributed by Family Services Network's community organizer via block associations, community gardens, tenants' groups, local high schools such as the Academy for Urban Planning, and canvassing of

local businesses. Approximately 140 people completed the survey, which was available in both Spanish and English and was based on the input gathered at the Community Visioning Workshop. Additionally, a small visioning workshop for high school students was held on November 4, 2009 at El Puente's Bushwick Leadership Center for Community and Youth Development (Appendix 4.11).

Public Launch of Community Visioning Statement

December 9, 2009

Held at St. Thomas Episcopal Church, staff from FSNNY and MAS presented the draft community needs and community vision developed through the public outreach process and facilitated a community feedback session. The strongest needs for the study area as a whole were presented, as were the specific objectives for each Sub-Zone. Approximately 20 people attended the launch, including representatives from some city agencies and elected officials' offices, and shared their ideas regarding further refinement of the draft community vision. See Appendix 4.1p-t.

Review of and Input on Draft Pre-Nomination Study

December-March, 2010

FSNNY and MAS continued to refine the community vision, translating goals and objectives into priorities for revitalization. FSNNY presented a draft action map at the February, 2010 meeting of Community Board 4, and both organizations continued to seek the feedback of steering committee members as the final report and Pre-Nomination study was completed. See Appendix 4.1u.

Supplementary Materials in Appendix 4

- 4.1a Kick-Off Meeting Sign-In Sheet
- 4.1b Kick-Off Meeting Presentation, 1 April 2009
- 4.1c Letter of Endorsement from Community Board 4 District Manager Nadine Whitted
- 4.1d Community Visioning Flyer
- 4.1e Community Visioning Agenda
- 4.1f Community Visioning Sign-In Sheet, 30 September 2009
- 4.1g Community Visioning Powerpoint Presentation
- 4.1h Community Visioning Workshop Response Sheet
- 4.1i Map: Community Visioning Workshop Participants within 0.5 Miles of Study Area
- 4.1j Community Visioning Feedback Summary
- 4.1k Report to Steering Committee: 30 September 2009 Community Visioning Workshop
- 4.1l El Puente Youth Workshop Guideline, 3 November 2009
- 4.1m Public Outreach Survey (NOTE: Also distributed in Spanish)
- 4.1n Survey Results Summary Spreadsheet
- 4.1o Survey Results Site Recommendations
- 4.1p Public Launch Flyer, 1 December 2009
- 4.1q Community Needs Fact Sheet from Public Launch
- 4.1r Public Launch Sign-In
- 4.1s Public Launch Powerpoint Presentation
- 4.1t Public Launch Feedback Summary

4.1u Community Board 4 Powerpoint Presentation, 17 February 2010