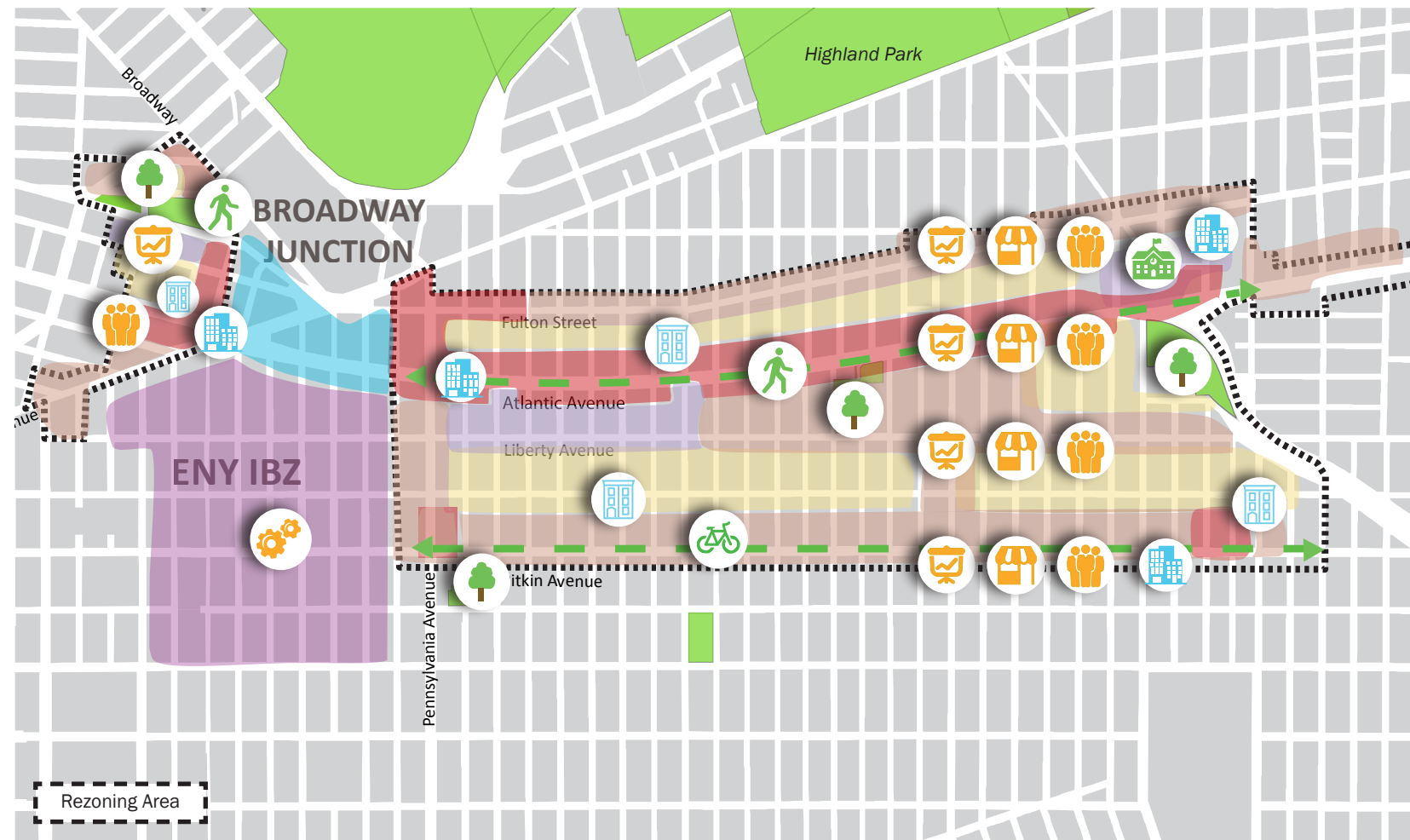


# East New York Community Plan

## 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 near transit
-  **Residential Blocks**  
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 COMMUNITY RESOURCES

-  **Build a new school**  
City has allocated funding for the construction of a new school
-  **Implement Atlantic Avenue Safety Improvement Project**  
Build a new planted median with pedestrian islands to transform Atlantic Avenue into a vibrant, safe corridor
-  **Implement Broadway Junction Project**  
Implement enhancement project to improve access to a major transit hub
-  **Add new bike lanes along Pitkin Ave**  
Improve connectivity and safety for riders
-  **Improve existing neighborhood parks**  
Pursue resources to improve parks for existing & future residents. Consider new synthetic turf, athletic court and playground upgrades, and re-envisioning underutilized areas in existing parks
-  **Explore new open space opportunities**  
Explore ways to increase use of community gardens, make school yards and play yards more accessible, and create pedestrian plazas

## STRATEGIES for AFFORDABLE HOUSING

-  **Preserve Existing Affordable Housing**
  - Protect tenants from displacement through the newly-created Tenant Harassment Prevention Task Force which will bring enforcement actions against landlords who harass tenants in East New York; provide \$36 million citywide for free legal representation in housing court
  - Maintain affordability of existing housing by expanding financing and tax incentive programs; target buildings with expiring regulatory agreements to extend affordability; use new Green Preservation program to rehabilitate buildings while ensuring affordability; conduct outreach to buildings that are not currently in a preservation program to enroll them in programs that will keep rents stable for tenants
  - Ensure housing quality by targeting code enforcement and increasing the number of inspectors
-  **Develop New Affordable Housing**
  - **At least 50% of the new housing built in the East New York rezoning area over the next 15 years will be affordable to local residents**
  - Prioritize the development of approximately 1,200 units of affordable housing within the next two years  
For a 2 BR unit, 11% units under \$583/16% units under \$777/14% units under \$971/at least 39% units under \$1,165/no more than 20% units up to \$1,748 (based on 2015 HUD Income Limits)
  - On private sites, affordable units primarily serve low-income and extremely low income households
  - On City-owned sites, housing is 100% affordable & more units are designated for lower-income households
-  **Promote Local Economic Development Through Housing Development**
  - Design programs that support small business and community facilities locating in the ground floor in new affordable housing buildings
  - Increase opportunities for minority- and women-owned businesses and jobs in affordable housing

## STRATEGIES for ECONOMIC DEVELOPMENT

-  **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 such as Pitkin Avenue and Fulton Street
  - Provide funding for commercial revitalization projects
-  **Support Business Growth**
  - Provide support to help women start, operate and grow businesses (WE NYC)
  - Help small businesses with lease negotiation and execution
  - Launch FastTrac Growth Venture Course in ENY to provide business training
-  **Connect Residents to Career Opportunities**
  - Ensure residents have access to information about jobs through the Community Partners Program
  - Provide employment services to court involved individuals
  - Establish new "Industry Partnerships" in retail, hospitality, manufacturing & construction sectors
-  **Promote Industrial Business Growth in the Industrial Business Zone (IBZ)**
  - Attract new businesses with Industrial Development Agency incentives
  - Install new East New York Industrial Business Zone signs
  - Improve connectivity in and around the Industrial Business Zone
  - Invest in and renovate City-owned Industrial Building
  - Develop a plan with local participation to make the IBZ a thriving jobs center