



Department
of State

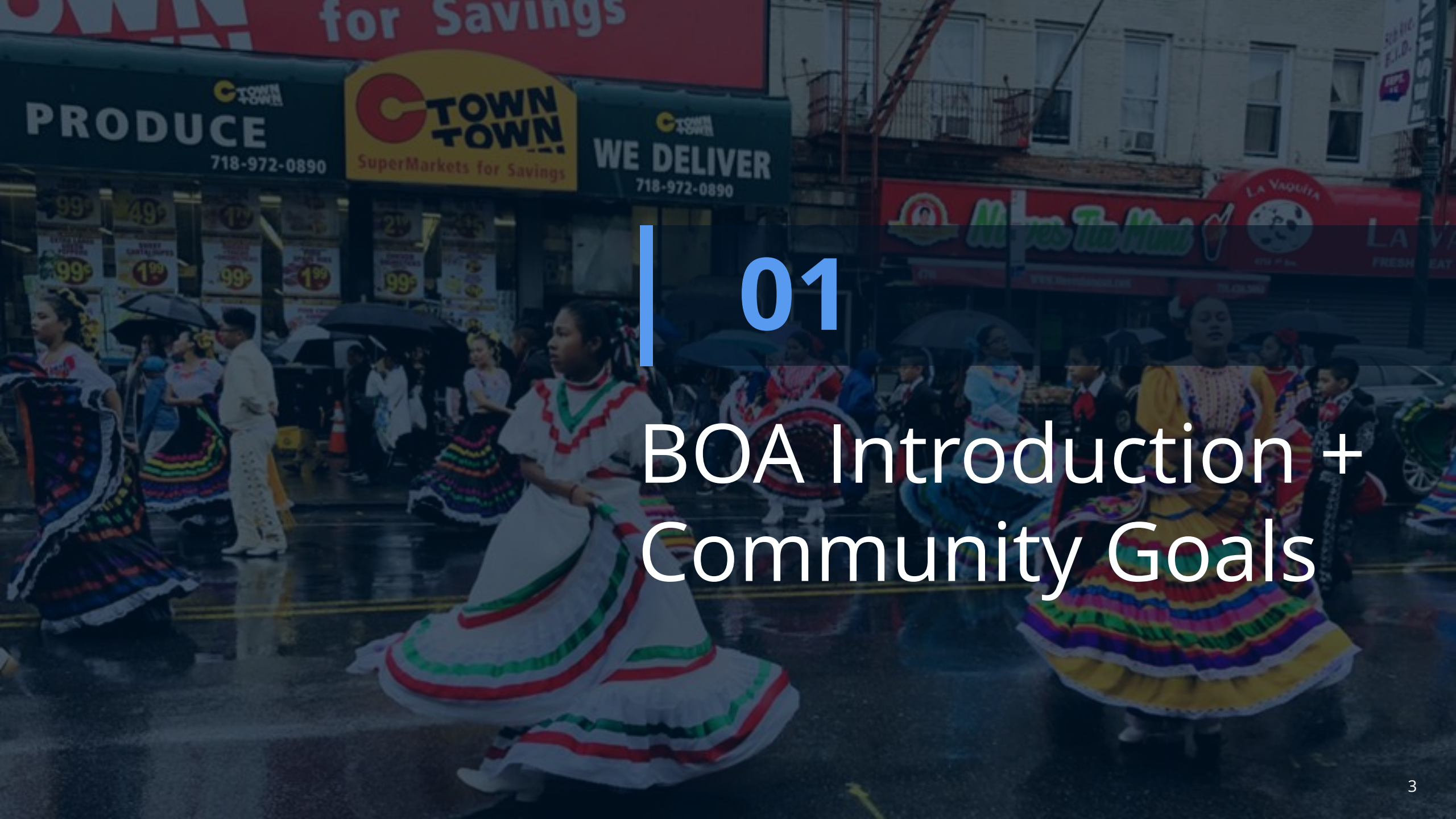
HR&A
W×Y
Grain
LANGAN

South Brooklyn Brownfield Opportunity Area Community Visioning Session

September 26, 2023

Agenda

Welcome	6:00-6:15
Introduction to BOA + Community Goals	6:15-6:45
Q&A	6:45-7:00
Gallery Walk + Breakout Group Discussions	7:00-7:45
Wrap-Up + Next Steps	7:45-8:00



| 01

BOA Introduction + Community Goals

BOA Overview

BROWNFIELD OPPORTUNITY AREA (BOA)

The Brownfield Opportunity Area (BOA) Program is an opportunity to define a vision for the future of South Brooklyn.

What is a Brownfield?

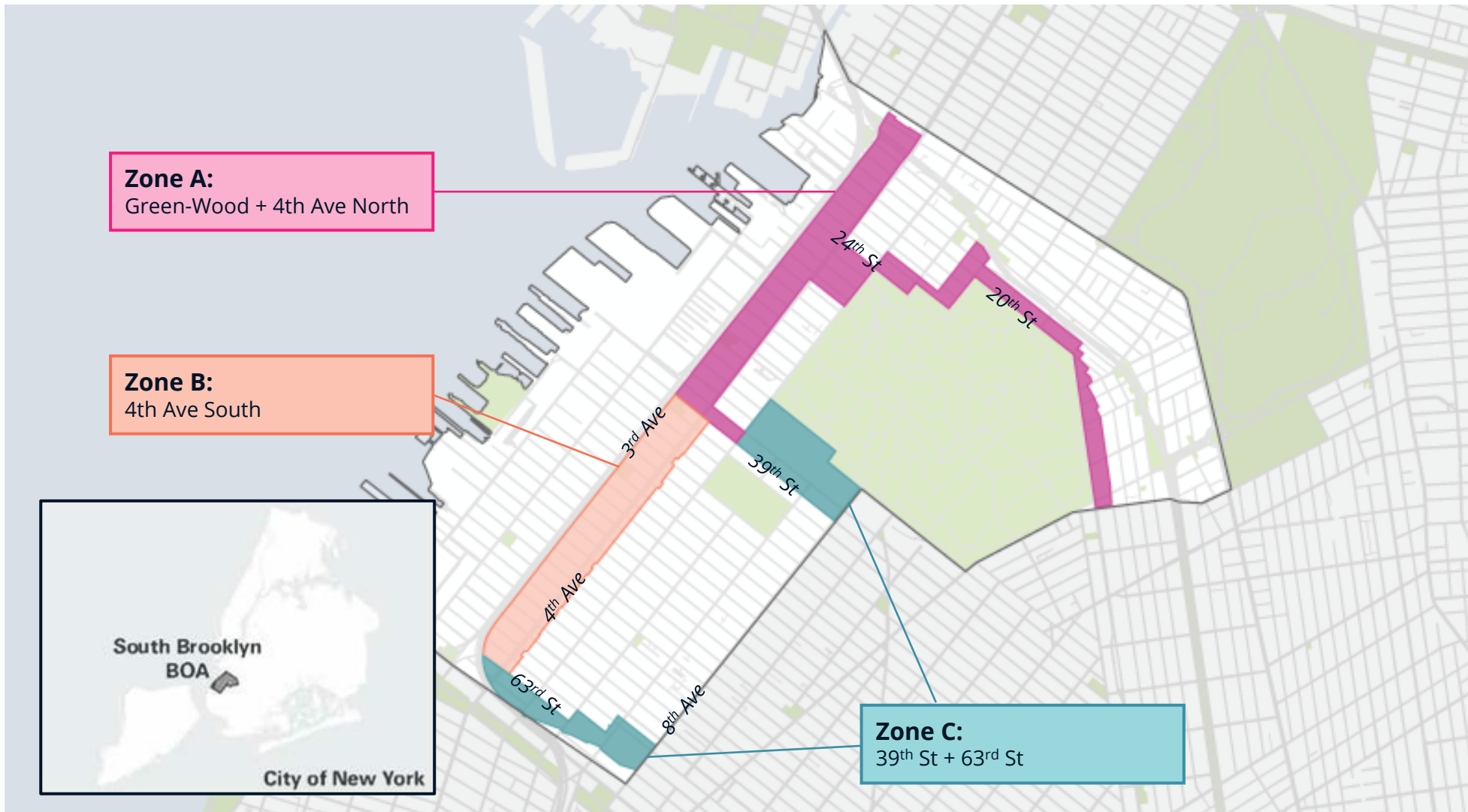
- An **underutilized or vacant site** that has been **neglected** because there is fear of contamination from past uses
- A brownfield site **may or may not be contaminated**

What is a BOA?

- The **Brownfield Opportunity Areas** (BOA) program is run by the New York State Department of State (NYSDOS)
- Gives **financial support** to communities that have concentrations of brownfields to **create local plans for redevelopment** to meet community goals

SOUTH BROOKLYN BOA STUDY AREA

The South Brooklyn BOA is focused on specific corridors within Community District 7 located to the East of 3rd Avenue. All corridors are outside of the Industrial Business Zone (IBZ).



INTRODUCTION TO FAC

Fifth Avenue Committee (FAC) is a community development corporation committed to advancing economic, social, and racial justice in South Brooklyn.

Vision + Mission

FAC envisions an equitable and just city where all people can live with dignity and respect in stable and thriving communities that are inclusive, healthy, and sustainable.



To achieve our mission....



FAC develops and manages **affordable housing & community facilities**



Creates **economic opportunities** & ensures access to **economic stability**



Organizes residents & workers



Offers student-centered **adult education**



Combats displacement caused by gentrification

INTRODUCTION TO FAC

FAC uses diverse and complementary approaches to build physical infrastructure, foster community-driven power, and transform the lives of individuals and families in South BK.

Fifth Avenue Committee

Neighbors Helping Neighbors
(NHN)

Brooklyn Workforce Innovations
(BWI)

Housing Related Entities

741 units owned; 624 units managed
1,000+ people housed, incl. seniors,
people with disabilities, and formerly
homeless
1,700+ affordable housing pipeline



BUILD

- Affordable housing, community facility, and commercial spaces
- Renewable energy + community-controlled infrastructure
- Development, preservation + maintenance of quality housing + mixed-use projects



EMPOWER

- Leadership development
- Popular education
- Community organizing
- Advocacy for community and systems change



TRANSFORM

- Connection to and provision of benefits + services
- Adult education for literacy, job readiness, and bridge to sector-based training
- Marketing and lease-up of affordable housing
- Sector-based workforce training
- Homeownership asset building and preservation

TEAM OVERVIEW

Fifth Avenue Committee (FAC) has engaged a consultant team and Steering Committee to support the BOA study, but the success of this process hinges on robust input from all of you.

NYS Department of State

Fifth Avenue Committee

Consultant Team

HR&A

- Project manager, market & employment analysis, financial analysis, equity strategy

WXY

- Land use & planning, urban design

Grain

- Public and stakeholder engagement

Langan

- Environmental review

Steering Committee

Roles

- Identify areas of opportunity
- Establish a vision for the study area
- Support community outreach efforts
- Shape priority sites and strategies

Public

Community Members

- Provide feedback throughout BOA process

Public Agencies

- Consult on policy levers and priority sites

STEERING COMMITTEE

The Steering Committee has been providing regular feedback on overall objectives, corridor development goals, and potential areas of opportunity.

BUSINESS/INDUSTRY

Gowanus Alliance
Southwest Brooklyn Industrial Development Corp. (SBIDC)
Sunset Park BID
Totem

COMMUNITY MEMBERS

Community Board 7
Sunset Park Residents

COMMUNITY-BASED ORGANIZATIONS

Arab American Association
Brooklyn Tenants United
Center for Family Life
Chinese American Planning Council
Green-Wood Cemetery
Neighbors Helping Neighbors (NHN)
Mixteca
NYU Langone/Beyond Bridges
Pioneer Supermarket/Beit El-Maqdis Islamic Center
Women's Empowerment Coalition of NYC (WENYC)

ELECTED OFFICIALS

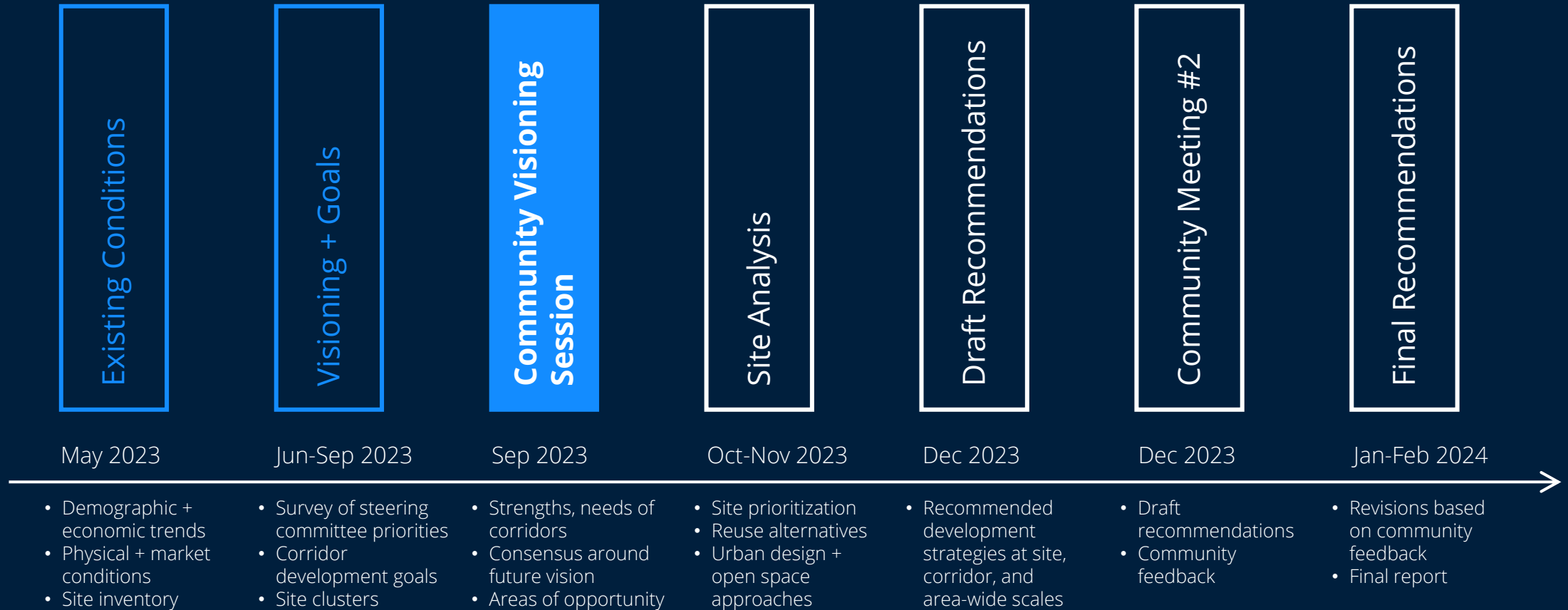
Assemblyperson Robert Carroll (District 44)
Assemblyperson Lestor Cheng (District 49)
Assemblyperson Marcela Mitaynes (District 51)
Brooklyn Borough President Antonio Reynoso
Congressman Daniel Goldman (CD-10)
Council Member Alexa Aviles (District 38)
Council Member Justin Brannan (District 43)
Council Member Shahana Hanif (District 39)
District Director
State Senator Iwen Chu (District 17)
State Senator Andrew Gounardes (District 26)
State Senator Zellnor Myrie (District 20)

CITY + STATE GOVERNMENT

Dept of City Planning, Brooklyn Office
MTA Construction & Development
NYC Department of Transportation
NYC Economic Development Corporation
NYS Department of State
NYC Office of Environmental Remediation

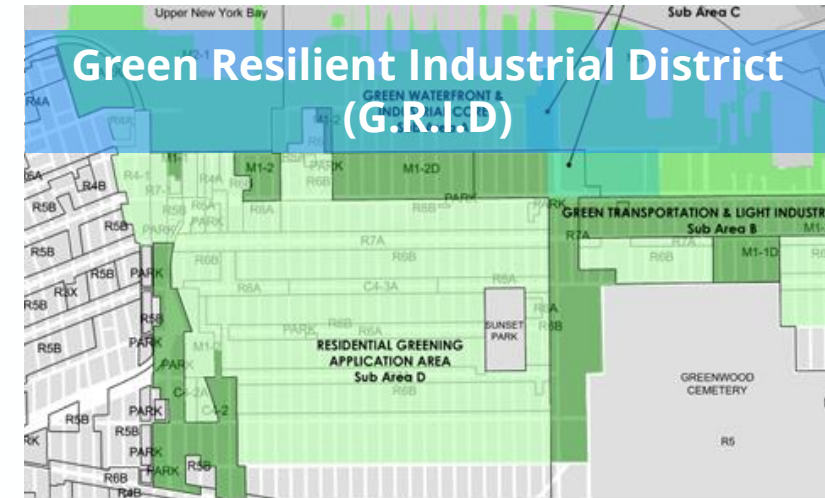
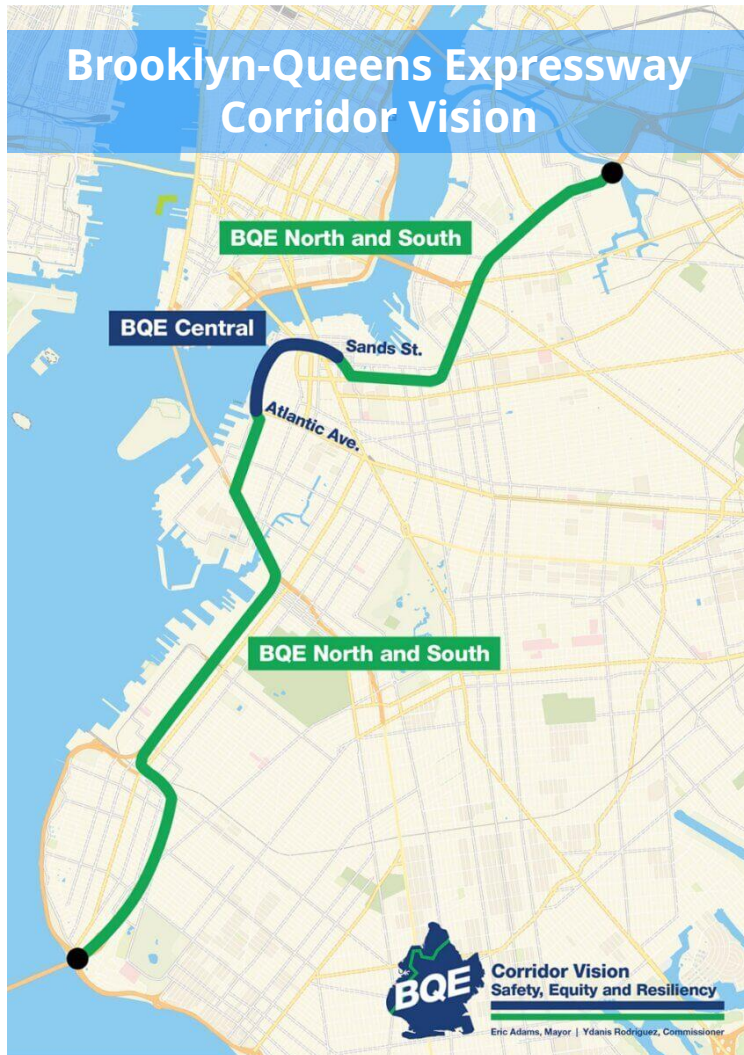
PROCESS + TIMELINE

Building from our analysis of existing conditions and input from the Steering Committee, we'll be refining the goals and objectives for the BOA based on community feedback.



PLANNING CONTEXT

This BOA process will also be informed by previous and ongoing planning efforts in and around South Brooklyn.



Demographic Trends

BOA CORRIDOR SNAPSHOT

The South Brooklyn BOA corridors are home to a diverse community undergoing demographic and economic shifts.

24,000

TOTAL CORRIDOR RESIDENTS (2022)

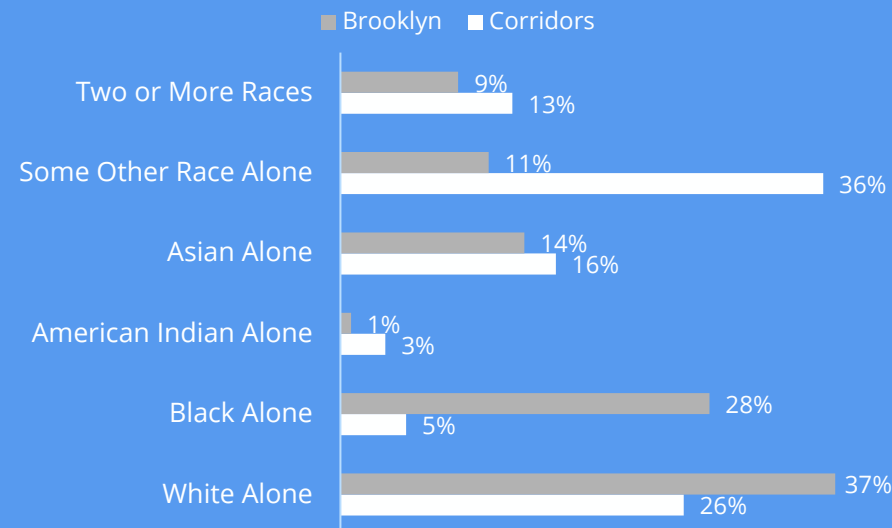
7%

POPULATION GROWTH IN CORRIDORS SINCE 2010, VS. **10%** IN BROOKLYN

68%

SPEAK ANOTHER LANGUAGE BESIDES ENGLISH, VS. **44%** IN BROOKLYN

RACIAL COMPOSITION (2022)



10,200

TOTAL JOBS IN THE CORRIDORS (2019)

56%

JOB GROWTH IN THE CORRIDORS SINCE 2009, VS. **21%** IN BROOKLYN

50%

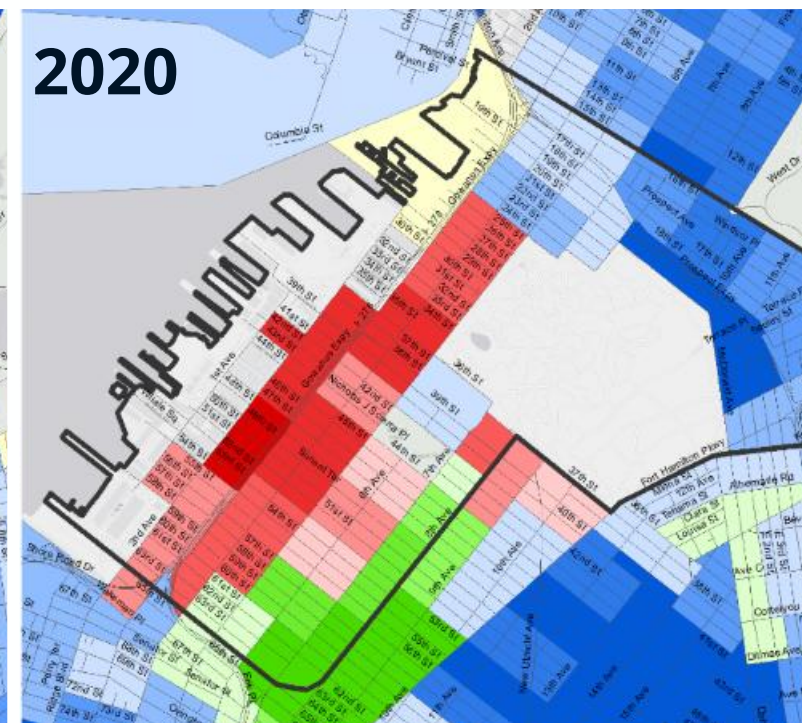
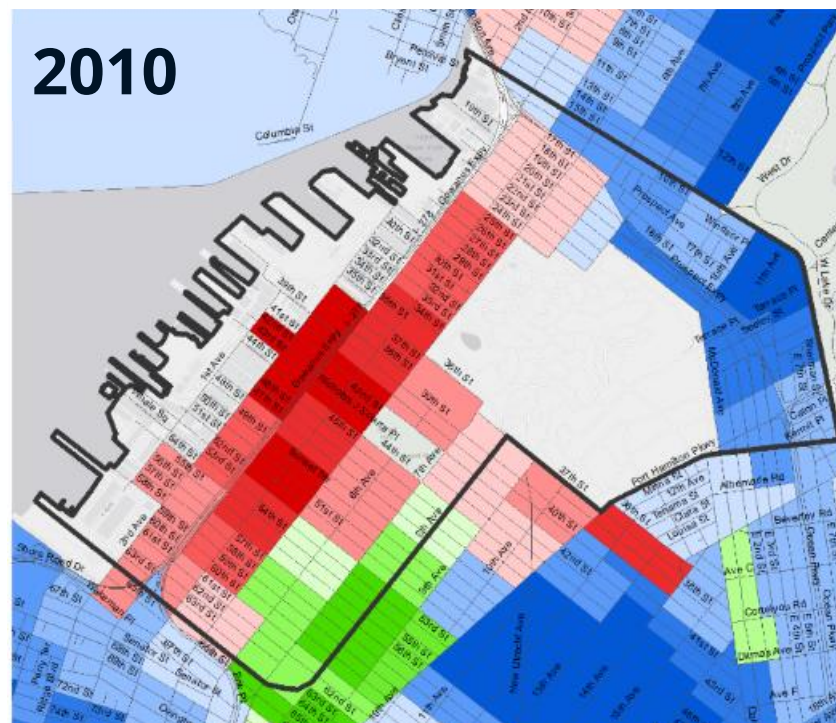
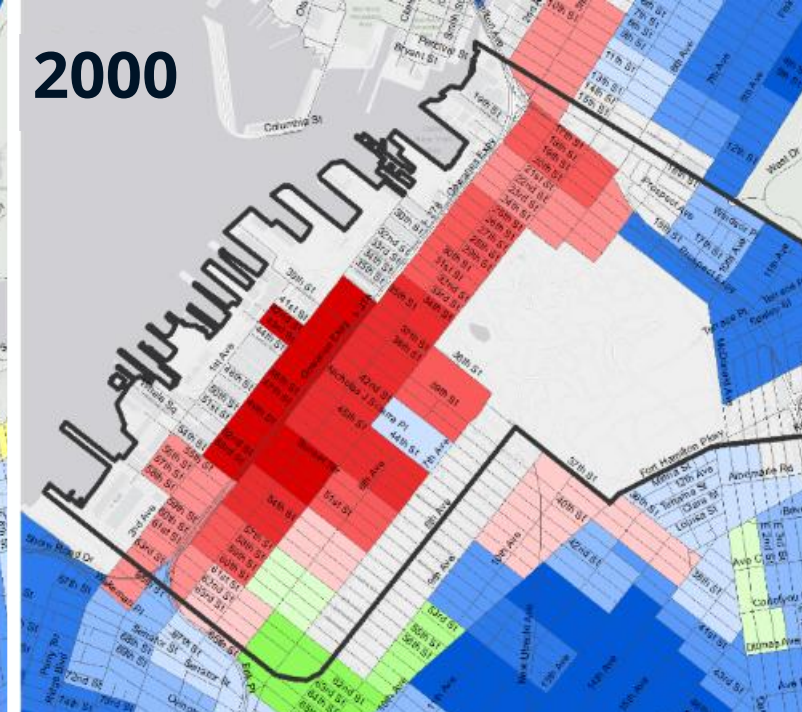
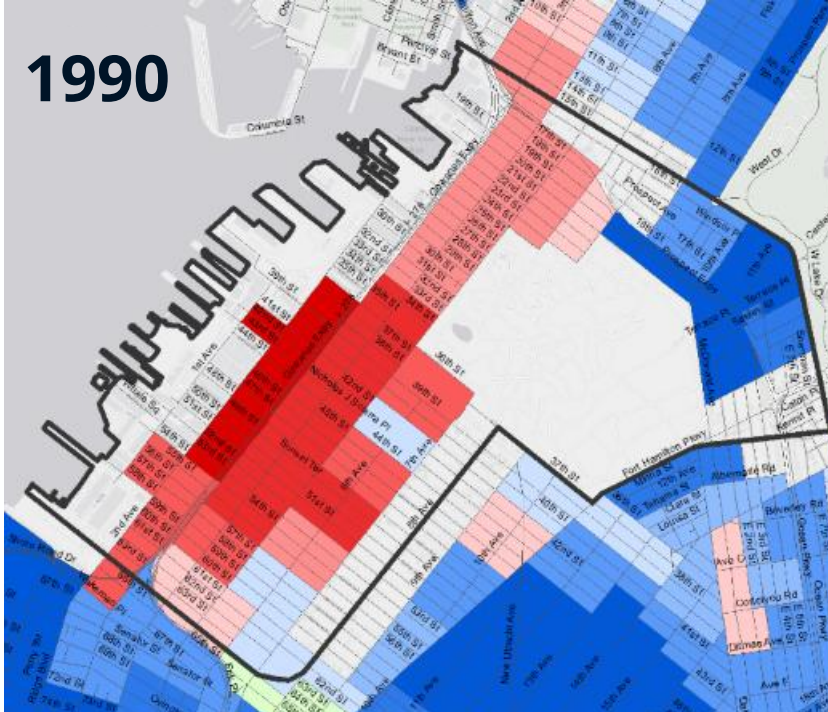
COST-BURDENED RENTER POPULATION, SIMILAR TO BROOKLYN

NEIGHBORHOOD DEMOGRAPHICS

Northern portions of the neighborhood have become more white over time while the Asian population has grown in the southeastern portion, and the Latino population has diminished in some areas.

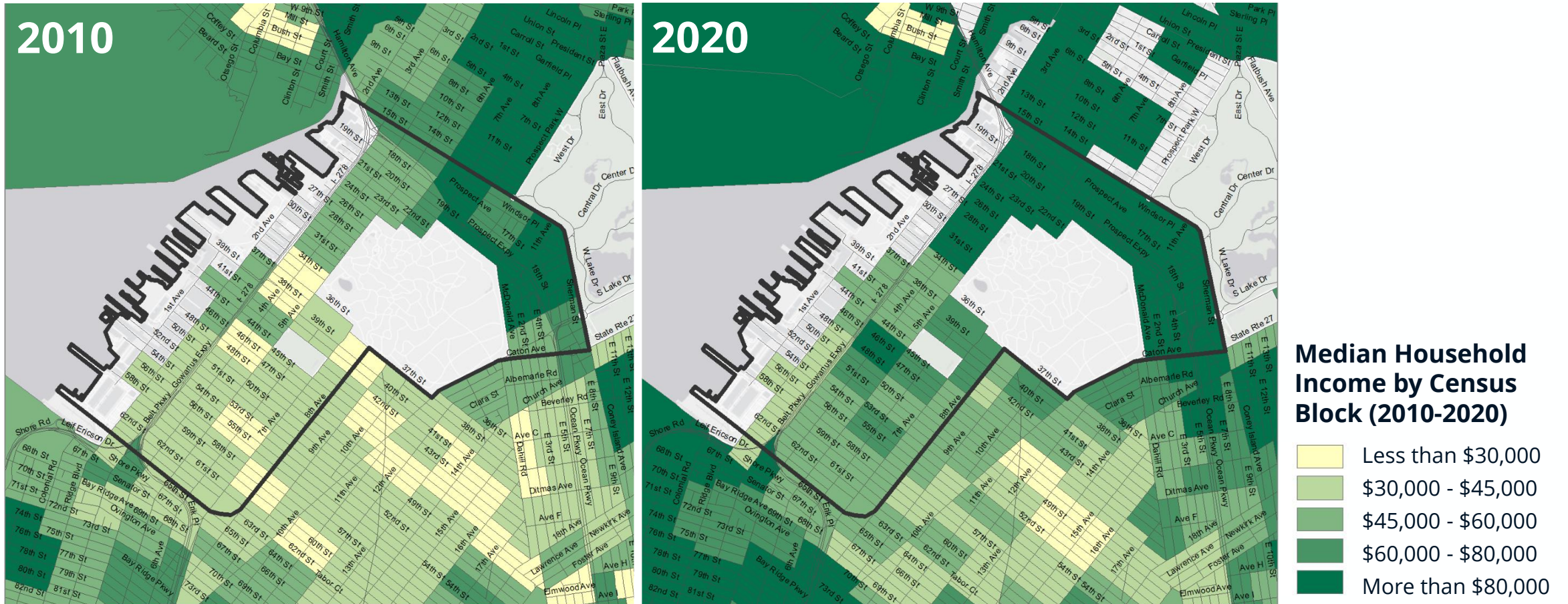
Race/Ethnicity by Census Block (1990-2020)

- Asian
- Hispanic
- Black
- White



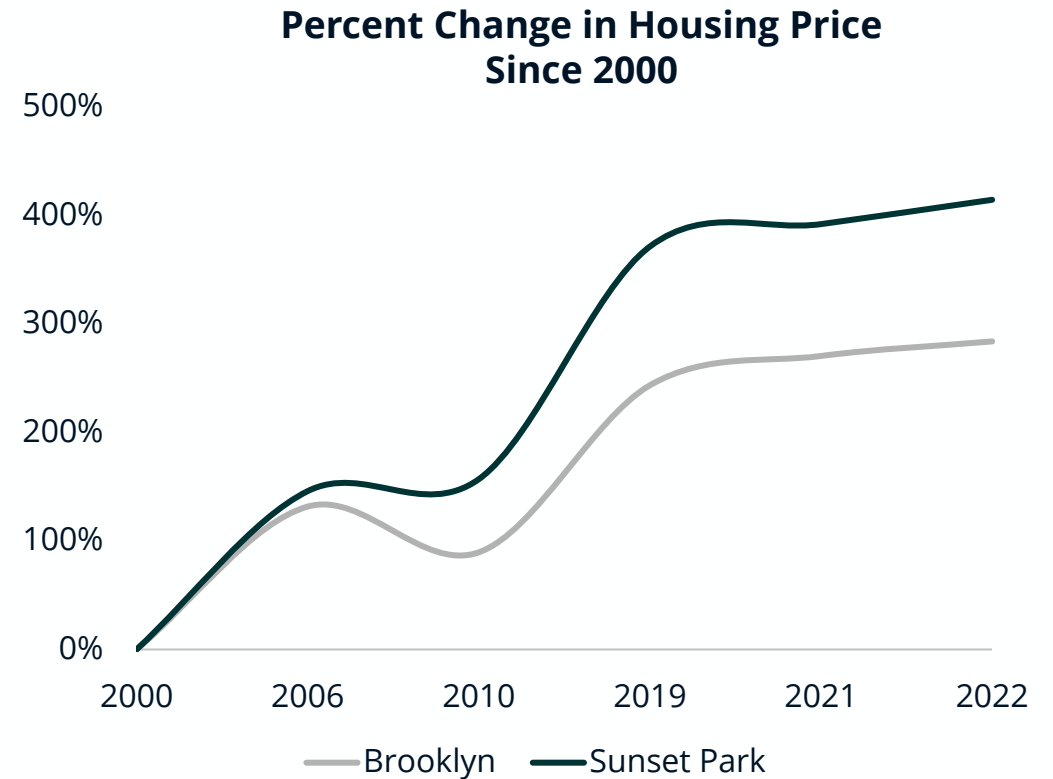
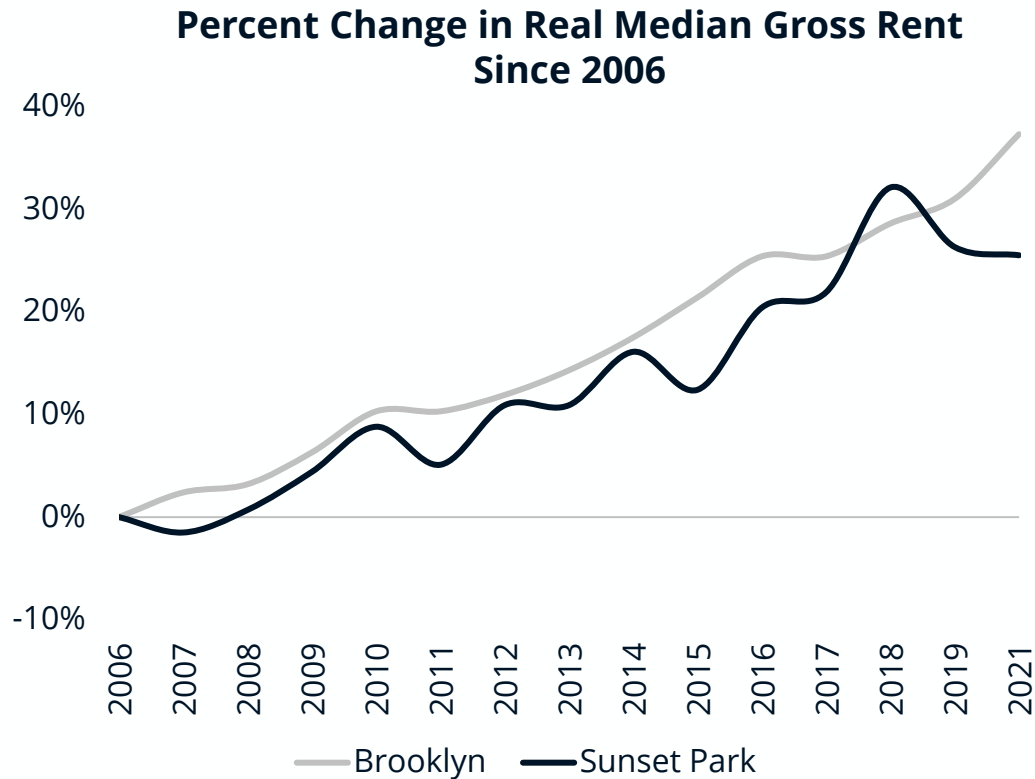
NEIGHBORHOOD DEMOGRAPHICS

Household incomes have also increased in the northern portions of the neighborhood and in multiple census tracks throughout, with similar trends seen just to the south.



NEIGHBORHOOD HOUSING TRENDS

The pace of rent growth in **Sunset Park** has typically tracked with the borough overall, with higher rates of growth in home prices relative to Brooklyn as a whole.



NEIGHBORHOOD HOUSING TRENDS

Sunset Park lags the borough as a whole in new housing production. The share of rent stabilized units is roughly on par, with regulated units in Sunset Park disproportionately serving extremely low-income households.

Net Change in Housing Units (2010-2020)

+3.2%

Sunset Park

+8.2%

Brooklyn

Rent Stabilized Units as % of Total Occupied Units (2017)

28.9%

Sunset Park

30.0%

Brooklyn

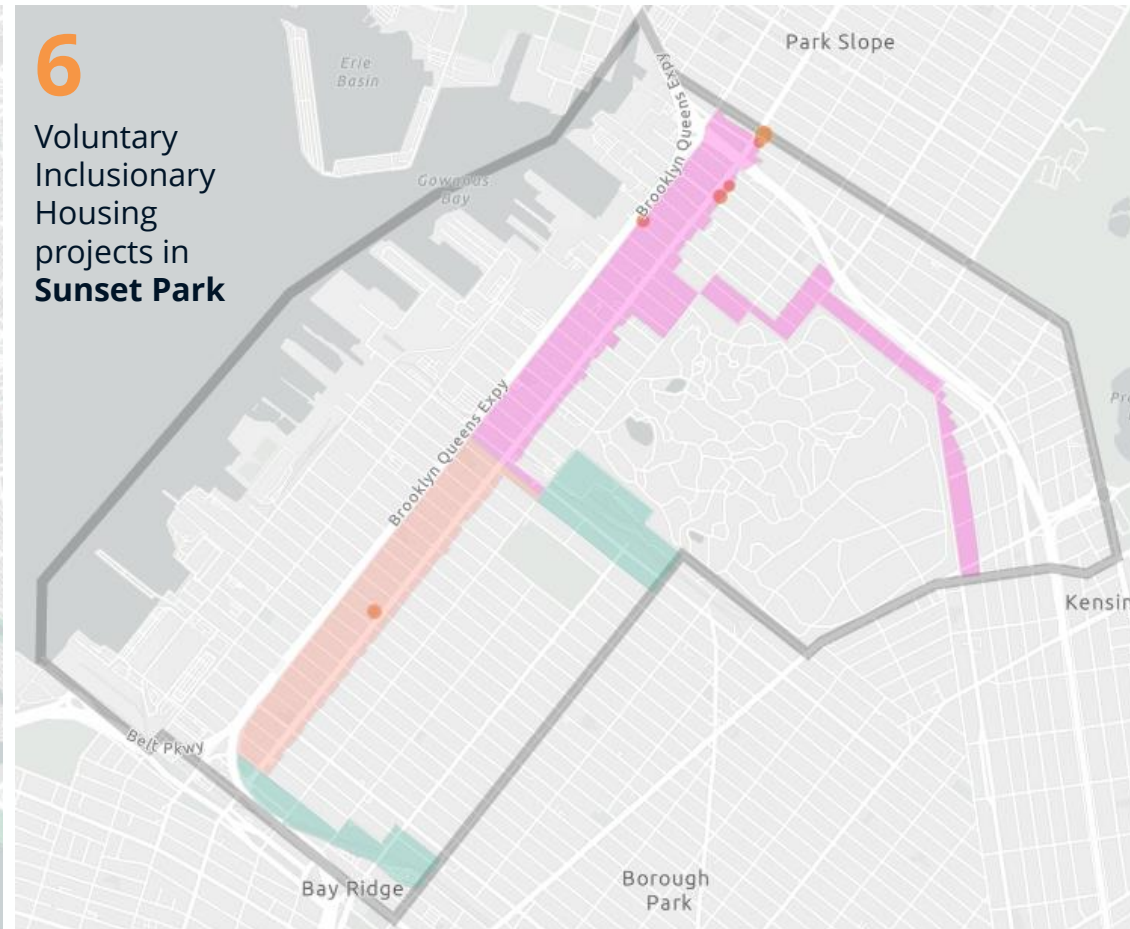
Units With Regulatory Agreements in Sunset Park Since 2014 By Area Median Income (AMI)

AMI Band	New Construction	Preservation
Extremely low-income (0-30% AMI)	92	535
Very low-income (31-50% AMI)	18	71
Low-income (51-80% AMI)	51	26
Moderate-income (81-120% AMI)	0	92
Middle-income (121-165% AMI)	17	2
High-income (166% or higher AMI)	1	7

Sources: NYC Department of City Planning Housing Database; NYC Housing & Vacancy Survey, NYC Housing Preservation & Development
 Note: Sunset Park neighborhood defined by PUMA 4012, roughly coterminous with BK CD7

NEIGHBORHOOD HOUSING TRENDS

The Voluntary Inclusionary Housing (VIH) program allows developers to build more if they choose to make a portion of units permanently affordable. Voluntary affordable housing production in Sunset Park has not kept pace with Brooklyn as a whole.



Voluntary Inclusionary Housing Production Per Capita (square feet)

0.16

Sunset Park

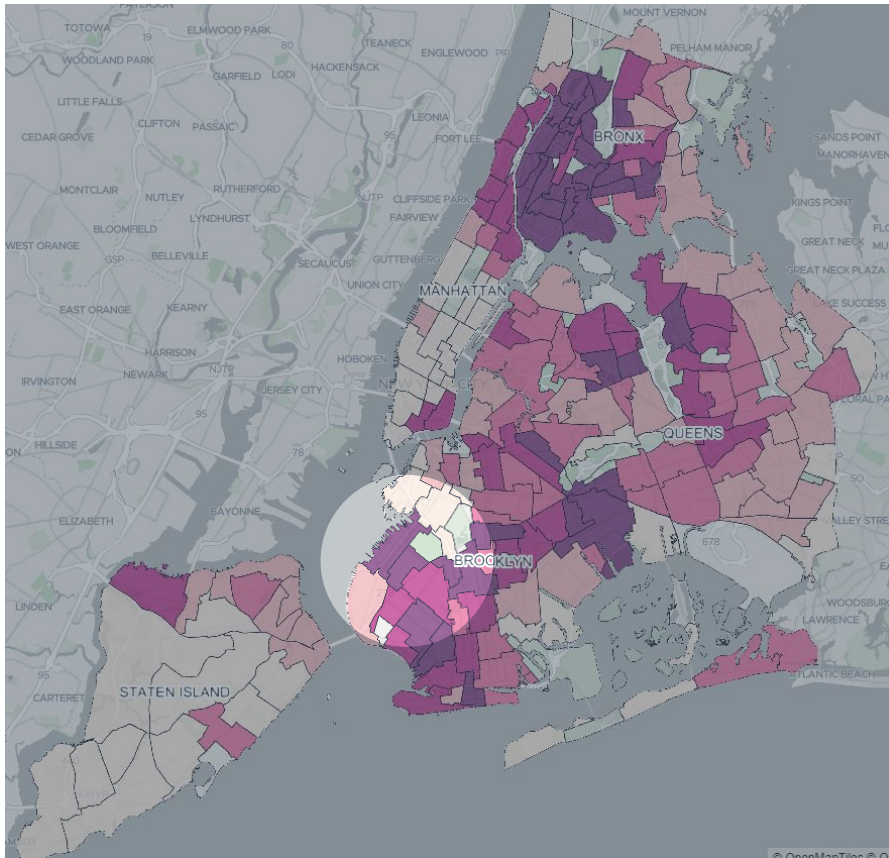
1.58

Brooklyn

Source: HPD

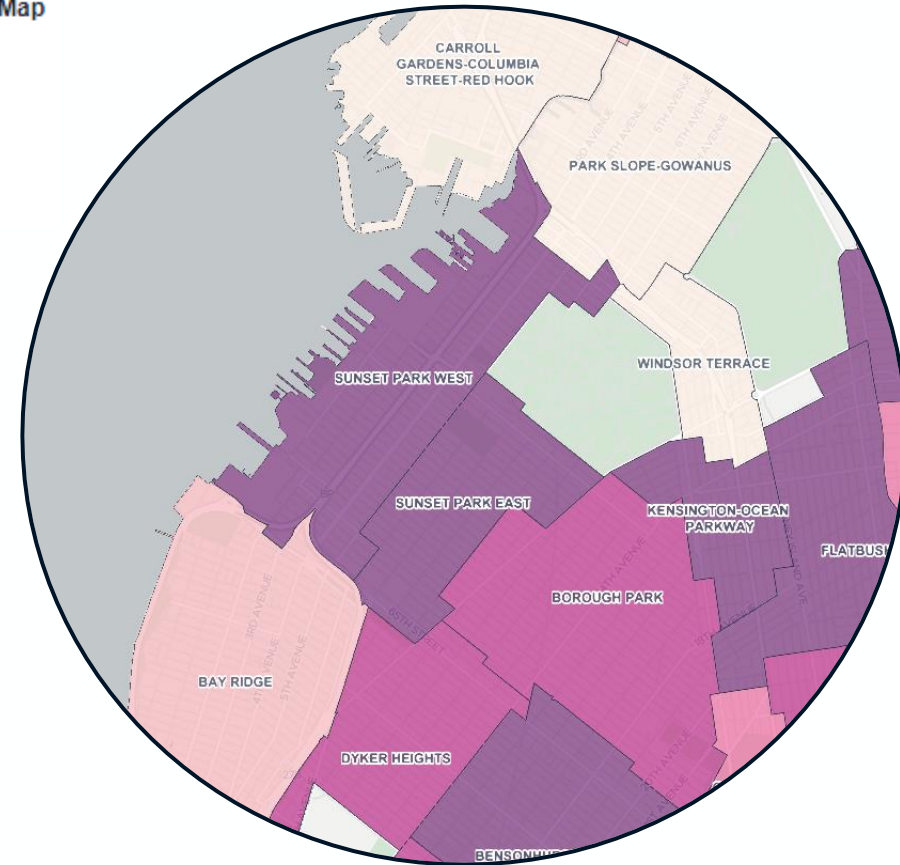
DISPLACEMENT RISK

Due to changes in demographics, housing conditions, and market pressures, Sunset Park residents face among the highest risks of displacement citywide.



Displacement Risk Map

- Highest
- Higher
- Intermediate
- Lower
- Lowest



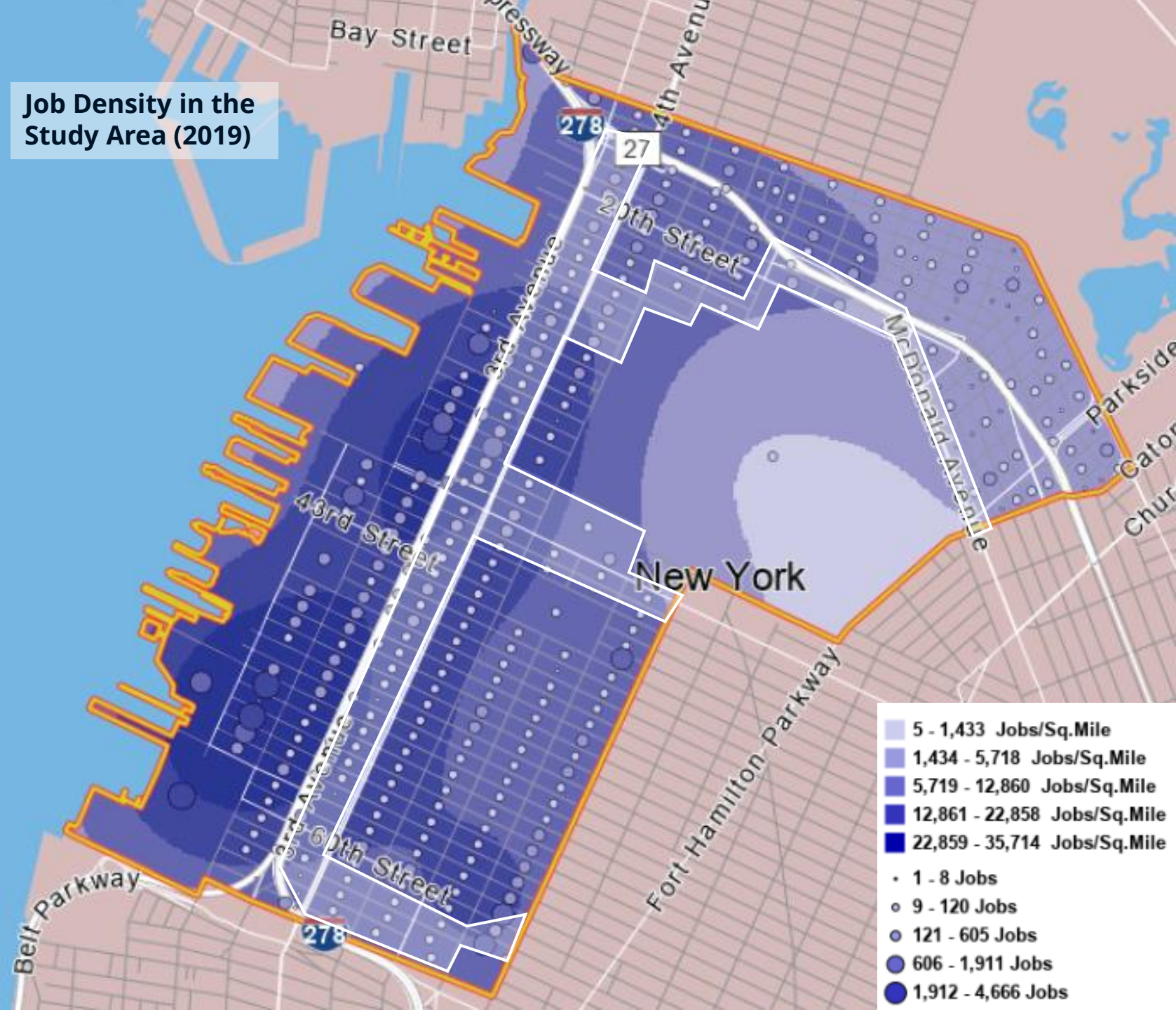
Source: NYC Department of City Planning, Equitable Development Data Explorer

Employment Trends

CORRIDOR EMPLOYMENT

Jobs in Sunset Park are concentrated along the waterfront. Collectively, the BOA corridors to the east of 3rd Avenue account for approximately **20% of total jobs** in Sunset Park.

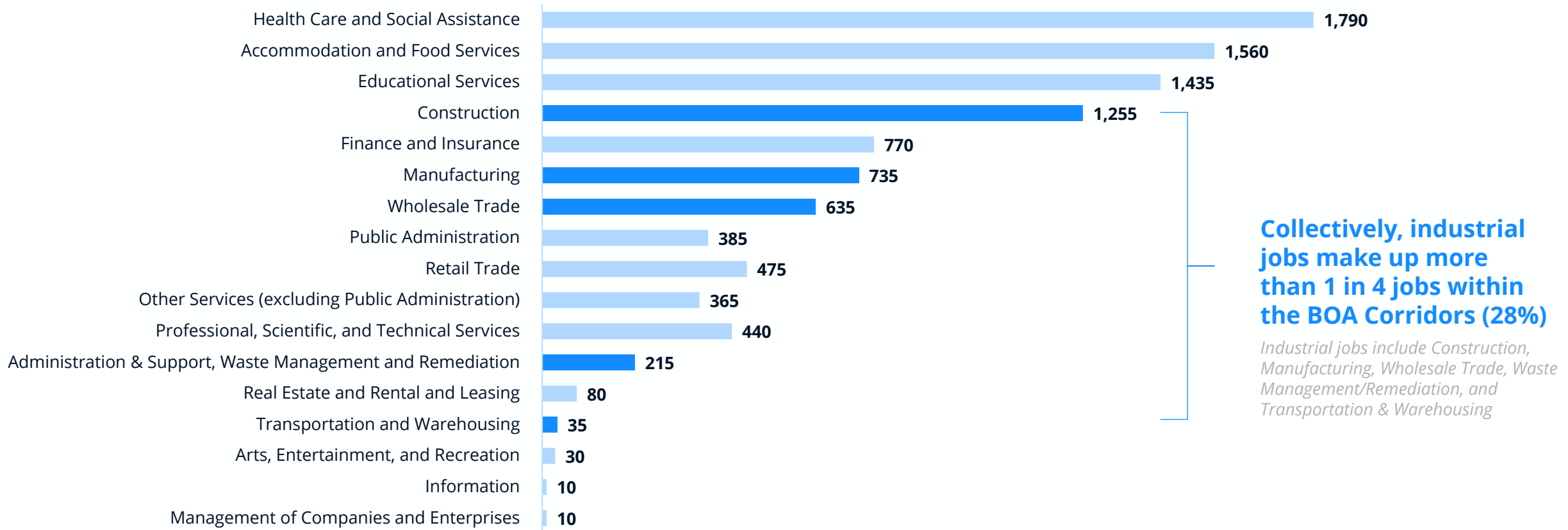
Job Density in the Study Area (2019)



CORRIDOR EMPLOYMENT BY SECTOR

Jobs in the BOA corridors are concentrated in health care, accommodation and food services, and education.

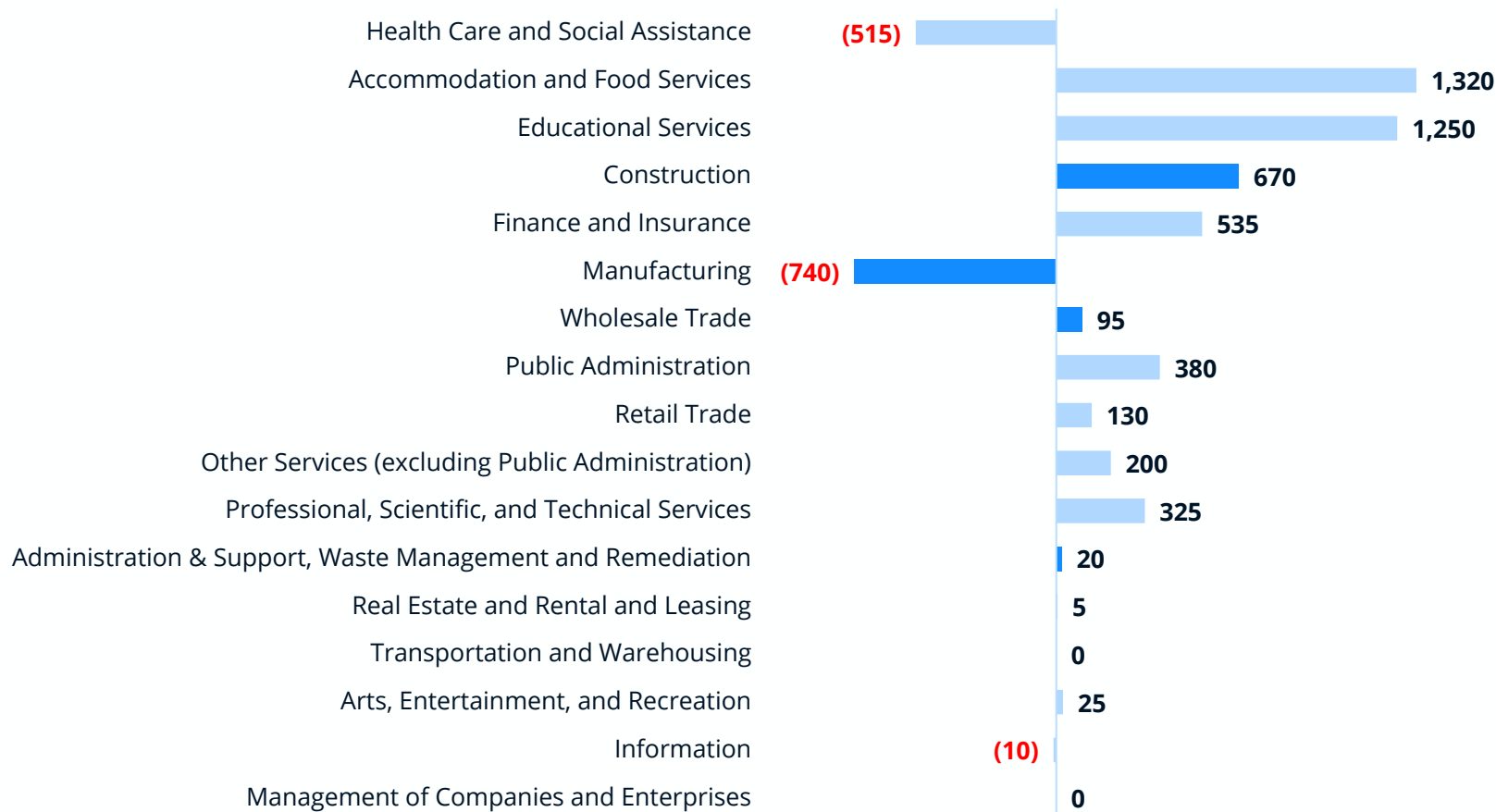
Total Corridor Employment by Sector (2019)



CORRIDOR EMPLOYMENT GROWTH BY SECTOR

Total employment within the BOA corridors has grown at over 2.5X the rate of Brooklyn employment overall, despite steep declines in the manufacturing sector.

Change in Corridor Employment (2009-2019)



+56%

Total employment growth in the corridors (2009-2019), vs **21%** in Brooklyn

+2%

Growth in industrial jobs in the corridors (2009-2019), vs **16%** in Brooklyn

(50%)

Decline in mfg jobs in the corridors (2009-2019), vs **7% decline** in Brooklyn

BOA Goals

VISIONING + OBJECTIVES

FAC and its partners have proposed the following objectives to guide the overall BOA process.

DEVELOPMENT WITHOUT DISPLACEMENT

Serving long-term, low- and moderate-income and immigrant South Brooklyn residents with affordable, safe homes and quality jobs.

PUBLIC LAND FOR PUBLIC GOOD

Ensuring that use of existing assets and redevelopment plans for sites that are publicly owned are aligned with community needs.

CONNECTED COMMUNITIES

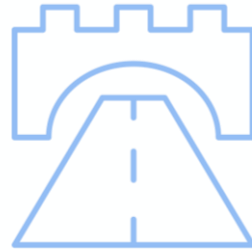
Improving access to quality open space, knitting communities/areas together through public realm and streetscape improvements, and facilitating connections to the waterfront and other community assets.

VISIONING + OBJECTIVES - POTENTIAL LEVERS

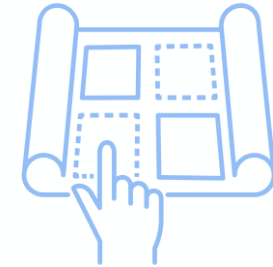
The BOA process can leverage several tools to demonstrate the community's short-, medium-, and long-term objectives.



**REUSE OF PUBLIC
OR MIXED-USE
SITES**



**OPEN SPACE +
PUBLIC REALM
IMPROVEMENTS**



**ZONING +
LAND USE**

VISIONING + OBJECTIVES - MITIGATING DISPLACEMENT

New and proposed tenant protections and affordability requirements introduced since the 2009 Sunset Park rezoning help to mitigate displacement risks associated with possible future development.

**2019 Housing Stability
and Tenant Protection
Act**

**Certificate of No
Harassment**

Good Cause Eviction

**Mandatory Inclusionary
Housing**

Tenant Right-to-Counsel

New 421-a

NEIGHBORHOOD PRIORITIES

We asked Steering Committee members to share their views on top priorities for Sunset Park.

Select the **top three issues** that you think are important for us to consider as we embark on this study:

1

New affordable housing development (92%)

2

Preservation of existing affordable housing (83%)

3

Improved streetscapes and open spaces (42%)

Other priorities:

- Improved use of public assets
- Improved transit access
- Job creation
- Preservation of manuf. /industrial jobs
- Workforce training in growing sectors

Includes in-person and virtual responses, 5/24/2023. Percentages reflect how many participants selected specific issues in their response

OBJECTIVES, STRATEGIES + PRINCIPLES

Based on feedback from the Steering Committee, we identified strategies and principles to guide development within each corridor.

BOA OBJECTIVES

DEVELOPMENT
WITHOUT
DISPLACEMENT

PUBLIC LAND
FOR
PUBLIC GOOD

CONNECTED
COMMUNITIES

STRATEGIES + PRINCIPLES

- **Build and preserve affordable housing**
- Identify pathways to **affordable homeownership**
- Expand **economic opportunities** for residents via transit-oriented development
- Create opportunities for **vocational education or workforce training for young adults**

- Use publicly owned land for **100% affordable housing development**
- **“Land-bank” sites** to combat displacement associated with the IBX project
- Create more **public & accessible green spaces** for community residents
- Empower residents through **strengthened social & community services**

- Improve the **public realm** through streetscape improvements & transit connectivity
- Create **direct employment pipelines for residents** to access local jobs
- Explore mixed **industrial/manufacturing & residential** uses
- Coordinate with **economic & workforce development efforts** at the waterfront

CORRIDOR DEVELOPMENT FRAMEWORK

Steering Committee feedback further informed goals to guide our approach within specific corridors.



Mixed-Use Transition Corridor

4th Avenue North + Greenwood

- Build more affordable housing along the avenues, along with associated public realm improvements
- Test mixed industrial/residential development on corner lots
- Preserve neighborhood-serving retail
- Improve pedestrian safety
- Preserve view corridors to Harbor

Transit-Oriented Development Corridor

4th Avenue South

- Build more affordable housing on 4th Ave, along with community/family-supporting uses to serve new residents
- Activate street life along 4th Ave with ground-floor uses and streetscape improvements
- Connect residents to job opportunities at the waterfront and via transit connections

Community Infrastructure Corridors

39th Street + 63rd Street

- Reclaim underused transit and commercial sites for mixed-use, 100% affordable housing
- Improve connectivity with new green space and active streetscapes
- Preempt gentrification and displacement from IBX

Q+A

The background image shows a park with a paved path and green grass. In the distance, a city skyline is visible under a clear sky. A dark blue horizontal bar is overlaid on the image, containing the number '02' in green and the title 'Gallery Walk' in white. Below the title, there is a line of white text.

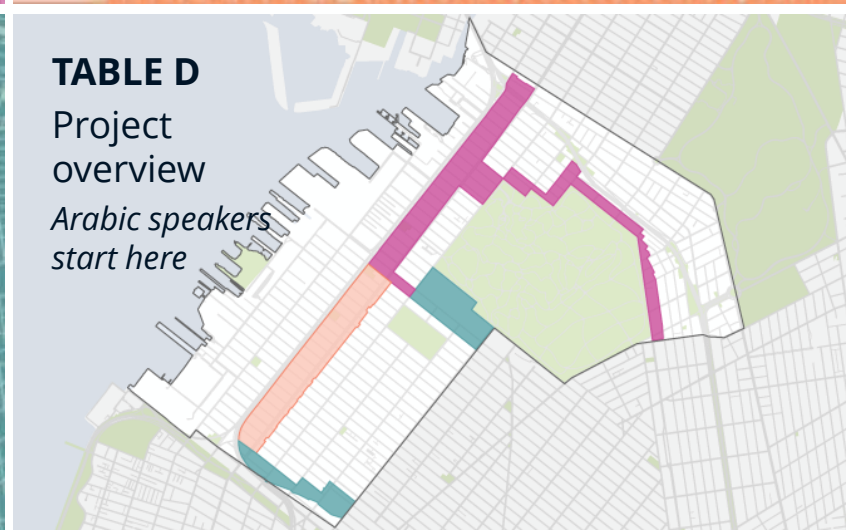
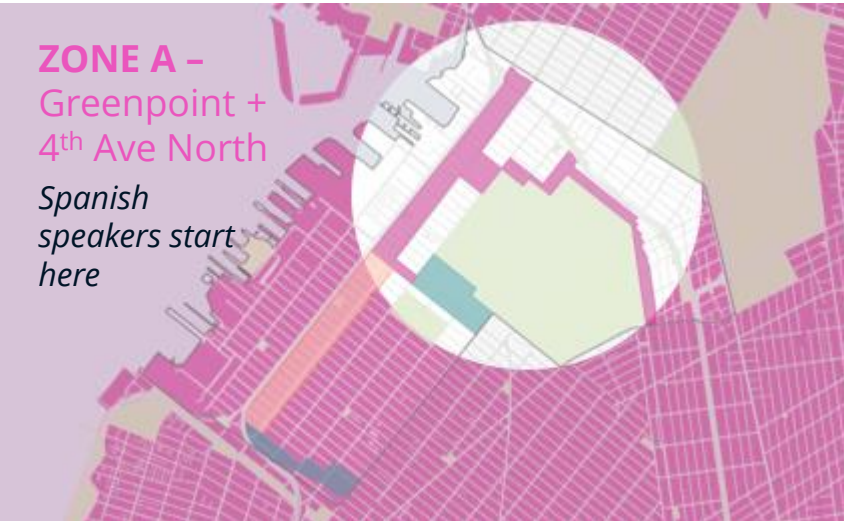
02

Gallery Walk

Information in this section is available at corridor breakout tables

GALLERY WALK

We want to hear your vision for the neighborhood and individual corridors!



Choose a table to start.

For the first 5 minutes, reflect on:

- What is special/important about this area?
- What is missing?
- What would you like to see (or see more of)?

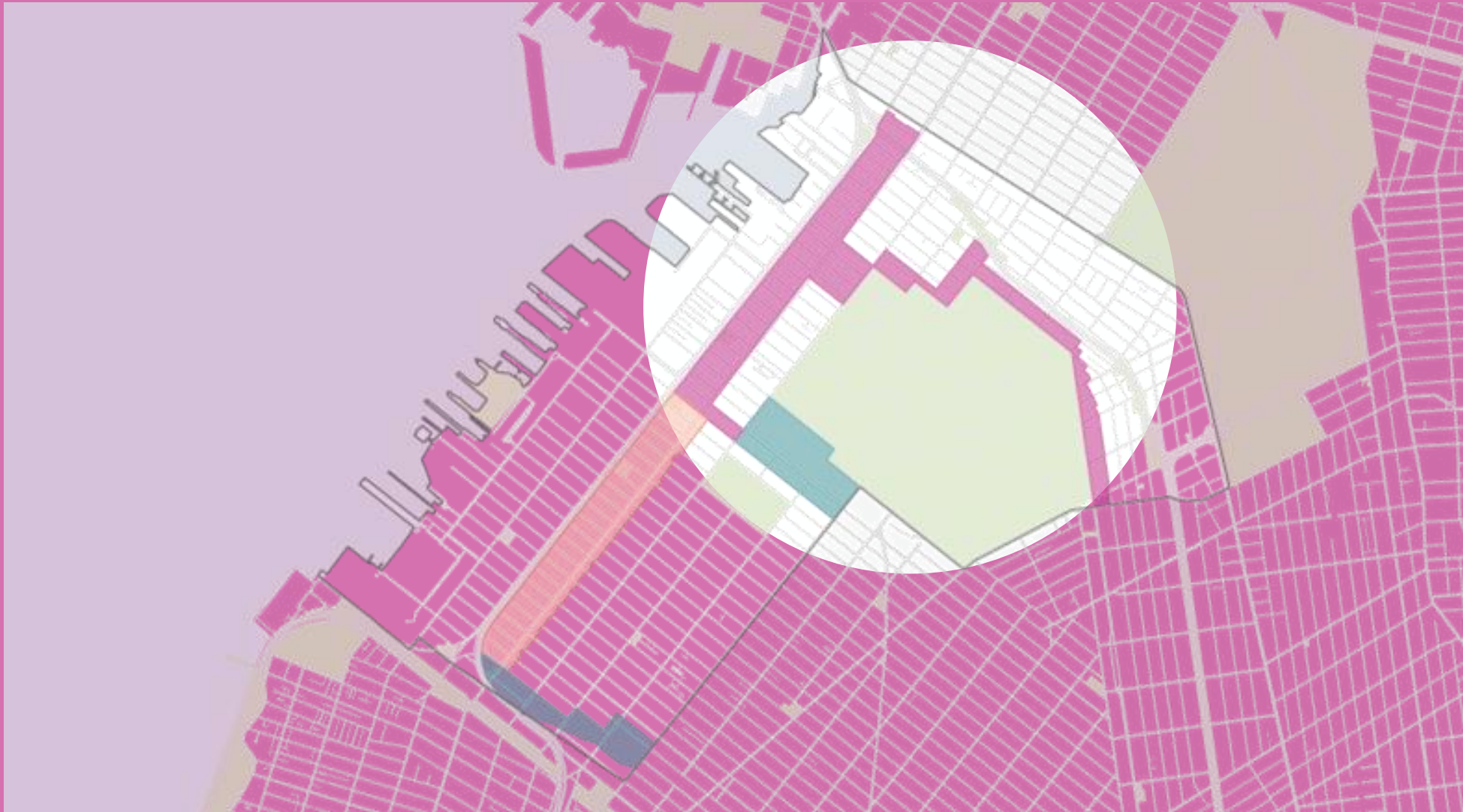
Spend the next 5 minutes sharing out with the group, using the stickers/post-its to flag areas of interest or concern.

Rotate to the next table after 10 minutes.

Repeat.

Zone A

Greenwood + 4th Ave North



ZONE A: DEMOGRAPHIC OVERVIEW

Zone A corridors have a lower residential density than Brooklyn. Residents are more likely to have been born in the U.S.

7,475

TOTAL CORRIDOR
RESIDENTS (2022)

38.9

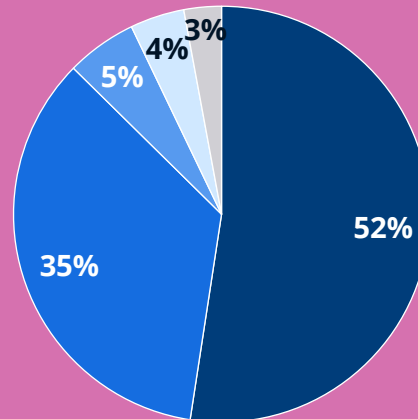
RESIDENTS/ACRE
VS. 69.1/ACRE IN BROOKLYN

12%

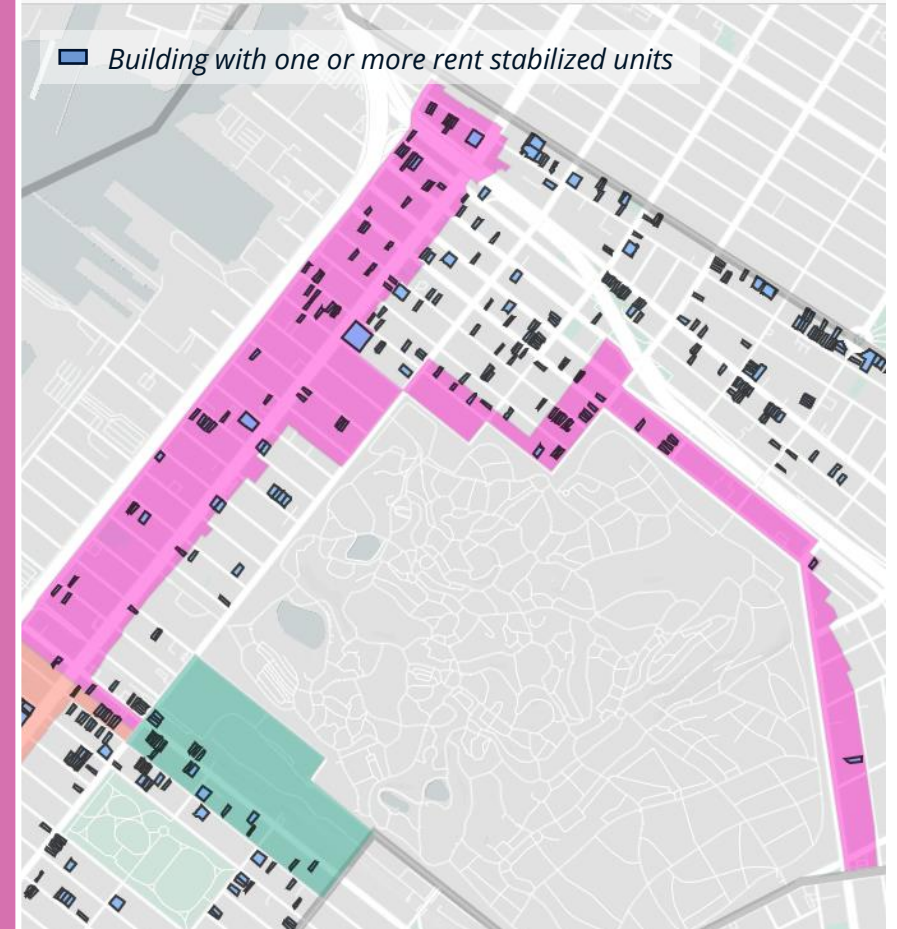
POPULATION GROWTH SINCE
2010, VS. 10% IN BROOKLYN

23%

FOREIGN BORN RESIDENTS*,
VS. 35% IN BROOKLYN



- Speak Only English
- Speak Spanish
- Speak other Indo-European Languages
- Speak Asian and Pacific Island Languages
- Speak Other Languages



ZONE A: ECONOMIC OVERVIEW

Total jobs have grown significantly since 2010, driven by the construction, accommodation & food, and education sectors. Meanwhile, manufacturing jobs have fallen by over half.

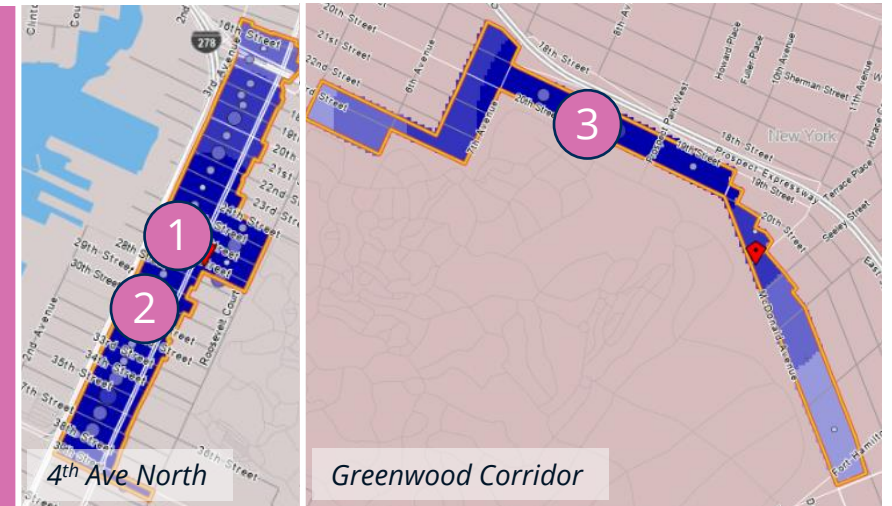
6,275
TOTAL JOBS IN
CORRIDOR (2019)

69%
JOB GROWTH SINCE 2010,
VS. **17%** IN BROOKLYN

4%
CHANGE IN INDUSTRIAL JOBS
SINCE 2010, INCL. **52%** DECLINE
IN MANUFACTURING JOBS

TOP 3 EMPLOYMENT SECTORS (2019)

- Accommodation & Food Services (1,395)
- Construction (1,190)
- Educational Services (695)

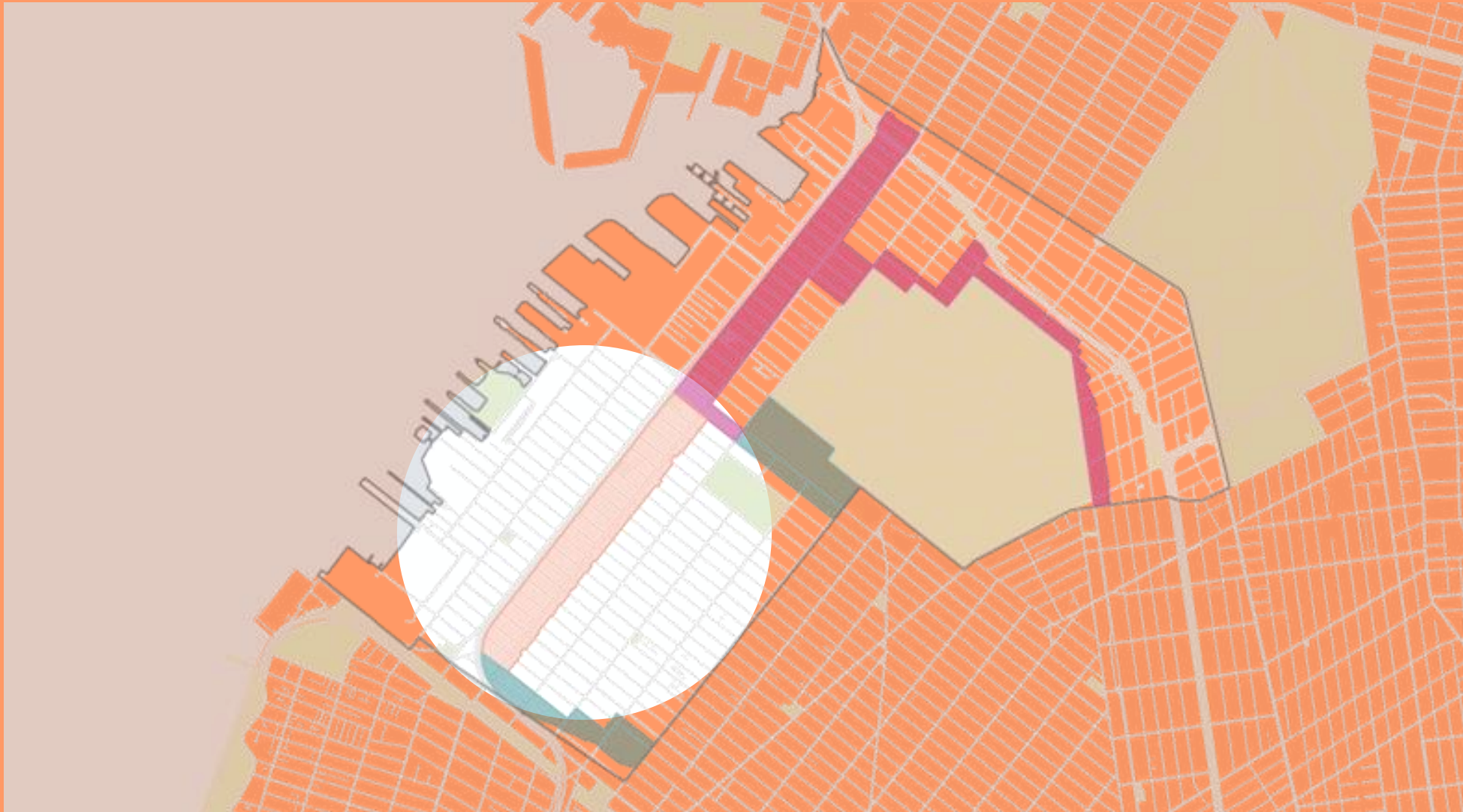


MAJOR EMPLOYERS

1. The L, Glo, Liberty View Hotels
2. Light Manufacturing and Warehouses
3. K-12 Education

Zone B

4th Ave South



ZONE B: DEMOGRAPHIC OVERVIEW

Zone B is a dense predominantly residential area with a high foreign-born population. Population growth has lagged Brooklyn as a whole.

12,520

TOTAL CORRIDOR
RESIDENTS (2022)

108.7

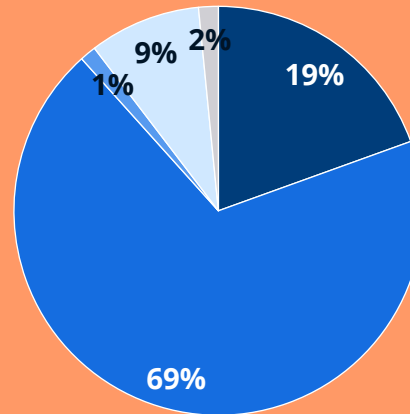
RESIDENTS/ACRE
VS. 61.9/ACRE IN BROOKLYN

3%

POPULATION GROWTH SINCE
2010, VS. 10% IN BROOKLYN

43%

FOREIGN BORN RESIDENTS*,
VS. 35% IN BROOKLYN



- Speak Only English
- Speak Spanish
- Speak other Indo-European Languages
- Speak Asian and Pacific Island Languages
- Speak Other Languages



ZONE B: ECONOMIC OVERVIEW

This corridor has added over 800 jobs since 2010, driven by population-serving sectors like education, food services, and retail.

1,540

TOTAL JOBS IN
CORRIDOR (2019)

800+

NEW JOBS ADDED SINCE
2010

TOP 3 EMPLOYMENT SECTORS (2019)

- Educational Services (740)
- Health Care & Social Assistance (490)
- Retail Trade (95)

FASTEST GROWING EMPLOYMENT SECTORS (2010-2019)

- Educational Services (+740)
- Accommodations + Food Services (+50)
- Retail Trade (+20)



MAJOR EMPLOYERS

1. Healthcare and Education
2. Retail and Dining along 4th Avenue
3. Education and Auto Services

Zone C

39th St + 63rd St



Zone C: DEMOGRAPHIC OVERVIEW

Zone C has a low residential density, though population growth has been on par with that of the borough. Residents are predominantly foreign-born and speak another language.

3,960

TOTAL CORRIDOR
RESIDENTS (2022)

44.2

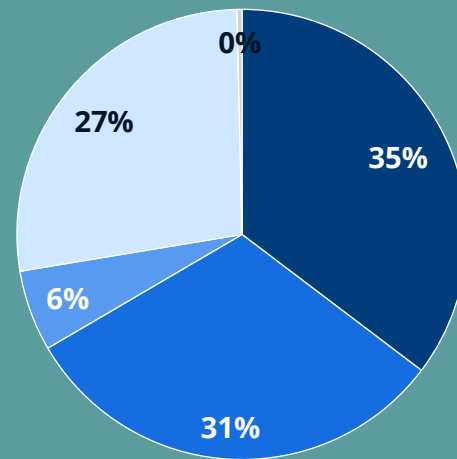
RESIDENTS/ACRE
VS. 69.1/AC. IN BROOKLYN

13%

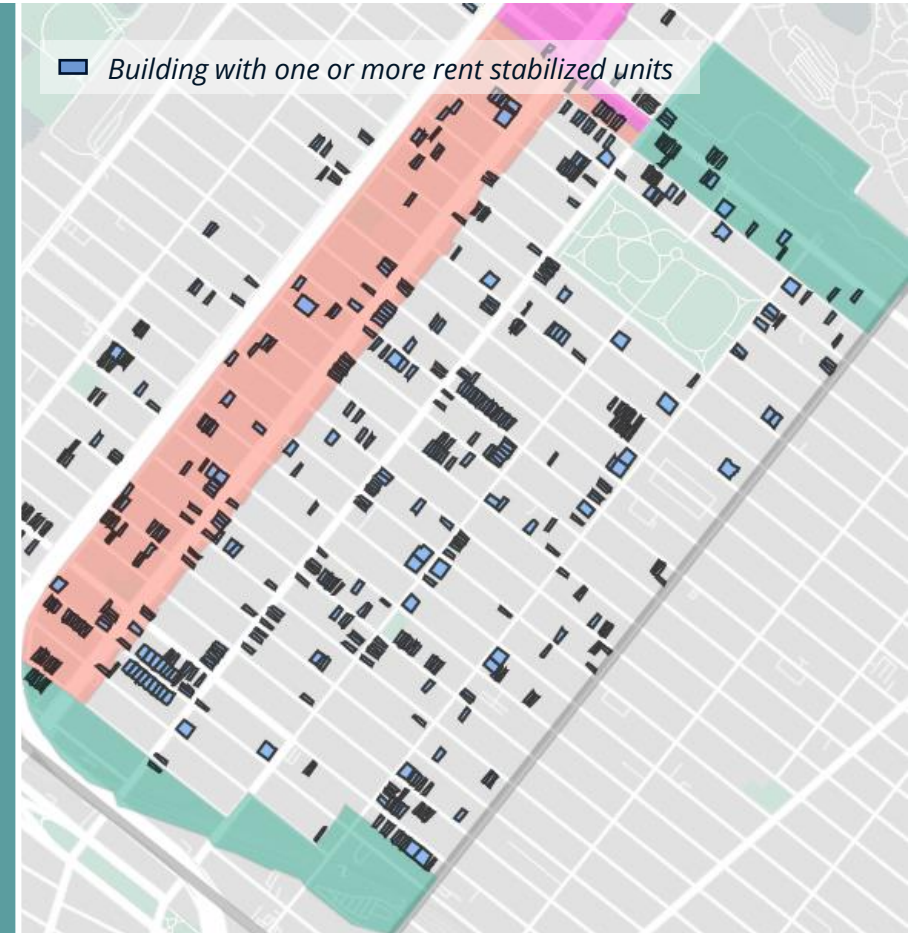
POPULATION GROWTH SINCE
2010 VS. 10% IN BROOKLYN

55%

FOREIGN BORN RESIDENTS*,
VS. 35% IN BROOKLYN



- Speak Only English
- Speak Spanish
- Speak other Indo-European Languages
- Speak Asian and Pacific Island Languages
- Speak Other Languages



GROUP C: ECONOMIC OVERVIEW

Zone C corridors have experienced a net decrease in jobs, driven by declines in the industrial and manufacturing sectors.

2,400

TOTAL JOBS IN
CORRIDOR (2019)

(3%)

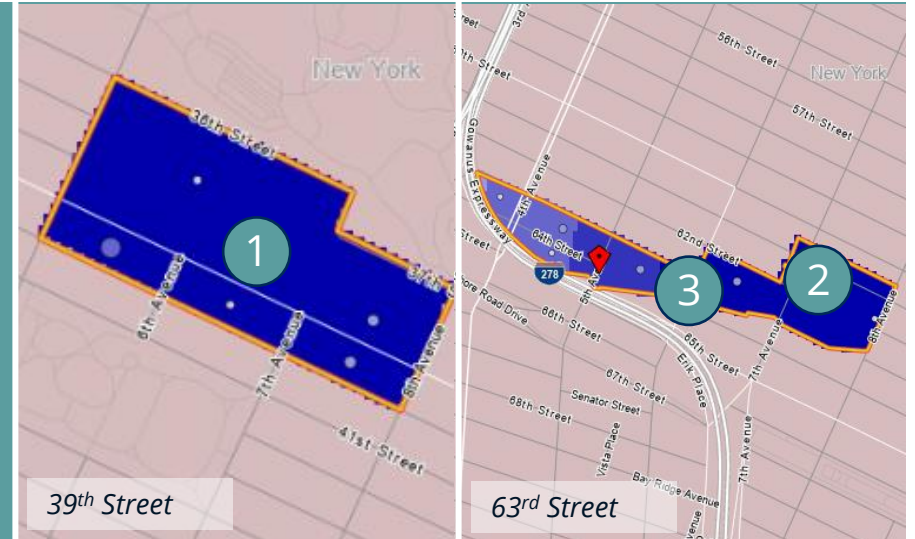
JOB GROWTH SINCE 2010,
VS. **17%** IN BROOKLYN

(23%)

CHANGE IN INDUSTRIAL JOBS
SINCE 2010, INCL. **16% DECLINE**
IN MANUFACTURING JOBS

TOP 3 EMPLOYMENT SECTORS

- Health Care & Social Assistance (1,135)
- Finance & Insurance (705)
- Manufacturing (165)



MAJOR EMPLOYERS

1. MTA
2. Healthcare Services
3. Warehousing and Light Manufacturing

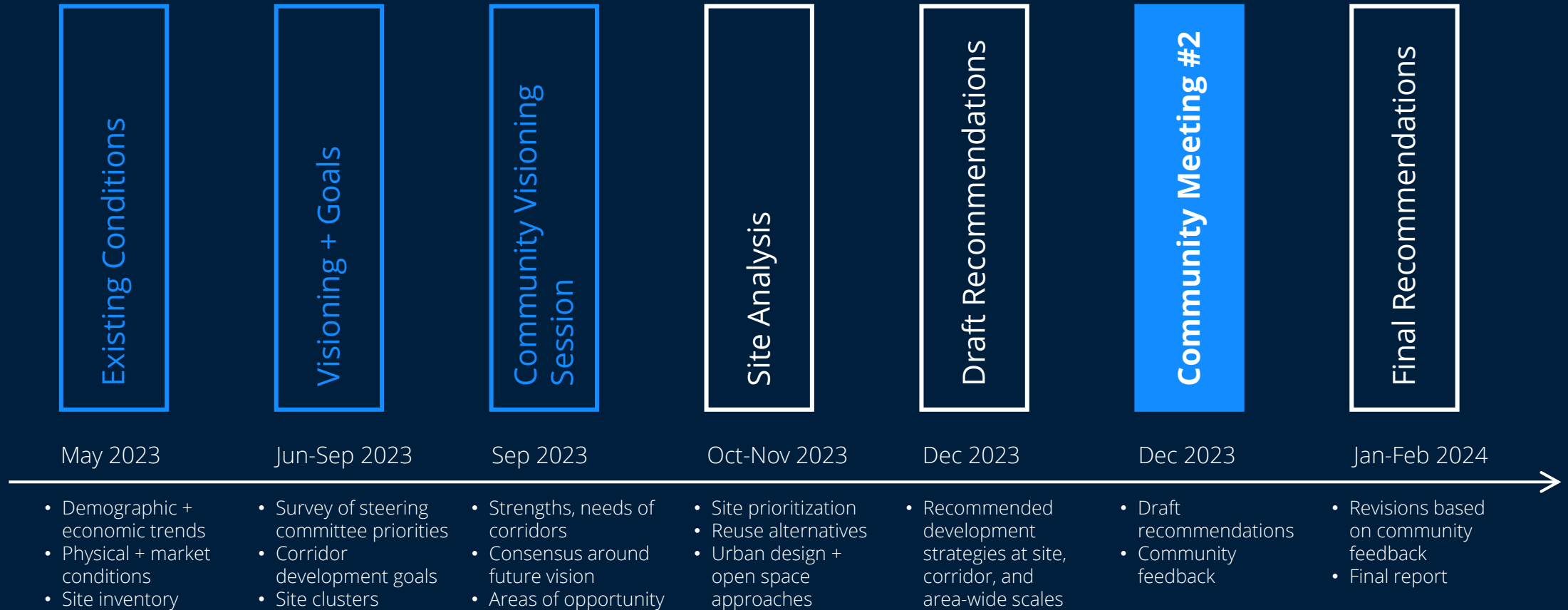


03

Next Steps

NEXT STEPS

Your feedback will directly inform our next phase of work, including how strategic sites in the corridors can be reimaged as community assets.



PLEASE TURN IN YOUR SURVEY CARDS!

To sign up for updates, visit:

<https://fifthave.org/southbrooklynboa>



Thank you!