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
BOA Introduction + Community Goals
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
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).

**Zone A:** Green-Wood + 4th Ave North

**Zone B:** 4th Ave South

**Zone C:** 39th St + 63rd St
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

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

- **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

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

Neighbors Helping Neighbors (NHN)

- 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

Brooklyn Workforce Innovations (BWI)
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.

**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
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
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.

**PROCESS + TIMELINE**

May 2023
- Demographic + economic trends
- Physical + market conditions
- Site inventory

Jun-Sep 2023
- Survey of steering committee priorities
- Corridor development goals
- Site clusters

Sep 2023
- Strengths, needs of corridors
- Consensus around future vision
- Areas of opportunity

Oct-Nov 2023
- Site prioritization
- Reuse alternatives
- Urban design + open space approaches

Dec 2023
- Recommended development strategies at site, corridor, and area-wide scales

Dec 2023
- Draft recommendations
- Community feedback

Jan-Feb 2024
- Revisions based on community feedback
- Final report
PLANNING CONTEXT

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

**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

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**Racial Composition (2022)**

<table>
<thead>
<tr>
<th>Race</th>
<th>Brooklyn</th>
<th>Corridors</th>
</tr>
</thead>
<tbody>
<tr>
<td>Two or More Races</td>
<td>9%</td>
<td>13%</td>
</tr>
<tr>
<td>Some Other Race Alone</td>
<td>11%</td>
<td></td>
</tr>
<tr>
<td>Asian Alone</td>
<td>14%</td>
<td>16%</td>
</tr>
<tr>
<td>American Indian Alone</td>
<td>1%</td>
<td>3%</td>
</tr>
<tr>
<td>Black Alone</td>
<td>5%</td>
<td>28%</td>
</tr>
<tr>
<td>White Alone</td>
<td>26%</td>
<td>37%</td>
</tr>
</tbody>
</table>

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Source: U.S. Census Bureau American Community Survey, U.S. Census Bureau Longitudinal Employer-Household Dynamics
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

Source: Census 1990-2020, NALCAB, ACS 5-Year Estimates
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.

Source: Census 1990-2020. NALCAB. ACS 5-Year Estimates
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.

Source: NYU Furman Center, U.S. Census Bureau American Community Survey
Note: Sunset Park neighborhood defined by PUMA 4012, roughly coterminous with BK CD7
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

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

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

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

28.9% Sunset Park

30.0% Brooklyn

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

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

*Source: U.S. Census Bureau OnTheMap*
**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)**

- Health Care and Social Assistance: 1,790
- Accommodation and Food Services: 1,560
- Educational Services: 1,435
- Construction: 1,255
- Finance and Insurance: 770
- Manufacturing: 735
- Wholesale Trade: 635
- Public Administration: 385
- Retail Trade: 475
- Other Services (excluding Public Administration): 365
- Professional, Scientific, and Technical Services: 440
- Administration & Support, Waste Management and Remediation: 215
- Real Estate and Rental and Leasing: 80
- Transportation and Warehousing: 35
- Arts, Entertainment, and Recreation: 30
- Information: 10
- Management of Companies and Enterprises: 10

*Source: U.S. Census Bureau Longitudinal Employer-Household Dynamics*

Collectively, industrial jobs make up more than 1 in 4 jobs within the BOA Corridors (28%)

Industrial jobs include Construction, Manufacturing, Wholesale Trade, Waste Management/Remediation, and Transportation & Warehousing
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)

<table>
<thead>
<tr>
<th></th>
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</thead>
<tbody>
<tr>
<td>Health Care and Social Assistance</td>
<td>(515)</td>
<td>+56%</td>
</tr>
<tr>
<td>Accommodation and Food Services</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Educational Services</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Construction</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Finance and Insurance</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Manufacturing</td>
<td>(740)</td>
<td></td>
</tr>
<tr>
<td>Wholesale Trade</td>
<td>95</td>
<td>+2%</td>
</tr>
<tr>
<td>Public Administration</td>
<td>380</td>
<td></td>
</tr>
<tr>
<td>Retail Trade</td>
<td>130</td>
<td></td>
</tr>
<tr>
<td>Other Services (excluding Public Administration)</td>
<td>200</td>
<td></td>
</tr>
<tr>
<td>Professional, Scientific, and Technical Services</td>
<td>325</td>
<td></td>
</tr>
<tr>
<td>Administration &amp; Support, Waste Management and Remediation</td>
<td>20</td>
<td></td>
</tr>
<tr>
<td>Real Estate and Rental and Leasing</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>Transportation and Warehousing</td>
<td>0</td>
<td></td>
</tr>
<tr>
<td>Arts, Entertainment, and Recreation</td>
<td>25</td>
<td></td>
</tr>
<tr>
<td>Information</td>
<td>(10)</td>
<td></td>
</tr>
<tr>
<td>Management of Companies and Enterprises</td>
<td>0</td>
<td></td>
</tr>
</tbody>
</table>

Source: U.S. Census Bureau Longitudinal Employer-Household Dynamics

- **Total employment growth in the corridors (2009-2019), vs 21% in Brooklyn**
  - **+56%**
- **Growth in industrial jobs in the corridors (2009-2019), vs 16% in Brooklyn**
  - **+2%**
- **Decline in mfg jobs in the corridors (2009-2019), vs 7% decline in Brooklyn**
  - **(50%)**
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**
- **Mandatory Inclusionary Housing**
- **Certificate of No Harassment**
- **Tenant Right-to-Counsel**
- **Good Cause Eviction**
- **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.
Based on feedback from the Steering Committee, we identified strategies and principles to guide development within each corridor.

**OBJECTIVES, STRATEGIES + PRINCIPLES**

**DEVELOPMENT WITHOUT DISPLACEMENT**
- 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

**PUBLIC LAND FOR PUBLIC GOOD**
- 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

**CONNECTED COMMUNITIES**
- 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
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

Source: ESRI Business Analyst, U.S. Census Bureau American Community Survey, NYS Homes & Community Renewal
*Foreign-born residents approximated from closest conforming Census Tracts
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

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

Source: U.S. Census Bureau Longitudinal Employer-Household Dynamics
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

Source: ESRI Business Analyst, U.S. Census Bureau American Community Survey, NYS Homes & Community Renewal
*Foreign-born residents approximated from closest conforming Census Tracts
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

Source: U.S. Census Bureau Longitudinal Employer-Household Dynamics
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

Source: ESRI Business Analyst, U.S. Census Bureau American Community Survey, NYS Homes & Community Renewal
*Foreign-born residents approximated from closest conforming Census Tracts
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

Source: U.S. Census Bureau Longitudinal Employer-Household Dynamics
03

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

### NEXT STEPS

- **May 2023:** Existing Conditions
  - Demographic + economic trends
  - Physical + market conditions
  - Site inventory

- **Jun-Sep 2023:** Visioning + Goals
  - Survey of steering committee priorities
  - Corridor development goals
  - Site clusters

- **Sep 2023:** Community Visioning Session
  - Strengths, needs of corridors
  - Consensus around future vision
  - Areas of opportunity

- **Oct-Nov 2023:** Site Analysis
  - Site prioritization
  - Reuse alternatives
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- **Dec 2023:** Draft Recommendations
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- **Dec 2023:** Community Meeting #2
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- **Jan-Feb 2024:** Final Recommendations
  - Revisions based on community feedback
  - Final report
PLEASE TURN IN YOUR SURVEY CARDS!

To sign up for updates, visit: https://fifthave.org/southbrooklynboa

Thank you!