



Downtown Revitalization Initiative

APPLICATION

Applications for the Downtown Revitalization Initiative will be received by the Regional Councils. Applicant responses for each section should be as complete and succinct as possible. Applications should be submitted as Word documents and must be received by the appropriate Regional Council by 4:00 PM on June 1, 2018 at the email address provided at the end of this application. Application guidance is provided in the *Downtown Revitalization Initiative Guidebook* found on the DRI website at www.ny.gov/dri.

BASIC INFORMATION

Regional Economic Development Council (REDC) Region: New York City Region

Municipality Name: New York City

Downtown Name: Downtown Brooklyn

County Name: Kings

Vision for Downtown. Provide a brief statement of the municipality's vision for downtown revitalization.

Greater Downtown Brooklyn plays an important role for the borough and the region, and has experienced extensive economic growth over the past decade. However, the area linking the Downtown core, the Brooklyn Navy Yard, and DUMBO has long suffered from disinvestment in critical infrastructure and remains disconnected from the many assets of Downtown Brooklyn and the benefits of its growth. The opportunity exists today to improve the physical and programmatic connections between these neighborhoods to ensure equitable and accessible future growth that would improve the lives of residents and increase job opportunities in traditionally underserved communities. The Downtown Revitalization Initiative grant would enable the many partners of Greater Downtown Brooklyn to undertake necessary strategic planning and investment actions at this critical juncture.

JUSTIFICATION

Provide an overview of the downtown area nominated for the DRI program, highlighting the area's defining characteristics and the reasons for its selection. Explain why the downtown is ready for Downtown Revitalization Initiative (DRI) investment, and how that investment would serve as a catalyst to bring about revitalization.

Over the past decade, the greater Downtown Brooklyn and DUMBO area has experienced tremendous growth as Brooklyn borough's central business district as well as its civic, cultural, and employment hub. With more than 12,000 residential units and 20 million square feet of occupied offices, the area has transformed into a 24/7 community home to jobs, residents, students, and retail and entertainment destinations as well as an urban center for the tech and information and arts and entertainment industries.

The following data points evidence this growth:

- Downtown Brooklyn is the largest NYC business district outside of Manhattan
- ~8,300 new residential units and 28,000 residents - expected to grow to more than 50,000 by 2025
- Brooklyn Tech Triangle has 1,350+ innovation firms and \$5.3B economic impact (2015)
- 22% growth in innovation firms (2012-15)
- 103% growth in innovation jobs (2010-15)
- 17mm SF of office space is occupied, with commercial office vacancy rate of ~4.2%
- New commercial office projects to yield 3mm SF of new office in next 3 years
- 11 higher education institutions with ~45,000 students

Brooklynites from Brownsville to Brighton Beach rely on Downtown Brooklyn as a major regional transit hub - with 13 subway lines, 15 bus routes, an LIRR station, and the NYC Ferry - for access to jobs, goods and services, and arts and entertainment.

While greater Downtown Brooklyn is on track to become one of the premier urban centers in the region, critical needs and challenges persist that prevent local workers, residents, and businesses from reaping the benefits of Downtown's economic growth. Downtown Brooklyn is still grappling with the impacts of Moses-era urban renewal and highway development that left many communities physically and economically isolated from the borough's recent advances. Some areas, including the Tillary and Navy Street corridors; the Brooklyn Navy Yard; Farragut, Ingersoll, and Whitman Houses; and Commodore Barry Park, have long been ignored and have received no investment in critical infrastructure for decades. DUMBO, Borough Hall, Cadman Plaza Park, the Brooklyn Cultural District, Brooklyn Navy Yard, and the Downtown core are disconnected from one another, blocked by unwelcoming, unsafe, and congested physical environments that act as physical and mental barriers and create the perception of lingering blight.

Despite public and private investment in DUMBO, the Downtown core, and the Brooklyn Cultural District, residents of New York City Housing Authority's (NYCHA) Farragut, Ingersoll, and Whitman Houses and adjacent neighborhoods (see **Map of Proposed Downtown Revitalization Initiative (DRI) Boundaries**) remain effectively cut off and thus unable to equitably benefit from many of the economic opportunities, public spaces, and community programming and services created by these investments.

Building on the community engagement, visioning, and urban design work of Downtown Brooklyn Partnership's Brooklyn Strand study, this proposal seeks to rectify the mistakes of past urban design through physical public space interventions, in addition to entrepreneurial and educational programming to support underserved communities within the Downtown area. Catalytic programs and investments must be made in the physical environment, public realm, educational, and entrepreneurship programs to connect the existing investments from the Brooklyn Cultural District to the DUMBO waterfront, and thereby extend benefits of Downtown Brooklyn's growth to better serve local residents, businesses, and workers.

High-need projects include:

- **Public Realm + Physical Connections:** Transforming the physical environment at Tillary Street and Park Avenue, enhancing gateways to Downtown from adjacent neighborhoods, and connecting neighborhoods under a cohesive urban design and community vision to set the stage for local industry and employment growth and ensure access by traditionally underserved communities
- **Education + Entrepreneurship Connections:** Extending educational and entrepreneurial opportunities to surrounding low-income communities and partnering with the 11 higher education institutions to better prepare the local workforce for sustainable careers in growing job sectors
- **Arts + Culture Connections:** Linking cultural hubs of the Downtown core, the Brooklyn Cultural Districts, and DUMBO to each other and improving connections to and integration with the surrounding communities

These projects are outlined in greater detail in Question 8 of this Application.

The scale of Greater Downtown Brooklyn and its central location in the borough and the region place it in a prime position for Downtown Revitalization Initiative investment. Strategic planning and catalytic investments are crucial at this time in order to build on the growth of the past decade and extend Downtown Brooklyn's benefits to the surrounding communities. Moving forward, it is critical to plan for this connectivity in tandem with future investment to ensure that Brooklyn's central business district becomes a more equitable world-class center of innovation and livability.

The application responses below will describe the vision to advance inclusive revitalization within the Downtown Brooklyn neighborhoods and will further outline how REDC-resourced strategic planning and catalytic investments investment will support ongoing revitalization efforts in Greater Downtown Brooklyn.

DOWNTOWN IDENTIFICATION

This section should be filled out with reference to the list of desired attributes for participation in the DRI as set forth in the *Downtown Revitalization Initiative Guidebook*.

- 1) Boundaries of the proposed DRI area.** Detail the boundaries of the targeted neighborhood, keeping in mind that there is no minimum or maximum size, but that the neighborhood should be concentrated and well-defined. Neighborhoods beyond a traditional downtown or central business district are eligible, if they can meet other criteria making them ripe for investment. Attach a map that clearly delineates the area to be included in the downtown revitalization area.

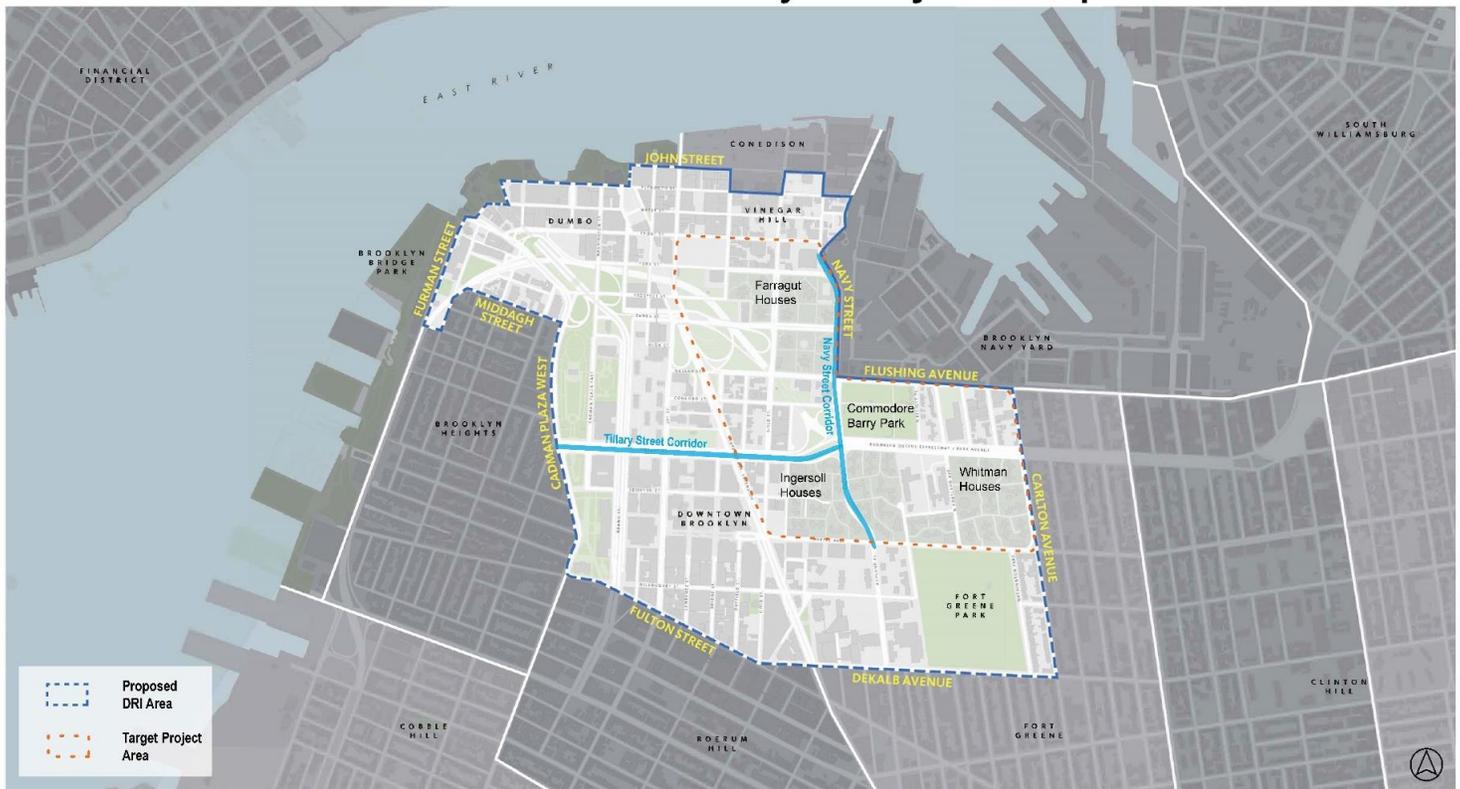
Downtown Brooklyn is the cultural and civic heart of the borough, a transit hub with a diverse mix of building stock, and central to a number of proximate and surrounding communities including DUMBO, Vinegar Hill, Fort Greene, the Brooklyn Navy Yard, and the NYCHA campuses of Farragut, Ingersoll, and Whitman Houses. These areas taken together are collectively Greater Downtown Brooklyn.

The general boundaries of the Downtown Revitalization Initiative (DRI) study area are detailed in blue on the map found at the end of this response section. The area includes the Downtown core, DUMBO, Vinegar Hill, the Brooklyn Navy Yard, the Brooklyn Cultural District, and Fort Greene.

More specifically, the DRI target project area is outlined in orange below. This area includes the Tillary and Navy Street corridors and portion of the study area connecting the Downtown core, Brooklyn Navy Yard, and DUMBO.

With its regional transit connectivity, Greater Downtown Brooklyn serves as a key gateway between Manhattan, central and south Brooklyn, and Long Island communities. REDC investment in Downtown Brooklyn will not only advance the vision for an inclusive and vibrant live/work hub in Brooklyn’s civic and cultural core, but also spur economic growth throughout the borough and region.

Greater Downtown Brooklyn Study Area Map



2) Description of catchment area. Outline why the proposed DRI area, or its catchment area, is of a size sufficient to support a vibrant, year-round downtown, with consideration of whether there is a sizeable existing or increasing population within easy reach for whom this would be the primary downtown destination.

Downtown Brooklyn is the third largest central business district in New York City and the largest commercial center outside of Manhattan. Tens of thousands of residents call Downtown Brooklyn home, and many more people work at the more than 4,000 businesses that make up Downtown Brooklyn's vibrant commercial ecosystem. Both the residential and worker populations continue to grow in this catchment area.

The area also serves as a college town within the borough's civic and cultural core, with 11 higher education institutions and approximately 45,000 students combined, including public institutions such as the New York City College of Technology (City Tech) as well as the growing private campuses of New York University's Tandon School of Engineering and Long Island University's Brooklyn Campus. This cluster of higher education institutions not only creates more vibrancy and density through the local, national, and international student body it attracts, but it has the potential to spur greater innovation and entrepreneurship through the various industry partnerships, business incubation and co-working laboratories, as well as academic programs in high growth sectors.

Furthermore, Downtown Brooklyn's position as a transportation hub, with 13 subway lines, 15 bus routes, the NYC Ferry, and broader access via the LIRR, makes it a regional employment node and a center of civic and cultural activity for the borough and the city. Within a 30-minute commute shed, there is a total population of more than 1.7 million people.

These assets make Downtown Brooklyn the ideal candidate for REDC Downtown Revitalization Initiative investment. Despite Downtown Brooklyn's strong positioning within the borough and the region, portions of the Greater Downtown Brooklyn study area around Tillary and Navy Streets remain unable to access the area's many benefits and have long suffered from disinvestment and disconnection. Technical assistance and strategic planning resources from New York State will allow Downtown Brooklyn to develop a Strategic Investment Plan that connects and advances the many disparate competitive advantages of the area and builds on its potential to become one of the premier urban centers and job hubs in the region while simultaneously ensuring participation from residents of the currently-disconnected area between the Downtown core, DUMBO, and the Brooklyn Navy Yard. DRI's project implementation award will allow Downtown Brooklyn to leverage additional private investment and advance transformative projects towards a more connected and prosperous Downtown that better extends the benefits of recent growth to traditionally underserved communities and the region as a whole.

3) Past Investment, future investment potential. Describe how this DRI area will be able to capitalize on prior private and public investment, or catalyze future investments in the neighborhood and its surrounding areas.

The majority of the recent investment in this catchment area has taken place in the core of Downtown Brooklyn and DUMBO. City-led rezonings of Downtown Brooklyn (2004) and DUMBO (late 1990s, 2009) spurred major private development of residential and mixed-use projects that brought new residents, jobs, and firms to the area. The Downtown core also benefitted from educational investment by anchor institutions that helped to position the area as a hub for innovation jobs and new economic growth.

In stark contrast to the growth recently experienced in the core of Downtown and DUMBO, other neighborhoods within the greater Downtown Brooklyn area, specifically the area around Tillary and Navy Streets

connecting Downtown Brooklyn; the Brooklyn Navy Yard; and DUMBO, have lacked significant investment for decades. Downtown Brooklyn is now at the right moment in time for significant growth that encompasses all surrounding neighborhoods, including these traditionally underserved areas. The Downtown Revitalization Initiative grant would allow for thoughtful strategic planning and implementation of transformative projects in pursuit of this goal.

Due to a congested physical environment, outdated streetscape, lack of desirable gathering spaces for residents and office workers, limited transit access in portions of the area, and other challenges, the experience of Downtown Brooklyn is inadequate and incongruous to the world-class center of innovation and livability that the recent public and private investment should produce. New investment in the public realm through the Downtown Revitalization Initiative will improve access to existing and future jobs and amenities for currently underserved neighborhoods and the broader region and will ensure the desirability of Downtown Brooklyn for future commercial office tenants and real estate investment. Furthermore, connecting neighborhoods will promote pedestrian activity and bikeability, enliven streets, enhance safety, and create favorable conditions for the neighborhood-serving local retail growth still sorely needed in many areas of the district.

Downtown Brooklyn Investment

The 2004 rezoning of Downtown Brooklyn and creation of the Special Downtown Brooklyn District led to significant private investment, totaling more than \$10 billion over the past fourteen years. The majority of this investment to date has been in residential and mixed-use projects within the Downtown core and DUMBO, with growing arts and entertainment and hospitality uses that attract locals and visitors alike. Additionally, Downtown Brooklyn has seen the development of educational space as it is home to 11 higher education institutions, many of which have reinvested in projects in the district. Major projects include New York University (NYU) and the New York City College of Technology (City Tech) which are described further in this section.

In the Downtown Brooklyn core, private investment in the development of new commercial office space has been limited to date, with just over 500,000 square feet delivered between 2007 and 2017, including recent projects such as The Pioneer Building. An additional 2 million square feet of office space is currently slated for development, including projects under construction (The Wheeler, One Willoughby) that have the potential to support additional jobs that will benefit the city and the region. Downtown Brooklyn has a robust workforce with employees possessing a range of skills applicable to a variety of different sectors that can support more commercial growth, but additional investment is needed to ensure access to newly-created jobs and to make the area more livable for new residents and workers.

DUMBO Investment

DUMBO has also experienced a significant amount of private investment (more than \$3 billion) over the past few decades, starting with the residential rezonings that took place in the late 1990s and continuing through neighborhood-wide rezoning in 2009. Several new residential developments have been completed, and the

adaptive reuse of historic loft buildings is characteristic of the neighborhood. Major projects include the Dock Street School (60 Water Street), the conversion of 20 residential properties, upgrades to ten commercial office buildings, and new construction at 100 Jay Street and 1 John Street. Thanks to the growth of the area as a major hub for tech and creative companies, more than \$1 billion in private investment has been activated to create commercial office space in the last ten years, including upgrades to existing warehouse buildings, conversion of the Watchtower Properties, and adaptive reuse projects like Empire Stores.

Investment in Education

In 2014 NYU and Brooklyn Poly officially completed their merger, restoring engineering as a discipline to NYU after a 40-year hiatus. The merger allowed NYU to participate in the ever-growing innovation economy that was taking off in the Brooklyn Tech Triangle, and paved the way for the University to begin the rehab and reuse of 370 Jay Street, the long dormant former MTA headquarters. At 370 Jay Street NYU will bring together programs that are at the nexus of technology and creativity, where Tandon programs such as Computer Science, Electrical Engineering and Integrated Digital Media will be joined by programs from the Tisch School of the Arts, the Steinhardt School of Culture, Education, and Human Development, and the Courant Institute of Mathematical Studies – all to be relocated from Manhattan.

Between 370 Jay Street and the former Poly (now Tandon) campus infrastructure improvements, NYU is reinvesting over \$750 million in Brooklyn. Between the MakerSpace – a place for students, start-up businesses, and K12 STEM participants to turn their ideas into reality – and the borough’s first CleanRoom, the Downtown campus for NYU is ensuring that the tech boom of the last few years is always producing a talented future workforce to keep the innovation economy growing. In DUMBO, NYU Tandon has its Digital Future Lab, a start-up incubator focused around augmented/virtual reality (AR/VR), digitization of analog technology, and video. In the Brooklyn Navy Yard, Tandon will be opening the EDC/MOME-sponsored AR/VR Lab, which will focus on supporting new ventures, increasing access and expanding the talent pipeline, research, building a citywide AR/VR community, and spurring innovative corporate and academic partnerships.

City Tech, one of the largest public institutions of technology in New York State, has developed a new 350,000 square foot, eight-story academic complex at 285 Jay Street. The new facility replaces a former auditorium with a new 1,000-seat auditorium, laboratories, classrooms, offices, health clinics, and a gym. This project in the core of Downtown Brooklyn is City Tech’s most significant capital development in nearly five decades.

While Downtown Brooklyn has just begun to realize the last decade of investments, holistic and coordinating planning is needed with designated funding for execution of timely and strategic projects and programs. DRI designation is critical for Downtown Brooklyn to build on the public and private investment and transform the area to fulfill its potential as a prosperous central business district and job hub inclusive of all local residents and neighborhoods.

4) Recent or impending job growth. Describe how recent or impending job growth within or near the DRI area will attract professionals to an active life in the downtown, support redevelopment, and make growth sustainable in the long-term.

Downtown Brooklyn is New York City's third largest central business district and the largest district outside of the borough of Manhattan. Downtown Brooklyn is also the largest employment center within the borough of Brooklyn and contains half of the borough's total commercial office inventory. Companies such as Slate, Etsy, and Gimlet Media are located here and others such as FX Collaborative will join in the coming years.

Downtown Brooklyn has experienced significant job and firm growth during the past decade, with a 24% increase in jobs (10,702 jobs) and a 23% increase in firms (755 firms) across all sectors between 2010 and 2015. Much of this growth occurred in Tech, Advertising, Media, and Information (TAMI) sectors, specifically Arts and Entertainment (76% increase in jobs) and Tech and Information (135% increase in jobs). The innovation sector contributes to a thriving live-work economy, as well. Within the Brooklyn Tech Triangle, more than three-quarters of firms indicate that more than half of their employees live in Brooklyn, and at about a third of firms all employees live within the borough.

Moreover, Downtown is a regional hub for employment. The transit-oriented office development in this district provides access to jobs and services for residents living throughout the New York metro area. Within a 30-minute commute shed, the labor force includes a population of more than 1.2 million adults aged 25 years and older, many of whom hold advanced degrees.

However, many communities within Greater Downtown Brooklyn remain sorely in need, and nearby residents in neighborhoods adjacent to the Downtown core are not presently positioned to benefit from the recent growth of employment opportunities. The unemployment rate at the Farragut, Ingersoll, and Whitman Houses is 29%, which is three times the rate of the surrounding Community District. The median household income at these three NYCHA developments is approximately \$17,000, in contrast to a district-wide median income of \$83,000 (Brooklyn Community Board 2 Statement of Community District Needs, FY2019).

The expanding tech and innovation and arts and entertainment subsectors offer opportunities for a wide variety of the city's residents and career pathways within growing industries. We believe that these subsectors support a range of job opportunities at a diverse range of wage and educational requirement levels. Additionally, the forthcoming opening of employers such as Wegmans at the Brooklyn Navy Yard brings new job opportunities for which we must better prepare. Without adequate infrastructure and entrepreneurial and workforce preparedness efforts, it will be impossible to fully realize the benefits of these jobs in neighborhoods that have been disconnected from Downtown's growth to date.

Downtown Brooklyn is well-positioned to absorb more capacity and employment growth, and improvements and investment through the Downtown Revitalization Initiative grant would help to sustain this expansion as well as foster improved connectivity with surrounding communities. Investment in the quality of the public realm is essential to sustaining economic growth in Downtown Brooklyn and ensuring that it is accessible to all adjacent neighborhoods. Programmatic investment that complements the physical enhancements, such as partnerships with anchor institutions and entrepreneurial education programs, will help prepare residents to take advantage of the growing number and type of job opportunities.

5) Attractiveness of physical environment. Identify the properties or characteristics that the DRI area possesses that contribute, or could contribute if enhanced, to the attractiveness and livability of the

downtown for a diverse population of varying ages, income, gender identity, ability, mobility, and cultural background. Consider, for example, the presence of developable mixed-use spaces, varied housing types at different levels of affordability, walkability and bikeability, healthy and affordable food markets, and public parks and gathering spaces.

The Downtown Brooklyn core contains many features and amenities that attract locals as well as visitors to the area. However, Moses-era highway construction and urban renewal policies coupled with more than five decades of disinvestment in neighborhood-serving infrastructure have left adjacent communities, including the Farragut, Whitman, and Ingersoll Houses, isolated physically and socially from amenities such as public parks, open spaces, cultural and educational amenities, and grocery stores, despite their relatively close geographic proximity. This disconnect between neighborhoods and pockets of unattractive and unsafe areas within the public realm have resulted in broad lack of access and barriers to mobility – particularly to walkability and bikability – that can and should be addressed to ensure that the benefits of economic growth can reach these communities.

Strategic planning and investment through the Downtown Revitalization Initiative would allow Downtown Brooklyn and its partners to undertake projects to improve both the physical and programmatic connections between the amenities in Downtown core and DUMBO and adjacent traditionally underserved communities.

Highlights of existing assets that Downtown Brooklyn can build from and better connect with through the Downtown Revitalization Initiative planning and implementation process include:

Culture and the Arts

The Brooklyn Cultural District is home to over 100 arts and culture organizations, including the Barclays Center, Brooklyn Academy of Music (BAM), BRIC Arts Media, Mark Morris Dance Center, Theatre For a New Audience, Brooklyn Historical Society, St. Ann’s Warehouse, and New York Transit Museum.

Parks and Green Space

Greater Downtown Brooklyn is home to 14 parks totaling over 162 acres of green public space. The prominent feature of the parks system is Brooklyn Bridge Park, the 1.3-mile waterfront park that includes recreational spaces, landscaped gardens, bike paths, ferry launches, a marina, special events, and more.

Residential Real Estate

Downtown Brooklyn’s housing supply is expanding to meet growing demand, and the mix of units includes market rate, affordable units, and public housing. Residential real estate options range from newly-constructed condo and rental units to historic brownstones in nearby neighborhoods.

Retail and Other Consumer Amenities

There is a wide range of shopping, and dining choices in Downtown Brooklyn, the center of retail for the borough. Options include City Point, featuring DeKalb Market Food Hall, Target, Trader Joes, Century 21, and Alamo Drafthouse; Gotham Market at the Ashland food hall; Fulton Mall; Macy’s; Whole Foods 365; Apple Downtown Brooklyn; Atlantic Terminal Mall; and a huge variety of other national and independent businesses.

6) Quality of Life policies. Articulate the policies in place that increase the livability and quality of life of the downtown. Examples include the use of local land banks, modern zoning codes, comprehensive plans, complete streets plan, transit-oriented development, non-discrimination laws, age-friendly policies, and a downtown management structure. If policies achieving this goal are not currently in place, describe the ability of the municipality to create and implement such policies.

The 2004 rezoning of Downtown Brooklyn marked an important step for public investment in Downtown Brooklyn and set the stage for the growth the area has seen and future growth yet to be realized. Today, the City remains very involved in public realm improvement initiatives such as the Brooklyn Strand, streetscape and public space enhancements, workforce development programs, and land use planning and review to guide future sustainable development.

Greater Downtown Brooklyn is the focus of several existing plans and studies that emphasize complete streets and transit-oriented development policies, including the Downtown Brooklyn Development Plan (2004), the Downtown Brooklyn Surface Transit Circulation Study (2009), and a number of site-specific streetscape studies and safety plans for key corridors such as Livingston Street, Schermerhorn Street, Willoughby Street, Atlantic Avenue, and Flatbush Avenue. Additionally, NYC DOT is working with partners including the DUMBO Improvement District and community groups on the DUMBO/Vinegar Hill Street and Plaza Reconstruction project and a proposal to calm traffic and improve pedestrian and bicycle access along York, Jay, and Pearl Streets.

As a 501(c)3 non-profit local development corporation, the Downtown Brooklyn Partnership (DBP) serves as the primary champion for Downtown Brooklyn and its position as a world-class business, cultural, educational, residential, and retail destination. DBP manages three business improvement districts (BIDs) that span the neighborhood, including the MetroTech BID, the Fulton Mall Improvement Association, and the Court-Livingston-Schermerhorn BID. Together with the BIDs, DBP's activities include attracting new businesses and improving the environment for existing companies, facilitating the construction of public spaces and streetscapes that promote an active and cohesive community, supporting and promoting Downtown Brooklyn's cultural assets, and encouraging a sense of place and an engaged civic community.

The DUMBO Improvement District is a 501(c)3 non-profit organization and business improvement district (BID) founded in 2006 to enhance the DUMBO neighborhood and to amplify DUMBO's creative and innovative vibe. The organization oversees streetscape and public realm initiatives along with programs that bring public art, free WiFi, and events to the area. The BID also advocates on behalf of DUMBO's businesses, property owners, and residents.

7) Public Support. Describe the public participation and engagement process conducted to develop the DRI application, and the support of local leaders and stakeholders for pursuing a vision of downtown revitalization. Describe the commitment among local leaders and stakeholders to preparing and implementing a strategic investment plan. Identify an initial local lead for the program that will work with outside experts to convene a DRI Local Planning Committee to oversee the plan.

Throughout the rezoning efforts and in the decade that followed, the City and State have committed to Greater Downtown Brooklyn as a target location for redevelopment and revitalization. Public support over the past decade includes investments in public infrastructure, open space, cultural facilities, and industrial and commercial development projects. The *Downtown Rising* report, released in 2016, estimates that public investment in these areas alone totals to more than \$1.5 billion (2002 – 2016).

DBP and the DUMBO BID work with a wide variety of local leaders and stakeholders, including arts and culture organizations, elected officials, Brooklyn Community Board 2, public agencies, community-based organizations, and tenant groups, to expand and carry forward the 2004 plan for the area. Initiatives in support of this effort range from small-scale public realm improvements such as Street Seats and programming partnerships such as “Downtown Brooklyn Presents” and “Make it in Brooklyn,” to large-scale community planning and visioning exercises such as the Brooklyn Strand.

Several of the projects proposed as part of this grant application originate in the Brooklyn Strand action plan, which represents partnership and engagement between DBP, Brooklyn Bridge Park, the NYC Office of the Mayor, the NYC Department of Parks and Recreation, the NYC Department of Transportation, and the NYC Economic Development Corporation amongst many other agencies, organizations, and community groups. Development of this plan involved an extensive community engagement process in consultation with WXY Architecture and Urban Design, including walk-throughs with over 40 local organizations, five community workshops, outreach to more than 200 people, and more than 300 comments logged and included in the planning process.

DBP is well-positioned to serve as the initial local lead for the program. As a not-for-profit local development corporation, DBP serves as the primary champion for Downtown Brooklyn as a world-class business, cultural, educational, residential, and retail destination. DBP has operated successfully in this role for more than a decade.

8) Project List to Demonstrate Readiness: Describe opportunities to build on the strengths described above by providing a list of transformative projects that will be ready for implementation with an infusion of DRI funds within the first one to two years (depending on the scope and complexity of the project) and which may leverage DRI funding with private investment or other funds. Such projects could address economic development, transportation, housing, and community development needs. While such projects should have demonstrated public support, it is recognized that projects will ultimately be vetted by the Local Planning Committee and the State. Explain how most projects proposed for DRI funding demonstrate their readiness for implementation.

The projects targeted for planning and investment under the Downtown Revitalization Initiative fall under three major categories: Public Realm + Physical Connections, Education + Entrepreneurship Connections, and Arts + Cultural Connections.

Public Realm + Physical Connections

The proposed public realm projects build off of the extensive planning and community engagement that have shaped the Brooklyn Strand vision to date. These three action items are detailed further in the accompanying presentation.

- Connecting Tillary (Strand Recommendation #1), including:
 - Remove fencing, add park lighting and improve access to Commodore Barry Park along Navy Street
 - Improve Commodore Barry Park’s sports field, add stadium lighting and running track
 - Discourage illegal parking on City-owned land
 - Improve pedestrian and bike access along Navy Street and Tillary Street
 - Reclaim open space gained from streetscape improvements and create a new plaza at Tillary Street and Navy Street
- Park Avenue Crossing (Strand Recommendation #2), including:
 - New Park Avenue crosswalk at St. Edwards Street to connect Ingersoll and Whitman Houses to Commodore Barry Park
 - New seating, lighting, and planting along St. Edwards Street
 - New outdoor WiFi and charging stations
- Reconnecting Neighborhoods (Strand Recommendation #3), including:
 - Fence removal at parks and open spaces throughout the district to make these spaces more accessible and welcoming to the broader community
 - Bike network improvements and enhancements to the bicycle and pedestrian experience along key transit corridors

Education + Entrepreneurship Connections

- Expand the “Make It in Brooklyn” initiative to host pitch contests and provide resources to engage entrepreneurs and small businesses at NYCHA campuses and in the low-income communities adjacent to the Downtown core. Make It in Brooklyn is Downtown Brooklyn Partnership’s initiative to highlight and support Brooklyn’s entrepreneurial spirit and to cultivate a lasting innovation ecosystem throughout the borough, while connecting local talent to jobs.
- Partner with the 11 existing higher education institutions on workforce development and preparation initiatives in growing job sectors with a focus on arts and innovation

Arts + Cultural Connections

- Enhance sense of identity and connection to cultural hubs in DUMBO and Brooklyn Cultural District through coordinated marketing and branding efforts in partnership with community groups and arts organizations
- Explore opportunities to include physical and programmatic arts initiatives in the development of public space and public realm improvements in the Downtown core

9) Administrative Capacity. Describe the extent of the existing local administrative capacity to manage this initiative, including potential oversight of concurrent contracts once projects are selected for award.

Downtown Brooklyn is well-qualified to manage Downtown Revitalization Initiative funding and accompanying planning processes and has extensive experience in support of these qualifications, including:

- Management of three BIDs, including ongoing management of BID operations, three separate Boards of Directors, and annual budgeting processes
- Management of City and State grants, including a \$50K grant from Empire State Development (2014) in support of the Brooklyn Strand feasibility and design study and support from Empire State Development (\$2.15M) and the City of New York (\$1.4M City Capital + \$450K City Expense) for the construction of BAM Park.
- Management and oversight of public funding to directly transform public spaces, including plans to serve as construction manager for BAM Park; oversight of the Brooklyn Strand project including engagement with city agencies, elected officials, and community stakeholders as well as management of consultants; management of New York City Department of Transportation (DOT) Plazas (Albee Square Plaza, Willoughby Plaza, Fox Square Plaza, and Times Plaza) via a license agreement; involvement in DOT streetscape projects including the Flatbush Avenue Capital Project, Fulton Street Mall Capital Project, Boerum Place Streetscape, Brooklyn Bridge Boulevard Streetscape, Cultural District Distinctive Sidewalks, Tillary Street Reconstruction Project and Jay Street Safety Improvements; and other open space initiatives including installation of a free public WiFi network with NYCEDC and ongoing coordination for Willoughby Square Park with NYCEDC.

The Downtown Brooklyn Partnership is led by Regina Myer, who has extensive experience leading large scale planning and capital projects at the City and State level. Myer’s prior experience includes developing Brooklyn Bridge Park, managing planning and development at the Hudson Yards Corporation, and directing the Brooklyn office of the Department of City Planning.

10) Other. Provide any other information that informs the nomination of this downtown for a DRI award.

See attached slides for further project information.

*Don’t forget to attach a map that clearly delineates the proposed DRI Area. (See item 1.)

EMAIL SUBMISSION ADDRESSES

Please submit your application as a Word Document to the Regional Council for your region.

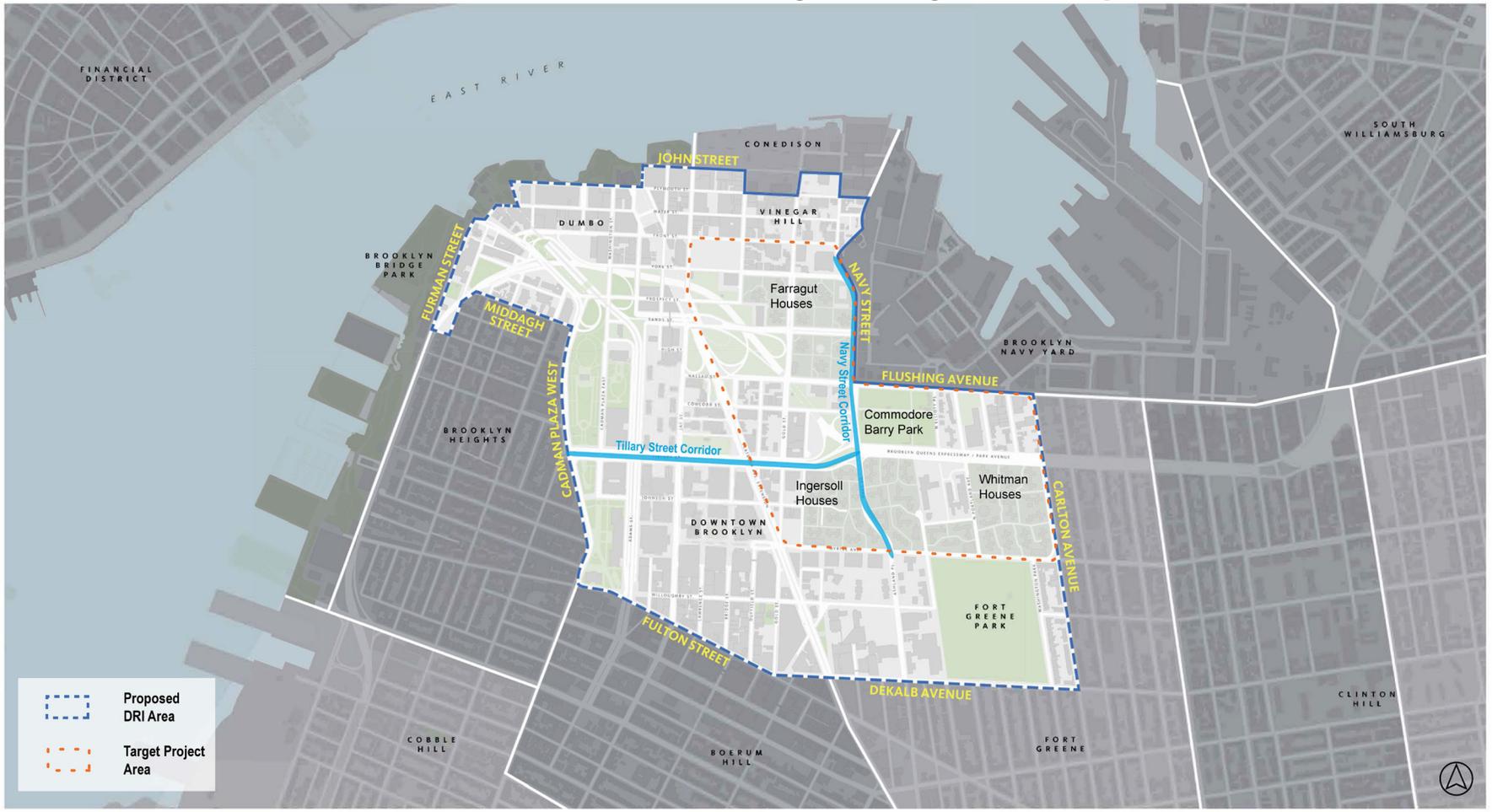
Capital Region	NYS-CapitalDist@esd.ny.gov
Central New York	NYS-CentralNY@esd.ny.gov
Finger Lakes	NYS-FingerLakes@esd.ny.gov
Long Island	LIREDC@esd.ny.gov
Mid-Hudson	NYS-MidHudson@esd.ny.gov
Mohawk Valley	NYS-MohawkVal@esd.ny.gov
New York City	NYC-DRI@esd.ny.gov
North Country	NYS-NorthCountry@esd.ny.gov
Southern Tier	NYS-SouthernTier@esd.ny.gov
Western New York	NYS-WNY-REDC@esd.ny.gov

Downtown Brooklyn Proposal Downtown Revitalization Initiative

New York City REDC
June 2018



Proposed Downtown Revitalization Initiative Study Area



GOALS

- 1. Rectify mistakes of urban renewal**
- 2. Connect Downtown neighborhoods**
- 3. Advance equity by extending educational & entrepreneurial opportunities to underserved communities**
- 4. Link Brooklyn Cultural District & DUMBO arts hubs**
- 5. Broaden the benefits of Downtown Brooklyn's growth to better serve local residents, businesses, and workers**

OBJECTIVES

- **Connectivity**
- **Safety & Access**
- **Placemaking**
- **Inclusive Growth**
- **Entrepreneurship**

PROPOSED DRI PROJECTS

- **Public Realm + Physical Connections:**

Transforming the physical environment at Tillary Street and Park Avenue, enhancing gateways to Downtown from adjacent neighborhoods, and connecting neighborhoods under a cohesive urban design and community vision to set the stage for local industry and employment growth and ensure access by traditionally underserved communities (*Brooklyn Strand Recommendations 8-10*)

- **Education + Entrepreneurship Connections:**

Extending educational and entrepreneurial opportunities to surrounding low-income communities and partnering with the 11 higher education institutions to better prepare the local workforce for sustainable careers in growing job sectors

- **Arts + Culture Connections:**

Linking cultural hubs of the Downtown core, the Brooklyn Cultural Districts, and DUMBO to each other and improving connections to and integration with the surrounding communities

Building Off Brooklyn's Accomplishments



Brooklyn
Bridge



Manhattan
Bridge



**BROOKLYN TECH
TRIANGLE**

22,000

total direct tech jobs
(2015)

**BROOKLYN
BRIDGE PARK**

108,000

visitors on summer
weekends

**BROOKLYN
STRAND**

**BROOKLYN
CULTURAL
DISTRICT**

50+

world-class cultural
institutions

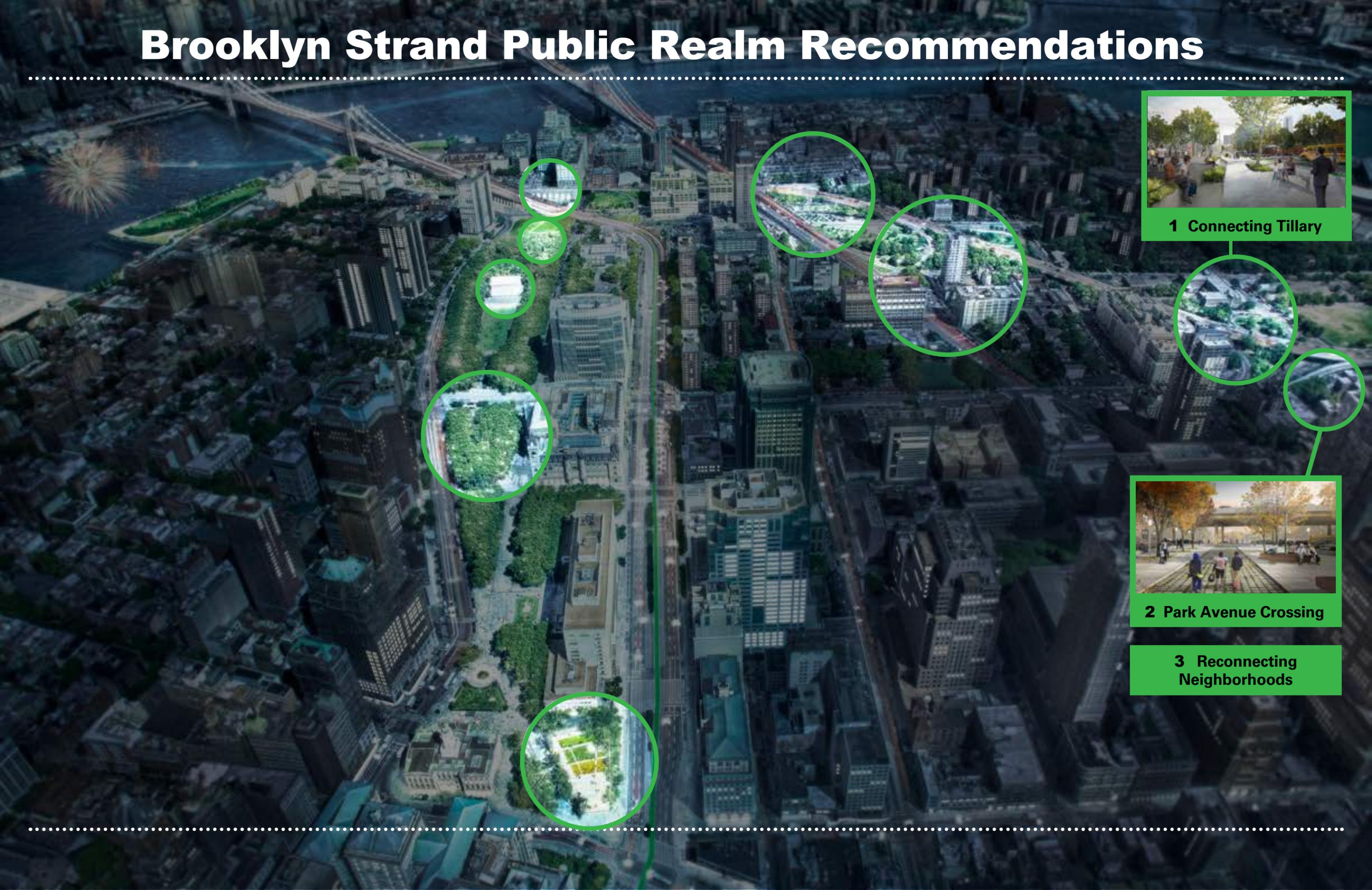
**DOWNTOWN
BROOKLYN**

\$11B

of private investment
built and planned
since 2004

Barclays Center

Brooklyn Strand Public Realm Recommendations



1 Connecting Tillary



2 Park Avenue Crossing

3 Reconnecting Neighborhoods

Stakeholders Engaged Through Brooklyn Strand Planning

**Office of Brooklyn Borough President
Brooklyn Community Board 2
Metropolitan Transportation Authority
New York City Dept of Parks and Recreation
New York City Dept of Transportation
New York City Economic Development Corp
NYC Department of City Planning
Office of New York City Council, 35th District
New York State Assembly 57th District
New York State Senate 25th District
NYC Council Member, 33rd District
New York State Senate 26th District
US Congress Member District 12
New York State 52nd Assembly District
NYS 50th Assembly District
Brooklyn Heights Association
DUMBO Neighborhood Association
Fulton Ferry Landing Association
GrowNYC Greenmarket
Brooklyn Book Festival**

**Kings County Supreme Court
General Services Administration
NYC Office of Emergency Management
Court-Livingston-Schermerhorn BID
MetroTech BID
FMIA Board
US District Bankruptcy Court
US Post Office
Brooklyn Public Library
Cadman Park Conservancy
Tenants Assoc. Ingersoll, Whitman, Farragut
Concord Village Association
Brooklyn Law School
St. Francis College
NYU Poly / NYU CUSP
City Tech
NYU-CUSP
NYU-Poly
DUMBO Heights
DUMBO Improvement District**

Strand Recommendations

1

Connecting Tillary

1 Connecting Tillary

Overview:

Commodore Barry Park is an active park that supports many community activities and events. It is home to the Brooklyn Pit Bulls, a youth football team, and hosts Afropunk Festival, an annual music festival founded in Brooklyn (2005). While the eastern portion of the park has seen improvements in recent years, there are still needs for improvement within and surrounding the park that have not been met.

Current Conditions:

South of the park, Navy Street is a key north-south corridor that connects community residents to parks, schools, and public transit. High fences through this corridor create the feeling of disconnected pedestrian pathways. Navy St intersects with Tillary St / Park Ave at a traffic dominated, major Brooklyn Queens Expressway interchange that has many difficult crossings for pedestrians and cyclists. This interchange presents a neighborhood challenge by leaving streets lined with blank ramp walls instead of active frontages for local amenities and community facilities. Cars are parked and stored illegally on the city-owned open space.

Opportunity:

There is an opportunity to reconfigure the ramps of this BQE interchange to remove the large physical barriers that further separate neighborhoods. Additionally, adding park lighting, improving the sports field, adding stadium lighting, and improving ADA access to the park are among the needed park improvements. In particular, there is potential to create a more usable and accessible park edge along Navy St.

1 Connecting Tillary – Recommendations

- 1.1 Remove fencing, add park lighting and improve access to Commodore Barry Park along Navy St.**
 - 1.2 Improve Commodore Barry Park's sports field, add stadium lighting and running track.**
 - 1.3 Better discourage illegal parking on City-owned land.**
 - 1.4 Reconfigure BQE ramps to improve pedestrian safety and unlock land for new uses.**
 - 1.5 Explore opportunities for affordable housing & business incubators.**
 - 1.6 Improve pedestrian and bike access along Navy St and Tillary St by reconfiguring existing unsignaled slight right turns to fully signaled traffic intersections, and adding dedicated bike lanes.**
 - 1.7 Reclaim open space gained from streetscape improvements and create a new plaza at Tillary St and Navy St.**
-

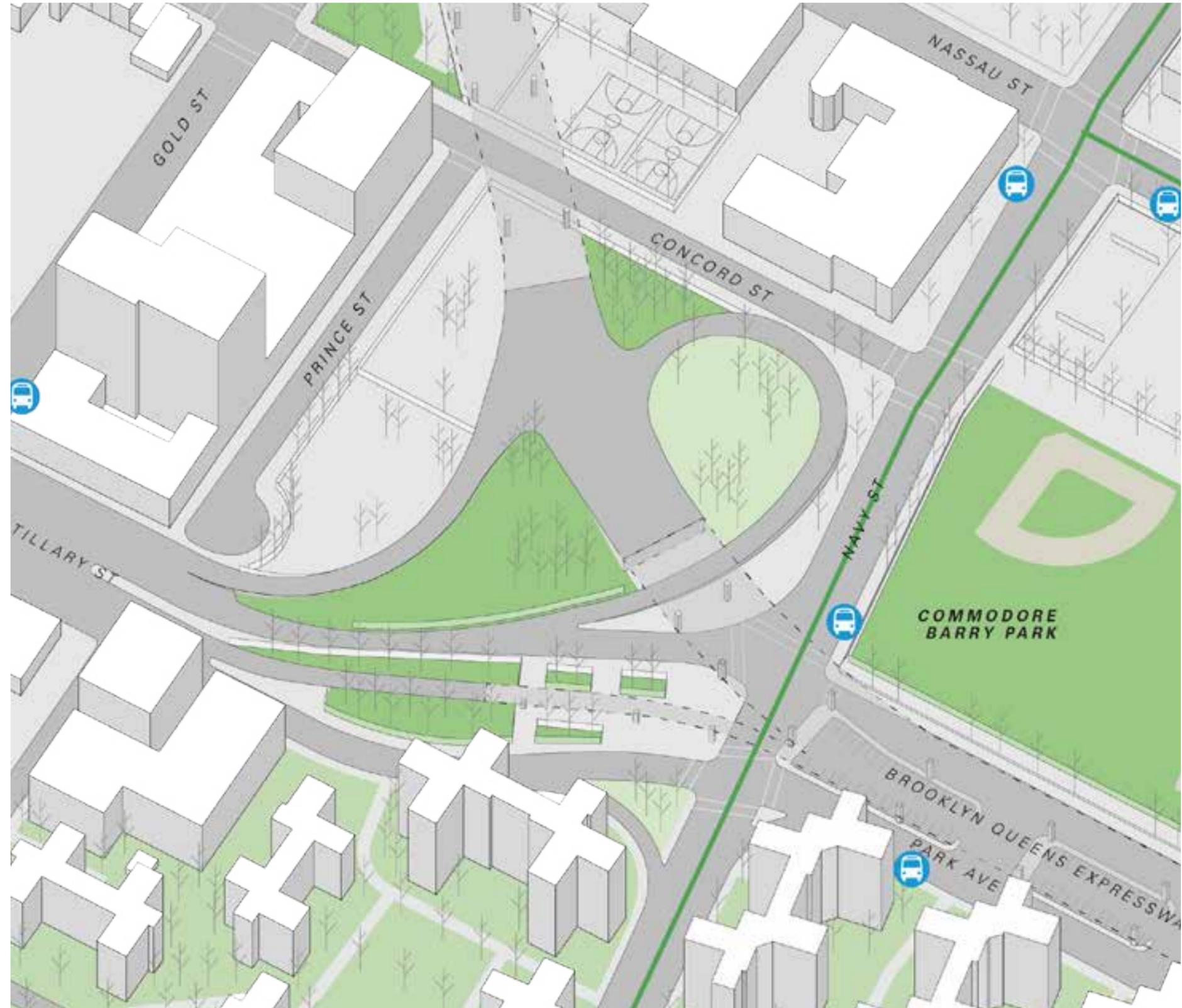
1 Connecting Tillary – Opportunities

4.1 acres
of unlocked open space
surrounding BQE off-ramps

ADA Access
towards Manhattan Bridge and
surrounding park

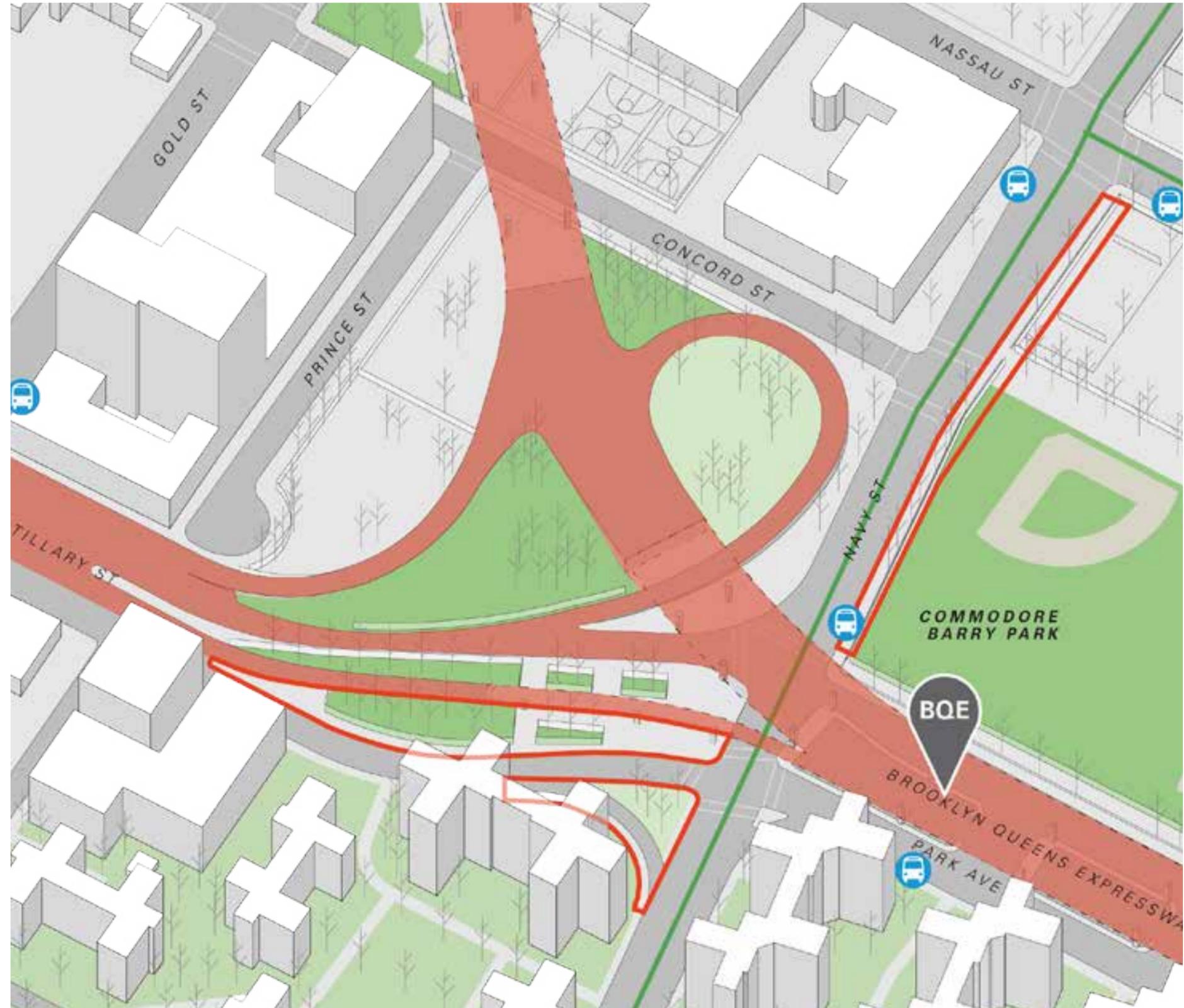
1.2 acres
of enlarged park space

**Improved
Walkability**
along Navy Street



1 Connecting Tillary – Existing

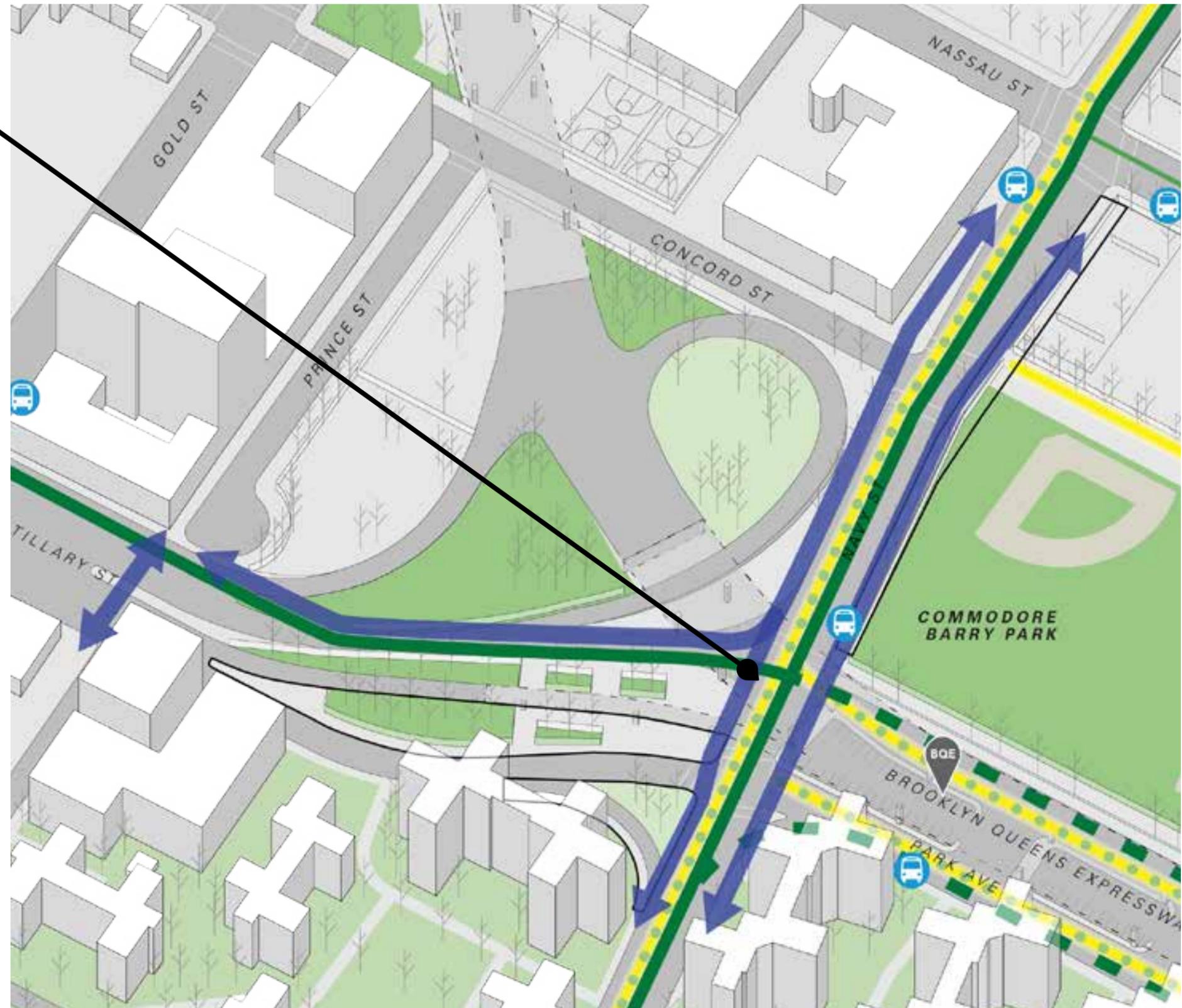
-  Study Area
-  Existing Infrastructure
-  Existing Bike Lanes
-  Existing Bike-Friendly Roads



1 Connecting Tillary – Connectivity

Improve pedestrian and bike access; implement signaled intersections and add dedicated bike lanes

- Improved Trees & Lighting
- Improved Pedestrian Access
- Improved Bike Lanes
- Improved Bike-Friendly Roads
- Existing Bike Lanes
- Existing Bike-Friendly Roads



1 Connecting Tillary – Vision Concept

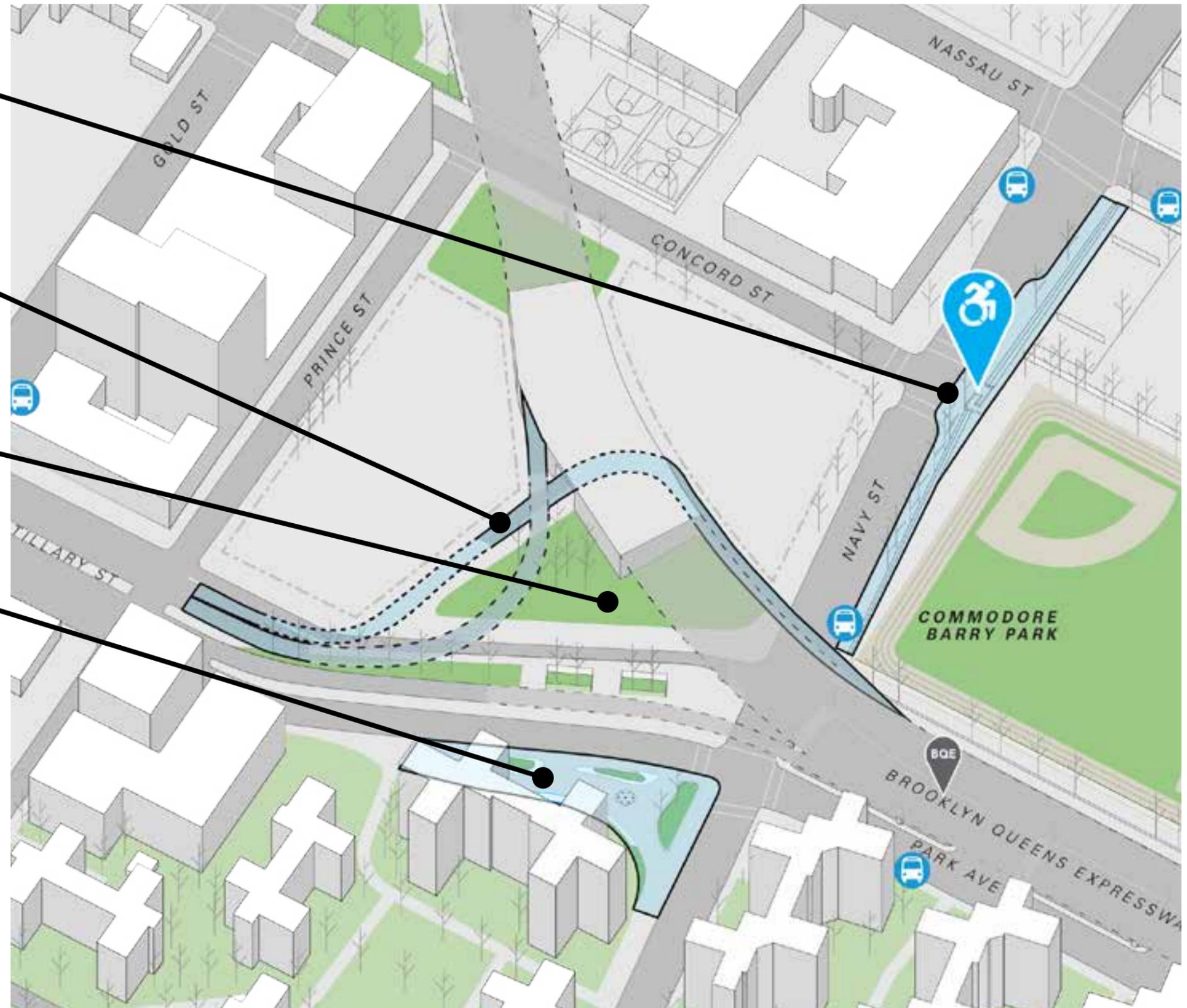
Remove fencing, add park lighting & improve access to park spaces

Reconfigure BQE-Tillary exit ramps to unlock open space and development opportunities

Better discourage illegal parking on city-owned land

Create new plaza at Tillary St & Navy St, eliminating slip lanes

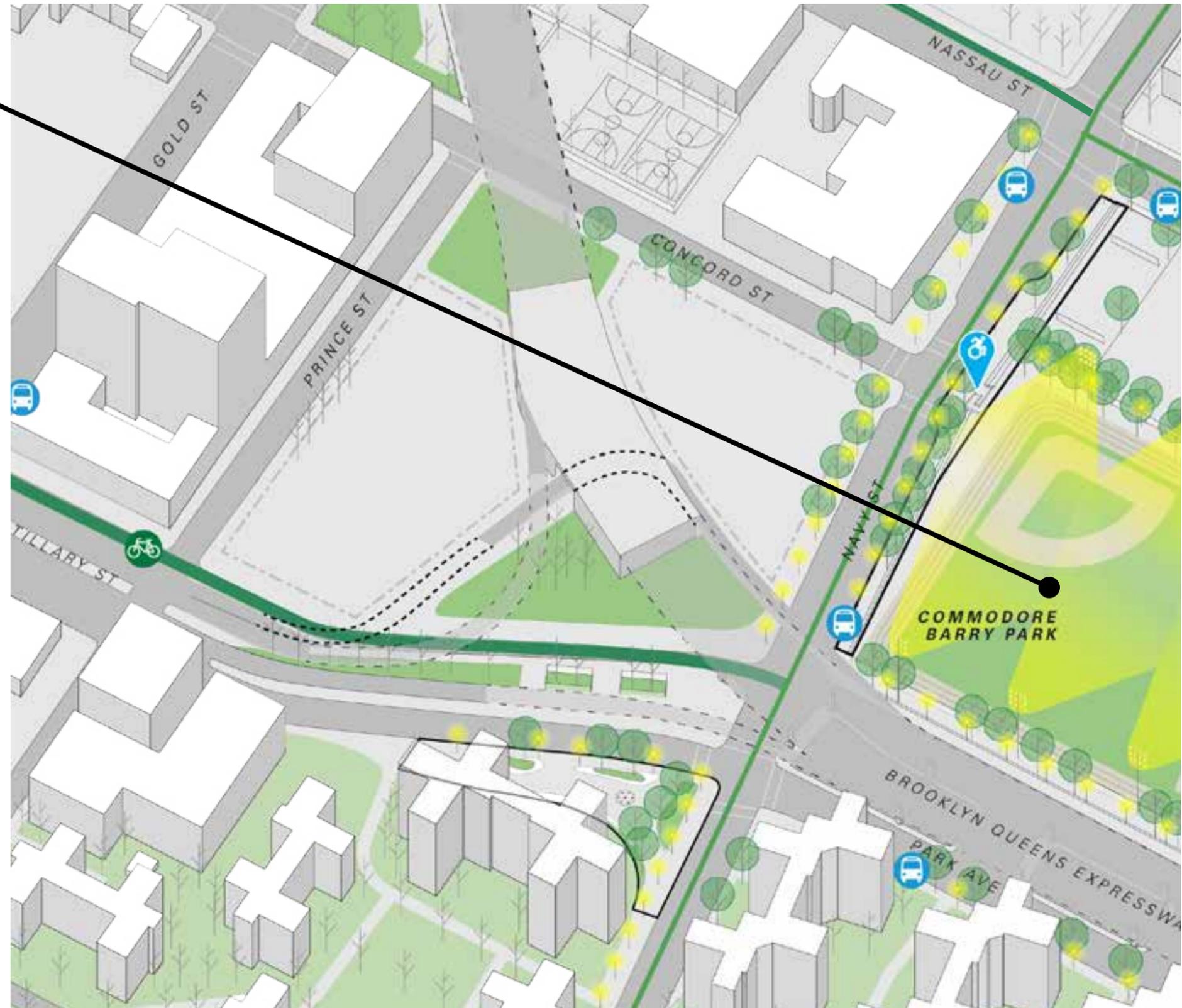
Explore opportunities for affordable housing & business incubators



Conceptual traffic recommendations developed with SSE. Further study is required.

1 Connecting Tillary – Vision Concept

Improve sports field, add stadium lighting & running track



This slide shows a vision concept diagram that summarizes connectivity and open space recommendations.

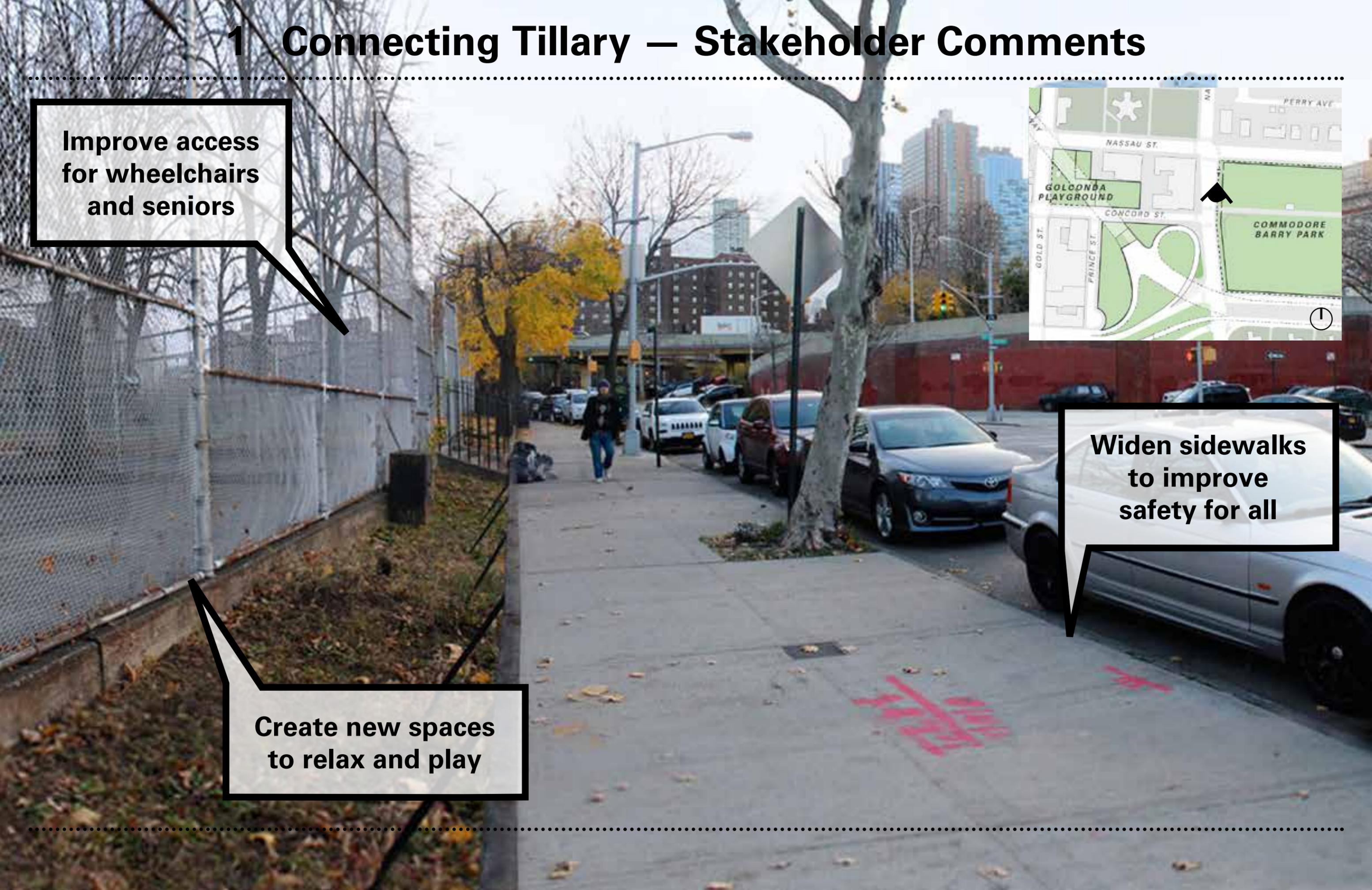
1 Connecting Tillary – Stakeholder Comments

**Improve access
for wheelchairs
and seniors**



**Widen sidewalks
to improve
safety for all**

**Create new spaces
to relax and play**



1 Connecting Tillary — Vision Concept



1 Connecting Tillary — Vision Concept Explained

**New ramps
enable full
accessibility**

**Dedicated bike
lane and widened
sidewalk improve
safety**

**Remove fences to
create new spaces
to relax and play**



1 Connecting Tillary – Stakeholder Comments



Sidewalks are dark and unsafe at night

Doubled slip lane with car-pedestrian conflicts at crosswalk

1 Connecting Tillary — Vision Concept

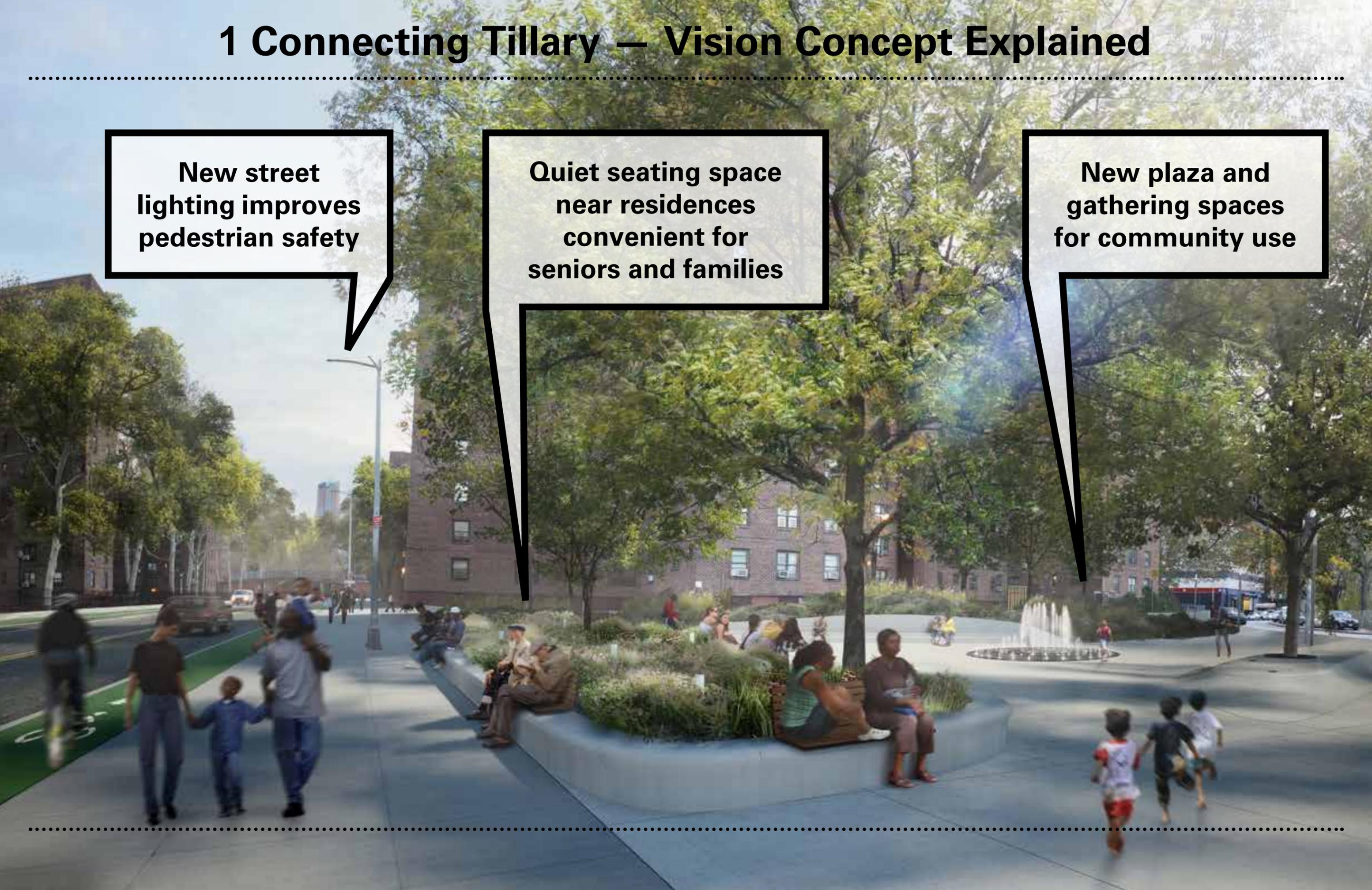


1 Connecting Tillary – Vision Concept Explained

New street lighting improves pedestrian safety

Quiet seating space near residences convenient for seniors and families

New plaza and gathering spaces for community use



Strand Recommendations

2

Park Ave Crossing

2 Park Ave Crossing

Overview:

Park Avenue, between Navy St and Grand Ave, is a wide street that runs underneath the elevated Brooklyn Queens Expressway structure. It lines the south edge of Commodore Barry Park and the north edges of Ingersoll and Whitman Houses.

Current Conditions:

St Edwards St is a small local street that intersects Park Ave. St Edwards St's north portion is limited to emergency vehicles, service vehicles and school buses serving PS 067; it is a popular pedestrian route that connects both Ingersoll and Whitman to Commodore Barry Park. This connection, however, is not fully realized as the nearest crossings are Navy St and N Portland Ave. It is typical to see families and young children crossing Park Ave here completely unprotected.

Opportunity:

Improve the pedestrian experience by implementing pedestrian safety measures and address the clear need in this area for improved lighting and street furniture, as identified by the community.

2 Park Ave Crossing – Recommendations

- 2.1 New Park Ave crosswalk at St Edwards St, connecting Ingersoll and Whitman Houses to Commodore Barry Park.**
 - 2.2 New seating, lighting and planting along St Edwards St.**
 - 2.3 New outdoor WiFi and charging stations.**
-

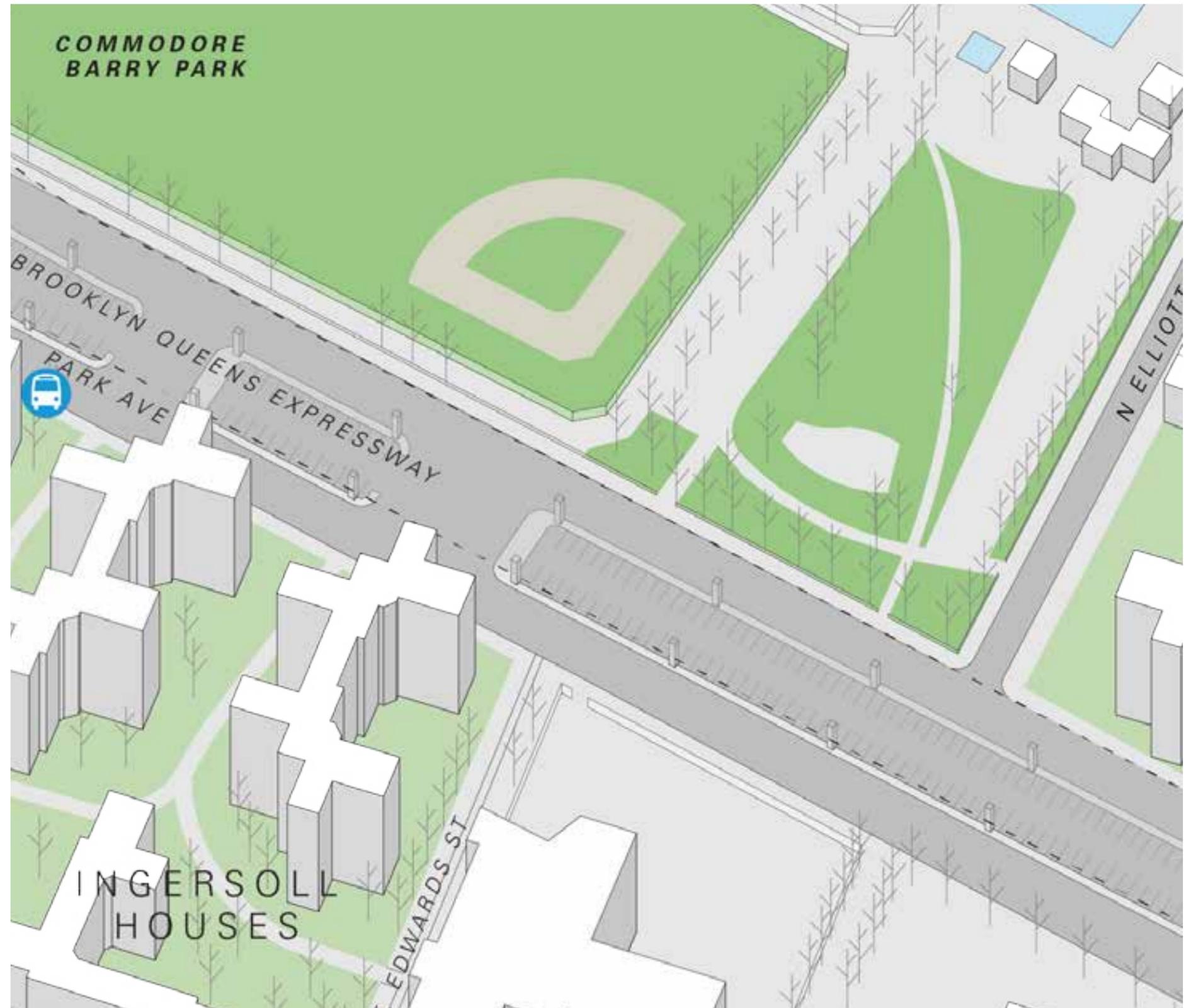
2 Park Ave Crossing – Opportunities

14,000 sf

of new programmable open space
(under BQE & along St Edwards St)

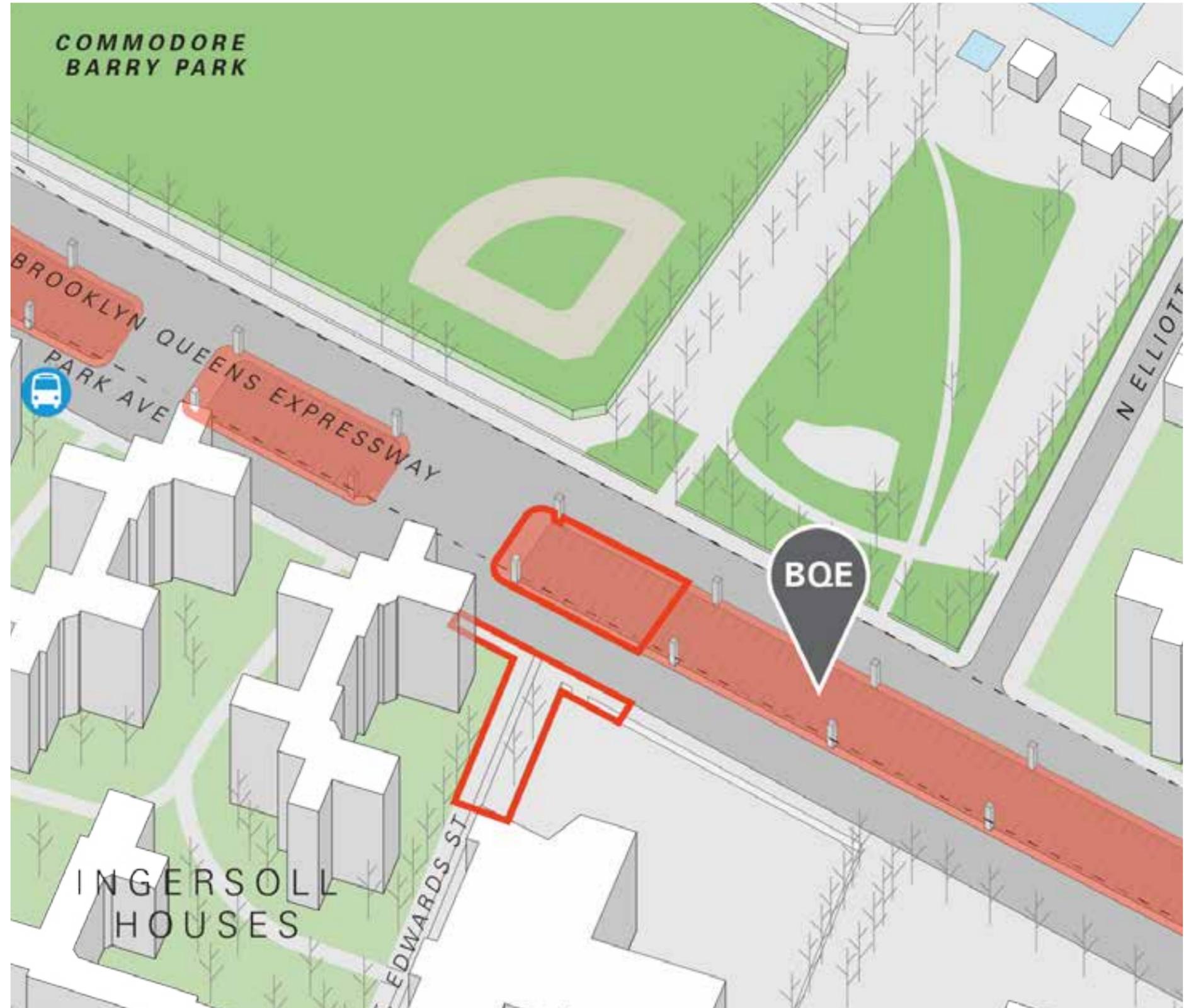
**Improved
Pedestrian Access
& Safety**
along Park Ave

New Crossing
of Park Ave at St Edwards St



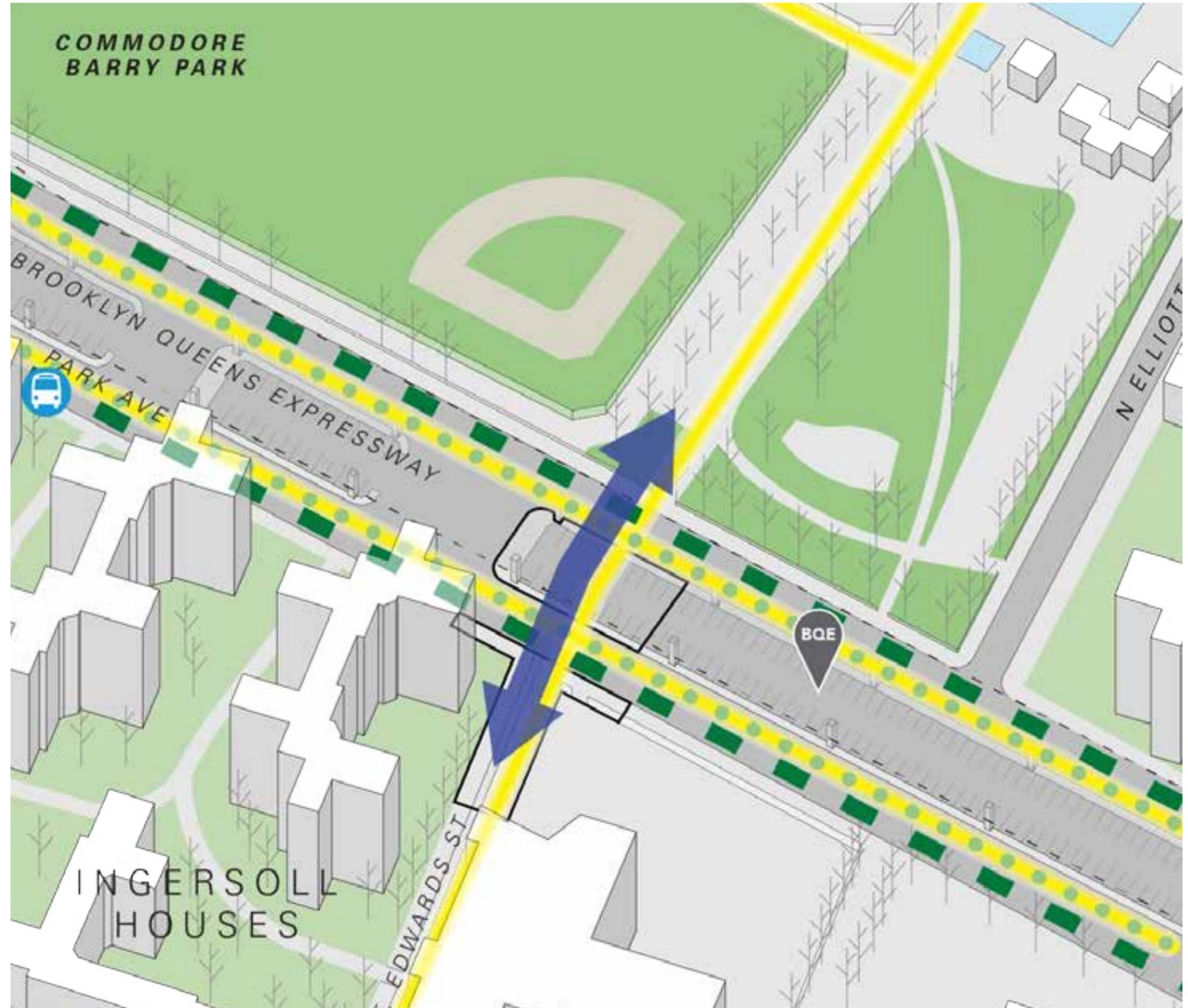
2 Park Ave Crossing — Existing

-  Study Area
-  Existing Infrastructure
-  Existing Bike Lanes
-  Existing Bike-Friendly Roads



2 Park Ave Crossing – Connectivity

-  Improved Trees & Lighting
-  Improved Pedestrian Access
-  Improved Bike Lanes
-  Improved Bike-Friendly Roads
-  Existing Bike Lanes
-  Existing Bike-Friendly Roads

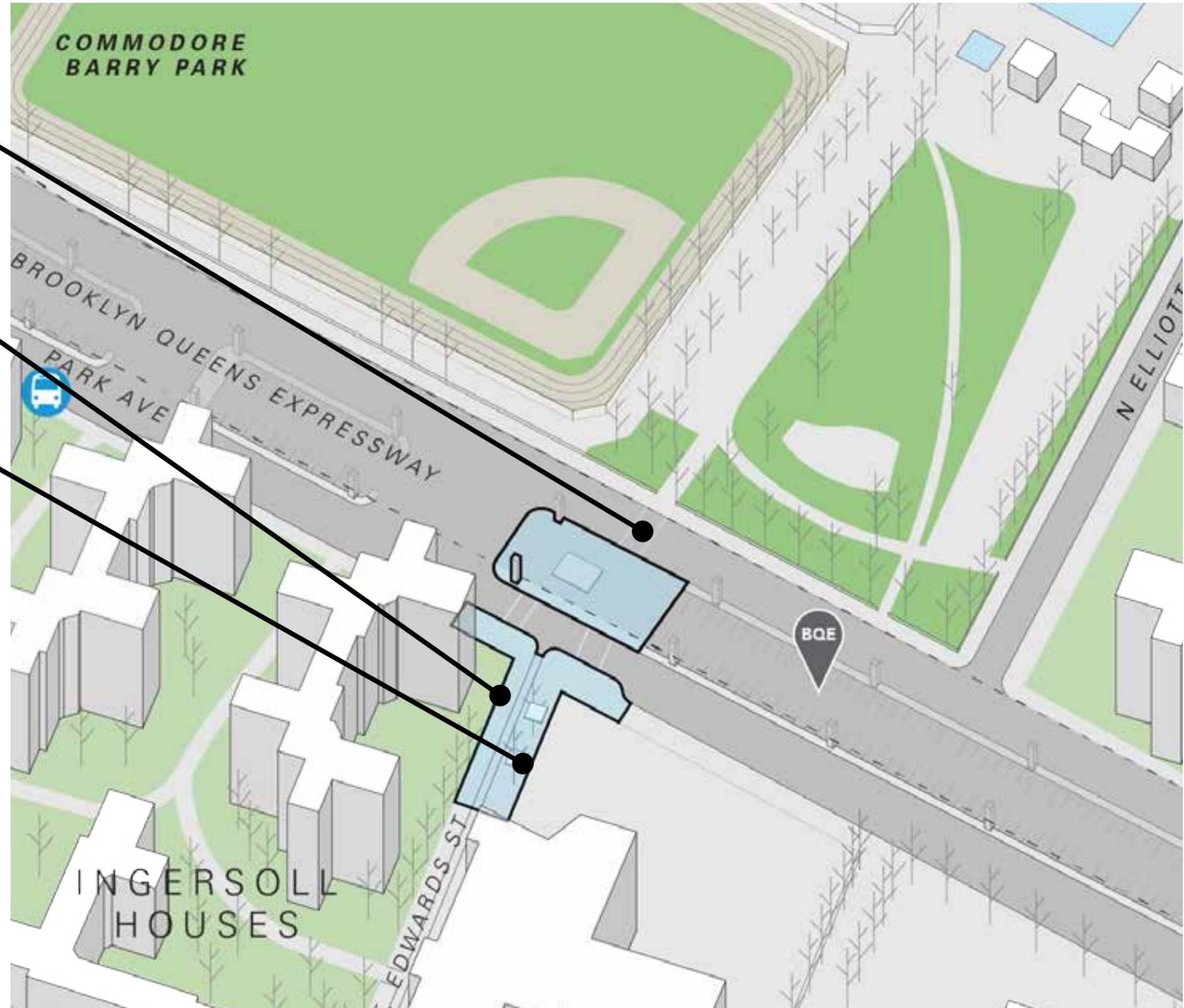


2 Park Ave Crossing – Vision Concept

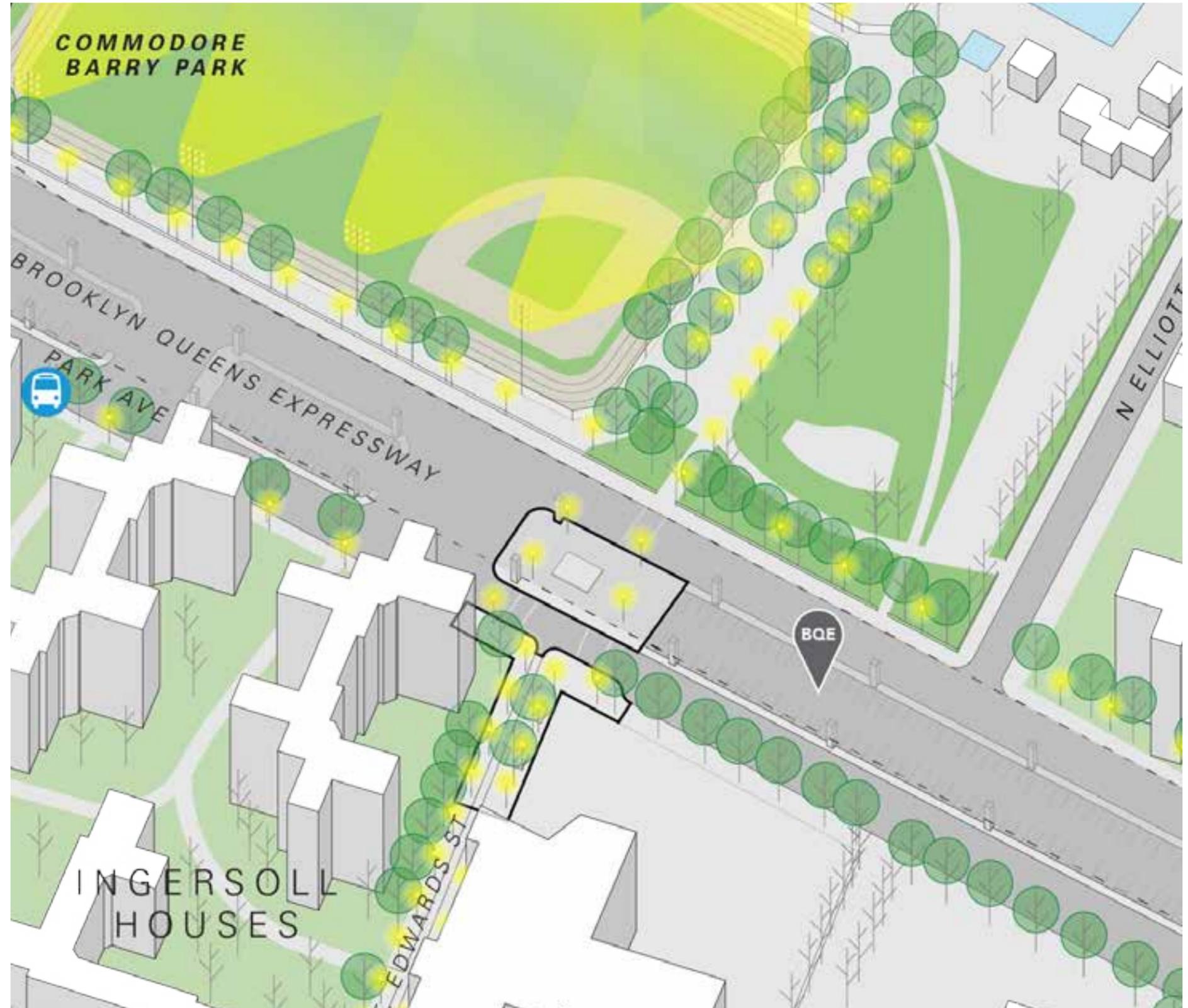
New Park Ave crosswalk at St Edwards; connecting Ingersoll & Whitman Houses to Commodore Barry Park

New seating, lighting & planting along St Edwards

New outdoor WiFi & charging stations



2 Park Ave Crossing – Vision Concept



This slide shows a vision concept diagram that summarizes connectivity and open space recommendations.

2 Park Ave Crossing — Stakeholder Comments

Improve lighting under the bridge and at bus stops

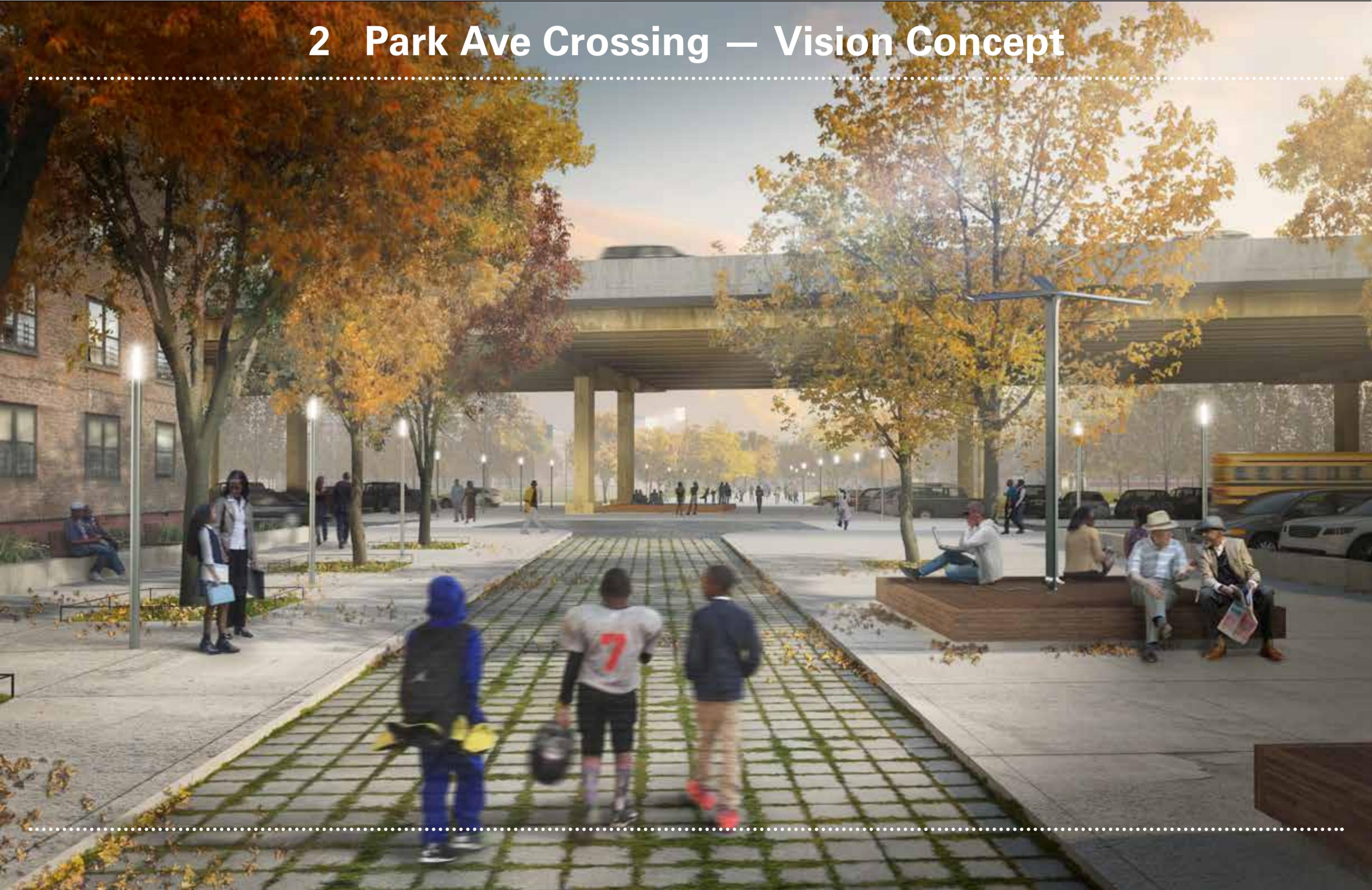
Stadium lighting for playing field at Commodore Barry Park



Remove fences and improve/add crosswalks along Park Ave



2 Park Ave Crossing — Vision Concept



2 Park Ave Crossing — Vision Concept Explained

**Stadium lighting
and sports field
improvements at CBP**

**New lighting
and event space
under BQE**

**New crosswalks
along Park Ave**

**Streetscape
improvements;
new benches and
street lighting**



Strand Recommendations

3

**Reconnecting
Neighborhoods**

3 Reconnecting Neighborhoods

Overview:

Downtown Brooklyn and surrounding neighborhoods currently lack connections to the waterfront and to each other. Discontinuous street fabric, poor-quality streetscapes and limited park access are key challenges in the area today.

Current Conditions:

The BQE's ramps and interchanges separate neighborhoods and limit access to park space. The Manhattan Bridge divides surrounding areas east-west, particularly at Nassau St where there are currently two exit-ramps one block apart. Streets with wide roadbeds, narrow sidewalks and a lack of amenities and services also limit neighborhood connectivity. Fences and limited ADA access is a challenge for certain park spaces.

Opportunity:

The larger vision to reconnect neighborhoods will tie in with DPR's 'Parks Without Borders' initiative which aims to improve connections between parks and the neighborhoods they serve. This recommendation also highlights the opportunity to unlock large areas of publicly-owned, currently inaccessible land through the reconfiguration of BQE and Manhattan Bridge ramps. Throughout the Strand, there are opportunities to widen sidewalks to promote pedestrian activity and to enhance bike networks. The current insufficiency of local businesses, such as grocers and laundromats, and affordable housing – gaps identified by the community – are all being considered as potential economic opportunities along streets like Sands St, Navy St, and Tillary St.

Fenced Open Spaces



NYCHA Fences



Double Fences



Fenced Off Landscaping



Fence Removal Opportunities

Throughout the Strand, many parks and open spaces are surrounded by fences that disconnect them from the neighborhoods they serve.

Fence removal throughout the Strand would unlock open spaces, make parks more welcoming and improve accessibility.

Parks Without Borders is an ongoing NYC Parks initiative to make parks more open, welcoming and beautiful by focusing on improving entrances, edges and park-adjacent spaces.



Before



After

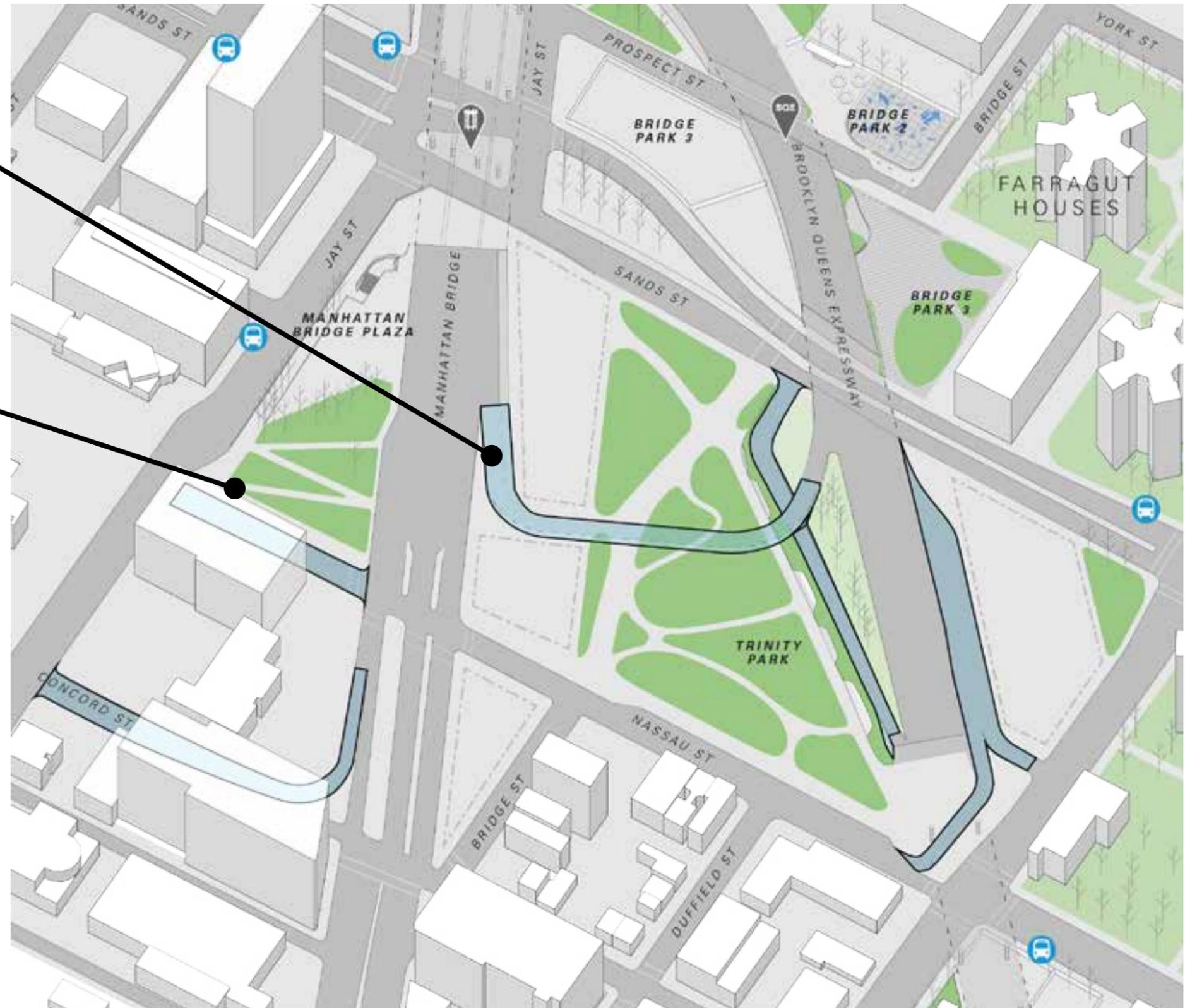
Parks Without Borders

Improving connections between parks and the neighborhoods they serve

Traffic Studies – Trinity Park

Consider opportunities to reconfigure BQE-Manhattan Bridge interchange to unlock more usable Trinity Park space, creating areas for BBQ, picnic & public art

Improve access to Manhattan Bridge from Manhattan Bridge Plaza



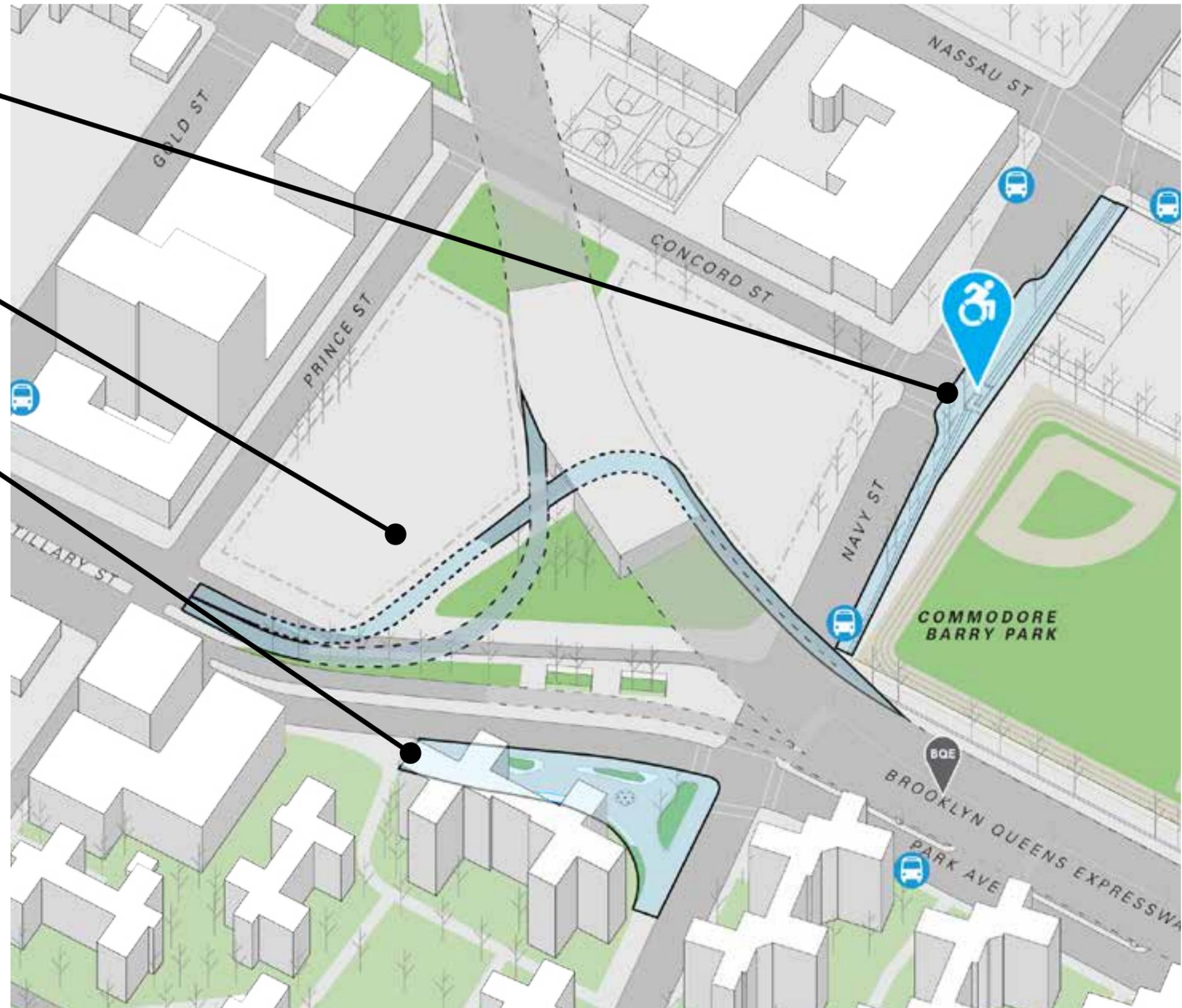
Conceptual traffic recommendations developed with SSE. Further study is required.

Traffic Studies – Connecting Tillary

Remove fencing, add park lighting & improve access to park spaces

Consider reconfiguring BQE-Tillary exit ramps to unlock surrounding areas for other uses

Create new plaza at Tillary St & Navy St



Conceptual traffic recommendations developed with SSE. Further study is required.

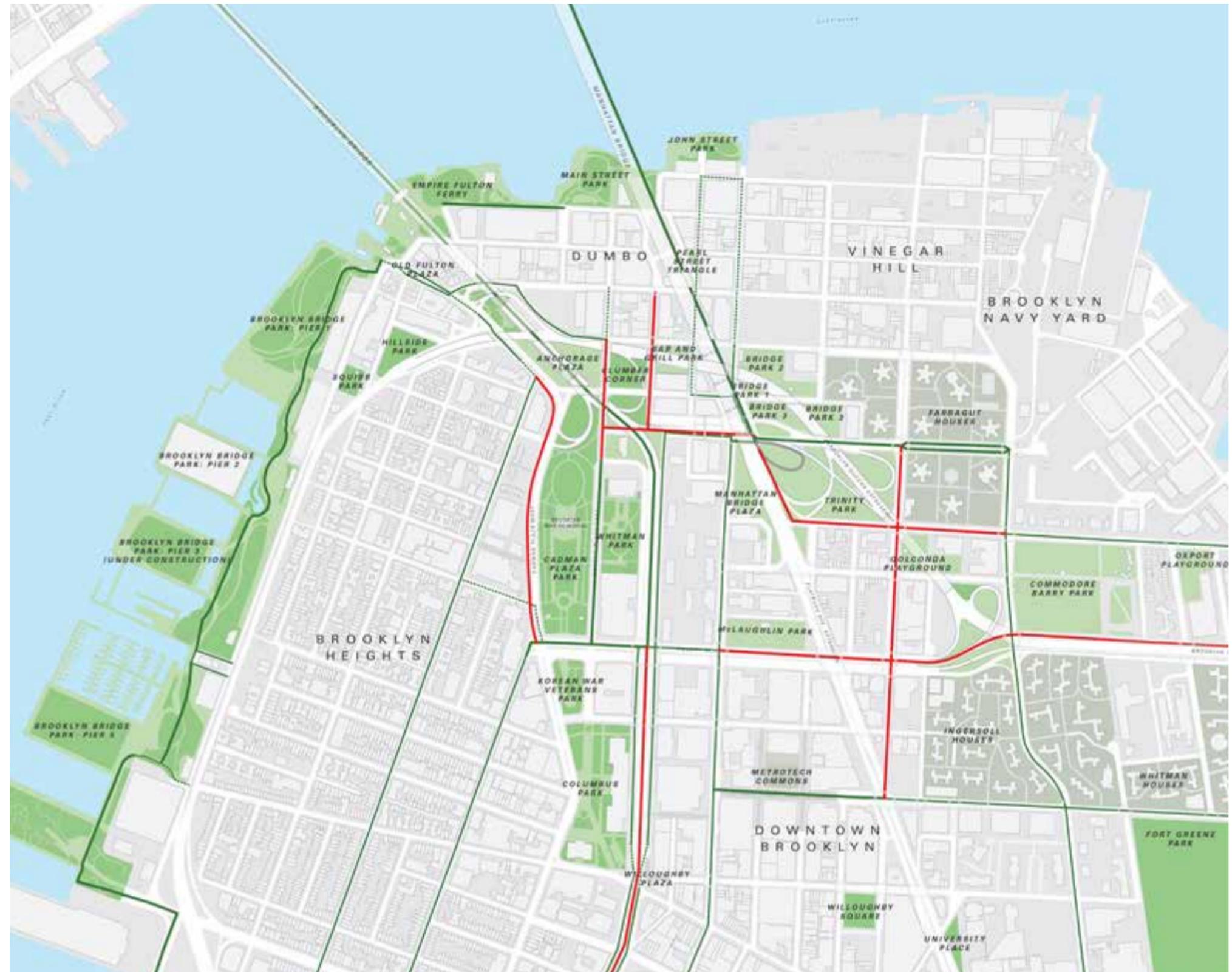
Traffic Studies – Opportunity for Bike Network Improvements



Reconstruction of Tillary Street Area

A NYC DOT streetscape reconstruction plan that will improve safety through traffic calming and enhance the pedestrian and bicycle experience along Tillary St and Adams St.

-  Existing Bike Paths
-  Existing Dedicated Bike Lanes
-  Existing Bike Friendly Roads
-  Proposed Bike Lanes



Thank you for your consideration.

