



ATLANTIC AVENUE

**AAMUP Presentation for
Community Board 3**

MIXED- USE PLAN

Land Use Committee Meeting
November 13, 2024

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Why are we here?

Atlantic Avenue Mixed-Use Plan

“AAMUP”

Pronounced – “Aim up”



Proposal Summary and Snapshot

In total, AAMUP is projected to create approximately:

- ~ **4,600 homes**
 - ~ 1,440 income-restricted
- ~ **828,000 sq ft** of commercial and community facility uses
- ~ **2,800 jobs**



Illustrative future vision of Grand Avenue looking north at Bergen Street

Outline

- Introduction
 - What is a Neighborhood Plan?
 - Environmental Review and Racial Equity Report
- AAMUP Proposal
 - Current and Future Investments
 - How does this Plan affect Community Board 3?



What is a Neighborhood Plan?

What guides a Plan?

Community Priorities

Outreach and feedback

Local & Citywide Goals

Existing Conditions

What topics are covered?

Zoning & Land Use

Urban Design

Housing

Streets & Open Space

Jobs & Economic Development

Schools & City Services

What are the tools?

Land Use Actions

Capital Investments (Streets, Parks, Infrastructure)

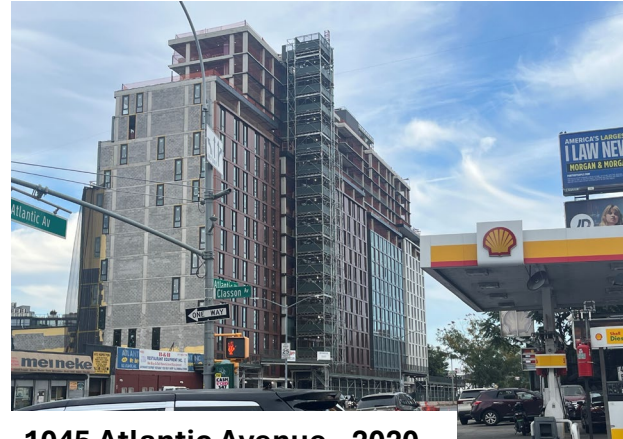
Programmatic Investments

Coordination with community & agencies

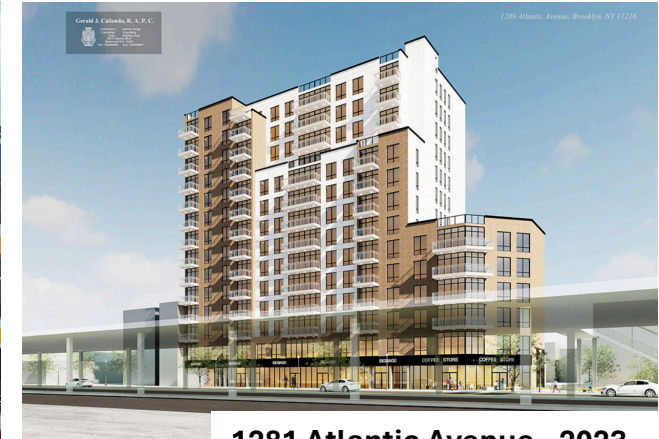
Private Application vs Neighborhood Plans

Private (Site Specific) vs Public (Neighborhood Plans)

- **Private examples:**
 - Initiated by private developers for a specific development. Example:
 - 1045 Atlantic Avenue
- **Public examples:** Requested by CB, sponsored by the City to support broader policy goals
 - Bed Stuy South (2007) and North (2013)
 - Atlantic Avenue Mixed-Use Plan (2024)
- **Both** types of applications involve public review and input (ULURP)
- **Public Applications**
 - Offer more opportunities for coordination across agencies
 - Land use actions linked to specific public benefits
 - Engagement *prior* to ULURP



1045 Atlantic Avenue - 2020

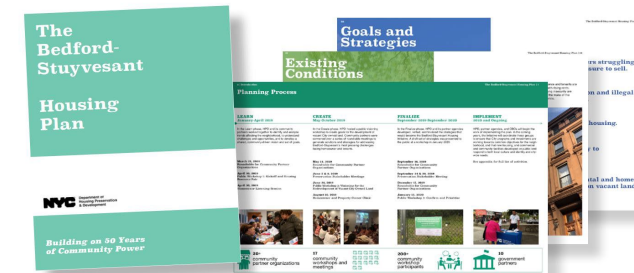


1281 Atlantic Avenue - 2023

VS



Atlantic Avenue Mixed-Use Plan - 2024



Bed-Stuy Housing Plan – 2020

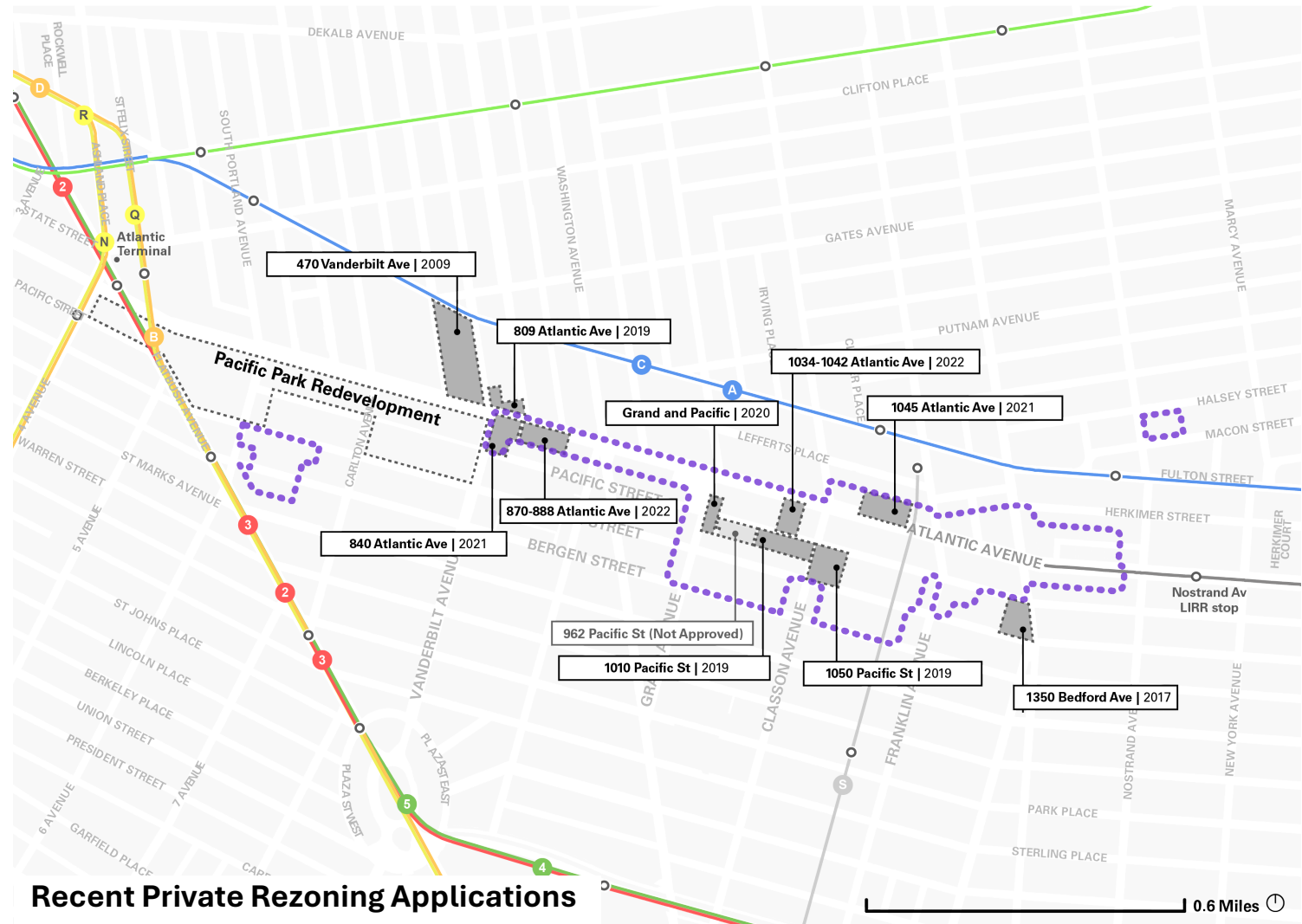
Private Applications

Applications within AAMUP + year of approval

- 2019** 1010 Pacific St (M1-4/R7A)
1050 Pacific St (R7A/C2-4)
- 2020** Grand and Pacific (R7D/C2-4)
- 2021** 840 Atlantic Ave (C6-3A, C6-3X)
1045 Atlantic Ave (C6-3A)
- 2022** 870 Atlantic Ave (C6-3A)
1034 Atlantic Ave (C6-3A, R7A/C2-4)
- 2024** FRESH applications

Other applications within a block of AAMUP

- 2009: 470 Vanderbilt Ave
- 2017: 1350 Bedford Ave
- 2019: 809 Atlantic Ave
- 2024: 1289 Atlantic Ave



Genesis of AAMUP

2013 Crown Heights West Rezoning adopted
 Formation of C8 “M-CROWN” Land Use Subcommittee

2015 Original CB 8 Resolution adopted

2016 DCP engagement begins

2018 DCP released Land Use Framework

2019 Revised CB 8 Proposal

2020 Outreach during pandemic

2022 *(Winter/Spring)* Letter from **Council Members Crystal Hudson and Chi Ossé**, and stakeholders requesting the City to advance a **Neighborhood Plan**

(Spring/Summer) Development of an **engagement plan**



2019-2022:
 Approval of 7
 private
 applications
 (1500 units)

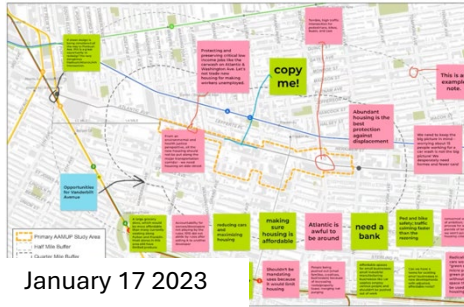
Core AAMUP Outreach and Engagement

2023 (Winter/Spring)

Following an **official study kickoff**, DCP partnered with CM Hudson and WXY Studios (engagement consultant) to hold **nine Steering Committee meetings, three community planning workshops, and nine working group meetings (WG), including three meetings on various topics**

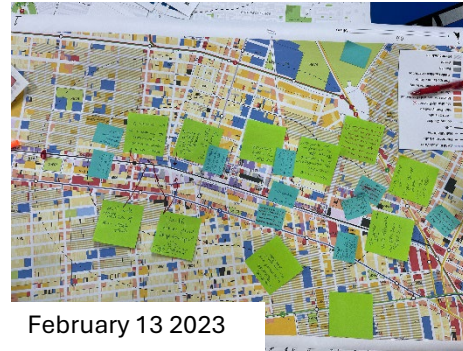
Public Workshops

Room 11 - Discussion Notes



January 17 2023

Land Use, Density, Housing WG



February 13 2023

Open Space, Streetscape, Infra WG

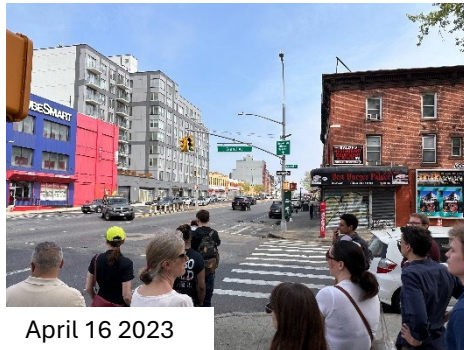


February 16 2023

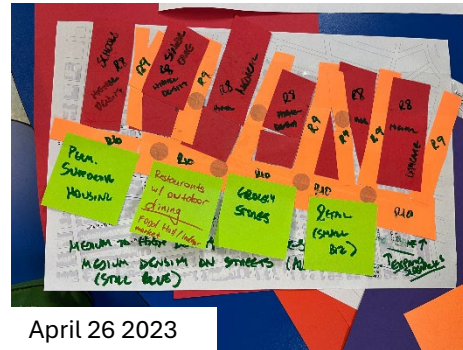
Econ Dev, Human Capital, Services WG



February 15 2023



April 16 2023



April 26 2023



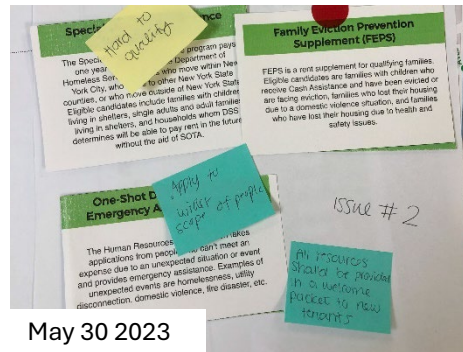
April 27 2023



April 20 2023



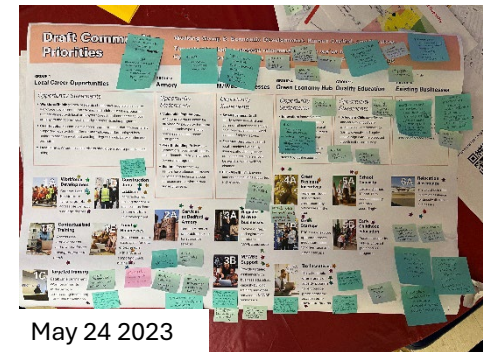
May 8 2023



May 30 2023



May 22 2023

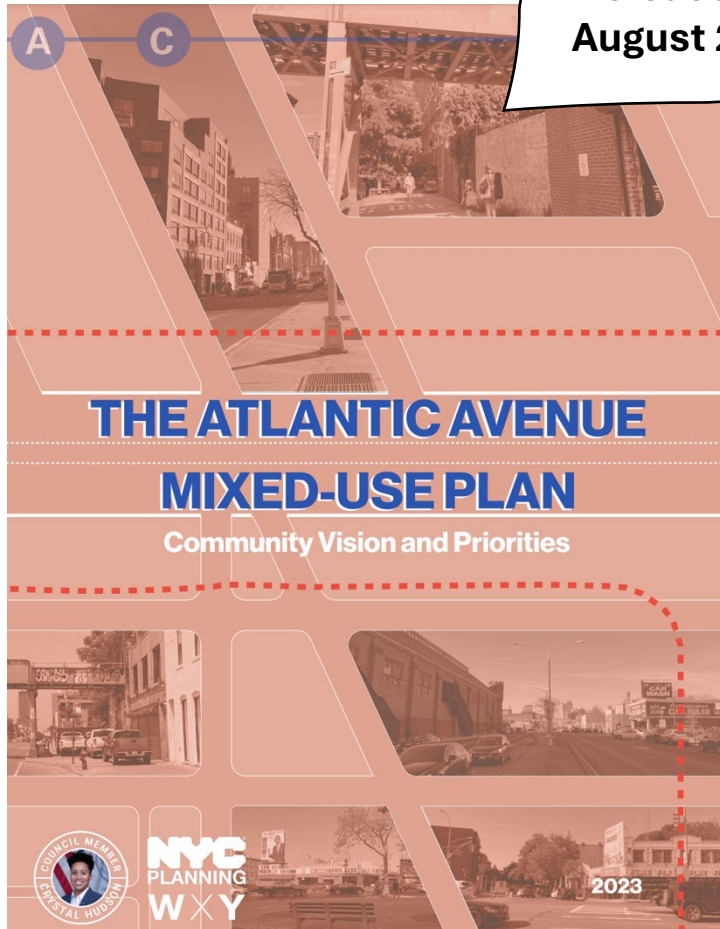


May 24 2023

AAMUP Community Vision and Priorities Report

Released in August 2023

- Summarizes public outreach process and feedback, along with existing conditions
- Developed in coordination with the AAMUP Steering Committee, the report identifies **top community-based priorities**:



Create and preserve affordable housing with a mix of uses and density anchored on Atlantic Ave



Coordinated street plan with new open space or improvements to existing parks



Job training and business support, while re-activating the Bedford Atlantic Armory

Continued Public Engagement

2023 September - Draft Zoning Framework Presentation

October - EIS Scoping Meeting

2024 January - Business Round Table with SBS

May - Tenant Resource Fair with HPD

June - Public Realm Open house with DOT

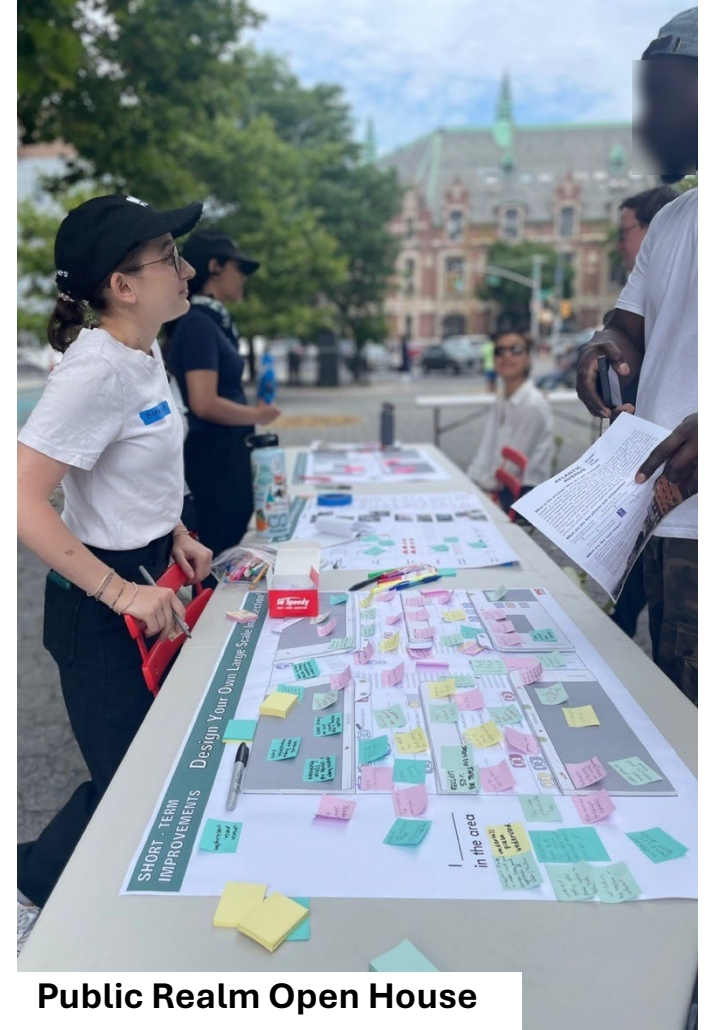
Ongoing Steering Committee Meetings
ULURP Public Meetings



Business Round Table

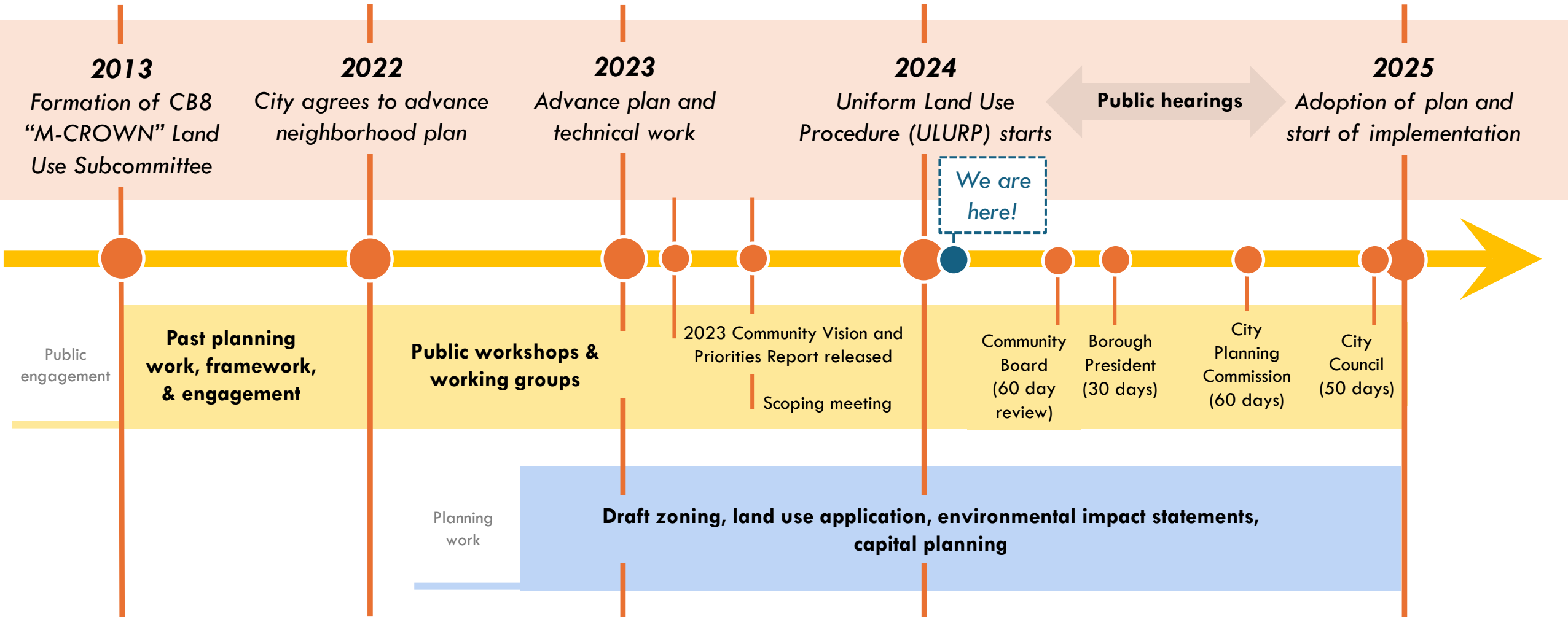


Vision Sketches with Public



Public Realm Open House

Process and Timeline



Location

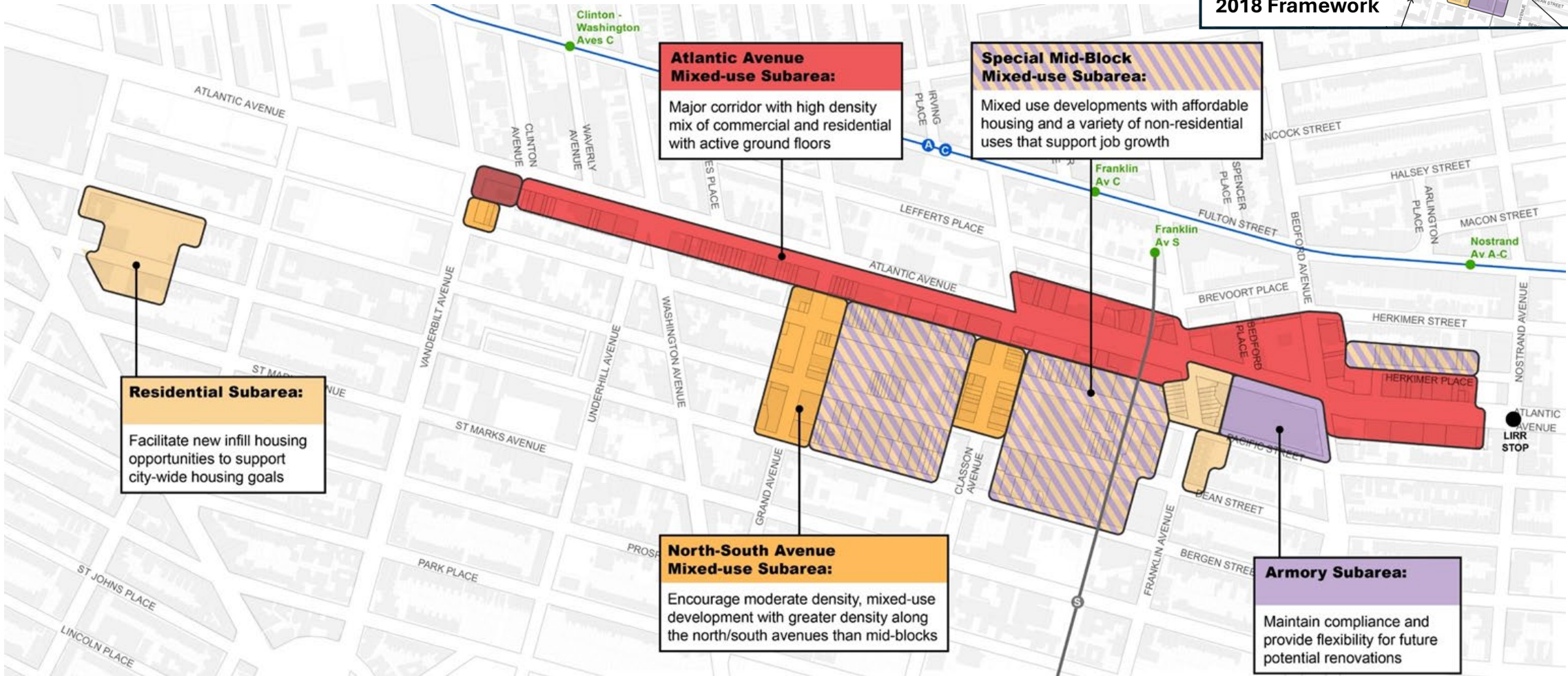
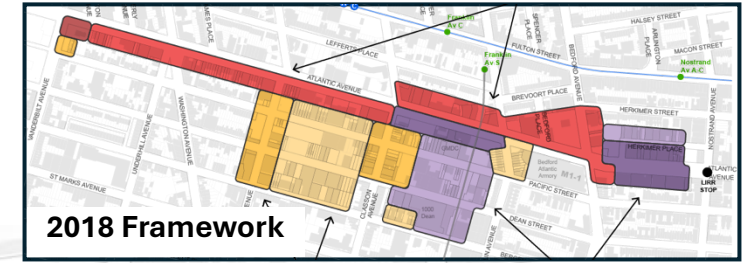
- **Community Districts 3 and 8**
- Represented by: **Council Members Crystal Hudson & Chi Ossé**
- Project area:
 - 21 full or partial blocks
 - **Primary area:** Industrially zoned (M1-1) section of Atlantic Ave between Vanderbilt Ave to the west and Nostrand Ave to the east
 - **Non-contiguous areas:** Dean St and Bergen St, 457 Nostrand Ave

MANHATTAN

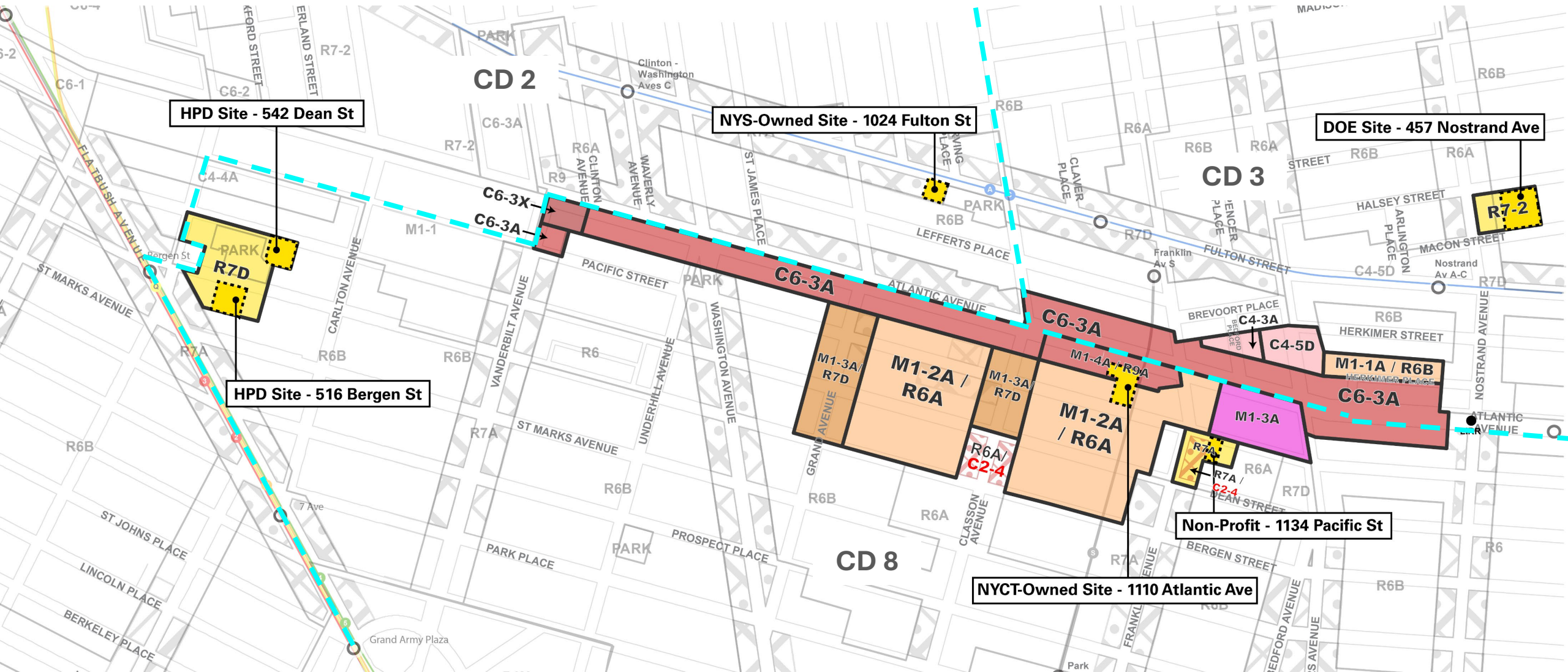
QUEENS



Revised Framework - Summer 2023



Proposed Rezoning + Potential Affordable Housing Sites



Environmental Review + RER

Environmental Review

- A Draft Environmental Impact Statement (DEIS) was prepared and analyzed the following technical areas of concern:

Land Use, Zoning, and Public Policy	Urban Design and Visual Resources	Air Quality
Socioeconomic Conditions	Hazardous Materials	GHG Emissions + Climate Change
Community Facilities and Services	Water and Sewer Infrastructure	Noise
Open Space	Solid Waste and Sanitation Services	Public Health
Shadows	Energy	Neighborhood Character
Historic and Cultural Resources	Transportation	Construction

Environmental Review

A Notice of Completion of a Draft Environmental Impact Statement was issued on October 11, 2024.

The DEIS identified significant adverse impacts with respect to:

Land Use, Zoning, and Public Policy	Urban Design and Visual Resources	Air Quality
Socioeconomic Conditions	Hazardous Materials	GHG Emissions + Climate Change
Community Facilities and Services	Water and Sewer Infrastructure	Noise
Open Space	Solid Waste and Sanitation Services	Public Health
Shadows	Energy	Neighborhood Character
Historic and Cultural Resources (Architectural resources)	Transportation (Traffic, Transit, and Pedestrians)	Construction (Air Quality, Noise, Transportation)

Mitigation measures are identified in the DEIS and will be explored further between the Draft and Final EIS.

To completely avoid significant adverse impacts across all categories, the amount of development would have to be so limited that the goals and objectives of the Proposed Actions would not be achieved.

Racial Equity Report: Displacement Risk Index

Incorporates factors that may contribute to displacement (the inability to remain in one's home or neighborhood)

Population Vulnerability

Household characteristics (i.e., rent burden, income)

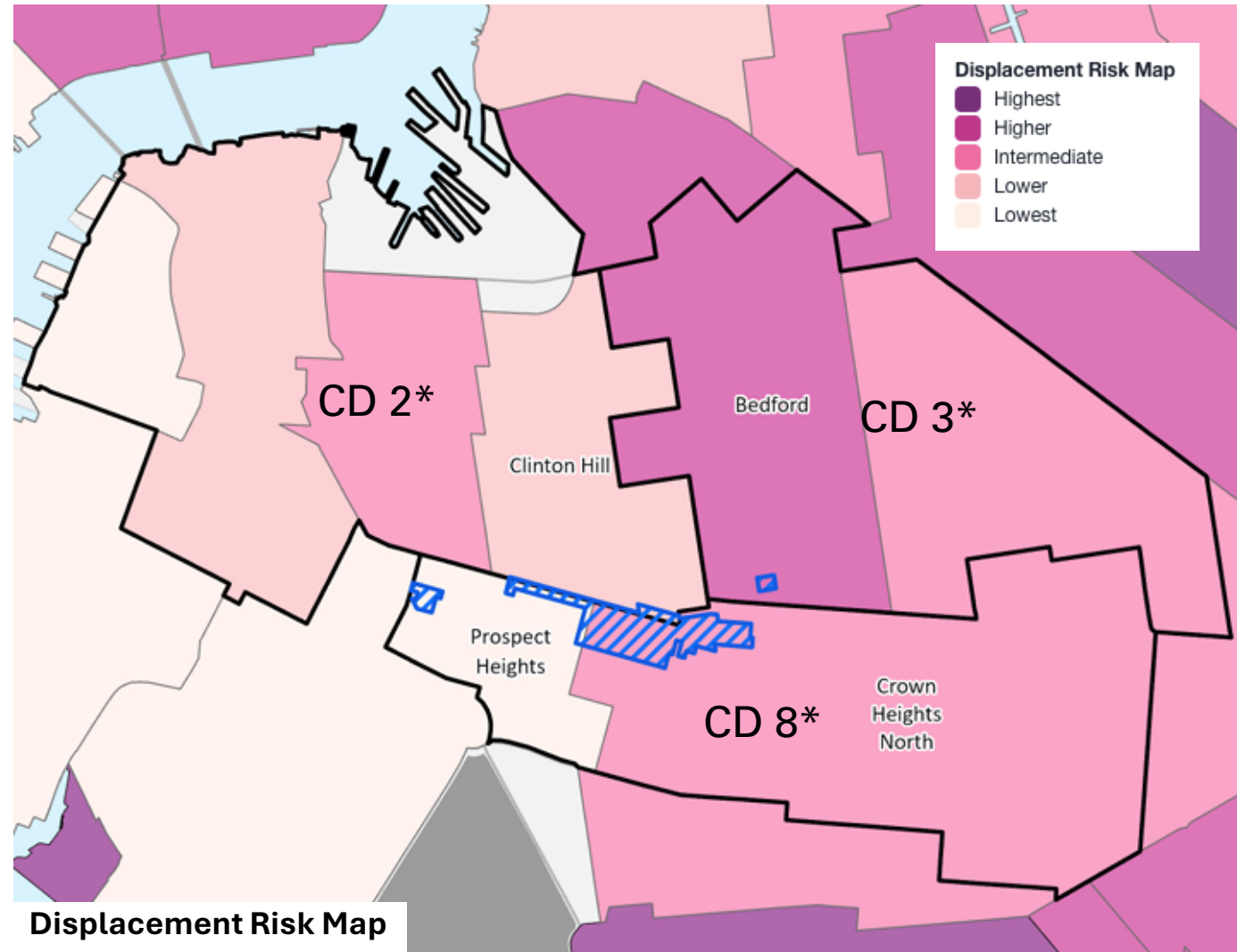
Housing Conditions

Household characteristics (i.e., rent stabilization, maintenance deficiencies)

Market Conditions

Neighborhood characteristics (i.e., housing price changes, change in rents)

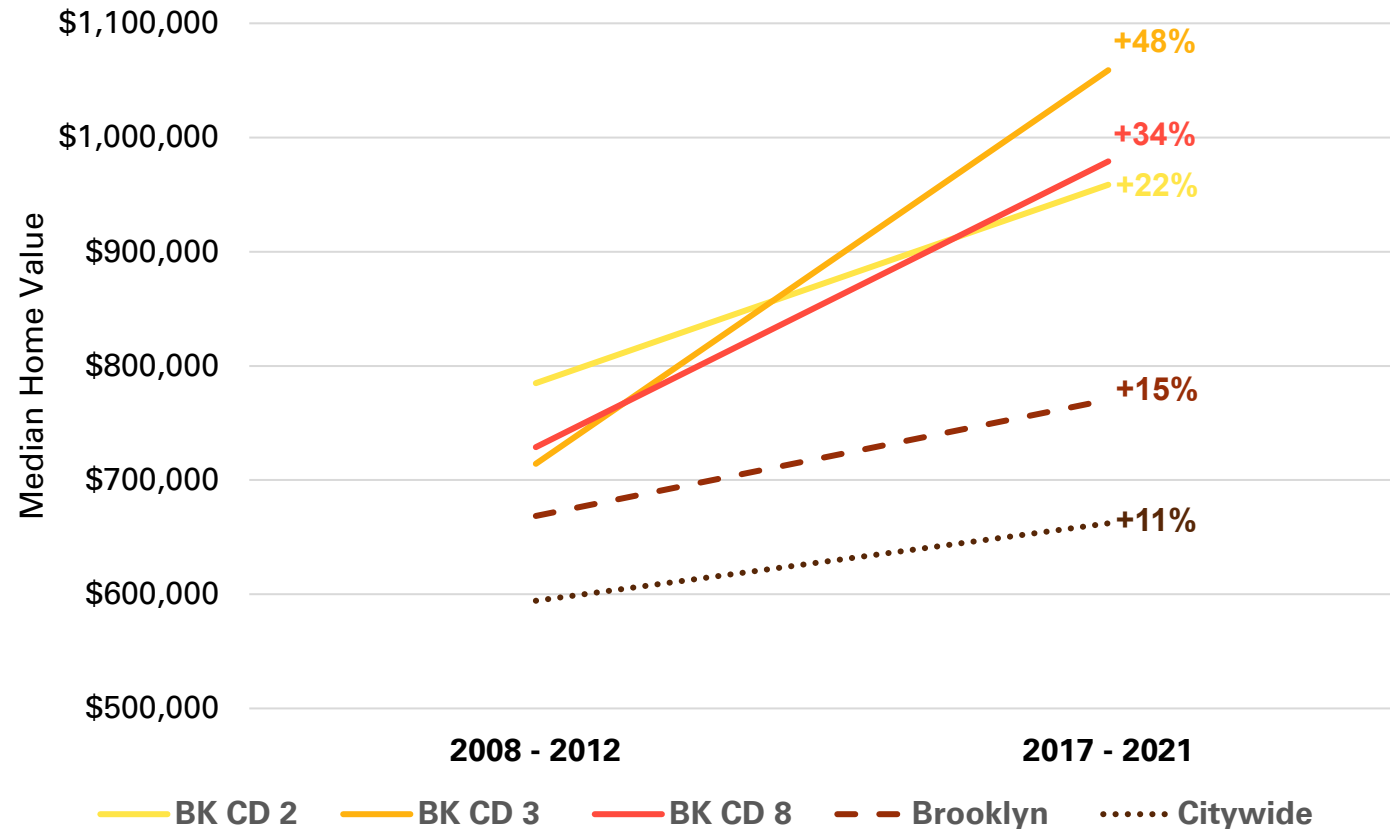
*Public Microdata Use Area (PUMA), which approximates boundaries of a community district



CD3 Existing Housing Conditions

Housing prices in CD3 have increased nearly 50% in the last decade, which is five times the citywide rate and three times faster than the rest of Brooklyn

Rent Over Time



Source: ACS 2008 - 2012, 2017 - 2021, Community District Tabulation Area (CDTA)

Neighborhood Plan Proposal



ATLANTA
AVENUE

MIXED
USE
PLAN

Proposal

RESTAURANT

PLANNING

Preparing the Plan with Key Stakeholders



Organizations on AAMUP Steering Committee

- Council Members Crystal Hudson and Chi Ossé
- Community Boards 2, 3 and 8
- Prospect Heights Neighborhood Development Corp.
- Crown Heights North Association
- Impacct Brooklyn

Other local stakeholders

- Block and neighborhood associations
- Major business and property owners, including GMDC
- Local nonprofits and affordable housing partners (Bridge Street Development Corp, Acacia Network)

With Interagency Coordination



Housing Preservation & Development



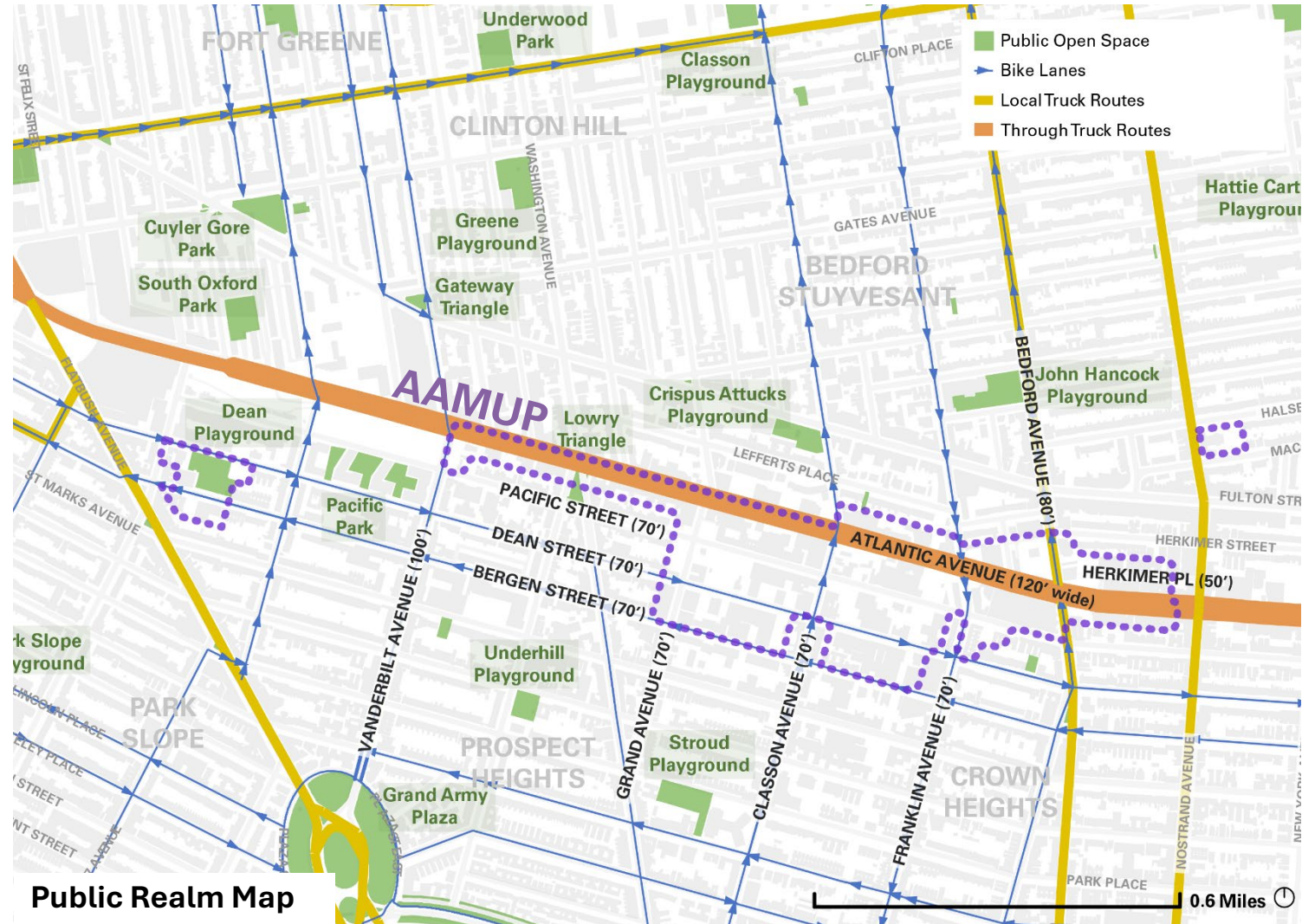
NYC Parks



Streets, Parks and Public Realm Conditions

Street widths:

- Wide corridors: Atlantic Ave (120'), Vanderbilt Ave (100'), Bedford Ave (80')
- Other east-west and north-south streets are 70 feet wide
- **Bicycle lanes** run east-west and north-south
- **Nearby parks include:**
 - Lowry Triangle and numerous playgrounds (Crispus Attucks, Dean, Stroud, Underhill, John Hancock) with Prospect Park further to the south

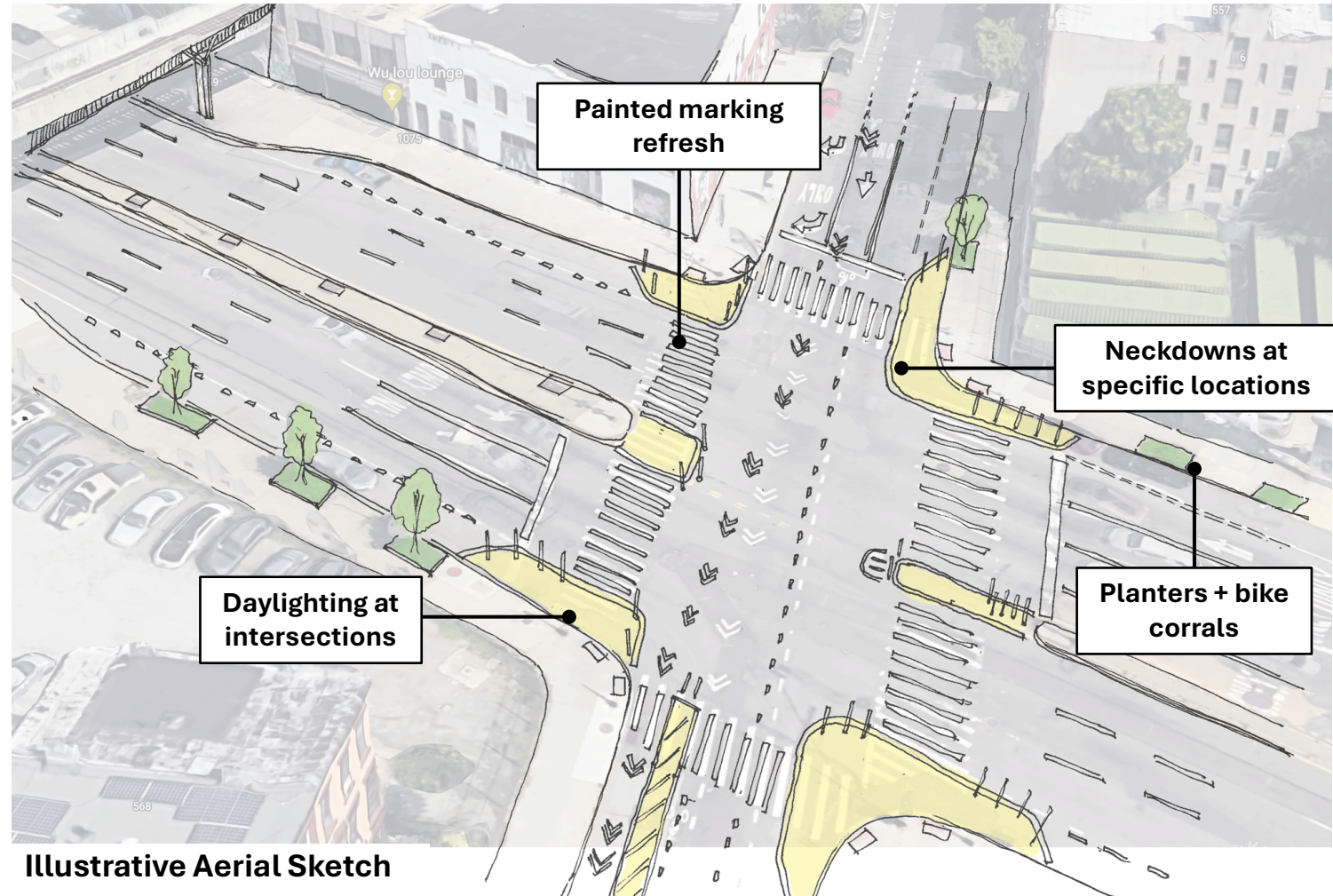


Public Realm and Infrastructure Investments: Streets

- **Announcement:** Street Improvement Projects (SIPs)
- Focus on senior and multi-generational accessibility



Daylighting



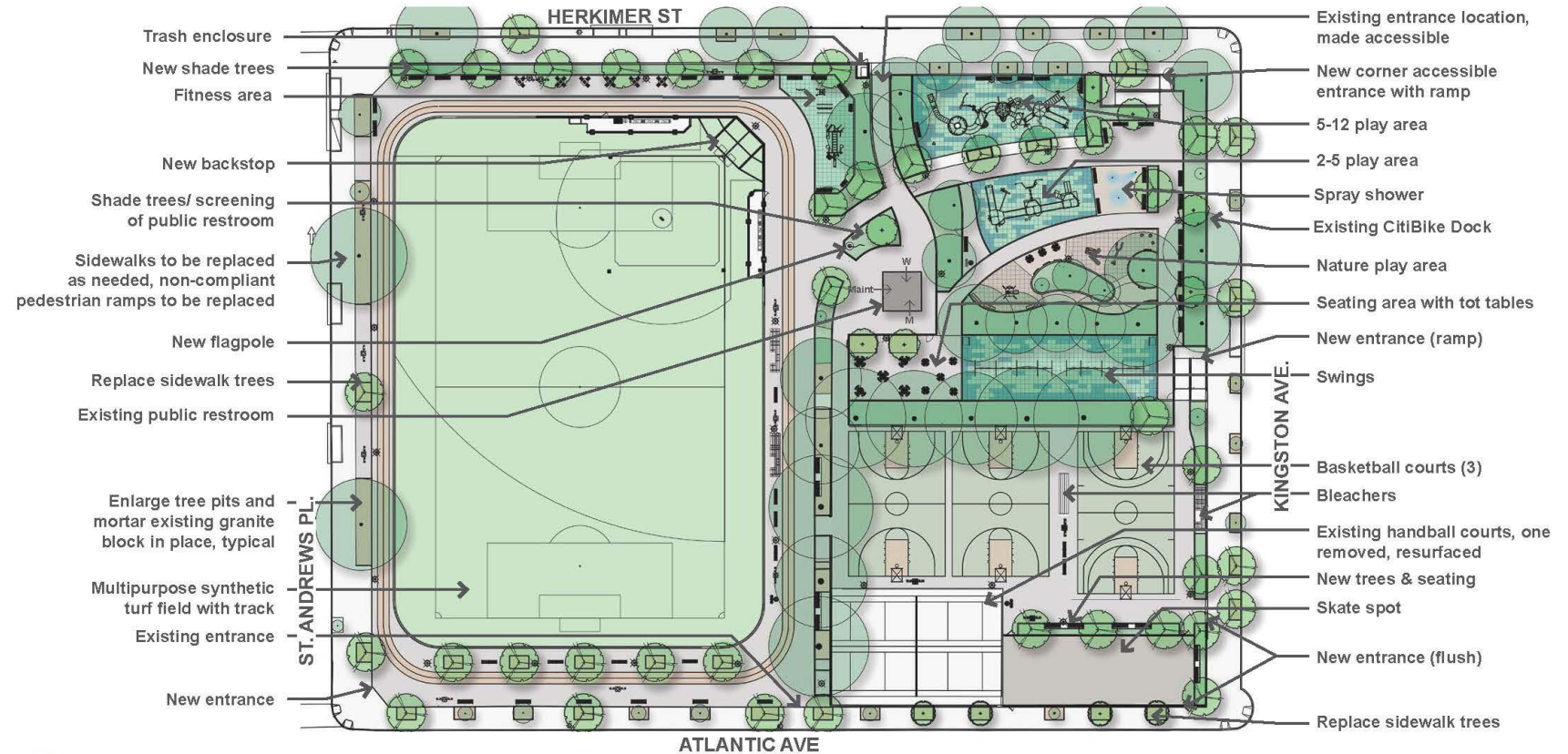
Illustrative Aerial Sketch

Public Realm and Infrastructure Investments: Open Space

\$24.2M full park renovation:

- Announced Sept 2023
- \$13M - SEED fund managed by DCP
- \$11.2M - NYC Parks' Community Parks Initiative
- Construction anticipated to begin in 2026

Proposed Renovation of St. Andrew's Playground (3.38 acres)



Community Parks Initiative
St. Andrew's Playground | Schematic Plan



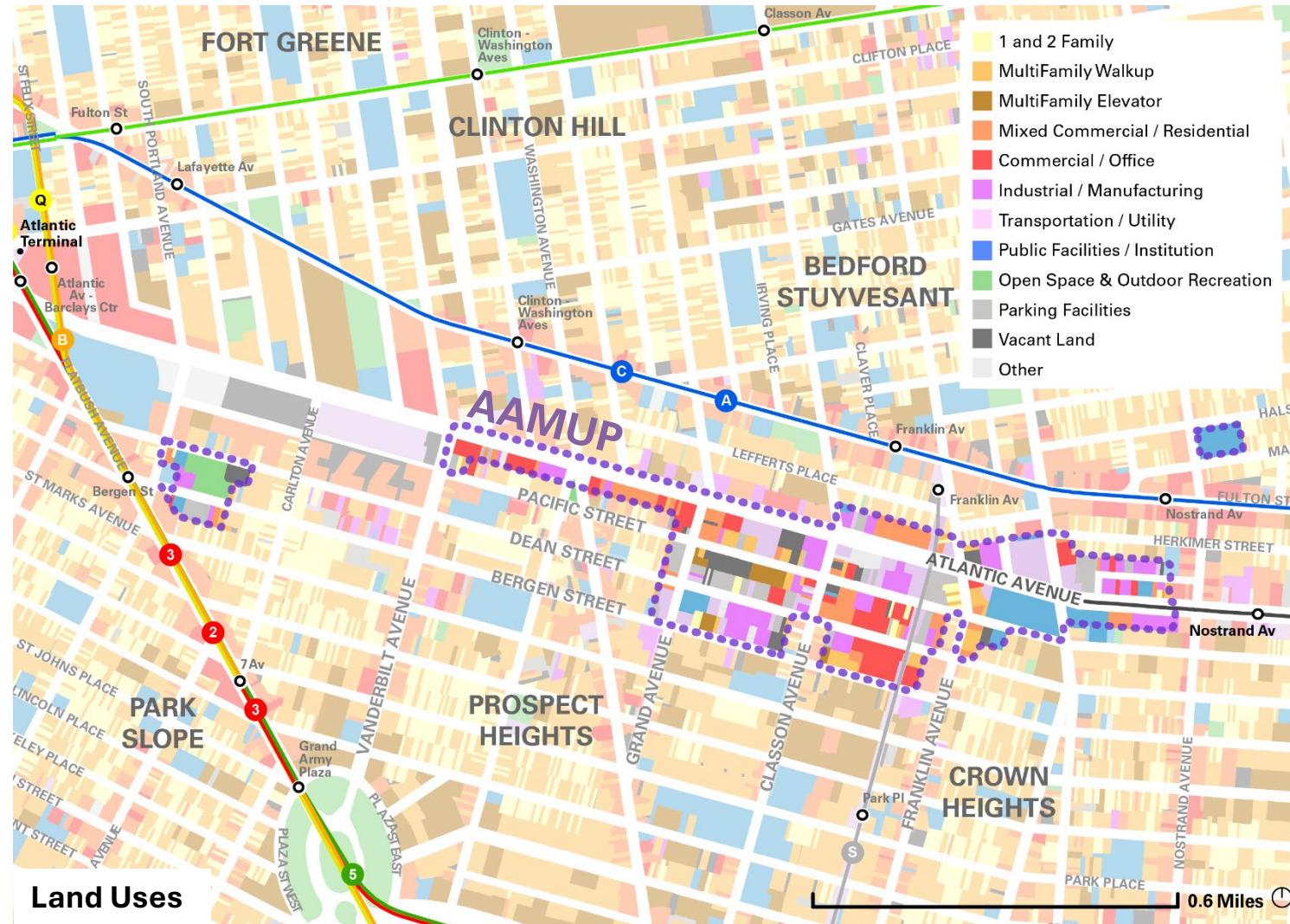
Existing Land Uses

- **Surrounding area:**

- Primarily residential with commercial concentrated along Fulton St and north-south corridors
- Community facilities include medical centers, houses of worship, the Bedford Atlantic Armory and several schools

- **Project area:**

- Mix of uses, including parking, vacant land, warehousing and distribution space, offices, retail, light industrial, and residential



CB 3: South-west area of Bedford-Stuyvesant



CB 3: South-west area of Bedford-Stuyvesant



CB 3: Projected Sites from Environmental Analysis



Atlantic Avenue Subarea



569 traffic-related injuries have occurred between 2016-2020

Transit-rich area

120' wide Atlantic Avenue corridor

Auto-centric character

Narrow sidewalks that lack tree canopy

Atlantic Avenue between Franklin and Bedford Aves looking west

Zoning Proposal: Atlantic Avenue

Allow high density mixed-use development

Ensure bulk + articulation treatments

Ground floor active use requirement

Street wall set back requirements

Goal:

Promote high density mix of housing and other types of commercial uses with active ground floors and improved streetscape

Illustrative future vision of Atlantic Avenue looking west

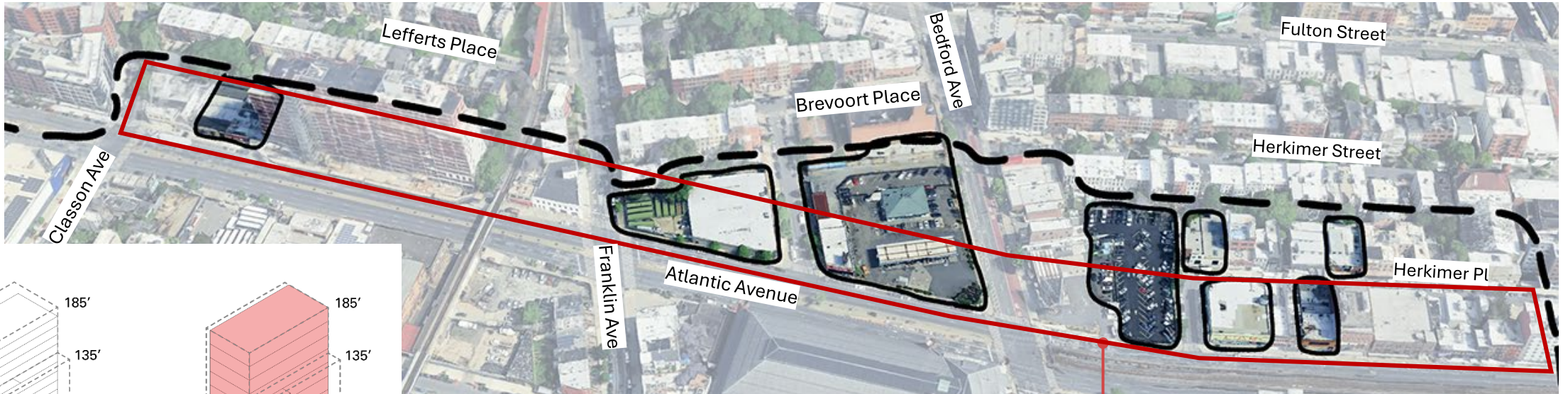
Zoning Proposal: Atlantic Avenue

Existing Zoning: M1-1*

Proposed Zoning: C6-3A, M1-4A / R9A

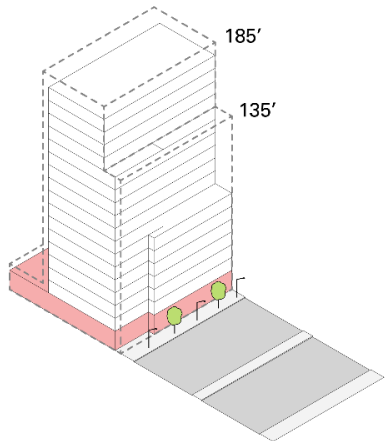
	Max. Residential FAR	Max. Commercial FAR	Max. Community Facility FAR	Max. Manufacturing FAR
C6-3A (R9A)	9.02	6.0	7.5	n/a

Aligns with City of Yes: Housing Opportunity

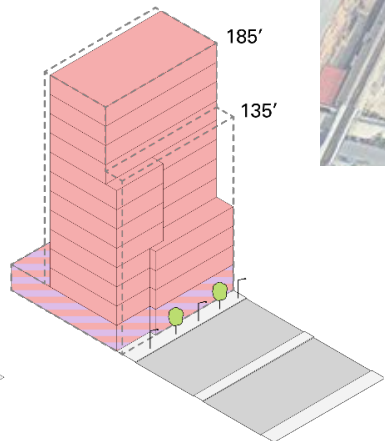


100 feet depth from Atlantic Avenue

C6-3A



Mixed-Use Scenario



Non-Residential Scenario

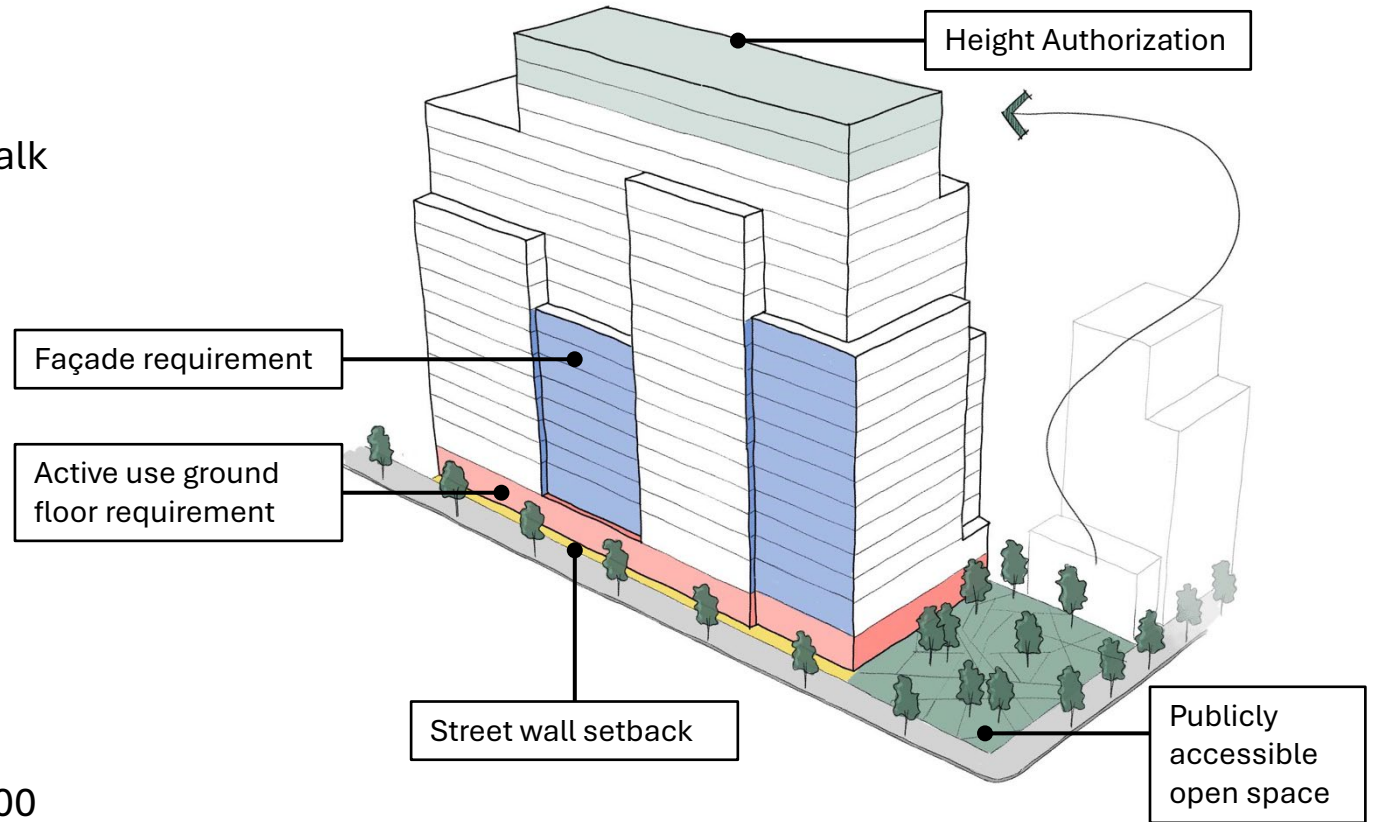
Special District: Atlantic Ave Summary

Requirements:

- Active Ground floor uses (non-residential)
- Set street wall back to achieve a wider sidewalk
- Building façade and articulation for lots 100' and wider
- Restrictive lobby sizes for upper floors
- Transparency

CPC Authorization:

- Provide new publicly accessible open space
 - 20% floor area bonus (4:1 ratio) for new developments on lots greater than 25,000 SF along Atlantic Ave (R9A equiv. areas)



Illustrative diagram of example site with Atlantic Avenue Special District Proposals

North - South Avenue Subarea: Bedford Avenue



Corner lots provide more lot coverage flexibility

More street-level activity

Neighborhood connectors

Grand Ave and Bergen St looking north

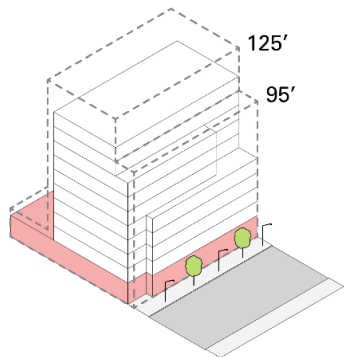
Zoning Proposal: North / South Avenues

Existing Zoning: M1-1*

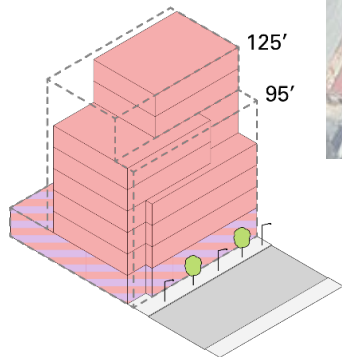
Proposed Zoning: M1-3A / R7D, C4-5D, C2-4 overlay

	Max. Residential FAR	Max. Commercial FAR	Max. Community Facility FAR	Max. Manufacturing FAR
C4-5D	5.6	4.2	4.2	n/a

Aligns with City of Yes: Housing Opportunity



Mixed-Use Scenario

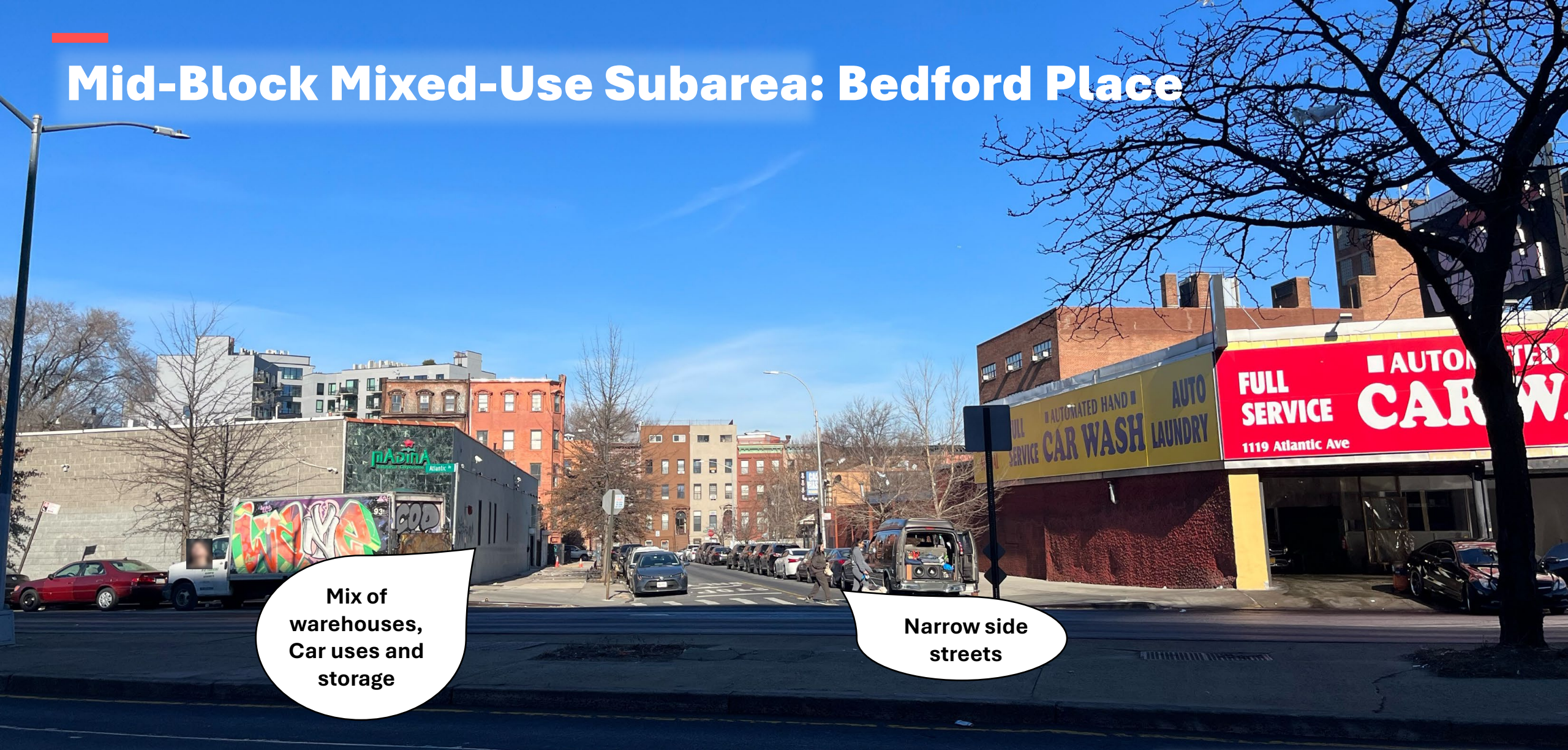


Non-Residential Scenario

C4-5D

Extending the existing C4-5D from Fulton Street down to meet the C6-3A as a transitional height. And building street wall setback for a wider sidewalk

Mid-Block Mixed-Use Subarea: Bedford Place



Mix of warehouses, Car uses and storage

Narrow side streets

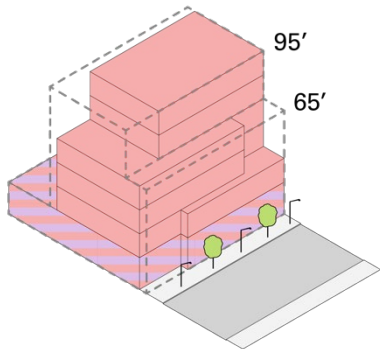
Bergen St between Classon and Grand Aves looking west

Zoning Proposal: Mid-Blocks (Bedford Place)

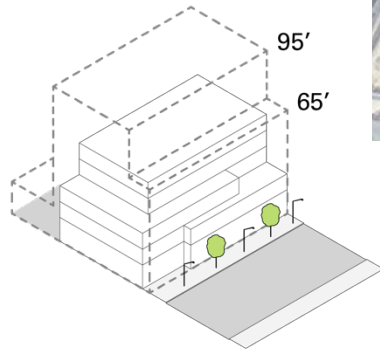
Existing Zoning: M1-1*

Proposed Zoning: C4-3A

	Max. Residential FAR	Max. Commercial FAR	Max. Community Facility FAR	Max. Manufacturing FAR	Max Total w/ incentive FAR
C4-3A (R6A eq.)	3.9	3.4	3.4	n/a	n/a



Non-Residential Scenario



Residential Scenario

C4-3A

The C4-3A serves as a transitional height to the north R6B. Forcing the larger sites to step down.

Mid-Block Mixed-Use Subarea: Herkimer Place

Mix of
warehouses,
offices, and
storage

Smaller block
and lots

Bergen St between Classon and Grand Aves looking west

Zoning Proposal: Mid-Blocks

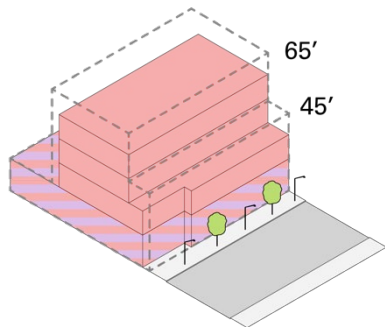
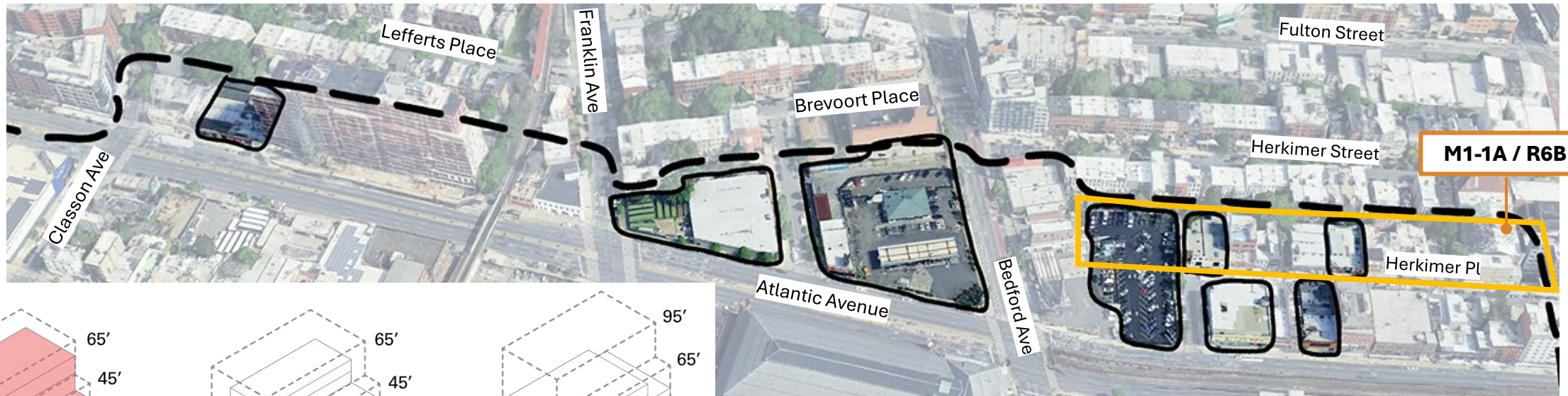
(Herkimer Place)

Existing Zoning: M1-1

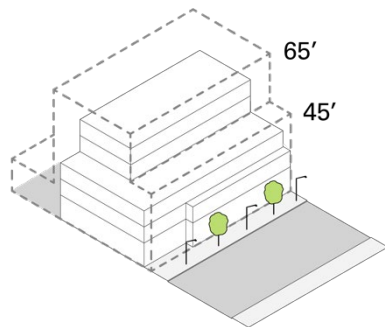
Proposed Zoning: M1-1A / R6B

	Max. Residential FAR	Max. Commercial FAR	Max. Community Facility FAR	Max. Manufacturing FAR	Max Total w/ incentive FAR
M1-1A / R6B	2.4*	2.0	2.0	2.0	3.0

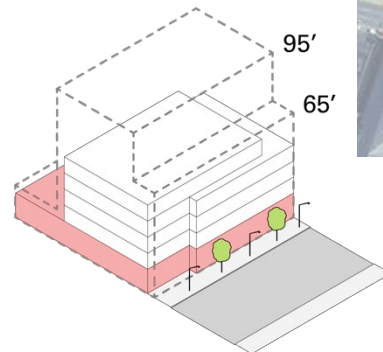
Aligns with City of Yes: Housing Opportunity



Non-Residential Scenario



Residential Scenario



Mixed- Use Scenario

Step down from Atlantic Avenue to Herkimer Street, with incentive to provide spaces for jobs.

Special District and Zoning Text Amendments

The **Special Atlantic Avenue Mixed Use District** would include special rules to **ensure a lively streetscape** along Atlantic Avenue and other corridors and **support a mix of residential, commercial, community facility, and light industrial uses.**



Mapping Mandatory Inclusionary Housing (MIH) and support deeper levels of affordability on city-owned sites



Require buildings street wall to setback along Atlantic Avenue and Bedford Avenue



Adjust FAR, bulk envelopes, and waive required residential parking, in alignment with City-wide text amendment: City of Yes Housing Opportunity



Require bulk envelope modifications to **accommodate a variety of uses** and **façade articulation**



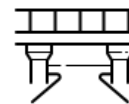
Require **non-residential ground floor uses** on along major corridors



Create a floor area bonus to **promote new open spaces** on large lots located along Atlantic Avenue



Create an **incentive for mid-block job-generating uses** with housing above



Provide **flexibility for lots adjacent or close to elevated rails** (Franklin Ave Shuttle, LIRR)



Waive residential off-street accessory parking in alignment with City of Yes for Housing Opportunity

Residential Areas: 457 Nostrand Avenue



457 Nostrand Avenue Parking lot

Zoning Proposal: Residential Areas

Existing Zoning: R6B, R6A

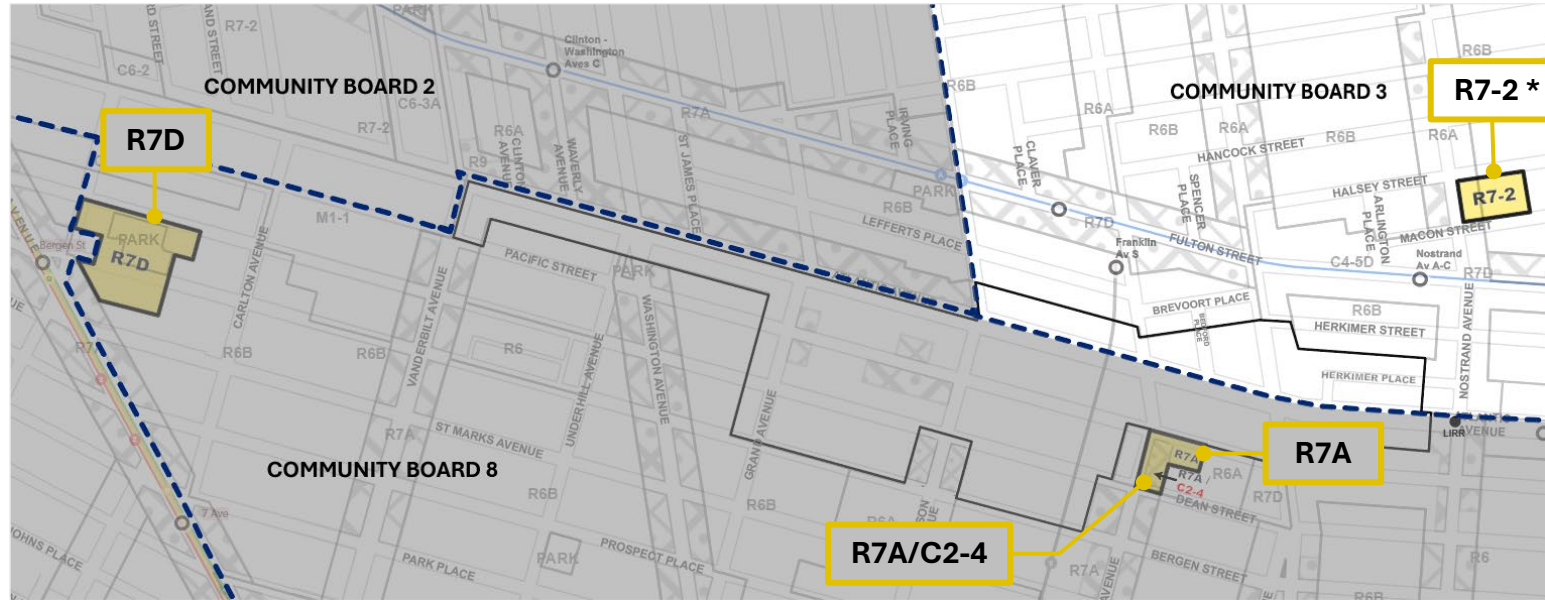
Proposed Zoning: R7D, R7A, R7-2, R7A/C2-4

Context:

- Dean Street and Bergen Street
- Pacific Street and Franklin Avenue
- Nostrand Avenue

Goal:

- Maximize affordable housing opportunities on city-owned sites and nonprofit- owned sites to align with goals to provide affordable senior and family housing



* Heights for the R7-2 portion will be subject to Landmarks Preservation Commission (LPC) review

	Max. Residential FAR	Max. Community Facility FAR	Max. Base / Building Height
R7D	5.6	4.2	95' / 125'
R7A	5.0	4.0	85' / 115'
R7-2 *	4.6	6.5	75' / 135'

AAMUP Housing Strategies

Creating new affordable homes

Financing affordable housing on public and private sites

Administering zoning and tax incentives

Preserving affordability

Protecting tenants and supporting homeowners

Preserving existing affordable housing

Creating new affordable housing

HPD builds affordable housing on both public & private property

- **100% Affordable – City financed**
 - City-owned property ➡ affordable housing developers through a Request for Proposals process
 - Private property owners can approach HPD for financing if they want to build affordable housing
- **Mixed Income – Privately financed**
 - HPD supports the creation of income-restricted units as part of privately financed developments through loans and tax incentives



Belle Gardens (Rochester Suydam)

100% affordable homeownership project with 46 co-op apartments

Housing Lottery is currently open!

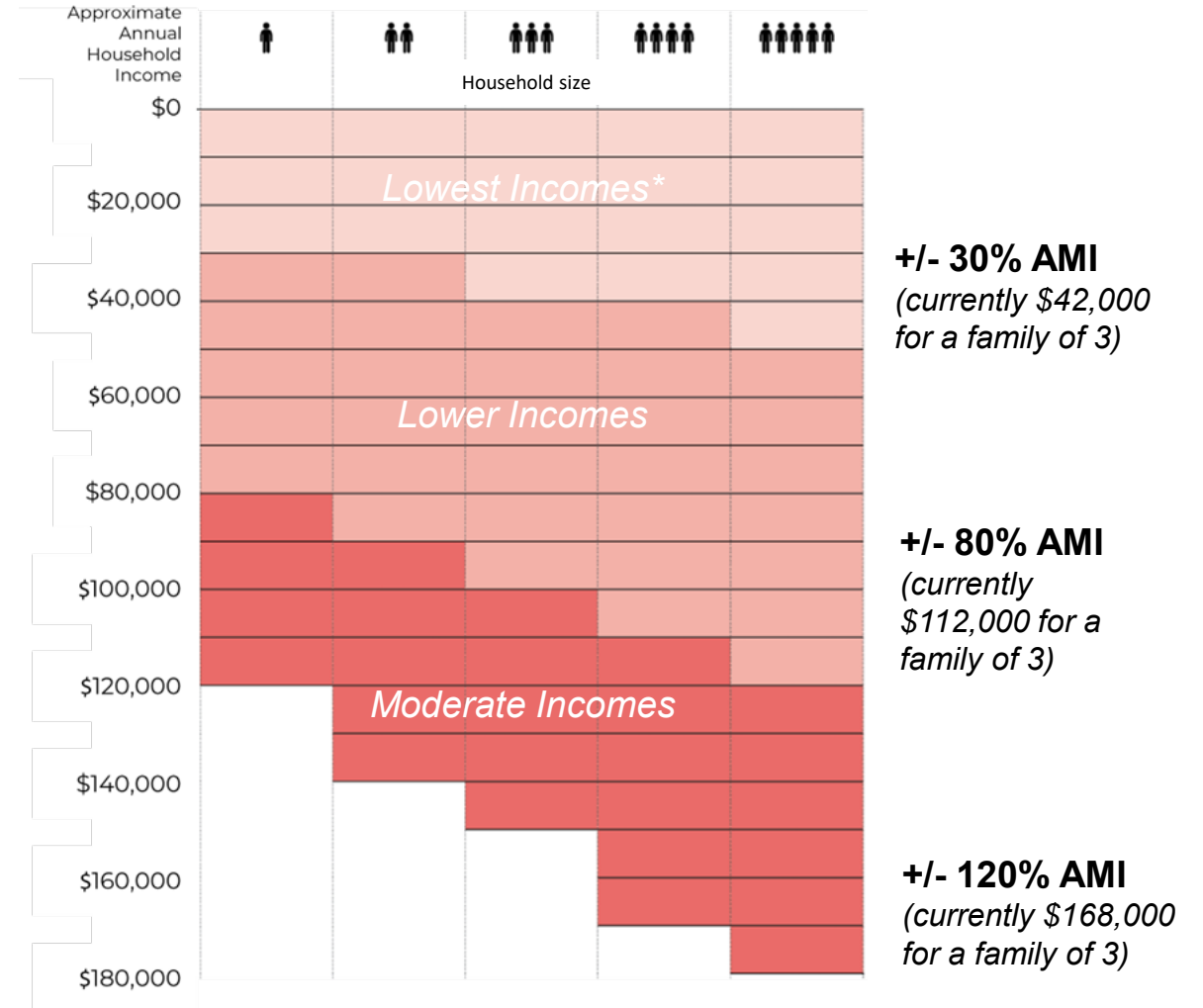
Apply [HERE](#)

How are affordable rents and eligible incomes determined?

- Income limits (or AMIs) are set at the federal level each year by U.S. Housing and Urban Development (HUD)
- HPD mostly finances projects for households earning up to 80% AMI (111,840 for a family of three)
- Income eligibility is related to household size

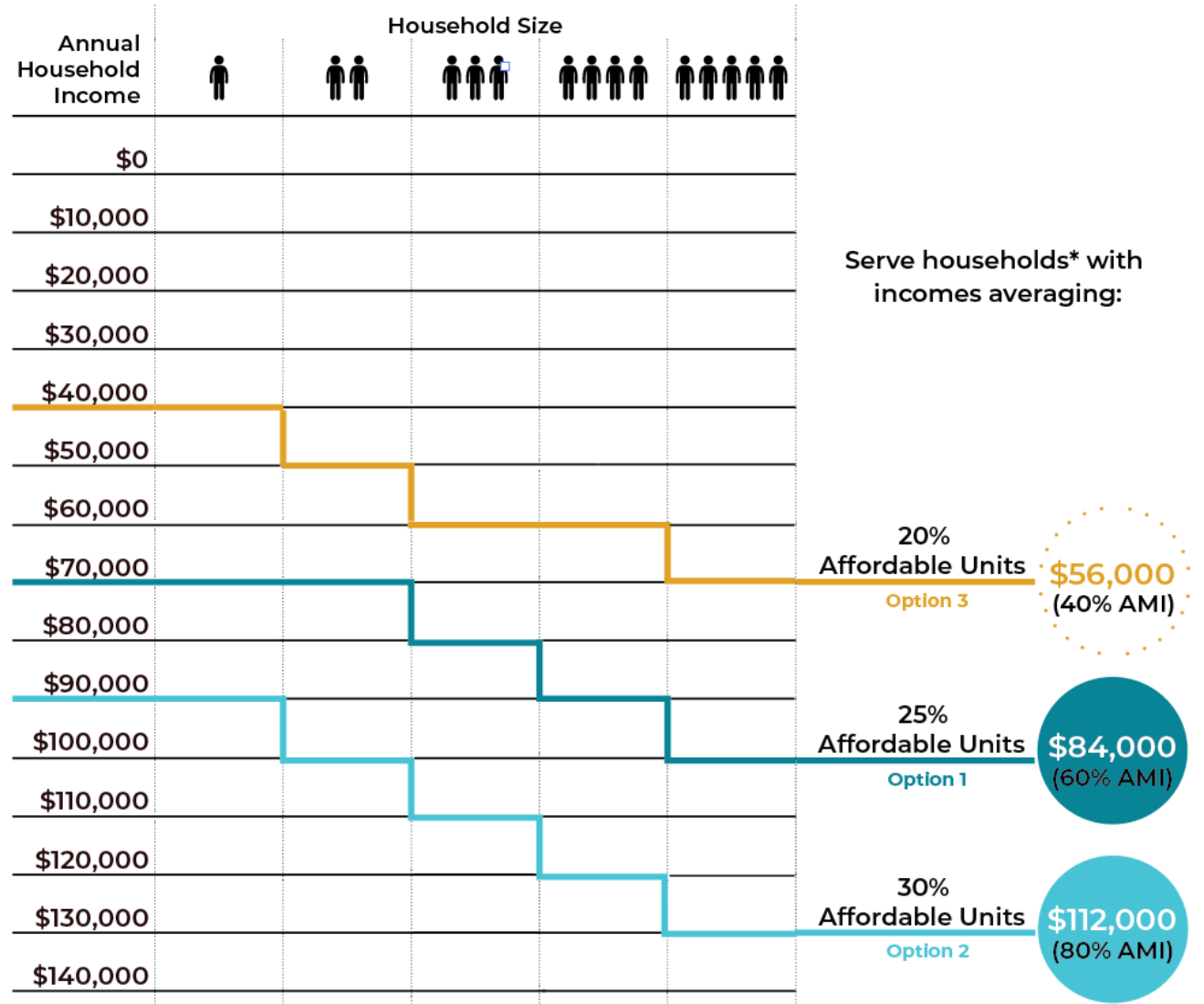
**15% of units in HPD-financed buildings are reserved for lowest income households coming from shelter*

Approximate income limits for HPD's financing programs
(2024 HUD Income Limits)



What is Mandatory Inclusionary Housing (MIH)?

- MIH creates new, permanently affordable apartments that can only be rented to families that earn a certain amount of income
- MIH requires that 20-30% of units be permanently affordable for low- and moderate-income New Yorkers
- MIH housing is administered by HPD and distributed the housing lottery
- Apartments have regulated rents and income eligibilities



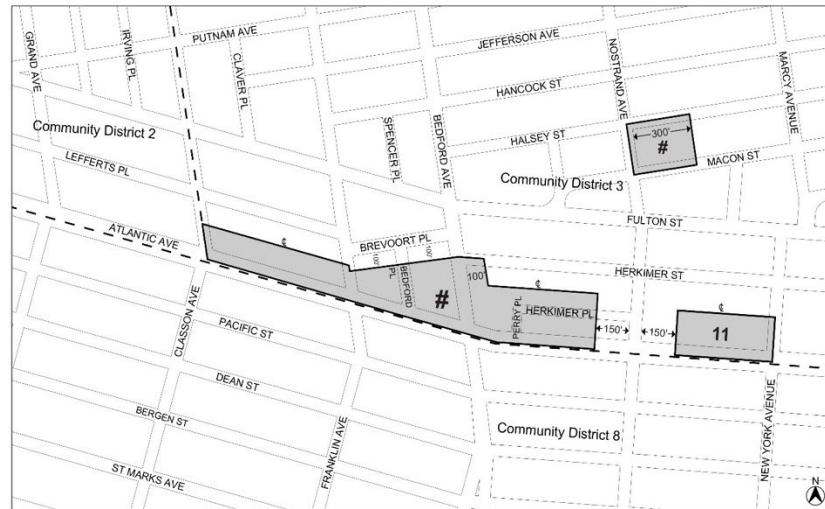
*Rents and incomes are examples based on a three-person household (2024 HUD Income Limits)

Zoning Text Amendment: Mandatory Inclusionary Housing (MIH)

Goal: Increase housing opportunities and require affordable housing for new developments

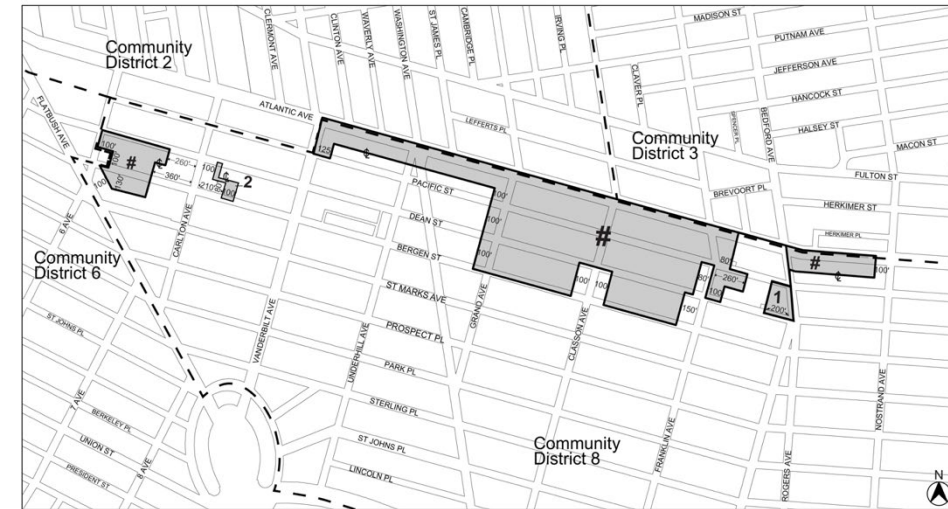
Proposal: Map Mandatory Inclusionary Housing (MIH) with Options 1 and 2, plus the Deep Affordability Option

- Third application of MIH in a Brooklyn neighborhood study (East New York and Gowanus)
- ~1,055 MIH units on private sites, plus 381 units at 100% affordable developments



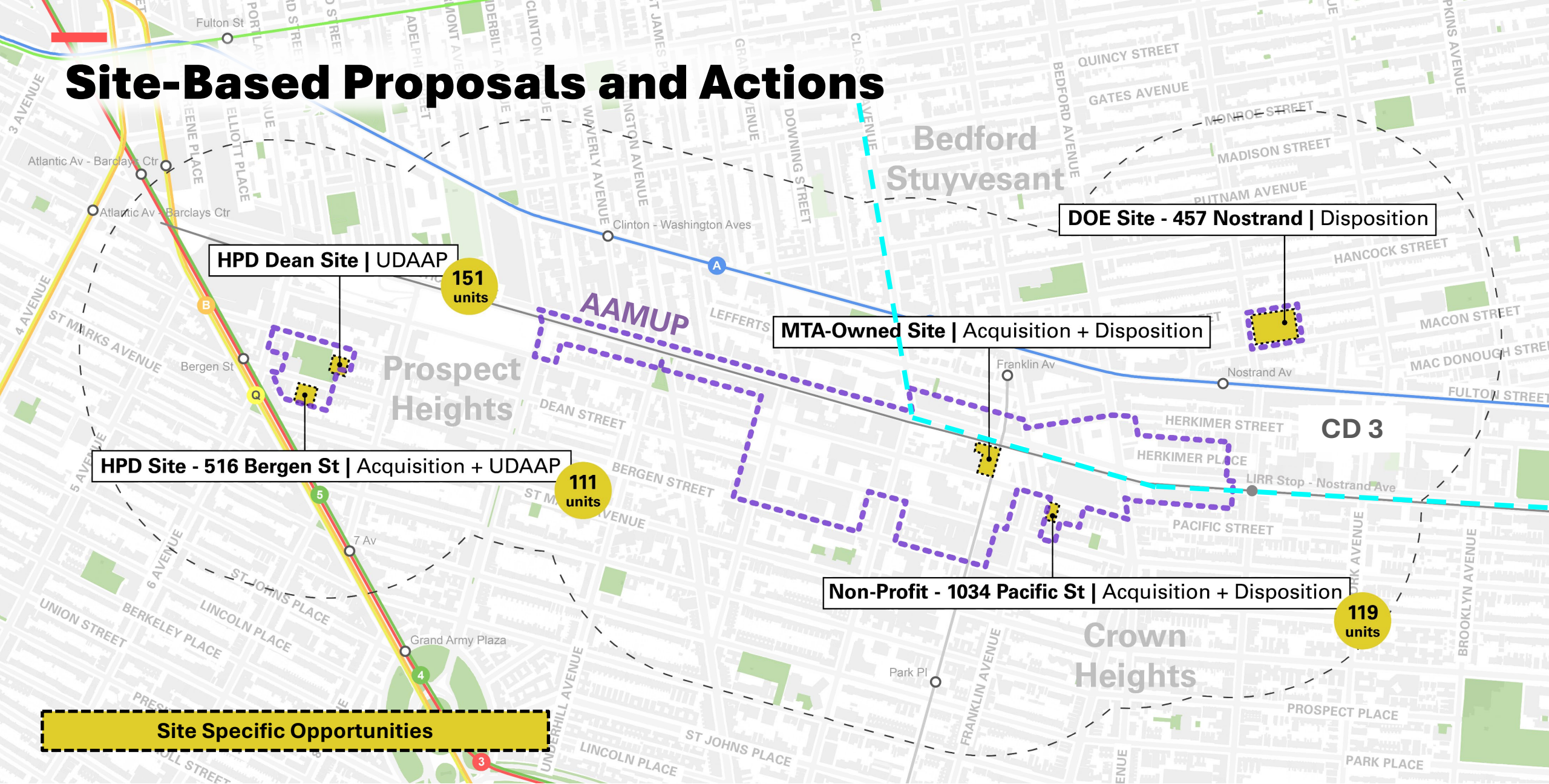
--- Community District Boundaries
 Mandatory Inclusionary Housing Program area
 Area 11 – 5/16/24 MIH Program Option 1 and Deep Affordability Option
 Area # – [date of adoption] MIH Program Option 1, Option 2 and Option 3

CD 8



--- Community District Boundaries
 Mandatory Inclusionary Housing Program area
 Area 1 – 7/20/17 MIH Program Option 1
 Area 2 – 1/31/18 MIH Program Option 1
 Area # – [date of adoption] MIH Program Option 1, Option 2 and Option 3

Site-Based Proposals and Actions



DOE Site - 457 Nostrand | Disposition

HPD Dean Site | UDAAP

151 units

MTA-Owned Site | Acquisition + Disposition

HPD Site - 516 Bergen St | Acquisition + UDAAP

111 units

Non-Profit - 1034 Pacific St | Acquisition + Disposition

119 units

Site Specific Opportunities

DOE-Owned Site for Infill: 457 Nostrand Ave.



100% affordable

~ 160 - 200 units

**** LPC and CB3 design review will be required**

Background:

- Owned by NYC Dept. Of Education
- 30,000 square-foot lot with parking lot and adult learning center
- Located within the Bedford Historic District

Context:

- Site added after Scoping in response to community priority to maximize affordable housing
- City discussing the potential for a mixed-use development with DOE and LPC
- Any future development would include dedicated space for NYC Public Schools



View of the parking lot portion of lot, looking north from Macon St towards Halsey St



Parking Lot Infill Opportunity Development Site

Preserving Affordability: Protecting Tenants

Goals:

- Prevent displacement and tenant harassment
- Educate tenants about their rights and available resources

Strategies:

- Partner with CBOs and elected officials to organize trainings and events on a wide range of tenant issues
 - Know Your Rights trainings
 - Classes
 - Housing resource fairs
 - Tenant clinics



Door-to-Door Outreach

Source: NYC Department of Housing, Preservation, and Development

Preserving Affordability: Protecting Tenants

Project Spotlight

Partners in Preservation:

- Bed-Stuy is part of high priority area for new HPD anti-displacement program
- **\$2.9M multi-year investment** in Central Brooklyn focus area
Program launch in fall 2024
- Fund CBOs to counteract harassment and displacement by:
 - Expanding their outreach teams
 - Conducting tenants' rights workshops
 - Developing tenant leaders and tenant associations
 - Coordinating with government agencies on behalf of tenants



Preserving Affordability: Supporting Homeowners

Goal:

- Support wealth building and increasing housing choice for AAMUP residents through retaining and stabilizing homeowners

Strategies:

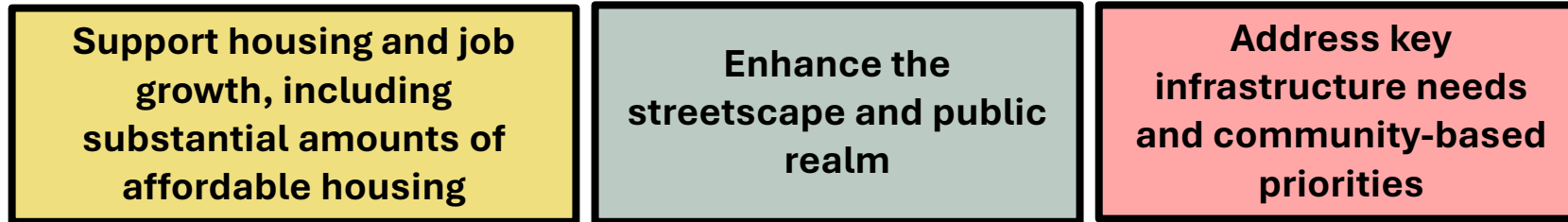
- Invest \$10M in the 1:1 Homeowner Help Desk
 - One-stop shop for NYC homeowners (outreach, marketing, and 1:1 housing and legal counseling)
 - Strategy identified during the Bed-Stuy Housing Plan engagement
- Relaunch program to support low or no interest home repair loans (HomeFix 2.0)
- Homeowner Education



Homeowner Help Desk

Source: NYC Department of Housing, Preservation, and Development

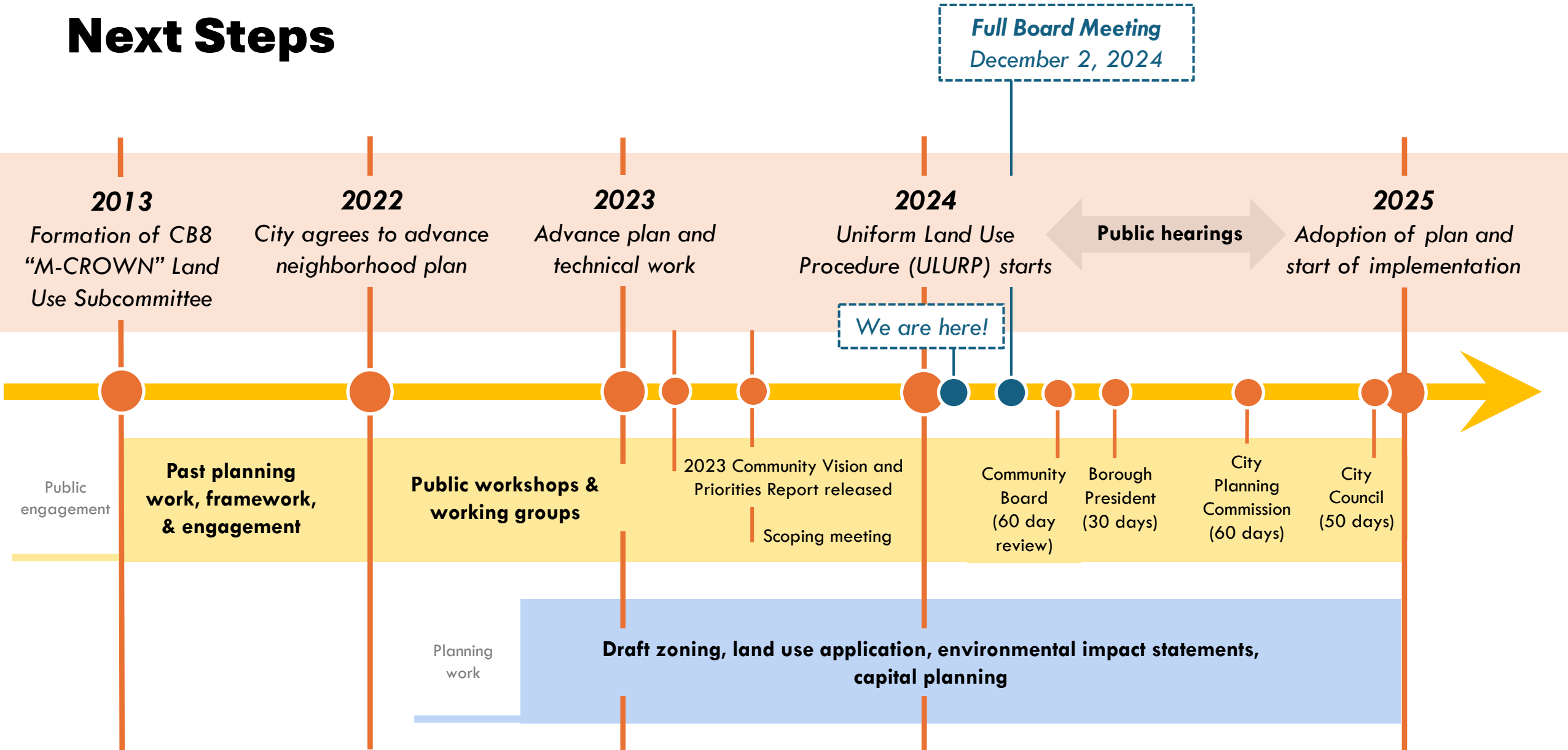
The Atlantic Avenue Mixed Use Plan is an opportunity to re-envision an industrially-zoned area in Central Brooklyn with a holistic plan to:



In total, **AAMUP** is projected to create approximately:



Next Steps



Thank you!

Questions?

Resources:

- **AAMUP:** www.nyc.gov/atlanticavenue
 - Presentations, land use application, DEIS, and other background materials
- **Department of City Planning:** www.planning.nyc.gov
- **NYC Charter** [NEWYORKCITYCHARTER \(amlegal.com\)](http://NEWYORKCITYCHARTER(amlegal.com))