

Welcome!

1:00 - 1:30 Visit the stations + add input

Fill out the survey on your phone or on paper

1:30 - 2:00 Welcome from Council Member Crystal Hudson

Project overview

ULURP 101

2:00 - 2:30 Breakout discussion groups

2:30 - 3:00 Shareback + close out

PUBLIC MEETING #1



DISTRICT 35

WELCOME



PUBLIC MEETING #1

DISTRICT 35

Planning Together For Our Future

LIKE PARTICIPATORY BUDGETING, BUT FOR LAND USE

Agenda

1. Project Overview
Who What When Where Why How?
10 MIN
2. ULURP 101
20 MIN
3. Breakout group discussions
30 MIN
4. Share back and close out
30 MIN



DISTRICT 35

PROJECT OVERVIEW

PUBLIC MEETING #1

Why do we need a comprehensive land use vision for District 35?

The current land use decision-making process in New York City is **deeply flawed**.

Community members often **do not have a meaningful role** in shaping the outcomes of a new project or building. These conditions do not work towards fulfilling the long-term needs or aspirations of community members.

A new approach is needed to ensure that **community priorities are integrated in land use processes** long before a project arrives for Community Board approval.

Who is the project team?

Project Team



HESTER ST

About

- Hester Street is an urban planning, design and development nonprofit that works to ensure neighborhoods are shaped by the people who live in them
- Contracted by Council Member Hudson's Office through City Council Discretionary Funding

Who else is involved?

District 35 residents like you!

- 3 public meetings
- 5 focus groups on specific topics
- Surveys and interviews
- Social media
- LinkNYC kiosks
- Informal engagements
 - Tabling at events
 - Street campaign
- Community Boards and other civic groups

Advisory Committee

- Myrtle Avenue Brooklyn Partnership
- Crown Heights Jewish Community Center
- Fort Greene Senior Council
- Switching Lifestylez
- Greater Direction
- Housing Justice for All
- Pratt Center for Community Development
- Brooklyn Public Library
- Ifetayo Cultural Arts Academy
- Medgar Evers College
- Ingersoll Houses Tenants Association
- Ebbets Field Tenants Association
- Tivoli Towers Tenants Association
- Community Boards 2, 8 + 9

What are our goals?



Understand **community needs and priorities** on a variety of issues (housing, open space, education, transportation, food access etc.)



Develop a District-wide **vision for land use** that integrates community priorities with a data-driven analysis of the district's needs



Create a **new blueprint** for how land use decisions are made at the local level that empowers and engages community members

How will the land use vision work?

Our work will result in a **community-driven land use vision and prioritization framework** for District 35. This framework will serve multiple purposes. It can be:

1. Used by developers or other entities to inform what types of development they should propose in the district;
2. A checklist to ensure that a base level of community needs are integrated into any new development that is proposed in the district;
3. An accountability mechanism for community members to ensure that their needs and priorities are considered in the early phases of project development.

This process is the first of its kind and may serve as a pilot for other Council Districts.

Where does this process apply?

All of District 35 – specifically any project coming through ULURP in the future

Separate from parallel outreach and planning process for an upcoming rezoning of a portion of Atlantic Avenue (AAMUP)



When will the process take place?

	FEB		MAR		APR		MAY		JUN	
Advisory Committee Meetings										
Public Meetings										
Focus Groups										
Survey + Social Media										
Informal Engagements + Interviews										
Land Use Vision + Prioritization Framework										

DISTRICT 35

QUESTIONS?

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ULURP 101

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Background

Uniform Land Use Review Procedure (ULURP) is a standardized procedure whereby applications affecting the land use of the city are publicly reviewed.

The City Charter requires ULURP for:

- Zoning map changes and zoning special permits
- Acquisitions and dispositions of City-owned property
- Site selection for capital projects
- Housing and urban renewal plans and projects pursuant to city, state, and federal laws
- Revocable consents, request for proposals, and other solicitations

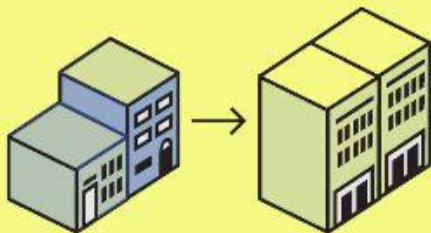


RECENT ULURP PROPOSALS IN DISTRICT 35



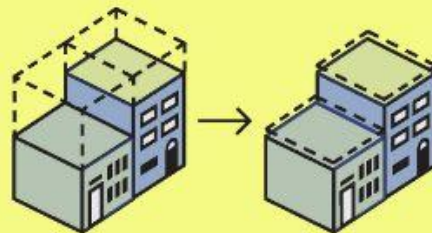
What is a zoning change?

Zoning changes include:



UPZONING

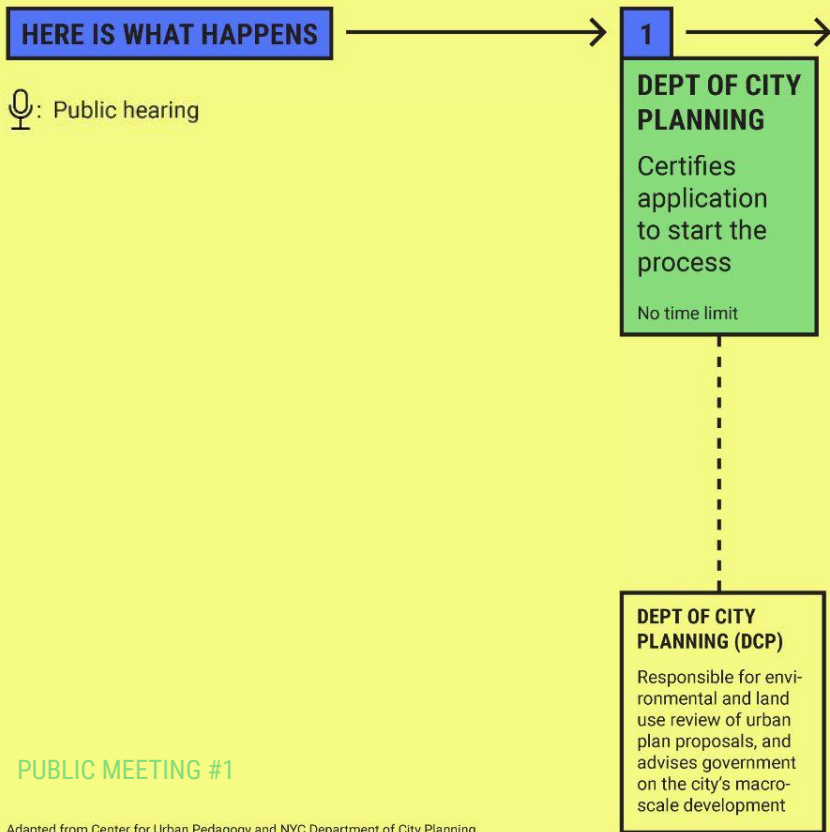
Increasing zoning density in a particular neighborhood (i.e. upzoning on single residential lots to allow for multi-family building development)



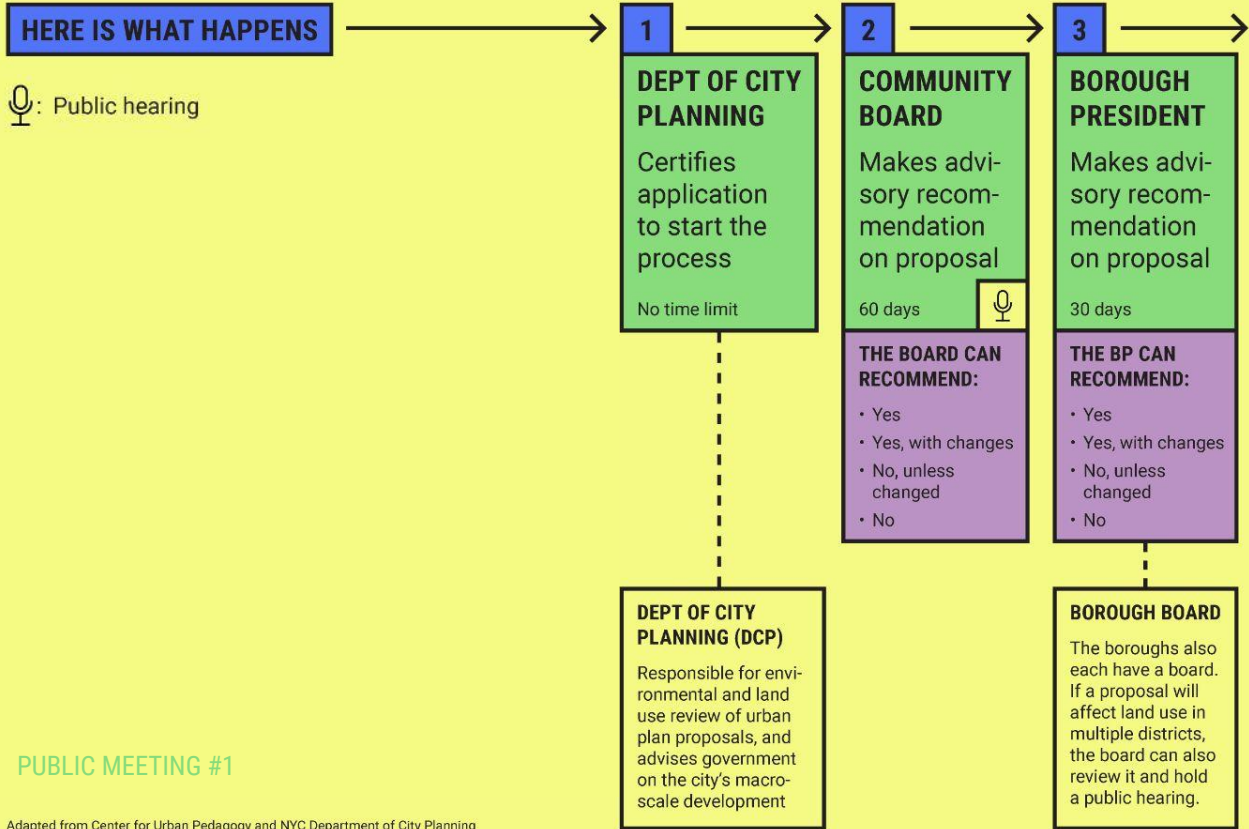
DOWNZONING

Reducing zoning density is argued to preserve neighborhood character and enhance environmental benefits (congestion, pollution)

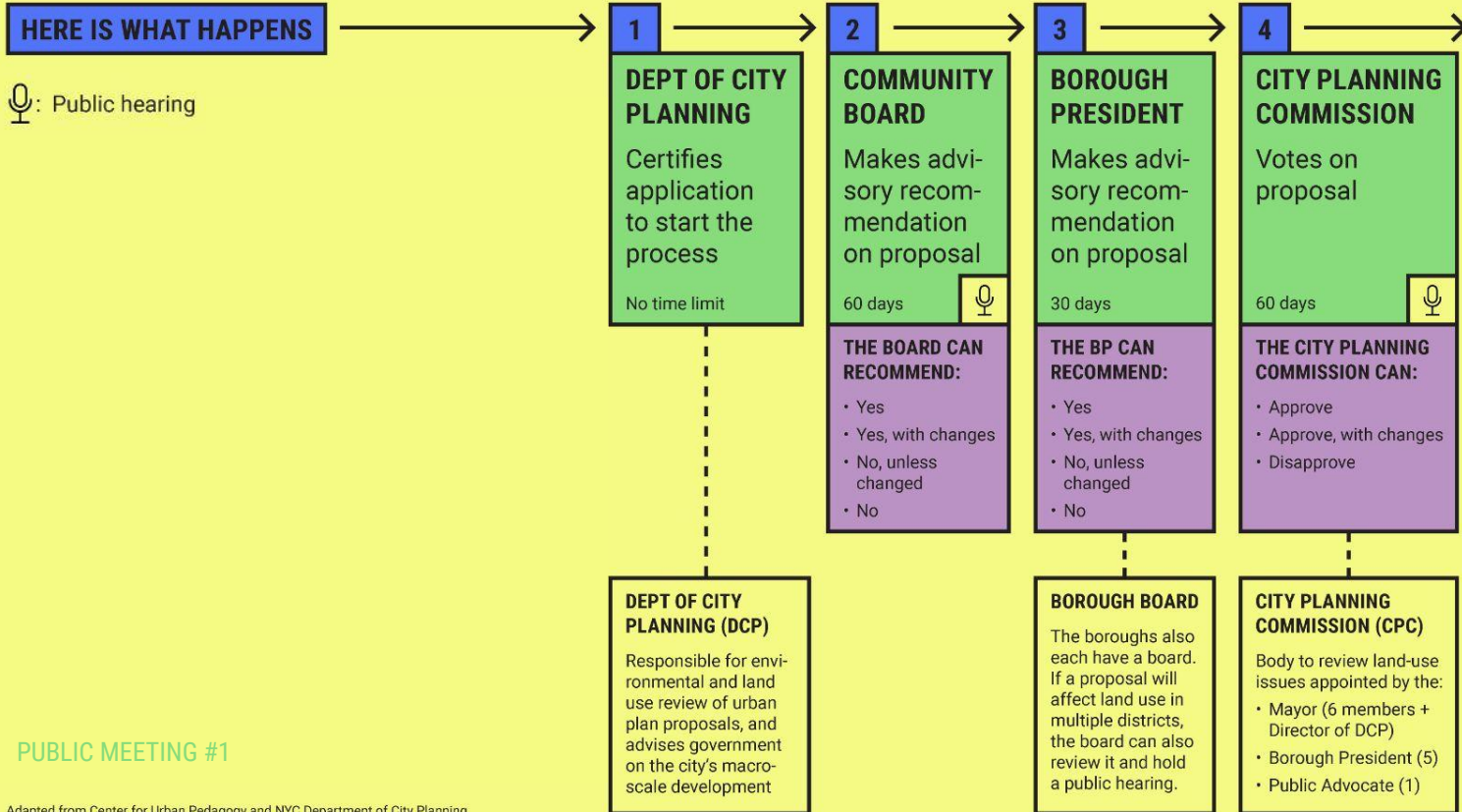
How does ULURP work?



How does ULURP work?

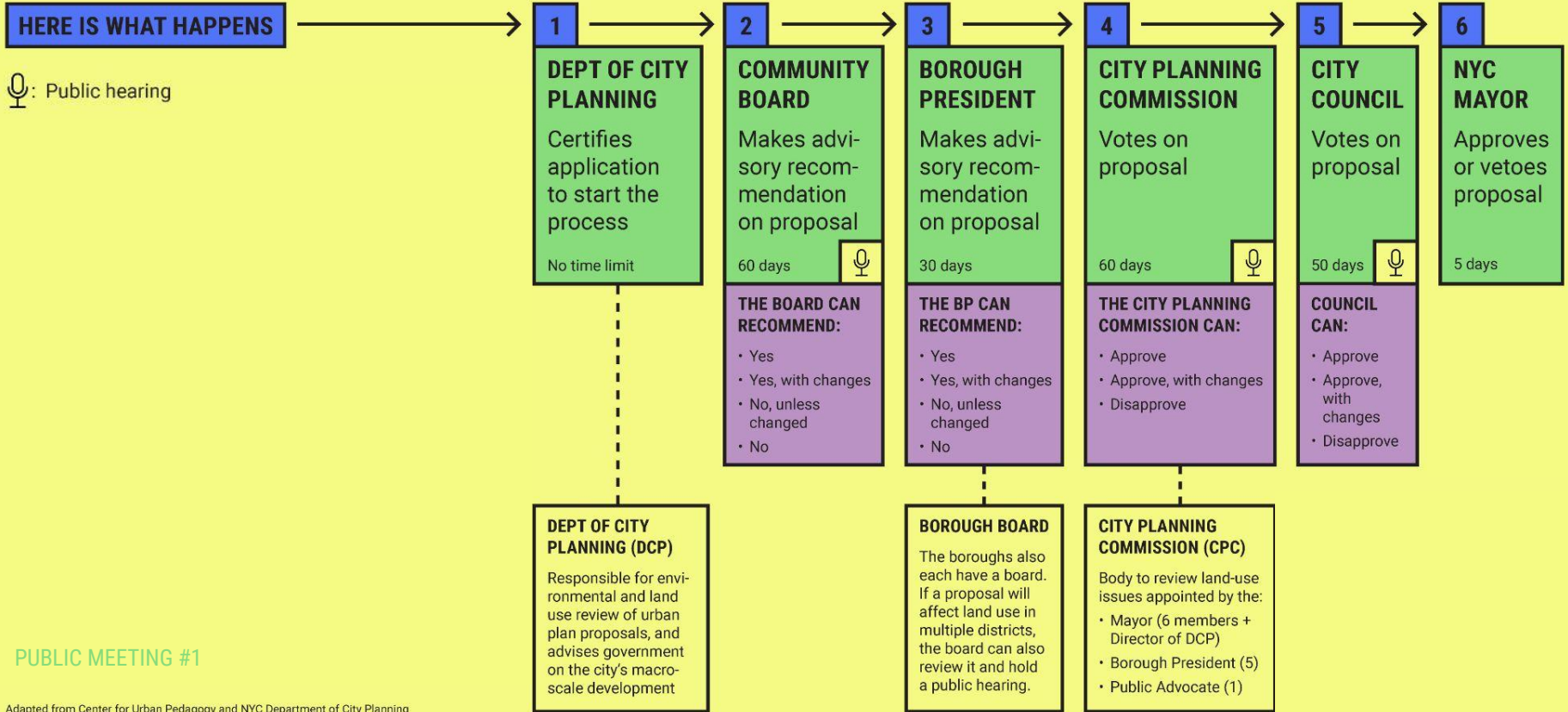


How does ULURP work?



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How does ULURP work?



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Common Critiques

Community Board and
Borough President
votes are **advisory**

Outreach **not required**
outside formal venues

Projects almost
'fully-baked' when they
enter the process

Activity in Pairs

1. Introduce yourself to your neighbor
2. Read through your development case studies
3. Take turns sharing an overview of your development case study and discuss what you each like and dislike about the project and why
4. Record your notes on the case studies
5. Switch!

DEVELOPMENT CASE STUDY **DISTRICT 35** **HESTER ST**

Bedford-Union Armory

Image: NYC Economic Development Corporation (EDC) Map: NYC Department of City Planning

1561 Bedford Ave Community District 9 Developer: BFC Partners Certified: 05/22/2017
 Applicant: NYC EDC Crown Heights Architect: Marvel Approved: 12/05/2017

Uses

- 108,000 sq ft of community facility, including:
 - Recreation center with multi-sport courts, indoor swimming pool
 - Space for 10 non-profits providing educational, cultural, and healthcare services
- 25,000 sq ft of commercial use
- 362,000 sq ft of residential use

Changes (ULURP Actions)

- Site Disposition
- Zoning Text Amendment
 - Mandatory Inclusionary Housing (MIH)
- Special Permit
 - ZR Section 74-74 large scale general development
- Zoning Map Amendment
 - R6 to R7-2 and R7-2/C2-4 districts

DISTRICT 35 **HESTER ST**

Affordability

Rate: 60% Affordable

Area median income

Housing is considered affordable if it costs about one-third or less of what the people living there earn. Income eligibility and rent for City-financed affordable housing projects are based on a measure called area median income (AMI). The rental price for a project's affordable units will fall within a bracket of AMI levels.

The AMI for all cities across the country is defined each year by U.S. Department of Housing and Urban Development (HUD). The 2022 AMI for the New York City region is \$120,100 for a three-person family (100% AMI).

Area median income in NYC, 2022

40%	50%	60%	70%	80%
\$934	\$1,167	\$1,401	\$1,634	\$1,868
\$1,001	\$1,251	\$1,501	\$1,751	\$2,002
\$1,201	\$1,501	\$1,801	\$2,101	\$2,402
\$1,387	\$1,734	\$2,081	\$2,428	\$2,775

Range for Bedford-Union Armory: 30-60%

Conversation here. Think about all aspects of the project when answering how the project looks, how it relates to the surrounding context, the uses and floor spaces, the affordability, size, and quality of the housing units, and more!

What are some positive outcomes of this project? What do you like about it?

What are some negative outcomes of this project? What don't you like about it?

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BREAKOUT GROUP DISCUSSIONS

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Breakout Group Discussions

3:00-3:30

Make sure you're at a table for your neighborhood

- Fort Greene + Clinton Hill
- Prospect Heights + Bed-Stuy
- Crown Heights

One volunteer from each group will share key takeaways at 3:30

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SHARE BACK + CLOSE OUT

Share back

One volunteer from each group to share:

- What were the key takeaways from your group discussion?

Action Items

1. **Take the survey** and share with other District 35 residents
2. **Attend second public meeting** next month
3. **Sign up to Council Member's email newsletter** for project updates
 1. Go to council.nyc.gov/district-35/
 2. Click "Sign Up To Receive Emails"



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THANK YOU!

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