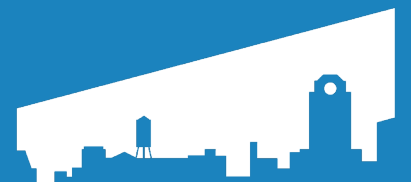




REIMAGINING 638 MYRTLE AVENUE

COMMUNITY WORKSHOP
NOVEMBER 2017



IMPACCT
BROOKLYN

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INTRODUCTION

IMPACCT BROOKLYN

IMPACCT Brooklyn (previously Pratt Area Community Council) is a nonprofit housing developer and advocacy organization founded in 1964 serving Central Brooklyn. The organization develops affordable housing, promotes commercial revitalization and small businesses, strengthens families and individuals through social services, and protects tenant rights through organizing and advocacy. It has led the successful development of 28 projects, totaling 88 buildings and 1,119 dwelling units.

638 MYRTLE AVENUE

IMPACCT Brooklyn understands the value of city-owned land in a city where public lots are few and far between. The organization has long been committed to bringing permanent affordable housing and a community garden to a Department of Environmental Protection (DEP) lot for several years. DEP owns a large lot along Kent and Myrtle Avenues made up of three parcels (A, B, and C). Parcel A is vital for DEP because it provides the City access to a water tunnel. Parcel B cannot be built upon, but can be released by DEP for passive surface activities, such as a garden. Parcel C, which boasts 102' frontage on Myrtle Avenue and harbors a commercial overlay, can be built upon.

DEP has indicated that it plans to transfer Parcel C to the Department of Housing Preservation and Development (HPD) for the construction of affordable housing. In 2011, IMPACCT (then PACC) entered into a license agreement with NYC DEP to use Parcel C as a temporary garden. Since 2012, Parcel C has been growing as a volunteer-run community garden called Myrtle Village Green. IMPACCT Brooklyn, in partnership with Architecture in Formation New York (AFNY), plans to propose a community-supported mixed-use development with affordable housing, commercial and community facilities, and a permanent community garden on Parcel B.

COMMUNITY VISIONING

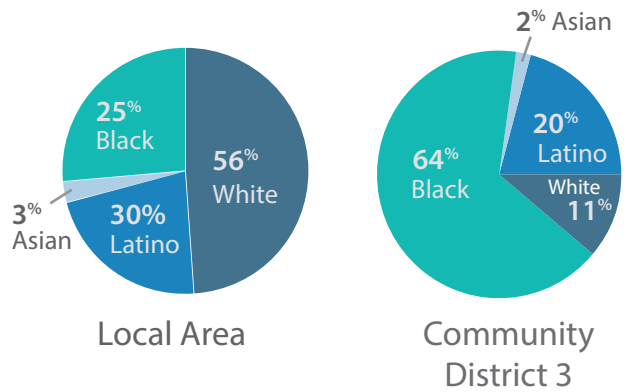
IMPACCT Brooklyn organized two visioning workshops about the future use of the lot. Last fall, IMPACCT Brooklyn organized a conversation with gardeners of Myrtle Village Green to understand how they used the garden, what is challenging in their current space, and what they would like to see in a new (permanent) garden.

To continue the conversation about the future use of the lot on 638 Myrtle Avenue, IMPACCT Brooklyn invited all community stakeholders to a conversation about the building's proposed uses. Among the attendees were elected officials, Community Board 3 members, residents, teachers, and gardeners from Myrtle Village Green. Representatives from Myrtle Avenue Revitalization Project LCD (MARP) were also present and helped to promote the event. The overarching goal of the community workshop was to bring together local stakeholders to identify priorities about housing affordability, type of housing and unit size as well as desired commercial and community facility uses. IMPACCT Brooklyn partnered with Hester Street (HST) to design and execute a community-visioning workshop to reach a united vision for the future of the lot.

NEIGHBORHOOD CONTEXT

The lot on 638 Myrtle Avenue is located within Bedford Stuyvesant in the northwest quadrant of Community District 3. The local area is bound by Flushing Avenue to the north, Marcy Avenue to the east, both Lafayette and DeKalb Avenues to the south, and Taaffe Place to the west. The surrounding blocks are made up of two- and three-story residential buildings where a diverse set of families and individuals reside. In the last decade, the neighborhood has seen significant demographic change: there has been an influx of white individuals and families with higher incomes and education levels.

RACE + ETHNICITY

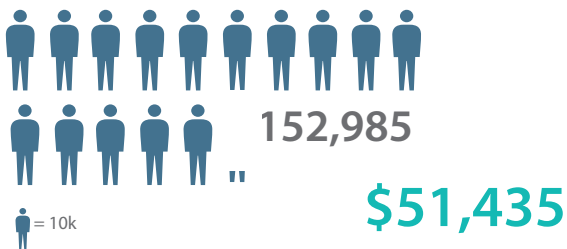


POPULATION + MEDIAN INCOME

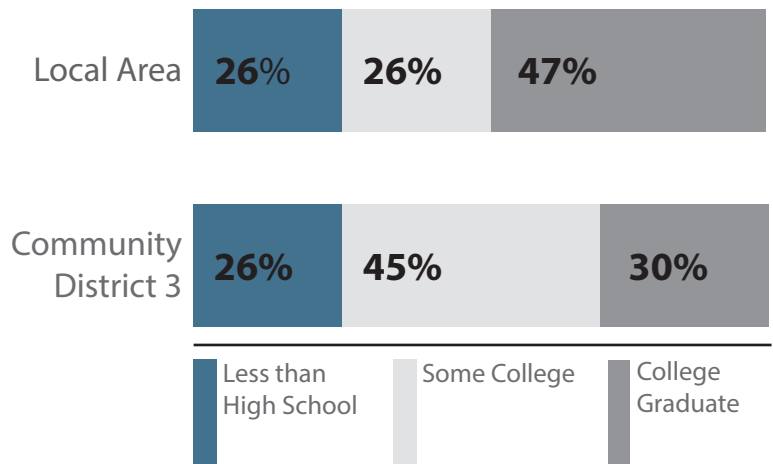
Local Area



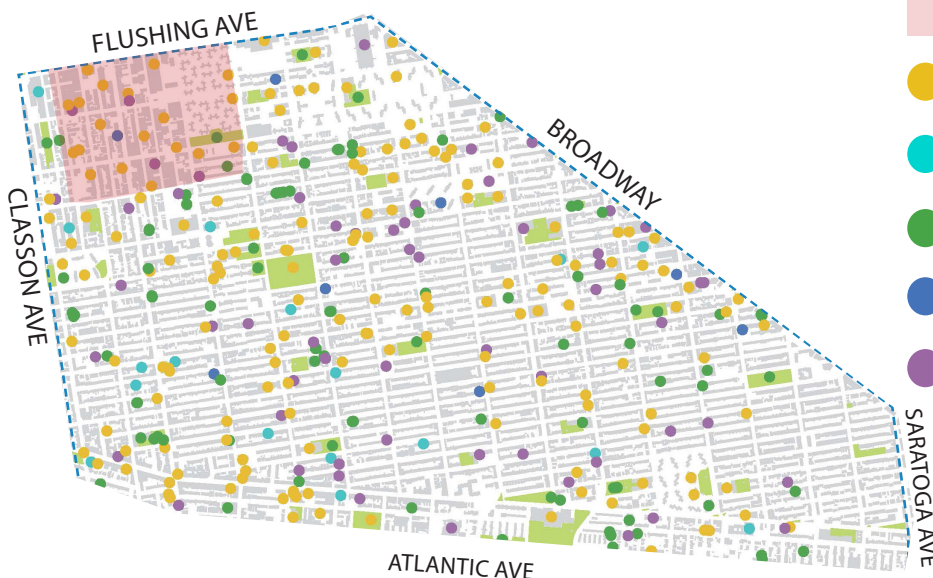
Community District 3



EDUCATIONAL ATTAINMENT



Community District 3



KEY

- Local Area
- Education, child welfare + youth
- Libraries + cultural programs
- Parks, gardens + historical sites
- Public safety, emergency services + justice
- Health + human services

Community Facilities by Type

WORKSHOP OVERVIEW



VISIONING WORKSHOP

On Thursday, November 15th, IMPACCT Brooklyn, in partnership with Hester Street (HST) and Architecture In Formation (AIF), organized a public multilingual visioning workshop at Brooklyn Community Arts & Media High School.

Bernell Grier, Executive Director of IMPACCT Brooklyn, opened the meeting with a welcome and organizational overview. Her predecessor, Deb Howard, offered a thorough account of the site's historical context before inviting Shawn Onsgard to speak. Shawn is a leader and longtime volunteer of Myrtle Village Green (MVG), the flourishing community garden that currently occupies Parcel C along Myrtle Avenue. Following the appointed statement from MVG, Matthew Bremer and Kuza Woodard, Principal of AIF and Housing Director at IMPACCT Brooklyn, respectively, provided an overview of the site plan, zoning restrictions, as well as a rundown of the housing affordability options.

After the presentation, participants were invited to join a small group discussion. All breakout groups, facilitated in English, Spanish, or Bangla, covered the same array of activities.

ATTENDANCE

61

Participants



AGENDA

- Welcome + Introductions
- Historical Context
- Myrtle Village Green Perspective
- Affordable Housing Options
- Breakout Sessions
- Report Back + Closing

LANGUAGES

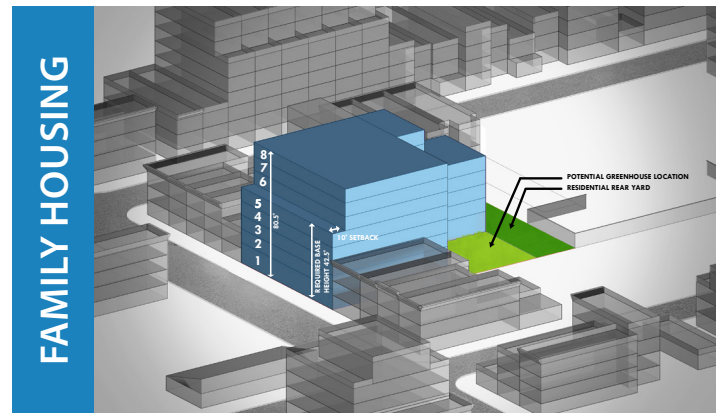
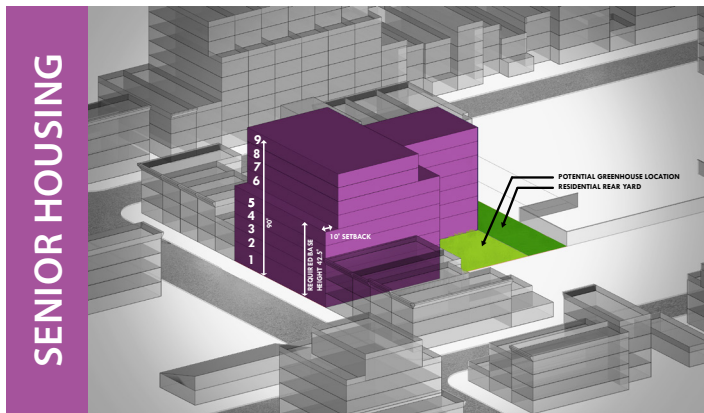


- English
- Spanish
- Bangla

WHAT WE SHARED

HOUSING + AFFORDABILITY

AIF reviewed the type of affordable housing buildings that are allowed given the existing zoning ordinance, while IMPACCT Brooklyn reviewed a breakdown of annual incomes and estimated monthly rents using the Senior Affordable Rental Apartments (SARA) and the Extremely Low and Low Affordability (ELLA) term sheets to provide workshop participants with important contextual information before asking for their preference.



Using the SARA (Senior Affordable Rental Apartments) term-sheet, this building would have a combination of:

- 30-80% Area Median Income (AMI)
- Studios & -Bedroom apartments

Annual Income*	AMI	Monthly Rent**
\$20,040	30%	\$426
\$26,720	40%	\$605
\$33,400	50%	\$784
\$40,080	60%	\$963
\$46,760	70%	\$1,196
\$53,440	80%	\$1,375

*Annual incomes listed for 1-person households

** Monthly rent listed for 1-BR units

*Annual incomes listed for a 3-person family

** Monthly rent listed for 2-BR units

Using the ELLA (Extremely Low + Low Income Affordability) term-sheets, this building would have a combination of:

- 30-100% Area Median Income (AMI)
- Studios; 1, 2, & 3 Bedroom Apartments

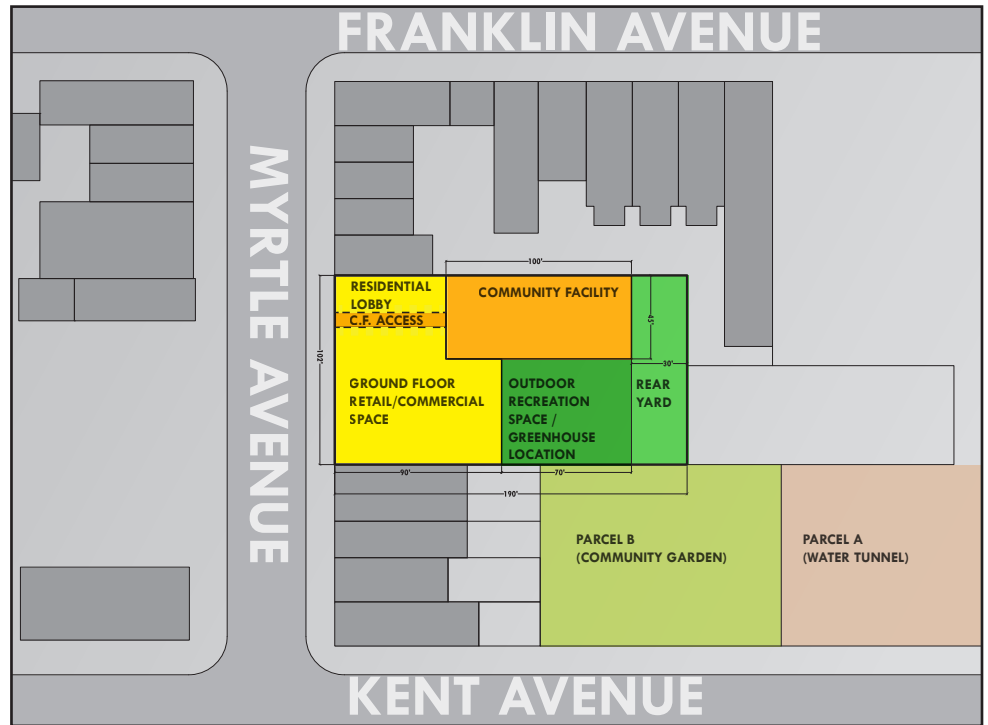
Annual Income*	AMI	Monthly Rent**
\$25,770	30%	\$521
\$34,360	40%	\$736
\$42,950	50%	\$951
\$51,540	60%	\$1,166
\$60,130	70%	\$1,445
\$68,720	80%	\$1,660
\$85,900	100%	\$2,089

MIXED USE OPTIONS

All breakout groups reviewed the ground floor site-map to better understand the available space for both commercial and facility uses. Facilitators at each breakout group reviewed existing commercial and community facility assets in the Bedford Stuyvesant neighborhood before inviting participants to share their preferred uses in the proposed mixed-use building.

In its present iteration the building can carry upwards of 6,000 square feet that will be allocated for ground floor, glass-front retail space. Much of the remaining footprint can be designated for a community facility, approximately 4,500 square feet.

Additionally, the L-shaped property provides an allowance, beyond the 30-foot rear yard setback, for shared outdoor recreation between residents and those participating in the aforementioned communal space. A greenhouse, potentially integrated into the (proposed and repositioned) adjacent garden, is one suggested to fill this use.



SITE MAP - GROUND FLOOR

Consumer Survey 2014 | 650 Respondents

Myrtle Avenue Revitalization Project LCD contributed findings from their 2014 consumer survey conducted in 2014 along Myrtle Avenue, just west of 638 Myrtle Avenue to provide information about the types of commercial uses currently represented in the neighborhood.



FINDINGS

WORKSHOP FINDINGS

The workshop gathered the perspectives and priorities of 61 local residents and other stakeholders. During the small breakout sessions participants were all asked to share their preferred housing type, rent price point, and unit size. In addition, participants were asked to share their desired commercial and community facility use within the proposed mixed-use building. Following the conversations about housing affordability, type, and unit size, participants provided input about the other uses within the proposed development.

HOUSING PRIORITIES

Facilitators began the housing activity with a review of the neighborhood's AMI and median household income. Nearly half of the neighborhood households make under \$50,000 a year, while 30% earn between \$50,000-\$100,000 annually.

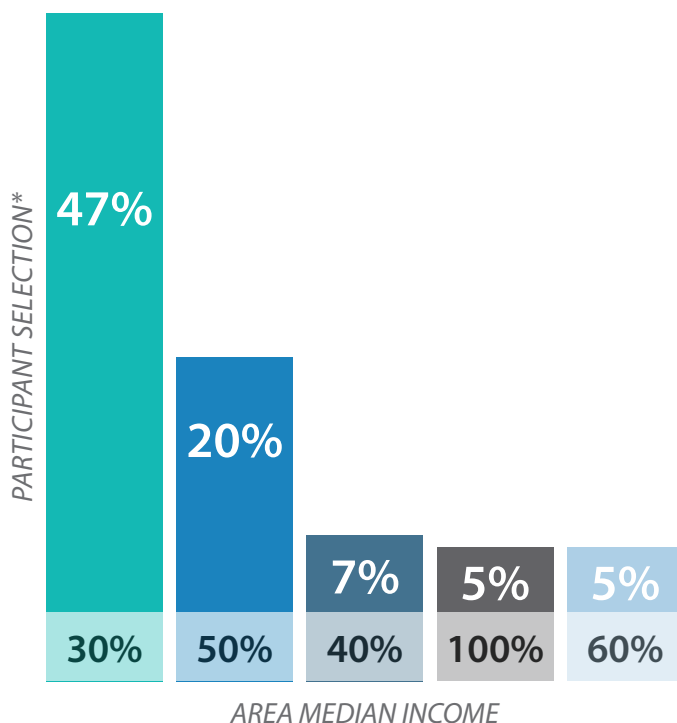
Nearly half of the participants prefer deep affordability (30% AMI) in the proposed building, while about a fifth of the participants selected the 50% of AMI option. Only a few participants indicated a preference for the 100% AMI affordability option. Outside of the voting activity, conversations in several breakout groups indicated that community members would like to see a mix of incomes that can serve the diverse needs of the community.

Most participants are primarily interested in seeing family housing, although the seniors indicated an interest for senior housing. Overall, participants highlighted the need for larger housing units that can accommodate growing families. The choice for unit size of 2-3 bedrooms was the most popular.

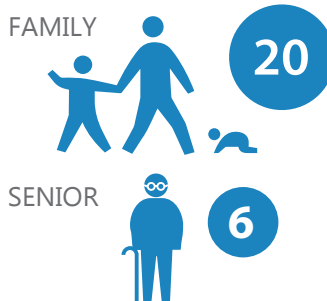
Both the Bangla and Spanish speaking groups brought up the importance of intergenerational housing units that best support the family structure of recent immigrants. They shared that housing options that can accommodate grandparents and other extended family would be most beneficial to immigrant families.

Other groups also discussed the need for housing and support options for the formerly homeless.

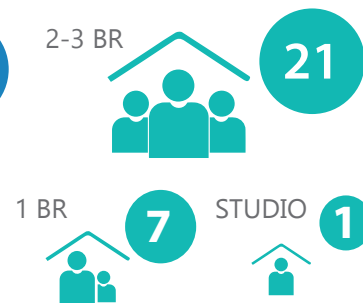
PARTICIPANT PRIORITIES



HOUSING TYPE



UNIT SIZE



These numbers under-represent participants' responses because some groups did not vote in this exercise. Additionally, the options provided did not meet the needs of Bangla- and Spanish-speaking participants, who indicated a need for bigger apartments that accommodate both seniors and their families.

*Participants could have made up to three choices for affordability levels, but some breakout groups did not complete the voting activity.

COMMERCIAL USE PRIORITIES

Given that many of the participants are gardeners at Myrtle Village Green, their preference for the commercial/retail space was heavily aligned with the grocery store and farmers' market options.

MARP's Shopper Survey finds that over 50% of respondents' groceries and specialty food store needs are not met along Myrtle Avenue. Some participants shared that they experience a general lack of grocery stores in the area.

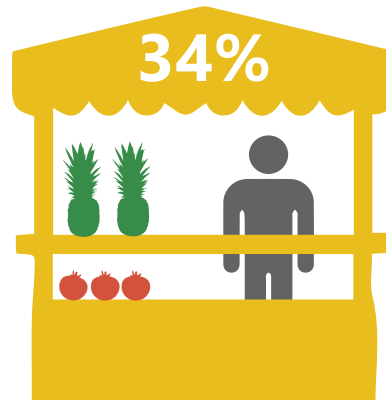
The participants also demonstrated considerable interest in fitness and wellness facilities, like gymnasiums, spas, and yoga studios. This indicates that participants are interested in a built environment that supports and maintains positive health outcomes for all the people of the neighborhood.

Participants' observations about the lack of grocery stores in the area similarly underscore that a healthy built environment is a common priority.

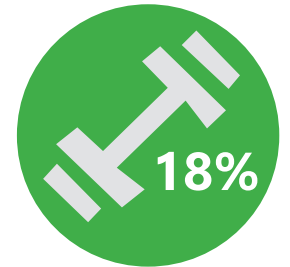
Participants also suggested a mix of other uses, like a language learning center, a pet care center, and a co-working space.

PARTICIPANT PRIORITIES

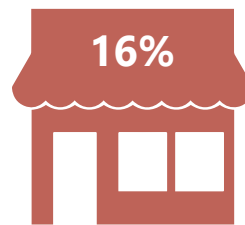
Farmers Market



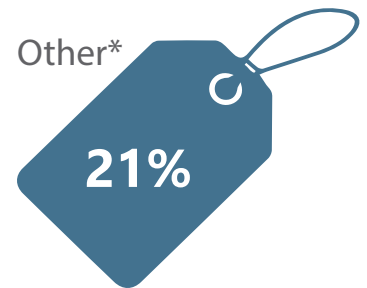
Fitness + Wellness



Grocery



Other*



*Food co-op, co-working space, pet care, learning center, etc.



MYRTLE VILLAGE GREEN

Myrtle Village Green volunteer Shawn Onsgard was invited to provide a statement on behalf of the gardeners. Their recommendations for the lot are as follows:

- 1** DEP should transfer the land on Kent Avenue to NYC Parks and Recreation before any construction on Myrtle Avenue begins.
- 2** Green space on the site to be managed by NYC Parks and Recreation.
- 3** The architectural footprint should be as small as possible, with public easements from Myrtle Avenue so that the green space behind the building will be accessible from both Kent and Myrtle avenues.

COMMUNITY FACILITY

The last topic of discussion for all breakout groups was focused on identifying preferences for community facility uses.

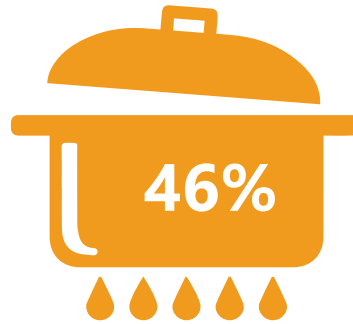
Participants demonstrated an incredible amount of support and interest for a community kitchen facility, which gathered nearly the same number of votes as votes for all other uses combined. A community kitchen is a space for community members to meet on a regular basis to plan, cook, and share healthy, affordable meals. They can exist anywhere that has kitchen appliances and a gathering of community members.

Food is a common thread in the prioritized commercial/retail and community facility uses. This indicates a collective interest in uses and spaces that foster positive health outcomes through good nutrition and community gathering around food. Groups discussions support this finding; almost every group discussed the viability of a community kitchen as both a practical space (for local entrepreneurs) and as a space to build community.

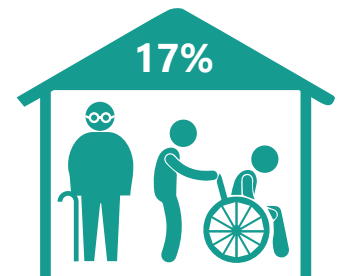
Other community facility uses that garnered significant votes from participants were a senior center, youth recreation, and a job placement center. Most participants recognized the existing community facilities already in the area (see map on page 2) and expressed a preference for a community kitchen.

PARTICIPANT PRIORITIES

Community Kitchen



Senior Center



Youth Recreation



Job Center

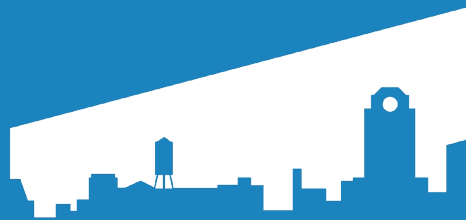


Ecology Center



Other





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