

BROADWAY JUNCTION & EAST NEW YORK

We want to hear from you!

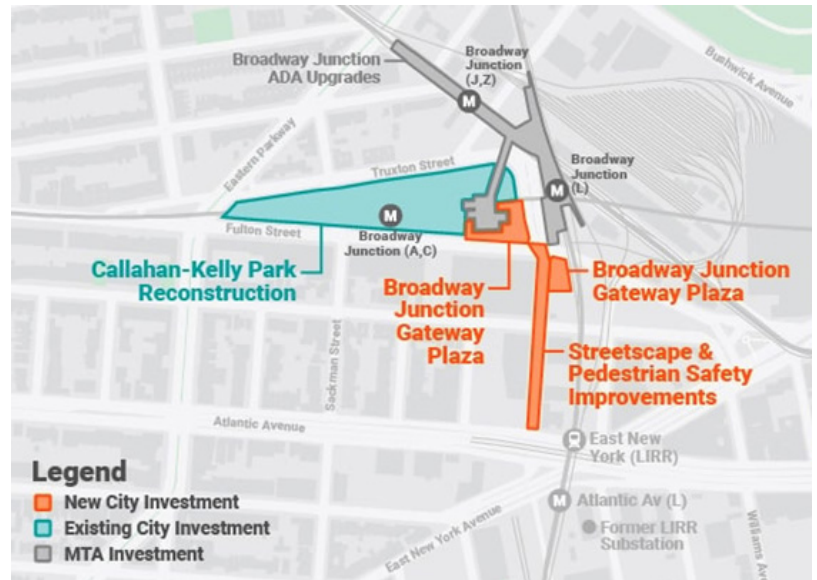
NYCEDC and the City are committed to long-term equitable growth in Broadway Junction and East New York. We want to understand how these investments can work for you, by bringing jobs and training opportunities, while creating safer, more inviting, public spaces.

REIMAGINING THE PUBLIC REALM

\$95M IN CITY INVESTMENT

Broadway Junction Plazas and Van Sinderen Streetscape Improvements

- **DELIVERING VIBRANT PUBLIC SPACE:** 2 new public plazas, totaling approximately 1 acre of new open space at Fulton and Van Sinderen
- **IMPROVING PEDESTRIAN SAFETY:** Streetscape and pedestrian safety improvements on Van Sinderen Avenue between Atlantic Avenue and Fulton Street with better lighting, traffic calming, signage, street furniture, and bike lanes.



The City's public realm investment is bolstered by a \$400 million investment from the MTA, which will bring full ADA access to Brooklyn's third busiest station, by adding:

- A new station entrance
- Seven new elevators
- New and refurbished escalators



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A GROWING JOBS HUB

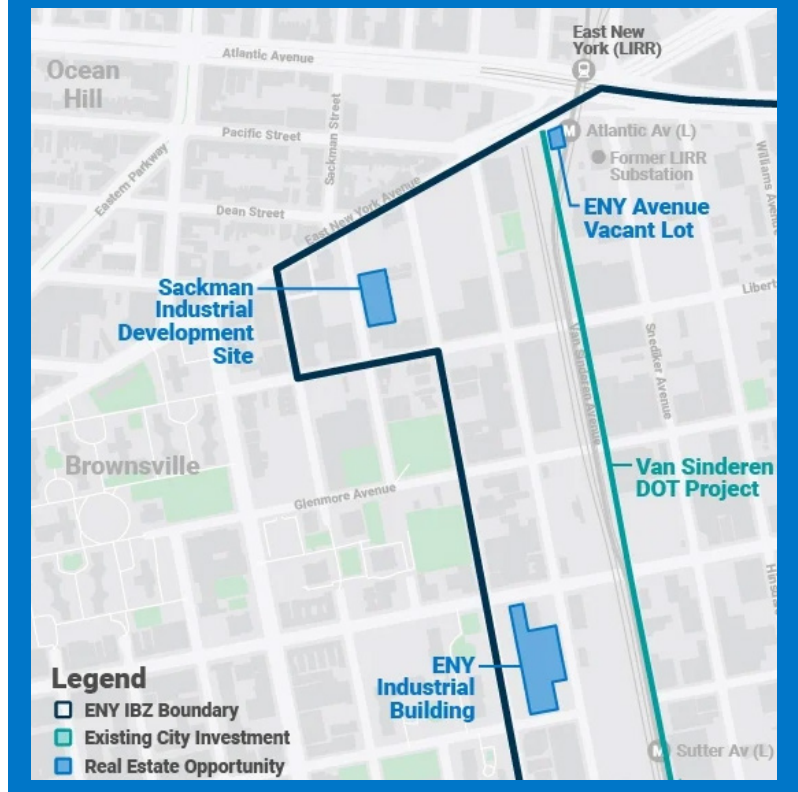
A growing Broadway Junction will also support continued business development in the adjacent East New York Industrial Business Zone, which is already home to over 100 local industrial businesses.

With investments coming to the area, NYCEDC will focus on strategies to empower local businesses, specifically by:

- Ensuring that **M/WBEs are hired** to implement at least 35% of the public realm improvement contracts
- Working with **local minority, women, and other disadvantaged businesses** in the community to become M/WBE-certified
- Prioritizing local businesses for the next cohort of NYCEDC's **ConstructNYC program** that prequalifies firms to work on NYCEDC projects
- **Partnering with the NYC Department of Small Business Services (SBS), the MTA, and other employers** to do targeted outreach and marketing of upcoming training and recruitment events at the **East New York Workforce1 Center** and implement strategies to **support local workforce access to training** and new job opportunities related to this project

NYCEDC and the City are seeking businesses and non-profits to activate City-owned sites in the East New York IBZ:

- A Request for Proposals in 2024 to redevelop a 20,000-sf lot on Sackman Street
- Leasing of up to 10,000-sf of newly renovated space at the East New York Industrial Building
- Short-term leasing of a 3,600-sf lot on East New York Avenue



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