

BROADWAY JUNCTION

A VISION FOR THE FUTURE

A step forward in reimagining Broadway Junction
to create a more accessible and dynamic transit hub
and economic center—to offer more opportunities
to the surrounding neighborhoods and the city at large





THE INGREDIENTS FOR A TRUE TRANSIT HUB

Broadway Junction is one of Brooklyn's major transit centers, occupying approximately 25 acres in east Brooklyn in between four transit stations served by five subway lines, six bus routes, and the Long Island Rail Road (LIRR). It is also the meeting point of six largely residential neighborhoods: Bedford-Stuyvesant, Brownsville, Bushwick, Cypress Hills, East New York, and Ocean Hill, as well as the East New York Industrial Business Zone to the south, home to over 100 local industrial businesses.

Broadway Junction is uniquely connected to employment and transit hubs around the city, with a 15-minute ride to Downtown Brooklyn, Jamaica, or Williamsburg, 20 minutes to Lower Manhattan, and 35 minutes to Midtown Manhattan or JFK Airport. With over 1 million workers within a 45-minute commute by transit, Broadway Junction is not far behind employment hubs like Downtown Brooklyn and Long Island City in terms of access to transit.

BROADWAY JUNCTION WORKING GROUP

- || **Chairs:** Brooklyn Borough President Eric L. Adams, Council Member Rafael L. Espinal, Jr.
- || Brooklyn Chamber of Commerce
- || Local Development Corporation of East New York
- || Brooklyn Community Board 4
- || Brownsville Multi-Service Family Health Center
- || Ocean Hill-Brownsville Coalition of Young Professionals
- || Brooklyn Community Board 5
- || East New York Restoration Local Development Corporation
- || Urban Strategies, Inc.
- || Brooklyn Community Board 16



Elevated infrastructure and parking lot on Fulton Street between Van Sinderen Avenue and Williams Place, facing south.

BUILDING THE FOUNDATION FOR A PLAN

Past studies have recognized the opportunity at Broadway Junction, but conditions in the area remain largely unchanged. Compared to the citywide average, residents in surrounding neighborhoods face higher unemployment rates (8 percent vs. the citywide average of 5.2 percent) and lower incomes (\$32,000 per year vs. citywide average of \$55,000 per year). Broadway Junction offers a unique opportunity to bring education, workforce training, and quality employment opportunities closer to these neighborhoods. Bringing jobs closer to where people live and lifting up the local economy are major policy goals of *New York Works*, the City's jobs plan.

Recognizing the extraordinary opportunity and need for investment in and around Broadway Junction, Council Member Espinal and Borough President Adams called on the City to study the area as a critical step toward realizing its full potential. Following the City's commitment to study the area, Council Member Espinal and Borough President Adams launched the **Broadway Junction Working Group** to develop specific goals and recommendations for the future of Broadway Junction and to help guide the City's planning efforts.

The formation of the Working Group brought together elected officials, Community Boards 4, 5, and 16, and local stakeholders to meet and discuss the future of Broadway Junction. During that time, hundreds of people—community members and commuters alike—shared their thoughts and ideas through a public open house and surveys. These recommendations were also informed by the three Community Boards' Statement of Community District Needs and the priorities identified therein. The year-long process, which was **the first effort led by both the community and the City to focus solely on Broadway Junction**, was supported by New York City Economic Development Corporation (NYCEDC), the Department of City Planning, the New York City Department of Transportation, New York City Department of Parks & Recreation, and other City agencies.

Timeline

LAYING THE GROUNDWORK

- April 2016** Commitment to study Broadway Junction in East New York Neighborhood Plan
- October 2017** Broadway Junction Working Group convened

GATHERING INFORMATION & DEFINING GOALS

- Fall 2017–Fall 2018** Working Group meets with elected officials and City to inform vision
- June 2018** Broadway Junction Open House
- May–November 2018** Community and Commuter Survey conducted

WHAT'S NEXT

- || Ongoing public engagement
- || City prepares plan for future implementation of goals and recommendations

SURVEY SAYS...

83% of respondents rate their experience inside Broadway Junction Station as 3 or worse on a scale of 1-5

86% rate their experience outside of the station as 3 or worse

89% support future development at Broadway Junction

This data is based on 626 survey responses completed both online and in-person in the vicinity of Broadway Junction Station

“We are proud to have spearheaded this effort with community leaders and organizations as part of the Broadway Junction Working Group to ensure that this vision was informed by local knowledge of on-the-ground issues and community priorities. We are hopeful that the City and State will work to enact the goals and recommendations laid out in this document and bring much-needed action and investment to this area.”

**Council Member Rafael L. Espinal, Jr.
and Borough President Eric L. Adams**

“This vision reimagines Broadway Junction as a 21st-century transit hub that will generate more economic opportunity for the surrounding neighborhoods, borough, and city at large. We look forward to continued collaboration with the community to improve transit equity, enhance neighborhood amenities, revitalize public spaces, create more jobs, and foster inclusive growth.”

James Patchett, President and CEO, NYCEDC



Crowded transfer corridor inside Broadway Junction Station.



Broadway Junction Station entrance at eastern end of Callahan-Kelly Park, facing west.

Overgrown lots and inactive uses under elevated infrastructure, facing south from Williams Place and Fulton Street.



UNREALIZED POTENTIAL

While Broadway Junction has many of the ingredients of a transit hub and economic center—exceptional transit access, vibrant surrounding residential neighborhoods, and access to a large employment base—it **does not yet function as a true hub**. Poor lighting underneath elevated infrastructure and nearly five acres of parking lots create unpleasant and unsafe pedestrian conditions. Streets are confusing to navigate and illegal street parking further obstructs pedestrian and vehicular traffic. Major operations for New York City Transit at the East New York Rail Yard and Bus Depot, while essential to the functioning of the City's transportation network, further contribute to the area's character. Fulton Street and Bushwick Avenue, vital commercial corridors elsewhere in Brooklyn, have limited food and retail options here. As a result, the streetscape is relatively inhospitable and inactive with low foot traffic.

The area is home to three subway stations: Broadway Junction, Alabama Avenue, and Atlantic Avenue, and the East New York

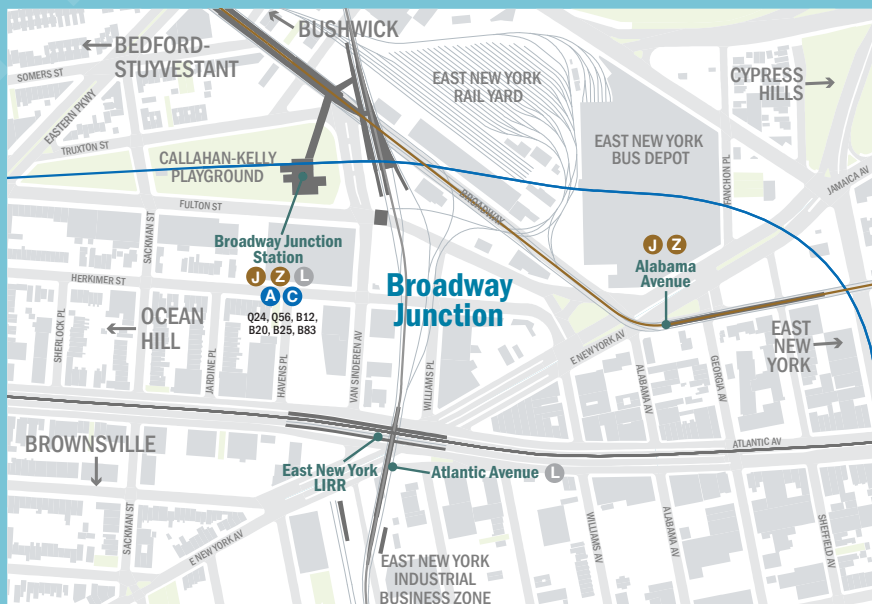
LIRR station. Broadway Junction Station is the largest of the three subway stations in the area and serves more than 100,000 people every weekday, making it the third-busiest station in Brooklyn. But the majority of these commuters (approximately 90 percent) use the station only to transfer between lines. This presents a missed opportunity to bring new job-dense uses, retail, and attractions to the area to serve transit riders and strengthen East Brooklyn's local economy.

Despite the constant flow of commuters traveling through Broadway Junction's stations, **the area between the stations is underutilized and lacks basic services, amenities, and space for new jobs or growing sectors**. None of the transit stations are ADA-accessible, which inhibits thousands of New Yorkers from accessing these stations and the neighborhood. Broadway Junction Station in particular is overcrowded, and there is only one small entrance and egress. Overall, the station is in need of many improvements.



Working Group meeting led by Council Member Espinal in January 2018.

Photograph courtesy NYCEDC



VISION AND GOALS

The vision and goals presented here were developed with the Broadway Junction Working Group and the community, incorporating many voices heard throughout the process. This vision is a step forward in reimagining Broadway Junction to create a more accessible and dynamic transit hub and economic center—to offer quality-of-life improvements and more economic development opportunities to the surrounding neighborhoods and the city at large. The goals, to be further informed by additional public engagement, will help guide the City's current and future investments at Broadway Junction.

TRANSIT ACCESS & EQUITY

Improve the daily experience for all commuters using all transit stations at Broadway Junction.

- Make all lines at Broadway Junction Station fully accessible for all commuters, especially people with disabilities
- Explore opportunities with MTA to improve subway service on all lines serving Broadway Junction and increase frequency on the LIRR Atlantic Branch
- Institute permanent reduced fare policies for city trips on the LIRR Atlantic Branch
- Reconfigure streets to improve safety and circulation between the four transit stations to make Broadway Junction feel like a true transit hub
- Leverage new development to create new and improved transit connections, including alternatives to the existing LIRR underpass and an additional entrance to Broadway Junction Station
- Make the intersection of Jamaica Avenue, Georgia Avenue, and Fulton Street at the bus depot safer using traffic-calming measures, signals, and other circulation improvements, while maintaining existing bus operations

INCLUSIVE GROWTH

Ensure that existing residents and businesses benefit from any future changes and development in the Broadway Junction area.

- Connect residents, social service agencies, and homeless service providers in the area to new job training programs available through the East New York Workforce1 Center
- Manage the impacts of development on area renters and homeowners by strengthening existing programs (e.g., East New York Homeowner Helpdesk and free legal assistance for renters) and exploring new strategies
- Pilot creative approaches to community-based ownership models (e.g., community land trusts), where feasible
- Protect existing businesses from potential displacement through strengthened support for legal services, commercial tenant protection measures, and other services (e.g., business training courses through New York City Department of Small Business Services FastTrac GrowthVenture)
- Increase opportunities for Minority, Women-Owned, and Disadvantaged Business Enterprises to participate in new construction projects through NYCEDC's Emerging Developer Loan Fund and ConstructNYC

Illustrative rendering of new public space and retail uses under elevated infrastructure, facing southeast from corner of Williams Place and Herkimer Street.



Rendering courtesy of WXY Architecture + Urban Design

Illustrative rendering of potential new Broadway Junction, facing east from southeast corner of Callahan-Kelley.



Rendering courtesy of WXY Architecture + Urban Design

ECONOMIC & WORKFORCE DEVELOPMENT

Grow Broadway Junction into a major jobs center and expand access to training and career opportunities.

- Identify opportunities to attract educational institutions and employers with career pathways in growing industries, such as healthcare and green technology, to expand and anchor new development in the area
- Explore strategies for new development to support local businesses in a variety of trades and sectors and provide new job opportunities for residents (e.g., through HireNYC)
- Create opportunities for co-location and expansion of existing organizations and businesses by providing a range of office and retail spaces in new development, including smaller, more-affordable spaces for local businesses
- Expand vocational and apprenticeship programs that help people develop skills that employers are seeking and connect existing community members to training and jobs through ApprenticeNYC and its industry partners
- Strengthen Industrial Business Zone (IBZ) services and improve connectivity between the IBZ and surrounding communities to support industrial business growth and link workforce training with hiring needs

ACTIVE PLACES & NEIGHBORHOOD AMENITIES

Make Broadway Junction an active, mixed-use district anchored by the transit stations.

- Make the area active throughout the day by developing engaging ground floors and streetscapes
- Improve signage and lighting in Broadway Junction to make it easier and safer to navigate

- Attract neighborhood-serving retail opportunities within and immediately surrounding Broadway Junction Station
- Provide access to healthy, affordable food options and a supermarket
- Attract anchor institutions, such as a major educational campus or smaller satellite campuses, to bring new opportunities to generate activity at different times of day
- Build cultural facilities for the community, with performing arts space and arts education

PUBLIC REALM & OPEN SPACE

Improve and activate the streets, sidewalks, and open spaces to promote a sense of place and safely connect to surrounding neighborhoods.

- Make Callahan-Kelly Park a true destination for the community with new investment and programming, such as farmers' markets and performances
- Explore parking demand management strategies to improve street parking and consolidate existing surface parking lots (including MTA employee, bus, and private lots) to free up space for more active street-level uses
- Activate public spaces for musical performances, film screenings, and public art installations that highlight local artists and culture
- Explore strategies to reduce overhead infrastructure to allow more light underneath
- Create an active pedestrian connection from Broadway Junction Station to the East New York LIRR station



NEXT STEPS

These goals and recommendations will inform the blueprint for the future of Broadway Junction: a future of more good jobs, new retail and services, and active streets and public spaces—with an improved and accessible transit hub at its core. Achieving this vision will require significant resources and a collaborative effort between public agencies and community stakeholders. As a next step, NYCEDC and the City are working with Council Member Espinal and Borough President Adams to develop a strategy to implement this vision, and they will continue to seek feedback from local residents, workers, business owners, and commuters to help shape Broadway Junction's future.

We encourage you to continue sharing your opinions and to make your voice heard.



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For more information, visit
edc.nyc/BroadwayJunction
or contact **BroadwayJunction@edc.nyc**.

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