REVITALIZATION PROJECT
In conjunction with our individual youth-focused social service work, the Justice Center looks to take on large scale community-based projects that solve issues negatively affecting public safety. The Belmont Revitalization Project is a part of the Justice Center’s efforts to restore a crime-ridden retail corridor into a striving business district that promotes positive pedestrian activity and strong community.
BROWNSVILLE, BROOKLYN
Bustling with resources, yet plagued by decades of historical neglect

01. Housing
Highest concentration of public housing in the country.

02. Poverty
46.6% of Brownsville’s children live in poverty.

03. Education
Similarly, 46% do not graduate high school.

04. Safety
Murder capital of NYC. More violent crimes per capita than any other NYC neighborhood.

05. Incarceration
In 2009, 290 adults were admitted to prison at a cost of $30,613,440.
Dismantled by anti pushcart legislation, neglect, negative narratives, lack of locally owned businesses and poverty

- Comp Stat criminal activity data, shooting maps, and resident anecdotes identify corridor as "hot spot"
- 34 commercial properties, many vacancies, facade improvement needs, businesses under marketed
- Not currently supported by Merchant Association or BID
- Will soon attract additional 1,800 new residents via impending Prospect Plaza Apartments
- Purchase opportunity in C1-3 commercial overlay lots and buildings dip as low as 242k
WHAT CAN BE DONE?
Crime Prevention Through Environmental Design and Placemaking

Planning
Research, assess assets, challenges, collect data

Engagement
Youth, agencies, volunteers, stakeholders, owners

Gather
Programs, workshops, trainings, think tanks

Interventions
Service days, events, pop ups, drives/giveaways, installations, management

Render
Produce vision, set goals, and seek approval from residents

Evaluate
Analyze results and replicate
EVIDENCE OF ACHIEVEMENT
Small tangible wins, short term goals, long term design plans, long term management

QUESTION
How do we know CPTED and Placemaking will work

ANSWER
Four years of pilot projects have produced various promising results
IN SERVICE OF ...

BELMONT

Leveraging resources, programs, and realationships

COMMUNITY SERVICE
- Graffiti Removal
- Street Sweeping
- Greening
- Tree Pit Maintenance
- Storm Drain Maintenance
- Surveying

GIVEAWAYS
- Holiday Giveaways
- Back To School Giveaways
- Seasonal Giveaways

SERVICE DAYS
- Community Engagement
- Agency Coordination
- Connecting Business Owners to Service
- Public Art
- Pedestrian Activities
Cutting edge youth developed plaza equipped with mural, greenery, plaza furniture, big belly trash cans, solar plug-in benches and WiFi
Street Festival - Marketing Campaign
- Increased Foot Traffic - Live Music - Rides
Supporting Entrepreneurship

- Incubation Space - Pop Ups
- Media - Contracting - Driving Resident Traffic - Technical Assistance - Staffing Referrals

Kwesi J. Founder SCTR 7

"Support from the Justice Center has been vital to growing my business. Coaching, equipment, business plans, marketing...everything".

Jere U. Founder SPREADLUV

"It's easy to hop on a train and go downtown, but it's a different feeling when you can shop in your neighborhood and promote businesses that started there."

Flea Market

18 Vendors, over 7k in sales and contracts, 175+ attendees over two days, intensive data collection

Entrepreneurship and the Return of Historical Market Traditions

Flea Market

"It's easy to hop on a train and go downtown, but it's a different feeling when you can shop in your neighborhood and promote businesses that started there."
A sign of economic development and investment, businesses have begun returning to the corridor.
THE RESULTS ARE?
Crime Prevention Through Environmental Design and Placemaking

Organizing
Steered over $500,000 in investments toward merchant organizing, activation and maintenance from private foundations and city agencies

Business
Four new social enterprises and the Justice Center have moved onto the corridor

Funding
Department of Transportation has earmarked $2,000,000 toward capital reconstruction of Osborn Plaza

Investments
MOTI has chosen the corridor to be the first Neighborhood Innovation Lab, a $140,000 investment

Recidivism
Only one of the 23 court involved youth who developed the Flea Market have been rearrested

Evaluate
Analyze results and replicate
Many researchers and theorists hypothesize the cause of NYC's drop in crime. With the Brownsville Community Justice Center serving as a "community quarterback", is it a coincidence that a sharp decline in robberies occurs as the Belmont Revitalization Project gets underway in 2014?
Belmont Avenue

So what’s still needed? ALOT.

- Increased connectivity between merchants and residents through corridor narrative, marketing, special deals and events
- Evening operating hours for increased business opportunity
- Dedicated staff: Placemaking/Plaza Manager, Merchant Association, and BID to produce consistent funding, market analysis, maintenance, and activation
- Lighting installations for increased pedestrian traffic
- Support for current and rising local business owners in the form of financial literacy, office space, brand strategy, equipment, and technical assistance
WHAT'S NEXT FOR THE CORRIDOR?

Make Music NYC
Bringing in the summer solstice with a day of live music!

ShapeUp NYC
Kickboxing, Yoga, Aerobics, calisthetics, and fitness in the plaza

Ville - Luminate the Block
Lighting intervention on to increase nighttime pedestrian traffic and activity

Be On Belmont 2018
Return of the tri-annual block party

Working Group
Vested stakeholders convene to strengthen Belmont’s future
Thank you

Brownsville Community Justice Center

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