REVITALIZATION PROJECT

Brownsville Community Justice Center

BELMONT

Revitalization Project : Established 2014

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 plauged 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

BELMONT AVENUE

Dismantled by anti pushcart legislation, neglect, negative narratives, lack of localy 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

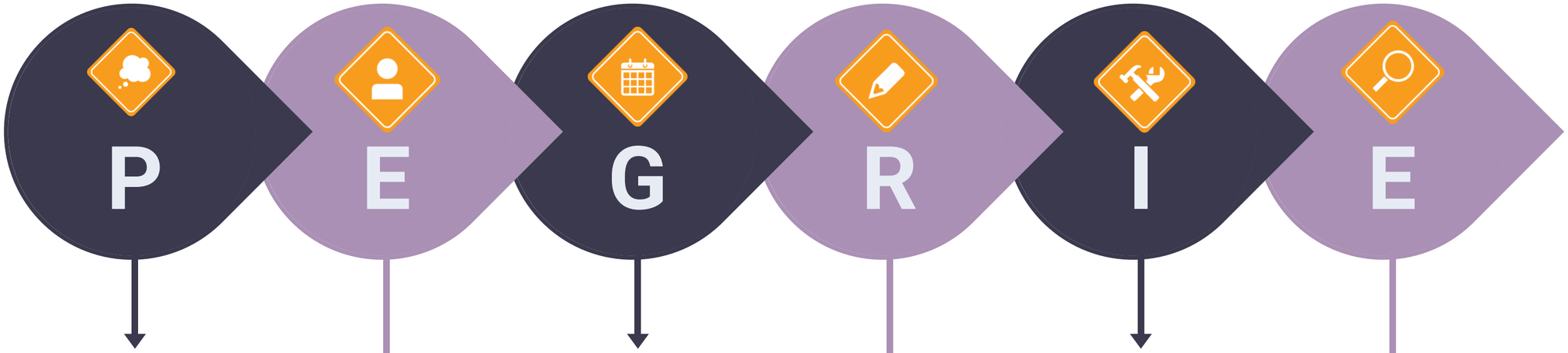
Not currently supported by Merchant Association or BID

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

Render

Produce vision, set goals, and seek approval from residents

Interventions

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

Evaluate

Analyze results and replicate

EVIDENCE OF ACHIEVEMENT

Small tangible wins, short term goals, long term design plans, long term managment

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

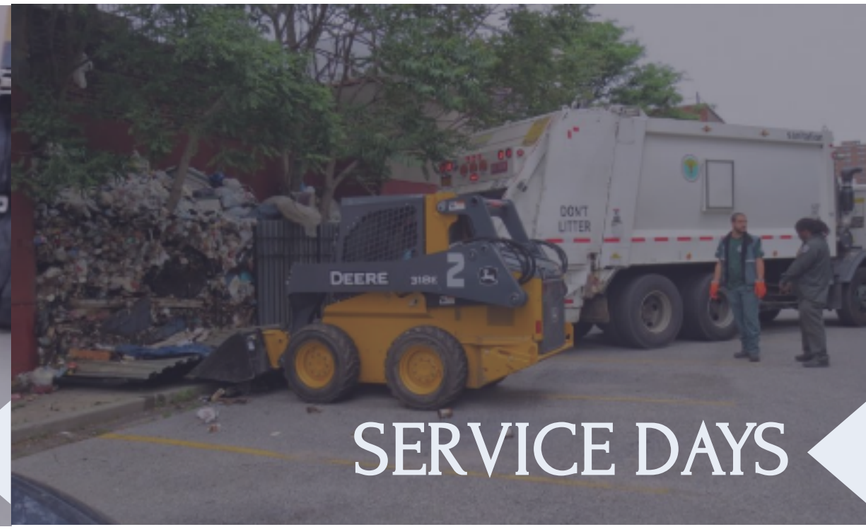
Leveraging resources, programs, and realationships

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

OSBORNE PLAZA AT BELMONT

Cutting edge youth developed plaza equipped with mural, greenery, plaza furniture, big belly trash cans, solar plug-in benches and WiFi

BELMONT

THE FUTURE OF OSBORNE PLAZA

BE ON

BELMONT

Street Festival - Marketing Campaign

- Increased Foot Traffic - Live Music - Rides

Be On Belmont Style Sheet

type

BELMONT axis

never ran, never will chaparral bold

never ran, never will chaparral reg

logo

BELMONT

BE HERE
BE LOCAL
BE INVOLVED
BE CONNECTED

BELMONT BELMONT
BELMONT BELMONT

organizations

COMMUNITY SOLUTIONS

ARTPLACE

color palletes

purple gradient

accent colors

implementation

number

WATKINS ST. street

MURAL project type

quick look

organizations

point of contact

case study icons

PLANNING & FUNDING
APPROVAL
OUTREACH
INSTALLATION
ENVISIONING
MANAGEMENT
RENDERING
EVALUATION

BELMONT

Entrepreneurship and the Return of Historical Market Traditions

Supportting 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, equiptment, business plans, marketing...everything".

Jere U. Founder SPREADLUV

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

Flea Market

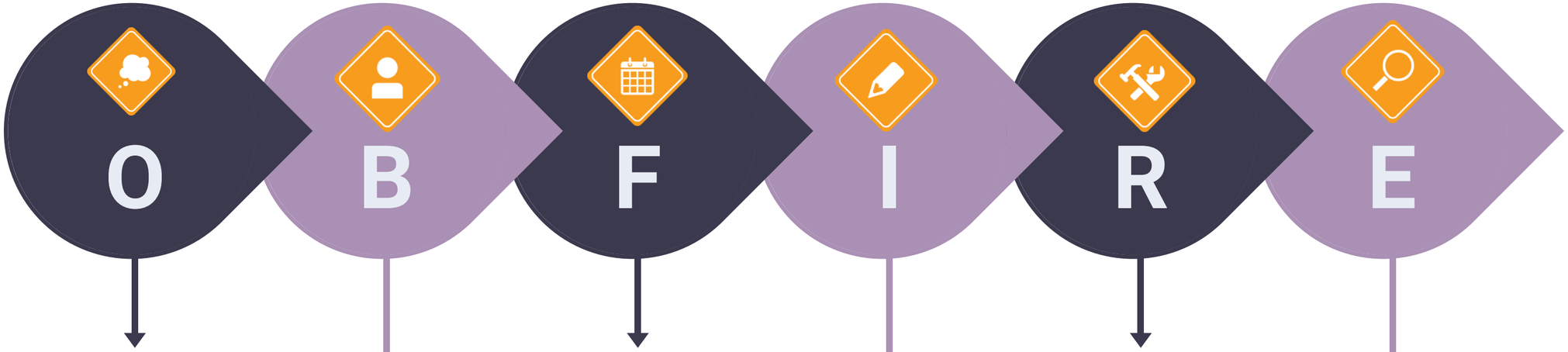
18 Vendors, over 7k in sales and contracts, 175+ attendees over two days, intensive data collection

BACK IN BUSINESS ON BELMONT

A sign of economic development and investmnet, 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

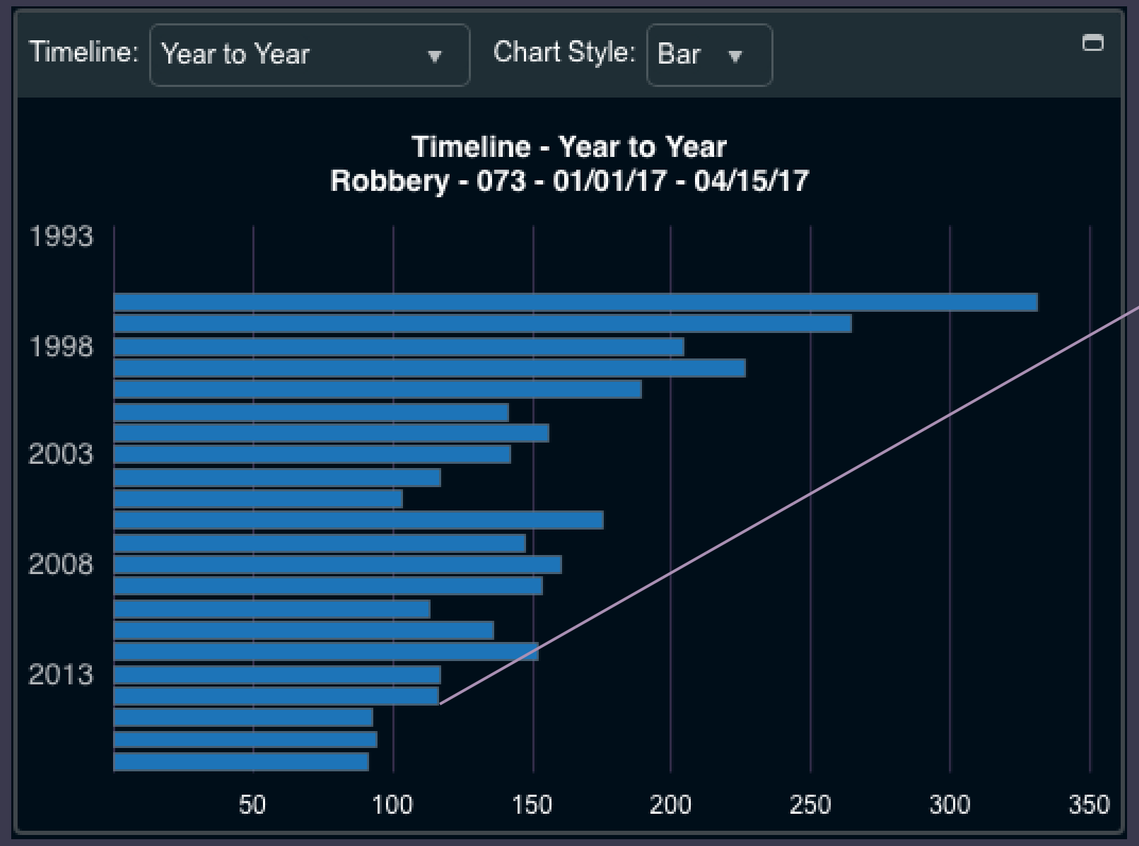
Only one of the 23 court involved youth who developed the Flea Market have been rearrested

Evaluate

Analyze results and replicate

BELMONT

PUBLIC SAFETY



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 roberies occurs as the Belmont Revitilzation 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 opperating 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, equiptment, and technical assistance

BELMONT

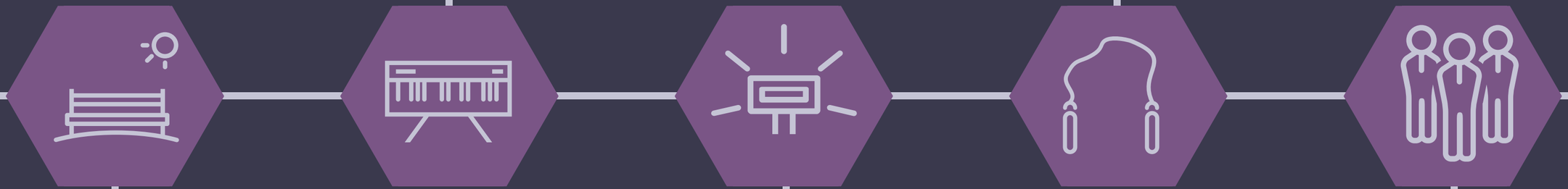
WHAT'S NEXT FOR THE CORRIDOR?

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



Be On Belmont 2018

Return of the tri-annual block party

Ville - Luminate the Block

Lighting intervention on to increase nighttime pedestrian traffic and activity

Working Group

Vested stakeholders convene to strengthen Belmont's future

Brownsville Community Justice Center

THANK YOU

Presentation created by Deron Johnston, Deputy Director Brownsville Community Justice Center