

Pitkin Avenue Business Improvement District | Public Spaces Vision Plan

Executive Summary

The Pitkin Avenue Business Improvement District (BID) Vision Plan presents a bold, community-driven roadmap to transform public spaces in Brownsville, Brooklyn into vibrant, inclusive destinations that reflect the neighborhood’s rich history, culture, and spirit. Developed in partnership with Studio Cooke John and supported by the Local Center’s Connected Corridors program, the plan aligns with city and state initiatives to revitalize New York’s business districts, particularly in underserved communities.

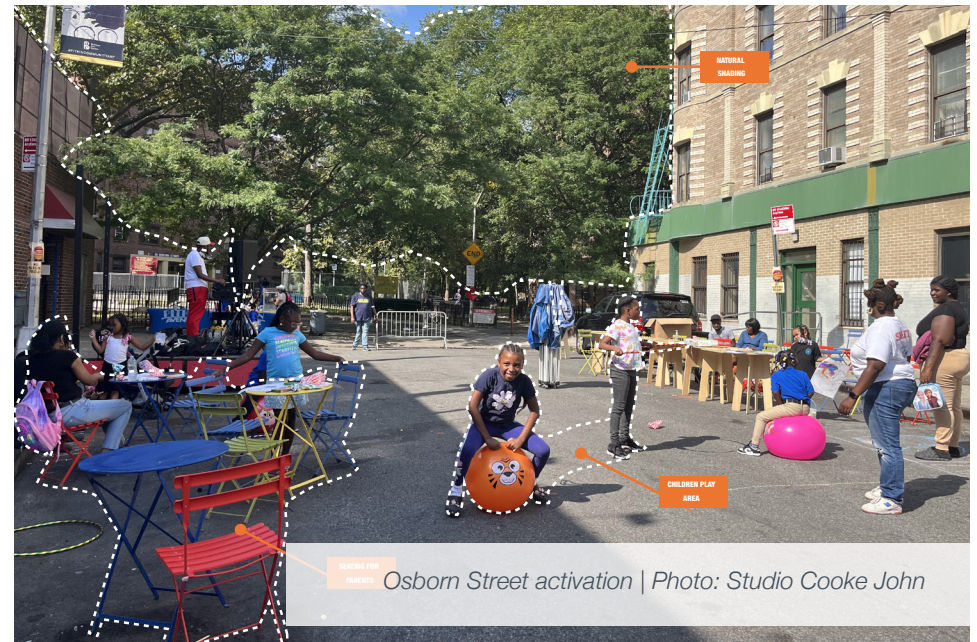
The plan focuses on leveraging Pitkin Avenue’s high foot traffic and strong community networks to activate public spaces through targeted programming and capital improvements. Core goals include encouraging intergenerational connection, increasing access to arts and wellness activities, enhancing public safety, and supporting local economic development. Key interventions are centered on Zion Triangle and adjacent NYCHA cul-de-sacs at Herzl, Thatford, and Osborn Streets, which are reimagined as connected, localized hubs of activity.

Through extensive community engagement, the plan identifies residents’ desires for shaded seating, functional water fountains, improved lighting, accessible fitness areas, spaces for youth and elders to gather, and more frequent cultural programming. Short-term, low-cost strategies—such as pop-up events, temporary seating, and partnerships with local organizations—are proposed alongside long-term, higher-

cost capital projects including permanent plazas, public art installations, and digital communication infrastructure.

The Vision Plan emphasizes resident ownership and participation in public space stewardship and provides a framework for implementation that includes navigating city permits, engaging political leaders, and aligning with community board budget processes. It also builds on previous planning efforts and aims to integrate efforts with other local organizations and city agencies.

This actionable, hyper-local document offers a replicable model for equitable public realm transformation, rooted in the lived experiences, pride, and aspirations of Brownsville residents.



Vision Plan Principles



COMMUNITY
PRIDE



FITNESS +
HEALTH



MULTIGENERATIONAL
CONNECTION



ART + CULTURE



CLIMATE
RESILIENCE



ENGAGE LOCAL
BUSINESS



OUTDOOR
SAFETY



LIGHTING

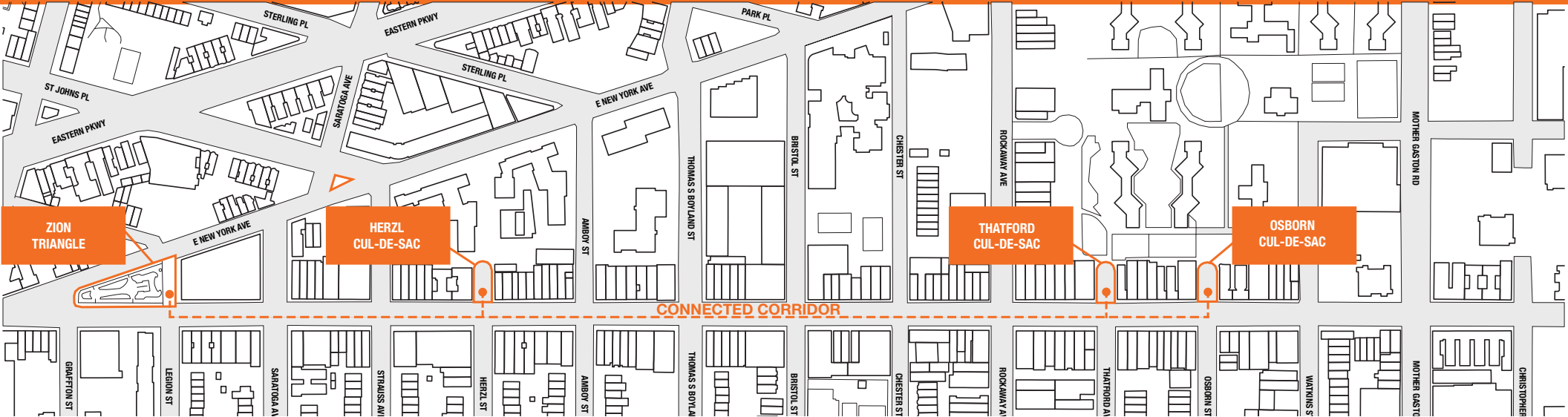
The vision for the public realm is one in which the existing community pride, art and cultural activities are recognized and amplified. Programming and capital improvements support intergenerational and multigenerational connections as a part of strengthening community connections and historic commemoration. Programming and infrastructure support the health and wellness of the young and old across all areas, whether as physical activity or supporting access to healthy foods of all kinds. Safety and perceptions of safety, whether through lighting or otherwise, are always considered to ensure that residents feel free to be outside for as long as they want. Infrastructure that supports spending more time outdoors will, inevitably, support engagement with local businesses, many of which are family owned.

Proposed Connection of Public Spaces



Connected Corridor

The activation and building of infrastructure to support these public spaces, Zion Triangle and Herzl at one end of the Pitkin BID and Thatford and Osborn at the other end, create a string of public spaces that feel connected to the larger corridor while also feeling very localized for the residents who live closest to each of the new plaza spaces. At each space, residents in the building that are closest, are encouraged to organize their own activities, formal and informal, within the new plazas. This would ground their feeling of ownership of the space and make it clear to their immediate neighbors that the spaces are open to them. With direct access to Betsy Head Park from Herzl, the cul-de-sacs and Zion Triangle could also become a part of a health walk, with exercise stations along the way. Community members could use the stations closest to them or continue along the full walking/exercise route depending on how much time they have or how much they want to do. This is another activity with the potential for intergenerational connection as the younger people might use the exercise stations and the older people might just want the company to walk. They might also encourage each other to do both.



Plan showing recommended connection along the Pitkin Avenue corridor

Capital Project Priority Outline

The Vision Plan includes short-term, easily implementable projects and programming recommendations, as well as capital improvement projects. The following priorities focus on capital improvement efforts, as determined by the Pitkin Avenue BID. These priorities aim to ensure that public space amenities are equitably distributed throughout the BID corridor.



PROPOSED PROJECTS

	PRIORITY	COMMUNITY PRIDE	FITNESS + HEALTH	MULTIGENERATIONAL CONNECTION	ART + CULTURE	CLIMATE RESILIENCE	OUTDOOR SAFETY	ENGAGE LOCAL BUSINESSES	LIGHTING
ZION TRIANGLE	MEDIUM	●	●	●	●	●	●		●
HERZL STREET CUL-DE-SAC	MEDIUM		●	●	●	●	●	●	●
THATFORD STREET CUL-DE-SAC	HIGH		●	●		●	●	●	●
OSBORN STREET CUL-DE-SAC	LOW	●	●	●	●	●	●		●
PITKIN AVENUE SEATING AND PLANTERS	HIGH		●	●		●	●	●	●