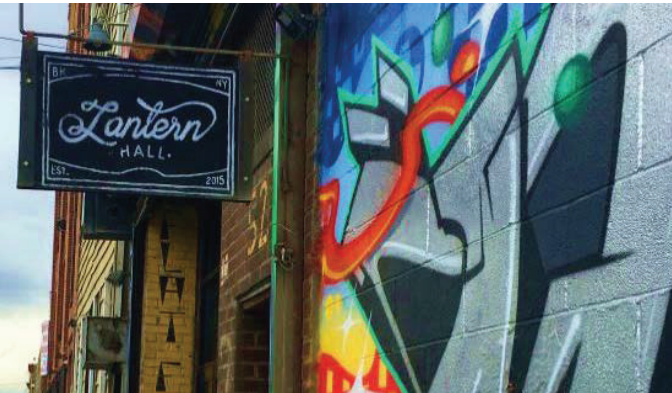
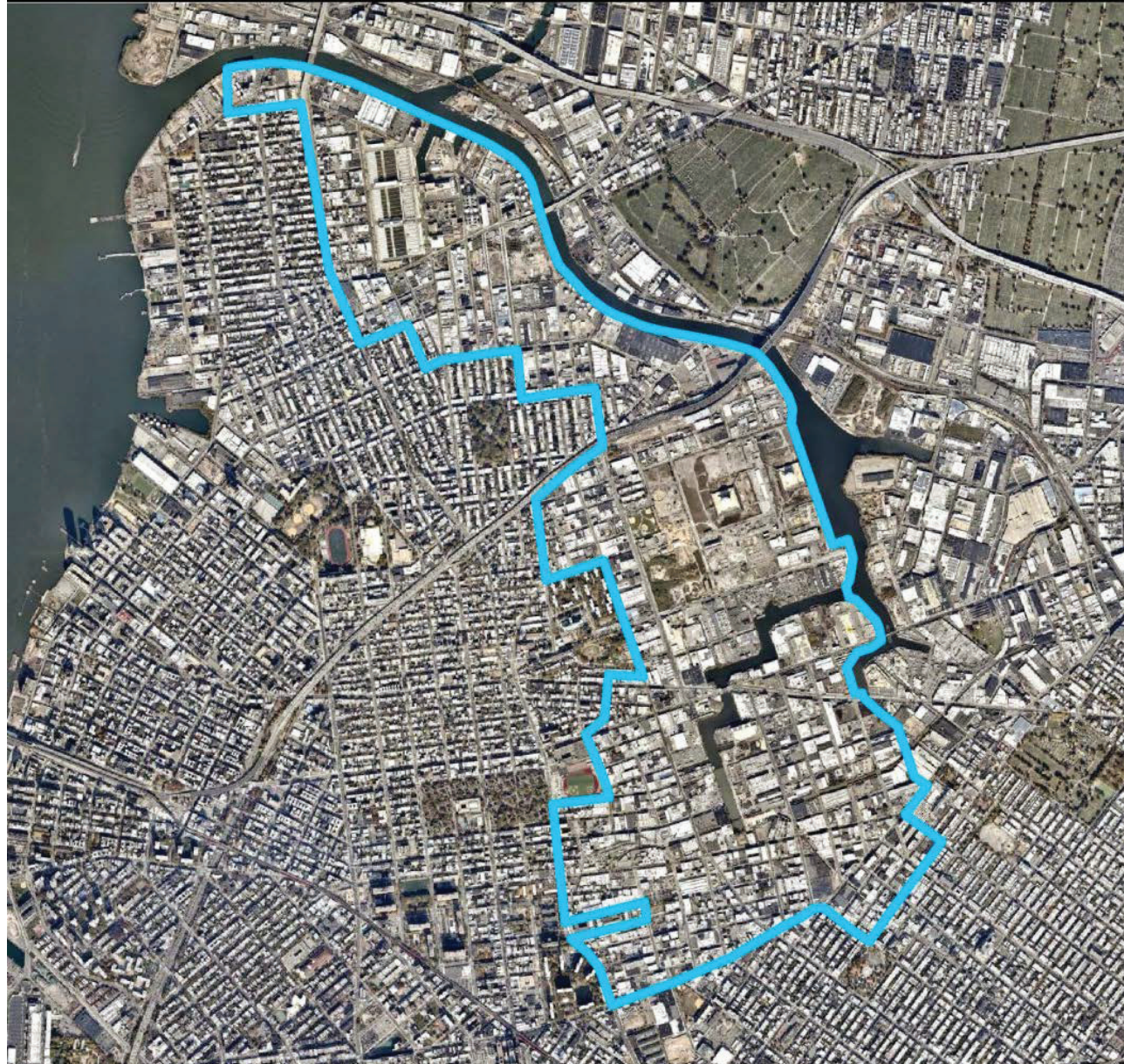


NORTH BROOKLYN INDUSTRY AND INNOVATION PLAN: ECONOMIC CONTEXT



North Brooklyn Industry and Innovation Plan

Located in the geographic center of NYC, the North Brooklyn Industrial Business Zone (IBZ) is a critical hub for industrial jobs:

3rd-largest IBZ

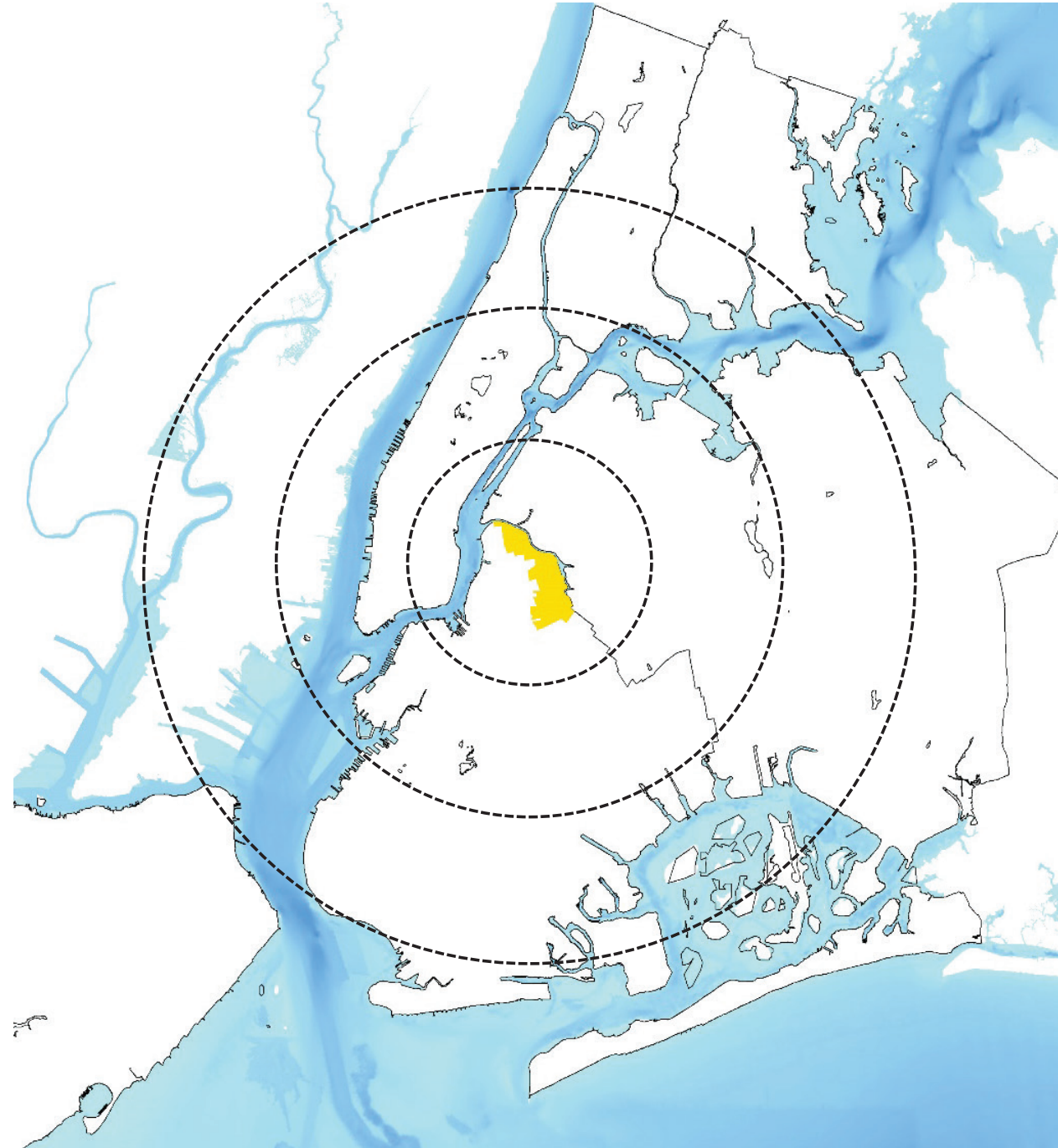
20,000 jobs, 75% industrial

Industrial job growth

jobs grew 7% while they decreased 4%
in IBZs overall, 2000-2014

Part of the greater Newtown Creek Valley industrial hub

North Brooklyn, Long Island City, and Maspeth
contain 43% of all industrial jobs in IBZs



North Brooklyn Industry and Innovation Plan

After half a century of industrial decline, North Brooklyn is an employment center for a diverse array of businesses.



1800s

Growth driven by industry

- Newtown Creek was America's **most heavily industrialized waterway**
- Oil refineries, natural gas, scrap metal, waste treatment and storage, metal platers, chemical companies, warehouses



1950

National and local industrial decline

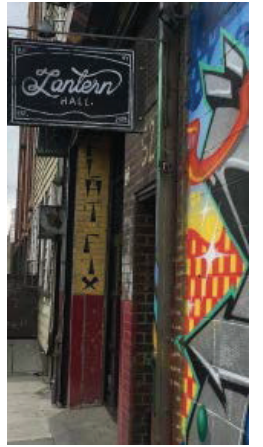
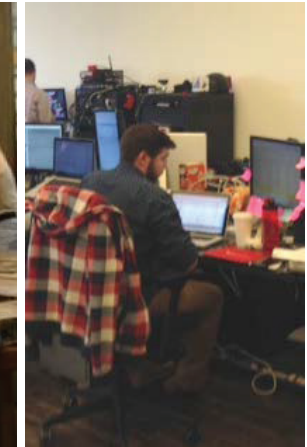
- Globalization and technology cause deep decline



2010

Post-recession diversification

- NYC gains **500,000 jobs**
- North Brooklyn gains **2,800 jobs**
- **Growth is in non-industrial and industrial sectors**, including TAMI (Tech, Advertising, Media, Information), retail/entertainment, arts



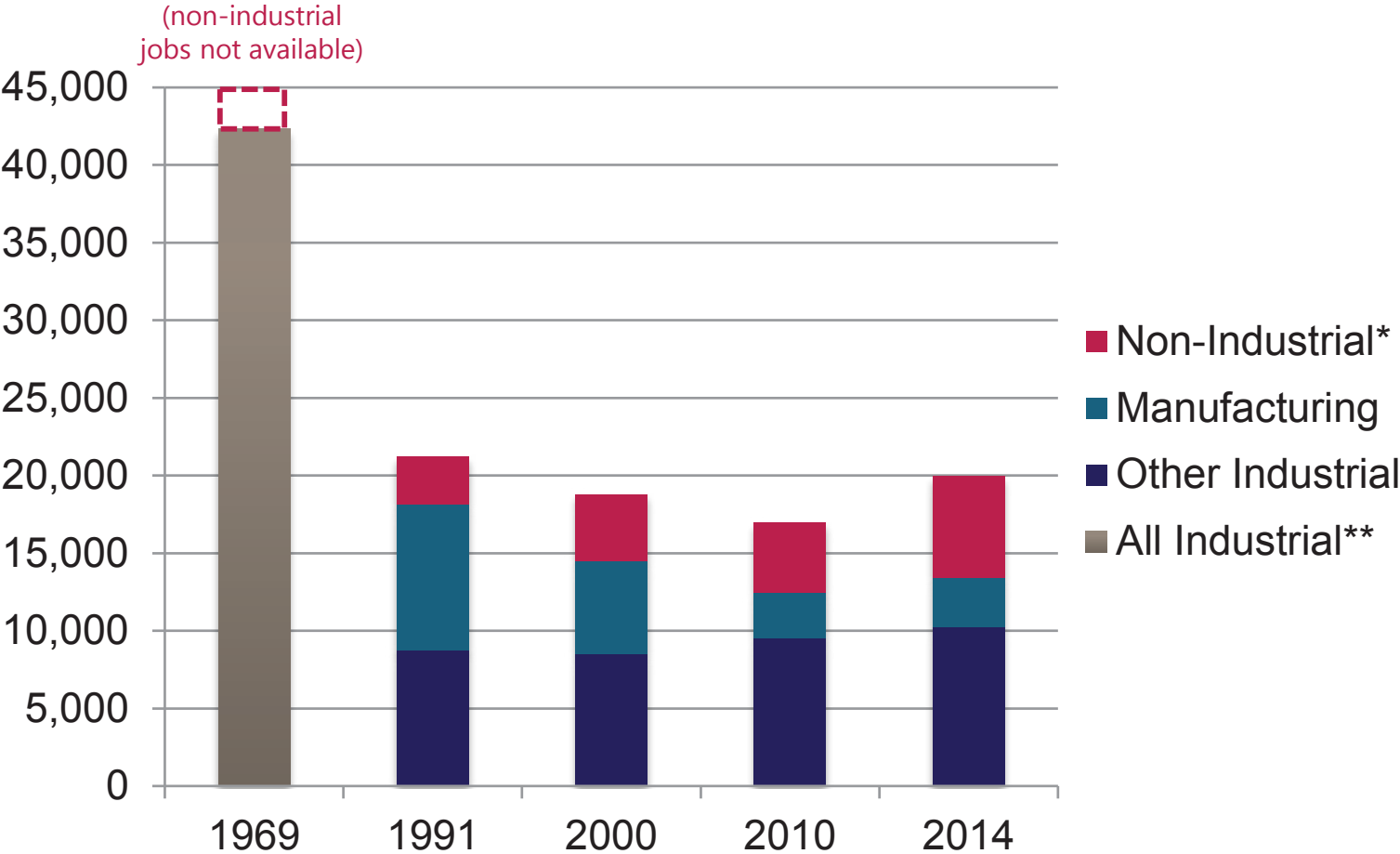
TODAY

North Brooklyn Industry and Innovation Plan

2010-2014, the number of jobs grew in North Brooklyn for the first time in decades.



Employment in North Brooklyn (1969-2014)

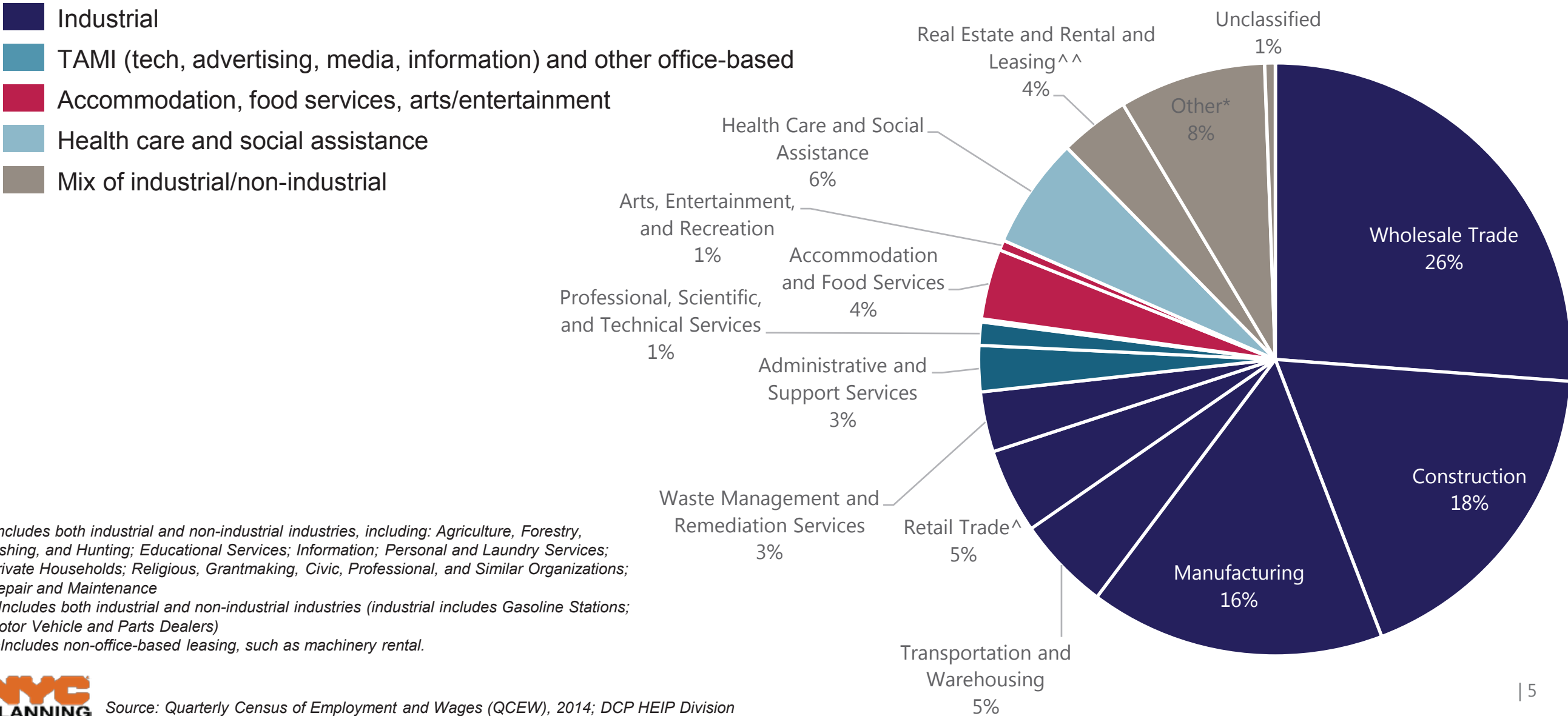


**Non-industrial jobs data not available for 1969.*
***"All Industrial" 1969 data includes the Construction, Manufacturing, Transportation and Wholesale Trade Sectors.*
Sources: QCEW 2000, 2008, 2014 (3Q); DCP surveys completed in 1969 and published in the 1971 report, "Planning for Jobs"; ES-202 (3Q) as published in the 1993 "Citywide Industry Study". North Brooklyn defined as M-zones along Newtown Creek, approximately the same geography as the North Brooklyn study area.

North Brooklyn Industry and Innovation Plan

Today, 75% of jobs in North Brooklyn are industrial, with a growing mix of office-based and retail jobs closer to subway stations.

North Brooklyn Private Employment, 2014



North Brooklyn Industry and Innovation Plan

Industrial businesses include not only manufacturing, but also essential services that keep NYC running, such as construction, wholesale, and transportation.

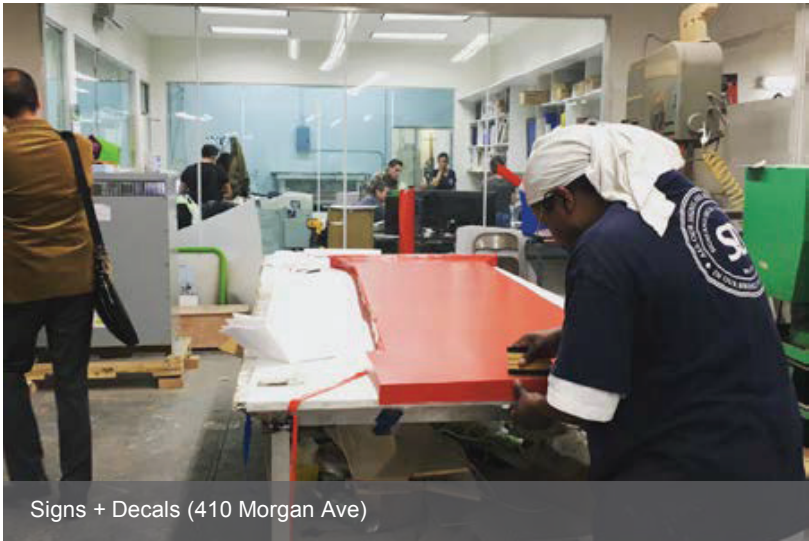
Wholesale Trade



Construction



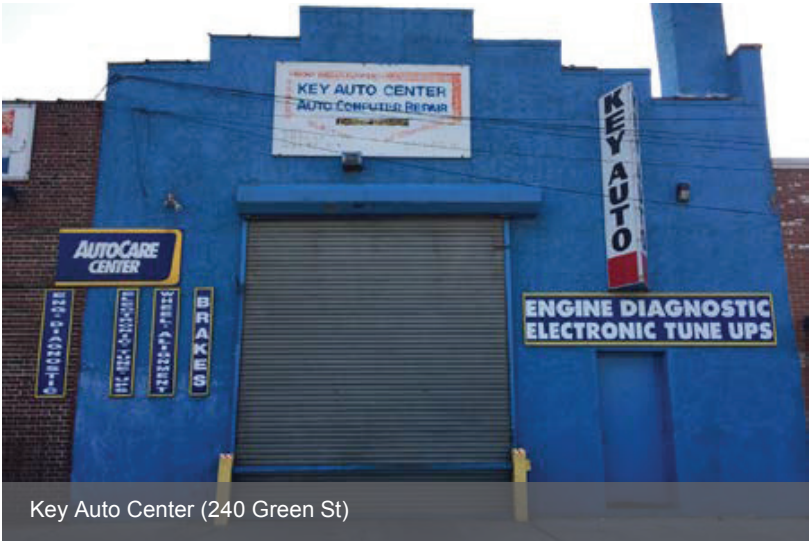
Manufacturing



Transportation/Warehousing



Retail Trade



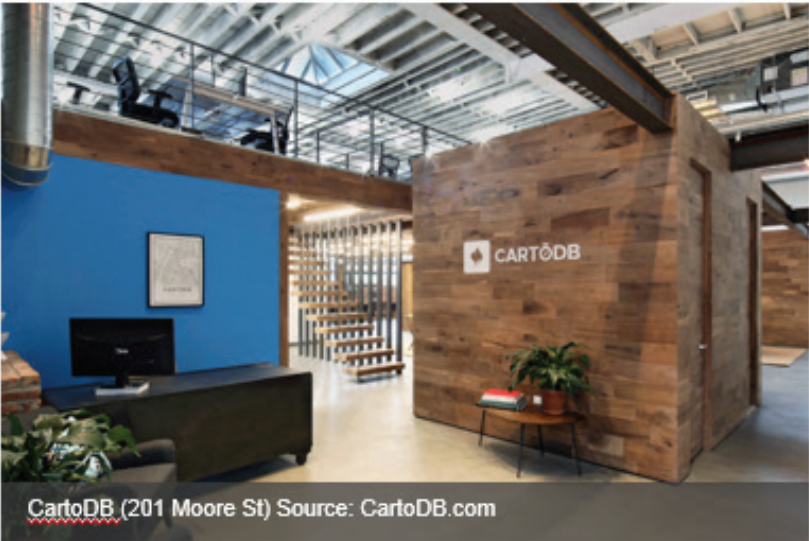
Scrap/Recycling



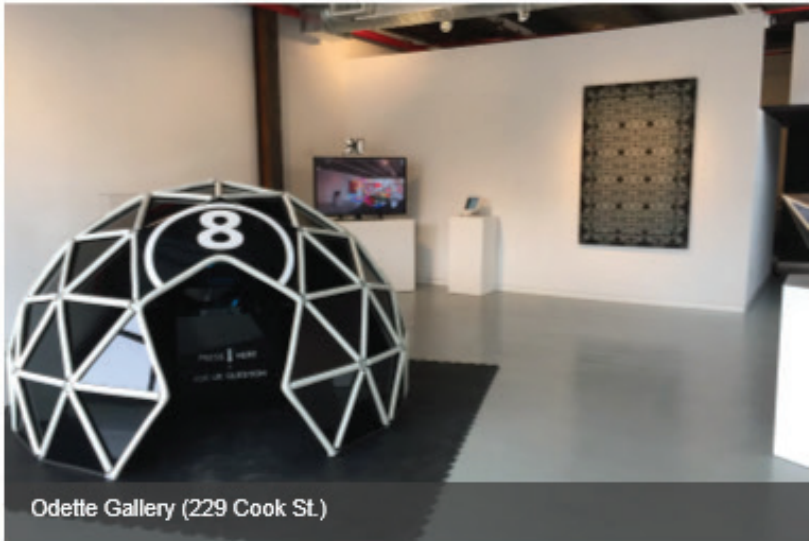
North Brooklyn Industry and Innovation Plan

Sectors important to NYC's economic growth, including TAMI (tech, advertising, media, information), retail/entertainment, and arts, are growing alongside traditional industrial uses.

Tech



Visual arts



Marketing and branding



Film/TV Production



Professional Services



Food and Beverage

