

# Economic and Jobs Development: How did we get here?

A central goal of the neighborhood planning study is to promote economic development, increase access to jobs and workforce development opportunities, align land use strategies with a vision that balances a mix of uses and remove barriers in zoning that limit the growth of businesses.

Industry and manufacturing are interwoven with the Canal’s history as a former hub of maritime-based industrial use. However, over the past century, manufacturing around the Canal has steadily declined, part of a broader economic and land use trend occurring across New York City and beyond. Despite this trend, parts of Gowanus are thriving with clusters of light-industrial and commercial activity, including many former industrial buildings adaptively reused for artist studios, offices, material reuse and small-scale “artisan” manufacturers. From a broader perspective, the neighborhood is an employment node where people can live close to where they work.

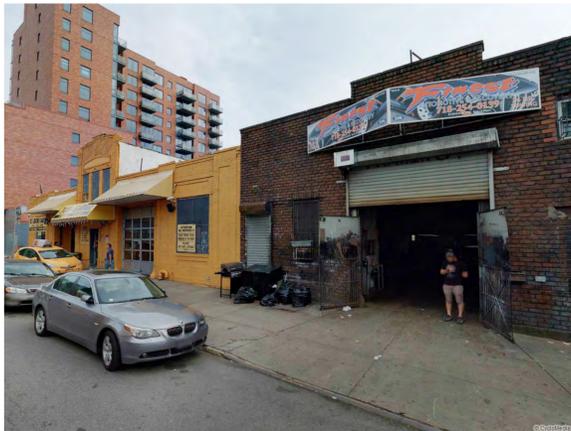
While Gowanus contains a diverse mix of industrial and commercial uses, the amount of activity varies block by block. Blocks west of the Canal, near 4th and Hoyt streets, and the mid-blocks between 3rd and 4th avenues, have a high concentration of businesses. Blocks abutting the Canal consist mainly of open storage and truck parking. The area south of 3rd Street and to the west of 3rd Avenue is part of the Southwest Brooklyn Industrial Business Zone (IBZ), a hub of industrial and commercial uses.



Industry and Economic Development Working Group Meeting 1, February 2017



Co-working and office space on 3rd Street between Hoyt Street and Bond Street



Industrial uses on Butler Street between 3rd and 4th avenues



View of the Gowanus Canal and IBZ, looking south at 9th Street



Loading and unloading along 9th Street, looking west towards the Smith/9th Street subway station

# Economic and Jobs Development Framework Goals and Strategies

## Goal 1: Promote clusters of active industrial and commercial uses

- No new residential use in certain areas
- Promote and incentivize non-residential uses in new mixed-use developments to enhance and complement the “Gowanus mix”
- Rightsize parking requirements and adjust loading regulations to allow more flexibility for business redevelopment and expansion
- Create “contextual,” “mid-density” building envelope in commercial and industrial areas, along with increases in allowable density
- Leverage City-owned sites to meet specific goals of job-generating uses

## Goal 2: Promote workforce development and job training opportunities

- Identify business needs through the Industry Partnerships initiative
- Improve job access for NYCHA residents by identifying talent gaps and training needs and promoting employment opportunities
- Partner with community-based organizations to promote customized job training and apprenticeship programs



Large portions of Gowanus lie within the 100-year flood plain. During Hurricane Sandy, many businesses experienced significant flooding and property damage. In an effort to support industrial businesses vulnerable to flooding, DCP’s Resilient Industry report identifies strategies and recommendations to save costs and minimize damage from future storms.

## Goal 3: Reinforce the IBZ as a center for industrial and other job-generating uses

- Support planned and new infrastructure projects
- Explore improvements to high-speed commercial internet access
- Restrict self-storage facilities and hotels as part of a citywide effort to strengthen industrial areas
- Partner with community-based organizations to identify the needs of businesses in the Gowanus IBZ

The City is **investing in the IBZ** to help reinforce it as a vibrant place to work and do business. Investments include nearly \$34 million toward critical sewer infrastructure to increase drainage capacity and reduce flooding during storms. Additional investments will support high-speed commercial internet access, upgrades to Ennis Playground and rehabilitation of the Department of Sanitation (DSNY)’s Brooklyn 6 Garage, to serve the community for decades to come.

## Goal 4: Connect businesses, property owners and nonprofits with programs and services that support entrepreneurship and business growth

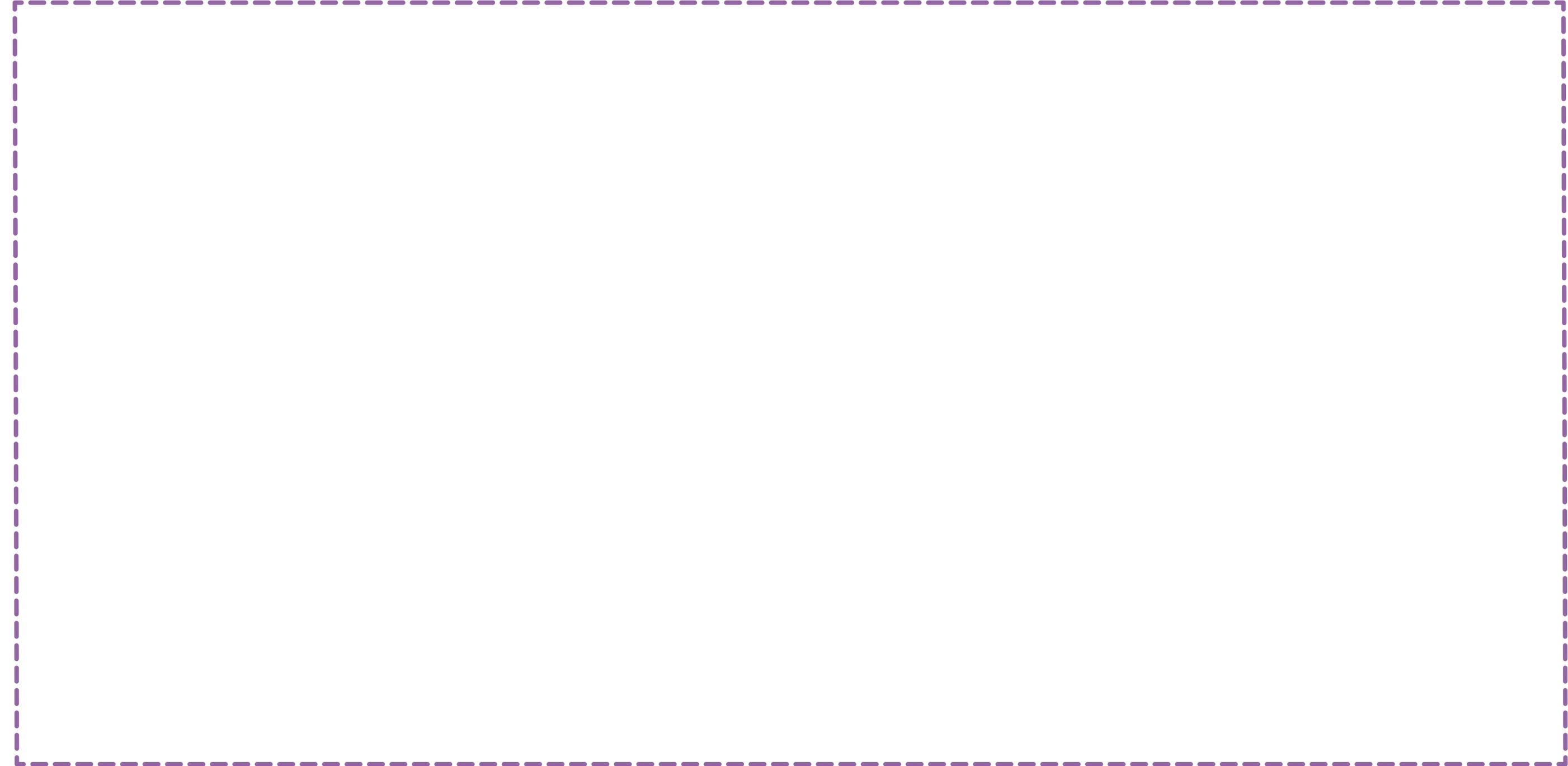
- Promote city-sponsored grant and loan programs for businesses and property owners
- Support grants and targeted investments for community-based organizations to implement marketing and revitalization projects

# Help us take it to the next step!

Your participation and input will help in the development of the Gowanus Neighborhood Plan

Questions to help you get started:

- Are you part of an organization or do you know any partners that could help advance some of these strategies?
- What ideas do you have that can help advance a particular goal or strategy?
- Which strategy or goal is a priority for you and why?



**Please visit [PlanGowanus.com](http://PlanGowanus.com) to continue to provide feedback and input**  
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