

Gowanus IBZ Vision Plan

Community Board 6

May 2021



Introduction and Background

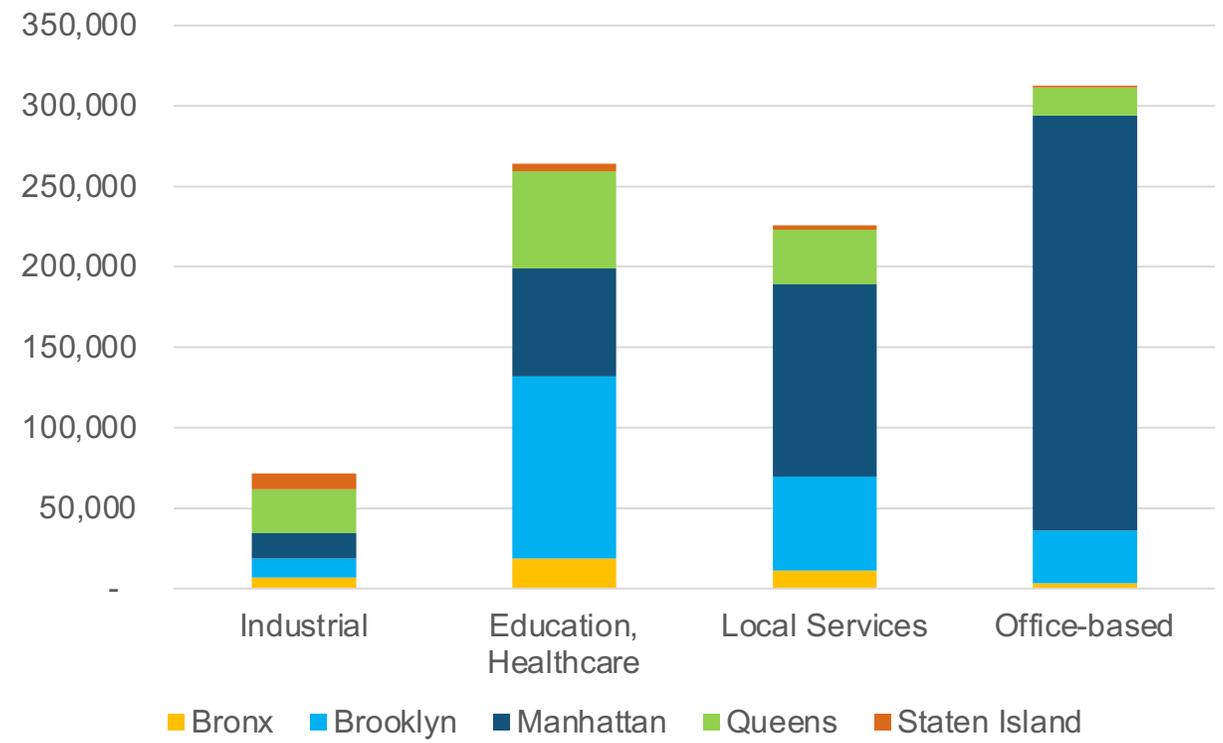
Existing Conditions

Public Outreach and Engagement

Vision Plan Goals and Strategies

Background – Citywide Employment Growth (Pre-Pandemic)

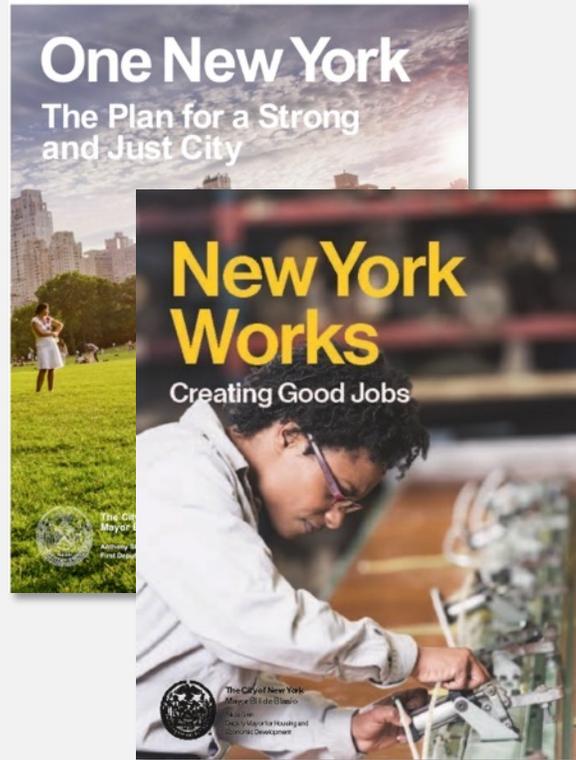
Change in Private Employment by Sector and Borough (2010-2019)



Background – Planning Context

Citywide Initiatives

- One NYC (2015)
- Industrial Action Plan (2015)
- New York Works (2017)



Related DCP Initiatives

- Can Industrial Mixed-Use Buildings Work in NYC? (2018)
- North Brooklyn Industry & Innovation Plan (2018)
- Resilient Industry (2018)



Gowanus Planning Initiatives

- Gowanus Brownfield Opportunity Area (BOA) Report (2014)
- Bridging Gowanus (2016)
- DCP Gowanus Framework (2018)



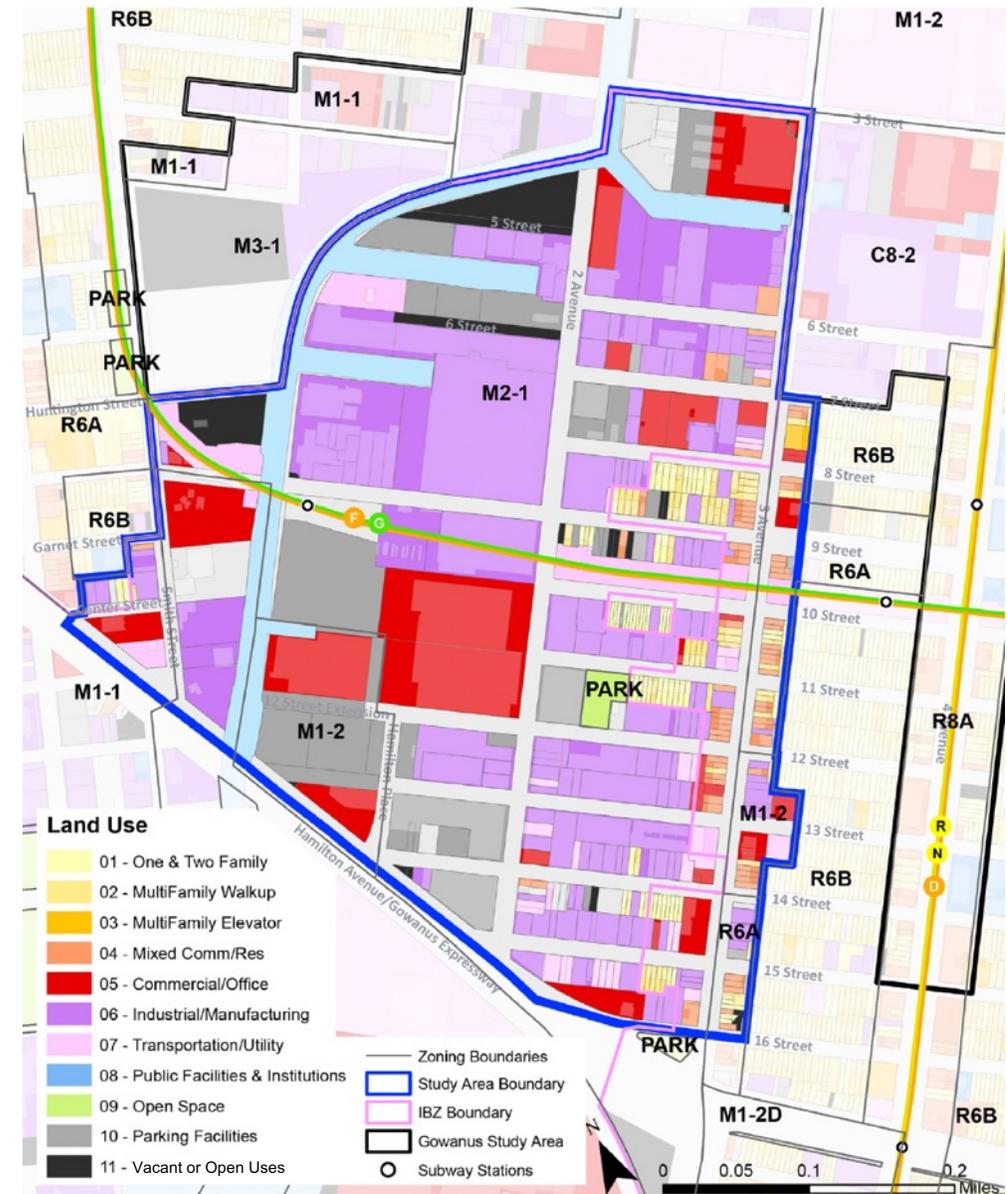
Existing Conditions - Neighborhood Context & Study Area Key Assets

- Access to public transit, highways and local truck routes
- Adjacent Gowanus Rezoning Area
- Near other commercial and industrial job nodes (Downtown Brooklyn, Sunset Park)
- In between thriving, wealthier residential neighborhoods



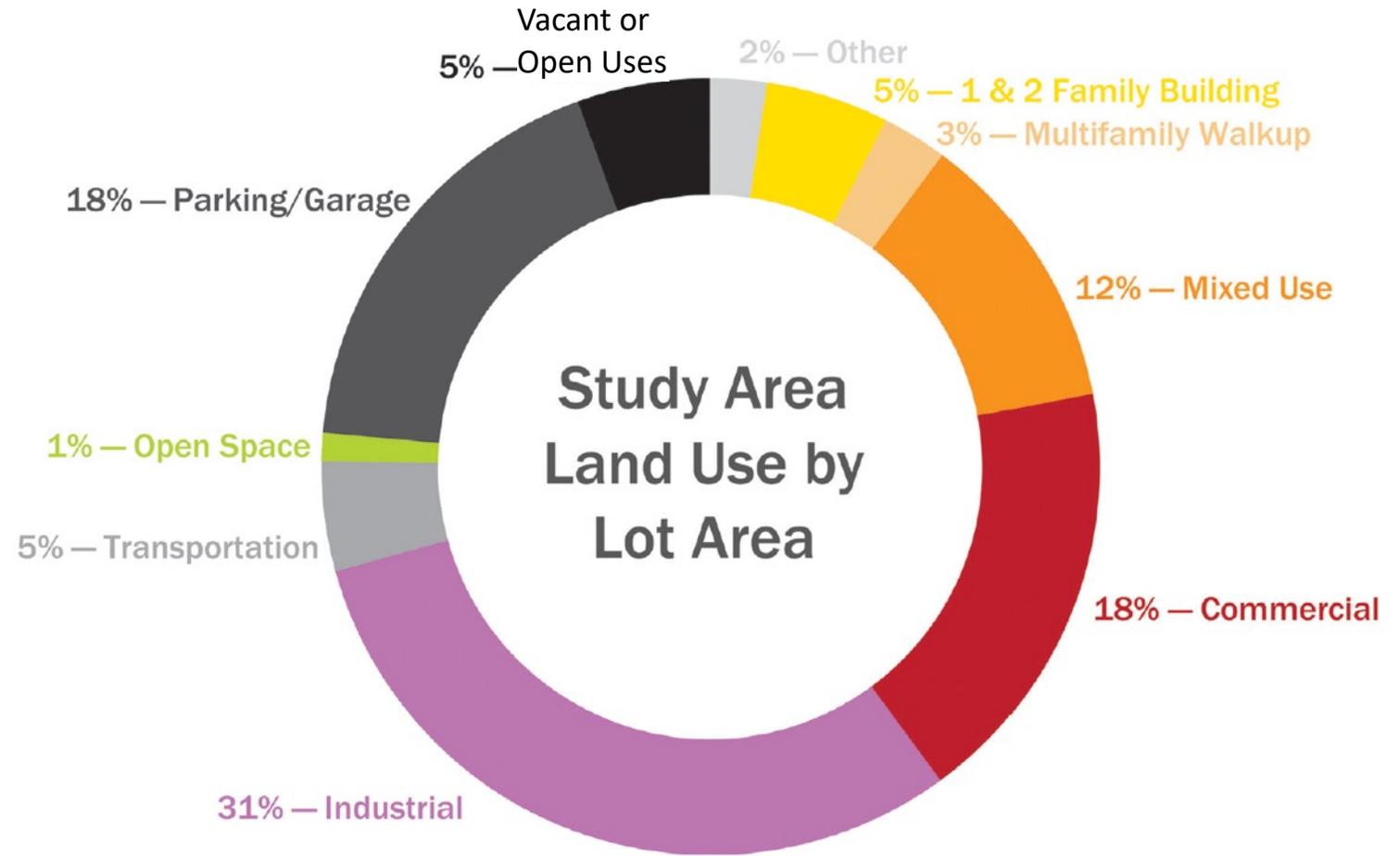
Existing Conditions – Land Use & Zoning

- 2019 land use survey
 - Large waterfront lots along the Canal
 - Mix of industrial and commercial uses between 2nd and 3rd Avenues
 - 3rd Avenue mixed use corridor
 - Clusters of “non-conforming” residential uses
- Area is mostly zoned M2-1 with pockets of M1-1 and M1-2; east side of 3rd Ave is zoned R6A/C2-4

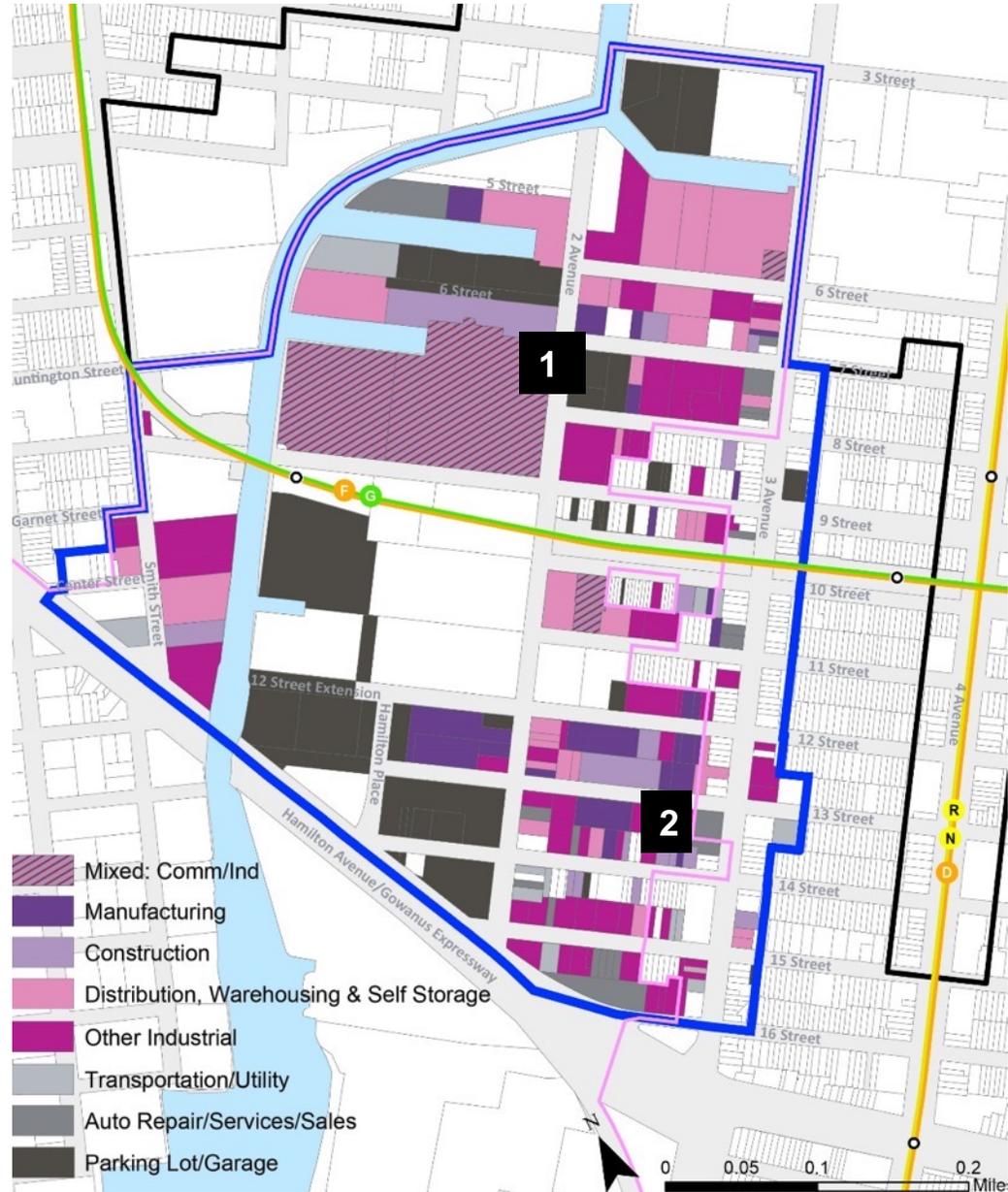


Existing Conditions – Land Use & Zoning

- Land with industrial and commercial uses represents a majority of the area, with industrial accounting for the highest percentage
- More than one quarter of land is used for parking/vehicle storage, transportation-related, or vacant/open uses



Existing Conditions – Industrial & Auto-Related Uses

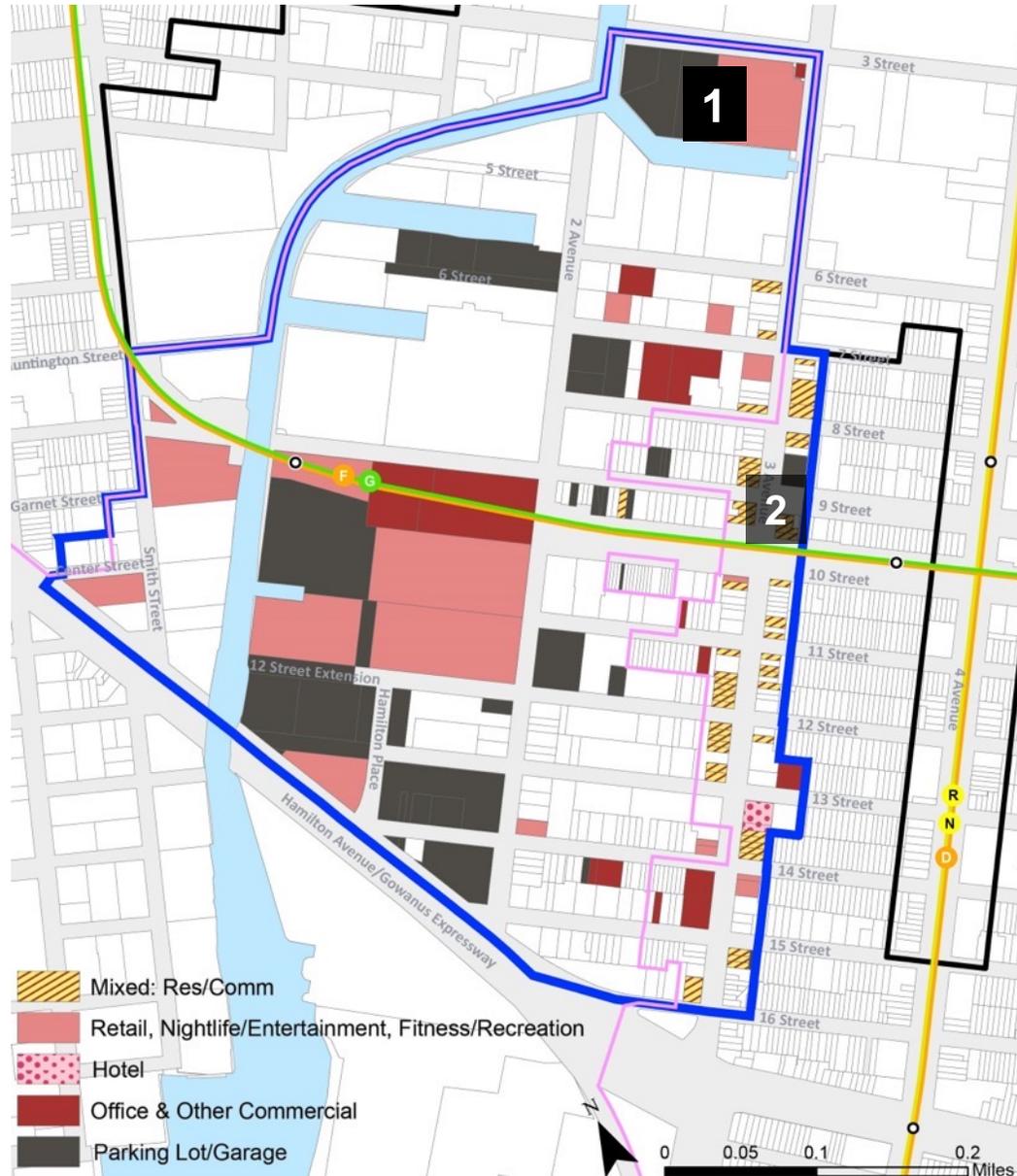


Architectural Grille



Brooklyn Glass

Existing Conditions – Commercial Uses



Whole Foods Market



3rd Avenue Corridor

Existing Conditions – Development & Investment Trends



1

530 3rd Avenue - Mix of retail, offices and “makers”



2

Salvation Army Warehouse Expansion



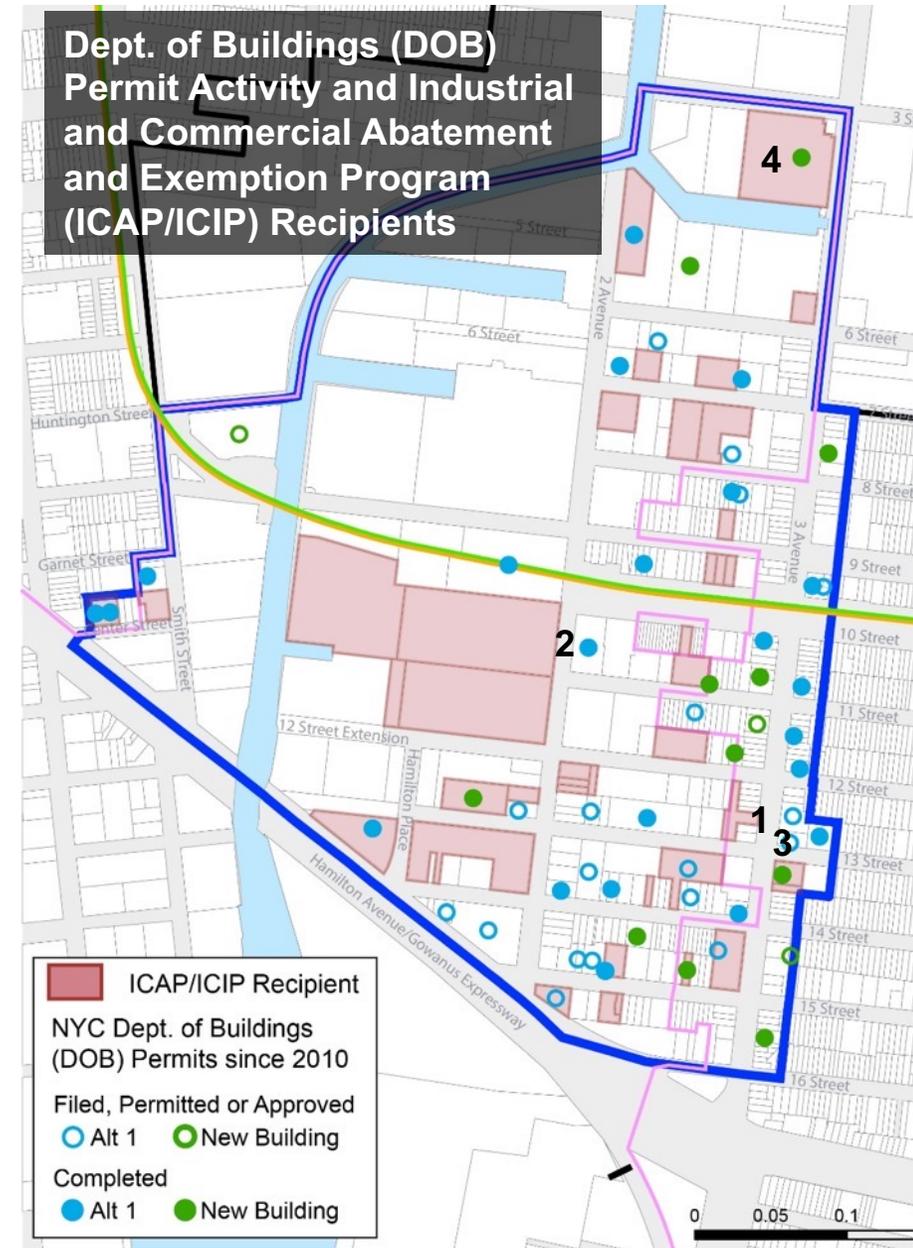
3

519-529 3rd Avenue – Brewery, offices, and greenhouse facility



4

Whole Foods Market



Existing Conditions – Private Employment Trends

Study Area Employment Snapshot

3,789
Jobs

30.5
Jobs per acre

Amount of Jobs by Macro Sector

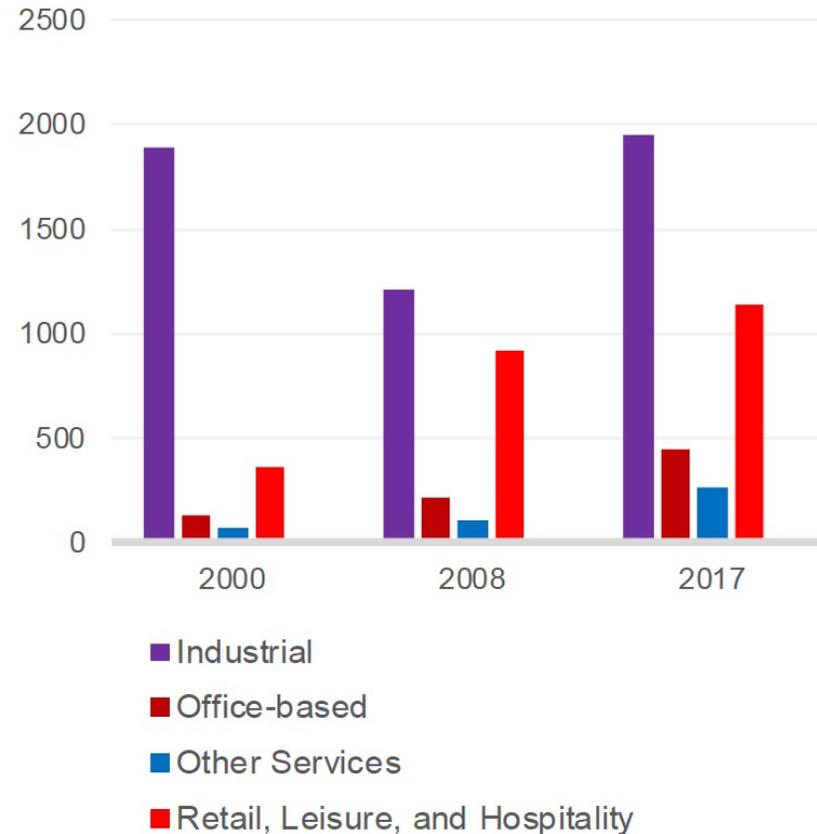
1,946 Industrial Jobs

442 Office-based Jobs

264 Other Services Jobs

1,132 Retail, Leisure, and Hospitality Jobs

Private Employment Trends



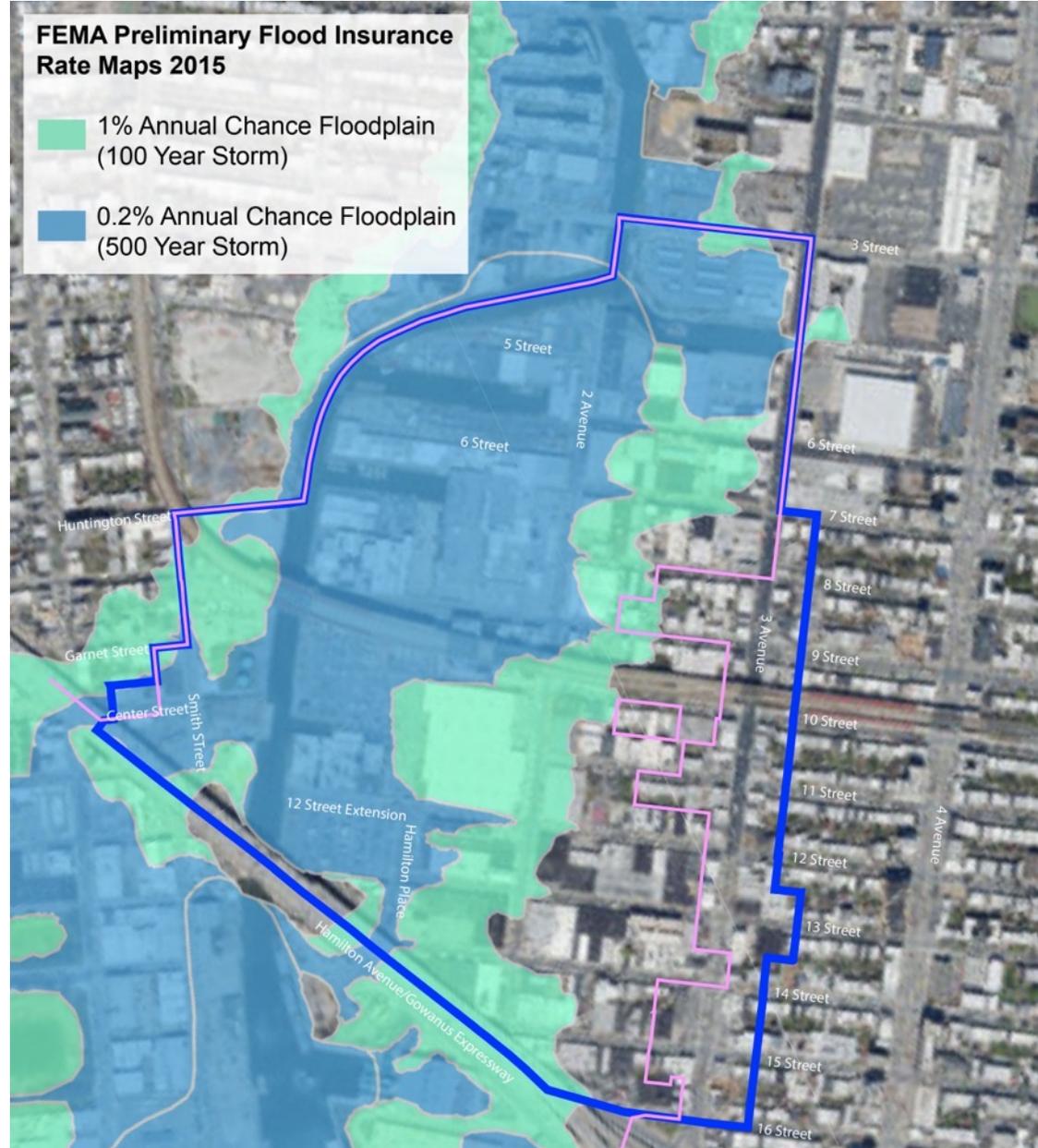
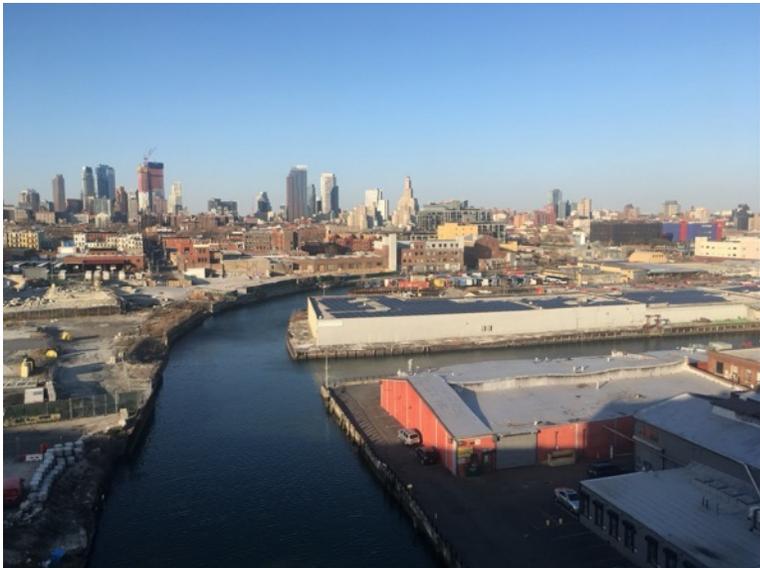
Industrial Employment Trends



Source: Quarterly Census of Employment and Wages, State Department of Labor

Note: Due to disclosure limitations, data for the Transportation and Warehousing (2017), Mining and Utilities sectors is unavailable.

Existing Conditions – Flood Risk



Outreach & Engagement – Approach

- Industry and Economic Development Working Group (Spring 2017)
- Business roundtable discussions (June 2019)
- Business and property owner survey (Spring 2019)
- Stakeholder group meetings (Winter – Fall 2019)



Spring 2017 Industry and Economic Development Working Group



June 2019 business roundtable discussions

Outreach & Engagement - What We've Heard

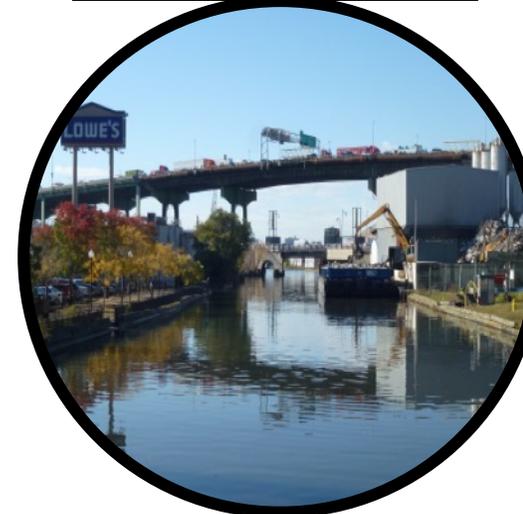
Space Constraints & Zoning Issues



Maintaining & Growing the Local Economy



Infrastructure Issues



Quality of Life Issues



Transportation Challenges

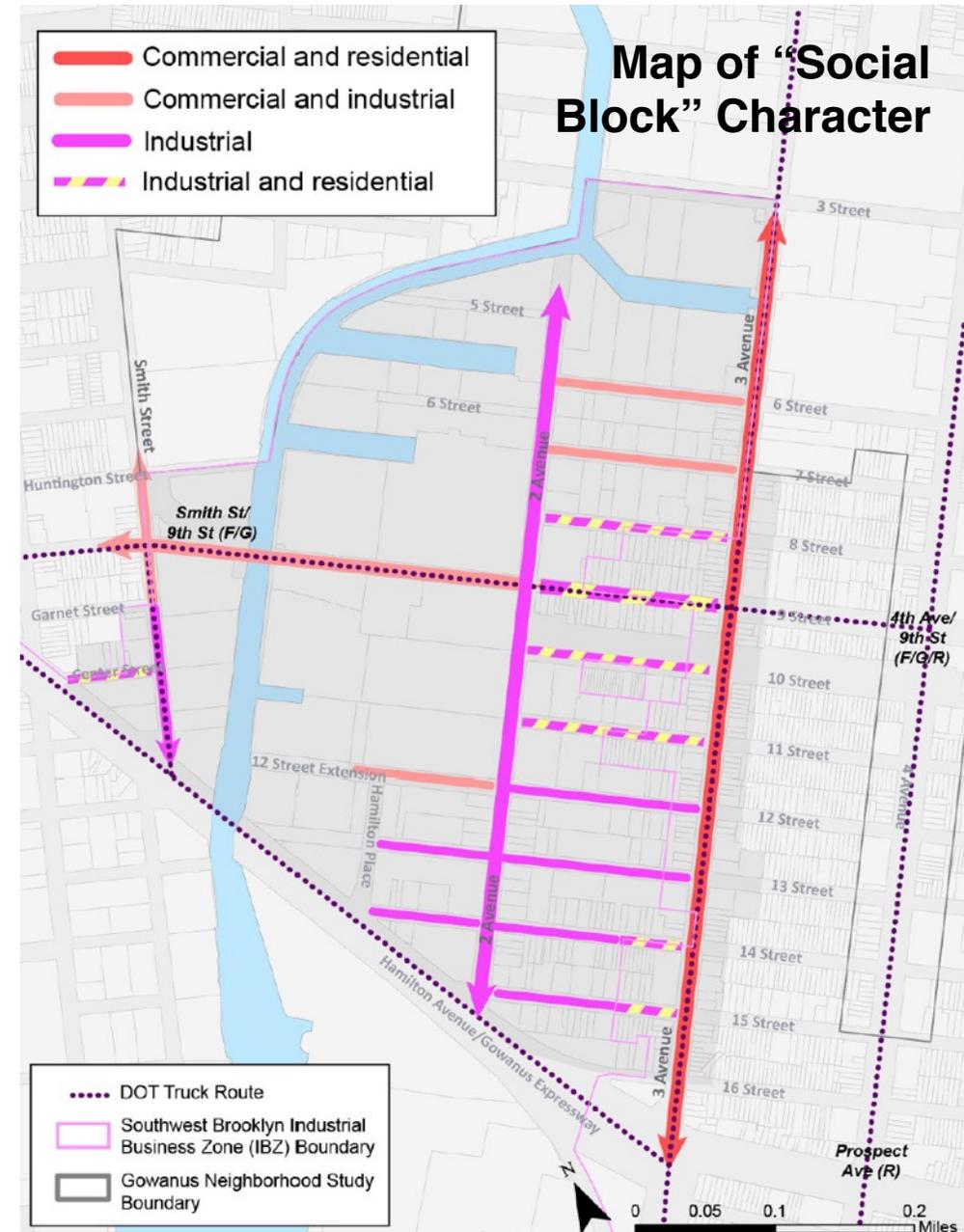


Sustainability



Vision Plan – Developing a Land Use Framework

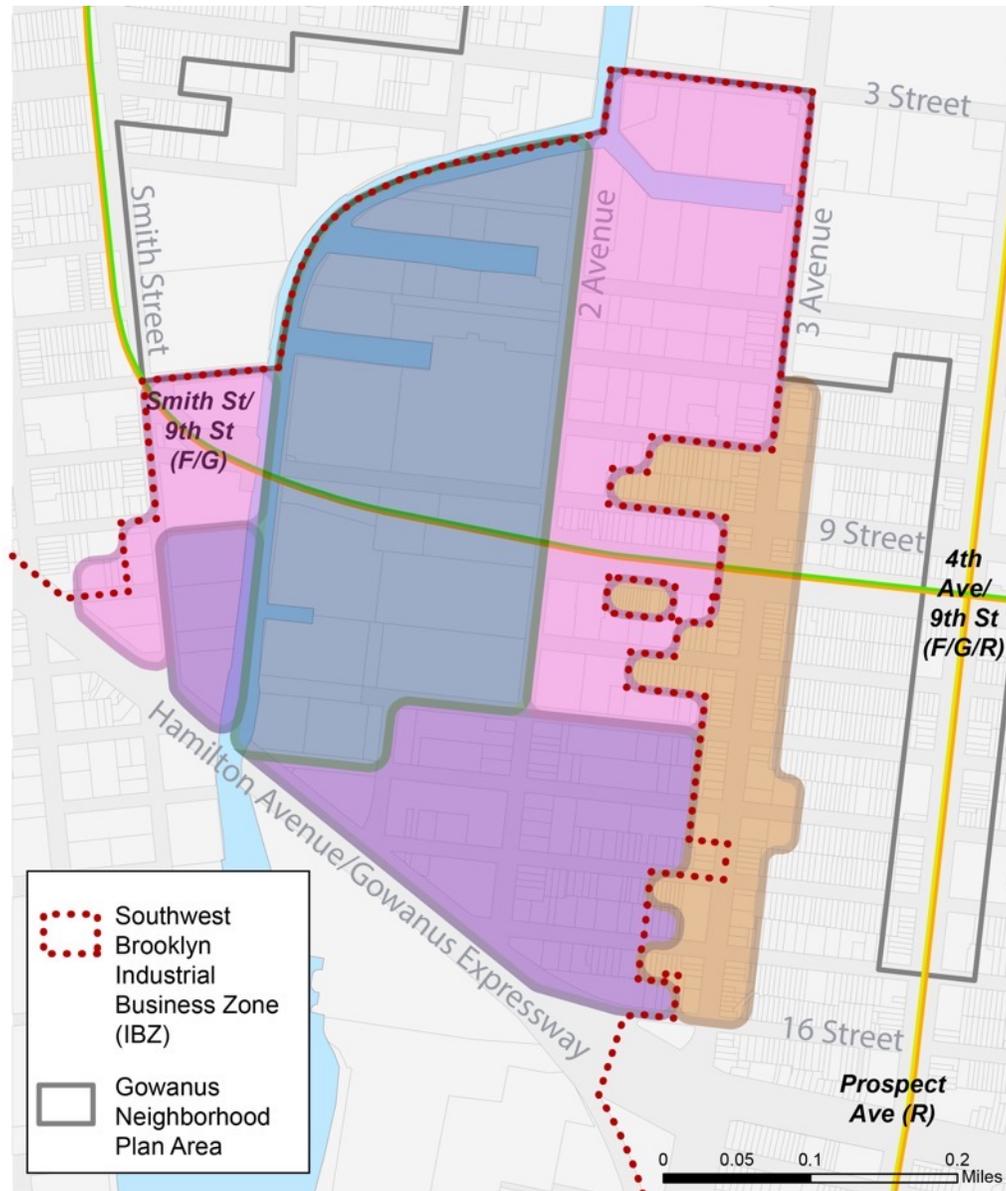
1. **Create a vision** for the Gowanus IBZ in anticipation of significant growth in northern Gowanus (as part of the Gowanus Neighborhood Plan)
2. **Establish a framework** to guide private applications
3. **Identify subareas** with different existing conditions and articulate planning approaches that can adapt to future market and neighborhood conditions



Area-wide Goals

- 1. Increase flexibility for existing industrial businesses** to grow and support continued industrial operations around major truck-intensive facilities
- 2. Support industrial, arts, and other sectors** that contribute to the local economy, build on the area's competitive assets, and provide quality jobs, including for local residents
- 3. Promote greater job density** in targeted areas closer to transit and to residential neighborhoods
- 4. Increase connectivity** on large waterfront sites to promote improved circulation and pedestrian access
- 5. Recognize concentrations of residential use**

Vision Plan - Establishing a Framework and Identifying Sub-Areas



Smith/9th St Transit Node & Upland Areas

Goal: Support the retention and growth of industrial and arts-based uses, alongside office and retail-based sectors, especially along 2nd Avenue and 9th Street corridors

Large Waterfront Blocks

Goal: Support a mix of uses, including those that are there currently, and the long-term growth of commercial and industrial uses

Industrial-Intensive Areas

Goal: Support concentration of industrial and truck-intensive uses and increase flexibility for businesses

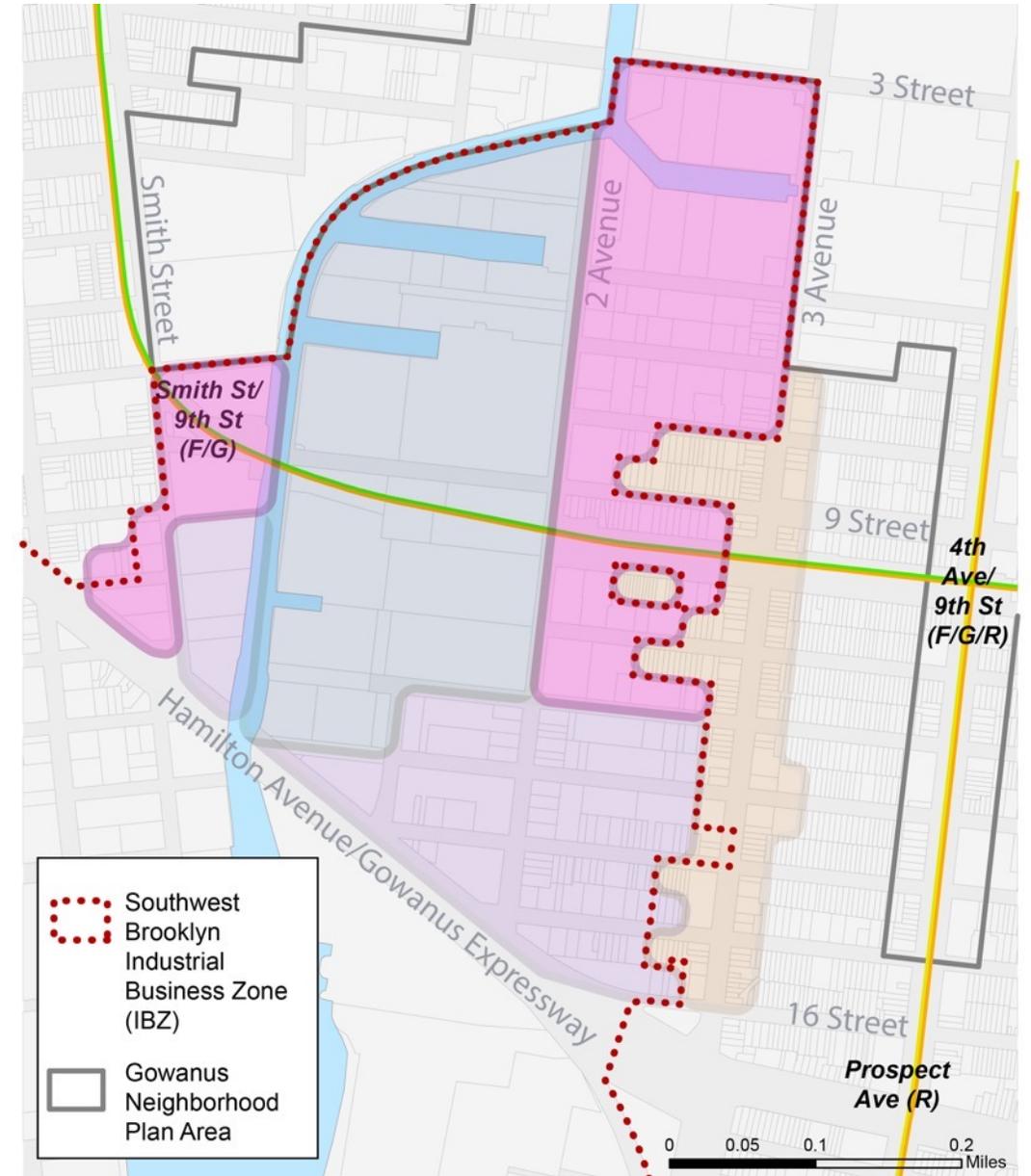
3rd Avenue Corridor & Mid-Block Residential Clusters

Goal: Recognize clusters of residential use and promote mixed commercial and residential activity along 3rd Avenue

Vision Plan – Smith/9th St Transit Node & Upland Sub-Area

Support the retention and growth of industrial and arts-based uses, alongside office and retail-based sectors, especially along 2nd Avenue and 9th Street corridors

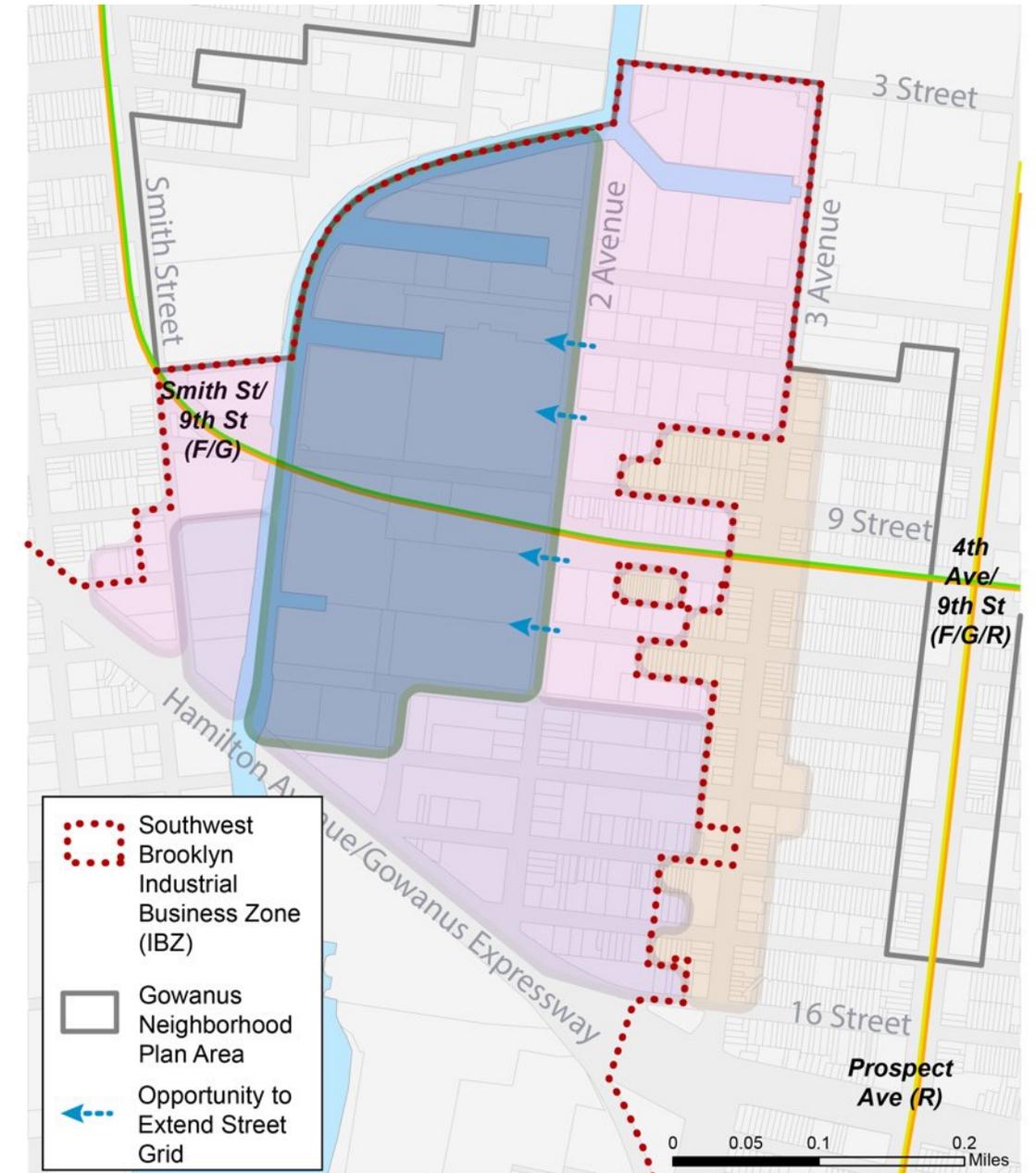
- Support additional space for business activity with increased FAR
- Promote waterfront access and connectivity to the Smith/9th St subway station
- Encourage growth of a range of uses, including arts, industrial, and office-based sectors



Vision Plan – Large Waterfront Block Sub-Area

Support a mix of uses, including those that are there currently, and the long-term growth of commercial and industrial uses

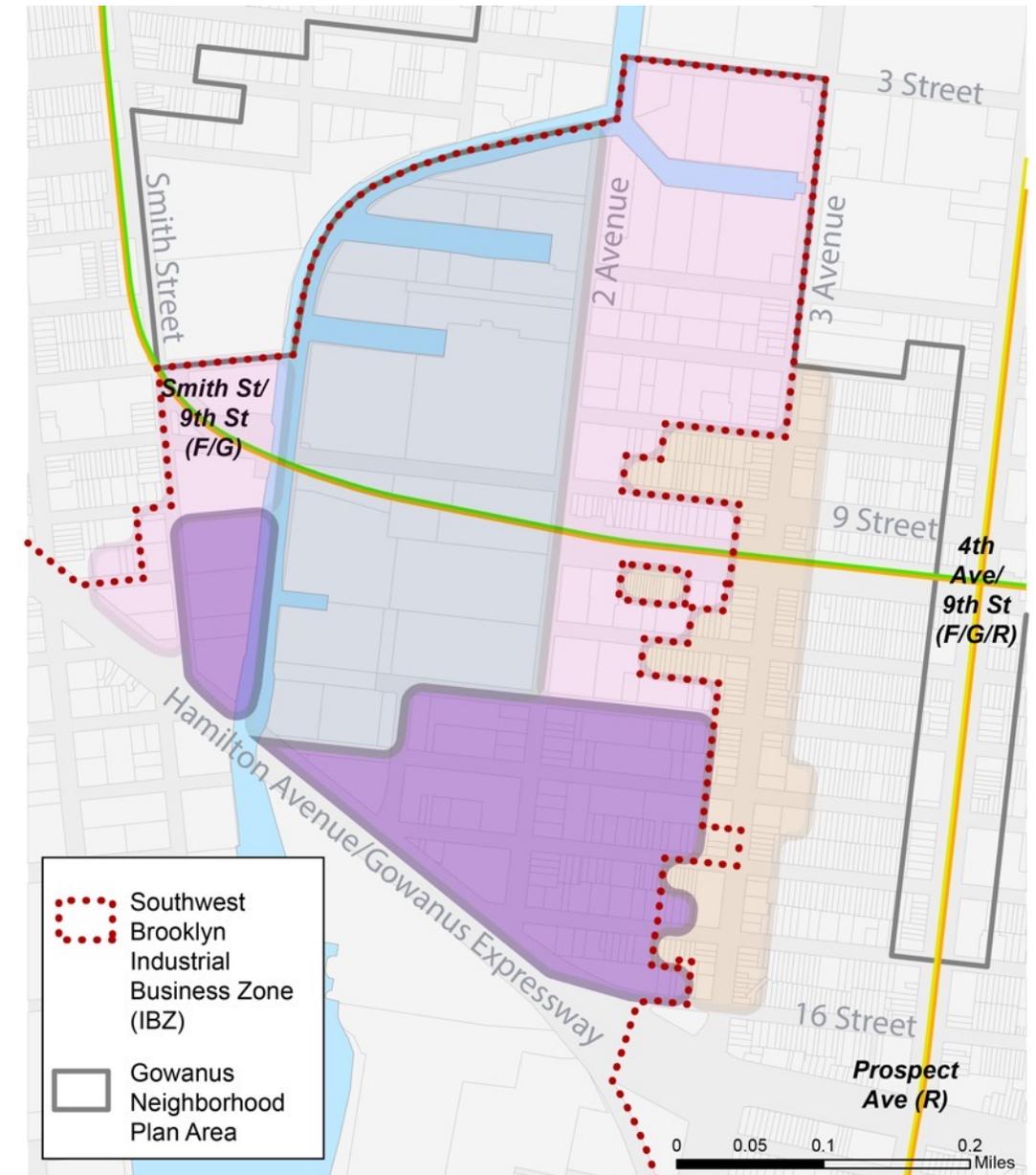
- Support the creation of additional space for business activity, particularly for industrial, arts, and production-based uses
- Improve connectivity and waterfront access
- Incorporate appropriate site planning to support long-term growth and neighborhood trends



Vision Plan – Industrial-intensive Sub-Area

Support concentration of industrial and truck-intensive uses and increase flexibility for businesses

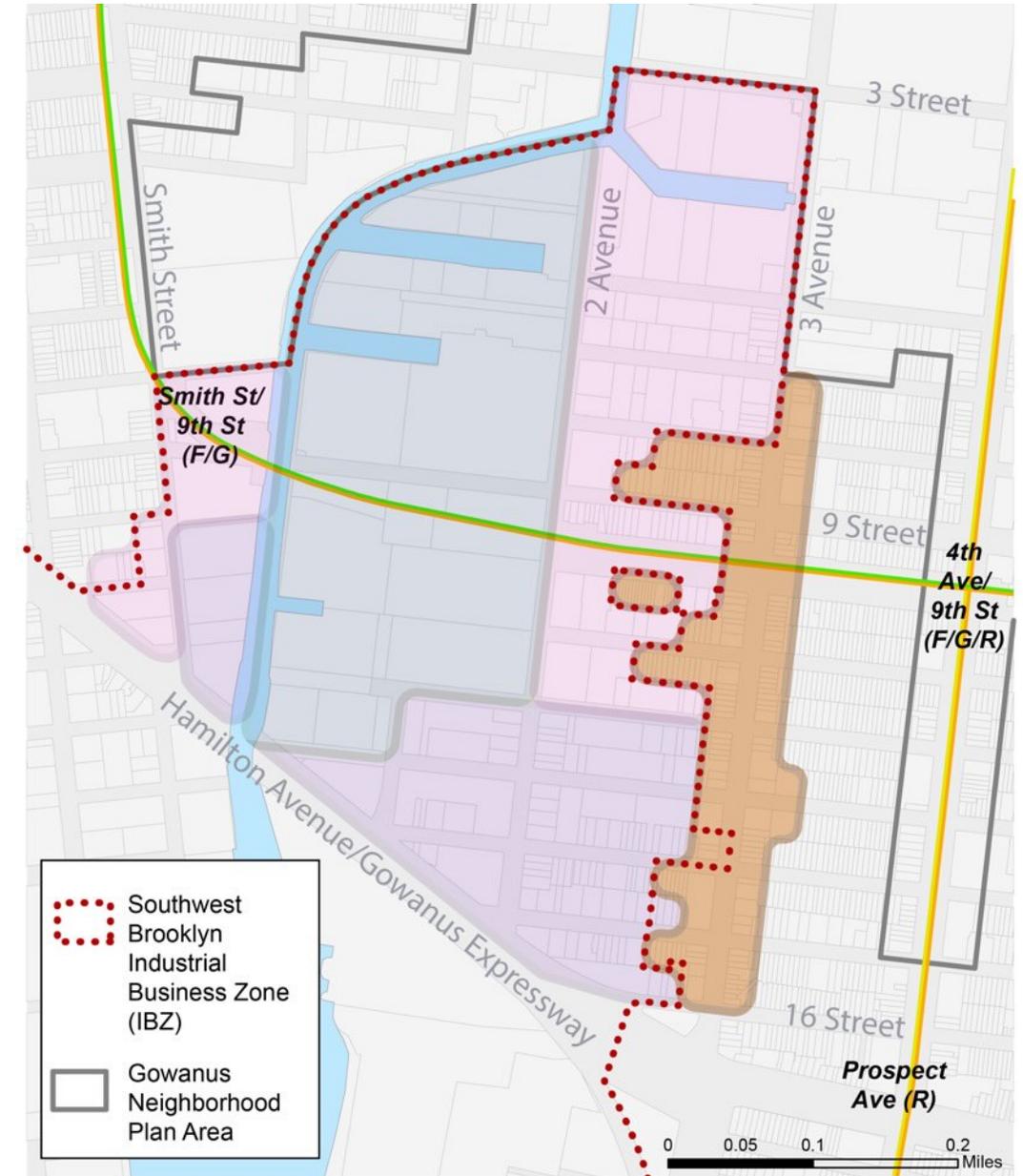
- Promote additional space for business activity with increased FAR and incentive for industrial, arts, and production-based uses
- Allow a range of job-generating uses that are compatible with existing and future truck-intensive industrial uses



Vision Plan – 3rd Avenue Corridor & Mid-Block Residential Clusters Sub-Area

Recognize clusters of residential use and promote mixed commercial and residential activity along 3rd Avenue

- Allow mixed use buildings along 3rd Avenue, an existing mixed-use corridor, and accommodate multiple stories of non-residential uses
- Support continued residential use in mid-block residential clusters at an appropriate scale



1. **Identify targeted goals and strategies** related to infrastructure and workforce development
2. **Assess current and future needs** to accommodate increased job density
3. **Build on existing programs and initiatives** alongside ongoing public infrastructure projects

Vision Plan – Transportation Goals & Strategies

Improve mobility and safety along major corridors

- 3rd Avenue
 - Examine 3rd Avenue between 9th Street and Hamilton Avenue to assess roadway improvement needs
 - Maintain 3rd Avenue as a truck route serving industrial businesses within and around the Southwest Brooklyn IBZ
- 2nd Avenue and 9th Street
 - Explore safety improvements for all road users

Apply strategies developed as part of the NYC DOT's Smart Truck Management Plan

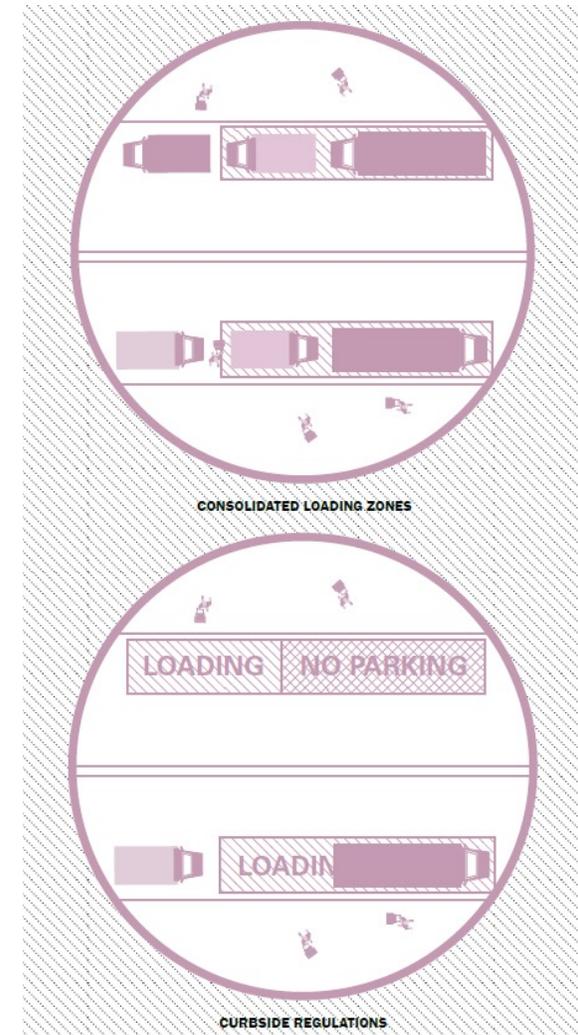
- Expand NYC Clean Truck Program
- Improve truck route network and truck signage wayfinding
- Increase loading zones
- Promote urban freight consolidation



Vision Plan – Transportation Goals & Strategies

Support the operations of industrial and commercial businesses in the IBZ through targeted parking and loading improvements

- Apply loading strategies that were developed as part of DCP’s North Brooklyn Industry and Innovation Plan
- Consolidated loading and staging zones and improved coordination
- “Pop-up” consolidation centers for more loading and queueing space
- Pedestrian-oriented streetscape designs to delineate space for heavy loading activity
- Explore additional parking opportunities on City-owned property, such as under the Gowanus Expressway, and reduce the number of trucks that park near the sanitation garages



Improve capacity of infrastructure to reduce street flooding issues and CSO

- Continue to provide investment and schedule updates on sewer and drainage infrastructure work (9th Street, 7th Street, 3rd Ave, and Hamilton Ave) to affected business and property owners
- Study the need for additional water and sewer improvements on 10th Street

Improve building efficiency and alternative energy options, including solar

- Support new construction and redevelopment to produce buildings that meet today's Energy and Building Code efficiency standards
- Help business and property owners understand and take advantage of programs to install rooftop solar and retrofitting upgrades, such as MOS' Solarize NYC and Retrofit Accelerator



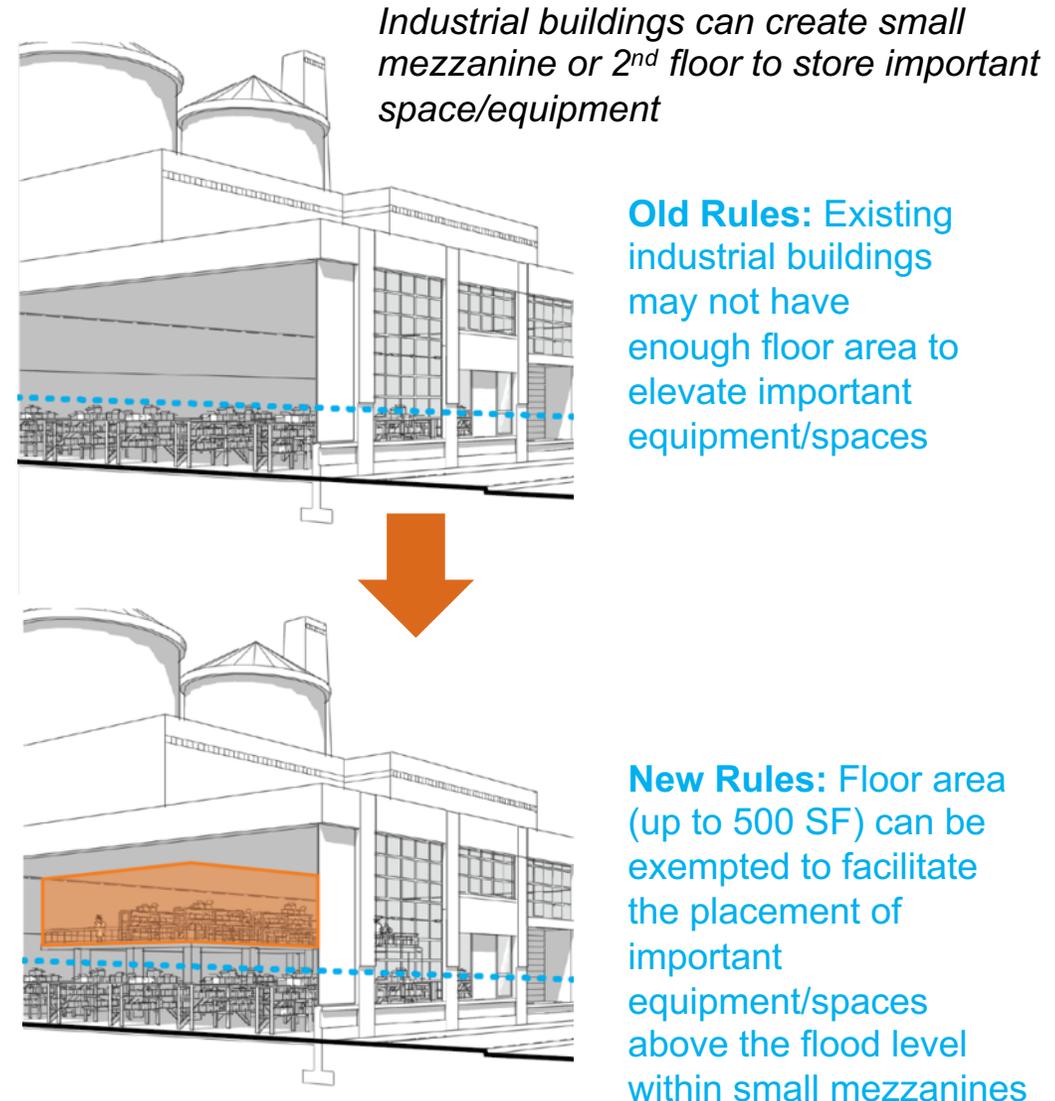
Drainage Upgrade for 9th Street in Gowanus



Rooftop solar installation above Architectural Grille

Support flood-resistant retrofitting and new construction options for non-residential buildings

- Support new construction and retrofitting in compliance with Building Code Appendix G requirements for flood-resistant construction
- Help businesses and property owners understand new options proposed under Zoning for Coastal Flood Resiliency, including interior elevated mezzanines



Vision Plan - Workforce Development Goals & Strategies

Strengthen connections between Gowanus-based employers and local residents, particularly lower-income residents

- Continue support for neighborhood-based organizations that function as local service providers and facilitate connections between residents seeking employment and existing and future businesses
- Encourage efforts by businesses, property owners, local organizations, and other stakeholders to monitor job trends within the Study Area and develop an inventory or network of employment opportunities
- Connect local schools and institutions with vocational education to provide career pathways in growing industrial and sustainability-based sectors



Reinforce and build upon existing local and citywide workforce development programs

- Increase awareness of programs and services that meet gaps in skills and training, including the Workforce1 Career Center at the Brooklyn Army Terminal
- Encourage increased participation by businesses and residents of ApprenticeNYC, pre-apprenticeship and high school internship opportunities, and training programs for growing occupations

Promote industrial, arts, and office-based businesses operating in the Gowanus IBZ area

- Identify and track growing industries, such as advanced manufacturing, waste and recycling services, construction, arts and material production, and small-scale metal fabrication and woodworking
- Create a marketing campaign to promote local businesses and profile artists, makers, artisans, manufacturers, and other emerging sectors

Thank you!
Questions?