

# Industrial Business Zone

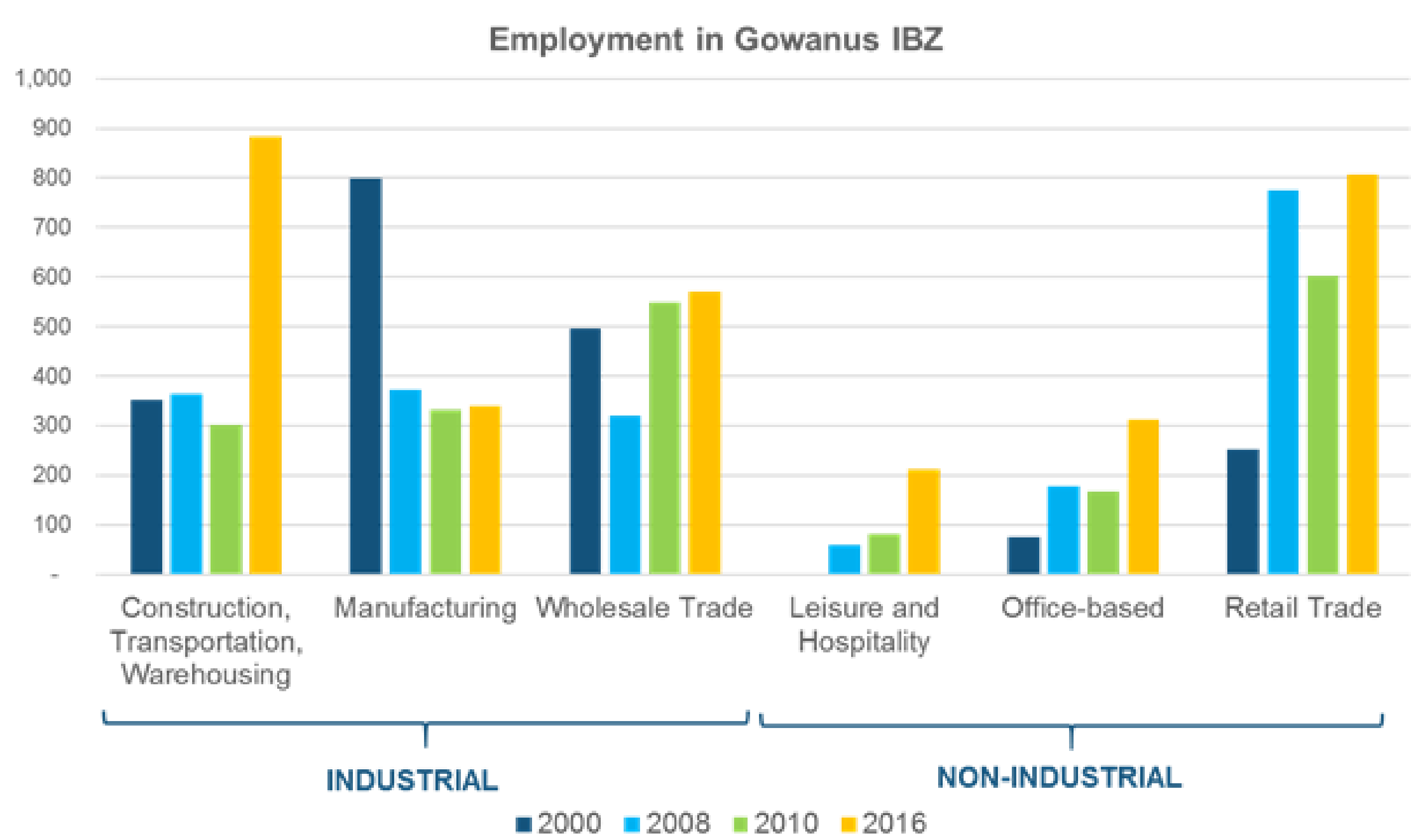
As a follow-up to the strategies outlined in the Gowanus framework, in the Fall of 2018 the City began engaging with businesses, local stakeholders and users in the IBZ to analyze their needs with respect to land use and other issues and develop a vision for the IBZ's future where businesses can grow and thrive.

On October 26, 2018, DCP, partnering agencies and other stakeholders held a kickoff meeting to discuss the goals and core issues to be address by a visioning study and how best to engage the local community. DCP gave a presentation on citywide industrial policy and economic trends, an overview of the IBZ's local land use and employment trends, existing zoning regulations, and what we've heard so far during the Gowanus study working groups and outreach efforts over the past few years.



The overall number of jobs have increased in the IBZ since 2000.

While manufacturing jobs declined in the IBZ between 2000 to 2016, construction, wholesale and distribution remain a prominent part of the local economy.



Source: NYS Department of Labor, Quarterly Census of Employment and Wages (QCEW), 2000, 2008, 2010, 2016 (Q3); DCP HEIP Division (October 2018). Excludes jobs in sectors that could not be disclosed due to confidentiality reasons. Values represent private sector, non-headquartered establishments and are based on successfully geocoded records. The QCEW program collects data from employers covered by New York State's Unemployment Insurance Law, which covers approximately 97% of the State's payroll, nonfarm jobs. The program does not count private-sector jobs that are not reported to the state, not covered by unemployment insurance, or held by self-employed workers (about 17% of NYC jobs). Due to geocoding complications, public sector jobs — approximately 14% of NYC jobs — are excluded from the NYC Department of City Planning (DCP) data analysis.



Macro Sector	Jobs
Industrial	1,793
Leisure & Hospitality	211
Office-based	312
Retail Trade	807
Other*	1,528

\*Includes jobs in sectors that could not be disclosed due to confidentiality rules (a small number of firms constitute large share of employment).

**Legend**

- One & Two Family Residence
- Multi-Family (Walkup)
- Multi-Family (Elevator)
- Residential & Commercial
- Commercial / Office
- Industrial Use
- Transportation / Utility
- Public Facilities & Institutions
- Open Space / Park
- Parking Facilities
- Vacant Land / Building
- N / A
- Rezoning Study Area
- Gowanus IBZ

## Next Steps

- DCP is partnering with multiple agencies and organizations to engage the local IBZ community, including conducting a survey. The survey is being drafted and anticipated to be distributed in February. Following the survey,
- DCP and partnering agencies will continue with outreach during the spring.

## Survey Goals

- Gather feedback on the key challenges for doing business in Gowanus and challenges related to zoning and land use regulations, such as parking, loading and allowed density
- Collect information from businesses on relevant operations, space, and tenancy needs
- Collect information to help identify demand for space, displacement pressures and opportunities for growth
- Collect ideas on how city-based services and programs can improve operations and better meet hiring and training needs

## Process Goals and Deliverables

**Deliverable:** A vision / framework-type document that lays out a vision for future growth with the following goals and objectives:

### Land Use

- Identify appropriate uses and densities to catalyze job growth, especially for nearby residents
- Consider how zoning can be more aligned to support business expansion and meet demand for job-intensive space

### Workforce Development

- Increase access to employment by enhancing connections between residents and jobs/training opportunities

### Infrastructure

- Develop priority investments that serve businesses, including transportation, flooding and resiliency, broadband service, and other city-based programs

