Agenda

• Introduction
  • Context and background
  • Study purpose and goals

• Existing conditions snapshot
  • Economic trends
  • Land uses

• Breakout Group Discussions
  • Assets and challenges
  • Neighborhood vision and priorities

• Regroup and recap
Context and Background – How did we get here?

- **Citywide Policy**
  - OneNYC (2015)
  - New York Works (2017)

- **Department of City Planning (DCP) Initiatives**
  - Zoning text amendments for self-storage facilities (2017) and hotels in M1 districts (2018)
  - North Brooklyn Industry and Innovation Plan (2018)

- **Gowanus**
  - Gowanus Brownfield Opportunity Area (BOA) (2014)
  - Bridging Gowanus (2016)
  - GNCJ Survive and Thrive (2018)
  - Gowanus Neighborhood Study (2016-present)
STUDY GOALS

• Update M district zoning to align with needs of today’s businesses.
• Retain areas for essential industrial/manufacturing sectors.
• Create space for fast-growing creative and tech-driven jobs.
• Grow jobs closer to workers and encourage reverse-commutes.

OUTREACH (2016-2018)

• 3 large public meetings
• Individual interviews and 7 roundtables with over 50 businesses and 15 brokers/developers

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# North Brooklyn Land Use Framework

## SUBAREA

### Core Industrial Area
69% of study area
60% of jobs (11,700 jobs)

Retain as a hub for essential industrial uses – balanced by growth in diverse sectors in the Growth District.

### Growth District
13% of study area
20% of jobs (3,800 jobs)

Grow an ecosystem of creative and tech-driven jobs in office-based and industrial sectors near transit, balanced by reinforcement of the Core Industrial Area.

### Transition Area
11% of study area
18% of jobs (3,500 jobs)

Support a continued mix of uses by allowing modest commercial growth while encouraging creation of industrial space.

### Peripheral Commercial
No land use change recommended on active commercial properties at periphery.

### Mixed Edge
No land use change recommended in areas at periphery with no predominant land use.

### Established Residential
New zoning consistent with character of existing residential use and adjacent residential neighborhoods.
Gowanus Neighborhood Study - What We’ve Heard

- Stakeholder conversations
- Working Groups
- Plangowanus.com
- Public Meetings

What We’ve Heard
Gowanus IBZ Visioning Study – Purpose and Goals

• Support business growth, create a land use framework, and identify priority infrastructure and workforce development needs that can reinforce the area as a 21st century jobs hub for industrial and commercial uses.

• Goal is not an area-wide rezoning, but a shared framework to guide future development, infrastructure improvements, and policy.
• **Spring / Summer 2019**
  - Business roundtables
  - Online survey
  - Interagency coordination
  - Existing conditions analysis

• **Fall 2019**
  - Develop and share preliminary recommendations
  - Draft final land use framework and vision plan
Existing Conditions Snapshot
Neighborhood Context

- Access to public transit, highways and local truck routes
- Proximity to the Gowanus Neighborhood Study Area and other commercial and industrial job nodes (Downtown Brooklyn, Sunset Park)
- Adjacency to residential neighborhoods
Employment Trends

Gowanus IBZ Study Area Employees

- Industrial
- Office-based
- Other Services
- Retail, Leisure, and Hospitality
- Unclassified

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

Rest of Southwest Brooklyn IBZ Employees

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

Gowanus IBZ Study Area Employees

Rest of Southwest Brooklyn IBZ Employees

Source: Quarterly Census of Employment and Wages, State Department of Labor
Land Uses (based on recent survey)

Existing Zoning
- Mostly M2-1 with pockets of M1-2, M1-1 and M3-1
- R6A/C2-4 along east side of 3rd Ave
Industrial/Semi-Industrial Land Uses + Parking
Commercial Land Uses
Built Floor Area Ratio (FAR)
Flood Risk and Sustainability
Breakout Group Discussions
1) Doing business in the neighborhood
   • Why did you locate your business in Gowanus?
   • What are the advantages and challenges of locating in Gowanus?

2) Space needs
   • What kind of space do you need to operate your business? Is your space adequate or do you need more space to grow in the next 5 years? Why?
   • What land use or zoning changes would support your business/property?

3) Workforce needs
   • What kinds of employees do you hire? Are you able to easily find the right employees?
   • Where do most of your employees live and is your location attractive/convenient?

4) Neighborhood improvements
   • What are the top 1-2 improvements you would make to the neighborhood?
   • Are there improvements that could address common interests of different types of businesses and residents?