



Image capture: Sep 2017 © 2018 Google

# BUSHWICK

## Industrial Areas Analysis

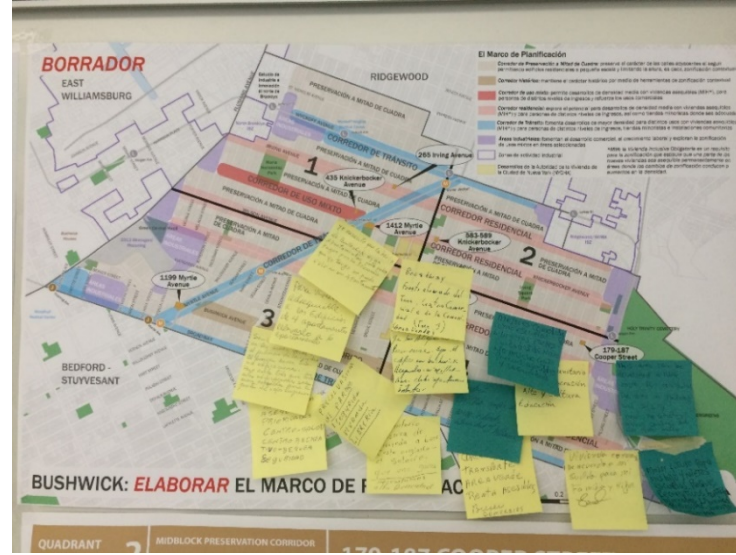
09/06/18

# Industrial Areas Analysis

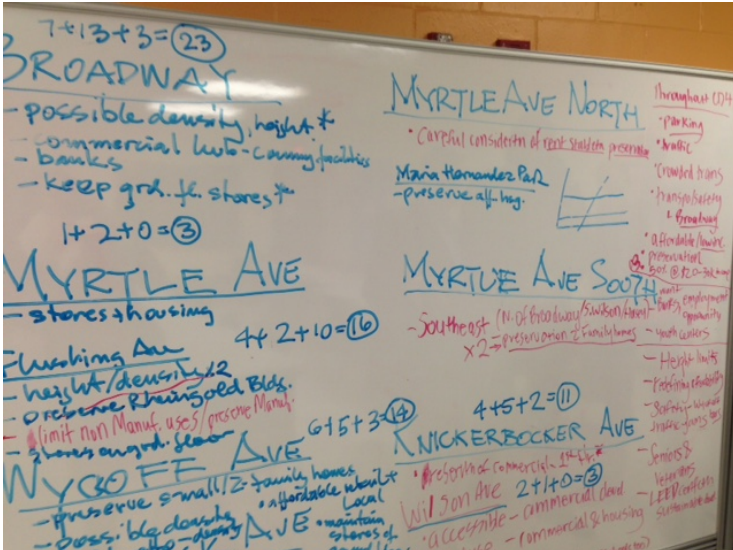
## Table of Contents

- 1) Background: p.3-5
- 2) Economic Snapshot: p.6-13
- 3) Land Use Trends: p.14-30
- 4) Industrial Framework: p.31-36

# What is the Bushwick Planning Process?



- Bushwick Council Members Rafael Espinal and Antonio Reynoso spearheaded the Bushwick planning process in 2014 in response to out-of-character development and a desire for affordable housing.
- Through a series of over 150 community engagement events since 2014, local Bushwick stakeholders, Council Members, and City agencies have been working together to develop land use objectives to guide a long-term vision for the future of the neighborhood.



# Bushwick Industrial Areas Analysis



Willoughby Avenue



Flushing Avenue



Jefferson Street and Bushwick Avenue



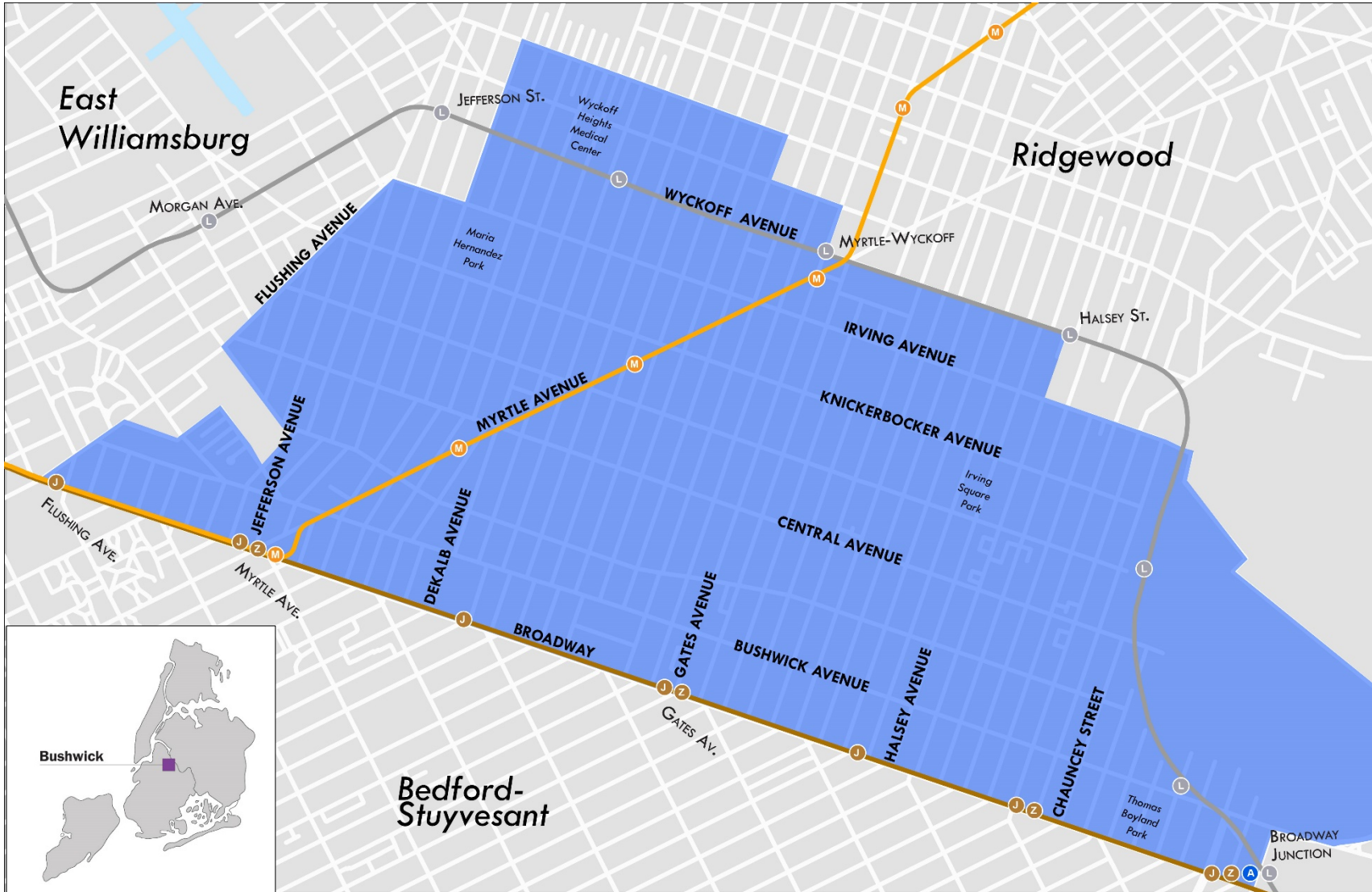
Suydam Street

This analysis is an assessment of existing land use and economic conditions in Bushwick that serves as a foundation for an industrial areas framework that responds to community needs identified through the Bushwick planning process and Department of City Planning analysis.

Priority needs identified include:

- jobs
- new housing and affordable housing
- open space

# Bushwick Study Area

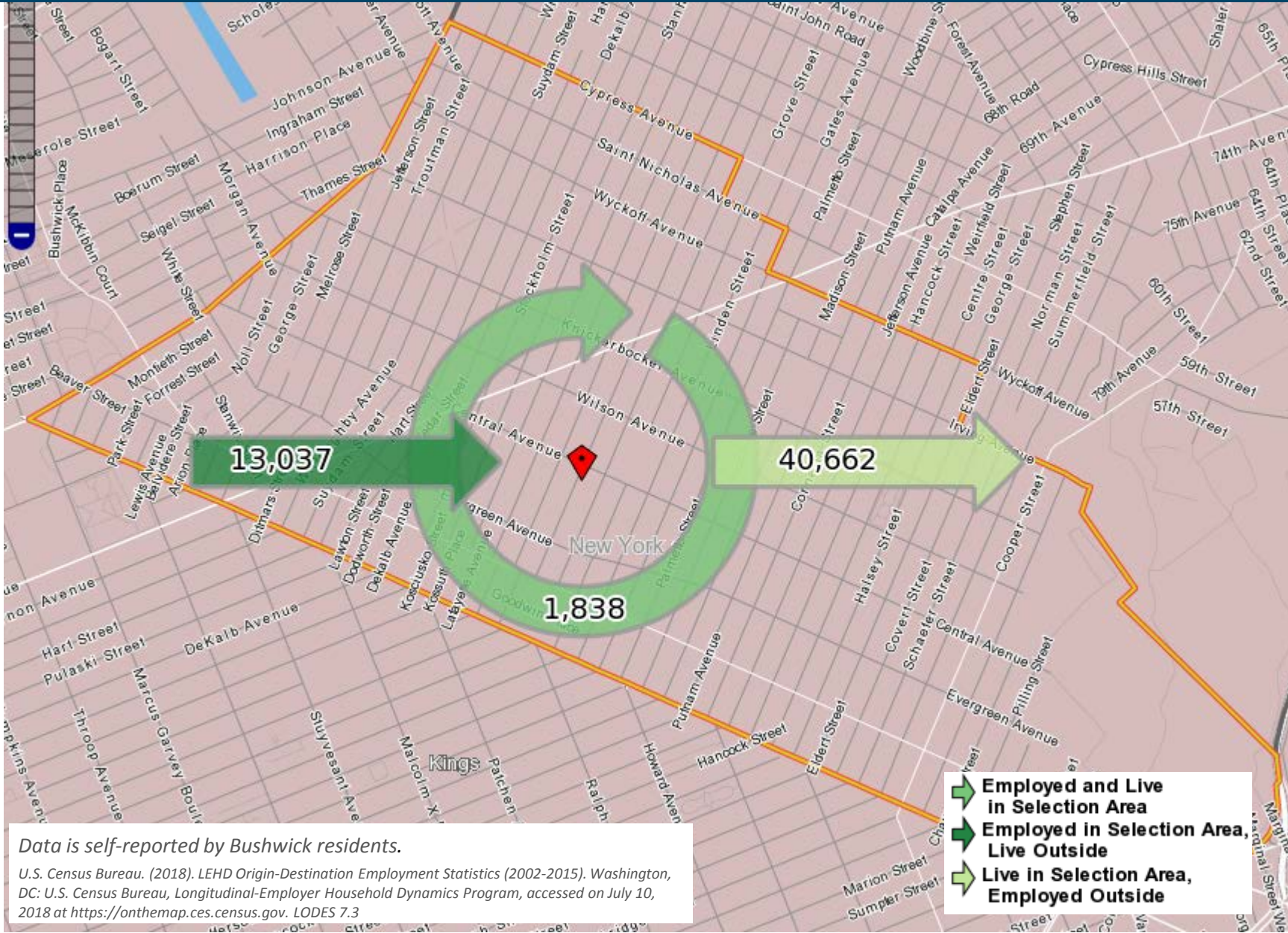


- The Bushwick study area is a 300-block area just east of Williamsburg with Ridgewood, Queens to the north and Bedford-Stuyvesant to the south.
- It has a population of 119,000 and approximately 15,000 people work in the neighborhood.
- It is well-served by transit, including the J,M,Z and L subway lines.



# ECONOMIC SNAPSHOT

# Where do Bushwick residents work?

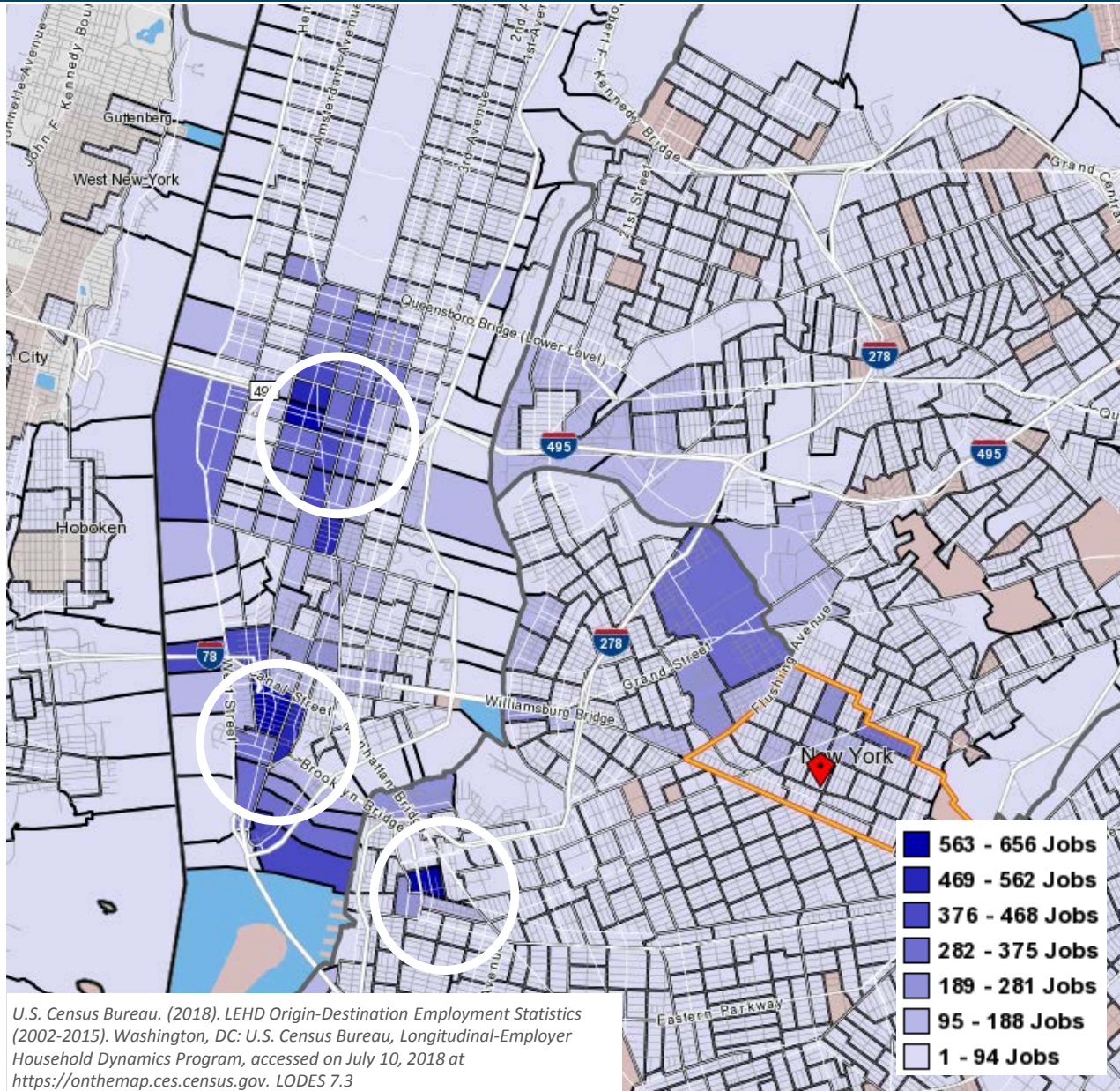


Data is self-reported by Bushwick residents.

U.S. Census Bureau. (2018). LEHD Origin-Destination Employment Statistics (2002-2015). Washington, DC: U.S. Census Bureau, Longitudinal-Employer Household Dynamics Program, accessed on July 10, 2018 at <https://onthemap.ces.census.gov>. LODS 7.3

- Bushwick is a primarily residential neighborhood.
- Similar to many other NYC neighborhoods, most residents (96%) work outside of the neighborhood.
- Only 4% (1,800) of Bushwick residents live and work in the neighborhood.

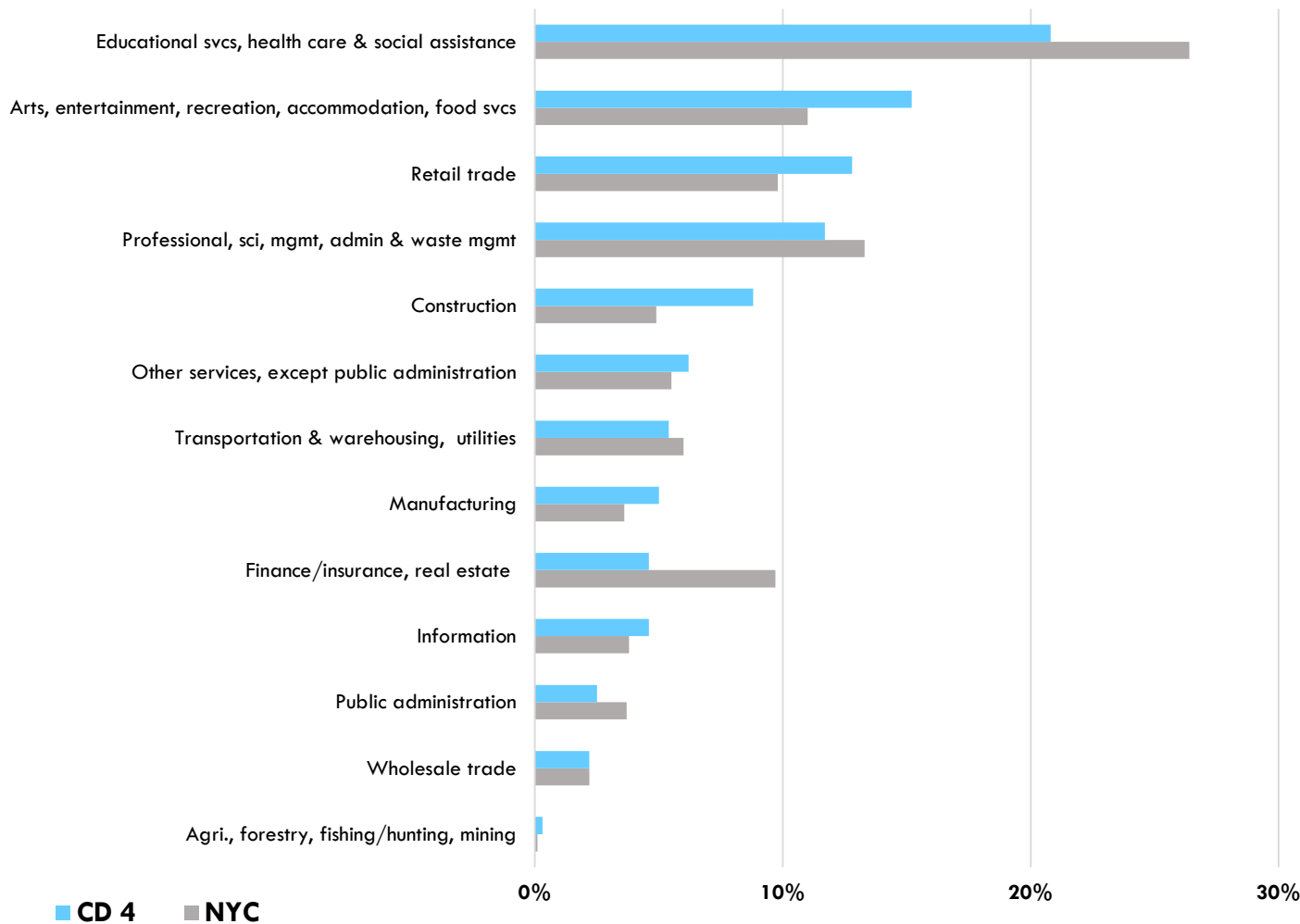
# Where do Bushwick residents work?



- Similar to most NYC residents, the major employment destinations for Bushwick residents in 2018, include the traditional job hubs of Midtown Manhattan, the Financial District, and Downtown Brooklyn.
- Many other Bushwick residents also work in the nearby North Brooklyn industrial area, West Chelsea, and along Wyckoff Avenue in Bushwick.

# What types of jobs do Bushwick residents have?

## Bushwick Residents - Job Types



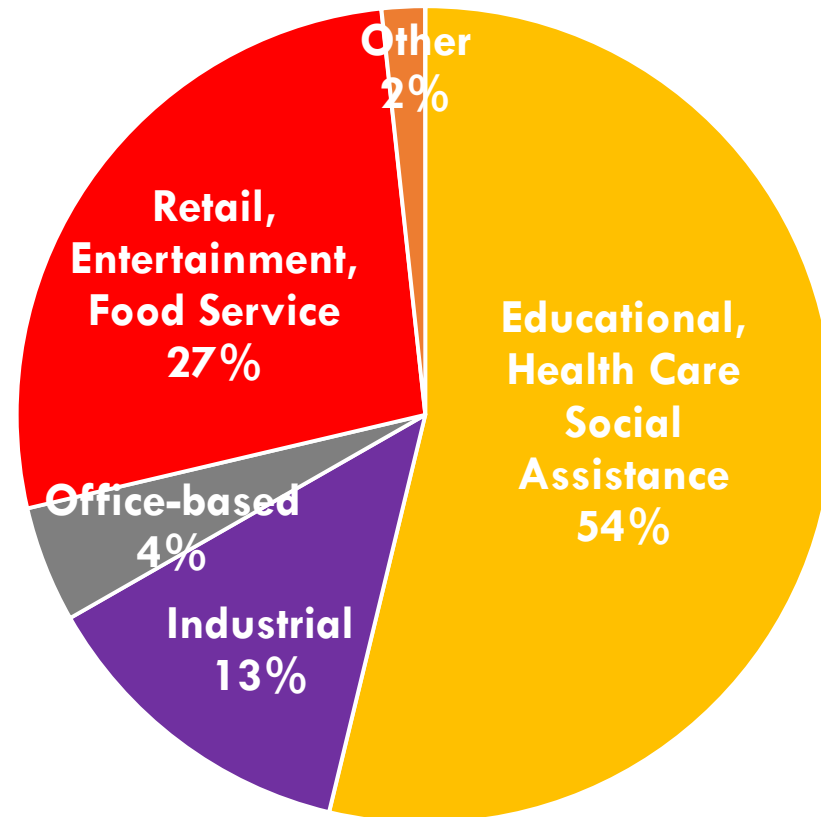
- Most Bushwick residents work in education, health care, and social assistance, in line with citywide rates.
- Significant numbers of Bushwick residents also work in entertainment, the arts accommodation, food service, retail, and construction, at higher rates than citywide.
- Bushwick has lower rates of residents working in professional, science, management and finance and real estate than citywide.

# Jobs in Bushwick

**Total Bushwick  
Jobs in 2016:  
14,000**

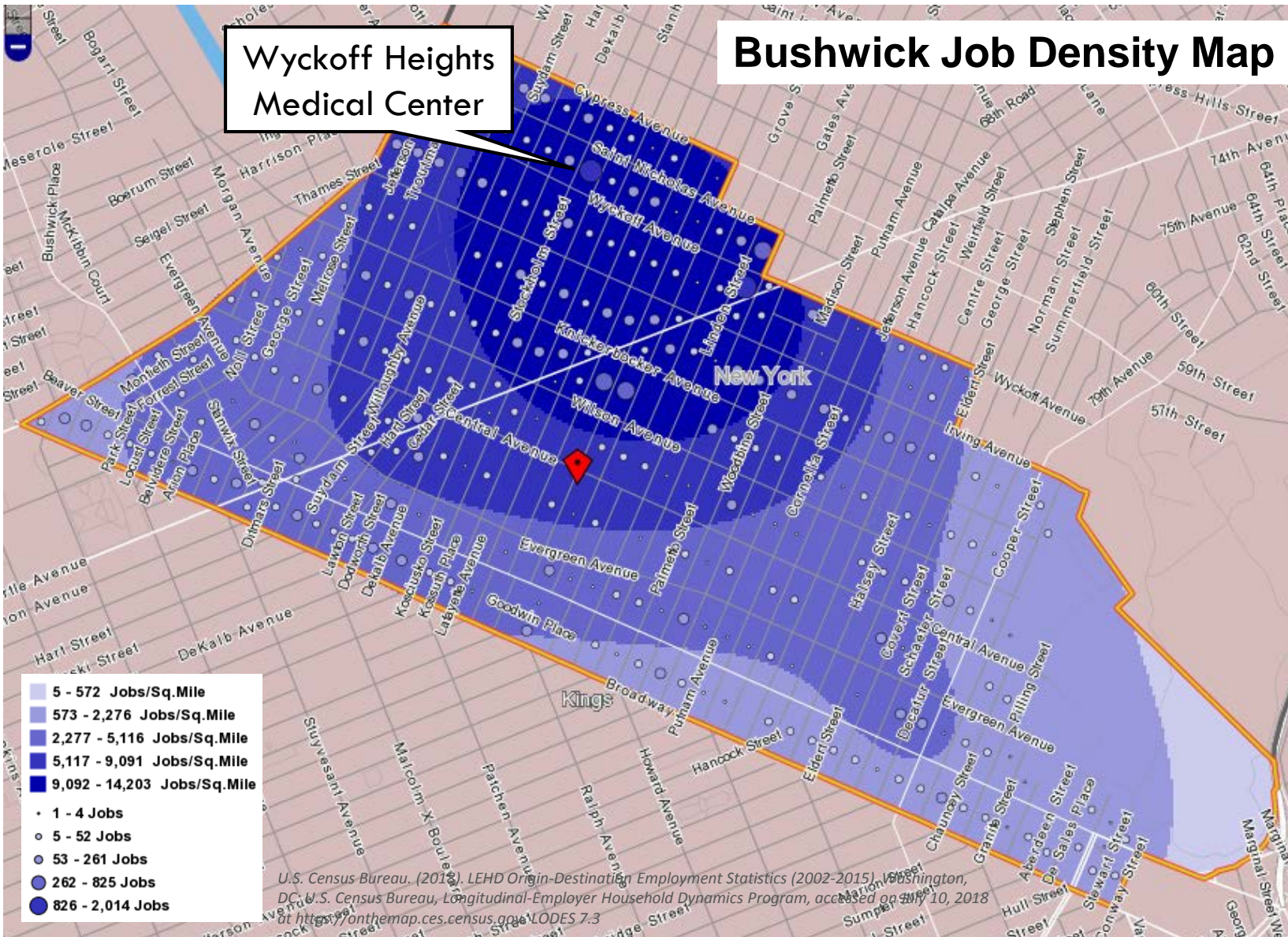
**Change in  
Bushwick Jobs  
2008-2016:  
18%  
(+2,173)**

## Major Job Types: Bushwick 2016



- There are 14,000 jobs in Bushwick.
- Employment increased by 18% (+2,173) from 2008-2016.
- Education, health care, and social assistance comprise over half of the jobs in Bushwick.
- Retail, entertainment, and food service comprise almost a third of the jobs.

# Bushwick Jobs Case Study: Wyckoff Hospital

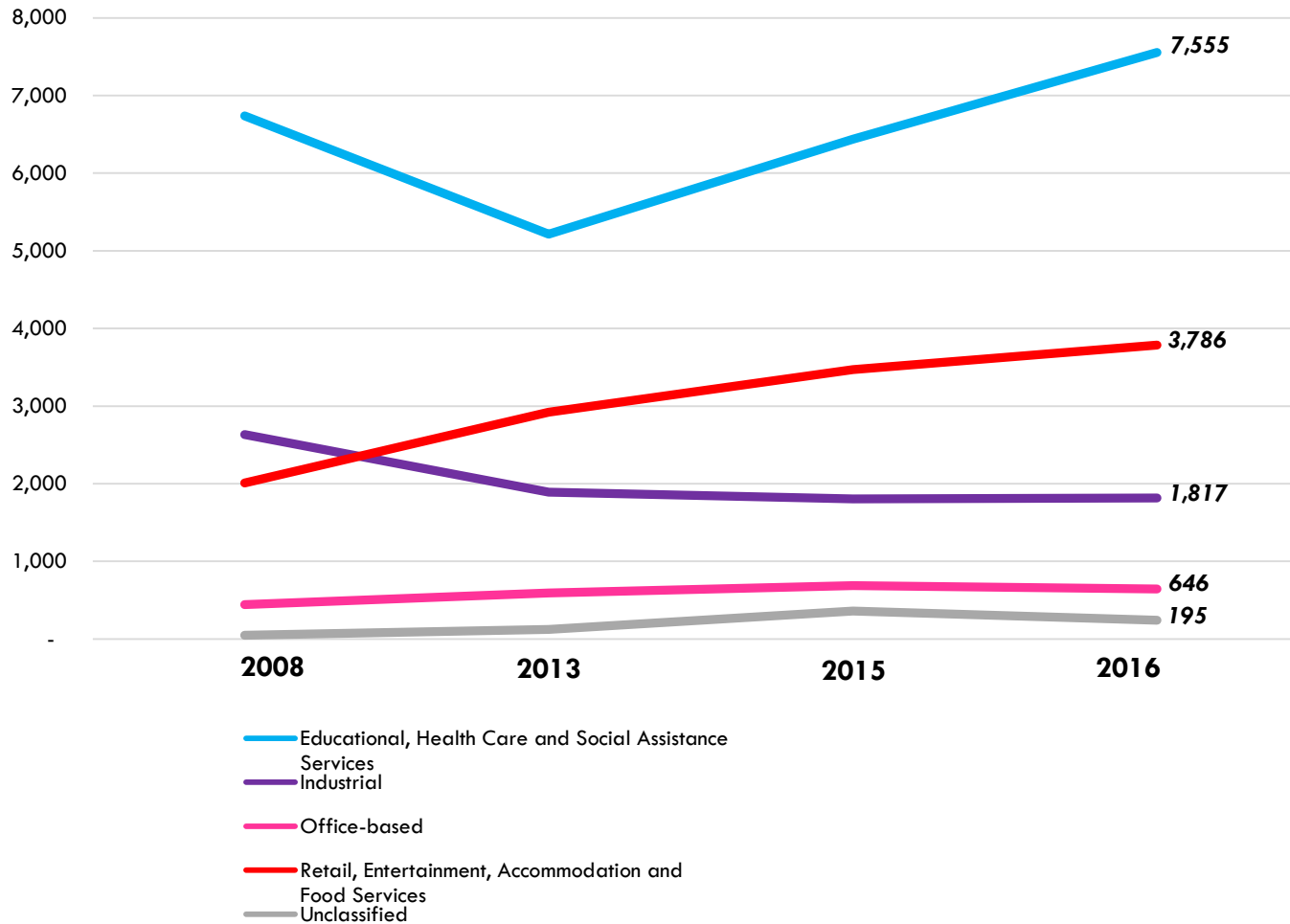


## Wyckoff Heights Medical Center

- Largest employer in Bushwick with over 1,800 employees
- Serves 90,000 patients a year
- Job density map shows the impact of Wyckoff Hospital on the job concentration in northwest Bushwick

# Jobs in Bushwick

## Change in Job Type: Bushwick 2008-2016

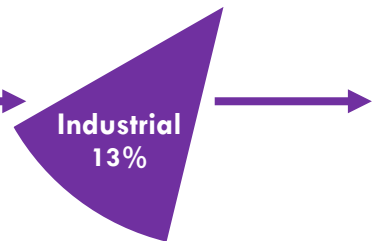
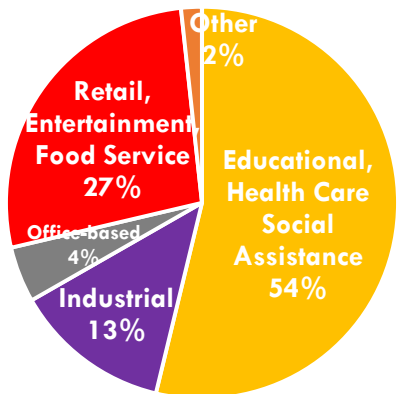


## Change in Job Type: Bushwick 2008-2016

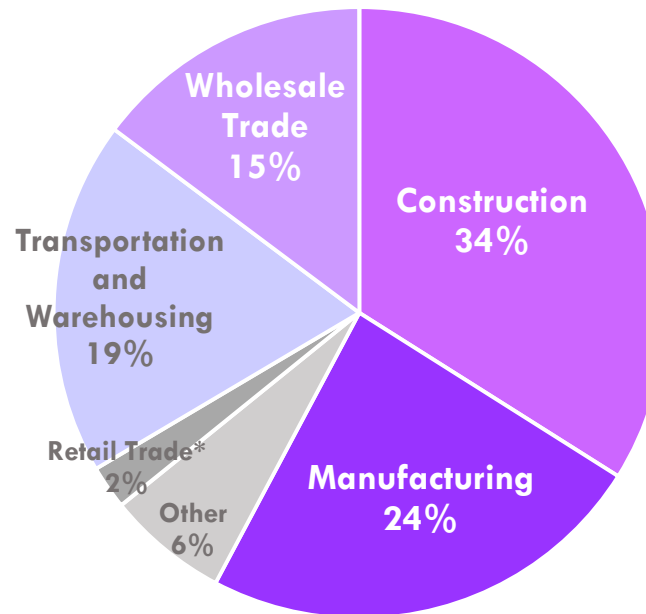
- Bushwick's 14,000 jobs grew by 2,173 from 2008-2016.
- The greatest gains were in retail, entertainment, and accommodation, an increase of 1,776 jobs (+8%).
- Industrial jobs declined by 817 jobs (-31%).
- Education, Health Care and Social Assistance jobs grew by 817 jobs (+12%).

# Industrial Jobs in Bushwick

## Major Job Types: Bushwick 2016



## Major Industrial Job Types: Bushwick 2016



- There are **1,800** industrial jobs in Bushwick which represent 13% of all jobs.
- Industrial jobs decreased by **a third (817)** from 2008-2016.
- Construction is the leading industrial sector comprising over **a third (547)** of industrial jobs.
- Manufacturing comprises about **a quarter (384)** of industrial jobs in Bushwick.



**UNIVERSAL FIREPROOF DOOR UFD**  
 Email: info@ufireproofdoor.com  
 T (718) 455-8442  
 www.universalfireproofdoor.com

**MANUFACTURER & INSTALLER OF:**  
 \* Fireproof Steel Doors & Frames  
 \* Stainless Steel Door & Frames  
 \* Wood Doors & Steel Frames  
 \* Cellar & Roof Hatch Doors  
 \* Ornamental Security Doors

Phone 718  
 455-8442

**UNIVERSAL FIREPROOF DOOR UFD**  
 OVER 5000  
 STEEL DOOR  
 AND FRAMES  
 — In —  
 Steel

MANUFACTURED  
 SINCE 1920  
 OVER  
 80 YEAR  
 — Of —  
 Quality  
 SERVICE

OVER NIGHT  
 SERVICE  
 FREE ESTIMATES  
 WE MANUFACTURE  
 WE INSTALL  
 EMERGENCY  
 SERVICE

REGULAR DOOR  
 FIRE RESISTANT DOOR  
 CELLAR DOOR  
 CHIMNEY DOOR  
 SLIDING DOOR  
 STAINLESS STEEL  
 DOOR  
 ORNAMENTAL SECURITY DOOR

Rising Son  
**COST** **EXX**

DRIVEWAY  
 NO  
 PARKING

NO  
 PARKING

**UNIVERSAL FIREPROOF DOOR UFD**  
 Email: info@ufireproofdoor.com  
 H.I.C. LIC. # 0924234  
 STEEL DOOR MFG.

**MANUFACTURER & INSTALLER OF:**  
 \* Fireproof Steel Doors & Frames  
 \* Stainless Steel Door & Frames  
 \* Wood Doors & Steel Frames  
 \* Cellar & Roof Hatch Doors  
 \* Ornamental Security Doors  
 \* Overhead door Sliding door

T (718)455-8442 / F (718)455-8535  
 www.universalfireproofdoor.com

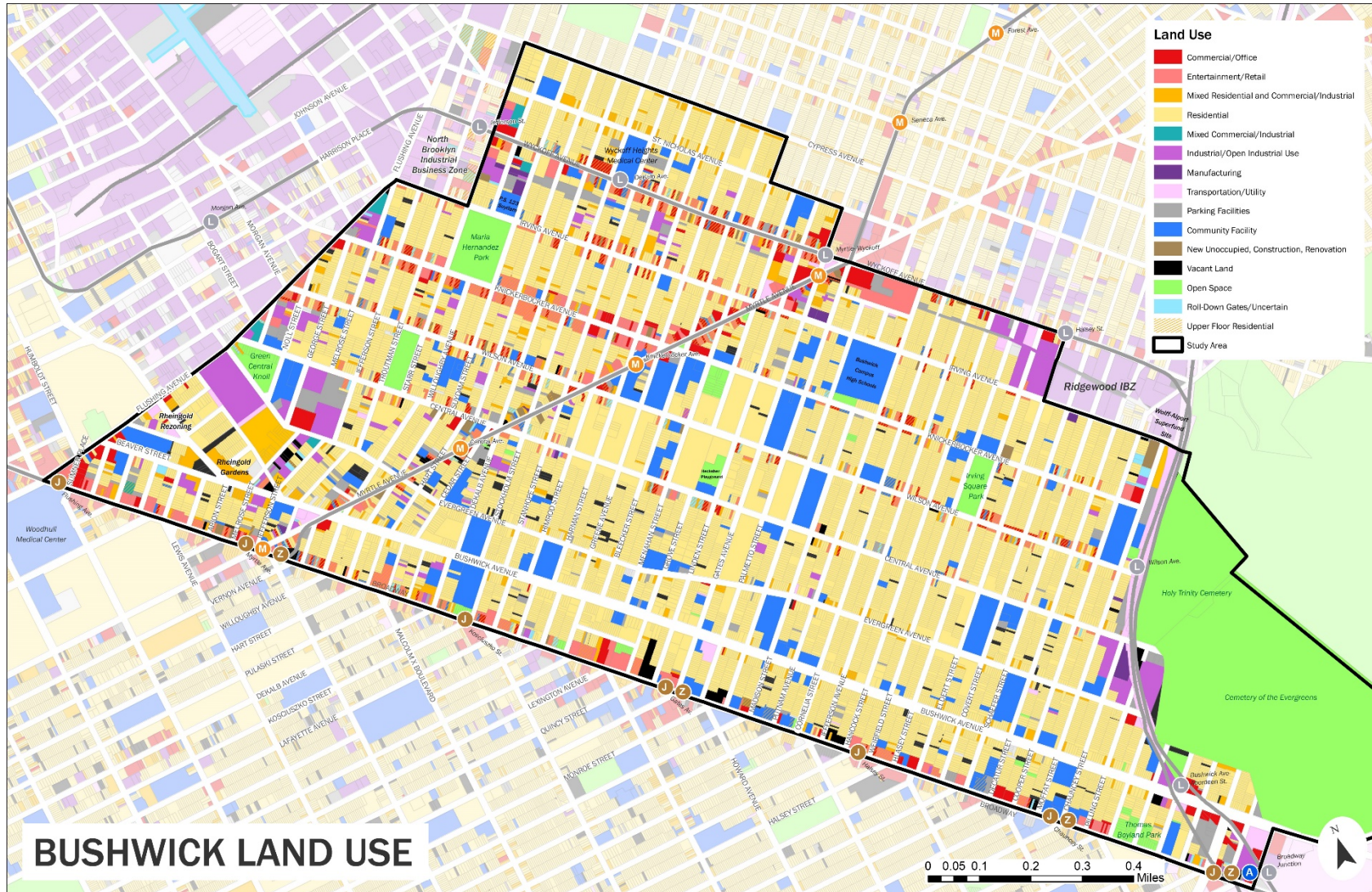
1171 MYRTLE AVENUE  
 BROOKLYN, NY 11226-6599  
 H.I.C. LIC. # 0924234  
 STEEL DOOR MFG.

(718)455-8442 (718)455-8535

**UNIVERSAL FIREPROOF DOOR UFD**  
 Email: info@ufireproofdoor.com

# LAND USE TRENDS

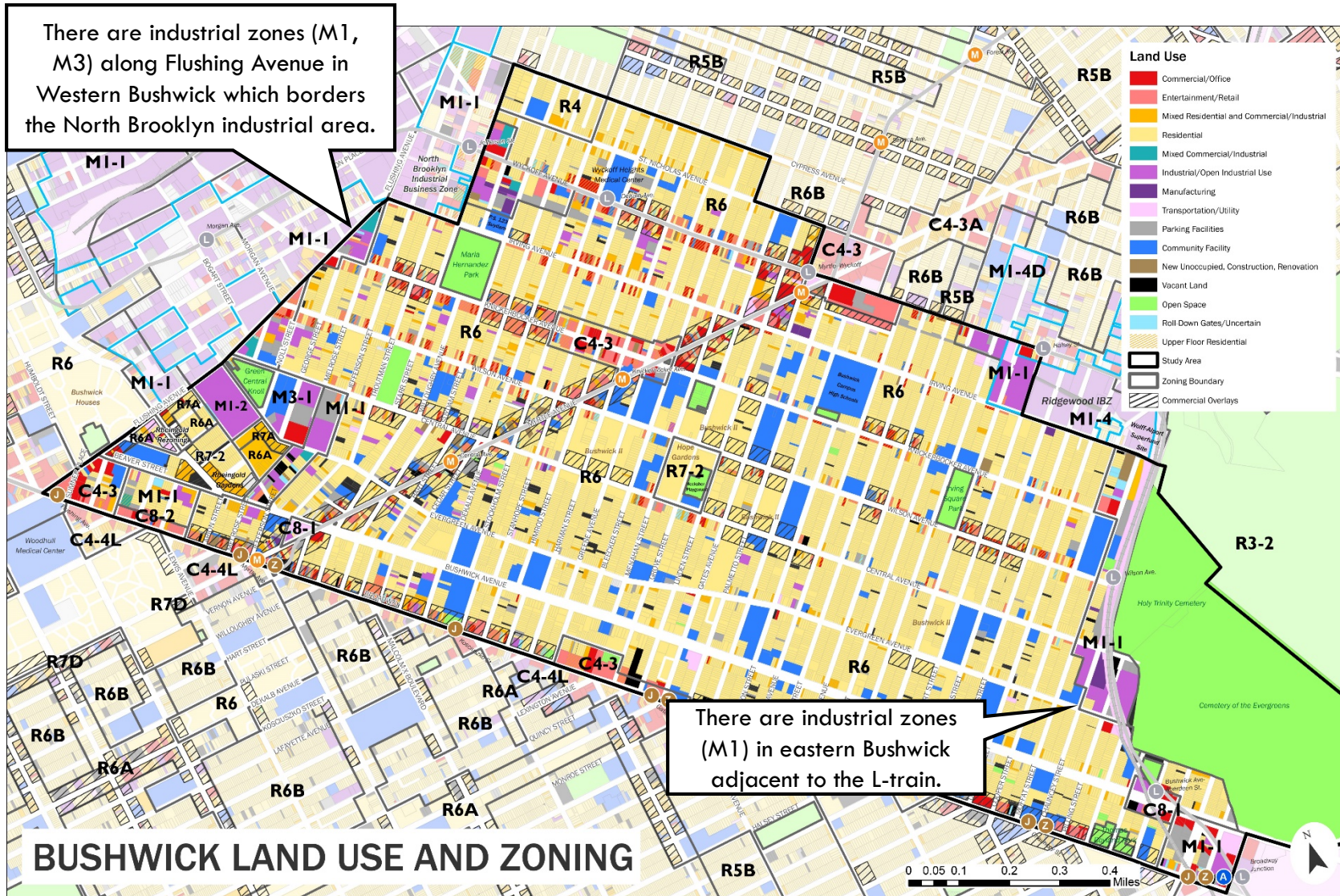
# Bushwick Land Use



**BUSHWICK LAND USE**

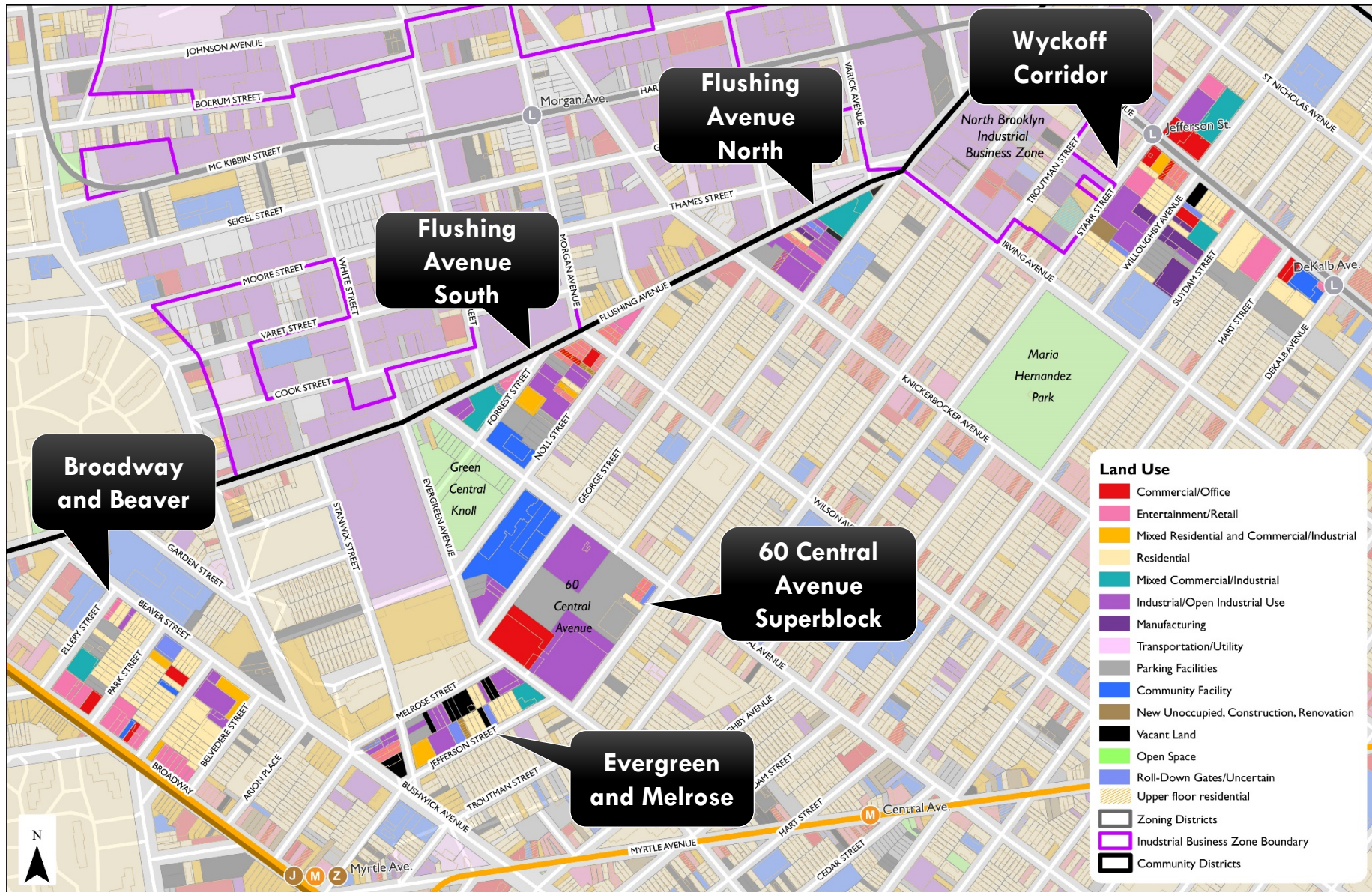
- Land use in Bushwick is predominantly residential (yellow) today.
- Commercial uses (red) are located along corridors, such as Broadway, Myrtle, Wyckoff, and Knickerbocker.
- Industrial uses (purple) can be found along the eastern and western edges of the neighborhood.

# Existing Industrial Zones in Bushwick



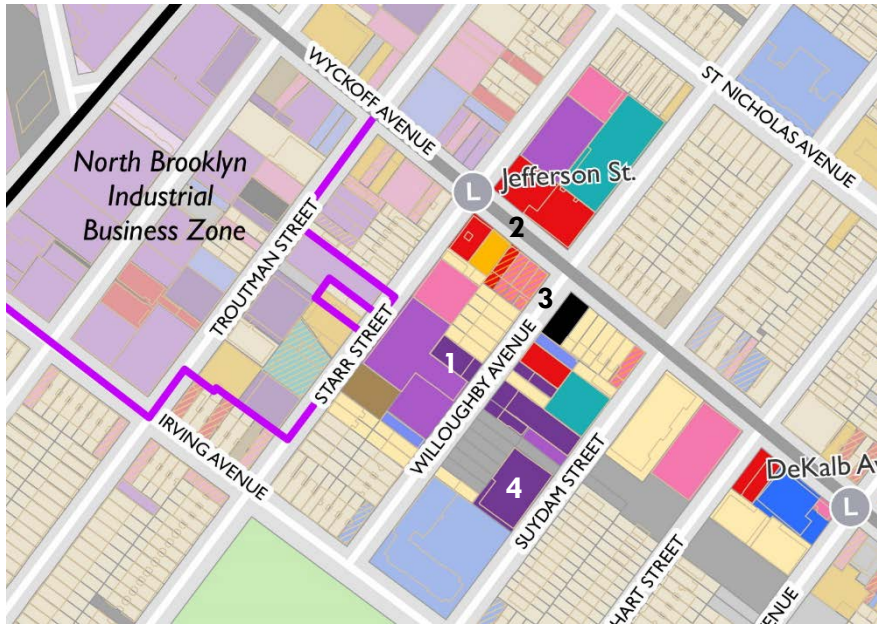
- Bushwick has M1 (light manufacturing) and M3 (heavy manufacturing) zoning which was put in place in 1961 and has remained nearly unchanged since.
- Bushwick's industrial areas are predominantly zoned M1, which allows for low density with high parking and loading requirements.
- M1 districts permit a range of light industrial uses, stores, restaurants/bars, offices, medical facilities, and houses of worship.

# Western Bushwick Industrial Areas



- Land uses in Bushwick's industrially-zoned areas include a range of industrial, commercial, and residential uses.
- DCP's analysis identifies sub-areas with different land use trends.

# Wyckoff Corridor (West)



## Existing Land Use Conditions

- Mixed commercial and residential buildings fronting Wyckoff Avenue
- Mix of industrial, commercial, and residential uses on side streets
- Industrial uses include manufacturing, restaurant supply, and metal work
- Proposed mixed residential and industrial development at 349 Suydam Street.



1. Restaurant supply wholesale, metal work  
1255-1261 Willoughby Avenue



2. Mixed residential and commercial buildings  
Wyckoff Avenue

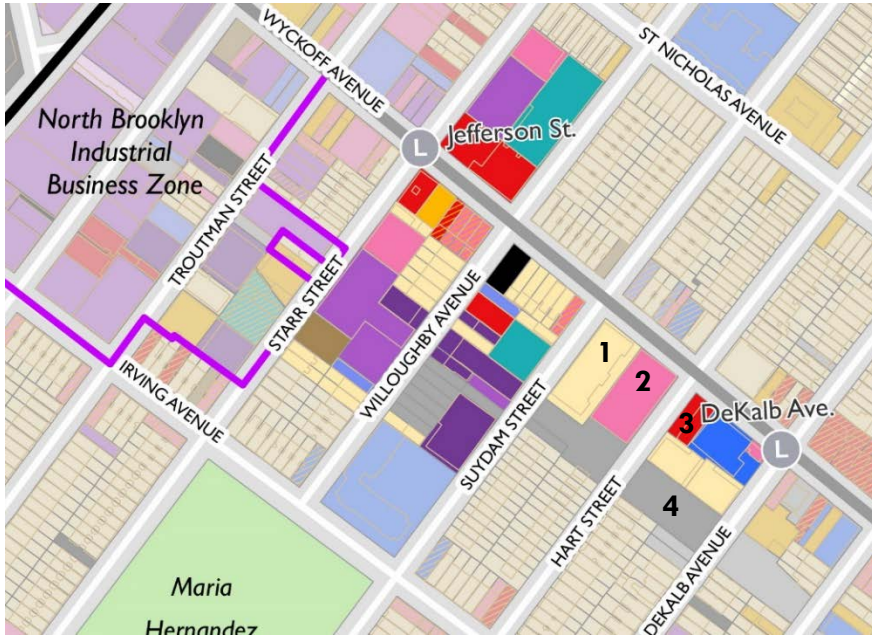


3. Mix of residential and industrial uses  
Willoughby Avenue



4. Multi-tenant manufacturing building  
349 Suydam Street

# Wyckoff Corridor (East)



## Existing Land Use Conditions

- No active industrial uses east of Suydam Street
- Mix of residential, commercial, and parking uses
- Proposed private residential rezoning between DeKalb Avenue and Hart Street
- Several loft buildings converted to residential use



1. Converted loft building  
386 Suydam Street



2. Key Food  
72-80 Wyckoff Avenue



3. Laundromat, boxing gym, and post office  
82 Wyckoff Avenue



4. Parking lot and proposed development site  
1601 DeKalb Avenue

# Flushing Avenue North



## Existing Land Use Conditions

- Directly across Flushing Avenue from the North Brooklyn industrial area
- Active industrial uses include a cidery, wholesale/distribution, film, and metal work
- Former auto use converted to fast food strip mall on Knickerbocker Avenue



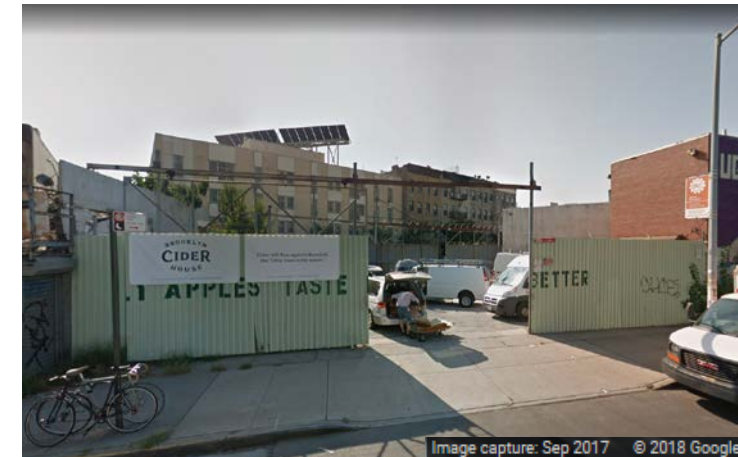
1. Fast food complex  
136 Knickerbocker Avenue



2. Beverage distributors  
151 Knickerbocker



3. Film equipment rental  
1095 Flushing Avenue



4. New cidery  
1159 Flushing Avenue

# Flushing Avenue South



## Existing Land Use Conditions

- Area with varying land uses
- Directly across from the North Brooklyn industrial area and Boar's Head complex
- Industrial/commercial character on Flushing Avenue
- NYCHA PSA III station house
- Irregularly shaped blocks and lots
- New speculative commercial development



1. NYCHA Housing Police Site (PSA III)  
Noll Street and Evergreen Avenue



2. Active industrial uses  
Forrest Street

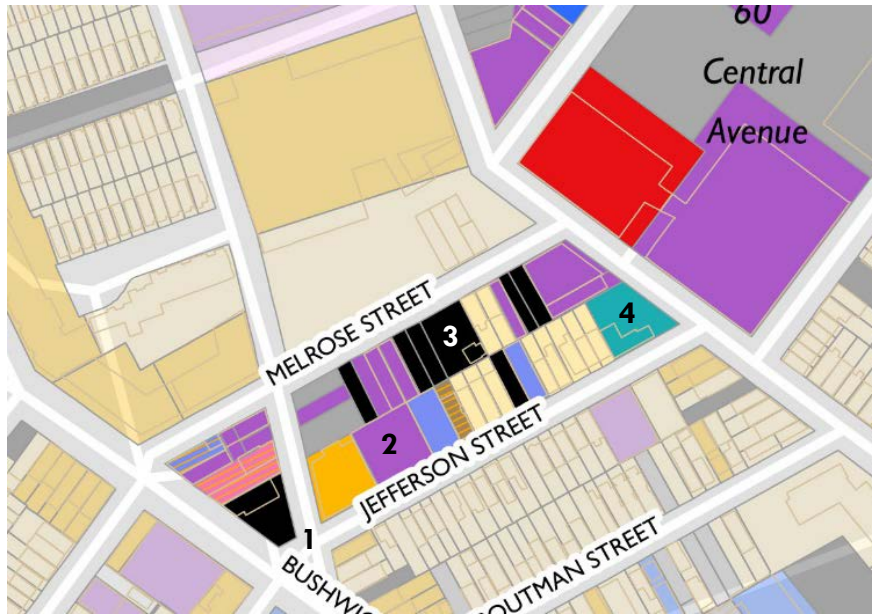


3. Warehouse and Boar's Head  
Flushing Avenue and Forrest Street



4. New commercial development  
Flushing Avenue and Irving Avenue

# Evergreen and Melrose



## Existing Land Use Conditions

- Mix of industrial, commercial, and residential uses
- New restaurant use on Evergreen Avenue
- Multiple vacant sites on Melrose Street across from the Rheingold development
- Vacant gas station at the Bushwick Ave - Jefferson Street intersection



1. Vacant gas station  
Starr Street



2. Manufacturing and residential uses  
Jefferson Street

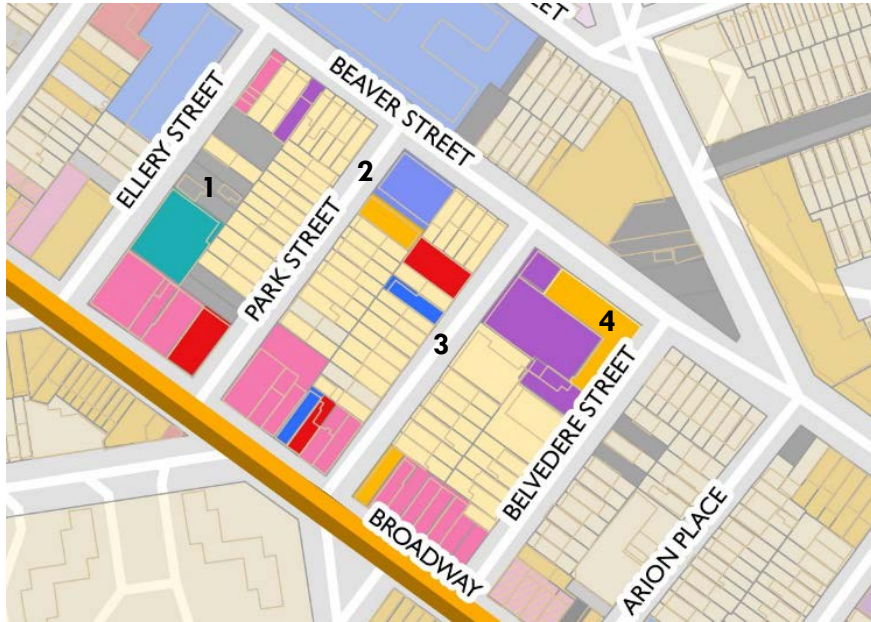


3. Vacant site  
Melrose Street



4. New bar/restaurant  
Evergreen Avenue

# Broadway and Beaver



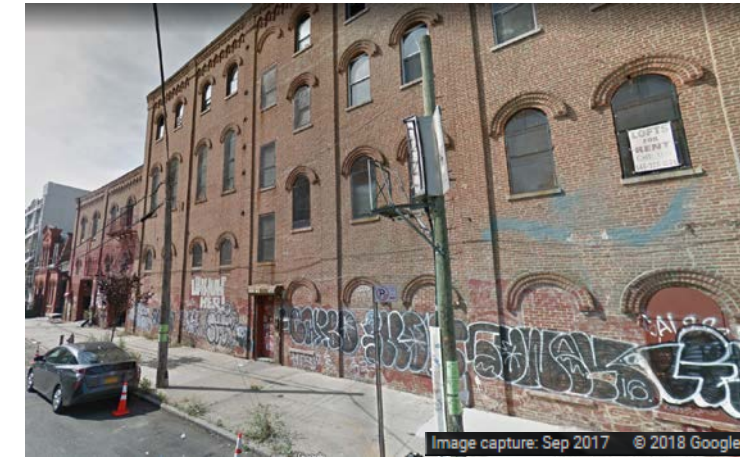
1. Vacant site  
Ellery Street



2. Rowhouses  
Park Street



3. Residential and community facility use  
Locust Street

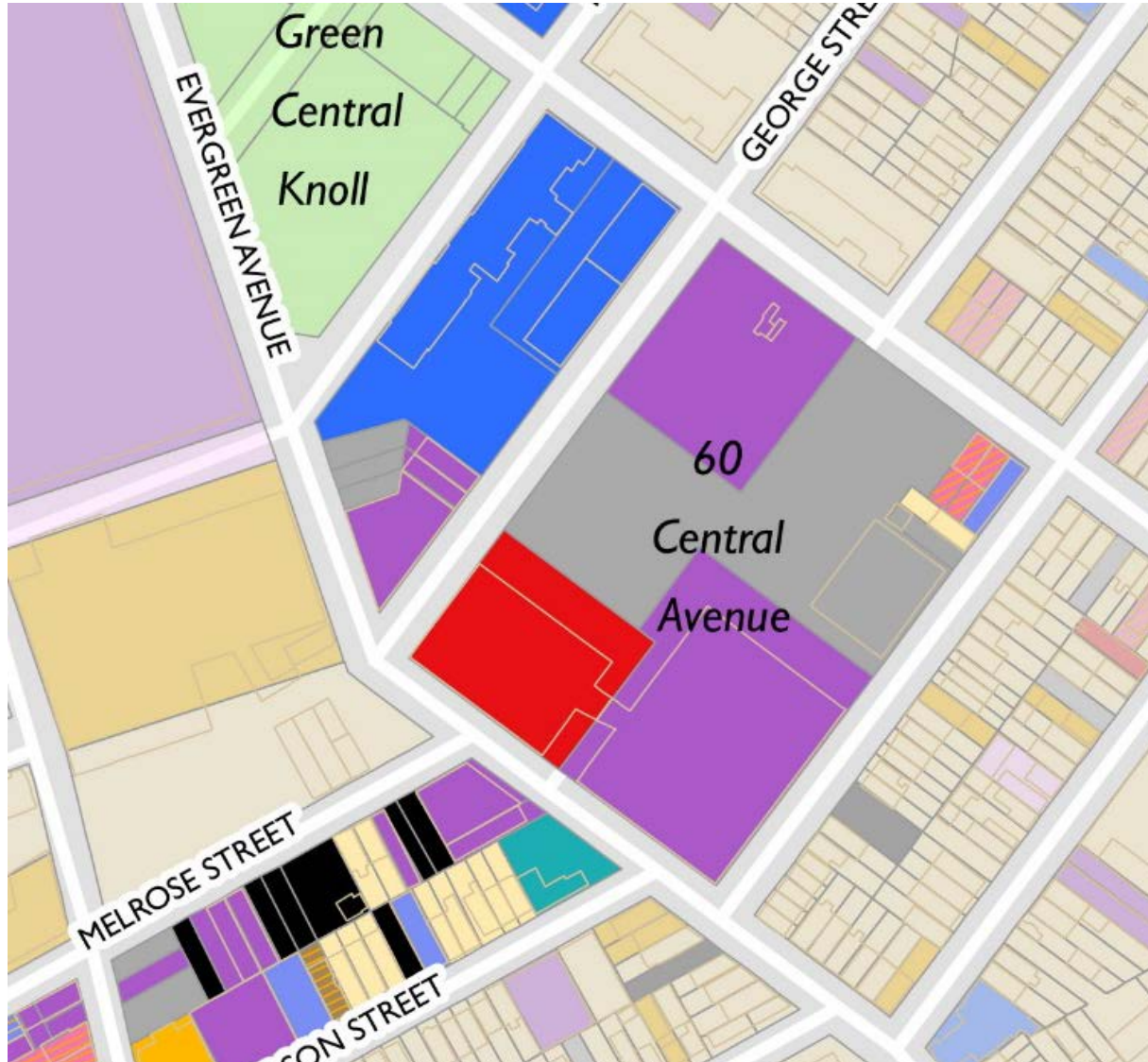


4. Converted loft buildings  
Belvidere Street

## Existing Land Use Conditions

- Midblocks are predominantly residential with intact rowhouses
- Mix of residential and industrial uses on Beaver Street
- Landmarked brewery, now residential conversion, on Belvidere Street at Beaver
- Low intensity uses, such as parking, on Ellery Street

# 60 Central Avenue Superblock



- Industrially-zoned superblock on commercial corridor, Central Avenue
- Adjacent to residential, commercial, industrial, and institutional uses
- Large lots with low intensity uses, such as contractor's yard, parking, and vacant warehouse
- 270,000 square foot site
- Current zoning allows low density with a high parking requirement, impeding new development

# 60 Central Avenue Superblock: Existing Conditions



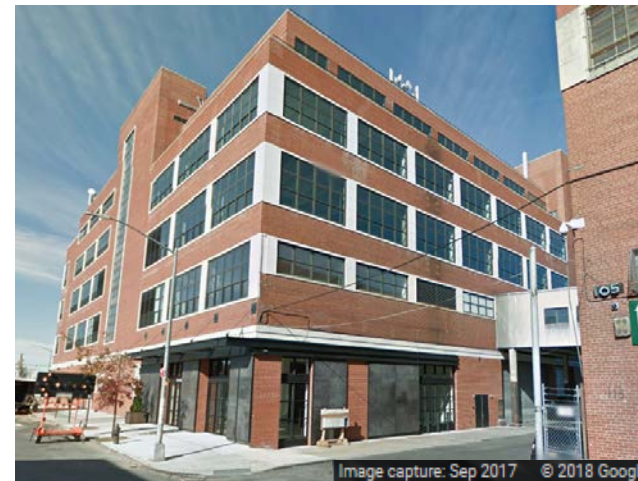
Superblock between Evergreen, Central, Jefferson and George



1. Contractor's Yard (45,000 sf lot)



2. Verizon Parking Lot (109,000 sf lot)



3. 95 Evergreen Avenue: HRA Offices (42,000 sf lot)



4. Vacant Warehouse (77,000 sf lot)

# 60 Central Avenue Superblock: Existing Conditions

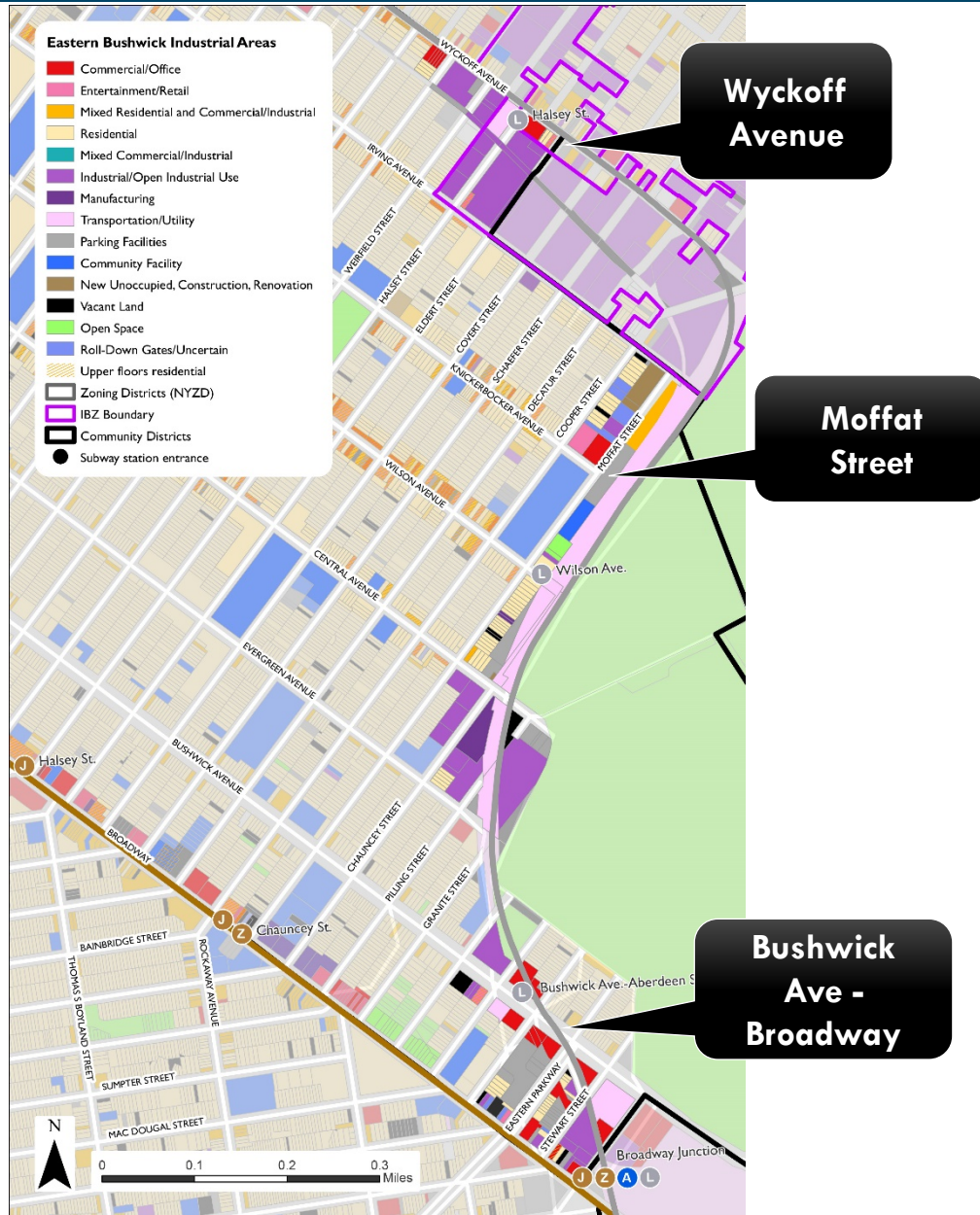


## NYC Human Resources Administration Offices 95 Evergreen Avenue:

- 160,000 sf office conversion
- 10 HRA programs relocating from Downtown Brooklyn and Bedford-Stuyvesant to site
- Will house 650 employees

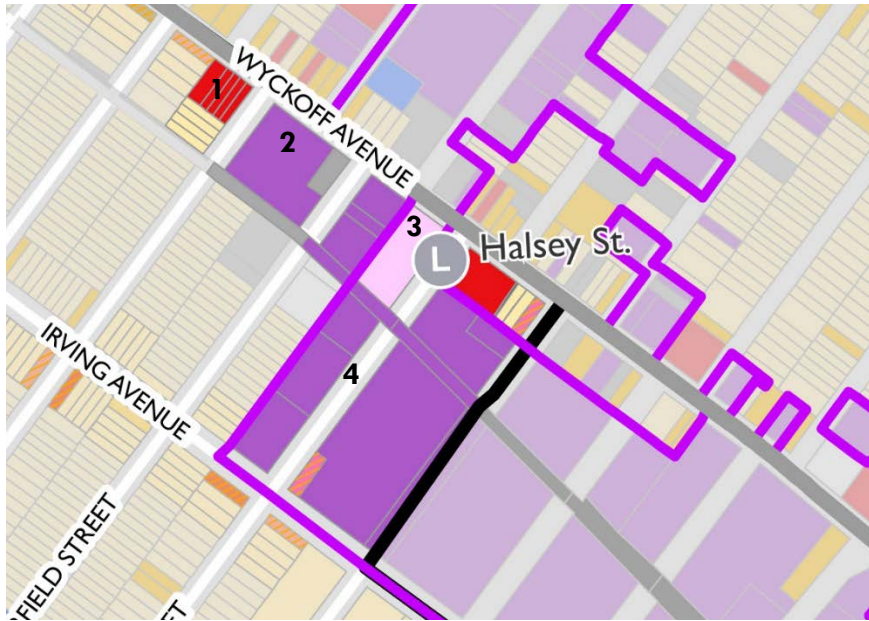


# Eastern Bushwick Industrial Areas



- Eastern Bushwick's industrially-zoned areas are located on the eastern edge of the neighborhood adjacent to Wyckoff Avenue and the Ridgewood industrial area to the north, the L train to the east, and Bushwick Avenue and Broadway Junction to the south.
- These area represent a range of sub-areas with different land use trends.

# Wyckoff Avenue



## Existing Land Use Conditions

- Commercial complex on Wyckoff Avenue west of Hancock
- Auto related uses on Wyckoff Avenue between Hancock and Halsey
- Hotel and residential uses on Wyckoff east of Halsey Street
- Gas station and warehouses on Halsey Street between Wyckoff and Irving



1. Commercial complex  
Wyckoff Avenue and Hancock Street



2. Auto uses  
Wyckoff Avenue east of Halsey Street



3. Gas Station and hotel  
Halsey Street and Wyckoff Avenue



4. Warehouses  
Halsey Street between Wyckoff and Irving

# Moffat Street



## Existing Land Use Conditions

- Mix of industrial, commercial, and community facility uses on Moffat N. of Wilson Ave
- Commercial uses fronting Knickerbocker Avenue
- Active industrial uses between Central & Evergreen Avenues
- Nonconforming residential uses on Cooper and Moffat Streets



1. Warehouse  
Irving Avenue at Moffatt Street



2. Parking lot  
Moffatt Street and Knickerbocker Avenue

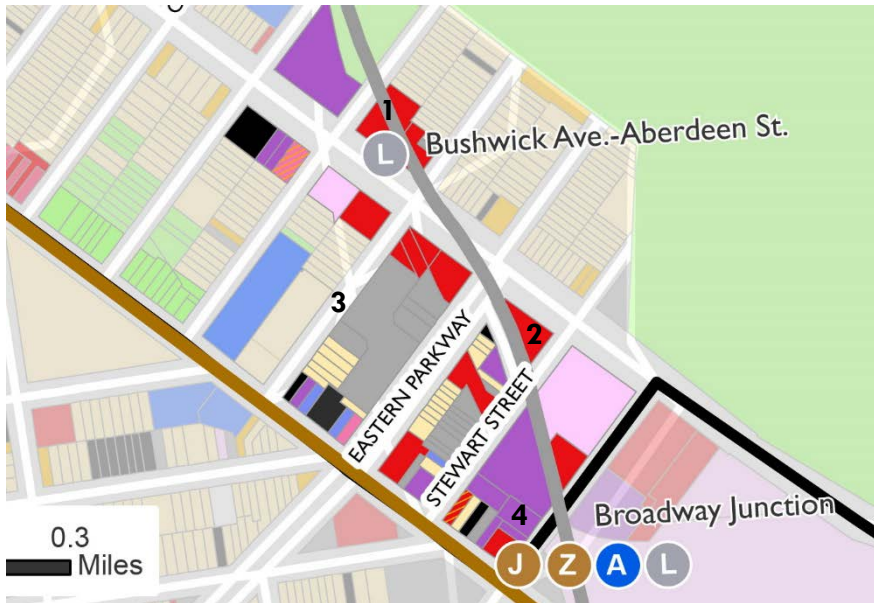


3. Non-conforming residential  
Moffatt Street and Wilson Avenue



4. Industrial uses  
Chauncey between Central and Evergreen

# Bushwick Avenue-Broadway



## Existing Land Use Conditions

- Bushwick-Aberdeen: Predominantly auto uses; new self-storage facility; vacant gas station
- Strong transit access and open space network
- Dense network of above and below ground transportation infrastructure close to Broadway Junction



1. Subway entrance and auto uses  
Bushwick Avenue and Aberdeen Street



2. Gas Station and auto uses  
Bushwick Avenue and Conway Street



3. Bus parking and Riseboro affordable housing  
De Sales Place



4. Dense transportation infrastructure  
Broadway and Conway Street



# INDUSTRIAL AREAS FRAMEWORK

## Industrial Areas Framework - Planning Rationale:

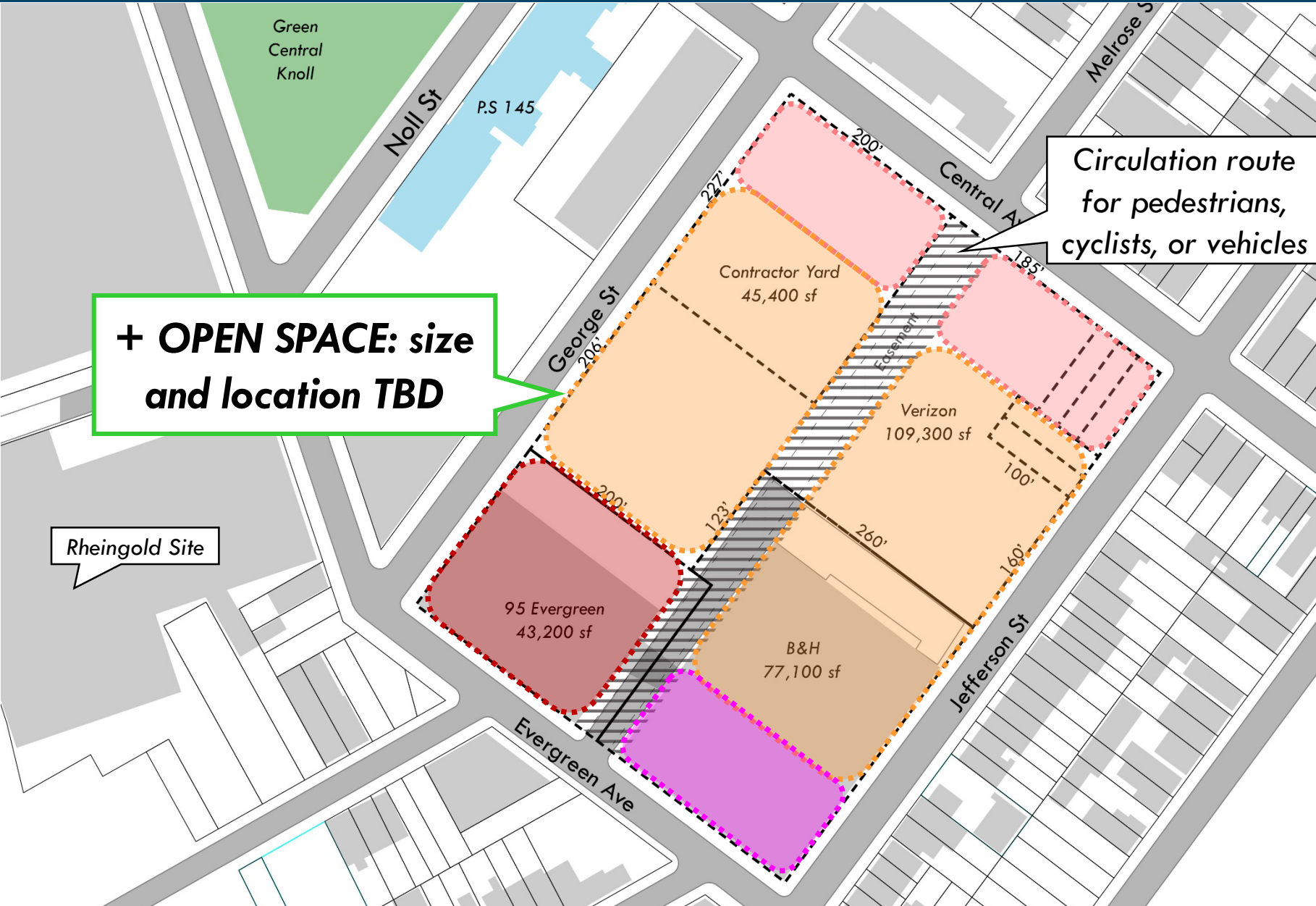
*Given the range of land use trends identified through this analysis, DCP developed an industrial areas framework that recognizes the area's varied context and aims to meet multiple objectives:*

- Respond to need for *jobs, new housing/affordable housing, and open space*
- Identify select areas where *residential uses* are appropriate
- Promote *industrial growth* in appropriate areas by reducing barriers to industrial development which would allow more job intensive uses



# 60 Central Avenue Superblock

Due to strategic location and size, could provide opportunity for new jobs, affordable housing, and open space



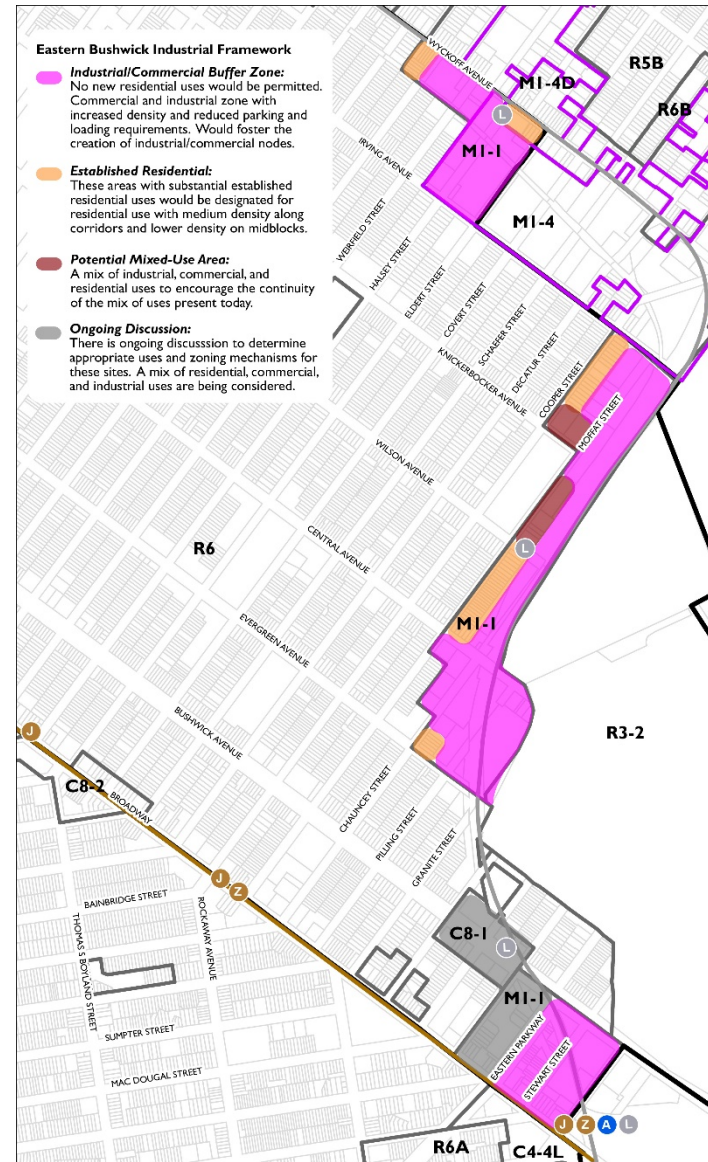
**+ OPEN SPACE: size and location TBD**

## Opportunities:

- Residential with neighborhood retail on corridor
- Residential on midblocks
- Commercial/Office/non-residential cluster
- Circulation route (pedestrian or vehicular)
- Open space – size and location to-be-determined

- Neighborhood retail with residential
- Commercial/Office/Community Facility/Industrial with residential
- Commercial/Office/Community Facility/Industrial
- Residential
- Ped/Vehic. Circulation route

# Eastern Bushwick Industrial Areas Framework



## Industrial Framework Land Use Typologies:

### Industrial/Commercial Buffer Zone:

- no new residential uses
- increase industrial/commercial density
- reduce parking + loading requirements

### Established Residential:

- allow residential and, where appropriate, commercial and industrial use
- lower scale on midblocks
- medium scale along corridors

### Potential Mixed-Use Area:

- encourage mix of residential, commercial, and industrial uses

### Ongoing Discussion:

- continue exploring appropriate uses and zoning designations: residential, commercial/industrial use, and open space

## ***Industrial Areas Framework – Opportunities***

*The industrial areas framework developed by DCP based on community outreach and land use analysis, would:*

- Bring residential uses into **conformance** with zoning
- Increase buildable **industrial floor area**
- Permit a range of commercial/non-residential **job generating uses** as well as a greater intensity of these uses in select areas
- Allow for housing with **affordable housing** on decades-long underutilized lots
- Create the potential for new **open space** in key areas