



# GOWANUS IBZ VISIONING STUDY

BUSINESS ROUNDTABLES / JUNE 2019



- **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**



- **Citywide Policy**

- Mayor's Action Plan to Grow 21<sup>st</sup> Century Industrial Jobs (2015)
- OneNYC (2015)
- New York Works (2017)

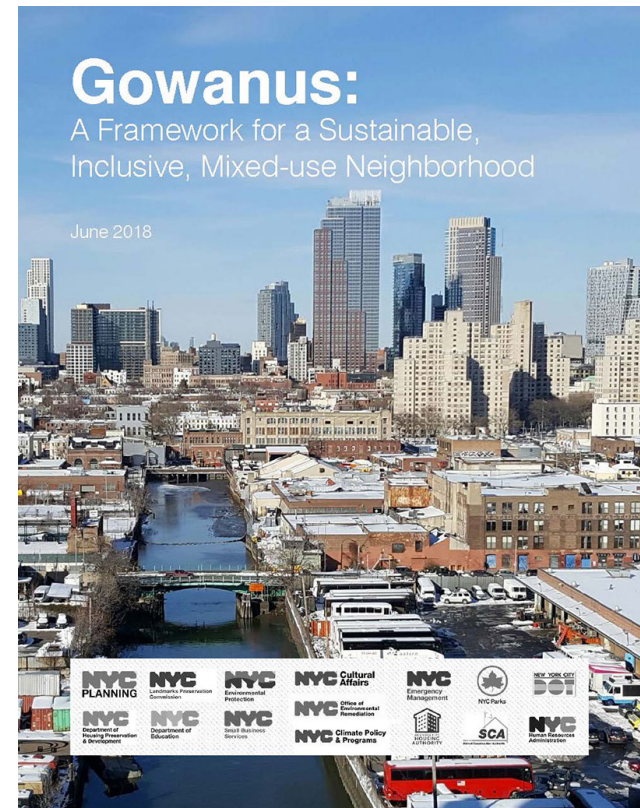


- **Department of City Planning (DCP) Initiatives**

- 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)
  - Framework document (2018)



# North Brooklyn Industry & Innovation Plan

(released November 2018)

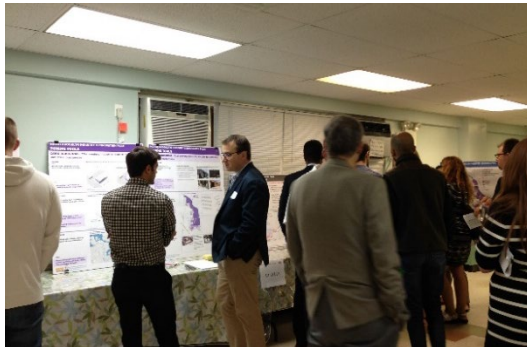


## North Brooklyn INDUSTRY & INNOVATION PLAN



### 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.

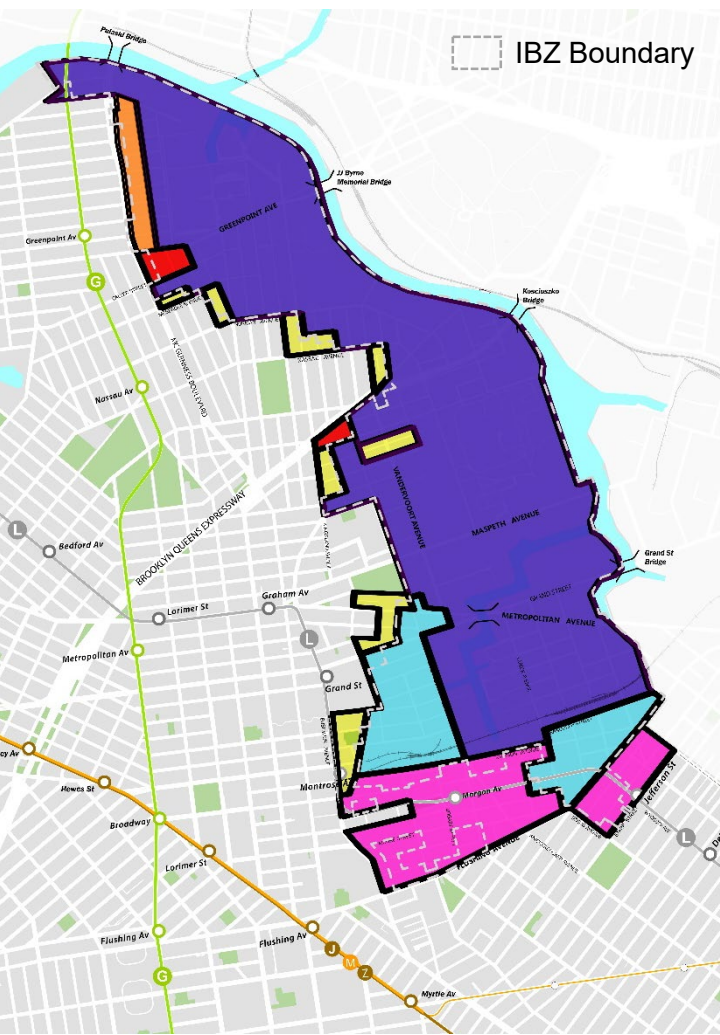


### OUTREACH (2016-2018)

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

[nyc.gov/northbrooklyn](https://nyc.gov/northbrooklyn)

# North Brooklyn Land Use Framework



SUBAREA	GOAL
<b>Core Industrial Area</b> 69% of study area 60% of jobs (11,700 jobs)	<b>Retain as a hub for essential industrial uses</b> – balanced by growth in diverse sectors in the Growth District.
<b>Growth District</b> 13% of study area 20% of jobs (3,800 jobs)	<b>Grow an ecosystem of creative and tech-driven jobs in office-based and industrial sectors near transit</b> , balanced by reinforcement of the Core Industrial Area.
<b>Transition Area</b> 11% of study area 18% of jobs (3,500 jobs)	<b>Support a continued mix of uses</b> by allowing modest commercial growth while encouraging creation of industrial space.
<b>Peripheral Commercial</b>	No land use change recommended on active commercial properties at periphery.
<b>Mixed Edge</b>	No land use change recommended in areas at periphery with no predominant land use.
<b>Established Residential</b>	New zoning consistent with character of existing residential use and adjacent residential neighborhoods.



# Gowanus Neighborhood Study - What We've Heard





# Gowanus Neighborhood Study - What We've Heard

Space Constraints & Zoning Issues



Transportation Challenges



Infrastructure Issues



Quality of Life Issues



Maintaining & Growing the Local Economy



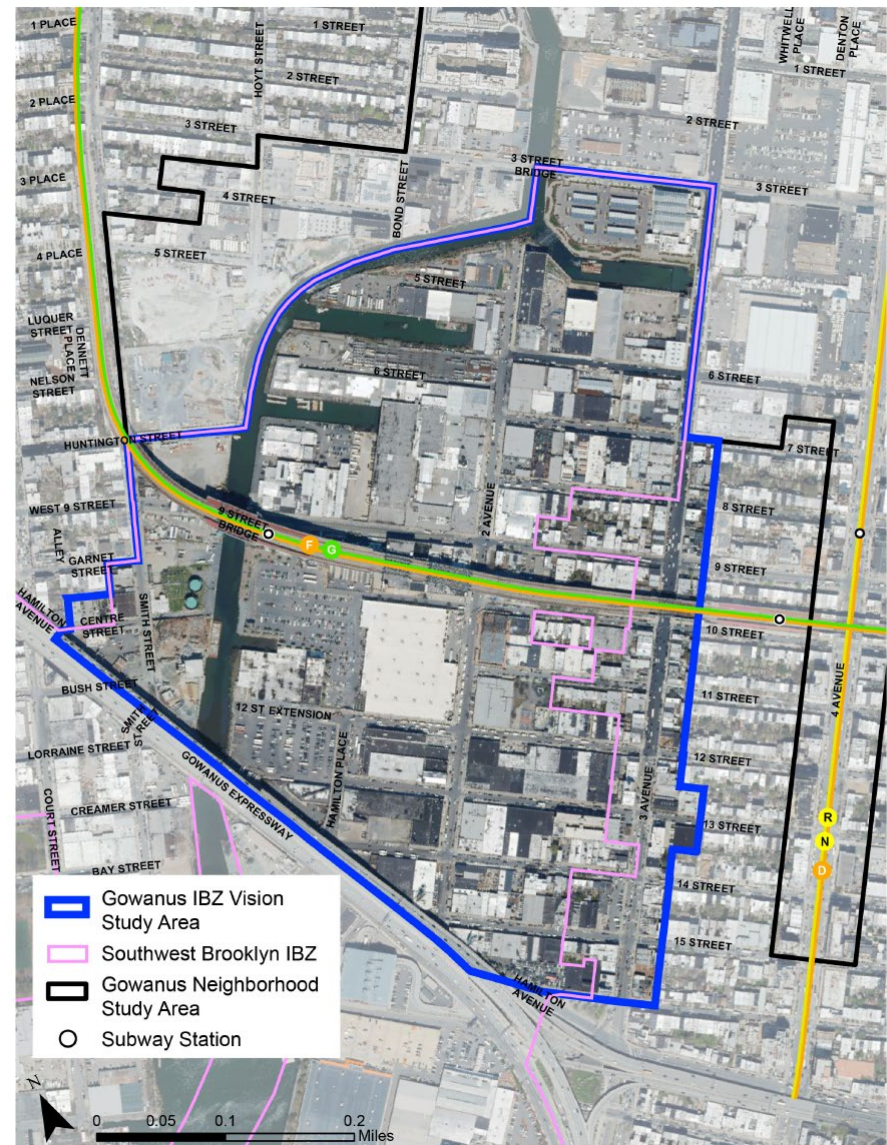
Sustainability





# 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

A background photograph of a canal in an urban setting. A bridge spans the canal in the middle ground. On the left, there are industrial buildings and a crane. On the right, there are trees and a tall stadium light. The water reflects the sky and the surrounding structures.

# Existing Conditions Snapshot



# Neighborhood Context

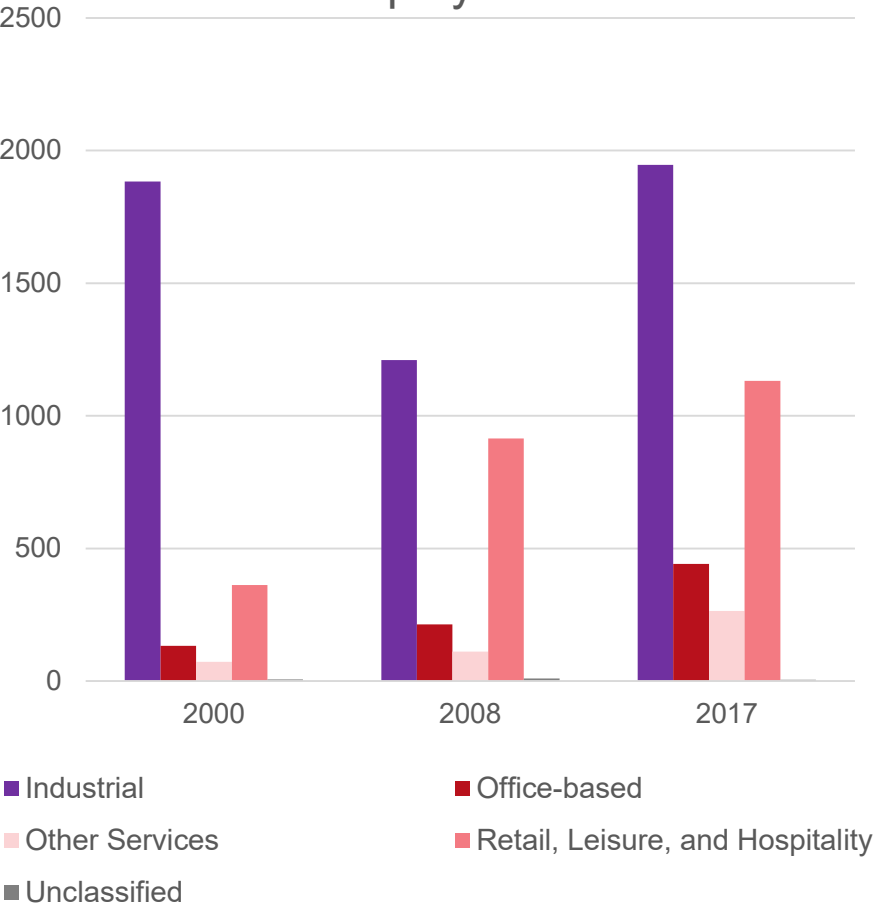
- Access to public transit, highways and local truck routes
- Proximity to the Gowanus Neighborhood Study Area and other commercial and industrial job nodes (Downtown Brooklyn, Sunset Park)
- Adjacency to residential neighborhoods



# Employment Trends



Gowanus IBZ Study Area  
Employees



Gowanus IBZ Study Area  
Employees

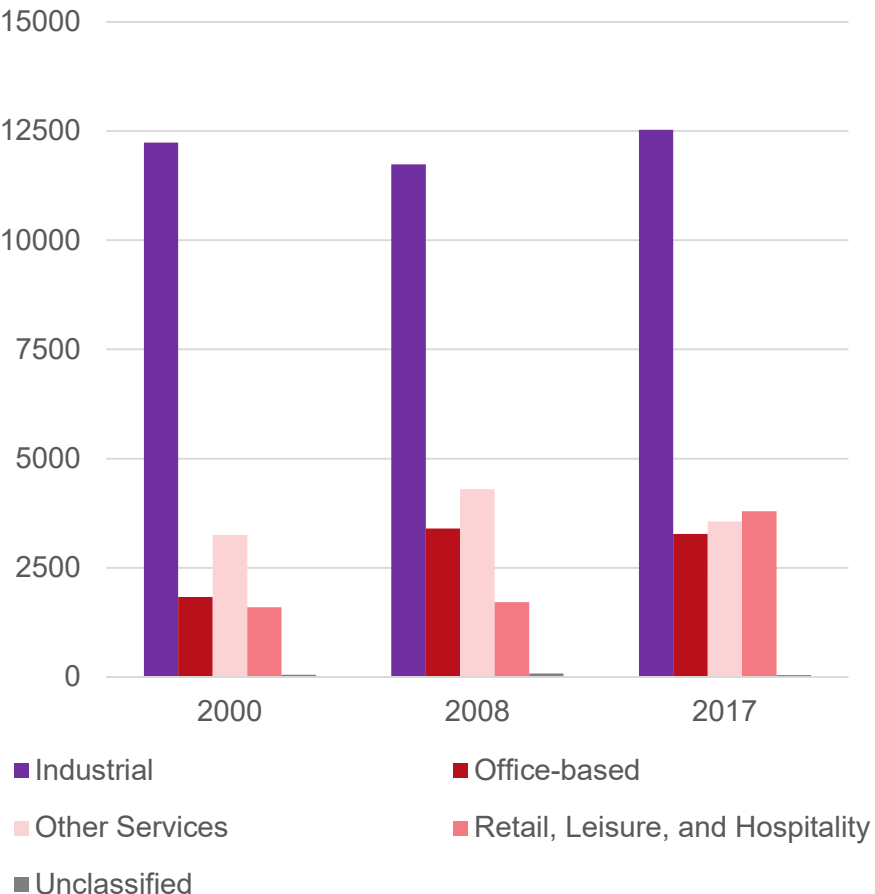




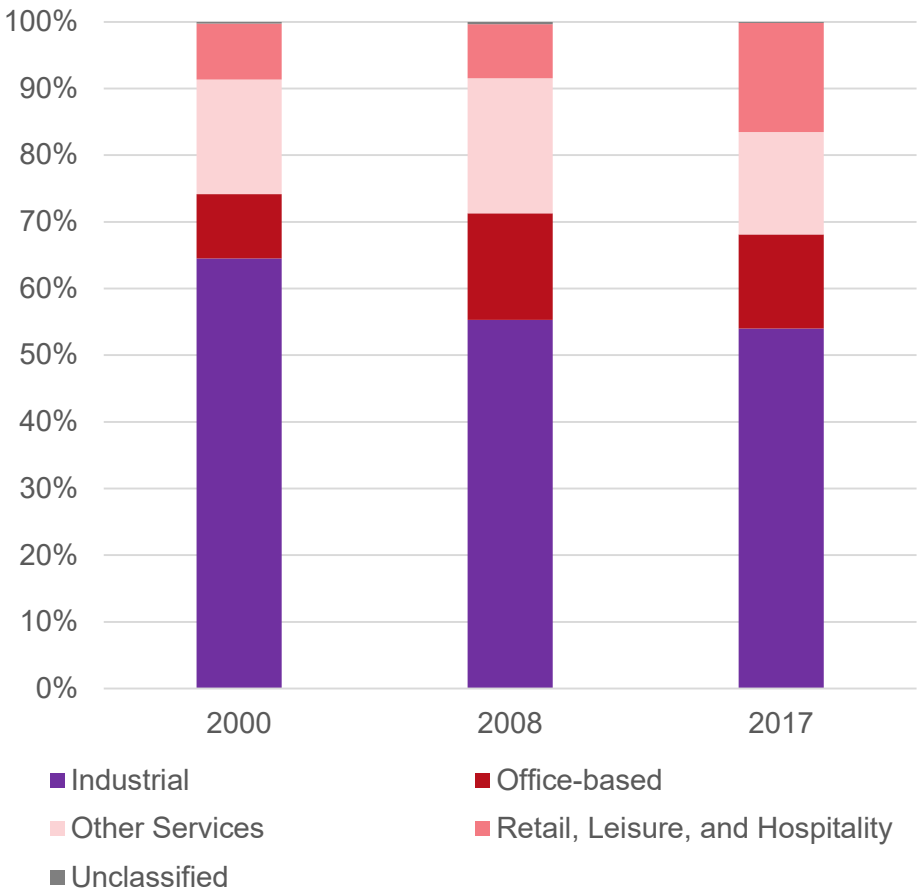
# Employment Trends



Rest of Southwest Brooklyn IBZ  
Employees



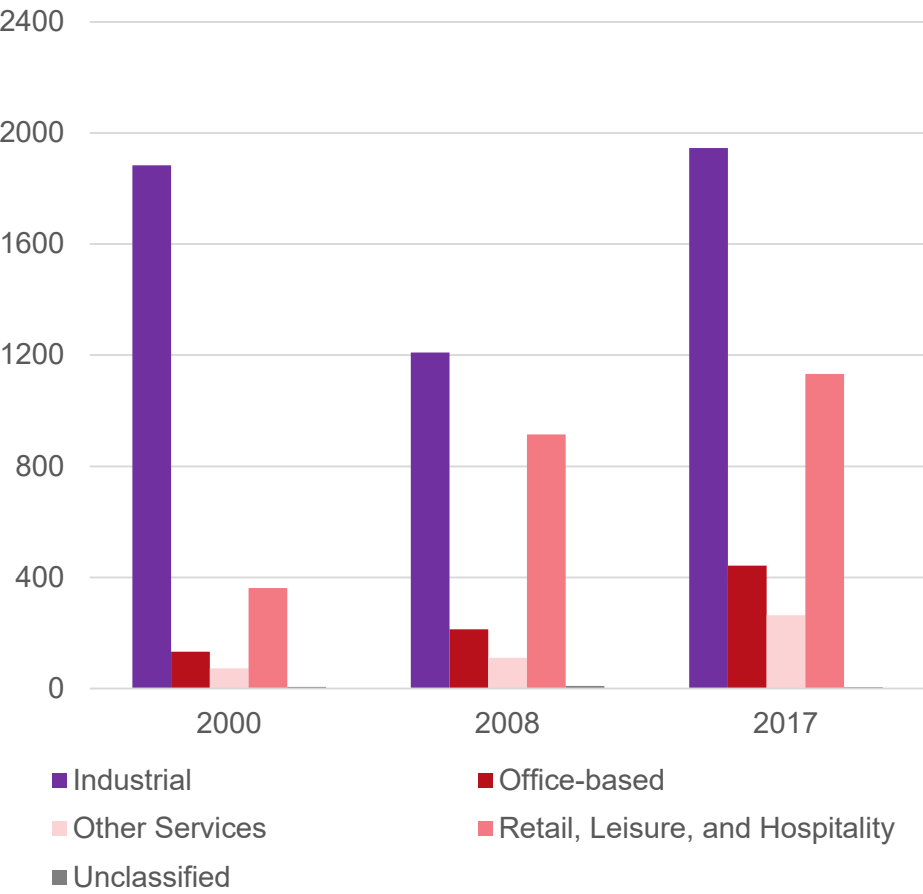
Rest of Southwest Brooklyn IBZ  
Employees



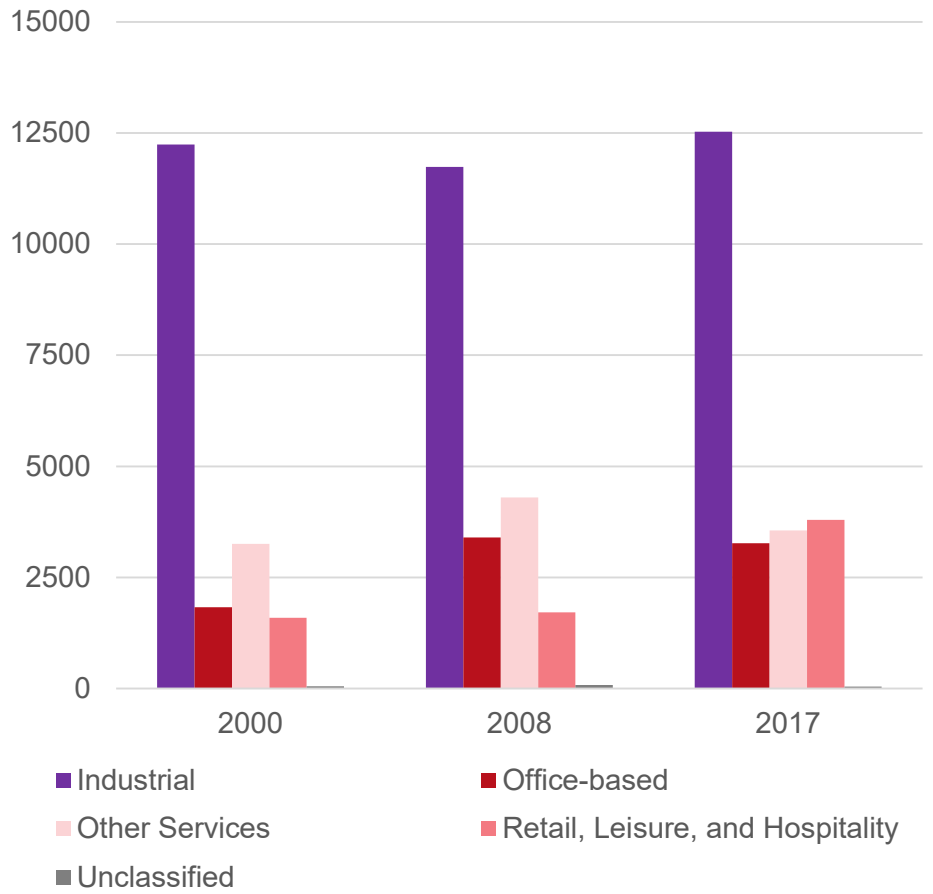
# Employment Trends



### Gowanus IBZ Study Area Employees

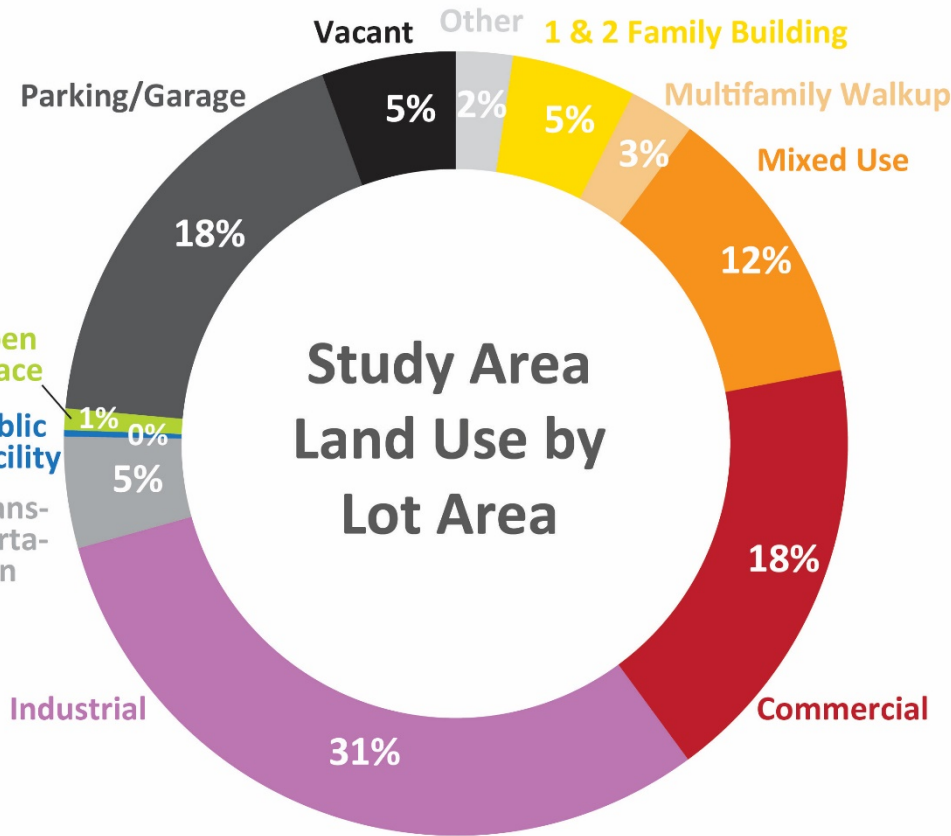
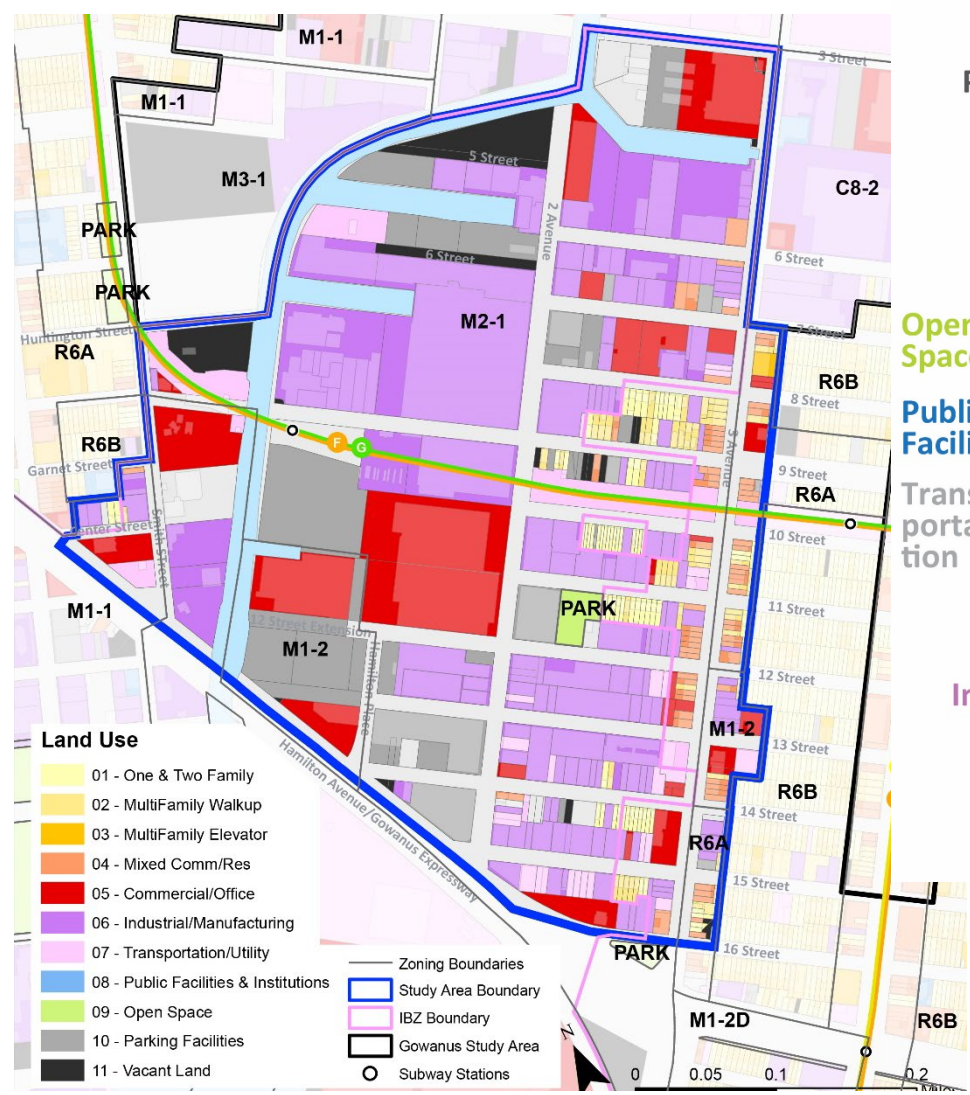


### Rest of Southwest Brooklyn IBZ Employees





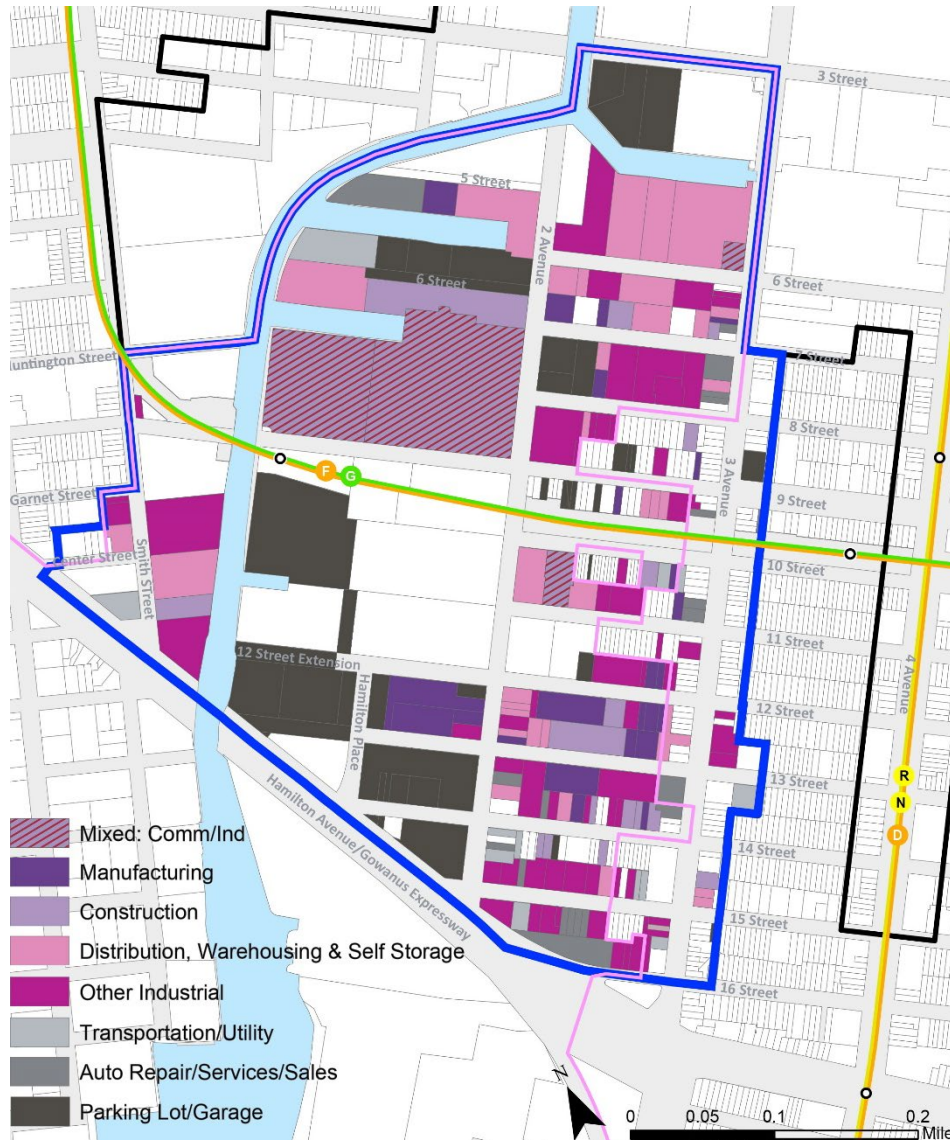
# Land Uses (based on recent survey)



## Existing Zoning

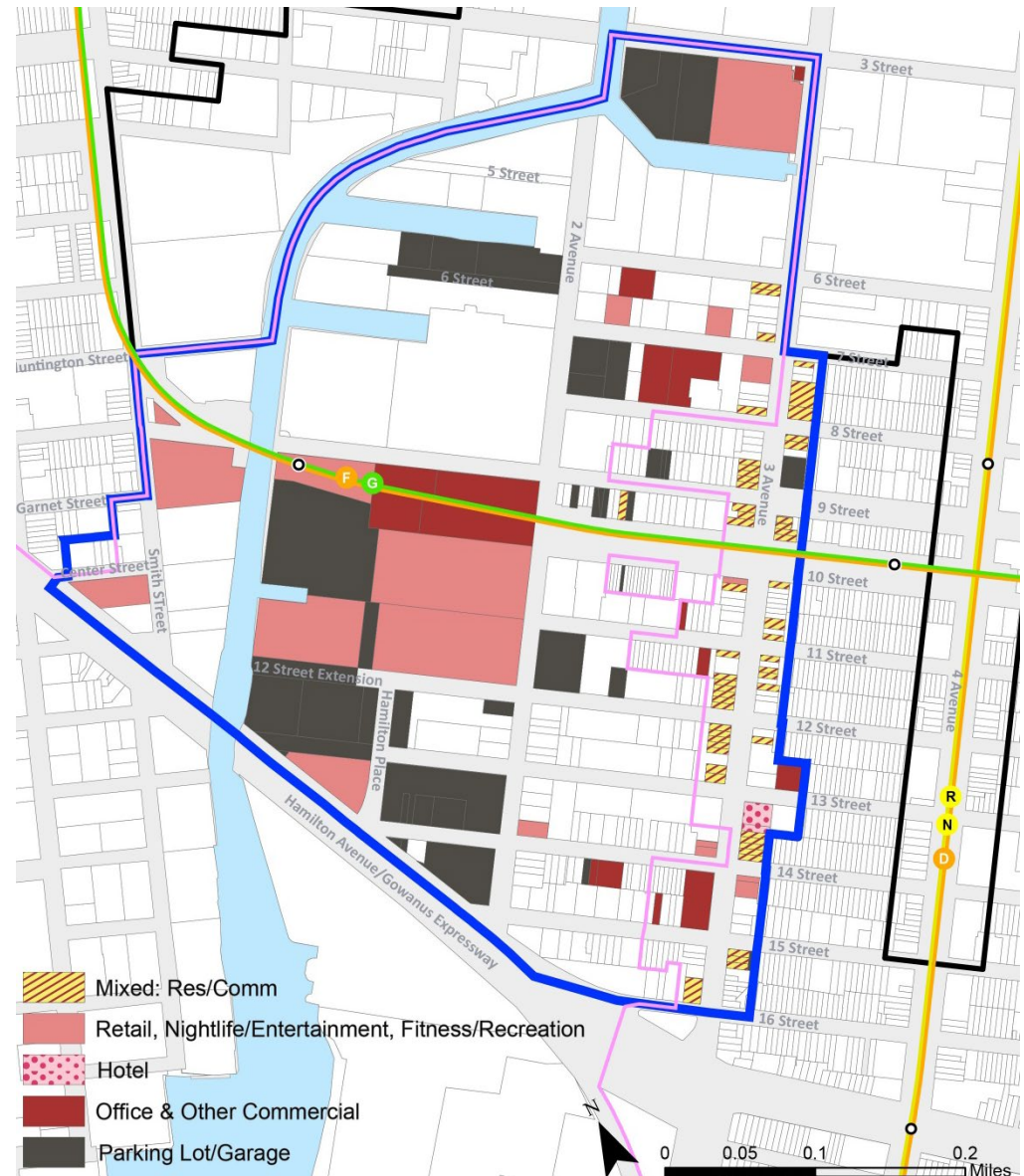
- Mostly M2-1 with pockets of M1-2, M1-1 and M3-1
- R6A/C2-4 along east side of 3<sup>rd</sup> Ave

# Industrial/Semi-Industrial Land Uses + Parking



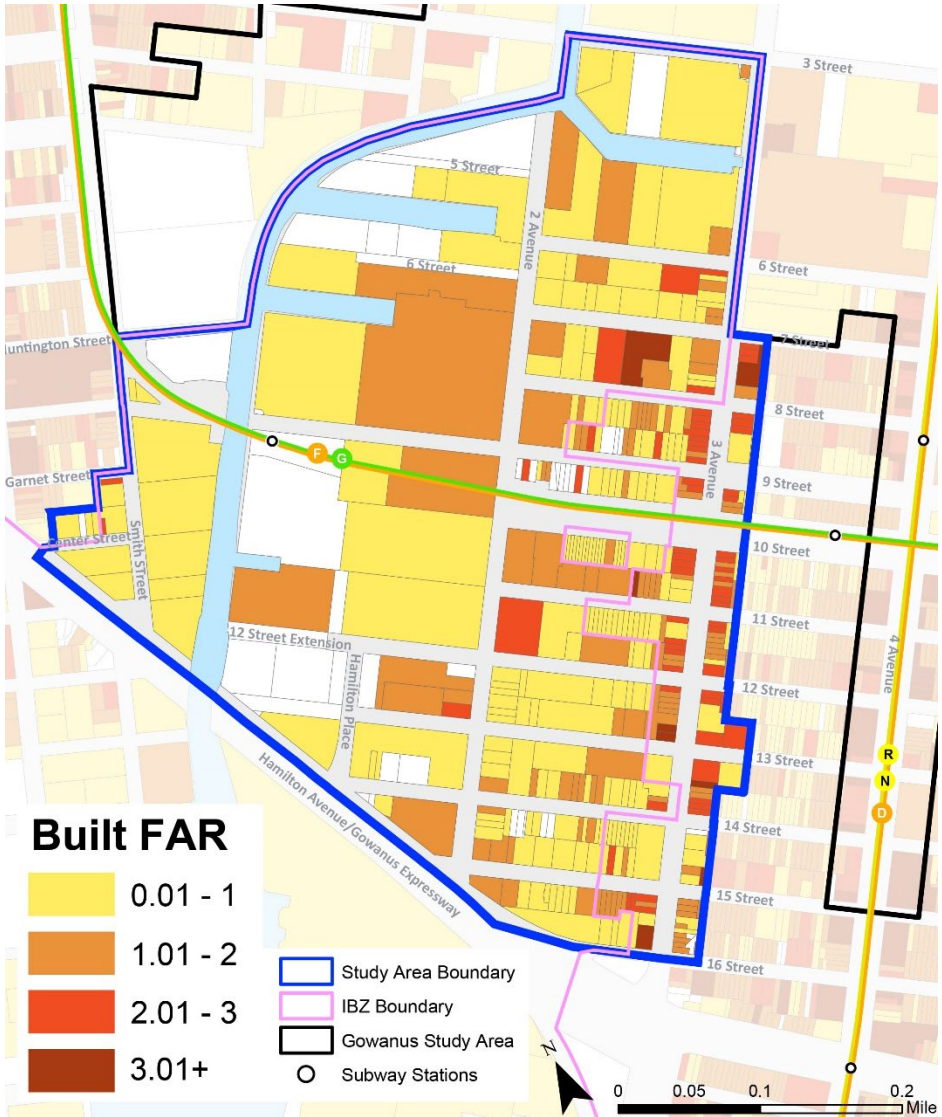


# Commercial Land Uses



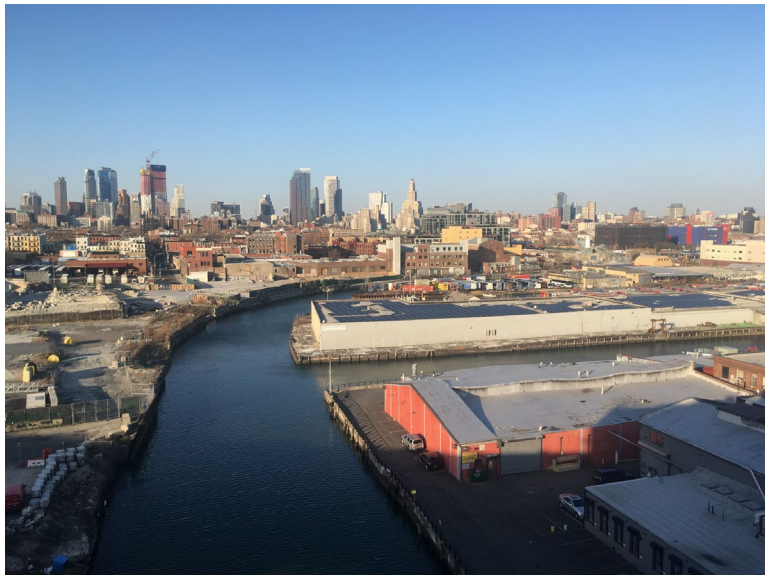
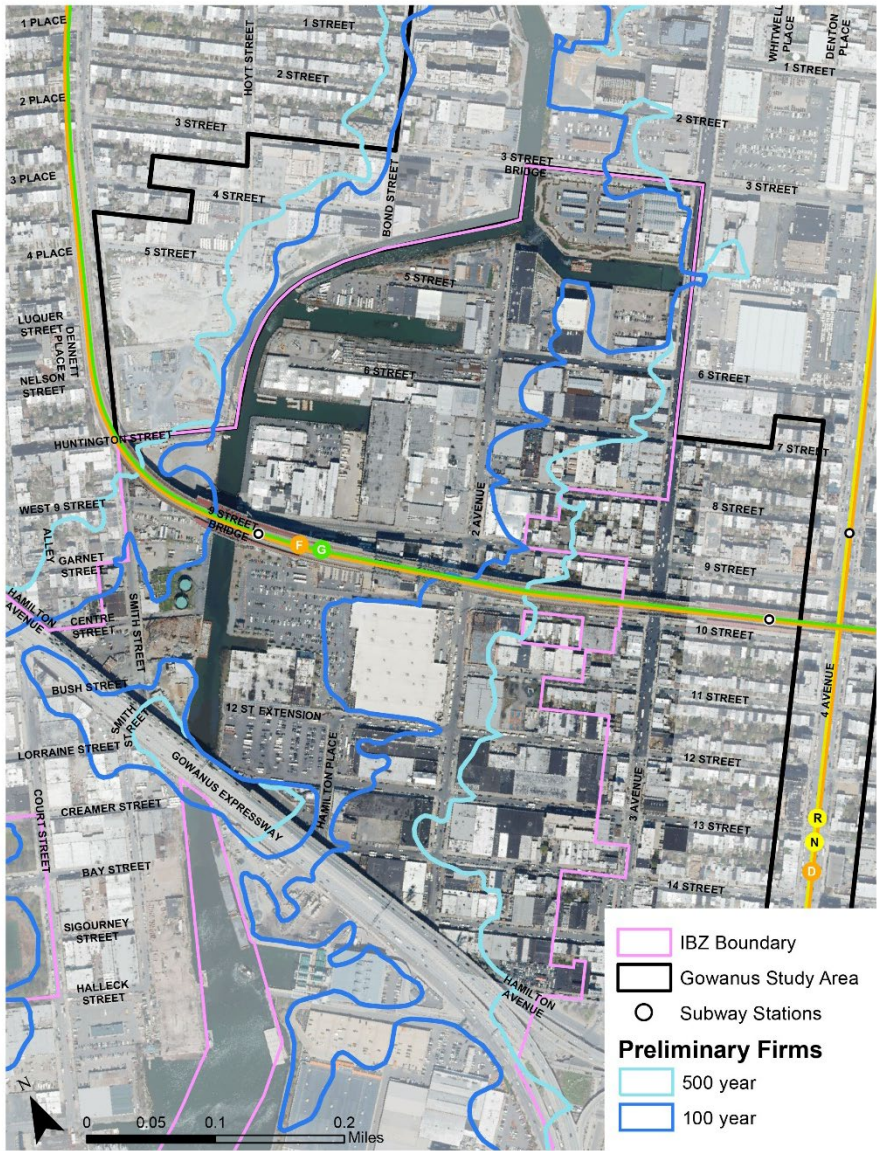


# Built Floor Area Ratio (FAR)





# Flood Risk and Sustainability



The background of the slide is a photograph of a canal, likely the Gowanus Expressway Canal in Brooklyn. A bridge spans the canal in the middle ground. On the left bank, there are industrial buildings and a sign that says "LOU'S". On the right bank, there are trees and a tall stadium light tower. The water in the canal is calm and reflects the sky and the surrounding structures.

# 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?