

What is the Gowanus Neighborhood Planning Study?

The Gowanus Neighborhood Planning Study

seeks to foster a thriving neighborhood by reinforcing and encouraging a robust local economy anchored by a mix of uses and businesses, while creating opportunities for new housing with affordable housing in appropriate locations.

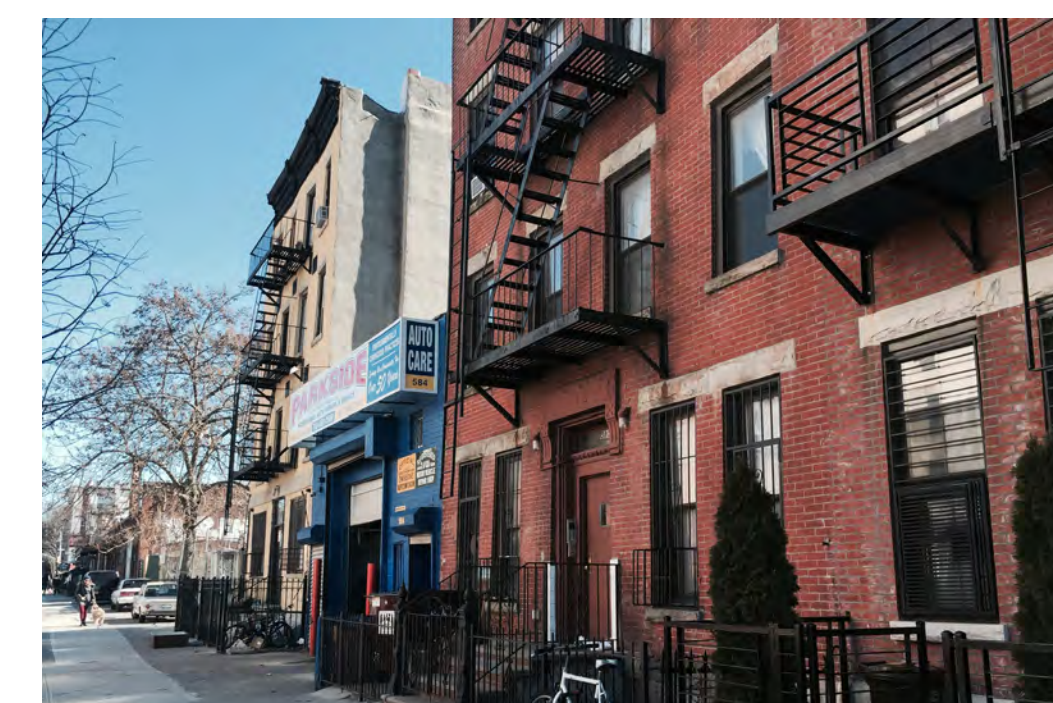
Study Goals

The study will examine ways to balance the range of issues and needs in Gowanus by seeking to:

- support existing and future resiliency and sustainability efforts
- encourage and expand neighborhood services and amenities
- improve streetscapes and pedestrian safety
- explore incentives to preserve and develop space for job-generating uses, including arts, cultural and creative sectors
- promote opportunities for new housing with affordable housing and protect residential tenants against harassment and displacement
- coordinate necessary infrastructure improvements throughout the area to support the continued cleanup of the Gowanus Canal and to accommodate existing and future needs



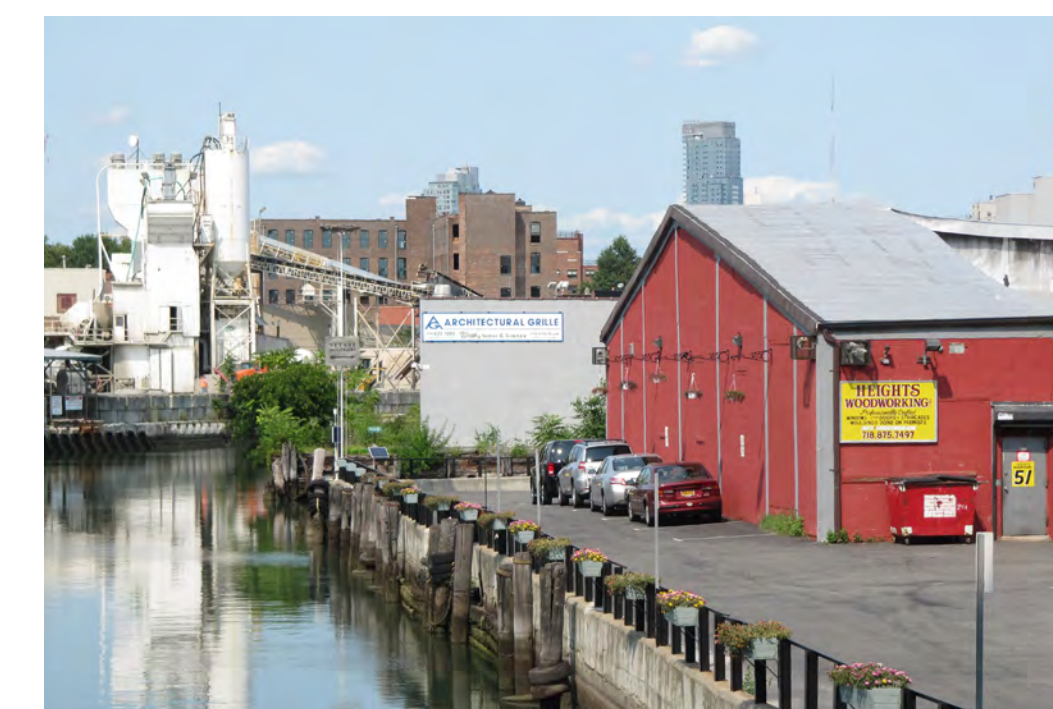
1. NYCHA Wyckoff Gardens Development



2. Homes and businesses on Union Street



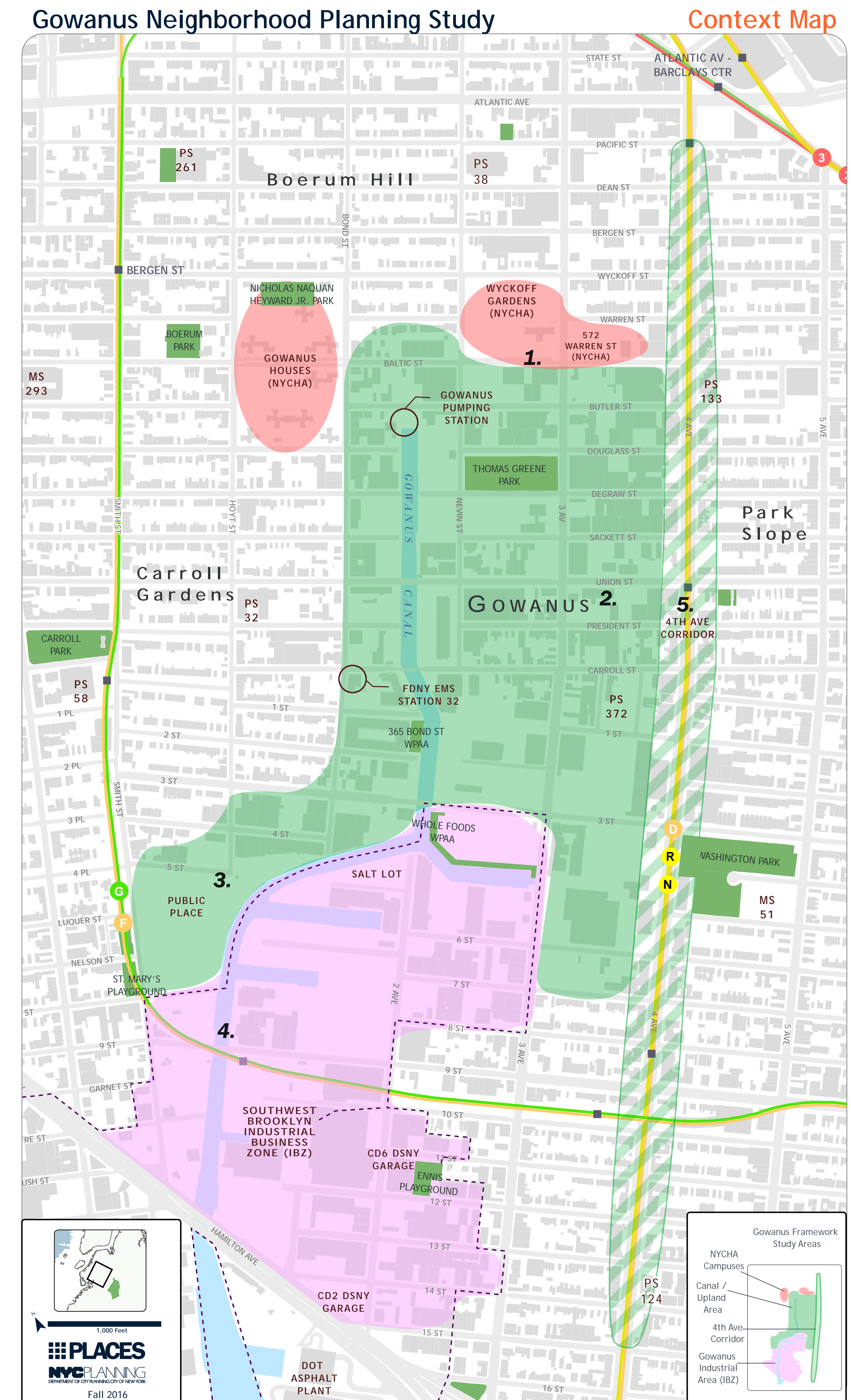
3. City-Owned Public Place



4. Southwest Brooklyn Industrial Business Zone



5. 4th Avenue



Stay in Touch!



Email: gowanus@planning.nyc.gov

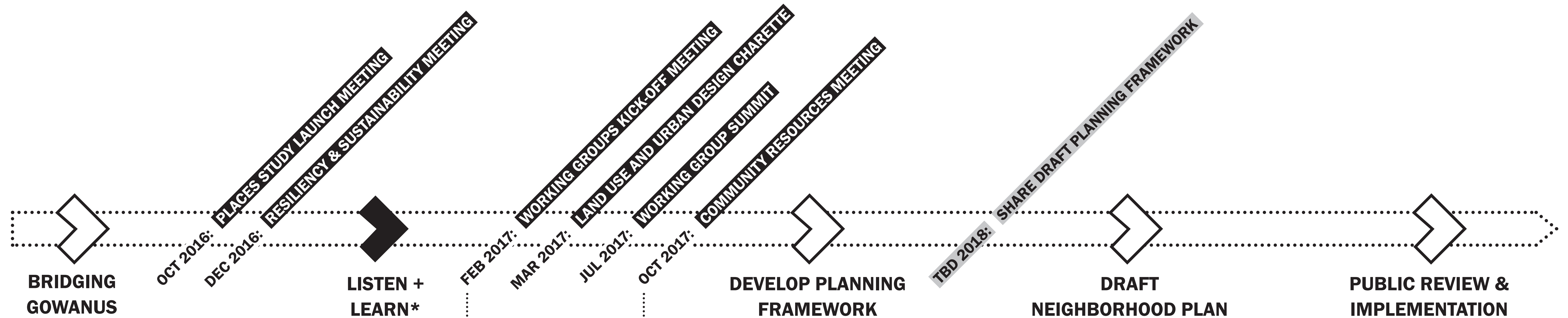
Phone: 718-780-8280

Website: nyc.gov/gowanus

About the Department of City Planning

The Department of City Planning (DCP) is New York City's primary land use agency and is instrumental in designing the City's physical and socioeconomic framework. DCP's ambition is to make all of New York a better place to live, to maintain what works and improve what doesn't.

Gowanus Neighborhood Planning Study: Engagement Approach



Working Groups
The Department of City Planning and relevant City agencies worked with residents and community stakeholders to develop specific recommendations that meet Study goals in five Working Groups.

Final Deliverable
Mutually-prioritized list of recommendations to help inform the draft planning framework

- Housing**
- Arts and Culture**
- Public Realm**
- Industry & Economic Development**
- Resiliency and Sustainability**

Community Resources Meeting: Schools, Transportation & More

- » Discuss what needs currently exist and contribute your ideas for addressing schools and transportation
- » Meet agency representatives involved with planning for Gowanus
- » Learn about the Study process to date including urban design and land use objectives and principles derived from the Working Group challenges and opportunities

Ongoing Targetted Outreach
City agencies will continue to engage with residents and community stakeholders in targeted areas in order to share information, solicit feedback, inform ongoing planning efforts, and develop recommendations in targeted areas.

- NYCHA**
- POP-UP EVENTS**
- STREET FAIRS**
- etc.**

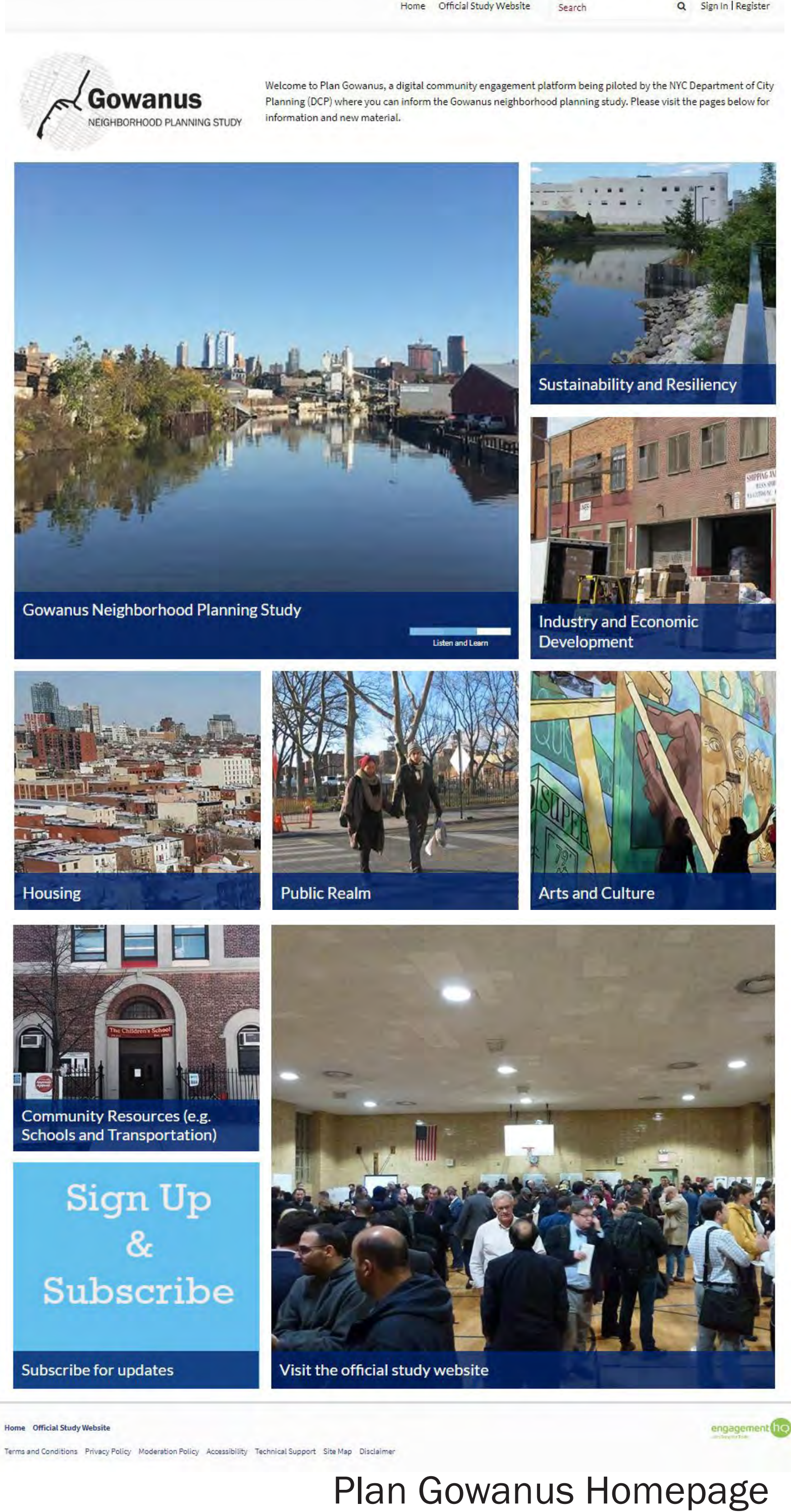
'Plan Gowanus' Online Engagement Platform

What is Plan Gowanus?

In April 2017, the Department of City Planning (DCP) piloted an **online engagement platform** called Plan Gowanus to **broaden public participation** through interactive tools and a user-friendly interface. Input provided on the website, together with feedback gathered through public meetings and other outreach, will be used by DCP and other city agencies to develop a draft planning and land use framework that will document recommendations and propose strategies to support the study goals.

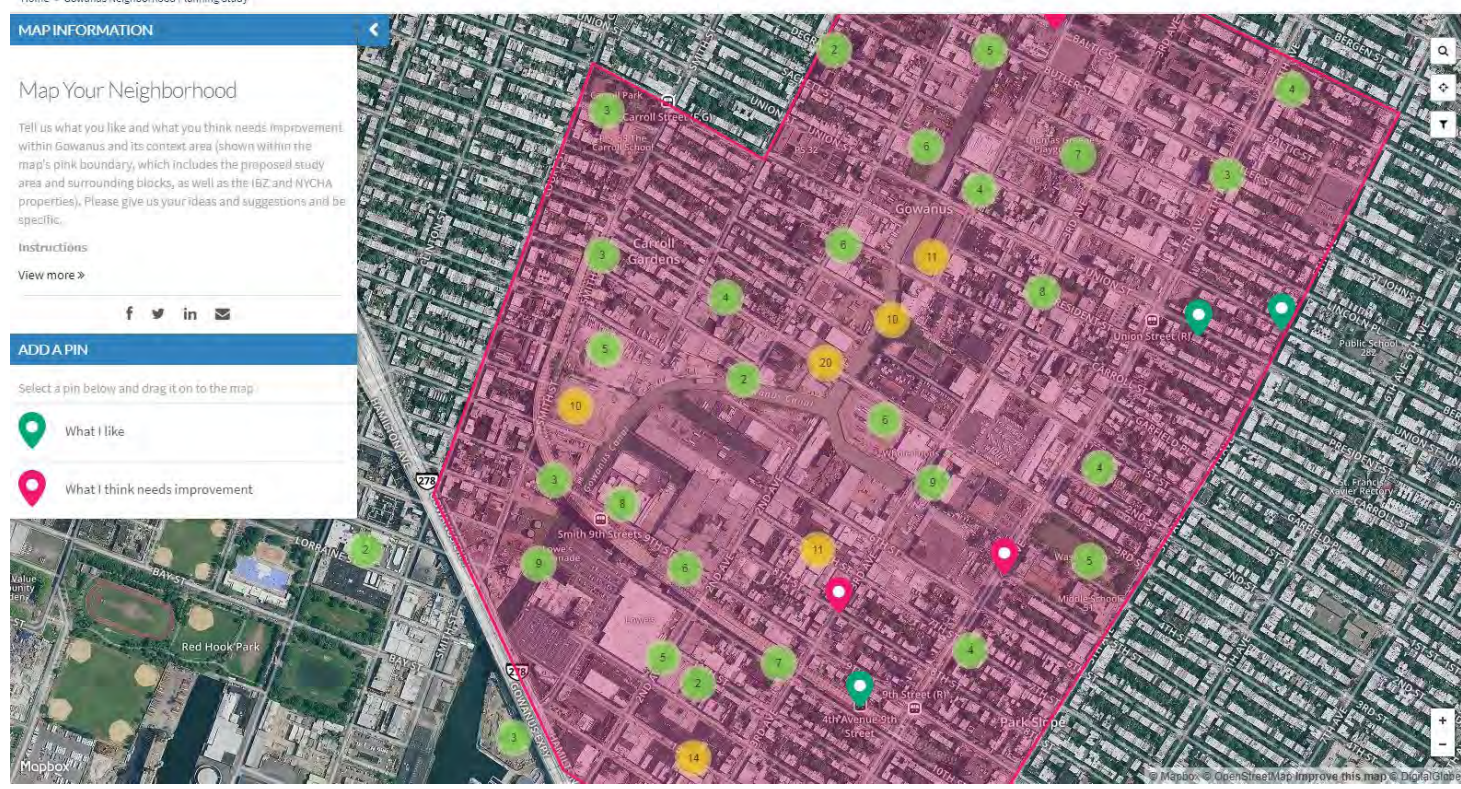
After the platform's launch, the site was expanded with a new homepage and topic-based pages for arts and culture, housing, industry and economic development, public realm, and sustainability and resiliency, where the public can receive information on the working groups and issues related to these topics. As of October 2017, the site has received over **5,000 total page visits** with an **average of 30-35 daily visitors**.

Please visit the site (plangowanus.com) to engage yourself, check out the interactive tools, and share with others!



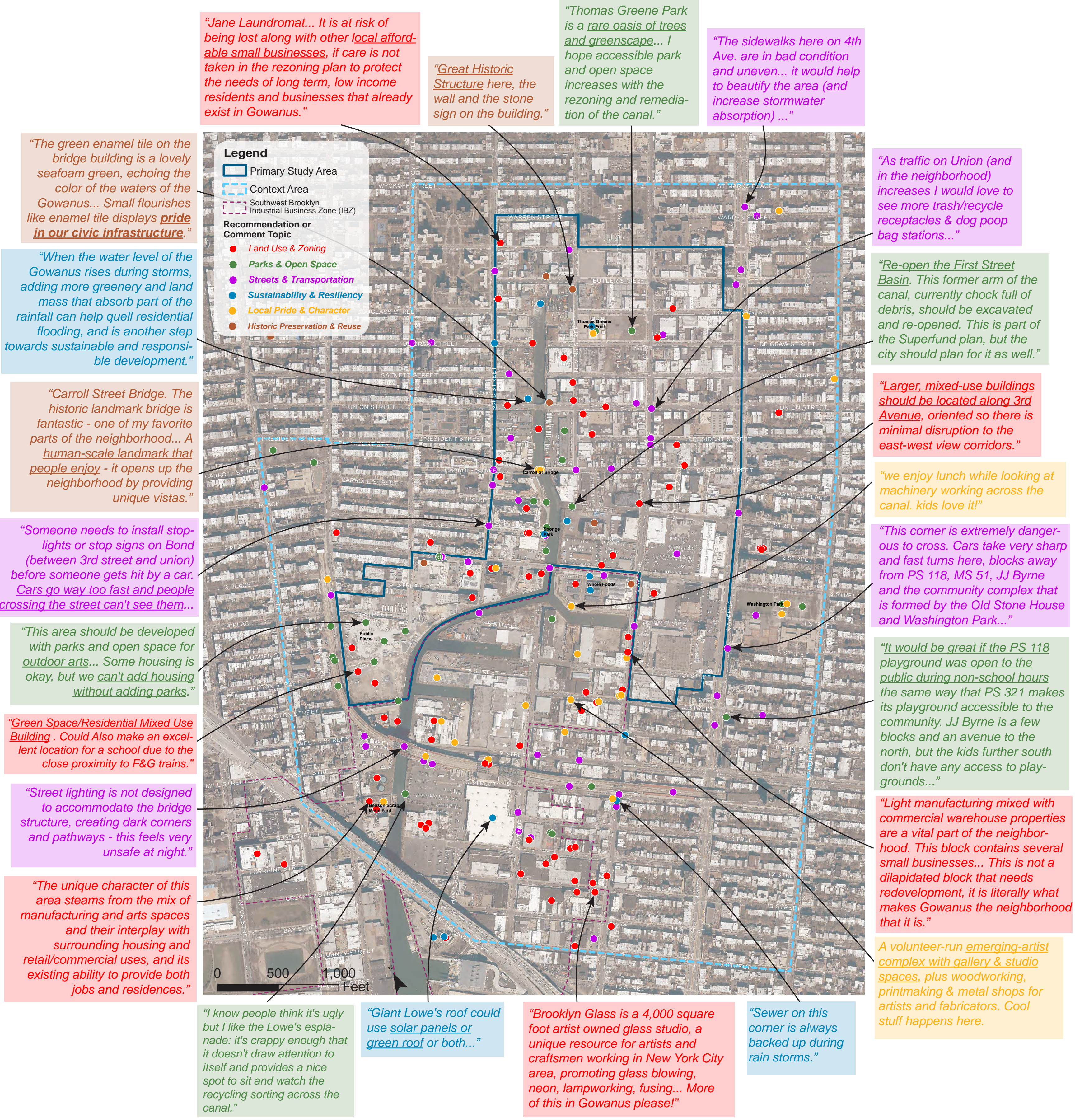
Map Your Neighborhood Tool

Among the different interactive tools is 'Map Your Neighborhood' which allows users to place pins on a map and add comments for what they like or what needs improvement in Gowanus and the nearby area. Since launching, **73 contributors** have placed **220 pins and comments** on the map.

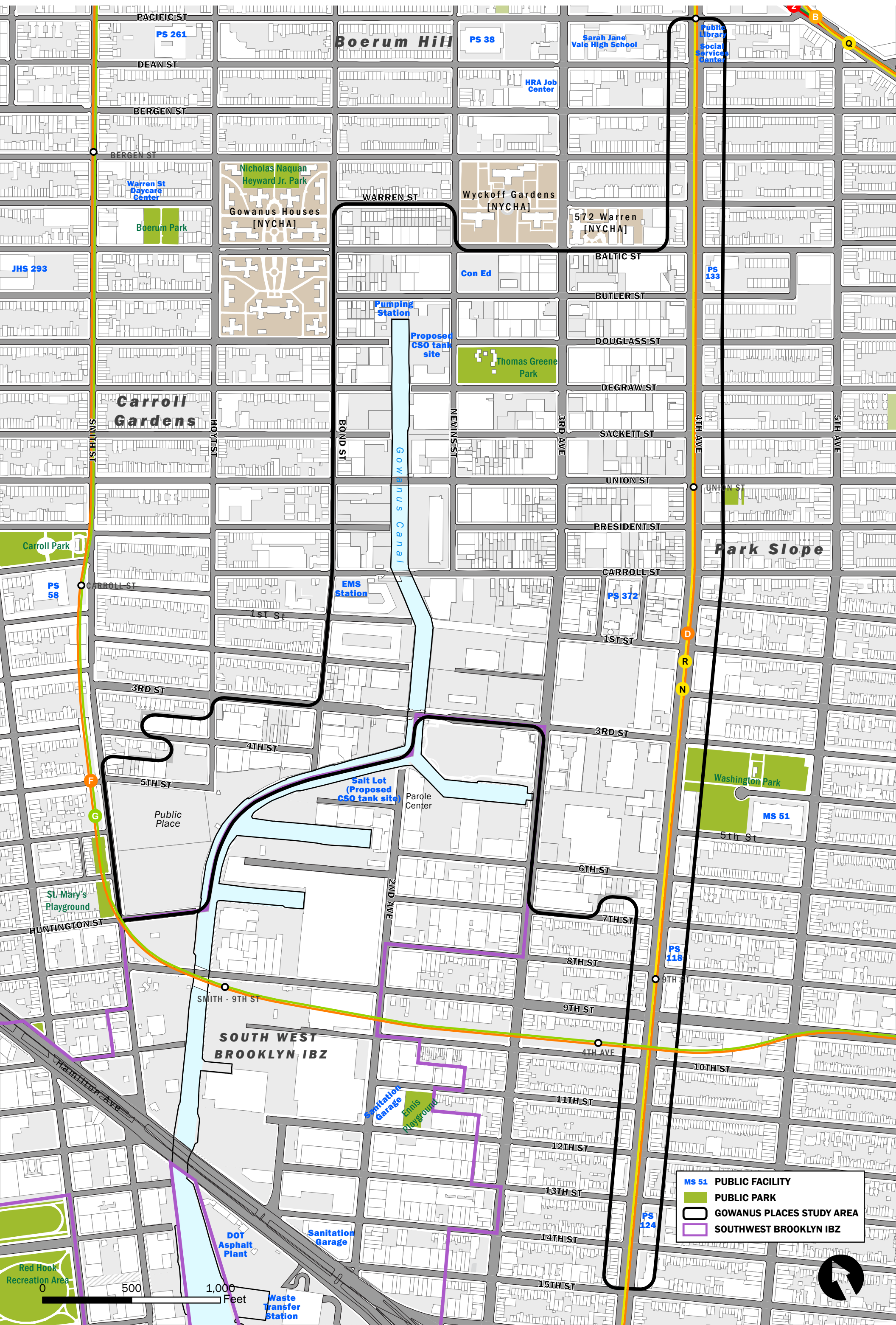


Screenshot of Mapping Tool

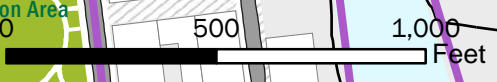
Here's a sample of pins placed on the map...



Public Facilities Map: Tell us your thoughts, suggestions and ideas!



MS 51	PUBLIC FACILITY
	PUBLIC PARK
	GOWANUS PLACES STUDY AREA
	SOUTHWEST BROOKLYN IBZ



What community resources are important to you?

Please share your comments, suggestions and ideas by adding a post-it note below!

A large, empty rectangular area defined by a dashed blue border, intended for users to add post-it notes. The border consists of short, thick blue dashes. The interior of the box is white and contains no text or other markings.