NORTH BROOKLYN INDUSTRY & INNOVATION PLAN
DRAFT PROPOSED LAND USE FRAMEWORK SUB AREAS

DRAFT

Labels on map: PROVOST ST, GREENPOINT AVE, KINGSLAND AVE, McGUINESS BLVD, MEEKER AVE, BROOKLYN QUEEN EXPY, VANDERVOORT AVE, METROPOLITAN AVE, BUSHWICK AVE, MORGAN AVE, FLUSHING AVE

0 0.125 0.25 0.5 Mile
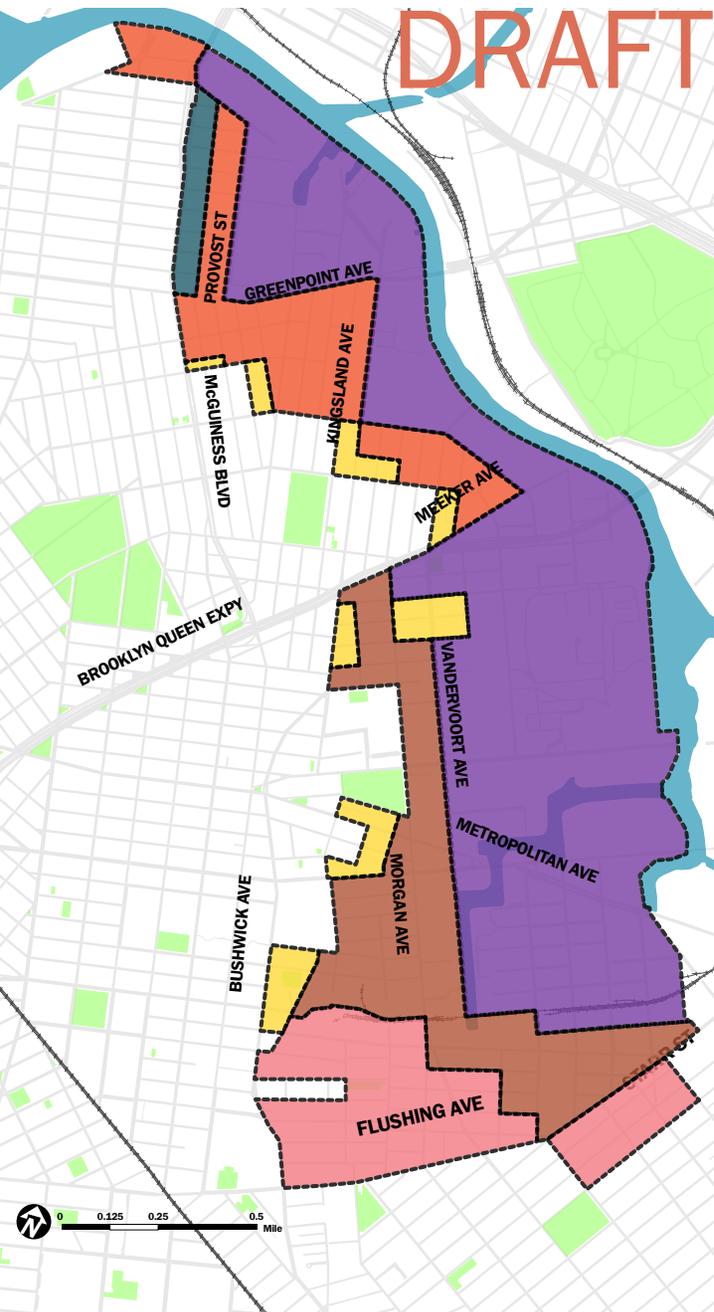
A: Core Industrial

Dedicate area to heavy industrial businesses

B1: General Industrial

Maintain area for a wide variety of industrial businesses

B2: General Industrial

Maintain area for a wide variety of industrial businesses

C: Innovation District

Support growth of a diverse employment district near transit
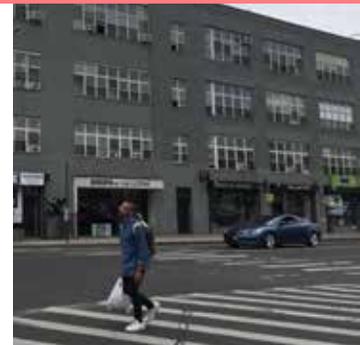
D: Mixed Edge

Maintain current uses and character

E: Established Residential

Align zoning with existing residential uses

NYC PLANNING

WORK IN PROGRESS

Predominantly industrial uses benefiting from separation, bordering Newtown Creek.

LAND USE
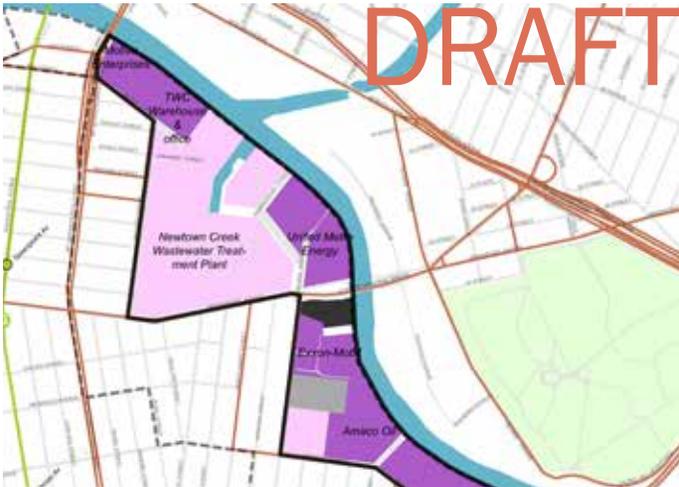
DRAFT

Land Use Classification

- Commercial (incl.. Office/Retail/Entertainment)
- Residential
- Mixed Residential & Commercial/Industrial
- Mixed Commercial & Industrial
- Industrial / Manufacturing
- Transportation / Utility
- Community Facility
- Parking Facilities
- Under Construction
- Vacant
- Open Space

Lot Area Land Use (%)

Parking 6%

Industrial/Manufacturing 92%

BUILT ENVIRONMENT

Big Lots

Low density, single-story buildings

Many trucks

ECONOMIC SNAPSHOT

Number of Employees per sector in Sub Area A

Sector	Number of Employees
Wholesale Trade	2919
Transportation and Warehousing	583
Manufacturing	402
Waste Management and Remediation Services	369
Retail Trade	354
Construction	164
Real Estate and Rental and Leasing	139
Other Services (except Public Administration)	104
Administrative Support and Services	57
Accommodation and Food Services	31
Unclassified	10
All Other*	1168

Number of Employees

73% of firms and

90% of jobs are industrial

within this subarea.

Major Employment Sectors in Sub Area A

Warehousing / Wholesale

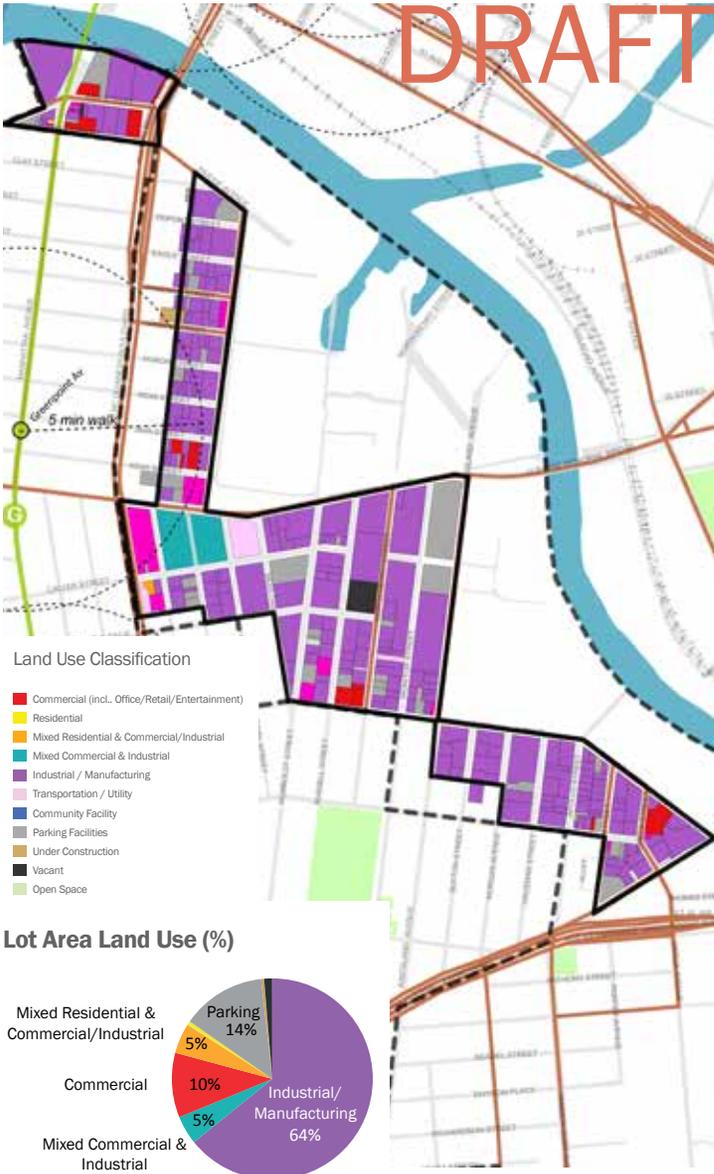**Transportation**

Manufacturing

Waste management

Construction

NYC PLANNING

WORK IN PROGRESS

Predominantly industrial with a cluster of film, manufacturing, and creative industrial

LAND USE

DRAFT

Land Use Classification

- 🔴 Commercial (incl. Office/Retail/Entertainment)
- 🟡 Residential
- 🟠 Mixed Residential & Commercial/Industrial
- 🟢 Mixed Commercial & Industrial
- 🟣 Industrial / Manufacturing
- 🩷 Transportation / Utility
- 🔵 Community Facility
- ⬜ Parking Facilities
- ⬜ Under Construction
- ⬛ Vacant
- 🟩 Open Space

Lot Area Land Use (%)

- Mixed Residential & Commercial/Industrial 5%
- Commercial 10%
- Mixed Commercial & Industrial 5%
- Industrial/Manufacturing 64%
- Parking 14%

Source: PLUTO 2015; DCP Survey 2016

BUILT ENVIRONMENT

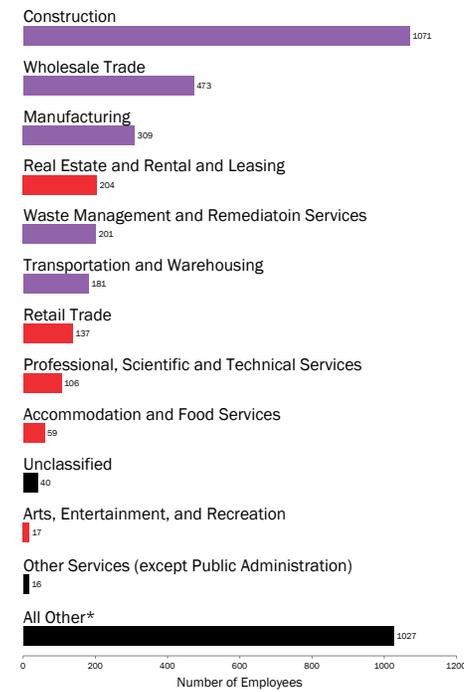**Wide range of lot sizes for various needs**

Active streets in some areas

Outdoor business operations

ECONOMIC SNAPSHOT

Number of Employees per sector in Sub Area B1

Sector	Employees
Construction	1071
Wholesale Trade	473
Manufacturing	309
Real Estate and Rental and Leasing	204
Waste Management and Remediatoin Services	201
Transportation and Warehousing	181
Retail Trade	137
Professional, Scientific and Technical Services	106
Accommodation and Food Services	59
Unclassified	40
Arts, Entertainment, and Recreation	17
Other Services (except Public Administration)	16
All Other*	1027

Number of Employees

61% of firms and 60% of jobs are industrial within this subarea.

Major Employment Sectors in Sub Area B1

Construction

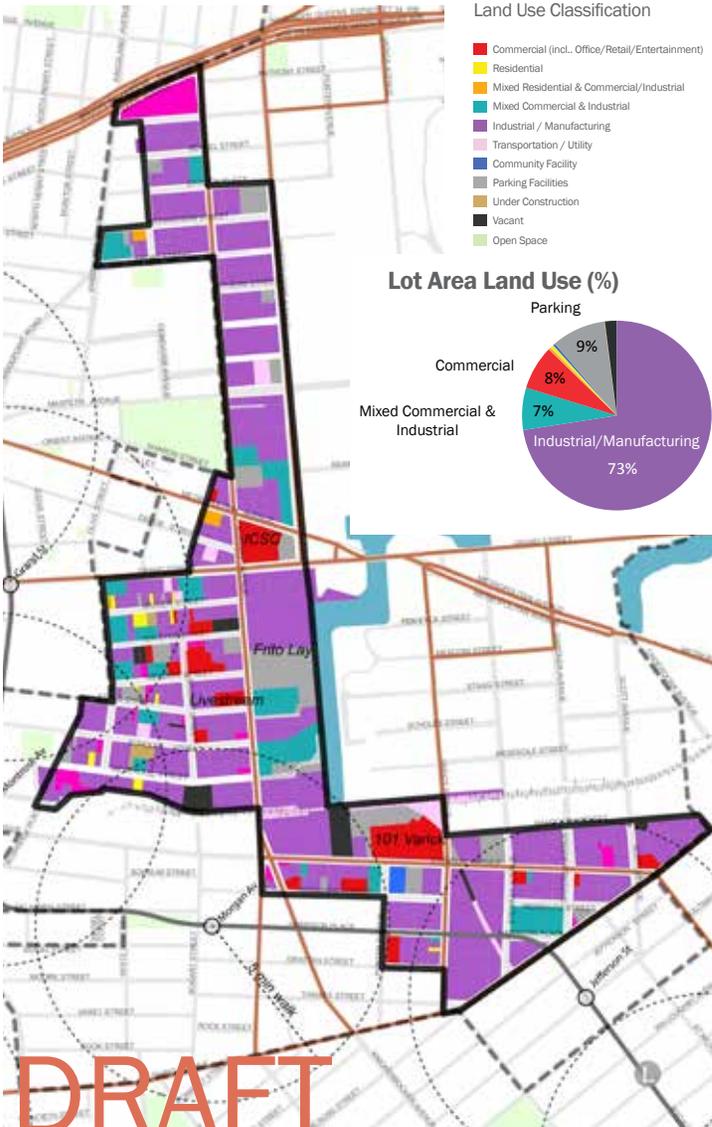**Wholesale**

Small manufacturing

Film/TV production

Large industrial

NYC PLANNING

Largely industrial area with scattered office, food & beverage, and entertainment between core industrial and more mixed areas

LAND USE

Land Use Classification

- 🟥 Commercial (incl.. Office/Retail/Entertainment)
- 🟨 Residential
- 🟧 Mixed Residential & Commercial/Industrial
- 🟦 Mixed Commercial & Industrial
- 🟪 Industrial / Manufacturing
- 🩷 Transportation / Utility
- 🟦 Community Facility
- ⬜ Parking Facilities
- 🟫 Under Construction
- ⬛ Vacant
- 🟩 Open Space

Lot Area Land Use (%)

- Parking 9%
- Commercial 8%
- Mixed Commercial & Industrial 7%
- Industrial/Manufacturing 73%

Source: PLUTO 2015; DCP Survey 2016

BUILT ENVIRONMENT

Restaurants and bars attract people

Lofts conversions to commercial/office

Large warehouses on big lots

ECONOMIC SNAPSHOT

Number of Employees per sector in Sub Area B2

Sector	Number of Employees
Construction	1484
Manufacturing	1218
Wholesale Trade	956
Real Estate and Rental and Leasing	327
Retail Trade	231
Transportation and Warehousing	201
Administrative Support and Services	119
Accommodation and Food Services	108
Waste Management and Remediatoin Services	69
Other Services (except Public Administration)	57
Arts, Entertainment, and Recreation	54
Professional, Scientific and Technical Services	45
All Other*	196

Number of Employees

70% of firms and 80% of jobs are industrial within this subarea.

Major Employment Sectors in Sub Area B2

Construction

Manufacturing

Wholesalers / Distributors
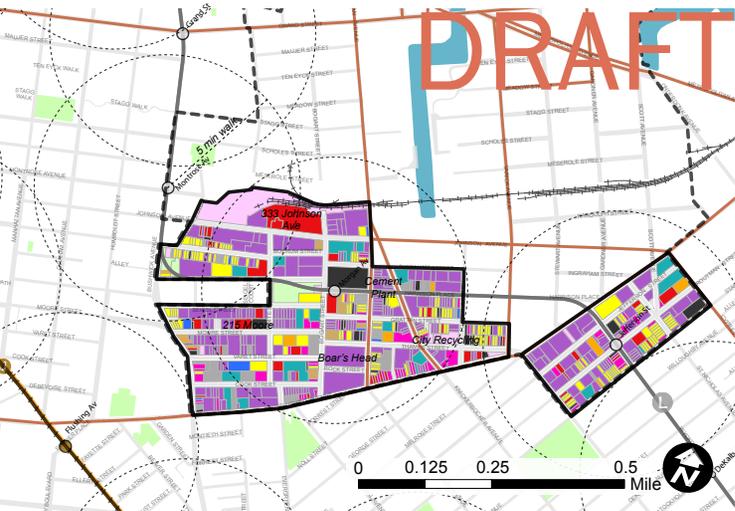

Food & Beverage

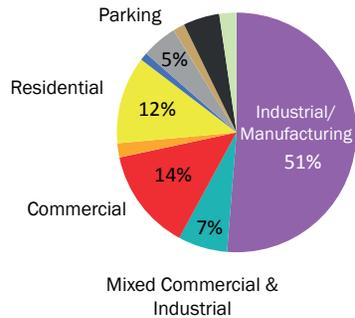**Art Studios/Offices/Maker Space**

DRAFT

WORK IN PROGRESS

A transit accessible neighborhood with notable industrial, residential, commercial, and retail

LAND USE

DRAFT

Land Use Classification

- ■ Commercial (incl.. Office/Retail/Entertainment)
- ■ Residential
- ■ Mixed Residential & Commercial/Industrial
- ■ Mixed Commercial & Industrial
- ■ Industrial / Manufacturing
- ■ Transportation / Utility
- ■ Community Facility
- ■ Parking Facilities
- ■ Under Construction
- ■ Vacant
- ■ Open Space

Lot Area Land Use (%)

- Industrial/Manufacturing 51%
- Residential 12%
- Commercial 14%
- Mixed Commercial & Industrial 7%
- Parking 5%

Source: PLUTO 2015; DCP Survey 2016

BUILT ENVIRONMENT

Artist/commercial/residential lofts

Ground floor retail

Large industrial

Street art

ECONOMIC SNAPSHOT

Number of Employees per sector in Sub Area C

Sector	Number of Employees
Manufacturing	1077
Wholesale Trade	686
Accommodation and Food Services	501
Construction	416
Retail Trade	145
Professional, Scientific and Technical Services	76
Administrative Support and Services	62
Real Estate and Rental and Leasing	46
Arts, Entertainment, and Recreation	39
Information	37
Other Services (except Public Administration)	16
All Other*	167

44% of firms and 67% of jobs are industrial within this subarea.

Major Employment Sectors in Sub Area C

Manufacturing

Wholesalers

Food & Beverage, Retail, and Entertainment

Construction

Creative firms

WORK IN PROGRESS

A historic mix of residential and industrial, with no predominant use, between established industrial and residential areas
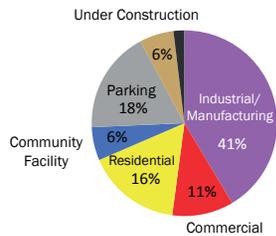
LAND USE
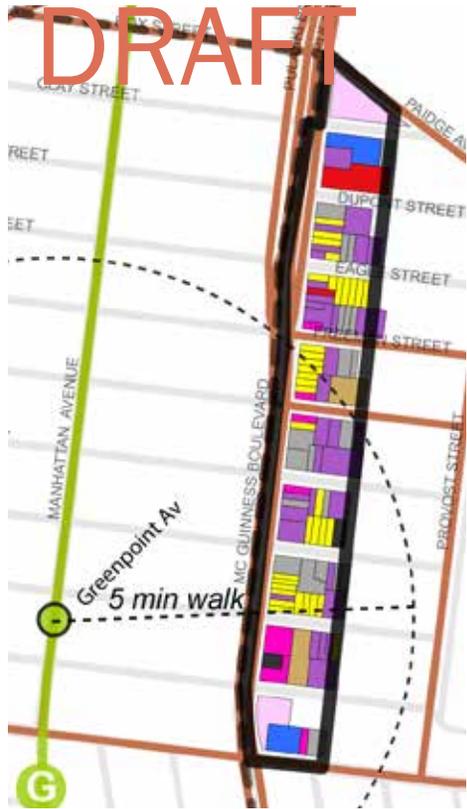
DRAFT

Land Use Classification

- ■ Commercial (incl.. Office/Retail/Entertainment)
- ■ Residential
- ■ Mixed Residential & Commercial/Industrial
- ■ Mixed Commercial & Industrial
- ■ Industrial / Manufacturing
- ■ Transportation / Utility
- ■ Community Facility
- ■ Parking Facilities
- ■ Under Construction
- ■ Vacant
- ■ Open Space

Lot Area Land Use (%)

- Under Construction 6%
- Parking 18%
- Community Facility 6%
- Residential 16%
- Commercial 11%
- Industrial/ Manufacturing 41%

Source: PLUTO 2015; DCP Survey 2016

BUILT ENVIRONMENT

Industrial

Community facility

BRC Greenpoint Youth Home (148 Clay St)

Auto repair and maintenance

Residential

Gas and car rental

Food and beverage

ECONOMIC SNAPSHOT

Number of Employees per sector in Sub Area D

- Construction — 255
- Manufacturing — 65
- Other Services (except Public Administration) — 35
- Retail Trade — 22
- Real Estate and Rental and Leasing — 12
- All Other* — 146

Number of Employees

68% of firms and 78% of jobs are industrial within this subarea.

WORK IN PROGRESS

Predominately residential blocks on the periphery of the study area currently zoned for manufacturing

LAND USE
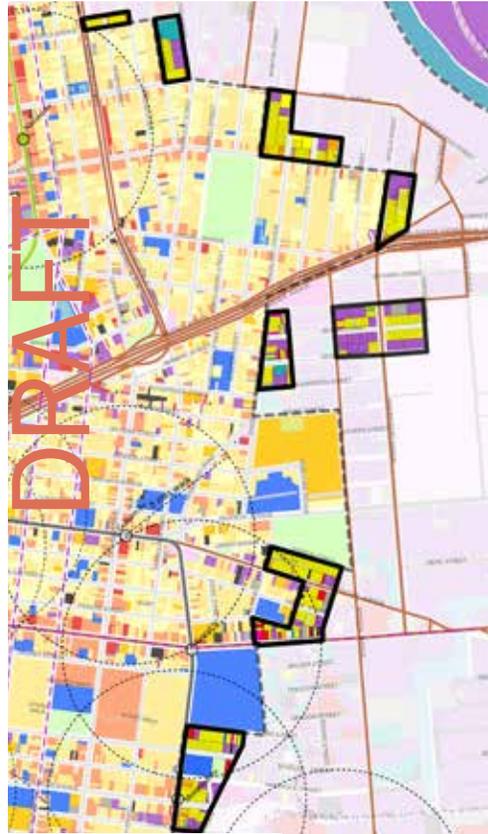
DRAFT

Land Use Classification

- ■ Commercial (incl.. Office/Retail/Entertainment)
- ■ Residential
- ■ Mixed Residential & Commercial/Industrial
- ■ Mixed Commercial & Industrial
- ■ Industrial / Manufacturing
- ■ Transportation / Utility
- ■ Community Facility
- ■ Parking Facilities
- ■ Under Construction
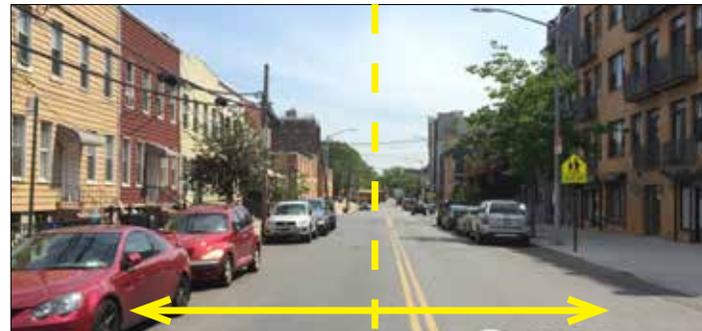- ■ Vacant
- ■ Open Space

Lot Area Land Use (%)

Industrial/ Manufacturing 24%

Mixed Commercial & Industrial 4%

Commercial 4%

Mixed Commercial & Industrial 8%
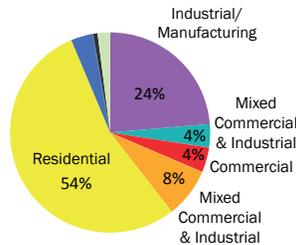
Residential 54%

Source: PLUTO 2015; DCP Survey 2016

BUILT ENVIRONMENT

Residential blocks with different zoning districts

RESIDENTIAL ZONING | MANUFACTURING

Jewel Street looking south towards Norman Ave

Kingsland Ave looking South towards Beadel St

Bushwick Ave looking south towards Montrose Ave

ECONOMIC SNAPSHOT

Number of Employees per sector in Sub Area E

Sector	Number of Employees
Construction	182
Accommodation and Food Services	151
Wholesale Trade	123
Manufacturing	107
Retail Trade	34
Real Estate and Rental and Leasing	23
Transportation and Warehousing	11
Information	11
Professional, Scientific and Technical Services	8
Unclassified	8
All Other*	226

Number of Employees

54% of firms and 49% of jobs are industrial within this subarea.

WORK IN PROGRESS