



NORTH BROOKLYN INDUSTRY & INNOVATION PLAN

Business Info Session Feedback

February 12, 2019



What We Heard

Updating outdated M district zoning will help industrial/ manufacturing businesses to grow in place.

- Industrial businesses need more FAR* to expand and build more space to lease to other businesses
- More industrial FAR could incentivize open industrial uses to enclose their operations.
- Denser, taller buildings are appropriate in areas close to the subway, including the G train and 7 train in Queens.
- Some industrial uses, such as film stages, need a substantial amount of office space to support business operations.
- Most businesses will need to expand vertically due to site constraints.

Small manufacturer: we currently cannot build more due to zoning, and need to expand – quickly.

Brewery: we are very space-constrained, which limits how much product we can produce. we would like to expand to create space for R&D, offices, storage, and retail that supports our business.

***FAR = floor area ratio**



What We Heard

This is an important area for arts and entertainment establishments.

- Industrial areas are the last types of areas where certain nightlife uses can locate.
 - Nightlife businesses, like industrial businesses, struggle to find areas to locate in NYC. Both need to locate away from residential areas, and it can be prohibitively expensive to soundproof large facilities.
 - Like industrial businesses, nightlife provides significant numbers of jobs and hires people from diverse backgrounds, including those without college degrees, & pay good wages.
 - Changes to zoning in the Core Industrial Area should focus on size of venues to minimize potential conflict with industrial businesses, not outright bans.
 - This area is home to the arts, but non-profit gallery spaces aren't allowed under zoning.
 - We need more restaurants in the Study Area
- Small food manufacturer: *we are looking to include retail and event venue space in our facility to help subsidize business operations.*



What We Heard

The Study Area faces transportation challenges, due to zoning and other conditions.

- Parking requirements are a major barrier to expansion and need to be reduced.
- Parking requirements should take into account ride share.
- Loading bays should allow enough space for modern tractor-trailers.
- Citibike should be expanded into the area, as many employees bike to work.
- Shared parking garages should be incentivized so individual businesses do not need to provide parking on site.
- Better enforcement of No Parking rules is needed, especially within 15' of curbs to facilitate tight truck turns.
- Bike lane on Greenpoint Avenue is an issue, as it is along a truck route.
- Pedestrian bridge over the freight railway needs improvement.



What We Heard

There are opportunities to activate the waterfront and advance sustainability goals.

- There should be public access along Newtown Creek.
- This is an unprecedented opportunity to have a positive environmental impact on Newtown Creek, such as bulkhead reconstruction and site remediation.
- Sustainable building design should be incentivized.



What We Heard

Land Use Framework Boundaries

- Need to allow more FAR areas East of McGuinness to attract investment and incentivize enclosure of open industrial uses.
- Randolph Street should be within the Growth District because it is close to transit.
- In Greenpoint, M3 areas should be rezoned to M1 to reduce the amount of heavy industrial activity close to residential.

