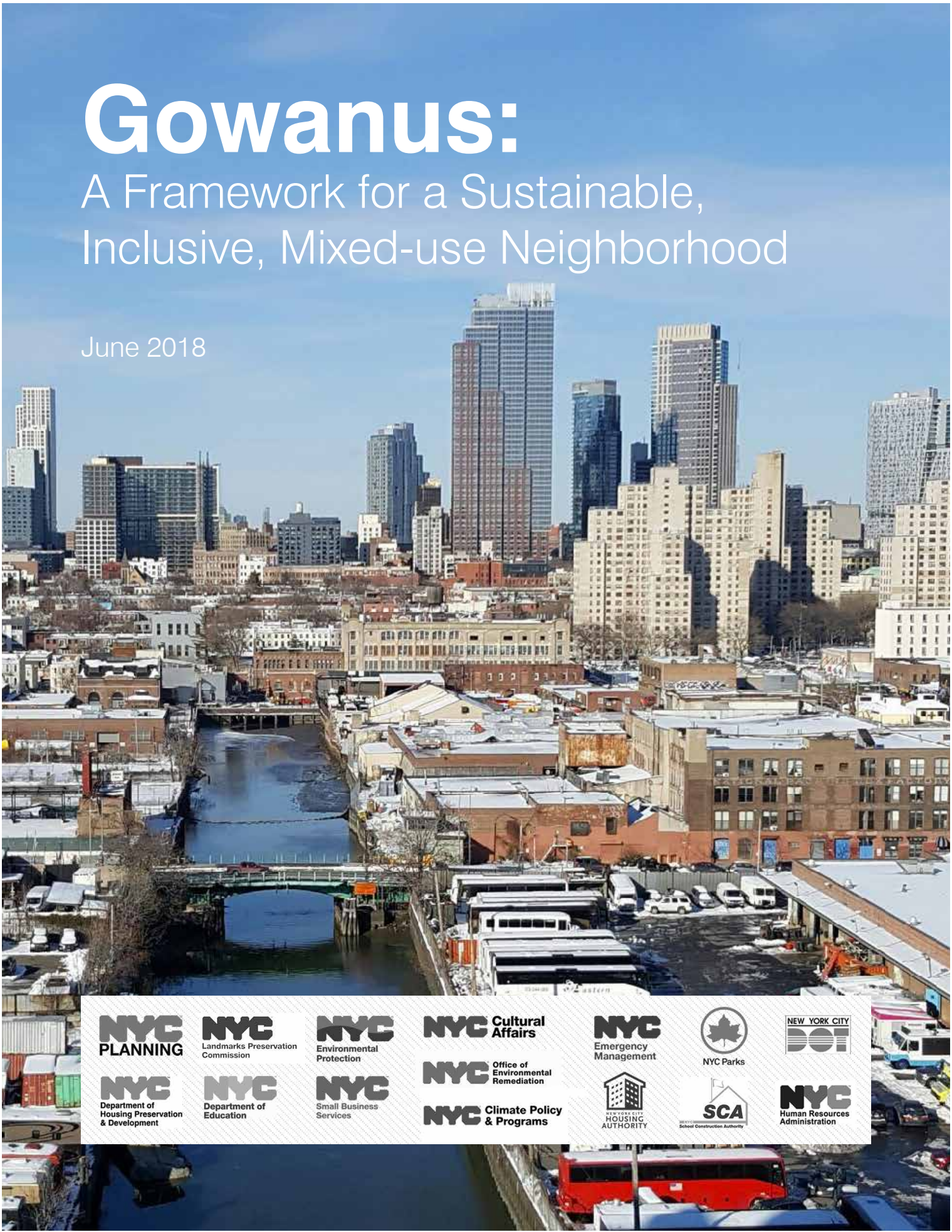


Gowanus:

A Framework for a Sustainable,
Inclusive, Mixed-use Neighborhood

June 2018



 NYC PLANNING	 NYC Landmarks Preservation Commission	 NYC Environmental Protection	 NYC Cultural Affairs	 NYC Emergency Management	 NYC Parks	 NEW YORK CITY DOT	
 NYC Department of Housing Preservation & Development	 NYC Department of Education	 NYC Small Business Services	 NYC Office of Environmental Remediation	 NYC Climate Policy & Programs	 NEW YORK CITY HOUSING AUTHORITY	 SCA SCHOOL CONSTRUCTION AUTHORITY	 NYC Human Resources Administration

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Mayor's Office of Recovery & Resiliency

Mayor's Office of Sustainability

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NYC Department of Environmental Protection

NYC Department of Housing Preservation & Development

NYC Department of Parks & Recreation

NYC Department of Small Business Services

NYC Department of Transportation

NYC Economic Development Corporation

NYC Emergency Management

New York City Housing Authority

NYC Human Resources Administration

NYC Landmarks Preservation Commission

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Gowanus Alliance

Gowanus by Design

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Gowanus Canal Conservancy

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LIVWRK

Metropolitan Waterfront Alliance

Monadnock

Park Slope Civic Council and Forth on Fourth Avenue Committee (FOFA)

Park Slope Neighbors

Property Markets Group (PMG)

BRT Powerhouse

Riverkeeper

Southwest Brooklyn Industrial Development Corporation (SBIDC)

The Gowanus Dredgers Canoe Club

Two Trees

The Old American Can Factory - XO Projects



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Preface

A thriving, inclusive and more resilient Gowanus

Gowanus: A Framework for a Sustainable, Inclusive, Mixed-use Neighborhood is a roadmap for potential goals and strategies, including recommended land use changes, to be developed and implemented as part of a Neighborhood Plan. The vision laid out below aims to foster a thriving, inclusive and more resilient Gowanus where existing and future residents and workers are able to participate in civic, cultural and economic activities and where a wholly unique resource – the canal – can thrive and play an active role in that equitable and sustainable growth.

The framework is the culmination of more than 100 hours of public outreach and community meetings to solicit input that have been held since the Gowanus PLACES Study launched in October 2016. It is informed by previous reports and studies, including *Bridging Gowanus*, and ongoing community efforts by government agencies and community stakeholders and organizations.

The framework is a product of all those voices and ideas, bringing them together in objectives and proposed strategies in seven categories of Sustainability and Resiliency, Environmental Remediation, Community and Cultural Resources, Housing, Economic and Job Development, Transportation, and Land Use and Urban Form.

Process and Next Steps

Through refinement and community feedback on the framework, a Neighborhood Plan and draft zoning proposal will be developed to begin implementing this collective vision (see timeline and process map on pages 16-17). The Neighborhood Plan will implement this vision by aligning community and government resources and effectuating zoning and land use changes through the City's Uniform Land Use Review Procedure (ULURP) process.

Achieving this vision for Gowanus will require **collective action**. While some of the strategies outlined below can be achieved in the near future, others call for long term commitment.

Executive Summary

Gowanus is a neighborhood with a diverse mix of residents, workers, and businesses. **Its history is a microcosm** of land use, economic and demographic trends that have played out citywide and nationally over the past century.

Strong demand for housing citywide has played out locally by **pushing up prices and limiting housing that is affordable** for households at lower incomes. At the same time, the city has seen a **rapidly growing and diversifying economy**, and there are indications of growing demand for new office and other work spaces locally.

Background

Gowanus is a neighborhood with a diverse mix of residents, workers and businesses – a community that has overcome challenges while being a center for entrepreneurship, innovation and creative expression. It is surrounded by the thriving residential neighborhoods of Carroll Gardens, Boerum Hill and Park Slope, and is within walking distance of Downtown Brooklyn, a growing and emerging Central Business District.

Extending northward from the Gowanus Bay, the approximately 1.5-mile-long man-made waterway was transformed from a small creek and estuary into a canal after its dredging was completed in 1869 as one of the first planned industrial districts in the country. Following World War II, the Gowanus Canal was handling a fraction of its previous water-based freight volume. Several factors combined to lead to a decline in industrial activity along and around the Canal, leaving many properties inactive and underused. Due to a legacy of pollution and need for remediation, the Canal was designated a National Priorities List (Superfund) site in 2010. This area's history is a microcosm of land use, economic and demographic trends that have played out citywide and nationally over the past century.

In line with citywide conditions and trends over the past three decades, interest in both working and living in the canal area has returned. However, the nature of activity along the canal has changed. Commercial businesses, offices and other uses that serve the surrounding residential communities have increased alongside longtime artists and industrial uses. Strong demand for housing citywide has played out locally by pushing up prices and limiting housing that is affordable for households at lower incomes. At the same time, the city has seen a rapidly growing and diversifying economy. The reinvestment in and reactivation of old, loft-style buildings for a variety of commercial office and artist spaces indicate a growing local demand for new office and other work spaces.

Years of environmental neglect and pollution from its industrial past, coupled with these economic and demographic changes, have led to numerous discussions by community members about how to reclaim contaminated sites and create a sustainable path and vision for the neighborhood's future, with a mix of new uses and activities, coupled with best practices for environmental quality.

The Canal's designation as a federal Superfund site in 2010 and Superstorm Sandy in 2012 brought particular attention and engagement on the potential to remediate and improve infrastructure in Gowanus. The designation furthered conversations around envisioning Gowanus's future and growth among members of the community, City Councilmembers, other elected representatives and City, State and federal agencies.

The conversations and questions being discussed today – *how should the area be cleaned up from past contamination, where should new mixed-use development be allowed and where should we plan for the necessary infrastructure to meet existing and future needs?* – are similar to those that began more than four decades ago when the community successively opposed a number of proposals to relocate the Fort Greene Meat Market to the Brooklyn Union Gas Site (Public Place) and a site at 3rd Street and 3rd Avenue.

While many questions remain the same, the perspectives have been both broadened and focused – *how do we design for flooding and impacts from climate change?* In addition, we now have new tools at our disposal. Planning for a neighborhood does not occur in isolation. It must consider how our actions (or inactions) contribute to a larger ecological, economic and social system that can have a local and global impact. These perspectives not only make planning more robust and comprehensive, they enrich discussions among community members around shared priorities, goals, objectives and strategies. They also allow for new relationships to take root and the resiliency of the overall neighborhood to increase. In practice, these efforts represent a critical opportunity to build an inclusive, unique and equitable neighborhood guided by a collaborative, community-based planning process.

In the face of growing challenges and opportunities, now is the time to act.

A broad cross-section of community voices articulated challenges and needs that Gowanus faces today and in the future, and generated ideas about policies and investments to achieve a thriving, more resilient neighborhood.

From this robust dialogue, the City and its partners have developed *Gowanus: A Framework for a Sustainable, Inclusive, Mixed-use Neighborhood*.

A broad cross-section of **community voices articulated challenges and needs** that Gowanus faces today and in the future, and generated ideas about policies and investments to achieve a thriving, more resilient neighborhood.



Sustainability and Resiliency Public Event at Wyckoff Gardens Community Center, December 2016

Gowanus: A Framework for a Sustainable, Inclusive, Mixed-use Neighborhood

The framework is a road map for Gowanus to become a sustainable, model green neighborhood where a wholly unique resource – the Canal – can thrive and play an active role in promoting equitable and sustainable growth.

The framework consists of proposed goals and strategies, which were derived from the Listen and Learn phase (see timeline process map on pages 16-17), to make Gowanus a cleaner, greener, inclusive neighborhood that can serve as a model of sustainability for New York City and beyond. Stitched together, the tapestry of policies and proposals aim to support the evolution of Gowanus into an eco-neighborhood where existing and future residents and workers can live, work and play with a minimal carbon footprint and impacts on climate change. Key strategies include:

- **Promoting a more resilient future, where buildings and infrastructure are designed to manage flood risk today and into the future**
- **Increasing public open space that is green and resilient along the Canal and capitalizing on opportunities to green public spaces throughout the area**
- **Creating new job-generating space and fostering a mix of uses within the neighborhood so that residents can live, work, create, play and shop, and all users can reach their destinations by walking, bicycling or other means**
- **Promoting new, denser housing - creating and preserving affordable housing - and improving public housing near public transit will reduce energy use and carbon footprint**
- **Improving access to new jobs, training opportunities and other resources that support social, economic and environmental resiliency in the community**
- **Improving mobility and safety for pedestrians, cyclists and drivers on streets and public areas**
- **Planning for meeting the infrastructure and community resources needs of a growing neighborhood**

The framework is a roadmap to **make Gowanus into an eco-neighborhood** that is inclusive and a model of sustainability for other neighborhoods and cities.

Framework Highlights

Promote a More Resilient and Sustainable Future for All

As clean-up progresses in the Canal, the community has worked toward a vision of a cleaner, greener and inclusive future. Through programs and actions led by local residents, City agencies, elected officials and others, the Gowanus community can address sustainability and resiliency challenges, which range from energy efficiency to environmental remediation to emergency response preparation. Gowanus can lead New York City as a model green and flood-resilient urban neighborhood.

- Support remediation of sites adjacent to the Canal through remediation requirements attached to redevelopment
- Assess current and future drainage issues and infrastructure needs, considering existing conditions, projected sea level rise, and potential growth and development
- Engage Gowanus community members in an emergency response planning process that leverages and continues community-led work to identify hazards, vulnerabilities, and resources

Support Affordable and Mixed-Income Housing

As the housing affordability crisis strains residents at a range of incomes - most of all, low-income residents - the City is taking action to protect the rights of tenants and prevent displacement, preserve existing affordable housing and build more affordable housing. The City is working to protect Gowanus residents by using all available tools, aggressively investigating complaints of harassment and taking action against unlawful landlords. Where the City owns land that can support new housing, it can promote greater levels of affordability. On privately owned land being rezoned to substantially increase housing capacity, the Mandatory Inclusionary Housing (MIH) Program requires new developments to provide a share of permanently affordable housing.

The Gowanus community can address sustainability and resiliency challenges from energy efficiency to environmental remediation to emergency response preparation. Gowanus can lead New York City as a model green and flood-resilient urban neighborhood.

- Engage the community and update the vision for Public Place to create a mixed-use development that include affordable housing, community facilities, commercial retail and open space
- Implement the Certification of No Harassment pilot program and continue to work with the Tenant Harassment Prevention Task Force to investigate and take action against landlords who harass tenants
- Implement MIH to require that new residential development include permanently affordable apartments
- The City will consider funding improvements to Gowanus Houses, Wyckoff Gardens, and Warren Street Houses during the rezoning process. Capital needs will be evaluated via an assessment of improvements needed in these developments, in the context of broader investments in NYCHA.

Encourage a Thriving and Diverse Local Economy

A central goal of the framework is to promote economic development, and increase access to jobs and training opportunities. This can be accomplished by applying land use strategies that balance a mix of uses while removing certain specific barriers in zoning that unnecessarily limit business expansion and growth, along with supportive infrastructure investments and business services and programs.

- Maintain the prohibition on residential use in certain areas, while promoting non-residential uses in new mixed-use developments where housing is appropriate
- Make off-street parking regulations more flexible, reduce unnecessarily high parking requirements and update bulk regulations
- Promote workforce development and job training opportunities for NYCHA and other neighborhood residents, particularly for City-sponsored projects
- Connect businesses, property owners and nonprofits with programs, grants and services that support entrepreneurship, business growth and revitalization projects
- Work with Industrial Business Zone (IBZ) stakeholders to identify potential additional interventions to assist businesses to grow and thrive in the IBZ

Plan for the Needs of a Growing Neighborhood

Targeted investments in infrastructure and the public realm can help improve quality of life and the business environment in Gowanus. Coordinated, proactive planning in Gowanus can advance the realization of the long-term vision of a mixed-use community in which development is supported by critical waterfront, transportation, educational and recreational investments.

- Create new community space and programming for NYCHA residents, and expand space for art and cultural uses
- Encourage retention and reuse of key loft buildings
- Recognize and celebrate themes in Gowanus's history through a coordinated interpretive plan
- Identify improvements that support businesses within the area
- Strengthen cross-canal connections, transit and regional linkages
- Assess existing school capacity and identify opportunities to meet future needs



Study Kickoff Event at P.S. 32, October 2016

Neighborhood Planning Process

Thousands of community stakeholders, residents, workers, business owners and elected officials participated in over 100 hours of meetings and workshops over the past year and a half, including four large public events and 26 working group meetings covering five broad topics. Coupled with the Department of City Planning's first pilot online public engagement platform (PlanGowanus.com), a broad cross-section of community members articulated challenges and needs that Gowanus faces today and in the future. They set goals and objectives, and generated ideas about policies and investments to achieve a thriving, more resilient neighborhood.

This framework is a product of all those voices and ideas, bringing them together in the objectives and proposed strategies for Sustainability and Resiliency, Environmental Remediation, Community and Cultural Resources (e.g. Arts, Education, Parks and Open Space), Housing, Economic and Job Development, Transportation, and Land Use and Urban Form.

On the following page is a summary of the extensive community outreach approach to date. DCP invites ongoing engagement as we collaboratively build upon the framework and develop a Neighborhood Plan (see Process and Next Steps).



Listen and Learn

Working Groups: DCP and relevant City agencies worked together with residents and other community stakeholders to develop specific recommendations focused on five broad topics: Arts and Culture, Housing, Industry and Economic Development, Public Realm, and Resiliency and Sustainability.

Each working group met approximately once a month from February to July 2017, culminating with a Working Group Summit held in July. Members committed 5-10 hours a month to participating in meetings, research assignments and occasional phone check-ins. Members supported productive and thoughtful exchanges of ideas and solutions. Working group members identified key issues and helped develop and refine proposals through an iterative consensus building process. Their work concluded with a set of mutually-prioritized recommendations to help inform the draft planning and land use framework.

NYCHA and Other Targeted Outreach: Along with the working group process, City agencies engaged residents and other community stakeholders on specific topics in order to share information, solicit feedback and develop recommendations. Targeted outreach included attending monthly NYCHA Tenant Association (TA) meetings and monthly Community Advisory Group (CAG) meetings, making presentations to Community Board 6, and holding a public meeting focusing on community resources (schools and transportation) at M.S. 51 William Alexander.

Public Events and Workshops: These larger public events included a study kick-off meeting followed by a resiliency and sustainability meeting held at NYCHA's Wyckoff Gardens. An all-day community visioning session held at P.S. 32 focused on different topics and sites throughout the study area in order to illustrate how different uses could be accommodated at different densities and to highlight key urban design challenges and opportunities. DCP, along with sister agencies, has also met with local business and property owners, and hosted a table at the Gowanus EXPO that was put on by the Gowanus Canal Conservancy and others.

Online Engagement Platform: In April 2017, DCP launched a pilot online engagement platform called *PlanGowanus* (PlanGowanus.com) to help broaden public participation in the study process and help disseminate information from and receive input to the working group process. Through interactive tools and a user-friendly interface, community members were able to provide input on a variety of topics on the website, which DCP and other City agencies used to help develop the draft planning and land use framework. As of May 2018, the site has received over 10,000 total page visits.



DCP at EXPO Gowanus, May 2017

Community Outreach

- 100+ hours of workshops and meetings
- 26 working group meetings
- Four large public events
- NYCHA campuses Tenant Association meetings

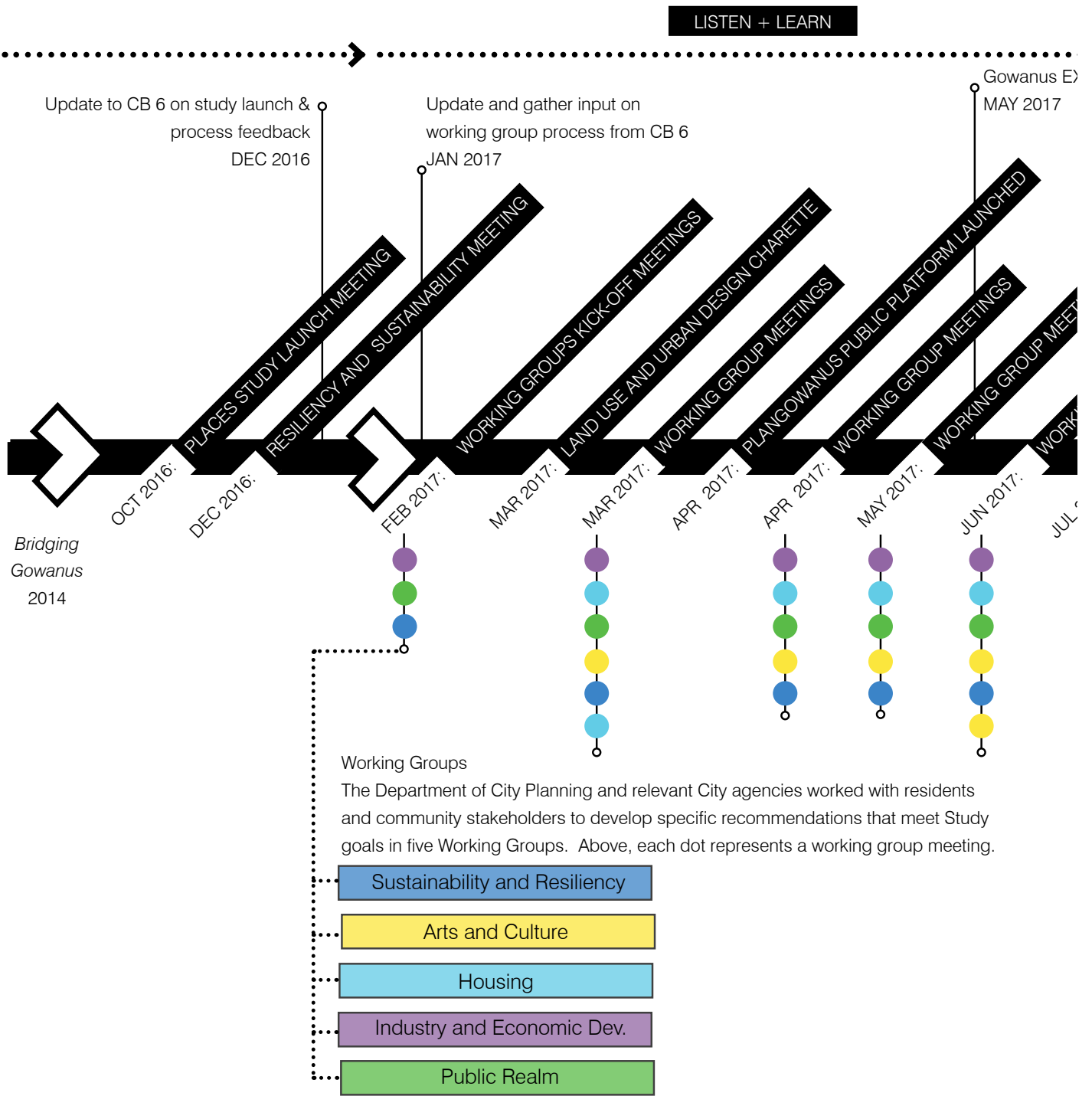
'Plan Gowanus' Online Engagement Platform

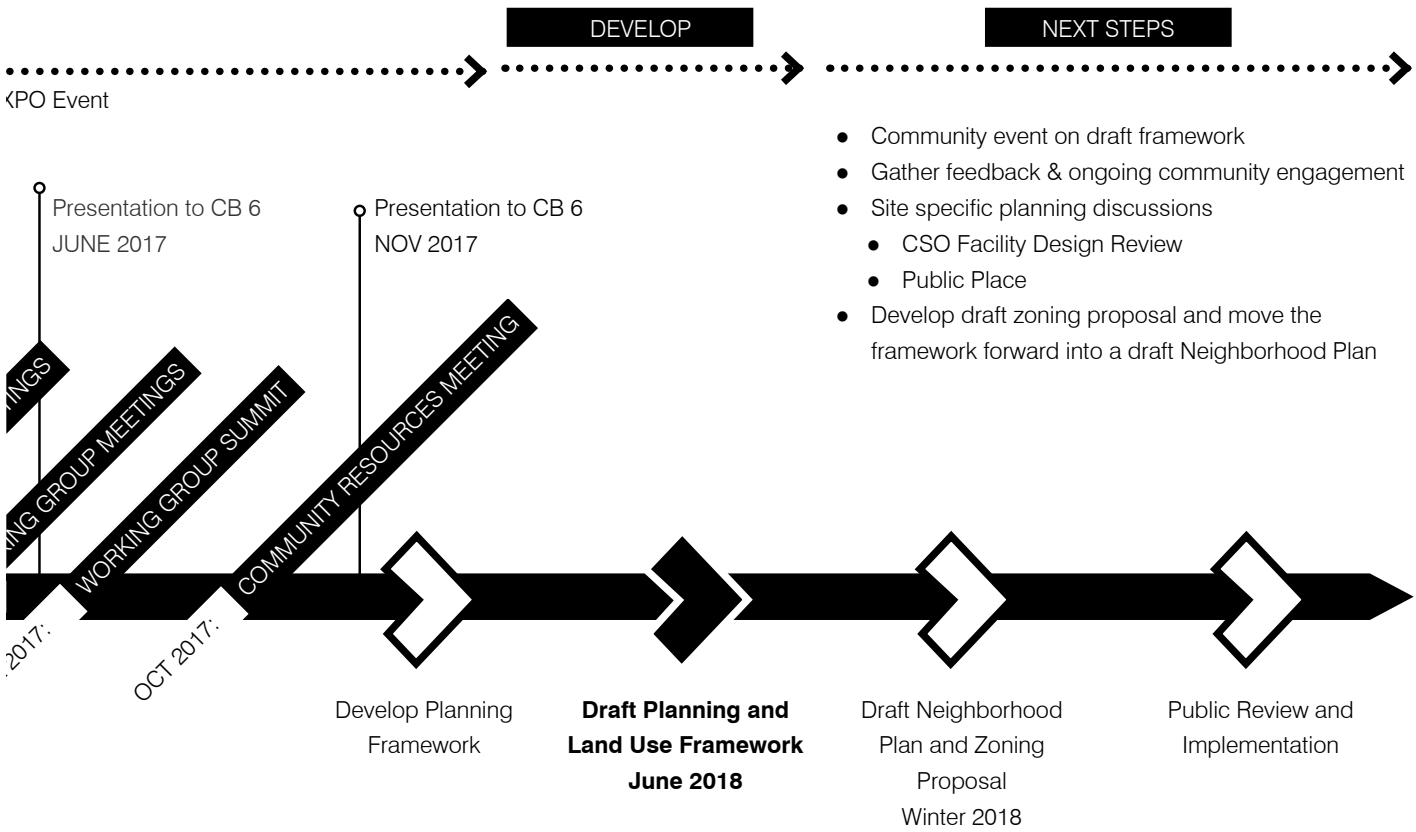
- 10,000 total page visits on PlanGowanus.com
- 30-35 average daily visitors
- 73 contributors placing 220 pins and comments on PlanGowanus Map

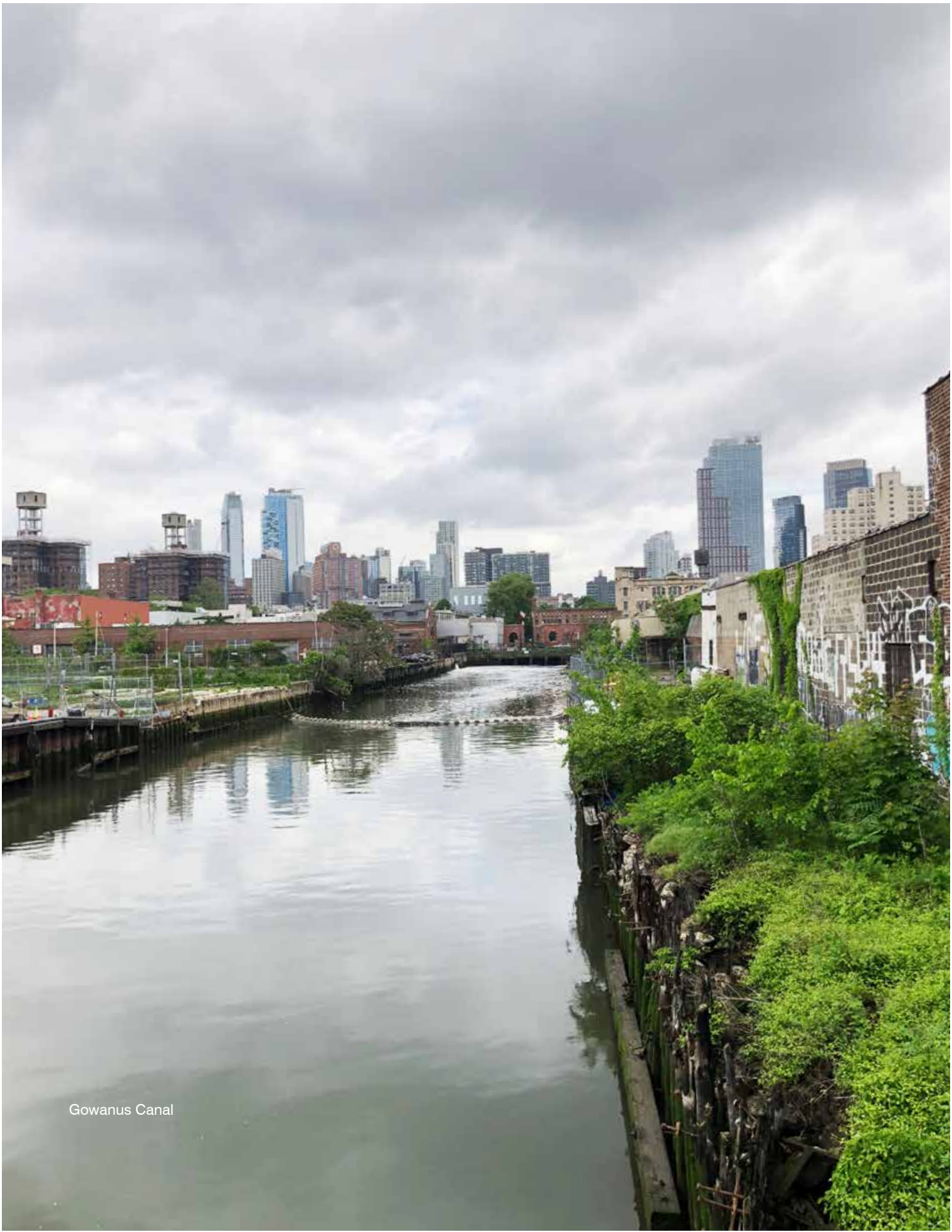


Land Use and Urban Design Public Workshop, March 2017

Gowanus Timeline and Process







Gowanus Canal

Sustainability and Resiliency

Planning for sustainability means that the activities we undertake today will not compromise our resources in the future. Planning for resiliency means that people, buildings, neighborhoods, the economy and public services will be ready to withstand and adapt to the impacts of climate change.

The Gowanus neighborhood faces challenges to sustainability and resiliency that include flood risk and historically contaminated land. Residents and businesses experience stormwater-related flooding of streets and basements, and recall inundation and damage from Hurricane Sandy in 2012. A legacy of pollution led to the Superfund designation of the Canal and the need for substantial remediation of several sites throughout the neighborhood. The City is aligned with and committed to ongoing coordination around the overall clean-up of the Canal and surrounding area (see Environmental Remediation, pages 26-29).

For years, the Gowanus community has been working toward a sustainable and resilient future, led by the efforts of a number of community based organizations. The objectives below were identified from input and ideas of community organizations, City agencies and residents, whose interests and ideas ranged from building energy to open space, from transportation to sewer infrastructure and from sanitation to emergency response. Each strategy represents an important step toward Gowanus's bright future as a model green neighborhood. Together, along with strategies outlined in other sections, the strategies outlined below will help move the neighborhood toward a more sustainable and equitable future by tackling the root of many existing environmental issues, including the impacts of climate change, Urban Heat Island effect and brownfield contamination.

Goal 1: Support existing and future sustainability efforts to make Gowanus a model green neighborhood

neighborhood

Efficiency and Alternative Energy

Foster growth in solar power capacity

Renewable energy can be harnessed through solar panels installed on building roofs, above parking spaces, and wherever the sun shines.

- A 2012 citywide zoning amendment known as *Zone Green*, written by DCP based on recommendations from the mayoral Green Codes Task Force, removed zoning impediments to the construction and retrofitting of green buildings, including building height limitations that applied to solar panels. Zoning now allows solar installations on roofs across the city.
- Several neighborhoods have made advances toward the City's goal of installing one gigawatt of solar capacity citywide by 2030 by participating in solar incentives programs through the NYC Solar Partnership, an initiative of the City University of New York (CUNY), Mayor's Office of Climate Policy & Programs and NYC Economic Development Corporation (EDC). Brooklyn Community District 6, which includes Gowanus, participated in a "Solarize" campaign in 2015-2016 which gave owners of homes and businesses access to discounts on the cost of solar panel installation.
- The Mayor's Office of Sustainability (MOS) plans to work with the Gowanus community and Brooklyn Community Board 6 to explore the lessons learned from the Solarize campaign and the potential to reinstate or pilot incentives available for properties in Gowanus.

Support Gowanus district energy microgrid development

A district energy microgrid is a system that distributes energy to connected buildings in a local area. This power is used on-site, reducing reliance on the electric grid. By serving the energy demands of multiple buildings, district systems can achieve energy efficiency and gain carbon emissions reductions, in addition to reducing local air pollutants and enhancing resiliency. Certain building types, such as hospitals and campuses, can serve as anchor institutions to a broader district system. District energy systems can be developed in phases, where future development can be integrated into an existing district system by making buildings "district-ready."

- DCP and the Mayor's Office of Climate Policy & Programs will explore ways to encourage new and retrofitting developments in and around Gowanus to be designed "district-ready" for future microgrid technology and infrastructure. They will also provide links to technical assistance to developers and others in the Gowanus community.
- DCP and the Mayor's Office of Climate Policy & Programs will examine the Zoning Resolution and address potential impediments to district-ready development.



New York City's 2014 commitment to reduce greenhouse gas emissions 80 percent by 2050.
Source: MOS

Water Management and Treatment

Use grey and green infrastructure to reduce local combined sewer overflows



Rain garden - NYC Green Infrastructure Program,
Source: DEP

The Gowanus neighborhood is primarily served by combined sewers where both stormwater runoff and sanitary waste are conveyed to the waste water treatment plant for treatment. During some rain events, this mixture may overwhelm the sewers and trigger combined sewer overflows (CSOs). A variety of new infrastructure and site design techniques can reduce CSOs.

- NYC Department of Environmental Protection (DEP) will construct underground CSO facilities to intercept, screen and store combined sanitary waste and stormwater runoff in order to pump it back to the wastewater treatment plant for treatment. The facilities will be constructed at the head end of the Canal (Nevins Street and Butler Street) and mid-canal (2nd Avenue and 5th Street), and are expected to significantly reduce CSOs in the Gowanus Canal.
- Construction has begun on the City's High Level Storm Sewer project along 3rd Avenue. Three miles of new high-capacity sewer lines will help to reduce the amount of pollution that may be discharged into the Canal during heavy rain storms, as well as street flooding.
- DEP has built 70 rain gardens across neighborhoods in the Gowanus watershed, including in Carroll Gardens, Gowanus and Park Slope. It is estimated that these rain gardens will capture six million gallons of stormwater each year, thereby reducing CSOs into the Canal and improving the health of the waterway.
- In addition, DEP partners with other City agencies to retrofit City-owned property with green infrastructure such as permeable pavement, turf fields and on-site rain gardens. Within the Gowanus watershed, DEP has completed green infrastructure construction at one school, and is currently in design on two other schools, three parks and two NYCHA developments. DEP is actively exploring opportunities for green infrastructure retrofitting at schools, parks and NYCHA developments in the Gowanus community.

Increase the amount of local stormwater managed on-site

On-site stormwater management systems, such as tanks, underground storage, green roofs, rain gardens and porous paving materials that can manage runoff from impervious surfaces through retention or detention systems, can improve drainage.

- The City's Stormwater Performance Standard requires that new development and alterations in combined sewer areas adhere to strict limits on the rate of flow allowed from their sites and buildings into the sewer system. A 2012 amendment resulted in a 90 percent reduction in allowable flow for larger developments. New development may use green infrastructure techniques such as green roofs and rain gardens to meet the allowable flow rate. Find design guidelines and more information at <http://www.nyc.gov/html/dep/html/stormwater/index.shtml>.
- Sponge Park, located at the end of 2nd Street on the west side of the Canal, was designed to capture and clean up one million gallons of stormwater runoff annually. The 1,800 square foot park provides a model for green infrastructure



Sponge Park - 2nd Street

for Canal-adjacent properties to capture stormwater before it reaches the Canal. Lessons learned from the Sponge Park pilot, which is overseen and maintained by DEP, have been incorporated into this document's waterfront open space framework.

Study local drainage patterns and sewer capacity

The Gowanus community experiences street flooding and sewer backup indicative of drainage capacity issues. A study of drainage in the area could be used to improve decisions on infrastructure investment and land use.

- DEP will develop an assessment of drainage issues and future needs in Gowanus, considering existing conditions, projected sea level rise and potential growth and development.

Waste and Litter Reduction

Encourage composting in homes and businesses

Food scraps, spoiled food, food-soiled paper, yard trimmings and plants – collectively known as organics or organic waste – comprise almost one-third of the waste that the NYC Department of Sanitation (DSNY) collects. This material can be diverted from landfills and processed to create soil-enhancing compost.

- Community District 6 is one of the first neighborhoods to be served by DSNY as an NYC Organics pilot. Compostable materials are placed in brown bins for DSNY curbside collection. Residents can also drop off certain food scraps at sites including Big Reuse Brooklyn (69 9th Street) and Carroll Gardens Green Market (Carroll Street between Smith and Court streets) during collection times.

Improve waste collection

Land use changes and redevelopment may result in new demand for street cleaning, waste collection and other services in and around Gowanus.

- The City will monitor the need for sanitation services and opportunities to adjust service schedules.

Goal 2: Support existing and future efforts to encourage flood-resilient buildings and community preparedness

Reduce Flood Risk

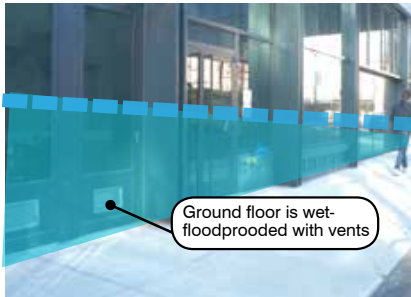
Update regulations to reduce risk of damage to homes and businesses in the floodplain

As part of the City's ongoing climate resiliency initiatives, DCP is working with coastal communities to update the special zoning regulations that apply in the floodplain. These regulations promote flood-resistant building design.

Transit and transportation planning is a key part of an affordable and equitable neighborhood and can also improve local air quality and reduce traffic and noise. Transportation strategies for Gowanus are described on pages 72-77.

“When the water level of the Gowanus rises during storms, adding more greenery and land mass that absorb part of the rainfall can help quell residential flooding, and is another step towards sustainable and responsible development.”

Comment from PlanGowanus.com



Floodproofing strategy

- Through engagement with the Gowanus community, DCP received feedback and ideas for improvement on the existing regulations to assist Gowanus in preparing for climate change. The proposed updates to the Zoning Resolution would include requirements and allowances to support flood-resistant construction in M-zoned areas, including the Industrial Business Zone (IBZ), the construction of active mixed-use buildings in and around the floodplain, and the retrofitting and flood protection of attached homes.
- A Waterfront Access Plan could respond to the unique issues that climate change poses to the context of the Canal, while leveraging new development along the Canal to make extra preparations for climate change and sea level rise, including resilient and elevated shoreline design.
- The City supports the continued study of neighborhood-, city- and regional-scale flood protection infrastructure investment, including an integrated flood protection system approach, in partnership with the U.S. Army Corps of Engineers and other agencies.

Improve capacity of infrastructure to meet increased demand

Increased storm frequency and sea level rise due to climate change will increase demand on urban drainage systems and the risk of local flooding during storms.

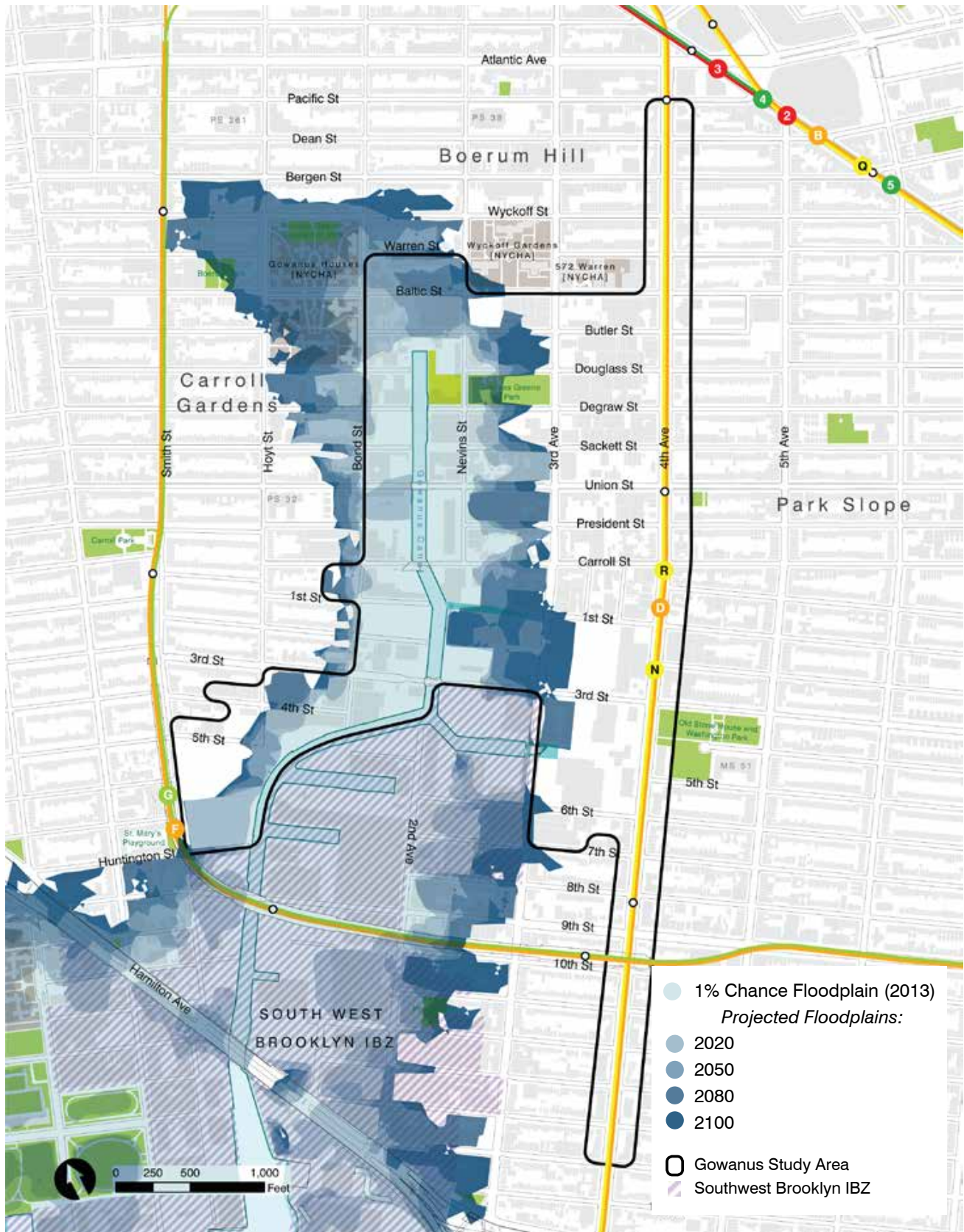
- Construction has begun on the High Level Storm Sewer project along 3rd Avenue. Three miles of new high-capacity sewer lines will help to reduce street flooding and pollution discharged into the Canal during heavy rain storms.
- The City will invest nearly \$34 million on three projects in the IBZ to upgrade and replace critical water and sewer infrastructure. These projects will relieve sewer back-ups, reduce flooding during storms, and improve drinking water quality and fire protection. The projects include installation of storm and sanitary sewers and replacement of combined sewers and water mains on 9th Street between 2nd Avenue and the Canal and on 9th Street between Smith Street and the Canal, set to start in early 2019, as well as installation of combined relief sewers and replacement of water mains on 7th Street between 3rd and 4th Avenues, set for 2019, and storm, combined, and sanitary sewer and water main replacement on 3rd and Hamilton Avenues between 14th Street and 29th Street, also planned for 2019. Additionally, DEP will study and evaluate 10th street between 2nd and 3rd avenues.
- Waterfront street ends, such as Degraw and Sackett streets, can also be designed to address climate change impacts and improve pedestrian access.

Social and Economic Resiliency

Engage community members and organizations in a community emergency response planning process

The Gowanus community has many local resources to support a planning process that addresses needs related to vulnerable community members, evacuation plans and communication systems in the event of an emergency.

A key objective for Gowanus is the creation and enhancement of accessible open space throughout the neighborhood. Goals and visions for Gowanus's parks and open spaces, including opportunities to improve the local environment and encourage the community to explore and play outside, is described on pages 30-37.



Projections generated by the Institute for Sustainable Cities at CUNY using FEMA and NPCC data, including projected sea level rise



Post-Sandy community outreach

- The Sustainability and Resiliency Working Group began identifying hazards, vulnerabilities, resources and means of facilitating community members and organizations to develop and maintain a community emergency response plan.
- Gowanus community members are encouraged to become representatives of their community in the Community Preparedness Program, which provides guidance for the most common hazards in New York City, connects community organizations and networks to the Emergency Operations Center and offers training in capacity building. Through outreach and training, this program brings together leaders from volunteer programs, community and nonprofit organizations and government to promote local preparedness.
- The *Emergency Planning Toolkit* was created to guide community organizations, such as civic groups, faith-based groups and ad hoc organizations, through steps to create emergency plans together. The toolkit and template are available at http://www1.nyc.gov/site/em/community_business_plan.page.

Connect NYCHA and other area residents to green jobs opportunities

New investments and incentives for building energy efficiency, alternative energy generation, flood resilient construction and contamination remediation will provide opportunities for training and employment in the growing “green jobs” field.

- In 2017, the City launched the Green Jobs Corps, a program in partnership with the Building Construction Trades Council to train and hire 3,000 New Yorkers for careers in sustainability. The Mayor’s Office of Climate Policy & Programs facilitates opportunities for residents to obtain training and enter the green jobs workforce, including the NYCHA Pre-Apprenticeship Program for Recovery and Resiliency (<http://opportunitynycha.org/>), Workforce Development with NYC Cool Roofs (<http://nyc.gov/coolroofs>), and NYC Building Operator Training by CUNY’s Building Performance Lab (<http://www.cunybpl.org/opstraining/>).
- NYC Office of Environmental Remediation (OER) works with non-profit partners who offer job training for environmental field technicians, including safety certifications, initial job placement and career mentoring. More information on the BrownfieldWorks! program is available at <http://www1.nyc.gov/site/oercommunity/resources/brownfield-jobs.page>.
- To better connect residents to available jobs, the City will first analyze the existing talent and skills gaps for NYCHA residents and then promote career pathways, particularly for government-sponsored projects and jobs generated by local businesses and development (see Economic and Job Development, pages 58-71).

The Gowanus community has a wealth of experience and resources to support the goals of economic resiliency and emergency preparedness. **Local nonprofit and advocacy organizations** will be critical partners in achieving these goals and in helping the community prepare for and respond to hazards and emergency events.



1924 Aerial Photo, Source: The City of New York

Environmental Remediation

A legacy of pollution in and around the Gowanus Canal has led to a need for substantial remediation. From the mid-nineteenth to the mid-twentieth century, Gowanus was a center of heavy industry, including coal gasification (manufactured gas) plants, oil refineries, chemical plants, cement works, machine shops and tanneries. Underground chemical storage and runoff from these sites spread toxins throughout the area, and coal tar and other contaminants continue to leach into soil and migrate due to container leaks, improper disposal, the natural topography and high water table of the former wetlands and creeks that were filled in to form today's neighborhood.

City, State, and federal government agencies have made long-term commitments to support remediation throughout the neighborhood. The U.S. Environmental Protection Agency (EPA) placed the Canal on its National Priorities (Superfund) List in 2010 and has coordinated the parties that were historically responsible for the Canal's contamination in establishing extensive plans to clean it up. EPA's remediation plan focuses on hazardous substances located in and beneath the Canal, primarily non-aqueous phase liquid (NAPL) and associated polycyclic aromatic hydrocarbons (PAHs), which were discharged from the three former manufactured gas plants. As part of the plan, EPA also mandated the construction of underground tanks to store combined sewage during wet weather events to reduce overflow into the Canal.

New York State's Department of Environmental Conservation (NYSDEC) and NYC Office of Environmental Remediation (OER) have both developed remedial programs and incentives programs to facilitate the investigation and remediation of brownfield sites. The goals and strategies below aim to summarize and coordinate among existing cleanup efforts and bring additional tools to promote the cleanup of upland brownfield sites.

Goal: Support continuing clean-up of the Gowanus Canal and properties across the neighborhood

Canal Remediation

Support and assist the EPA in its coordination of dredging and restoration of the Gowanus Canal under the Superfund program

EPA has identified approximately 25 potentially responsible parties (PRPs) in connection with contamination of the Canal. The PRPs, which include National Grid and the City, have worked with EPA to develop a plan for Canal remediation and to pay for the cleanup.

- Members of EPA's Gowanus Community Advisory Group (CAG) have participated in the Gowanus Study as members of the Sustainability and Resiliency, Public Realm and other working groups. DCP, DEP and other City agencies will continue to engage with CAG members and EPA staff in development of a Gowanus neighborhood plan and any changes to land use or infrastructure investment in the area.
- The City will continue to work with EPA to facilitate Canal access and staging, including use of City properties and streets as needed for remediation work.

Reduce CSO pollution entering the Canal

In addition to dredging, the EPA mandated the construction of underground tanks to store combined sewage during wet weather events.

- DEP has worked with EPA on behalf of the City to plan construction of underground CSO facilities to significantly reduce sewer overflow in the Canal. For more information, see Sustainability and Resiliency Goal 2 on page 23.
- The CSO facilities will, together with other recent City infrastructure investments including modernization of the Flushing Tunnel and reconstruction of the Gowanus pump station, help improve the health of the Canal.
- The City's High Level Storm Sewer project along 3rd Avenue will help to reduce street flooding and the amount of pollution that may be discharged into the Canal during heavy rain storms (see Sustainability and Resiliency, pages 21-23).

Cleanup and Reuse of Contaminated Sites

Leverage redevelopment to provide brownfield remediation

New development on contaminated sites will require the owner or developer to thoroughly investigate and remediate the property before construction.

- (E) designations placed on properties in the area will require property owners that propose new development or land uses to thoroughly investigate and, if necessary, remediate the property under the guidance of OER.
- More information on (E) designations can be found at <https://www1.nyc.gov/site/planning/applicants/e-faq.page>.

When there is a **change in zoning** or other action pursuant to the Zoning Resolution that allows additional development to occur on a property, or permits uses not previously allowed, an **(E) designation may be added to note an environmental requirement** pertaining to potential hazardous materials contamination, high ambient noise levels or air emission concerns on a particular property.



Former Citizens MGP site - Huntington Street

“Site investigation and remediation may present opportunities for local training and employment.”

Comment from Sustainability and Resiliency Working Group member - Spring 2017

Facilitate and incentivize voluntary clean-up of private properties

The City and State promote and assist in remediation of contaminated properties to protect public health and the environment, and to encourage redevelopment.

- NYSDEC manages several programs that facilitate environmental remediation. The Brownfield Cleanup Program (BCP) encourages cleanup of contaminated properties for reuse and redevelopment through incentives to property owners, including liability protection and tax credits. Eligibility for the more lucrative tangible property tax credits is generally restricted to sites building affordable housing or located in economically distressed areas. NYSDEC approves Remedial Work Plans and certifies that the property has been cleaned up to New York State Standards. More information on BCP is available at <http://www.dec.ny.gov/chemical/8450.html>.
- The New York City Voluntary Cleanup Program (VCP) is a voluntary environmental remediation program administered by OER. It was established to ensure that any vacant property in NYC with light to moderate levels of contamination can be cleaned up to New York State standards. Eligibility for VCP incentives – which can include liability protection, cleanup cost offsets and soil recycling services – depends on compliance with OER’s investigation plans, remedial work plans and long-term site management plans. More information on VCP can be found at <http://www.nyc.gov/html/oer/html/voluntary-cleanup-program/vcp.shtml>.

Help community organizations participate in redevelopment planning

Community organizations in Gowanus have opportunities to be involved in brownfield planning and redevelopment.

- The remediation of Thomas Greene Playground will be followed by reconstruction of the park. The NYC Department of Parks & Recreation (NYC Parks) will seek input from community members and Community Board 6, among others, in its review process for the park’s design.
- OER will continue to engage with Gowanus community organizations on opportunities for pre-development grants to support their redevelopment of vacant, underutilized sites. These grants are available to help community organizations produce plans and designs for sites, foster community engagement or contract with professional vendors for remediation-related work. More information on community brownfield planning grants is available at <http://www.nyc.gov/html/oer/html/brownfield-incentive-grants/big-required-grant-documentation.shtml>.
- The NYC Clean Soil Bank (CSB) provides clean native soil excavated during construction on development sites in the city to sites that need it for construction or other projects. Priorities include projects led by community-based organizations that improve social equity by reducing contaminant exposures, projects that improve waterfront resilience and projects that are working with government to remediate land. For more information about the CSB, see <http://www.nyc.gov/html/oer/html/nyc-clean-soil-bank/nyc-clean-soil-bank.shtml>.



Mural on Degraw Street and 4th Avenue

Community and Cultural Resources

Gowanus and its surrounding neighborhoods are places rich with community and cultural resources, including schools, ecology, parks and open space, historic buildings and arts and cultural uses. These resources not only serve those who live and work in the community, but also contribute to the neighborhood's distinctive character and identity. Community and cultural resources were discussed in several working groups that met during the spring of 2017.

Arts and Culture

Within the past few decades, Gowanus has become a hub for artists and creative industries. The arts and cultural landscape in Gowanus is diverse and includes a wide variety of artists and artisans, cultural institutions, educational institutions and non-profit organizations. Many former industrial buildings, once used for warehousing and heavy industry, have been repurposed and transformed into places for artist art production and performance spaces, music venues and recording studios, and canvases for public art, among other types of uses. In many instances, particular buildings—such as the Old American Can Factory and the Box Factory at 543 Union Street—have become artistic communities managed by mission-driven private owners.

Parks and Open Space

Parks serve as important resources for providing much-needed access to passive and active recreation. Today, Gowanus has a dearth of open space. Existing parks, such as Thomas Greene Playground and Nicholas Naquan Heywards Jr. Park, provide residents and workers recreational space to be active and places to relax. Planning for growth also means exploring ways to enhance current open space for existing users and opportunities for creating new publicly accessible open space.

Schools and Youth Development

The NYC School Construction Authority (SCA) has identified needs for the construction of new school seats in District 15, including in the subdistrict that contains Gowanus. To plan for population growth, future school capacity will be assessed along with ways to meet projected needs. Schools also serve as hubs for community-based organizations and youth development more broadly.

Historic Resources

Gowanus's history and ecology, from a natural estuary and battleground of the Revolutionary War to its rich industrial past and current diverse mixed-use nature, are reflected in its built fabric, uses and stakeholders. As Gowanus evolves into its future, the framework and subsequently the Neighborhood Plan will identify strategies to remember and honor this rich history through various approaches to preservation and historic interpretation.



Thomas Greene Playground

In May 2015, Mayor Bill de Blasio signed legislation requiring the NYC Department of Cultural Affairs (DCLA) to lead the creation of New York City's first comprehensive **Cultural Plan**. From August 2016 to June 2017, nearly 200,000 New Yorkers from all walks of life provided feedback on the future of arts and culture in NYC. **CreateNYC** incorporated this public input and an evaluation of the city's cultural assets in a comprehensive cultural plan. CreateNYC is an exciting opportunity to create a long term roadmap for promoting greater equity, access, diversity and vibrancy and expanding opportunities for all New Yorkers to access and participate in the city's rich cultural life. Read the plan at <http://createnyc.org/en/home/>.

The Mayor also announced a commitment in 2015 to create affordable housing and artist work spaces for the cultural community. As part of that goal, DCLA and EDC developed the **Affordable Real Estate for Artists (AREA)** Initiative to work with residents, real estate developers, cultural partners, housing agencies and the philanthropic community around long-term affordable workspaces across the city that are accessible to artists of all backgrounds and are beneficial for neighborhood needs and development. Find more information at <http://www1.nyc.gov/site/dcla/programs/area.page>.

Goal 1: Promote arts and cultural uses for all community members

Expand space opportunities for art and cultural uses

Gowanus is home to many spaces used for arts and culture. In addition, City-owned or leased buildings, either existing or proposed, can be resources to reinforce this character, while parks or streets provide another setting for creative expression.

- Incorporate an arts, cultural or community use in the Degraw Street fire station.
- Support connections between arts, cultural and other organizations that need space and property owners (e.g. referrals, ongoing local registry) and consider local stewardship or oversight.
- Encourage developers to incorporate a mix of uses, such as space for not-for-profit and other organizations in connection with arts, industrial and cultural uses or business incubators, including but not limited to not-for-profit steward organizations.
- Increase access to, and ensure adequate investment in, spaces for arts and cultural uses at existing and future City-owned or leased facilities (public libraries, schools, parks, etc.).
- Work with the NYC Parks Department and the Old Stone House to identify potential improvements to Washington Park and Old Stone House.
- Support property owners who seek to preserve existing arts and cultural spaces or create new spaces in their developments, like the proposed expansion of the Old American Can Factory.
- Work to understand improvement needs at the Brooklyn Public Library's Pacific Street Branch.
- Leverage new publicly accessible open space along the waterfront for arts and cultural programming.
- Explore long-term funding opportunities to assist artists in purchasing property.
- Explore public art opportunities to activate underutilized open spaces and important nodes, such as making the Under-the-Tracks playground Metropolitan Transit Authority (MTA) accessible to the community. New York City Department of Cultural Affairs (DCLA) public art program (Percent for Art) supports permanent works of art commissioned as part of larger City-led capital projects.

Create new community space and programming for NYCHA residents

The NYCHA community centers at Wyckoff Gardens and Gowanus Houses are valuable opportunities to promote arts and culture, while recognizing and supporting the wealth of artistic talents among NYCHA residents.

- Renovate the Gowanus Houses community space and re-open with the NYC Department of Youth and Community Development (DYCD) Cornerstone Program, alongside the existing senior center operator.

- Strengthen programming at Wyckoff Gardens Community Center.
- Support partnerships between local arts and cultural organizations with experience in operating and programming spaces with NYCHA tenants interested in spearheading arts initiatives and mentoring opportunities.

Goal 2: Support the growth and maintenance of parks and open space

Facilitate the creation of an open space network with a waterfront esplanade along the Gowanus Canal

The Gowanus Canal waterfront is a unique asset and resource that holds potential to significantly expand the neighborhood’s available open space and become an iconic esplanade.

- Develop a Waterfront Access Plan (WAP) and special bulk regulations to shape the design and scale of the esplanade and adjacent public access areas with opportunities for passive and active recreation and attention to sea-level rise.
- Support inclusion of public art, cultural markers and other features that celebrate the Canal’s rich history.
- Explore approaches to enhance active uses and resiliency efforts at street ends.
- Create major open space and park destinations at the proposed CSO facility at the head of the Canal and on Public Place, a large City-owned site that can accommodate both mixed-use development and park space.
- Explore additional cross-canal connections to help facilitate a continuous waterfront esplanade.



Whole Foods Waterfront Public Access Area

Connect parks and public areas through an open space green network

The network of existing and future open space should be knit together as a broader open space network.

- Complete \$3 million project with funds to renovate Ennis Playground, which is anticipated to start in mid-2018 and take 12 months to complete.
- Complete reconstruction of St. Mary’s Playground.
- Craft a public realm plan that connects privately-owned esplanades and City parks, street ends, development sites and facilities, including improved connections between NYCHA communities and existing and future open spaces.
- Partner with DEP and NYC Parks and community-based organizations to support the installation of bioswales and other green infrastructure that align with sustainability and resiliency strategies.
- Increase permeable surfaces and install street trees for all new, non-industrial developments, along with landscaping for mixed-use developments set back from the street line.
- Create additional opportunities for new open space and explore additional cross-canal connections to help facilitate a continuous waterfront esplanade.

“It would be great if the PS 118 playground was open to the public during non-school hours the same way that PS 321 makes its playground accessible to the community. JJ Byrne is a few blocks and an avenue to the north, but the kids further south don't have any access to playgrounds.”

Comment from PlanGowanus.com

“Plan parks for all people, including adults, children, the disabled, elderly and teenagers.”

Comment from Gowanus Neighborhood Planning
Study Kick-Off Event – October 27, 2016

In June 2017, the New York City Department of Education (DOE) released its diversity plan, Equity and Excellence for All: Diversity in New York City Public Schools. As part of the plan, the **D15 Diversity Plan** process has been established to create a community-based middle school diversity plan for School District 15 in Brooklyn and help shape district-level policies across New York City. For more information and updates, visit <http://d15diversityplan.com/>.

Evaluate needs of existing parks and strategic opportunities for new open space on City-owned land

In and around Gowanus, there are many existing parks and open space, including Thomas Greene Park, St. Mary’s Playground, Ennis Park, Carroll Park and Washington Park – parks that also serve the surrounding neighborhoods of Park Slope and Carroll Gardens.

- Coordinate investments to enhance current open space, such as the reconstruction of St. Mary’s Playground and Ennis Playground, and create opportunities for new open space.
- Identify community assets and develop strategic improvements that could be made to parks inside and near the study area, such as schoolyards.
- Pursue accessible waterfront open space opportunities at the CSO facilities sites at the head of the canal and the Salt Lot where it does not interfere with critical infrastructure operations.

Goal 3: Plan for schools and youth development

Assess existing school capacity and identify opportunities to meet future needs

Public schools are a resource and a major component of comprehensive planning.

- SCA has identified needs for the construction of new school seats in District 15, including in the subdistrict that contains Gowanus. The City will evaluate how to provide additional seats for such need, and potential additional seat need generated as a result of the proposed land use actions, through conventional school sitings and/or potential partnerships with private developers.
- DOE is committed to learning environments that reflect the diversity of NYC and will engage community members, incorporate community input and make data related to school diversity more transparent. The *D15 Diversity Plan* process will create a community based middle school diversity plan for School District 15.

Identify opportunities for schools to act as community hubs that reflect the neighborhood’s arts, industrial and artisan character

Existing and future schools represent an opportunity to partner with community organizations in need of space and that offer youth-based programs and adult education.

- Support new schools that adopt a focus on environmental, engineering, technology and arts disciplines. Encourage school partnerships with community groups willing to provide educational opportunities to students
- Support workforce training and career development programs that can occur in new schools.

Goal 4: Develop strategies that recognize, interpret and celebrate the neighborhood's history and explore a range of historic preservation tools

Identify historic interpretation and placemaking strategies to reflect Gowanus's rich history

Gowanus has a rich history, from a natural estuary used by Native Americans as hunting and fishing grounds, to serving as a battleground site during the Revolutionary War and later becoming a hub of industry and commerce after the construction of the Gowanus Canal.

- Develop partnerships with City agencies and community-based organizations to develop appropriate strategies for historic interpretation for Gowanus.
- Identify physical design elements that can celebrate the neighborhood's history, such as markers, temporary or permanent public art, and wayfinding and signage.
- Partner with the Old Stone House on historic and cultural programming.
- Identify opportunities to incorporate remnants of the neighborhood's industrial past, such as the Kentile Floor Sign, into places that are visible to the public.



The Old Stone House in J.J. Byrne Playground



The Old American Can Factory, 3rd Street and 3rd Avenue

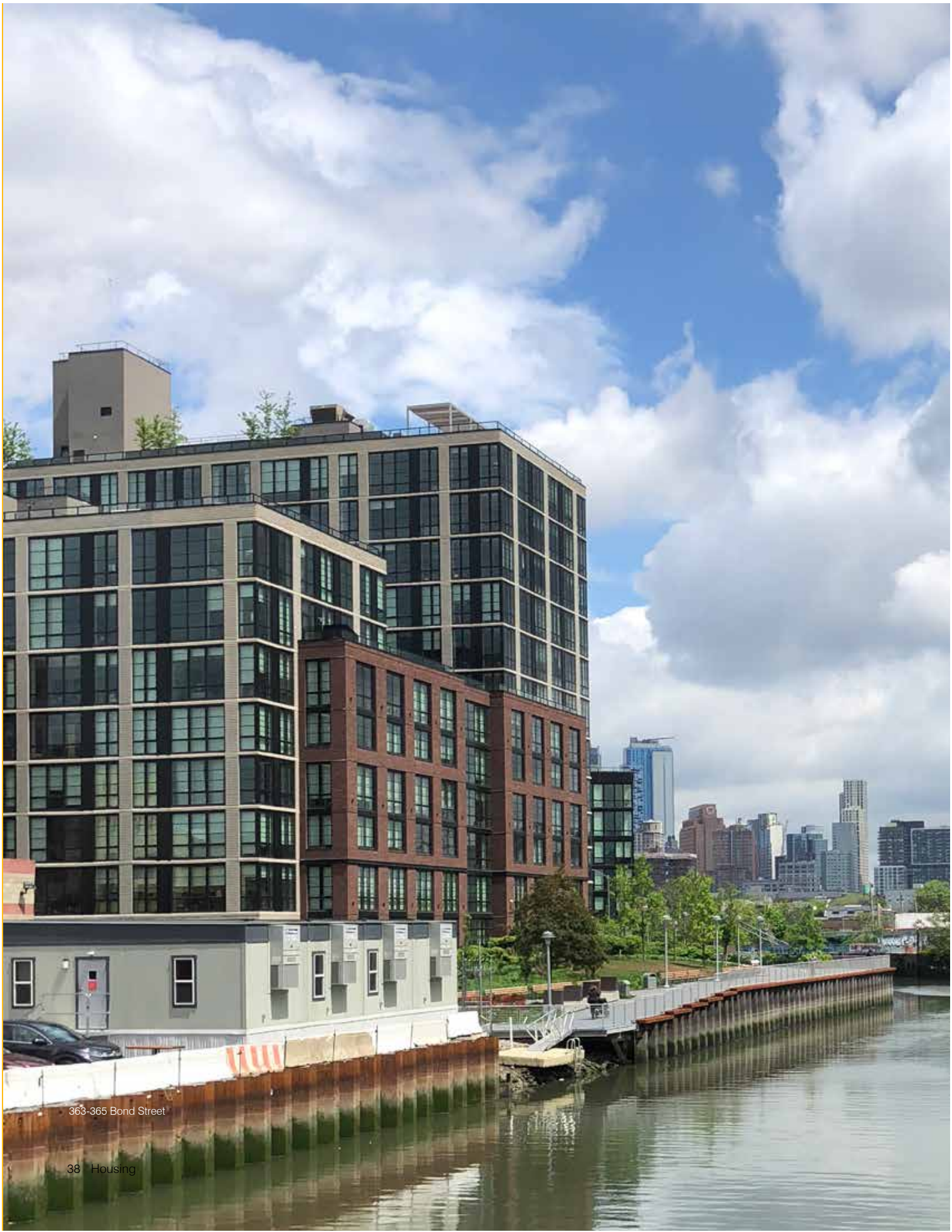
Explore opportunities to preserve historic buildings

- Encourage use of federal and state historic preservation tax credits for eligible properties, particularly the loft-style buildings that contribute to the neighborhood character.
- Evaluate potential historic resources to identify Landmarks Preservation Commission (LPC)-eligible properties for landmark designation.
- Research expansion of the Carroll Gardens Historic District.

Align zoning and land use to help facilitate efforts to preserve and adaptively reuse buildings

To facilitate efforts to preserve and adaptively reuse buildings, the framework proposes to align zoning with the neighborhood scale and character of the area (see Land Use and Urban Form, pages 78-109, for more details).

- Create a land use framework that encourages retention and reuse of key historic buildings, enforces a sense of place and responds to surrounding context.
- Support property owners who seek to preserve existing arts and cultural spaces or create new spaces in their developments, like the proposed expansion of the Old American Can Factory.



363-365 Bond Street

Housing

As New York City's population continues to steadily grow, the city is challenged with addressing a shortage of all types of housing, especially apartments affordable to low- and moderate-income New Yorkers.

In recent decades, properties in neighboring Carroll Gardens, Boerum Hill and Park Slope have dramatically escalated in desirability and value. This in turn places mounting pressure on the conforming residential uses, as well as the small amount of non-conforming residential use that exists within Gowanus.

The Department of City Planning (DCP), The New York City Department of Housing Preservation and Department (HPD), other City agencies, community members, stakeholders and elected officials have been working together to identify goals and strategies around topics such as preservation and tenant protection for existing residents, expanding access to available housing resources, identifying locations where housing may or may not be appropriate, establishing affordability levels, analyzing the compatibility of uses with housing, sustainability and resilient design and addressing the needs of surrounding residents and those living in public housing managed by NYCHA.

Together, the approach outlined below sets a vision for how to ensure that our investments today help individuals and families achieve economic stability, live in safe and healthy homes, and enjoy a sense of community that allows people of all different backgrounds to call Gowanus home.

Goal 1: Preserve Existing Affordable Housing

The City is working on multiple fronts to keep New Yorkers in their homes and make sure that our housing stock is in good financial and physical shape. HPD preserves affordable housing by rigorously enforcing the Housing Maintenance Code; financing improvements in the quality, physical condition, and efficiency of residential buildings in exchange for restrictions on the rents an owner can charge; and monitoring the condition and long-term financial stability of affordable buildings. Under *Housing New York*, the City has also worked to protect tenants from deregulation and harassment, expanded and refined its preservation tools to reach a wider range of properties, and created new incentives to preserve long-term affordability in changing neighborhoods. In 2017, the City released *Housing New York 2.0*, an accelerated and expanded plan boosting the number of affordable homes for seniors and families while also increasing resources and strategies for affordable homeownership programs and not-for-profit organizations purchasing rent-regulated buildings to preserve affordability.



Existing residential on Union Street

a. Finance and Safeguard Affordability

HPD offers loans and tax incentives to help building owners improve the quality, physical condition and efficiency of their properties. In exchange for financial assistance, property owners are required to maintain rents at levels that are affordable to existing tenants, and to limit rent increases. Under *Housing New York*, the City has expanded and refined its preservation tools to reach a wider range of properties, and created new incentives to preserve long-term affordability in changing neighborhoods, such as Gowanus.

Keep existing apartments affordable by continuing to offer loans and tax incentives to building owners

Approximately 26% of the existing homes in CD 6 are rent stabilized, rent controlled or receive some form of government assistance that limits the rents that can be changed. Privately-owned housing that receives government assistance, whether through HPD, New York State Homes and Community Renewal (HCR) or the U.S. Department of Housing and Urban Development (HUD), comprise approximately 19% of the total housing stock in the area. These homes have affordability restrictions that are monitored closely by the respective agencies.

- HPD's goal is to keep the homes in its portfolio under regulatory protections that restrict rents. This is done by proactively reaching out to owners to inform them about financial incentives that the City can provide to help keep apartments affordable.
- HPD also meets regularly with HUD to ensure close coordination on opportunities to keep HUD-assisted buildings affordable after their current restrictions end.

“We need long term permanently affordable housing, affordable to current and older residents.”

Comment from Gowanus Neighborhood Planning
Study Kick-Off Event – October 27, 2016

Implement a targeted outreach strategy to promote loans and tax incentives that can help building owners make repairs and preserve affordability for existing tenants

HPD is taking a more proactive and strategic approach to engage building owners who could benefit from our financing and tax incentives but who are not currently assisted or monitored by a government agency.

- HPD will tailor an outreach strategy specifically targeting property owners and homeowners throughout the Gowanus area.

Help homeowners access the resources that they need to keep, maintain and improve their homes

The Center for New York City Neighborhoods (CNYCN), an HPD partner, operates the Homeowner Hotline, which connects New York City homeowners at risk of foreclosure or in need of other assistance with free housing counseling and legal services.

- CNYCN can also provide information about important tax programs and other resources, including HPD’s home repair loans. In Gowanus this can help low to moderate income homeowners make critical repairs to their buildings so that they can avoid foreclosure and resist pressures to raise rents or sell.

Gowanus area homeowners in need of assistance can reach CNYCN by calling (855) HOME-456 or 311.

b. Promote Safe and Healthy Housing

HPD’s Office of Enforcement and Neighborhood Services (OENS) works closely with other HPD divisions and community partners to identify buildings that are in poor condition; assess problems and develop appropriate strategies to resolve those problems; and develop plans with responsible owners to return buildings to firm financial footing and good physical condition.

Improve housing quality through rigorous enforcement of the Housing Maintenance Code

- OENS responds to 311 calls, Housing Court requests, and building referrals from community groups and elected officials by sending inspectors to see if building conditions violate the City’s Housing Maintenance Code. Violations are issued if they find such conditions, which require that the owner correct the condition. The most serious conditions must be corrected immediately, while less serious conditions must be corrected within 30 to 90 days. If owners do not correct violations, buildings may enter into one of HPD’s enforcement programs.



Existing mixed commercial and residential along
4th Avenue

Make improvements to NYCHA campuses by preserving and developing affordable housing

Gowanus is home to three NYCHA communities consisting of approximately 1,800 units (Gowanus Houses, Warren Street Houses and Wyckoff Gardens).

- Wyckoff Gardens was selected as one of NYCHA'S NextGen Neighborhoods. The program leverages development on underutilized space to generate revenue to reinvest back into Wyckoff Gardens and NYCHA's other developments, and to produce much needed affordable housing units. Stakeholder input informed the size, scope and potential revenues generated by the construction of new housing units. Residents will continue to help shape the priorities for capital repairs at the buildings participating in the NextGen Neighborhoods program.
- The City will consider funding improvements to Gowanus Houses, Wyckoff Gardens, and Warren Street Houses during the rezoning process. Capital needs will be evaluated via an assessment of improvements needed in these developments, in the context of broader investments in NYCHA.



NYCHA Wyckoff Gardens

c. Protect Tenants

Continue to work with the City's Tenant Harassment Prevention Task Force to investigate and take action against landlords who harass tenants

The City helped create an interagency, multi-jurisdictional Tenant Harassment Prevention Task Force to investigate and bring enforcement actions, including criminal charges, against landlords who are found to be harassing tenants.

- The Task Force investigates referrals made by HPD's OENS, community-based organizations and other sources of landlords accused of harassing tenants. Harassment tactics may include disruptive and dangerous renovation and construction projects that force tenants to vacate rent-regulated apartments.

Please refer allegations of harassment directly to the Task Force by emailing thpt@hpd.nyc.gov.

Implement the Certification of No Harassment Pilot

Community members believed that a certificate of no harassment district was important for protecting existing residents and tenants.

- On November 20, 2017, City Council passed a bill for a 36-month Certification of No Harassment (CONH) pilot program to protect certain tenants from being harassed from their homes. The CONH program will identify specific buildings which meet criteria indicating that tenants may be at risk for harassment. Owners of such buildings would be required to obtain a CONH before being granted building permits for specified covered work in the buildings.
- If a Gowanus neighborhood-wide rezoning is adopted, then the CONH program would apply in CD 6.

Continue to provide free legal representation to Gowanus tenants facing harassment

To support tenants who are facing eviction or harassment, the City has expanded funding for civil legal services for low-income New Yorkers. This includes more than \$77 million in FY 2018 in legal services for low-income tenants facing eviction, displacement and harassment, which is a twelvefold increase in Mayoral funding for tenant legal services since FY 2013. While only one in 100 tenants had lawyers in 2013, one in four was represented as of April 2016. From 2013 to 2017, residential evictions by City Marshals declined by 27% and an estimated 70,000 people have remained in their homes as a result of decreased evictions. The substantial decrease in evictions is a result of the City's efforts to make City-funded legal services and other prevention services for low-income tenants more widely accessible.

- City-funded legal services programs for tenants have assisted over 280 households in the Gowanus area (zip codes 11215, 11217, and 11231, which covers parts of Park Slope, Carroll Gardens and Boerum Hill), providing legal assistance to over 670 residents facing displacement, eviction and harassment by unscrupulous landlords.
- The August 2017 Universal Access to Legal Services law makes New York City the first city in the United States to ensure that all tenants facing eviction in Housing Court or in NYCHA administrative proceedings will have access to legal assistance. Through a five-year implementation plan, free legal representation will be available to all tenants with household incomes at or below 200% of the federal poverty line, or roughly \$50,000 for a four-person family. Legal counseling will be available to those earning more.
- New investments to support the Universal Access law will be implemented and phased in over the next five fiscal years and will reach \$155 million by Fiscal Year 2022. At full implementation, the City's tenant legal services programs are expected to provide access to legal services for 125,000 households, or 400,000 New Yorkers, and will help to level the playing field for tenants facing eviction and displacement.



Existing residences along Carroll Street, Source:

Educate tenants, particularly the elderly and non-English speakers, about their rights and available resources to prevent displacement

HPD's Neighborhood Education and Outreach Unit (NEO) provides information about tenants' rights, legal services, rental assistance programs, the affordable housing process, and other topics.

- NEO can host tenant fairs and coordinate HPD and other agency participation in community events. Fairs and materials can be tailored for the elderly and translated for non-English speakers.
- HPD also provides funding to community-based organizations to promote tenant resources and deliver services such as financial counseling, legal clinics, education, advocacy and tenant organizing, as well as emergency assistance.
- The City is improving and expanding on how it shares information with seniors on tenants' rights, rent stabilization, credit counseling, and resources. HPD and the City's Tenant Support Unit (TSU) are prioritizing the following initiatives to reach as many local residents as possible:
 - Tenant resources fairs
 - TSU door-knocking
 - TSU open office hours
 - Coordination with local groups to distribute informational material
 - Brochure on tenants' rights
- Seniors and/or disabled individuals who live in rent regulated apartments making below \$50,000 can also apply to freeze their rent through the City's Senior Citizen Rent Increase Exemption (SCRIE) or Disability Rent Increase Exemption (DRIE) programs.



Tenant Resource Event

The **Tenant Support Unit (TSU)**, part of the Mayor's Public Engagement Unit (PEU), uses a data-driven approach to engage and provide assistance to New Yorkers who may be at risk of displacement or experiencing harassment. Outreach specialists conduct door-to-door outreach to inform tenants of their rights, identify any housing-related issues and connect tenants with a range of resources, such as emergency repairs and the Human Resources Administration's (HRA) free legal services.

As of February 2018, TSU specialists have knocked on over 3,600 doors, made over 1,100 calls, and assisted over 280 tenants in Gowanus and the surrounding neighborhoods (zip codes 11215, 11217, and 11231, which covers parts of Boerum Hill, Carroll Gardens and Park Slope).

“Larger mixed-use buildings should be located along 3rd Avenue, oriented so there is minimal disruption to the east-west view corridors.”

Comment from PlanGowanus.com

Goal 2: Promote the Development of New Affordable Housing

While our first priority is to preserve existing affordable housing and protect Gowanus residents from displacement, we must also increase the supply of housing to accommodate NYC’s growing population, and to prevent a housing shortage that drives rents higher. New housing development must also include permanently affordable homes that serve New Yorkers of a range of incomes.

Implement Mandatory Inclusionary Housing (MIH) to require that all new residential development include permanently affordable homes

MIH, created in 2016, requires developers to provide permanently affordable housing in new buildings whenever land is rezoned for increased or new residential development. By creating housing for people earning a range of incomes in new residential buildings, MIH promotes diversity as neighborhoods grow.

- Residential developments within the area will be required to set aside 20% to 30% of all units as permanently affordable, depending on the MIH options selected for the neighborhood.
- The 2003 Park Slope Rezoning rezoned 4th Avenue to R8A from R6 and R7A districts to add residential density. The rezoning predated MIH and so did not include requirements for permanently affordable housing. The Gowanus Neighborhood Plan would seek to map MIH along the entire length of 4th Avenue within the study area, including these previously rezoned block frontages.

Offer financing to develop affordable housing that exceeds minimum MIH requirements

HPD aims to foster economic diversity by financing housing development that is affordable to families with a range of incomes and needs.

- HPD’s financing programs have options that provide affordability for extremely low- to middle-income households, as well as for seniors and households with special needs. For example, HPD’s Our Space initiative creates housing for homeless families where rents can be set as low as the public assistance shelter allowance.
- HPD will work with private property owners in Gowanus who may be interested in affordable housing development. Subsidies would only be offered where the developer agrees to exceed the minimum MIH requirements by providing additional affordable units, additional units targeting the lowest incomes, and additional permanently affordable units.
- HPD recently updated its financing terms to require that any MIH project receiving City subsidy must provide 15% more permanently affordable units than required by MIH alone.

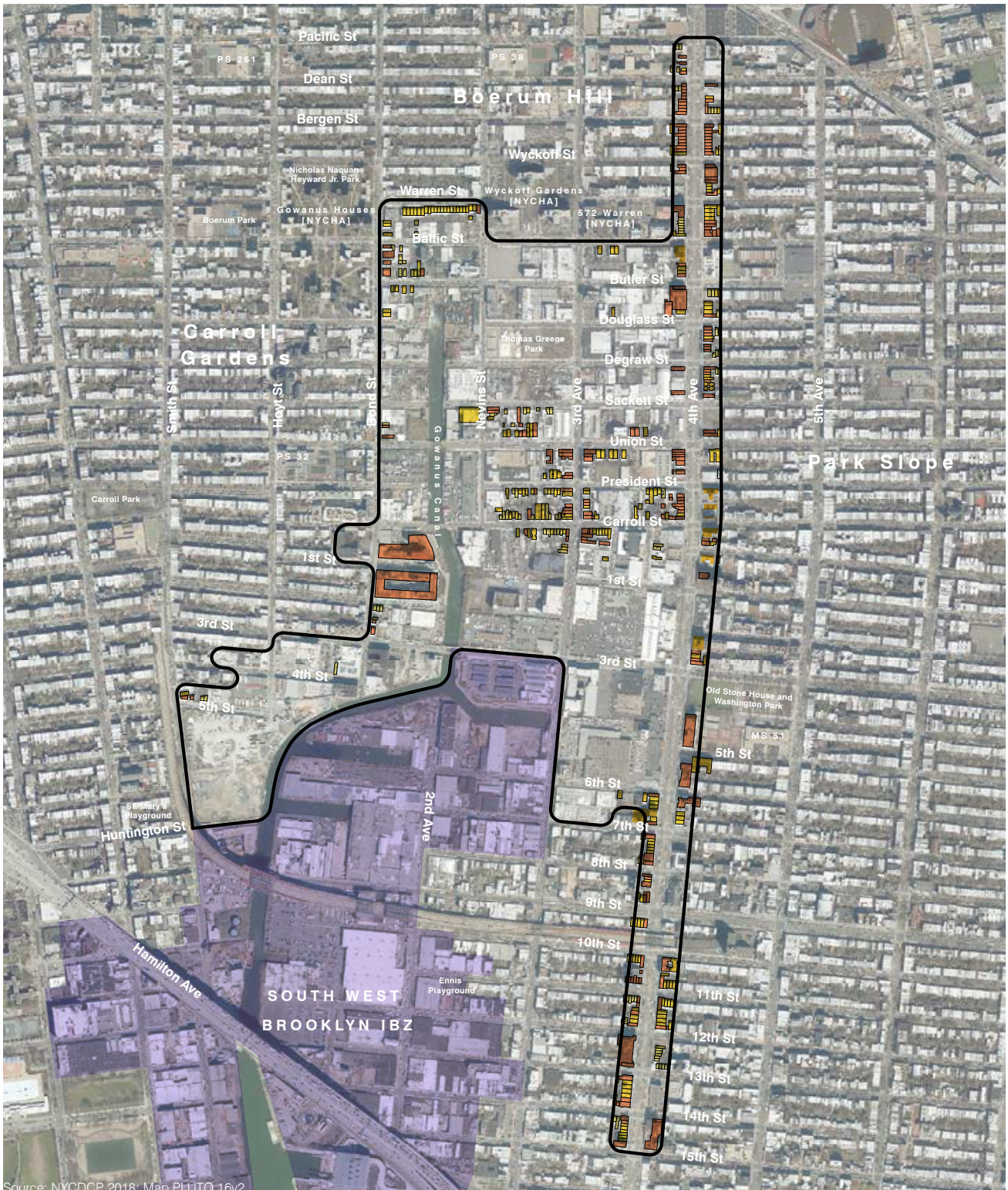
Rezone land to support residential growth in appropriate locations

Currently, the majority of the Gowanus area is zoned for industrial and commercial uses only and does not allow residential use as-of-right. Over the past century, industrial and manufacturing uses that historically defined the area have steadily declined, leaving vacant buildings/lots, storage and parking facilities along with the environmental consequences left from years of industrial use, which requires costly remediation. Additionally, clusters of legal non-conforming residential uses, built prior to the NYC 1961 Zoning Resolution, exist on the east side of the Canal around Carroll Street and 3rd Avenue.

- DCP will consider zoning changes that support residential growth in appropriate locations to achieve the goal of providing opportunities for the creation of new housing, including permanently affordable housing, and to bring existing housing into conformance.



New Residential Construction with Ground Floor Retail - 4th Avenue



Source: NYCDOP 2018: Map PLUTO 16v2

Map of rezoning study area showing location of existing residential buildings

Create affordable housing for New York’s lowest earners

In his 2017 State of the City address, Mayor de Blasio announced the allocation of an additional \$1.9 billion in capital funding to increase the number of affordable homes for families earning less than \$43,000 per year.

HPD recently revised the terms of its Extremely Low and Low Income Affordability (ELLA) and Mix and Match programs. Key updates include:

- Requiring 40% of all apartments in the ELLA program to serve extremely low and very low incomes (those making up to \$42,950 for a three-person family), as well as requiring and incentivizing deeper affordability under the Mix and Match program.
- Requiring a 10% set aside for homeless families and individuals in every project, while still providing units for extremely low and very low income households.
- Encouraging the incorporation of senior or supportive housing.
- Increasing the number of permanently affordable units where HPD has strong leverage (in MIH projects or those with higher subsidy needs).
- Achieving a greater mix of incomes within individual projects, which contributes to their long-term sustainability and allows for projects to provide more units for low earners.

Advance affordable housing development on publicly owned land

- The City will advance the development of publicly owned sites in Brooklyn Community District 6.
- Public Place is the largest city-owned site in CD 6 and is located adjacent to the Gowanus Canal. HPD issued a Request for Proposals in 2007 to develop the site for affordable housing, and a development team was selected the following year. The Gowanus Canal was designated a Superfund site in 2010, and development on Public Place paused for U.S. Environmental Protection Agency Superfund cleanup and remediation. HPD continues to work with the designated development team to create a mixed-use development at Public Place, including hundreds of units of affordable housing, community facility and commercial space, and a vibrant, accessible and resilient open space along the Canal.
- As part of the on-going neighborhood study, HPD and the selected development team will re-engage the community and update the vision for Public Place.
- In addition, four homeownership buildings will be constructed with the new Open Door initiative in CD 6.

Promote the creation of artist housing

The arts and culture landscape in Gowanus is diverse, including a wide variety of artists and artisans, cultural institutions, educational institutions, and non-profit organizations, all of which are an integral part of the “Gowanus Mix.” Community members have been vocal that the City needs to explore opportunities for new housing that supports its dynamic artist community.

“Need more affordable housing and market rate housing along the canal.”

Comment from Gowanus Community Resources Event
– October 19, 2017

- As part of the effort to support artists in 2015, the Mayor committed to 1,500 units of artist housing as part of Housing New York.
- The City, including HPD, is committed to implementing the artist housing goals and is working on legislation to make implementation easier. As the agency works through legislation-related issues, HPD will be providing more guidance to stakeholders on how to bring artist housing ideas forward.
- Explore clarifications regarding income determination within the affordable housing application process.

Other than NYCHA's Wyckoff Gardens NextGen project, there is one large city-owned site within the rezoning study area – a parcel referred to as **“Public Place,”** which is located adjacent to the Canal near the intersection of 5th and Smith streets. The project will create a mixed-use development of affordable housing, community facility, commercial retail, and open space at Public Place. As part of the on-going neighborhood study, HPD and the selected development team will **re-engage the community and update the vision for Public Place.**

Along with a privately-owned site to its south, there are approximately 10 acres of highly underutilized land – currently used for the Superfund dredging staging work and a construction supportive use – located directly adjacent to the Smith/9th Street and Carroll Street F/G subway stations. Public Place is cut off from the more residential neighborhood context to the west and the more industrial context to the south and east in the Southwest Brooklyn IBZ. The site requires extensive remediation from pollution caused by past uses, including a former manufactured gas plant.



Public Place

Goal 3: Increase Access to Affordable Housing

HPD has worked with community partners over the last several years to better understand the needs of affordable housing applicants, and has made improvements to the overall application process. HPD is committed to improving access to affordable housing by simplifying the application process; better advertising open lotteries; and refining eligibility criteria to qualify a broader range of applicants.

Make it easier for residents to understand, prepare for, and complete the affordable housing application process

HPD recognizes that the affordable housing application process can be time consuming, and continues to take steps to help residents become better prepared to submit complete and accurate applications. HPD already has several initiatives underway:

- HPD's Housing Ambassadors Program trains community groups to provide free technical assistance and resources to residents who wish to apply for affordable housing. Housing Ambassadors or HPD staff can participate in community events to assist residents with general questions about the affordable housing lottery and application process. Current Housing Ambassadors in Brooklyn include Fifth Avenue Committee (FAC) and The Actors Fund Arts Center:

Fifth Avenue Committee
621 Degraw St. Brooklyn, NY 11217
(718) 237-2017

The Actors Fund Arts Center
160 Schermerhorn St. Brooklyn, NY 11201
(212) 221-7303

- HPD has partnered with the Department of Consumer Affairs' Office of Financial Empowerment (DCA OFE) to offer Ready to Rent, a financial empowerment program to help New Yorkers prepare for affordable housing. The program provides application assistance, information and free financial counseling to those looking to apply for affordable housing.
- HPD has a wide range of materials on the affordable housing application process that are available in 17 different languages and in alternative formats accessible to people with disabilities. *Ready, Set, Apply!* is a brochure that outlines how to prepare for the affordable housing application process and focuses on financial readiness. In addition to brochures and booklets, HPD also has video guides that go through the process step-by-step.
- HPD is engaging in a large-scale redesign of the Housing Connect website to improve the marketing process from advertising through lease-up. Expected improvements include a tailored applicant experience; strategies to help residents' complete more accurate applications; and the creation of a more streamlined and efficient application process.

Better advertise housing lotteries

- Alerts on new open housing lotteries can be sent to community groups and elected officials so that they can help spread the word to their constituents. Organizations interested in receiving notifications for open lotteries can sign up on Housing Connect (www.nyc.gov/housingconnect).
- HPD advertises open housing lotteries on Facebook, Twitter (@NYCHousing), and the HPD and HDC websites. Advertisements and applications are available in English, Spanish, Chinese, Korean, Arabic, Russian and Haitian Creole.
- In addition, developers are required to advertise open lotteries at construction sites and to include a phone number that interested applicants can call in order to be placed on an inquiry list. Once the housing lottery is open, HPD requires developers to post the marketing ad in multiple languages on the construction site, and to alert all applicants on the inquiry list. Open lotteries must also be advertised in citywide and local media outlets.

Refine marketing policies and procedures to reach New Yorkers most in need

HPD has revised its marketing policies and procedures so that more New Yorkers can apply to affordable housing lotteries.

- Applicants cannot be rejected based on credit score alone, or for having appeared in Housing Court. Developers must review a more complete credit and Housing Court history and follow strict rules if using this information to disqualify applicants.
- HPD confirms in advance that developers' use of criminal records when interviewing applicants aligns with 2016 HUD federal guidelines. For example, landlords and developers may not count prior arrests that do not result in convictions as part of an applicant's criminal record. The nature of an offense, its date, its severity and its relevance to protecting resident safety and property must also be considered.

Applicants who are denied participation in an HPD-sponsored affordable housing lottery due to credit history receive a letter that connects them to OFE's resources.

HPD has worked with community groups to better understand local housing needs, and continues to accept feedback on its marketing guidelines in order to update them appropriately. As always, HPD and developer partners must comply with all federal and local fair housing laws.

“Better integration of low-income housing with the rest of the neighborhood.”

Comment from Gowanus Neighborhood Planning
Study Kick-Off Event – October 27, 2016



NYCHA Wyckoff

NYCHA

NYCHA residents are an integral component of the Gowanus community and include approximately 1,800 households across three NYCHA campuses just outside of the primary study area. The NYCHA campuses contain a broad spectrum of diverse residents from a variety of backgrounds, representing different interests and concerns.

To reflect the diversity and ensure that residents, neighbors and community voices were heard, DCP and other City agencies actively engaged NYCHA residents and the broader Gowanus community throughout the Listen and Learn phase, using a multi-faceted community outreach effort, that included:

- Large public meetings, one held at the Wyckoff Gardens community center
- Working group meetings, one held at the Gowanus Houses senior center
- Monthly Tenant Association (TA) meetings attended by DCP staff
- Online public engagement platform, PlanGowanus.com

Our goal is for the Neighborhood Plan to also benefit NYCHA residents and to strengthen the Gowanus Houses, Wyckoff Gardens and Warren Street Houses NYCHA communities through better integrating them with the Gowanus neighborhood through improved physical, social and economic connections to other neighborhood resources. While the goals and strategies mentioned throughout this framework are organized by high-level topics for the neighborhood as a whole, below are a set of strategies compiled from other sections to highlight a few key areas that are specifically relevant for NYCHA residents.



Housing Working Group Meeting 4, Gowanus Houses senior center – May 2017

Resiliency & Sustainability

Engage community members and organizations in a community emergency response planning process

The Gowanus community has many local resources to support a planning process that addresses needs related to vulnerable community members, evacuation plans, and communication systems in the event of an emergency.

- The Sustainability and Resiliency Working Group began identifying hazards, vulnerabilities, resources and means of facilitating community members and organizations to develop and maintain a community emergency response plan.
- Gowanus community members are encouraged to become representatives of their community in the Community Preparedness Program, which provides guidance for the most common hazards in New York City, connects community organizations and networks to the Emergency Operations Center and offers training in capacity building. Through outreach and training, this program brings together leaders from volunteer programs, community and nonprofit organizations and government to promote local preparedness.
- The *Emergency Planning Toolkit* was created to guide community organizations, such as civic groups, faith-based groups and ad hoc organizations, through steps to create emergency plans together. The toolkit and template are available at http://www1.nyc.gov/site/em/community_business/plan.page.

Connect NYCHA and other area residents to emerging green jobs opportunities and public realm improvements

New investments and incentives for building energy efficiency, alternative energy generation, flood resilient construction and remediation will provide opportunities for training and employment in the growing “green jobs” field.

- In 2017, the City launched the Green Jobs Corps, a program to train and hire 3,000 New Yorkers for careers in sustainability. The Mayor’s Office of Climate Policy & Programs facilitates opportunities for residents to obtain training and enter the green jobs workforce, including the NYCHA Pre-Apprenticeship Program for Recovery and Resiliency (<http://opportunitynych.org/>), Workforce Development with NYC Cool Roofs (<http://nyc.gov/coolroofs>), and NYC Building Operator Training by CUNY’s Building Performance Lab (<http://www.cunybppl.org/opstraining/>).
- NYC Office of Environmental Remediation (OER) works with non-profit partners who offer job training for environmental field technicians, including safety certifications, initial job placement and career mentoring. More information on the BrownfieldWorks! program is available at <http://www1.nyc.gov/site/oercommunity/resources/brownfield-jobs.page>.

Better **connect NYCHA communities to existing and planned neighborhood resources**, including the future cleaned-up and reconstructed Thomas Greene Playground and the re-envisioned area around it, the CSO facility site with new open space and the planned waterfront open space along the Canal.



NYCHA Wyckoff Gardens

Community and Cultural Resources

Create new community space and programming for NYCHA residents

The NYCHA community centers at Wyckoff Gardens and Gowanus Houses are valuable opportunities to promote arts and culture to both residents and the broader community.

- Renovate the Gowanus Houses community space and re-open with the NYC Department of Youth and Community Development (DYCD) Cornerstone Program, alongside the existing senior center operator.
- Strengthen programming at Wyckoff Gardens Community Center.
- Support partnerships between local arts and cultural organizations with experience in operating and programming spaces with NYCHA tenants interested in spearheading arts initiatives and mentoring opportunities.

Housing

Make improvements to NYCHA campuses by preserving and developing affordable housing

Gowanus is home to three NYCHA communities consisting of approximately 1,800 units (Gowanus Houses, Warren Street Houses and Wyckoff Gardens).

- Wyckoff Gardens was selected as one of NYCHA'S NextGen Neighborhoods. The program leverages development on underutilized space to generate revenue to reinvest back into Wyckoff Gardens and NYCHA's other developments, and to produce much needed affordable housing units. Stakeholder input informed the size, scope and potential revenues generated by the construction of new housing units. Residents will continue to help shape the priorities for capital repairs at the buildings participating in the NextGen Neighborhoods program.
- The City will consider funding improvements to Gowanus Houses, Wyckoff Gardens, and Warren Street Houses during the rezoning process. Capital needs will be evaluated via an assessment of improvements needed in these developments, in the context of broader investments in NYCHA.

Economic and Job Development

Leverage city-owned sites to meet specific goals of job-generating uses

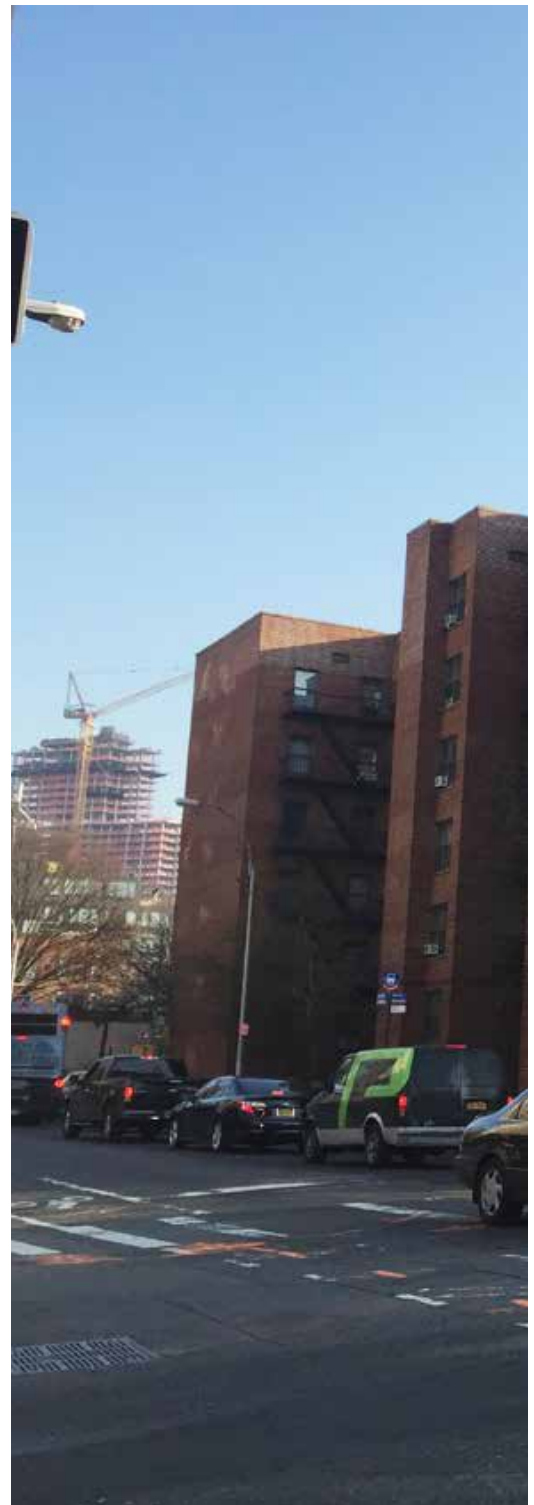
Large sites under City control where higher density redevelopment is proposed, such as Public Place and the NYCHA Wyckoff Gardens NextGen project, are opportunities to leverage specific mixed-use goals as part of the land disposition process.

- The City will seek to work with community stakeholders and development teams to identify goals and work to accommodate space for certain uses, such as supermarkets, neighborhood services and community facilities.

Improve job access for NYCHA residents by identifying talent gaps and training needs and promoting employment opportunities

NYCHA residents at Wyckoff Gardens, Gowanus Houses and Warren Street Houses are critical members of the Gowanus community and often greatly in need of job opportunities. Current businesses and ongoing/future projects within the neighborhood are valuable sources of potential employment to which NYCHA residents should have access.

- To better connect residents to available jobs, the City will analyze existing talent and skills gaps for NYCHA residents and promote career pathways, particularly for government-sponsored projects and jobs generated by local businesses and development (see Economic and Job Development, pages 58-71).





NYCHA Warren Street Houses



Co-working Space on 3rd Street

Economic and Job Development

A central goal of the neighborhood planning study is to promote economic development, increase access to jobs and workforce development opportunities, align land use strategies with a vision that balances a mix of uses and remove barriers in zoning that limit the growth of businesses.

Industry and manufacturing are interwoven with the Canal's history as a former hub of maritime-based industrial use and one of the first planned industrial districts in the country. Over the past century, manufacturing around the Canal has steadily declined, part of a broader economic and land use trend occurring across New York City and elsewhere. Along the Canal, many industrial manufacturing businesses have closed, downsized or relocated, leaving several large lots vacant or used primarily for storage, parking or open storage.

Despite this trend, parts of Gowanus are thriving with light-industrial and commercial activity characterized by a mix of new and long-standing businesses. Many former industrial warehouses and loft-style buildings have been adaptively reused and repurposed into artist studios, offices and small-scale "artisan" manufacturers. Today, Gowanus is home to a diverse mix of uses, which contribute to the neighborhood's character—often where offices and art studios exist side-by-side with metal welders and custom furniture makers. Gowanus is also home to specific clusters of uses, including warehousing and distribution, material reuse, and artists and artisan-based businesses. From a citywide lens, Gowanus has emerged as an employment node distinct from nearby central business districts in Downtown Brooklyn and Lower Manhattan, becoming a neighborhood where people have the opportunity to live in close proximity to where they work.

Employment and Business Clusters

Certain neighborhood features and assets have made Gowanus more attractive for businesses, including the neighborhood's proximity to residential areas and efficient access to the Brooklyn Queens Expressway (BQE), with truck routes on 3rd and 4th avenues. While Gowanus contains a diverse mix of industrial and commercial uses, the amount of activity varies considerably by block and street frontage. Some areas—the blocks west of the Canal by 4th and Hoyt streets and the mid-blocks between 3rd and 4th avenues—are concentrated with businesses and clusters of activity. Other areas—such as the properties abutting the Canal—consist mainly of open storage and truck parking. Meanwhile, the area south of 3rd Street and to the west of 3rd Avenue is part of the Southwest Brooklyn IBZ, a hub of industrial and commercial uses.

“This area is great for galleries and artisans. Could be interesting to further develop as an artisan hub. Possibly incorporating a housing component for Artist/Artisans.”

Comment from PlanGowanus.com

Industry and Economic Development Working Group

To better understand the issues and needs of businesses, DCP, together with other City agencies, convened working group meetings in the spring of 2017. During those meetings, a major concern expressed by business and property owners was uncertainty around the neighborhood's future land use and zoning, and what the potential effects might be on businesses.

Recent Employment Trends

Recent employment data shows an overall increase in the number of jobs and firms (i.e., business establishments) between 2000 and 2016 at 72% and 73%, respectively (3rd Quarter of Quarterly Census of Employment and Wages, 2016). Much of this growth can be attributed to commercial uses, such as eating and drinking establishments and retail trade, and the health care and social assistance sector. While manufacturing has declined, the construction and wholesale and trade sectors remain an important base of the local economy.



First Industry and Economic Development Working Group Meeting – February 2017



68 3rd Street, recently renovated for offices

“The area north of 3rd Street should be zoned to allow a mix of affordable housing, market rate housing, commercial, event space and artist space, 1 block to the west of the canal and 1-2 blocks east of the canal.”

Comment from PlanGowanus.com

Goal 1: Promote clusters of active industrial and commercial uses

No new residential use in certain areas

Restricting residential use in appropriate locations can support business retention by reducing potential for redevelopment and displacement, and lessening compatibility, safety and operational concerns.

- In response to concerns heard by businesses and community members about development pressure and the desire to maintain the neighborhood’s mixed-use character, certain areas have been identified where residential use would not be appropriate and should remain prohibited.
- While the IBZ is not being studied for land use actions, the framework reaffirms the position that new residential use would not be supported in this area.

Promote and incentivize non-residential uses in new mixed-use developments to enhance and complement the “Gowanus mix”

Many lots or ownership parcels located along Thomas Greene Playground, the upper portion of the Canal and 3rd Avenue represent opportunities for future redevelopment with active ground floor uses that serve local retail and service needs, along with uses that build upon the neighborhood’s character of creative professionals, small-scale manufacturers, artists and artisans.

- DCP will explore appropriate zoning tools and mechanisms to support this goal, with the necessary flexibility to account for varying site conditions and market forces that may affect business operations. As part of the citywide *Industrial Action Plan*, there is also an ongoing proposal to create a special permit for hotel uses in M1 zoning districts citywide. (Hotels are restricted in M2 and M3 districts.)

Rightsize parking requirements and adjust loading regulations to allow more flexibility for business redevelopment and expansion

Current parking and loading regulations in manufacturing districts have not changed in over half of a century and reflect the high rates of automobile and truck use of a different era. Since that time, business operations have evolved along with the commuting patterns of customers and workers.

- Due to the proximity to public transit and adjacent residential areas, a growing number of workers and customers do not drive, but instead walk or ride a bike, which is not reflected in today’s high parking requirements.
- The framework seeks to reduce the costs of providing parking, which can significantly increase the cost of development and enlargements.
- In consultation with business advocacy partners, DCP seeks to craft parking and loading regulations to better reflect site constraints, the neighborhood’s transit-oriented character and the operational needs of businesses.

Create “contextual,” “mid-density” building envelope in commercial and industrial areas, along with increases in allowable density

In manufacturing zoning districts, height limits are controlled by the sky exposure plane, which can result in tall, out-of-context buildings that are set back far from the street. In addition, there is no district that permits a Floor Area Ratio (FAR) between 2 FAR and 5 FAR, which leaves a “mid-density” gap for emerging commercial and industrial areas.

- In areas where residential uses will not be allowed, the framework would seek to increase allowed industrial and commercial density that is appropriate to the context and adjacency to transit.
- A special contextual building envelope would be created with height and setback requirements that fit the local scale and promote an industrial loft-style building character.

Leverage City-owned sites to meet specific goals of job-generating uses

Large sites under City control where higher density redevelopment is proposed, such as Public Place and the NYCHA Wyckoff Gardens Next Gen project, are opportunities to leverage specific mixed-use goals as part of the land disposition process.

- The City will seek to work with community stakeholders and development teams to identify goals and work to accommodate space for certain uses, such as supermarkets, neighborhood services and community facilities that also play a part in job-generation.

Goal 2: Promote workforce development and job training opportunities

Identify business needs through the Industry Partnerships initiative

Businesses in Gowanus offer a range of employment at varying skill levels, presenting opportunities for local residents to connect with employers seeking specific skills.

- In partnership with community-based organizations, the City will work to identify the training and workforce needs of local businesses.
- Through the NYC Department of Small Business Services (SBS) Industry Partnerships Initiative, the City works with public and private partners to define employer needs, develop training and education models to meet these needs, and scale solutions. Through industry engagement, SBS is able to identify gaps in the labor market and develop new training models that can be replicated by



Enlarged building at the corner of 4th Street and Hoyt Street

providers throughout the city. The goal of the Industry Partnerships is to address the systemic issues, which have prevented some New Yorkers from participating in growing economic sectors. To date, Industry Partnerships have been launched for the healthcare, technology, industrial, construction and food service sectors. The Industry Partnerships Initiative works with many Gowanus-based partners who can contribute to this local dialogue.

Improve job access for NYCHA residents by identifying talent gaps and training needs and promoting employment opportunities

Improving job access for NYCHA residents at Wyckoff Gardens, Gowanus Houses and Warren Street Houses is of critical importance for the community. Current businesses and ongoing/future projects within the neighborhood are valuable sources of potential employment to which NYCHA residents should have increased access.

- To better connect residents to available jobs, the City will continue to connect with local organizations to discuss the existing talent and skills gaps for NYCHA residents to promote career pathways, particularly for government-sponsored projects and jobs generated by local businesses and development.

The City will continue to engage a network of community-based organizations and key agencies, including NYCHA's Office of Resident Economic Empowerment & Sustainability (REES), to connect their constituents and clients to career services, trainings and job opportunities offered through SBS's Workforce1 Career Center system. Workforce1 is also available to refer jobseekers in need of additional services to community-based organizations for resources to overcome barriers to employment, such as adult literacy and basic education, computer skills, and English as a Second Language (ESL) support. SBS's Mobile Outreach Unit is another resource available to visit Gowanus NYCHA campuses and provide an on-site setting for residents to learn more and connect with Workforce1 services.



Active uses along Butler Street between 3rd and 4th avenues

Partner with community-based organizations to promote customized job training and apprenticeship programs

Many jobs in industrial areas demand specialized training and skills. To help residents gain access to these jobs, the City will continue to partner with SBIDC, the Brooklyn Workforce 1 Industrial & Transportation Career Center, and employers to promote SBS's tailored training opportunities such as On-the-Job Training and Customized Training to meet the needs of the growing industrial sector within Gowanus.

Goal 3: Reinforce the IBZ as a center for industrial and other job-generating uses

Support planned and new infrastructure projects

To help strengthen the IBZ and make the area more attractive to businesses, the City will continue to support existing projects, such as a major drainage upgrade on 9th Street between Smith Street and 2nd Avenue, as well as explore new infrastructure and service improvements related to transportation and sanitation.

Explore improvements to high-speed commercial internet access

Many businesses within the IBZ and throughout Gowanus have substandard access to broadband internet service, which can negatively affect relationships with customers and daily business operations. The City will work with local stakeholders and businesses to identify the current needs and develop strategies to improve the speed and reliability of broadband service. In addition to this effort, other strategies are being explored as part of a citywide study.

Restrict self-storage facilities and hotels as part of a citywide effort to strengthen industrial areas

As part of the *Industrial Action Plan*, in December 2017, the New York City Planning Commission and New York City Council adopted the self-storage text amendment, a zoning change that requires a discretionary approval process for new self-storage facilities to locate in the Southwest Brooklyn IBZ and additional IBZs across the city. A requirement for a special permit for hotels in light-manufacturing districts is currently under public review.

Partner with community-based organizations to identify the needs of businesses in the Gowanus IBZ

The City will engage with businesses and community-based stakeholders to assess the needs of businesses and study the area's land use and economic trends to produce a vision for the area's future. In the IBZ, the City will draw upon new and evolving zoning tools for similar industrial districts and explore the potential for land use, infrastructure and workforce development initiatives to support the expansion of industrial businesses and other job-generating uses.

Large portions of Gowanus lie within the 100-year flood plain. During Hurricane Sandy, many businesses experienced significant flooding and property damage. In an effort to support industrial businesses vulnerable to flooding, DCP's *Resilient Industry* report identifies strategies and recommendations to save costs and minimize damage from future storms.

“Invest in workforce training and education of adults, particularly members of the community.”

Comment from Working Group Summit – July 11, 2017

Goal 4: Connect businesses, property owners and nonprofits with programs and services that support entrepreneurship and businesses growth

Promote city-sponsored grant and loan programs for businesses and property owners

There are currently several programs and initiatives administered by SBS, Department of Finance (DOF), the New York City Industrial Development Agency (NYCIDA) and the NYC Economic Development Corporation (EDC) that offer subsidies, loans and tax benefits to commercial and industrial businesses and property owners. These include the Industrial and Commercial Abatement Program, Industrial Business Zone Relocation Tax Credit, Commercial Expansion Program, Relocation and Employment Assistance Program, Industrial Developer Fund, and numerous energy cost saving programs.

Support grants and targeted investments for community-based organizations to implement marketing and revitalization projects

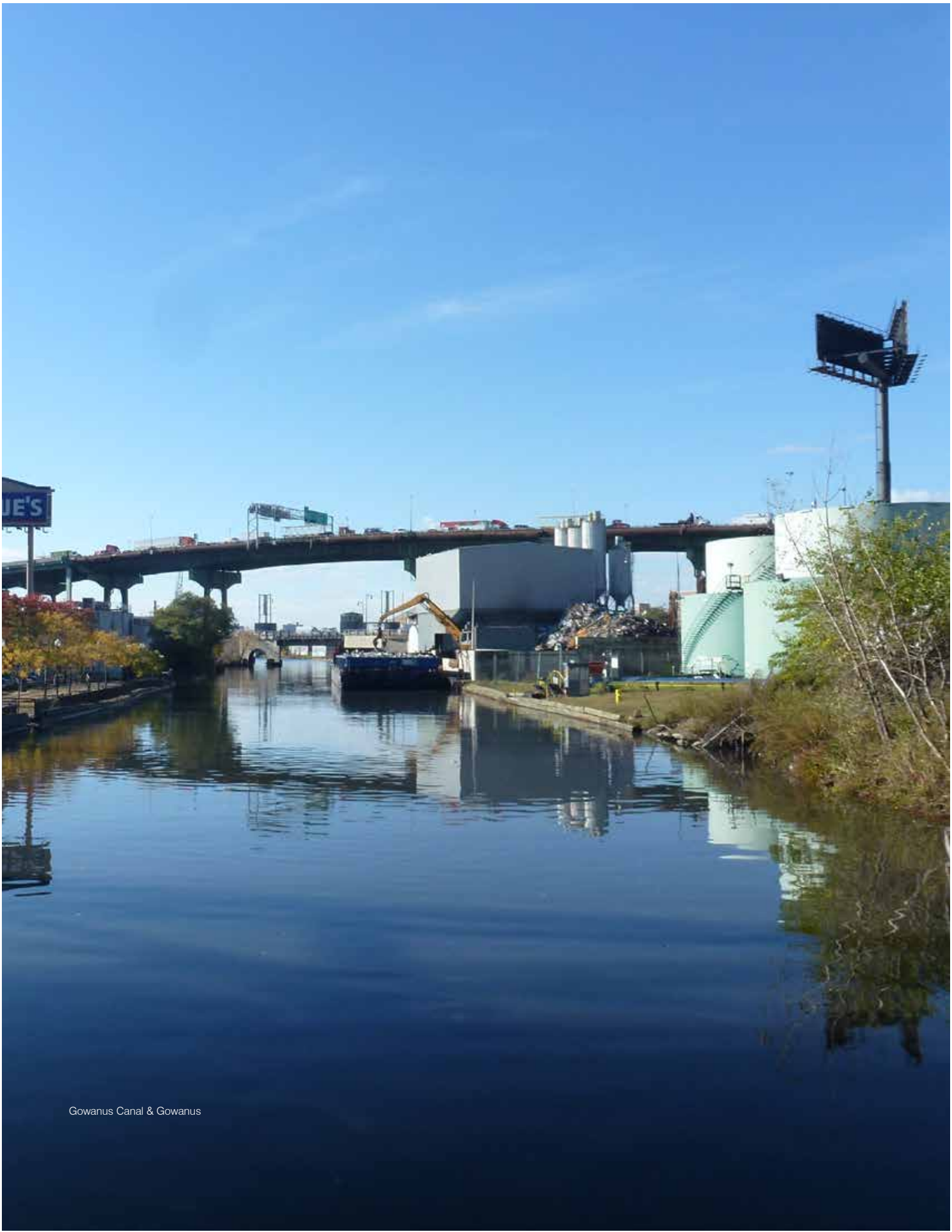
The City currently offers competitive grants to Community Based Organizations (CBO) to conduct commercial revitalization programs, such as business attraction and retention, placemaking, merchant organizing, and district marketing. Nonprofits that serve Gowanus are welcome to apply to conduct these types of business services.

Promote and incentivize non-residential uses in new mixed-use developments to enhance and complement the “Gowanus mix”

Many lots or ownership parcels located along Thomas Greene Playground, the upper portion of the Canal, and 3rd Avenue represent opportunities for future redevelopment with active ground floor uses that serve local retail and service needs, along with uses that build upon the neighborhood’s character of creative professionals, small-scale manufacturers, artists and makers.



Mixed arts, commercial and industrial building at 6th Street between 2nd and 3rd avenues



Gowanus Canal & Gowanus

Industrial Business Zone (IBZ)

A portion of Gowanus is part of the Southwest Brooklyn IBZ, one of the 16 most active industrial areas designated as IBZs. An IBZ is a non-zoning designation that demonstrates a commitment to land use and public policies that encourage the retention and growth of industrial businesses, including special financial incentives and an affirmation not to support new residential uses in these critical industrial areas. As part of a recent effort, the City Council recently approved a zoning text amendment to require a special permit for self-storage uses in IBZs. A requirement for a special permit for hotels in light-manufacturing districts is currently in public review.

The portion of Gowanus within the IBZ boundary is generally located south of 3rd Street, west of 3rd Avenue and east of the Canal. While the IBZ is not being studied for land use actions, the City would like to explore infrastructure and service improvements related to transportation, internet access and sanitation that support business retention and growth. In addition, the City seeks to work with existing organization and business service providers to develop specific economic development and job training strategies. The information below highlights strategies from individual sections of the framework that are especially relevant to the IBZ.

Resiliency and Sustainability

Update regulations to reduce risk of damage to homes and businesses in the floodplain

As part of the City's ongoing climate resiliency initiatives, DCP is working with coastal communities to update the special zoning regulations that apply in the floodplain. These regulations promote flood-resistant building design.

- The proposed updates to the Zoning Resolution will include requirements and allowances to support flood-resistant construction in M-zoned areas.

Improve waste collection

The City will monitor the need for sanitation services and opportunities to adjust service schedules.

Improve capacity of existing infrastructure to meet increased drainage demand during storms

Increased storm frequency and sea level rise due to climate change will increase demand on urban drainage systems and risk of local flooding during storms.

- The City will invest nearly \$34 million on projects in the IBZ to upgrade and replace critical sewer infrastructure to increase drainage capacity and reduce flooding during storms. The projects include sewer upgrades along 9th Street and 2nd Avenue and planned replacement of water mains on 7th Street between 3rd and 4th avenues, set to start in 2019 (see Sustainability and Resiliency, page 23).

The City is **investing in the IBZ** to help reinforce it as a vibrant place to work and do business. Investments include nearly \$34 million toward critical sewer infrastructure to increase drainage capacity and reduce flooding during storms. Additional investments will support high-speed commercial internet access, upgrades to Ennis Playground and rehabilitation of the Department of Sanitation (DSNY)'s Brooklyn 6 Garage, to serve the community for decades to come.



Industrial business loading along 9th Street

Community and Cultural Resources

Develop approaches to historic interpretation that honor and celebrate the neighborhood's industrial history

- Analyze opportunities to revive the vacant public space under the subway tracks on 10th Street and Third Avenue, known as the Under-the-Tracks Playground, and finding space to display the iconic Kentile Floors sign.
- Encourage opportunities for the inclusion of public art, murals and cultural programming in the neighborhood's open spaces, while working with the community to identify short-term opportunities for temporary art installations.

Invest in open spaces and support new green infrastructure

- Complete the \$3 million project with funds to renovate Ennis Playground, which is anticipated to start in mid-2018 and take 12 months to complete.
- Partner with the NYC Department of Environmental Protection (DEP) and community-based organizations to support the installation of bioswales and other green infrastructure features that align with sustainability and resiliency strategies.

Transportation

Enhance mobility for roadway users and connectivity

The Gowanus area is reliant on trucks for the operation of industrial and commercial uses. Conflicts with truck movement is an issue and has contributed to unsafe conditions and reduced mobility.

- As a first step, it is important to understand how trucks use the street network, which can inform future safety measures at locations of conflict and allocation of needed loading zones.
- Second, coordination with relevant City agencies to reduce the impact of truck operations is essential. Gowanus is a good focus area to investigate freight mobility initiatives and loading innovations to be explored in NYC DOT's *Smart Truck Management Plan*, expected in summer 2018.

Improve pedestrian safety and access

- A key element of the City's Vision Zero initiative is pedestrian safety. One way to address safety and mobility concerns in Gowanus is by reducing street user conflicts at problematic locations. This action includes analyzing conditions that lead to crashes and developing treatments and traffic calming measures that make the neighborhood more walkable, especially as it grows.

Economic and Job Development

Maintain prohibition of new residential uses

Restricting residential use can support business retention by reducing potential for redevelopment and displacement and lessens compatibility, safety and operational concerns. The City reaffirms its commitment not to support land use changes that would allow new residential use within the IBZ. While the IBZ is not being studied for land use actions, the framework reaffirms the position that residential use would also not be appropriate in this area.

Support planned and new infrastructure projects

To help strengthen the IBZ and make the area more attractive to businesses, the City will continue to support existing projects, such as a major drainage upgrade on 9th Street between Smith Street and 2nd Avenue, as well as exploration of new infrastructure and service improvements related to transportation and sanitation.

Explore improvements to high-speed commercial internet access

Many businesses within the IBZ and throughout Gowanus have substandard access to broadband internet service, which can negatively affect relationships with customers and daily business operations. The City will work with local stakeholders and businesses to identify the current needs and develop strategies to improve the speed and reliability of broadband service. In addition to this effort, other strategies are being explored as part of a citywide study.

Restrict self-storage facilities and hotels as part of a citywide effort to strengthen industrial areas

As part of the Industrial Action Plan, in December 2017, the New York City Planning Commission and New York City Council adopted the self-storage text amendment, a zoning change that requires a discretionary approval process for new self-storage facilities to locate in the Southwest Brooklyn IBZ and additional IBZ's across the city. A requirement for a special permit for hotels in light-manufacturing districts is currently under public review.

Partner with community-based organizations to identify the needs of businesses in the Gowanus IBZ

The City will engage with businesses and community-based stakeholders to assess the needs of businesses and study the area's land use and economic trends to produce a vision for the area's future. In the IBZ, the City will draw upon new and evolving zoning tools for similar industrial districts and explore the potential for land use, infrastructure and workforce development initiatives to support the expansion of industrial businesses and other job-generating uses.

As part of the *Industrial Action Plan*, in December 2017, the New York City Planning Commission and New York City Council adopted the self-storage text amendment, a zoning change that will require a discretionary approval process for new self-storage facilities to locate in the Southwest Brooklyn IBZ and in other IBZs across the city.

Identify business needs through the Industry Partnerships initiative

Businesses in Gowanus offer a range of employment at varying skill levels, presenting opportunities for local residents to connect with employers seeking specific skills.

- In partnership with community-based organizations, the City will work to identify the training and workforce needs of local businesses.
- Through SBS's Industry Partnerships Initiative, the City works with public and private partners to define employer needs, develop training and education models to meet these needs, and scale solutions.

Partner with community-based organizations to promote customized job training and apprenticeship programs

Many jobs in industrial areas demand specialized training and skills. To help residents gain access to these jobs, the City will continue to partner with SBIDC, the Brooklyn Workforce 1 Industrial & Transportation Career Center, and employers to promote SBS's tailored training opportunities such as On-the-Job Training and Customized Training to meet the needs of the growing industrial sector within Gowanus.

Promote city-sponsored grant and loan programs for business and property owners

There are currently several programs and initiatives administered by SBS, Department of Finance (DOF), the New York City Industrial Development Agency (NYCIDA) and the NYC Economic Development Corporation (EDC) that offer subsidies, loans and tax benefits to commercial and industrial businesses and property owners. These include the Industrial and Commercial Abatement Program, Industrial Business Zone Relocation Tax Credit, Commercial Expansion Program, Relocation and Employment Assistance Program, Industrial Developer Fund, and numerous energy cost saving programs.

Support grants and targeted investments for community-based organizations to implement marketing and revitalization projects

The City currently offers competitive grants to CBOs to conduct commercial revitalization programs, such as business attraction and retention, placemaking, merchant organizing, and district marketing. Nonprofits that serve Gowanus are welcome to apply to conduct these types of business services.

- Increase permeable surfaces and install street trees for all new, non-industrial developments, along with landscaping for mixed-use developments setback from the street line.



Looking East on Union Street

Transportation

A key goal of the neighborhood planning study includes addressing transportation issues and looking into opportunities that can enhance safety, mobility, circulation and safety for pedestrians, cyclists and motorists. is an important crossroad due to its connection to local and regional arterials as well as the emerging diversity of land uses. This section presents a series of goals and strategies to develop a safer and more walkable neighborhood, while supporting changes in land use and growth.

Gowanus is well served by public transportation with service from New York City Transit's F and G subway lines on Smith Street and the R train on 4th Avenue. The Atlantic Avenue/Barclays Center and Hoyt-Schermerhorn subway stations are within walking distance of the northern boundaries of the northern portion of the neighborhood, providing access to the 2, 3, 4, 6, N, Q, B, D, A, C and G trains, as well as the Long Island Rail Road.

There are four buses that run north-south along Smith Street, 3rd Avenue, 4th Avenue and 5th Avenue, and one bus that runs east-west along 9th Street. Since the Union Street bus (B71) was eliminated in 2010 due to low ridership, there are no buses running the one mile east-west between 9th Street and Bergen Street.

Connections across the Canal are limited, with only four bridges traversing the waterbody, including two (3rd Street and 9th Street) that allow west bound traffic.

Goal 1: Improve Neighborhood Mobility, Connectivity, and Transportation Infrastructure

Improve pedestrian safety and access

- A key element of the City's Vision Zero initiative is pedestrian safety. One way to address safety and mobility concerns in Gowanus is by reducing street user conflicts at problematic locations. This action includes analyzing conditions that lead to crashes and developing treatments and traffic calming measures that make the neighborhood more walkable, especially as it grows.
- The 4th Avenue corridor is one of the city's four Vision Zero Great Streets. The Great Streets program redesigns major corridors to prevent crashes, enhance mobility, increase accessibility and bolster neighborhood vitality. In the case of 4th Avenue, the project will provide pedestrian refuge islands at intersections, shortening pedestrian crossings and improving visibility between pedestrians and motorists. The project incorporates curbside parking, protected bike lanes and beautification of the streetscape by adding space for public art and City Benches and landscaping space along the sidewalk.
- Connections across the Canal are limited, with only three bridges traversing the waterbody. Further exploration of additional connectors across the Canal to facilitate pedestrian (or vehicular) mobility would be considered in the long term, as new bridges require extensive study, funding and regulatory compliance.

Enhance mobility for roadway users and connectivity

- The Union Street bridge reconstruction is currently in the City's capital plan. The NYC Department of Transportation (DOT) has initiated a navigational impact study that is expected to be completed in 2018 and will be followed by additional public hearings by the United States Coast Guard. DOT is developing a benefit-cost analysis process to evaluate requests for new bridges, both vehicular and pedestrian. Any additional connectors across the Canal would be evaluated through this process.
- The Gowanus area is reliant on trucks for the operation of industrial and commercial uses. Conflicts with truck movement is an issue and has contributed to unsafe conditions and reduced mobility.
 - As a first step, it is important to understand how trucks use the street network, which can inform future safety measures at locations of conflict and allocation of needed loading zones.
 - Second, coordination with relevant City agencies to reduce the impact of truck operations is essential. Gowanus is a good focus area to investigate freight mobility initiatives and loading innovations to be explored in NYC DOT's *Smart Truck Management Plan*, expected in summer 2018.

“Street lighting is not designed to accommodate the bridge structure, creating dark corners and pathways - this feels unsafe at night.”

Comment from PlanGowanus.com



Pedestrians crossing 3rd Street on 4th Avenue

- Gowanus offers the potential to build on existing bicycle infrastructure and expand connections to include Nevins and Carroll streets. Currently, there are plans to add protected bike lanes along the 4th Avenue corridor, which serves as an important link to Downtown Brooklyn and Sunset Park.
- Explore opportunities to increase shared-use mobility options such as carshare. DOT is currently conducting an on-street carshare pilot program in 14 neighborhoods across the city. Based on the success of the pilot, DOT will consider expanding the program to additional neighborhoods. More information is available at www.nycdotcarshare.info.

Improve access to public transit

- There are four north-south buses (Smith Street, 3rd Avenue, 4th Avenue, 5th Avenue) and only one east-west bus (9th Street). Since the Union Street bus (B71) was eliminated in 2010, there are now no east-west buses between 9th Street and Bergen Street/Atlantic Avenue, a distance of one mile. In an area that used to have low bus ridership, recent development has included a major grocery store at 3rd Avenue and 3rd Street, with no east-west public transportation to connect mobility constrained residents of the major residential areas of Carroll Gardens (and west) and Park Slope (and east) to it. While there is growing support among local advocacy groups for reinstating the B71 bus route with additional service to Lower Manhattan via Red Hook, the City asks that MTA New York City Transit evaluate demand for finding routes to increase east-west connectivity in this area. Recently, the MTA announced Fast Forward, a comprehensive plan that will look at redesigning bus routes citywide. Click the following link to read the plan: http://www.mta.info/sites/default/files/mtaimgs/fast_forward_the_plan_to_modernize_nyct.pdf.
- Explore streetscape and access improvements at the Union Street R train station entrance due to its location along the 4th Avenue corridor.

“The sidewalks here on 4th Ave. are in bad condition and uneven... it would help to beautify the area (and increase stormwater absorption)...”

Comment from PlanGowanus.com



The R subway station at Union Street and 4th Avenue

Goal 2: Promote quality public spaces and wayfinding throughout the neighborhood

Support community gathering spaces that are open to the public

- Incorporate public spaces at waterfront street ends, which can improve the pedestrian experience and expand access to the waterfront, while designing them to withstand the impacts caused by climate change. Street end locations identified include Douglass, Degraw, Sackett, 1st and 2nd streets.
- Properties that redevelop along the Canal are generally required to provide waterfront public access, a feature that can improve access and mobility for pedestrians. Where bridges cross the Canal at Union Street, Carroll Street and 3rd Street, public spaces could be further enhanced.
- DOT has a Plaza Program and encourages proposals for the repurposing of underutilized public spaces. Finding maintenance partners in the Gowanus area is key for the creation of these plazas.
- Community feedback focused on reviving a vacant public space under the subway tracks on 10th Street and 3rd Avenue, known as the Under-the-Tracks Playground. The City is aligned with the community on restoring the Under-the-Tracks Playground and will work with the MTA to explore the potential for the underutilized site.
- DOT and DEP can explore greening streets and corridors by incorporating green infrastructure where appropriate and feasible.

Incorporate public art, historic interpretation, and improved wayfinding and signage

- Encourage opportunities for the inclusion of public art, murals and cultural programming in the neighborhood's open spaces, while working with the community to identify short-term opportunities for temporary art installations.
- Evaluate the installation of wayfinding signage that is educational and that assists pedestrians to navigate the street network. Wayfinding signage is typically done in conjunction with capital project implementation and via WalkNYC and New York City's standards for pedestrian wayfinding. It uses clear visual language and graphic standards that can be universally understood, encourages walking and transit usage by providing quality multi-modal information, and provides consistent information across a broad range of environments in the city.

“Calm traffic along 3rd and 4th avenues to reduce speeding and make streets safer for pedestrians.”

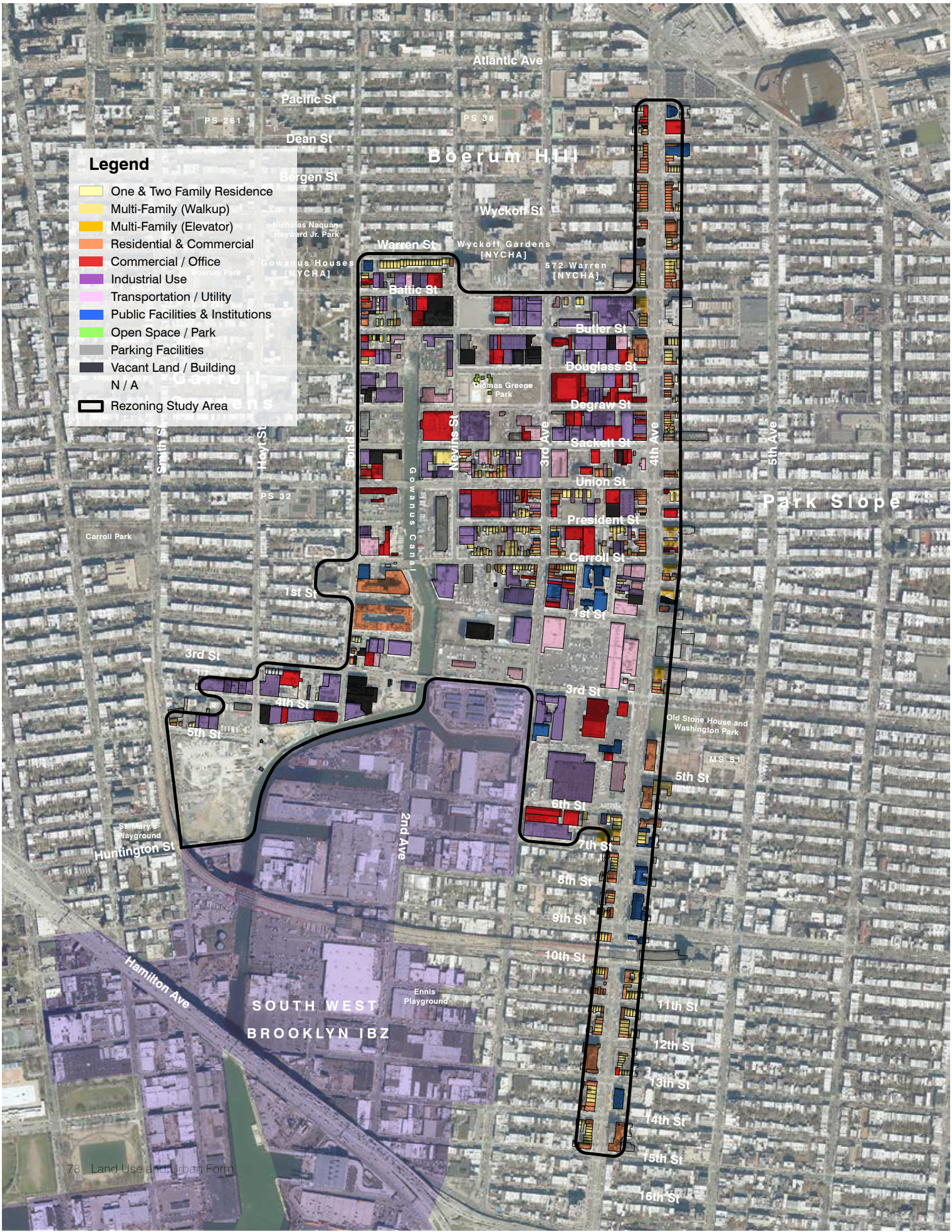
Comment from Gowanus Neighborhood Planning
Study Kick-Off Event – October 27, 2016



Degraw Street between 3rd and 4th avenues



Gowanus: A Framework for a Sustainable, Inclusive, Mixed-use Neighborhood



Legend

- One & Two Family Residence
- Multi-Family (Walkup)
- Multi-Family (Elevator)
- Residential & Commercial
- Commercial / Office
- Industrial Use
- Transportation / Utility
- Public Facilities & Institutions
- Open Space / Park
- Parking Facilities
- Vacant Land / Building
- N / A
- Rezoning Study Area

Land Use and Urban Form

The land use framework identifies three types of areas with distinct approaches and land use recommendations: Industrial and Commercial, Enhanced Mixed-Use and the Canal Corridor. These three areas respond to characteristics – including current and past land use patterns, market trends, site contamination, and block and lot size and orientation – that contribute to the overall objective of a dynamic, mixed-use neighborhood. Together they balance denser, transformative growth in strategic areas with contextually sensitive growth, preservation and places to reinforce and encourage a mix of job-generating uses. Overall, the land use framework seeks to balance the shared priorities, goals and objectives voiced by the community and develop a vision to shape the neighborhood's future. Planning considerations and observations heard from the community helped shape the land use framework:

- A comprehensive vision for future growth is a key component, in coordination with multiple agencies and jurisdictions that are working toward the overall clean-up effort
- Catalyzing redevelopment is critical to the overall clean-up of the Canal and surrounding brownfields
- Balancing transformative growth at a scale that enforces a sense of place and responds to surrounding context can allow for a true mix of uses throughout the neighborhood and provide opportunities for existing and future residents to enjoy and benefit together
- Mandatory Inclusionary Housing (MIH) should be applied where there is a substantial increase in housing capacity, including on previously rezoned portion of 4th Avenue where redevelopment occurs today without any affordable housing requirements
- Defining where new residential uses would remain prohibited and rethinking certain regulations can help businesses remain, expand and flourish
- Situated between thriving residential neighborhoods – adjacent to Downtown Brooklyn and bifurcated by the Canal – Gowanus offers unique opportunities and mutual benefits from new growth, but also presents challenges
- Becoming a model green neighborhood means creating a livable, safe and productive neighborhood for generations to come

Current Patterns and Trends

The Canal, a prominent feature that bisects the neighborhood, has significantly influenced land use patterns within the surrounding area. A landscape feature dating back to 1639 whose real estate transaction is one of the earliest on record in New York City, the contemporary Gowanus Canal has been the subject of extensive and successive human intervention throughout its history. Municipal records indicate that in 1765 the waterbody was still a natural tidal creek known as the Gowanus Creek; by 1840 dams, landfills, straightening and bulkheading had significantly altered both physical and ecological characteristics of the creek leading to the establishment of the canal proper by 1869. Designed to support many of the industrial uses in the immediately surrounding area with water access to shipping lanes found near Red Hook in the East River, the Canal remains a significant landscape feature. However, the practical utilization of the Canal as a transportation and industrial waterway has waned over the years, and all but disappeared north of 9th Street, as local business transportation has been refocused toward roadway conduits and local land uses along the Canal have changed.

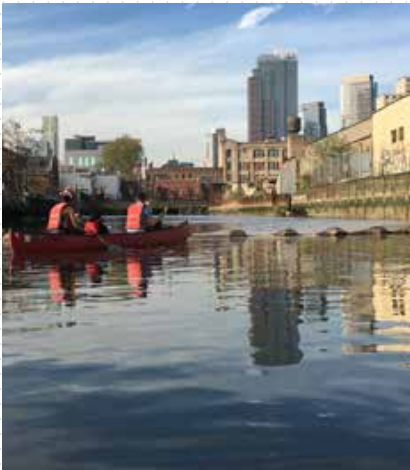
Today, Gowanus is characterized by a mix of building forms and uses, including lower scale industrial buildings, vacant or underdeveloped lots used for open storage or surface parking, and larger loft-style buildings, many of which have been adaptively reused for commercial uses. The area contains a diverse range of uses, including industrial, commercial, community facility and residential uses. On the east side of the Canal near Carroll Street, there is a concentration of residential uses, which were built before current zoning and are thus allowed as non-conforming uses.

Many portions of the area are occupied primarily by low-rise industrial buildings or vacant parcels and that are zoned for low-density industrial use. While the area was once occupied by a range of intensive, often polluting industrial activities, today large parcels in the area have been reused for truck and other open storage uses, and many warehouses have converted to offices, restaurants, fitness and entertainment-based establishments or been redeveloped as hotels or self-storage facilities.

Many lots and buildings formerly used by larger floor plate, heavier industrial businesses have seen these businesses relocate, and are currently being used as open storage for trucks or other materials. Some loft-style buildings—once ideal for manufacturing—are being repurposed and reused by small-scale, artisanal manufacturers and artists, businesses with shared office space operations and technology, media and design companies. The operations of new business are not easily classified and often blend multiple types of commercial and light industrial uses. With the exception of hotels and self-storage facilities, and two new apartment buildings (on previously rezoned sites), there have been few new ground-up redevelopments.

Although heavier industrial and/or light-manufacturing uses are found in portions of Gowanus, they are few and over the past decades have typically relocated to other areas in the city or region. What heavier industrial uses remain are predominantly located south of 3rd Street within and around the Gowanus portion of the Southwest Brooklyn IBZ. Generally, industrial uses north of 3rd Street and outside the IBZ are less heavy and noxious and include distribution and warehousing, construction, and waste-recycling/carting supportive uses.

Increasingly, commercial activities (restaurants and food stores, recreation, entertainment) that serve the adjoining residential communities as well as a broader customer base are scattered throughout much of the area, with the greatest concentration along 3rd Avenue north of Carroll Street (especially between 3rd and 4th avenues along Douglass and Degraw streets) and along Union and 3rd Streets between the Canal and 4th Avenue.



Industrial and Commercial

Strengthen existing clusters of light industrial and commercial activity and promote new, job-generating uses, including industrial, arts and cultural uses.

- Maintain prohibition on new residential use.
- Increase allowable density to promote the growth of industrial, arts-oriented, commercial and other non-residential uses.
- Create new building envelope that encourages loft-style buildings that respond to the neighborhood scale.
- Right-size parking requirements.

Enhanced Mixed-Use

Encourage and reinforce a vibrant, live-work neighborhood by balancing preserving neighborhood scale and encouraging growth that promotes a mix of uses and allows for improvements to the public realm and local services while affirming the qualities that make the neighborhood distinct.

- Encourage contextually sensitive development that is responsive to existing land uses and lot and building types.
- Support the “Gowanus mix” of uses through allowances, incentives and requirements for active frontages and non-residential uses identified by the community as priorities, such as supermarkets, community facilities, light industry, and arts uses.
- Make MIH program applicable within the area, including on the previously rezoned portion of 4th Avenue, requiring permanently affordable housing to be included in new developments.
- Zone for higher densities at appropriate locations to facilitate brownfield remediation, activate streets with uses that serve the public and provide more affordable housing.

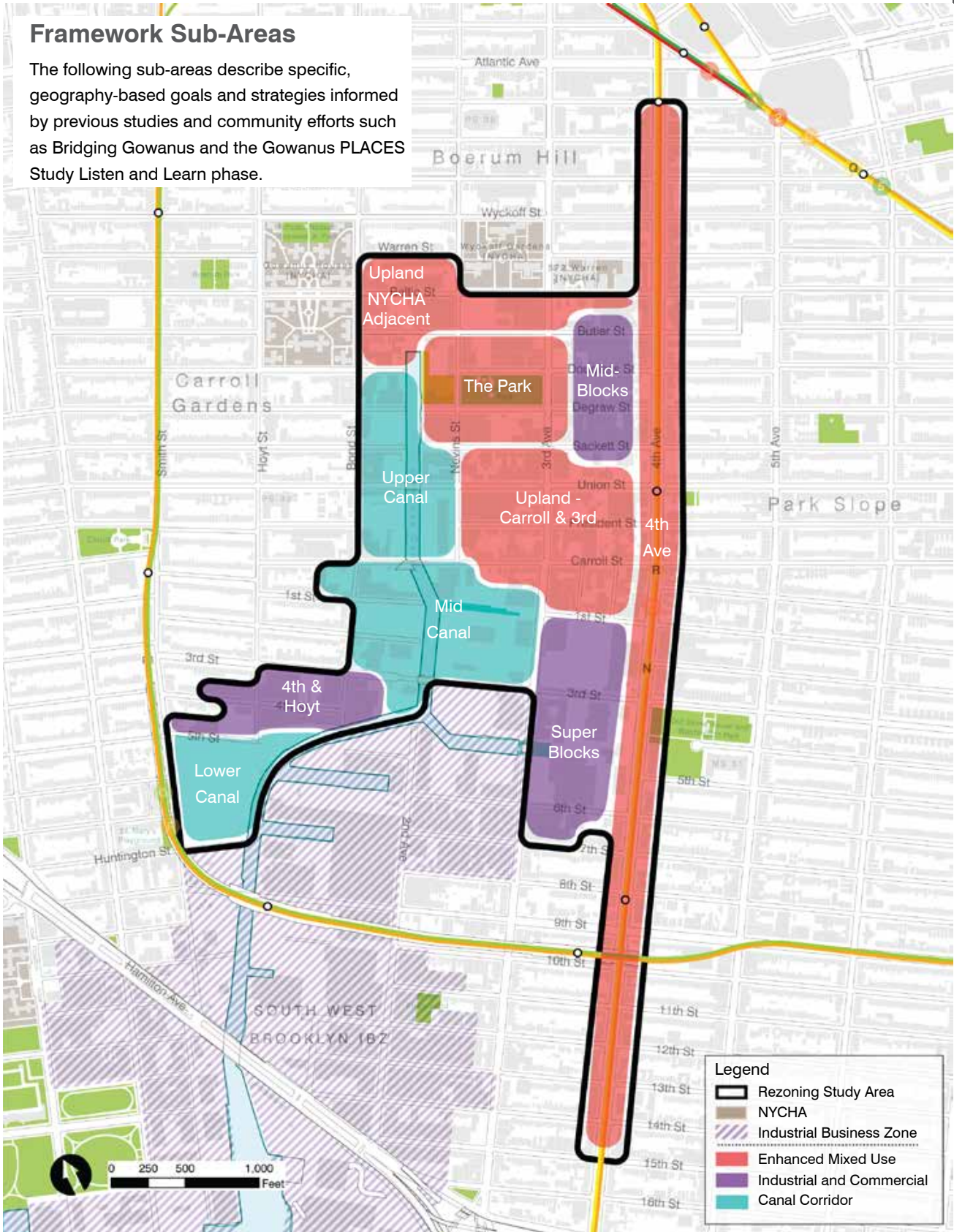
Canal Corridor

Promote the creation of a vibrant, accessible, resilient and diverse waterfront esplanade that celebrates the unique nature of the Canal and is flanked by a mix of uses that includes new permanently affordable housing as well as commercial, artist and maker space.

- Establish a Waterfront Access Plan (WAP) to ensure new waterfront development creates welcoming access to the Canal and respond to its distinct character.
- Encourage variation and diversity along the Canal in future programming, open spaces, site planning and design.
- Adapt and prepare for climate change and sea level rise through both strategic infrastructure improvements and implementation of standards for a resilient shoreline and flood-resilient buildings.
- Make MIH program applicable within the area, requiring permanently affordable housing in new developments, while requiring non-residential uses at strategic locations to encourage active, vibrant streets and public space along the Canal.

Framework Sub-Areas

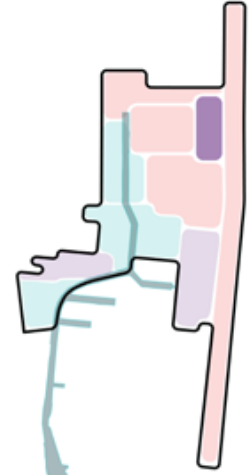
The following sub-areas describe specific, geography-based goals and strategies informed by previous studies and community efforts such as Bridging Gowanus and the Gowanus PLACES Study Listen and Learn phase.



Gowanus: A Framework for a Sustainable, Inclusive, Mixed-use Neighborhood

Industrial and Commercial Midblocks

Reinforce the existing vibrant, mixed commercial and industrial character and strengthen the area as an active hub of economic activity and job opportunity.



Aerial view showing current land uses



Degraw Street looking west



Aerial view of sub-area

This area is a hub of economic activity and jobs spurred in the past decade by many of the older warehouse buildings being reused for a wide array of commercial and light industrial uses. Restaurants and event spaces mingle with building supply and storage spaces, offices and hotels, and small scale artisan or arts-oriented businesses. This ecosystem has been supported by a number of factors including the malleable spaces of former warehouse buildings, location between two major corridors and adjacency to thriving residential populations near mass transit.

Key Goals

- Reinforce an active hub of businesses and employment, maintaining the existing non-residential character of the area.
- Support growth and expansion of industrial, commercial and community facility uses at an appropriate scale.
- Promote opportunities for people to work in the vicinity of their residences, and accessible to transit.
- Support the continuation and growth of industrial uses that can operate safely and compatibly with neighboring uses.

Key Strategies

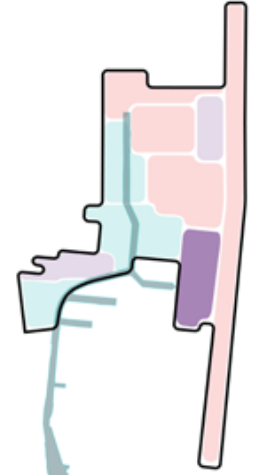
- Maintain prohibition on new residential uses.
- Increase allowable density for industrial, commercial and arts-oriented uses.
- Broaden the range of permitted community facility uses to include appropriate uses such as non-profits, which are currently restricted under zoning.
- Create height, setback and other building envelope regulations for developments or enlargements that are compatible with the neighborhood character.
- Alleviate unnecessarily high parking requirements for new construction and enlargements.
- Modify loading requirements to reflect business needs and reduce conflicts between trucks, pedestrians and other street users.
- Promote and incentivize job-generating uses and restrict as-of-right hotels in accordance with the citywide proposal for a hotel special permit in manufacturing districts.



Future view along Degraw Street looking east showing new commercial development

Industrial and Commercial Superblocks

Support growth of existing businesses while encouraging better streetscapes, active uses where appropriate and connections to and transition between neighborhoods and the IBZ.



The Old American Can Factory Building – 3rd Avenue



UHAUL, 6th Street, Source: Cyclomedia



Aerial view showing key built form characteristics

Consisting of commercial and industrial uses, including the neighborhood institution Old American Can Factory, the Superblocks are large blocks with irregular lots that have supported destination retail, self-storage facilities and auto related uses. Recent new construction has included two hotels and a commercial building with a gym and retail stores. The existing built context is uninviting to pedestrians and acts as a barrier to connections along 4th Avenue and 3rd Street to new and emerging neighborhood resources and amenities. The block north of 3rd Street is occupied by Con Edison and functions as a trucking and utility service facility.

“U-Haul and superblocks could use a street wall on 3rd Street as well as planting on the sidewalk to improve the pedestrian experience”

Comment from Public Realm Working Group member
– Spring 2017

Key Goals

- Reinforce an active hub of businesses and employment.
- Improve streetscape conditions and connections to the street grid and 4th Street Turning Basin as properties redevelop in the long-term.
- Support growth and expansion of industrial, commercial and community facility uses, while allowing residential uses in appropriate locations.
- Promote opportunities for people to work in the vicinity of their residences.
- Ensure industrial uses can operate safely and compatibly with neighboring uses.

Key Strategies

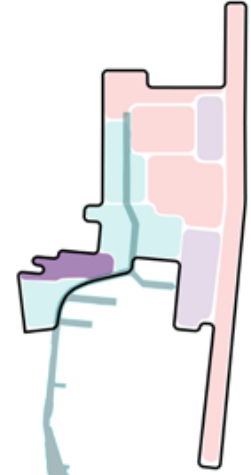
- Support expansions and developments, like the Old American Can Factory, with a mix of uses, including light-industrial, commercial, arts-related and, where appropriate, residential uses.
- Increase allowable density for industrial, commercial and arts-oriented uses.
- Consider permitting higher density mixed-use with affordable housing along 4th Avenue and along 3rd Street.
- Broaden the range of permitted community facility uses to include appropriate uses such as non-profits, which are currently restricted under zoning.
- Create height, setback and other building envelope regulations for developments or enlargements that are compatible with the neighborhood character.
- Alleviate unnecessarily high parking requirements for new construction and enlargements.
- Modify loading requirements to reflect business needs and reduce conflicts between trucks, pedestrians and other street users.
- Consider permitting new housing on parts of 7th Street with a predominant residential block character.



Intersection of 3rd Street and 3rd Avenue

Industrial and Commercial 4th Street and Hoyt Street

Reinforce the existing vibrant, mixed commercial and industrial character and strengthen the area as an active hub of economic and job opportunity.



Looking from the Canal at existing buildings on Bond Street



Aerial view showing current land uses

A mix of low-scale warehouses and multi-story, loft-style buildings contain a variety of commercial and light-industrial uses. Recently, former loft buildings have been reused and converted to space for artist studios, co-working, technology, media and design firms, and other newly emerging business sectors – a trend that has led to property reinvestment and spurred employment growth. Most lots in the area are smaller and built with full lot coverage buildings with active businesses. At 3rd Street and 4th Street, the area abuts the residential neighborhood of Carroll Gardens, which consists primarily of three- to five-story rowhouses.

Key Goals

- Reinforce an active hub of businesses and employment.
- Support growth and expansion of industrial, commercial and community facility uses.
- Promote opportunities for people to work in the vicinity of their residences.
- Ensure industrial uses can operate safely and compatibly with neighboring uses.
- Maintain existing non-residential character at an appropriate building scale.
- Support adaptive reuse of larger loft-style buildings at Bond and 4th streets.
- Promote connections to future waterfront public access areas and promote a continuous esplanade along the western side of the Canal.

Key Strategies

- Maintain prohibition on new residential uses.
- Increase allowable density for industrial, commercial and arts-oriented uses.
- Broaden the range of permitted community facility uses to include appropriate uses such as nonprofits, which are currently restricted under zoning.
- Create height, setback and other building envelope regulations for developments or enlargements that are compatible with the neighborhood character.
- Alleviate unnecessarily high parking requirements for new construction and enlargements.
- Modify loading requirements to reflect business needs and reduce conflicts between trucks, pedestrians and other street users.
- Promote and incentivize job-generating uses and restrict as-of-right hotels in accordance with the citywide proposal for a hotel special permit in manufacturing districts.
- Bring residential uses along Smith Street into conformance with zoning.

“Consider how to support the adaptive reuse of older buildings”

Comment from Public Realm Working Group member
– Spring 2017

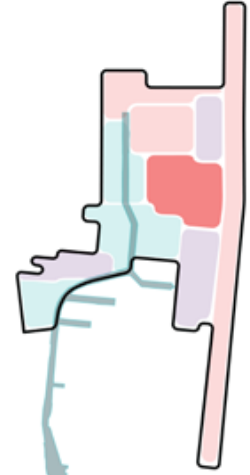


Reuse of loft building on 3rd and Bond streets

Enhanced Mixed-Use

Upland - Carroll Street and 3rd Avenue

Reinforce distinctive character through contextually sensitive growth with public realm improvements and neighborhood services, while promoting permanently affordable housing and protecting existing tenants.



Existing residential use on Union Street



Existing residential use on Sackett Street



Aerial view showing current land uses

Legal, non-conforming residential walk-up buildings of two to five stories are interspersed with industrial buildings, many of which have been reused for residential, light industrial uses such as warehouses, artist/maker space or commercial uses like retail and entertainment. A number of older residences with basements are within the flood plain, which extends east from the Canal. Our Lady Of Peace occupies a full block across from another neighborhood institution, 505 Carroll Street, which is undergoing an expansion of its light industrial and artist space.

Key Goals

- Preserve existing mix of uses and general scale.
- Support affordable housing and job growth generation.
- Bring residential uses into conformance with zoning and support resilient upgrades to homes in the floodplain.
- Support growth and expansion of industrial, commercial and community facility uses.

Key Strategies

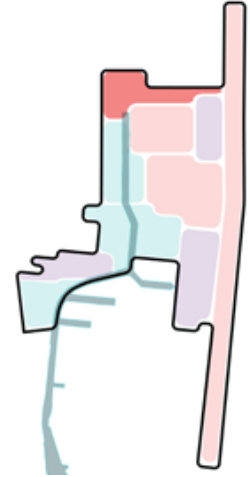
- Bring existing residences into conformance with zoning while reinforcing the mixed-use residential and light industrial/commercial context.
- Allow for contextual enlargements and support individual live-work projects as practicable.
- Leverage larger development sites to provide, at an appropriate scale, affordable housing and job-generating uses.
- Make MIH program applicable within the area, requiring permanently affordable housing to be included in new developments.
- Alleviate unnecessarily high parking requirements for new construction and enlargements.



Existing residential use along Carroll

Enhanced Mixed-Use Upland - NYCHA Adjacent

Revitalize and support the area adjacent to NYCHA communities through growth that encourages neighborhood retail and services, and improves connections for residents to existing and planned public realm improvements and job opportunities.



View looking north from Butler Street and 3rd Avenue

Legal, non-conforming residential apartment and walk-up buildings are interspersed with one-story commercial and light-industrial buildings. Uses include distribution/warehouses, bicycle and auto repair shops, and commercial uses, such as hotel and recreational uses. Baltic Street is a key corridor and is one of five west-to-east connections near or over the Canal. Despite its importance, Baltic Street lacks an inviting pedestrian streetscape and supportive uses for the three NYCHA communities it connects.



Aerial view showing current land uses

Key Goals

- Support affordable housing generation and existing businesses to remain and grow with the community.
- Encourage local services and retail with a focus on NYCHA needs.
- Improve streetscape conditions and connections between NYCHA communities, and existing and future open spaces and job opportunities.
- Maintain scale and mix in key locations.
- Support adaptive reuse of larger-loft style industrial buildings.

Key Strategies

- Bring existing residences into conformance with zoning.
- Reinforce the mixed-use residential and light industrial/commercial context.
- Allow new residential development along Baltic Street, where it is prohibited today.
- Make MIH program applicable within the area, requiring permanently affordable housing to be included in new developments.
- Promote and incentivize non-residential uses identified by the community as priorities, such as supermarkets, community facilities, light industry and arts uses.
- Alleviate unnecessarily high parking requirements for new construction and enlargements.

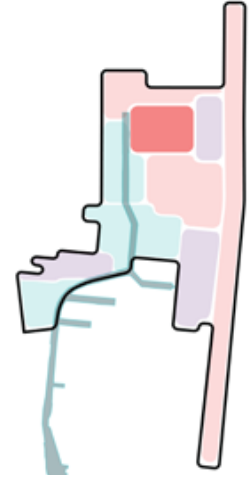


Baltic Street, Source:

Enhanced Mixed-Use

The Park

Re-envision a new fabric around a remediated and reconstructed Thomas Greene Playground area, while supporting it as an oasis to a diverse and inclusive population by spurring the clean-up of heavily contaminated sites adjacent to NYCHA communities. Encourage the development of mixed-use projects that include new, permanently affordable housing as well as commercial, artist and maker space, connecting to planned major public realm improvements like the DEP Gowanus CSO facilities.



Thomas Greene Playground Public Pool



Looking west on Douglass Street



Aerial view showing current land uses

Vacant or underutilized land is interspersed with high lot coverage, former industrial buildings that have been reused for truck repair and storage, commercial retail and office, small-scale artisanal manufacturing and arts-related uses. Recent new construction has consisted of one hotel. Parcels within this sub-area are some of the most heavily polluted in the neighborhood due to past industrial activities and soil composition, coupled with a high water table that has allowed substances to migrate underground from tanks and spills to nearby properties. Redevelopment plays a critical role in cleaning up these properties, which would otherwise, in most cases, remain as-is and contaminated. At the center of this sub-area, Thomas Greene Playground is a unique neighborhood resource that provides relief to nearby residents and businesses as an oasis in the heart of the former industrial landscape.

Key Goals

- Support a remediated, reconstructed Thomas Greene Playground integrated with surrounding streets through active non-residential edges and connections to new open space, future Canal esplanade and the NYCHA communities.
- Catalyze clean-up efforts around the Canal and upland brownfield sites.
- Leverage redevelopment to provide significant affordable housing and brownfield remediation.
- Leverage redevelopment to provide community oriented uses such as commercial/retail, arts and maker space.
- Encourage local services and retail with focus on the needs of NYCHA residents.
- Enhance 3rd Avenue streetscape, while balancing needs of trucks and through traffic.

Key Strategies

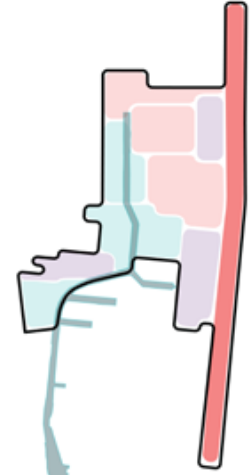
- Allow higher density mixed-use around Thomas Greene Playground and 3rd Avenue.
- Allow existing uses to remain and enlarge.
- Require active ground floors along 3rd Avenue and Thomas Greene Playground.
- Promote and incentivize non-residential uses identified by the community as priorities, such as supermarkets, community facilities, light industry and arts.
- Maintain existing zoning to promote reuse of certain loft buildings.
- Make MIH program applicable within the area, requiring permanently affordable housing to be included in new developments.
- Adapt key streets with measures for pedestrian and driver safety and efficient freight and delivery for area businesses.
- Explore reductions in residential parking requirements, as appropriate.



Vision sketch looking west along Degraw Street from 3rd Avenue

Enhanced Mixed-Use Fourth Avenue Corridor

Enhance and continue to revitalize this major borough thoroughfare through public realm and street improvements and requirements for permanently affordable housing on all new developments – including on previously rezoned portions.



4th Avenue and Second Street, Source: Cyclomedia



Subway entrance on the corner of Union Street



New mixed-use development on the corner of 6th Street

At 120 feet wide, 4th Avenue is the largest corridor running through the neighborhood and one of the main thoroughfares in Brooklyn. The below-ground R/N/D subway lines run under 4th Avenue and include local stops at Union Street and 4th Avenue/9th Street. Uses along the avenue vary and include one-story semi industrial uses, various commercial uses like local retail shops, and residential apartment and walk-up buildings. Today, new residential developments are not required to provide affordable housing.

Key Goals

- Create new opportunities for significant affordable housing where residential is currently prohibited.
- Leverage redevelopment to provide significant affordable housing on previously rezoned portions of 4th Avenue.
- Encourage broader range of compatible uses, including potential for multiple-floors of commercial uses.
- Improve streetscape and safety.

Key Strategies

- Allow higher density mixed-use development on key opportunity sites.
- Make MIH program applicable within the area, including on the previously rezoned portion of 4th Avenue, requiring permanently affordable housing to be included in new developments.
- Allow for multiple-floors of commercial/non-residential space.
- Require active ground floor uses.
- Explore reductions in residential parking requirements, as appropriate, including strategies to activate ground floors currently used for parking.

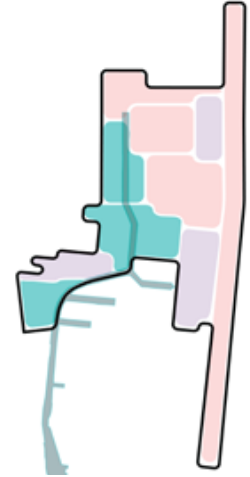


Vision sketch looking north on 4th Avenue at 2nd Street

Canal Corridor

Upper Canal, Mid-Canal, Lower Canal

Leverage the unique nature of the Canal to create a vibrant, accessible, resilient and diverse waterfront esplanade with a mix of uses, including new permanently affordable housing, commercial, artist and maker space.



Looking north from Union Street bridge, Source: Cyclomedia



Looking south from Carroll Street bridge, Source: Cyclomedia



Looking north from 3rd Street bridge, Source: Cyclomedia

The former industrial waterfront is a mix of commercial activity, open air parking and storage, and light industrial uses interspersed with some vacant buildings and land. The recently completed 363-365 Bond Street residential developments are the first new residences along the Canal, and include a public esplanade, resilient design and community facility space. Connections across the Canal within these sub-areas are limited, with only three bridges traversing the waterbody, including one (3rd Street) that allows west-bound traffic.

Designated as a Superfund site in 2010, the Canal's remediation and clean-up of contaminant-contributing upland sites are paramount to the area's future. A high water table increases the risk of cross-property contamination and the cost of remediation and construction. Due to private waterfront ownership, access and views to the Canal are limited to public street ends, bridges and the new waterfront esplanades that were recently constructed.



365 Bond Street Waterfront Esplanade



Carroll Street Bridge

Overarching Goals

- Create a multi-faceted vision for the entire Canal waterfront.
- Plan for a continuous waterfront esplanade that would, through incremental development, connect to each other and to adjoining upland areas.
- Identify opportunities where larger open spaces may be possible to better diversify the experiences along the Canal.
- Support a future waterfront esplanade that enhances resiliency and sustainability efforts in response to the challenges faced from climate change (e.g. sea level rise, equity).

Overarching Strategies

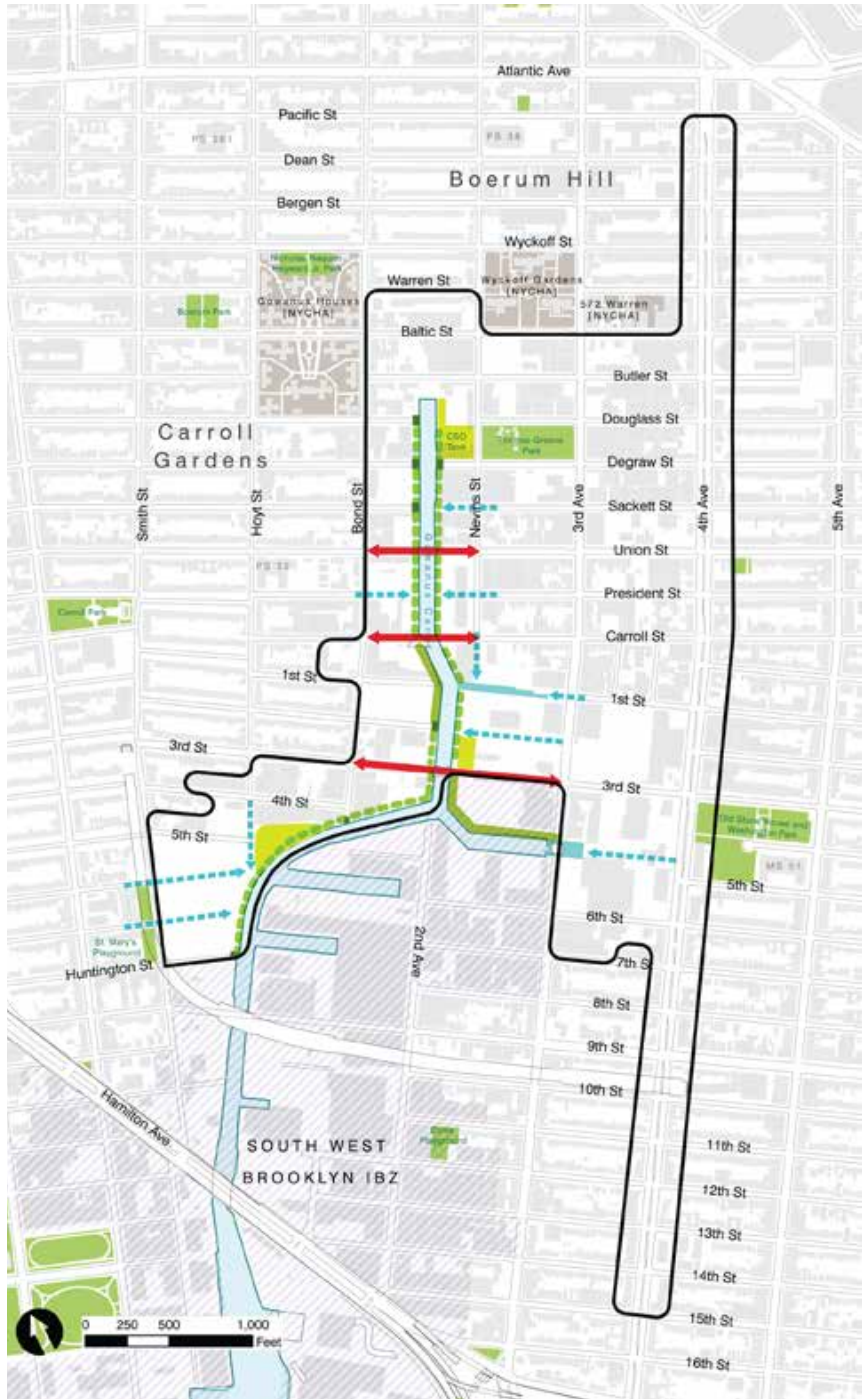
- Allow residential development along the Canal, where it is prohibited today, at an appropriate density to create new housing at a mix of incomes, including permanently affordable housing.
- Allow and promote a mix of uses, including light industrial, arts-related and commercial uses, on ground floors and second floors to support an active and diverse waterfront and the Gowanus mix.
- Establish a Waterfront Access Plan (WAP) that provides details for waterfront access along the Canal when development occurs.
- Require all waterfront developments to provide and maintain well-designed public open spaces.
- Set design parameters that promote high-quality and resilient open spaces that respond to local geography and needs.
- Explore approaches to enhance active uses and resiliency efforts at the street ends.
- Require active uses where appropriate along the Canal to enliven and activate it.
- Explore reductions in parking requirements for residential units, as appropriate.
- Identify and pursue strategies to increase the climate and sea level rise resiliency of areas adjoining the Canal.

“Strongly encourage/require active ground uses and neighborhood amenities on waterfront”

Comment from Public Realm Working Group member
– Spring 2017

Canal Corridor

Waterfront Access



A Waterfront Access Plan (WAP)

for blocks adjacent to the Canal would modify existing requirements for waterfront public access and identify specific locations for required public walkways along the Canal, upland connections, supplemental public access areas and visual corridors. The WAP would also modify the zoning design standards to suit the unique character of the Canal.

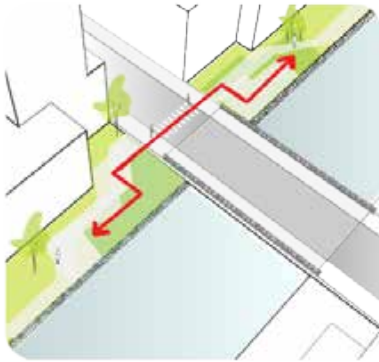
Legend

- Rezoning Study Area
- NYCHA
- IBZ

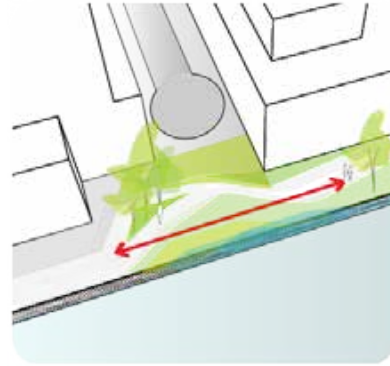
Waterfront Access Plan

- Existing Parks
- Larger waterfront open space
- Existing WPAA
- Future WPAA
- Potential Physical and/or Visual Connections
- ↔ Bridge Crossings
- Street-end treatment

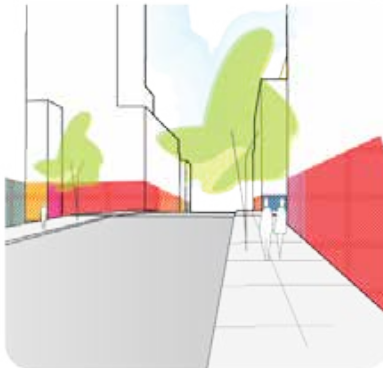
Map showing potential waterfront public access. Note: Illustrated components of a potential WAP require further



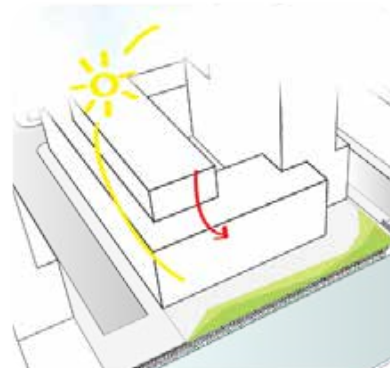
Ensure continuity of public access at bridge crossings with grade-change constraints



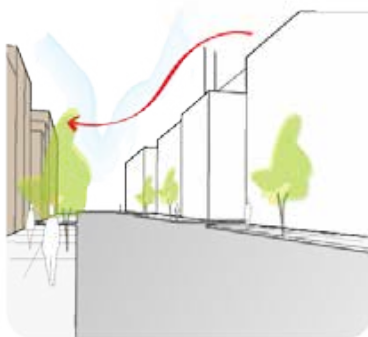
Encourage a street end design that is flood-resilient and ensures continuity of public access across sites



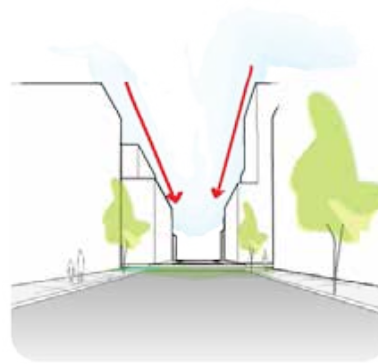
Allow and promote a mix of uses on ground floors leading to and along the Canal to support an active and lively waterfront



Ensure access of light and air to inner courtyards and the Canal by staggering building heights and keeping street wall heights low



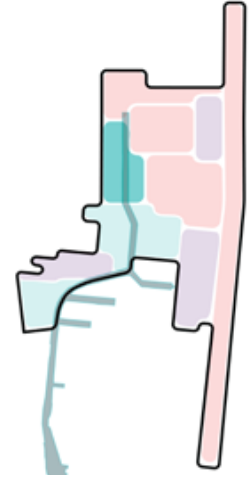
Step down to the lower-scale neighboring context along upland frontages such as Bond Street



Set back higher portions of buildings to ensure light and air to side streets and the Canal

Canal Corridor

Upper Canal



Aerial view showing key built form characteristics



Site west of Canal between Carroll and Union streets

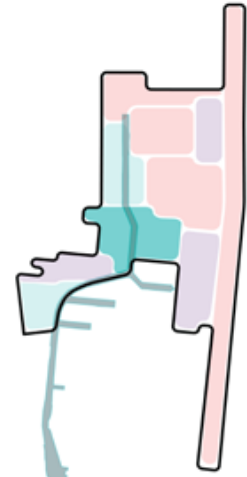


Degraw Street western streetend

The blocks north of Carroll Street are smaller and more regular in size and orientation compared to other Canal-front blocks. These sites are highly constrained between the Canal's edge, bulkhead tie-backs, a high water table and soil contamination. Uses in this portion of the Canal include open air parking and storage facilities, light industrial and commercial uses, and two adaptively reused former industrial buildings located along Nevins Street and Union Street. North and east of Union Street will be the site of a major planned infrastructure investment to significantly reduce pollution entering the Canal during significant rain storms and to provide roughly one acre of new open space to the neighborhood.

The surrounding streets are generally narrow at 60 feet wide, with the exception of Union Street. Nevins Street is 50 feet wide and ends at Carroll Street. The western side of Bond Street has building heights of three to five stories. The Canal itself is roughly 100 feet wide from shore to shore in this upper portion.

Canal Corridor Mid-Canal



Aerial view showing key built form characteristics

The blocks south of Carroll Street and north of 4th Street are larger, more irregular lots. Uses in this portion of the Canal include commercial, open air parking and storage, residential and vacant buildings, including the BRT Powerhouse. The BRT Powerhouse is currently proposed to be adaptively reused with a new adjacent building as a workshop space for artists and makers. The former 1st Street turning basin is proposed to be day-lighted in the future as part of the remedy for the Superfund clean-up. 363-365 Bond Street has residential, retail and community facility space and a publicly accessible, resilient waterfront esplanade.



BRT Powerhouse



Bond Street looking south at 1st Street

Similar to the Upper Canal, most streets are 60 feet wide and terminate at the Canal. However, both 3rd Street and 3rd Avenue are wide streets at 80 feet. Across 3rd Avenue is a Con Edison facility on a superblock that is mostly unbuilt on and primarily used for dispatching, training and parking.

Canal Corridor

Upper Canal and Mid-Canal

Key Goals

- Catalyze site remediation and development with a mix of uses including significant affordable housing, retail and community amenities.
- Connect future waterfront public open space to future CSO facility site's open space and to existing open space at Thomas Greene Playground and nearby NYCHA communities.
- Promote uses that take into consideration proximity to 3rd Avenue, 3rd Street, BRT Powerhouse and existing residential development.
- Ensure built form responds to the Canal width, the future waterfront esplanade and surrounding neighborhood context.
- Facilitate public access along the Canal and its connection to existing esplanade.
- Support environmental cleanup of sites and resilient landscape and building design.
- Support job-generating spaces and active uses in key locations where appropriate, such as the BRT Powerhouse.

Key Strategies

- Allow residential development where it is prohibited today, at a medium to moderate density along the Canal and a higher density along 3rd Avenue to create new housing at a mix of incomes, including permanently affordable housing.
- Require all waterfront developments to provide and maintain well-designed public open spaces.
- Allow and promote a mix of uses on ground floors and second floors to support an active and diverse waterfront.
- Define the size and shape of new buildings to ensure adequate light and air at the Canal and appropriate relationship to adjacent context.
- Identify where supplemental open spaces should be located along the waterfront
- Identify where visual linkages and upland connections are needed to enhance access and visibility to the Canal.
- Facilitate visual and physical access to the 1st Street Turning Basin.
- Establish bulk regulations that promote the reuse of certain buildings that contribute to the unique nature around the Canal and neighborhood.
- Require active ground floor uses where appropriate along the waterfront and key upland corridors.

“Consider level changes along Canal such as a higher esplanade and a lower, floodable esplanade.”

Comment from Public Realm Working Group member
– Spring 2017

“Building heights should vary along the Canal.”

Comment from Public Realm Working Group member
– Spring 2017



Vision sketch looking north from Union Street

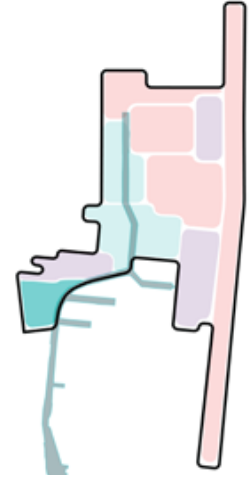


Vision sketch looking north from 3rd Street

Canal Corridor

Lower Canal

Facilitate the redevelopment of the largest City-owned parcel within the study area for affordable housing and a mix of uses like open space, commercial and community facilities. Promote a coordinated plan for public place with the privately-owned parcel to the south to create a mix of uses, including new permanently affordable housing, commercial, artist and maker space, as well as a vibrant, accessible, resilient and diverse waterfront esplanade.



Public Place



Smith Street looking south at Luquer Street



Aerial view showing key built form characteristics

Located directly adjacent to the Smith and 9th Street and Carroll Street F/G stations, two large properties – one privately owned and one City-owned (Public Place) – are cut off from the more residential neighborhood context to the west and the more industrial context to the south and east in the Southwest Brooklyn IBZ. Together these sites consist of 10 acres of highly underutilized land, which are currently used for the Superfund dredging staging work and construction support. Both sites require extensive remediation from pollution caused by past uses, including a former manufactured gas plant.

Key Goals

- Promote master planning of Public Place and coordinate with adjacent private property to maximize opportunities and institute a rationalized street grid.
- Maintain scale and mix in key locations.
- Promote key connections to 9th Street, Smith Street and along the Canal.
- Plan for key infrastructure needs associated with increased residential and non-residential density.

Key Strategies

- Allow residential development where it is prohibited today, at a moderate density near transportation infrastructure to create new housing at a mix of incomes, including permanently affordable housing.
- Allow and promote a mix of uses on ground floors and second floors to support an active and diverse waterfront.
- Define the size and shape of new buildings to ensure adequate light and air along the Canal and appropriate relationship to adjacent context.
- Identify where supplemental open spaces should be located along the waterfront
- Identify where visual linkages and upland connections are needed to enhance access and visibility to the Canal.
- Require active uses where appropriate along the Canal to enliven and activate it.
- Extend street connections to facilitate access to new buildings and to the Canal.
- Facilitate community workshopping around Public Place vision and process.

Other than NYCHA's Wyckoff Gardens NextGen project, there is one large City-owned site within the rezoning study area – a parcel referred to as “**Public Place**,” which is located adjacent to the Gowanus Canal near the intersection of 5th and Smith streets. HPD is continuing to work with the designated development team to create a mixed-use development of affordable housing, community facility, commercial retail and open space at Public Place. As part of the on-going neighborhood study, HPD and the selected development team will **re-engage the community and update the vision for Public Place**.

Framework Overview Map

The following land use framework seeks to balance the shared priorities, goals and objectives voiced by the community and develop a vision to shape the neighborhood's future. Together, the approaches strategically balance denser, transformative growth with contextually sensitive growth and preservation to reinforce and encourage a mix of job-generating uses.



- Increase allowable density for industrial, commercial and arts-oriented uses
- Incentivize range of job-generating uses
- Create new building envelopes
- Promote reuse of loft-style buildings on Bond Street
- No new residential uses, except where appropriate, and restriction on new hotels



- Allow medium-density, mixed-use development
- Allow existing uses to remain and enlarge
- New developments or enlargements at a scale of 6-8 stories
- Make MIH program applicable



- Increase allowable density for industrial, commercial and arts-oriented uses
- Incentivize range of job-generating uses
- Create new building envelopes
- Promote reuse of loft-style buildings at key locations
- No new residential uses and restriction on new hotels



- Allow moderate density mixed-use development
- Allow existing uses to remain and enlarge
- Promote and incentivize non-residential uses
- Create flexible, special bulk envelopes for Canal sites to facilitate superior building and public open space design
- Strict base heights (5-7 stories) along Canal and narrow streets and additional height or density (8-10, 18+, 22+) in key locations, where appropriate
- Make MIH program applicable



- Bring existing residences into conformance with zoning
- Reinforce mixed-use, industrial and commercial character
- Allow existing uses to remain and enlarge
- New developments or enlargements at an appropriate scale (3-6+ stories)
- Make MIH program applicable



- Allow higher density mixed-use development
- Allow existing uses to remain and enlarge
- New developments at a scale of 12-15 stories
- Require active ground floor uses at key locations
- Promote and incentivize non-residential uses
- Make MIH program applicable

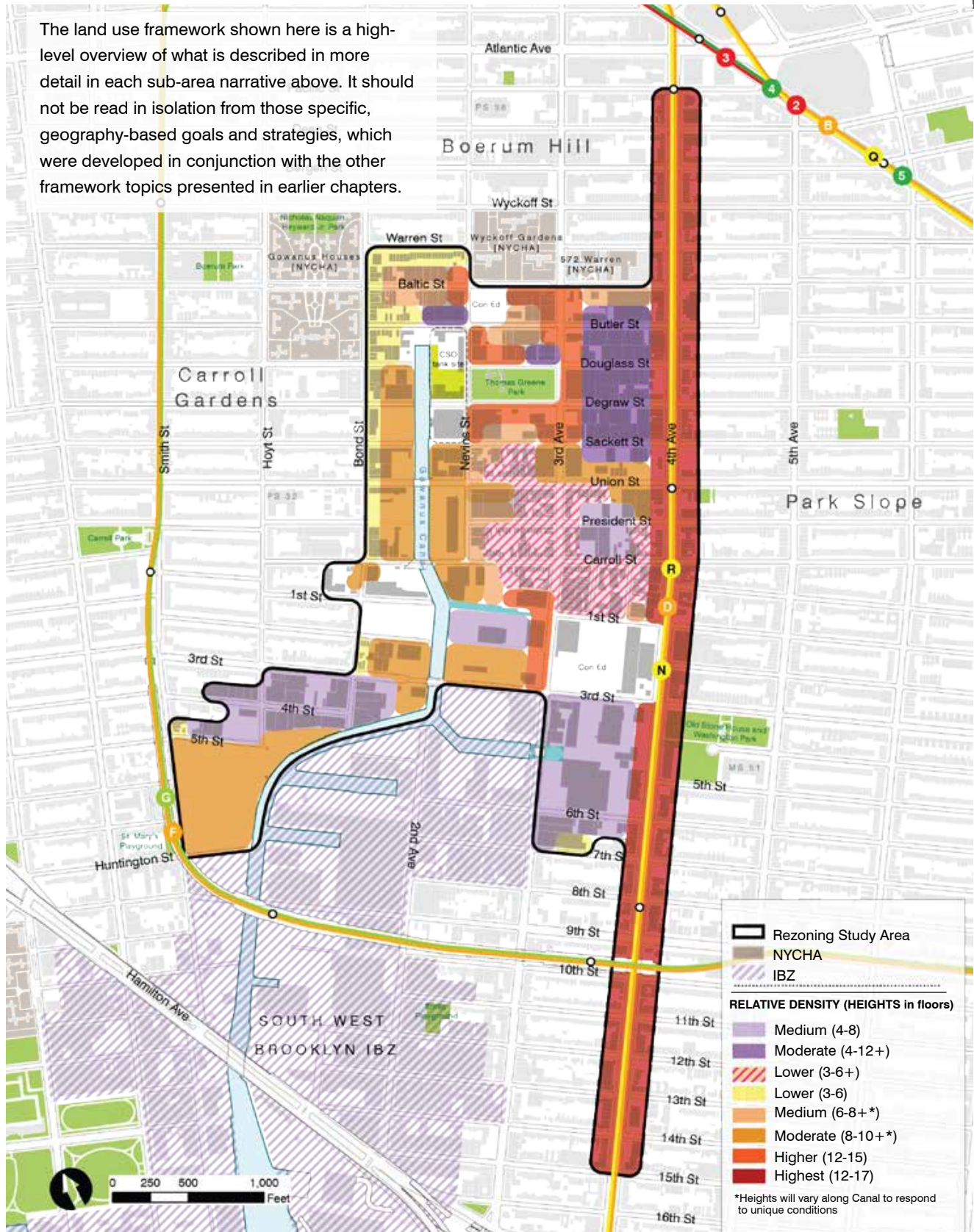


- Bring existing residences into conformance with zoning
- Allow new residential uses and existing uses to remain and enlarge
- New developments or enlargements at an appropriate scale (3-6 stories)
- Make MIH program applicable



- Allow highest density mixed-use development
- Allow for multiple-floors of non-residential uses
- New developments at a scale of 12-17 stories
- Require active ground floor uses
- Explore strategies to activate ground floors currently used for parking
- Make MIH program applicable, including on previously rezoned 4th Avenue block frontages

The land use framework shown here is a high-level overview of what is described in more detail in each sub-area narrative above. It should not be read in isolation from those specific, geography-based goals and strategies, which were developed in conjunction with the other framework topics presented in earlier chapters.



Gowanus: A Framework for a Sustainable, Inclusive, Mixed-use Neighborhood



Land Use and Urban Design Public Workshop, March 2017

Neighborhood Planning Process and Next Steps

A broad cross-section of **community voices articulated challenges and needs** that Gowanus faces today and in the future. They generated ideas about policies and investments to achieve a thriving, more resilient neighborhood.

Process

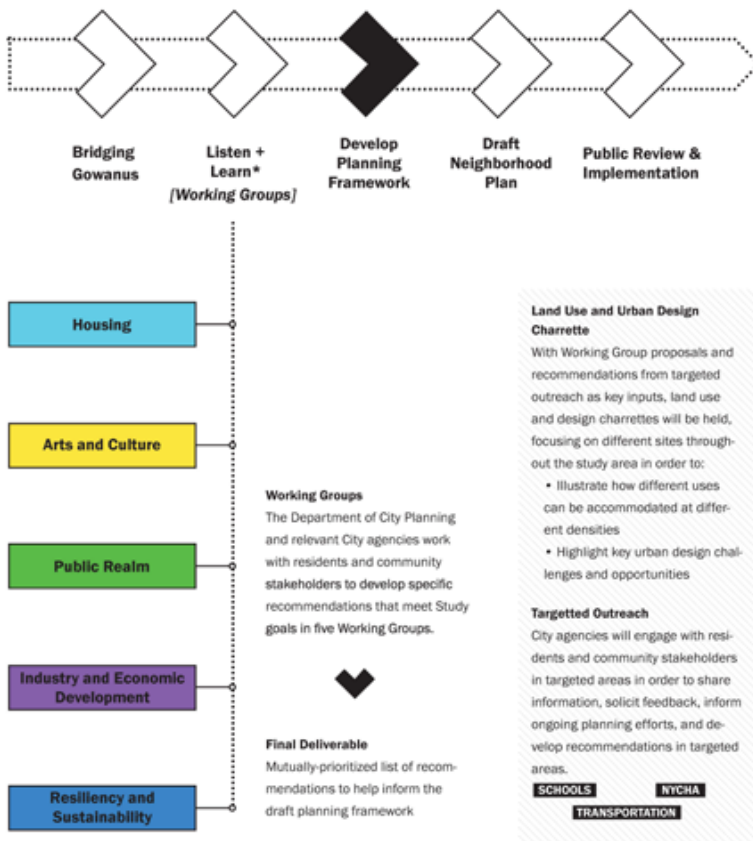
Due to the unique community and characteristics of the Gowanus area (such as the prominence of the Canal, which is a federal Superfund site), the variety of agencies participating in outreach events and involved in land use and infrastructure planning here may be different than in other neighborhood studies. At the request of the Gowanus community, this neighborhood study included working groups of local stakeholders to do deep dives into the complex and interrelated issues that are of importance to the community and need to be addressed as part of this holistic planning process (Arts and Culture, Housing, Industry and Economic Development, Public Realm and Sustainability and Resiliency) as well as topic-specific public meetings to broaden outreach and refine ideas for the planning framework.

Since the neighborhood study launched in October 2016, thousands of community stakeholders, residents, workers, business owners and elected officials have articulated challenges and needs that Gowanus faces today and in the future. They set goals and objectives and generated ideas about policies and investments to achieve a thriving, more resilient neighborhood. This framework is a product of all those voices and ideas, bringing them together in the objectives and proposed strategies for sustainability and resiliency, environmental remediation, community and cultural resources, housing, economic and job development, transportation and land use and urban form.

Next Steps

Through refinement and community feedback on this framework, a draft Neighborhood Plan will be developed to begin implementing this collective vision. Evolving from the goals and objectives outlined here, the draft Neighborhood Plan will further align community and government resources with draft zoning and land use changes aimed at realizing the shared vision. Land use actions, including rezoning, aimed at facilitating the Neighborhood Plan would subsequently enter public review (see timeline and process map below).

Gowanus Neighborhood Study Engagement Approach



Multi-pronged outreach approach developed with input from community

Achieving this vision for Gowanus will require **collective action**. While some of the strategies outlined below can be achieved in the near future, others call for long term commitment.

The framework will be shared and discussed at a forthcoming public event and workshop to get direct feedback from the community. In addition, feedback and input can be provided through *PlanGowanus.com* and by emailing the DCP team at gowanus@planning.nyc.gov or calling DCP's Brooklyn Office at 718-780-8280.

Additionally, some specific goals and objectives will begin to be implemented in the near term. These include advancing the visioning process for Public Place and the DEP CSO facilities open space at the head end of the Canal.

The City is committed to continuing this close collaboration and looks forward to working with the community toward making Gowanus a cleaner, greener, inclusive neighborhood that can serve as a model of sustainability for New York City and beyond.

Thank You!

Thank you to all those in the Gowanus community who have contributed (and continue to do so!) their time, thoughts and passion to ensuring that the future of Gowanus is bright and green and responsive to community needs.

Your involvement and engagement is critical to the success of this process. Implementation of these bold ideas will require collective action and ingenuity.



Working Group Summit, July 2017

Gowanus Timeline and Process

