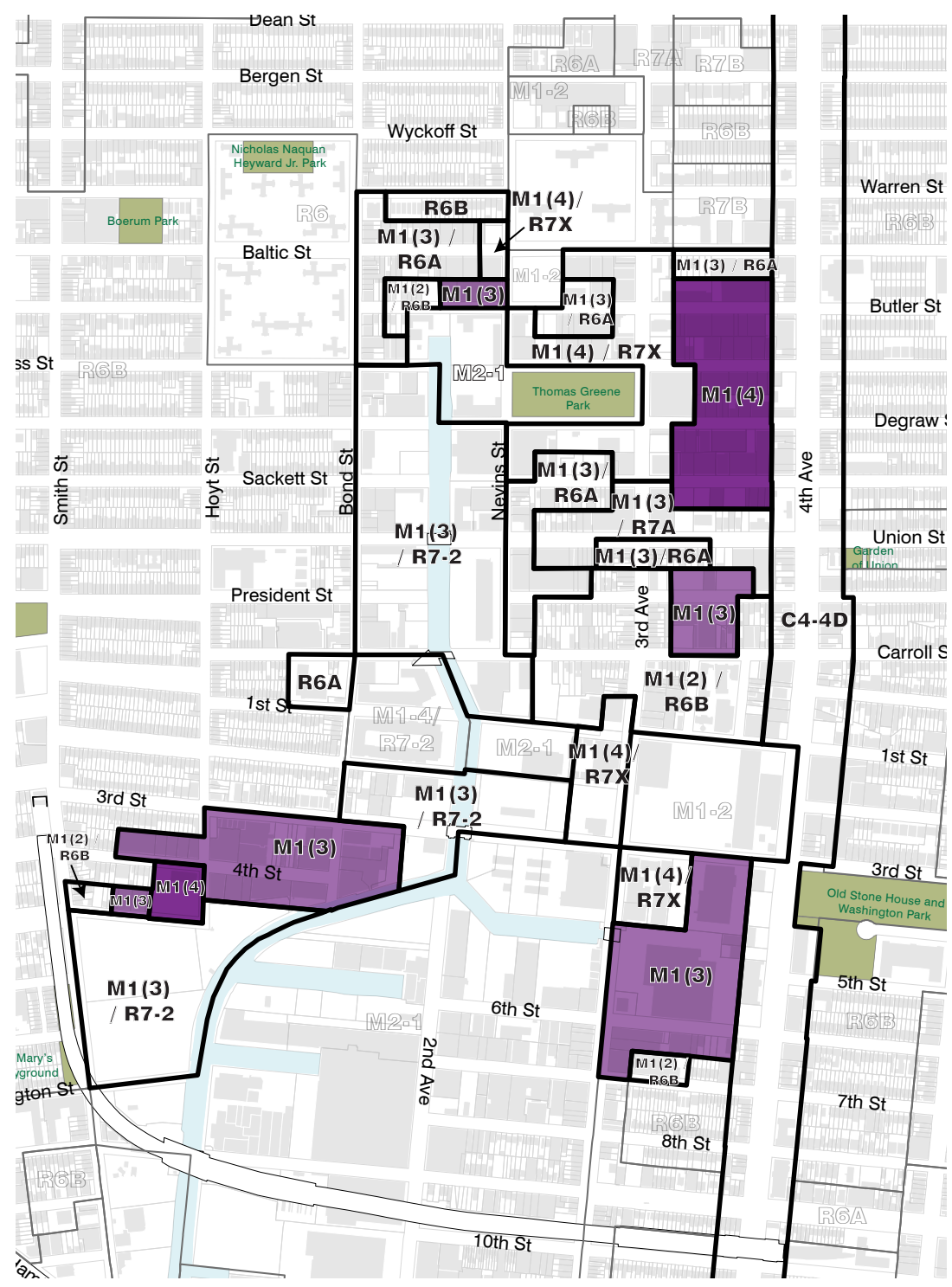


# Economic and Job Development

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

## No new residential use in certain areas



- The draft zoning proposal would reinforce the local economy and support job growth. Areas will be maintained for non-residential activity only (no new residential), including those between 3rd and 4th Avenue and around 4th and Hoyt Streets

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



- Along the Canal and near Thomas Greene Playground, carefully crafted zoning requirements and incentives would facilitate larger-scale mixed-use developments with active ground floors, housing and an incentive for uses that reflect the neighborhood character. These include light industrial and repair-based businesses, nonprofit organizations, arts and cultural uses, and other job-generating uses.

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



- To further support business growth and expansion, outdated parking requirements for commercial and industrial uses would be eliminated and loading requirements would be reduced (and eliminated for small businesses).

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



- The proposal will also increase density for job-generating uses and new rules would foster a contextual, loft-style building form sought by many businesses today, but which is difficult to construct under the current zoning.

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



- **NEW!** - SBS recently launched the Mobile Outreach Unit as a resource to serve job seekers and small businesses directly in their neighborhood. The Mobile Outreach Unit is a portable hub for SBS services and an outreach resource that aims to bridge the gap in service delivery for businesses and jobseekers.
- Equipped with classroom space and computers, the Mobile Outreach Unit can be used by SBS staff to provide SBS services such as workshops on commercial leasing, one-on-one technical assistance with M/WBE Certification applications, and recruitment events to connect jobseekers with employment opportunities.
- To support the neighborhood planning efforts, SBS is deploying the mobile outreach unit in Gowanus and partnering with community-based organizations.

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



- In December 2018, a citywide text amendment was approved to create a special permit for hotels in M1 zoning district in an effort to reduce conflict with adjacent uses and prevent out-of-context buildings. Under the new zoning text, hotels in M1 districts are no longer as-of-right and are now subject to a site-specific, case-by-case approval and public review period pursuant to ULURP.
- The creation of the self-storage next amendment and the hotel special permit is part of the Mayor’s 2015 Industrial Action Plan.

## Reinforce the IBZ as a center for industrial and other job-generating uses



- In October 2018, DCP and other agencies convened a stakeholder meeting on the Gowanus IBZ to kick-off a visioning plan and study. In collaboration with community-based groups, a business survey is currently being developed in order to understand the needs faced by businesses and property owners within the area. See the IBZ update board for more information.