HISTORY
FOR OVER 125 YEARS, INDUSTRY CITY HAS BEEN A MAJOR DRIVER OF OPPORTUNITY IN SUNSET PARK.
Brooklyn’s three massive industrial complexes, Brooklyn Army Terminal, Brooklyn Navy Yard and Industry City, are the hubs of manufacturing and distribution in NYC.

The Innovation Economy begins to emerge. Government begins massive infrastructure subsidy program at the Brooklyn Army Terminal and Brooklyn Navy Yard.

Industry City begins the largest privately owned adaptive reuse undertaken with NO public capital subsidy.

Jobs collapse from 120,000 to fewer than 10,000 on the complexes’ combined 14M sf.

Community Board 7’s 197A Plan for Sunset Park is adopted in November.

Industry City announces a ten-year, $1B redevelopment that aligns broadly with CB7’s 197A Plan and would create 15,000 on-site jobs.
With 6M sq. ft of space, Industry City is the largest privately owned industrial complex in New York City.

**35 ACRES**

**16 BUILDINGS**

**450+ COMPANIES**
INNOVATION ECONOMY: ECOSYSTEM

FUNCTION

MANUFACTURING
RESEARCH & DEVELOPMENT
ENGINEERING & DESIGN

SECTOR

ART & DESIGN
FILM & TV
RETAIL PRODUCTS

FASHION
TECHNOLOGY
FOOD
A diversification of uses at Industry City is needed to create an Innovation Economy ecosystem and drive job creation.

- **INNOVATION ECONOMY**
  - Skills, jobs, internships, R&D, & start-up opportunities
  - Amenities for IC & Sunset Park business community
  - Retail amenities for IC and Sunset Park businesses, local residents, and visitors
  - Retail amenities for students & staff

- **HOSPITALITY**

- **EXPANDED RETAIL**

- **ACADEMIC**
The Innovation Economy represents one of the fastest-growing segments of New York City’s economy, accounting for more than 1 out of every 10 new jobs added to the local economy over the last 15 years.

*Source: EMSI*
INDUSTRY CITY UPDATE 2018

INNOVATION ECONOMY: JOB CREATION

With a rezoning, capital investments will grow to more than $1B by 2027, adding 1.3 million sq. ft. of new commercial/industrial space and bringing total on-site employment to 15,000, with 8,250 more jobs located off site.
Industry City’s plan aligns with the community’s vision as expressed in the 197A Plan, creating opportunity in Sunset Park in key areas:

- Economic Development
- Education
- Transportation
- Environment
- Open Space
- Community Facilities
- Historic Preservation
Underutilized space will transform into an active Innovation Economy hub with 15,000 on-site jobs and 6.6M sq ft of rental space.

Jobs at Industry City have grown from 1,900 in 2013 to 7,000 as of 2018.

Of the $300M in capital spent to date, $100M has gone to Brooklyn-based companies.

Convert vacant or underutilized property into job-intensive industrial uses and create affordable rental space.
ECONOMIC DEVELOPMENT

INDUSTRY CITY TO DATE

2013
jobs in IC
1,900

Businesses in IC
150

2018
jobs in IC
7,000+

Businesses in IC
450+
57% of people who work at Industry City live in Brooklyn.

*Source: HR&A analysis of Industry City Employee Survey, 2017
Half of all workers at Industry City are under the age of 35, compared to 35% of total workers citywide.

*Source: HR&A analysis of Industry City Tenant Survey, 2017; EMSI*
Industry City tenants provide opportunities to workers of all education levels, with a third of workers lacking any post-secondary education.

*Source: HR&A analysis of Industry City Tenant Survey, 2017.*
IC tenants employ

1 out of 5

people who both live and work in Sunset Park

*Source U.S. Census Bureau, Longitudinal Employer-Household Dynamics (LEHD); HR&A analysis of Industry City Tenant Survey, 2017.
Employment opportunities at Industry City often benefit Sunset Park workers and those from adjacent communities.

Of those employed with firms at Industry City in 2017, nearly 35% live in the surrounding Neighborhoods (Southwest Brooklyn).

More than 1-in-10 live in Sunset Park (ZIP 11232 + 11220)

*Source: HR&A analysis of Industry City vendor data*
INDUSTRY CITY TO DATE

$100M in spending with Brooklyn-based companies

1 in 3 direct capital investment dollars spent locally

*Source: HR&A analysis of Industry City Tenant Survey, 2017; EMSI*
EDUCATION
Since opening in 2016, Innovation Lab has served 1400+, placing more than 250 area residents in jobs and 350 internships at IC businesses.

Increase entrepreneurship & vocational training and create 600k sq ft of new space for college and university classrooms.
EDUCATION

Innovation Lab Program Offerings:

- Pre-screening & job placement
- Technology & vocational pipeline training
- Entrepreneurship classes
- Continuing education technology training lab
- Business development workshops
- Summer internships
- ESOL classes
- US Citizenship exam preparation classes

The Innovation Lab at IC is further supported by local City Council Member Menchaca, State Assembly Member Ortiz, Congresswoman Velazquez, and Brooklyn Borough President Eric Adams.
INDUSTRY CITY TO DATE

1400+ Participants engaged through bi-weekly orientation & recruitment

250+ Job placements, 80% living in South Brooklyn, and 65% in Sunset Park

350+ Local youths connected with internships

300+ Businesses served
TRANSPORTATION
TRANSPORTATION

OVERVIEW

197A VISION
Expand public transit access to waterfront. Improve pedestrian and cyclist safety and experience

PROGRESS
Improved pedestrian experience and vehicular access by completing “Under the El” project and installing raised sidewalks and loading docks

FUTURE
Advocate for expanded bike lanes, improved pedestrian safety, rebuilt roadways, and enhanced ferry service
Industry City’s elevated sidewalk program improved traffic flow, and enhanced pedestrian safety and accessibility.

In 2017 IC began working with NYC DOT and Design Trust on a project to better light and make the 36th Street Gowanus Expressway underpass safer.
BEFORE

UNDER THE EL PROJECT AT 36th ST

AFTER
INDUSTRY CITY UPDATE 2018

ENVIRONMENT

OVERVIEW

197A VISION

Reduce emissions and increase energy efficiency

PROGRESS

Over $300M invested in basic infrastructure and open space, including 14,500 new energy efficient windows, $50M in electrical upgrades and other energy-related infrastructure to reduce carbon footprint

FUTURE

Commitment to Mayor's 30% Carbon Reduction Goal and resiliency investments
INDUSTRY CITY TO DATE

$50M
Invested in energy infrastructure upgrades, improving electricity, and reliability

Industry City’s roofs are being upgraded with solar-reflective membranes reducing urban heat island effect

Half of IC’s 14,500 century-old windows replaced to date with energy efficient windows

New boiler vacuum systems and radiators are reducing natural gas energy consumption by 50%
OPEN SPACE
OPEN SPACE

OVERVIEW

197A VISION
Create additional open space on and increase access to waterfront. Establish sense of place on waterfront by creating amenities

PROGRESS
Courtyards transformed into publicly-accessible greenspaces that improve connectivity, site porosity, and air quality. Innovation Alley provides a safe north-south connection, improving walkability

FUTURE
Improve waterfront open space and pedestrian access. Existing programs draw in local community, while additional programs and retail/dining amenities will increase waterfront use
IC’s courtyards currently encompass **5 ACRES** of open space, with plans to further improve publicly-accessible waterfront open space and pedestrian access.
COMMUNITY FACILITIES/SERVICES

197A VISION
Develop community/cultural facilities on waterfront

PROGRESS
Event spaces have been created ranging from 5,000-50,000 sq ft
IC has hosted 200+ free events for the community

FUTURE
New dedicated event space for tenant and community use will expand on and add to the diverse community and cultural events already taking place at IC
OPEN STUDIOS & MANUFACTURING DAY
HISTORIC PRESERVATION
One of the nation’s largest adaptive reuse projects

Complete reuse of historic buildings and addition of contextual new structures
CONCLUSION

The Industry City rezoning will allow for the project to complete the 197A alignment and support a total of 15,000 on-site jobs plus an additional 7,000 jobs off-site.

15,000 on-site jobs
8,250 off-site jobs

*Source: IMPLAN*
INDUSTRY CITY UPDATE 2018