FOR OVER 125 YEARS, INDUSTRY CITY HAS BEEN A MAJOR DRIVER OF OPPORTUNITY IN SUNSET PARK.
With 6M sq. ft of space, Industry City is the largest privately owned industrial complex in New York City.
INNOVATION ECONOMY
INNOVATION ECONOMY: ECOSYSTEM

FUNCTION

MANUFACTURING
RESEARCH & DEVELOPMENT
ENGINEERING & DESIGN

SECTOR

ART & DESIGN
FILM & TV
RETAIL PRODUCTS

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

**INNOVATION ECONOMY**

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

**HOSPITALITY**

**EXPANDED RETAIL**

**ACADEMIC**
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
- Historic Preservation
- Community Facilities
Underutilized space will transform into an active Innovation Economy hub with 15,000 on-site jobs and 6.6M sq ft of rental space.
BEFORE
UNDERUTILIZED PROPERTY

AFTER
JOB-INTENSIVE USES
ECONOMIC DEVELOPMENT

INDUSTRY CITY TO DATE

2013
jobs in IC
1,900
Businesses in IC
150

2019
jobs in IC
7,500
Businesses in IC
500+
57% of people who work at Industry City live in Brooklyn

*Source: HR&A analysis of Industry City Employee 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*
Since opening in 2016, Innovation Lab has served 2,100+, placing more than 340 area residents in jobs and 365 internships at IC businesses.

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

*Source: Community Board 7 – Borough of Brooklyn New Connections/New Opportunities  Sunset Park 197-A Plan
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

*OBT managing day-to-day activity at Innovation Lab since March 2018

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.
Placements range from entry level food prep and retail to $20 per hour and up for manufacturing, design and tech.

20+ placements on average per month since OBT took over day-to-day operation.
Participants engaged through bi-weekly orientation & recruitment

Job placements, 30% from Sunset Park

Local youths connected with internships

Businesses served
TRANSPORTATION
Expand public transit access to waterfront. Improve pedestrian and cyclist safety and experience.

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

Advocate for expanded bike lanes, improved pedestrian safety, rebuilt roadways, and enhanced ferry service.

*Source: Community Board 7 – Borough of Brooklyn
New Connections/New Opportunities Sunset Park 197-A Plan
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.
UNDER THE EL PROJECT AT 36th ST

BEFORE

AFTER
Over $400M invested in basic infrastructure and open space, including 15,000 new energy efficient windows, $50M in electrical upgrades and other energy-related infrastructure to reduce carbon footprint.

Commitment to Mayor’s 30% Carbon Reduction Goal and resiliency investments.

*Source: Community Board 7 – Borough of Brooklyn
New Connections/New Opportunities  Sunset Park 197-A Plan
Industry City’s roofs are being upgraded with solar-reflective membranes reducing urban heat island effect.

Half of IC’s century-old windows replaced to date with energy efficient windows.

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

Invested in energy infrastructure upgrades, improving electricity, and reliability.

$50M

ENVIRONMENT
OPEN SPACE
OPEN SPACE

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.

*Source: Community Board 7 – Borough of Brooklyn
New Connections/New Opportunities  Sunset Park 197-A Plan
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
Event spaces have been created ranging from 5,000-50,000 sq ft. IC has hosted 200+ free events for the community.

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.

*Source: Community Board 7 – Borough of Brooklyn
New Connections/New Opportunities  Sunset Park 197-A Plan
One of the nation’s largest adaptive reuse projects

Complete reuse of historic buildings and addition of contextual new structures

*Source: Community Board 7 – Borough of Brooklyn
New Connections/New Opportunities  Sunset Park 197-A Plan
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 8,250 jobs off-site.

15,000 on-site jobs

8,250 off-site jobs

Industry City Job Creation

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

*Source: IMPLAN
The Industry City rezoning calls for the following actions:

1. Zoning text amendment to establish the Special Industry City District
2. Zoning map amendment to map the Special Industry City District and to change the zoning designation of a portion of the affected area from M3-1 to M2-4
3. A Special Permit to modify bulk, use and other regulations pursuant to findings and an a site plan
4. A change to the City Map to demap 40th Street between First Avenue and Second Avenue