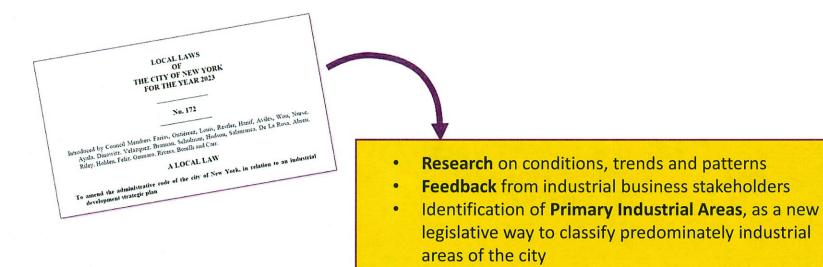


### What is the NYC Industrial Plan?

Required by Local Law 172 passed by the City Council in 2023, the NYC Strategic Industrial Development Plan will offer a comprehensive look at the city's *industrial jobs* and *lands* inclusive of:





**Recommendations** on incentives, programs, policies

and other land use tools

### Who is working on the NYC Industrial Plan?

This plan is an interagency effort led by City Planning, EDC and SBS that draws on a wide range of expertise and resources of government agencies:



















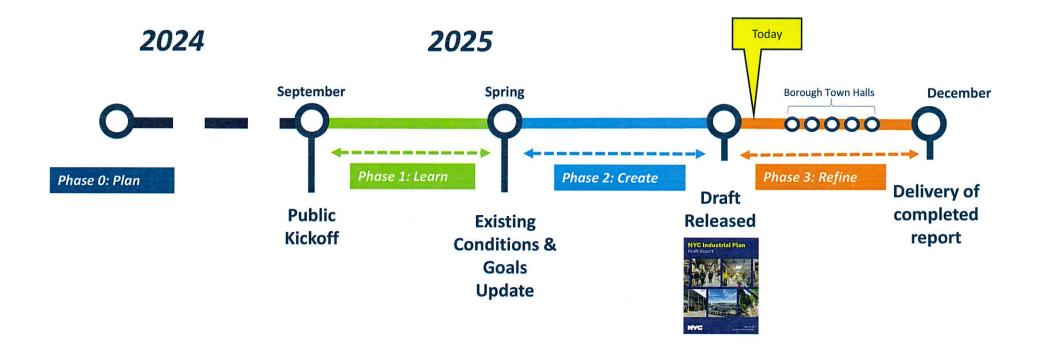








### Where we are in developing the plan





### **Industrial Plan engagement to date**

600+ Industrial
Survey
responses

**50+**Stakeholder meetings



8 Paneldiscussions,workshops &info sessions





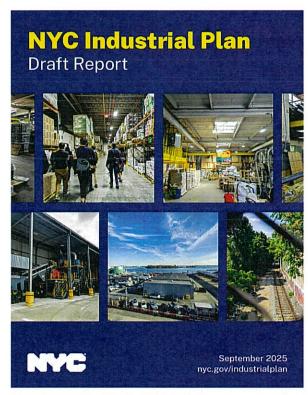
**10** Walking tours



Image sources: NYC Planning



### **The Draft Industrial Plan contents**



www.nyc.gov/industrialplan

### **Industry 101**

History, overview, and survey results

+

Key Challenges, Strategies & Recommendations

**Evolving Industry** 

**Demand for Space** 

**Congestion and Trucks** 

**Public Realm Quality** 

**Climate Threats** 

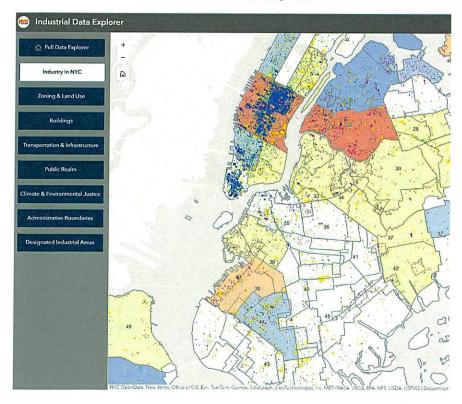
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**Maps of designated Industrial Areas** 



### **Companion elements**

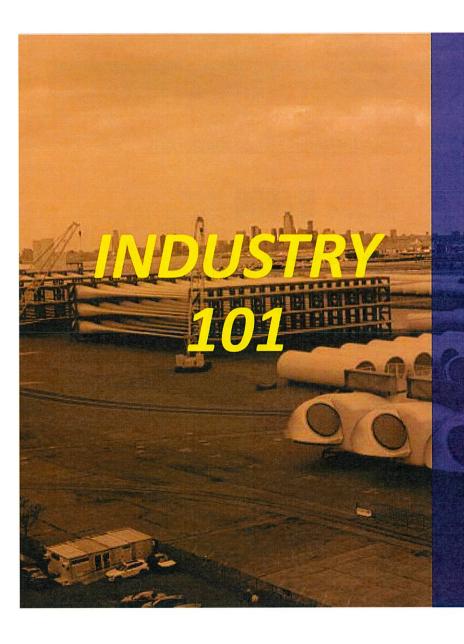
### **Industrial Data Explorer**



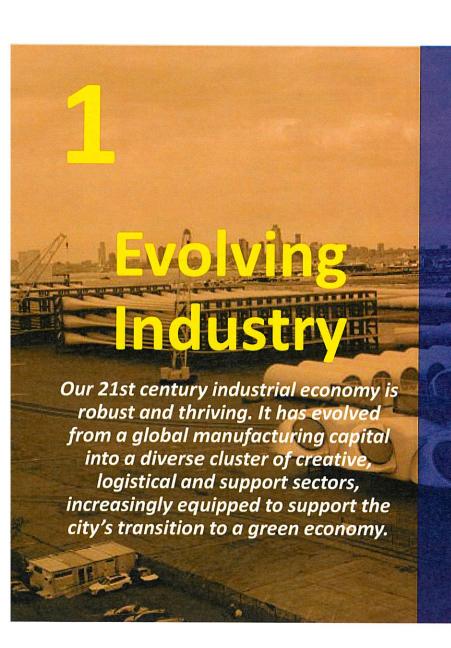
### **Industrial Plan Feedback Form**







- Today's Industrial economy = 550k jobs in 47k businesses
- Industrial businesses represent 15% of all NYC jobs much less than a generation ago, but more extensive than most U.S. metros
- NYC's Industrial Economy has businesses engaged in a wide range of making, moving and maintaining
- As a result, exist all over the city, in traditional industrial areas, office districts, and even residential areas
- Zoning rules govern whether, and what kinds of industrial businesses, can newly locate in the city, with many new rules in place as a result of City of Yes.



### What's going on?

- NYC's relationship to the industrial economy has changed
- NYC's economy has grown over the last 70 years and become less reliant on industry
- Industrial sector has stabilized as NYC experienced dramatic employment growth
- NYC Metro Region is second largest industrial economy in nation
- Certain sectors like distribution and construction are robust and growing
- The industrial economy is crucial to NYC's green transition

# Goal 1: Enable industrial businesses to evolve, innovate, and transition to green technologies

### **Potential strategies:**

- ✓ Improve city government's ability to help industrial businesses navigate regulatory and resource challenges
- ✓ Activate industrial sites in support of the green transition
- ✓ Use City-owned sites to incubate and grow industrial businesses
- ✓ Optimize resources available to industrial businesses that seek to grow or transition
- ✓ Ensure workforce development programs support business recruitment needs and prepare workers for jobs in industrial sectors





### 5 Strategies and 21 Recommendations to Enable industrial businesses to evolve, innovate, and transition to green technologies:

#### **Examples:**



Improve Local Law
97 compliance
supports
for hard-to-electrify
industrial businesses



Promote the development of clean energy infrastructure on privately owned industrial sites



Evaluate portfolio of city-owned land to improve efficiency and maximize opportunities for industrial siting



Explore potential improvements to existing tax credits for industrial businesses



Support workforce development and community hiring at publicly-owned industrial assets





NYC has the largest reservoir of urban industrial land in the country, but our industrial stock is old. New construction is expensive and difficult, leading to competition between uses. Businesses want to invest in NYC, but the lack of affordable space is a headwind.

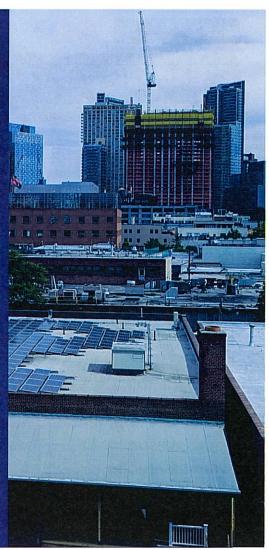
### What's going on?

- NYC has over 227M square feet of industrial space
- Most industrial buildings are small, but most industrial space is within large buildings
- Industrial rents are generally lower than other kinds of space in same areas
- Rents are rising, especially for newer space
- Restrictive and outdated zoning laws have made it more difficult to build new industrial space
- Many essential municipal service operations are concentrated in industrial areas
- Industrial jobs are shifting to outer boroughs
- Some industrial uses cannot safely locate near to non-industrial users

# Goal 2: Advance a balanced & coherent land and real estate strategy

### **Potential Strategies include:**

- ✓ Strengthen "primary" industrial areas
- ✓ Make it easier to build industrial space and catalyze investment in industrial areas
- ✓ Leverage mixed-use space for industrial uses
- ✓ Update city processes to make it easier to site industrial operations

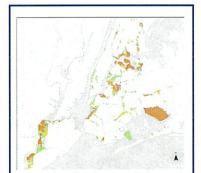




### 4 Strategies and 12 Recommendations to

### Advance a balanced & coherent land and real estate strategy:

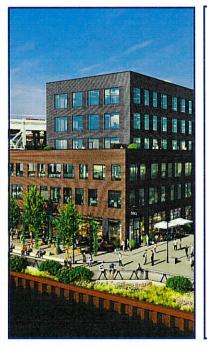
### **Examples:**



Establish a new land use framework to guide development and investment in manufacturing zones



Identify priority areas for new industrial neighborhood studies



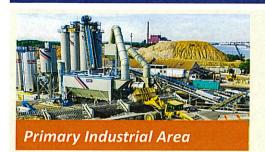
Launch a study to develop an economically feasible and environmentally safe model for vertically integrated mixed industrial-residential development



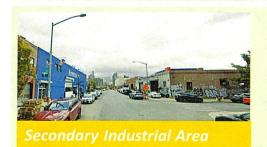
Streamline the City's approval processes to make it easier to find suitable locations for critical, "hard-to-site" city operations



### A new industrial land use framework



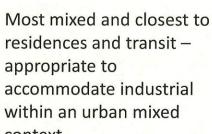
Near highways/rail/ports, predominantly industrial today and intended to be preserved as mostly industrial in the future

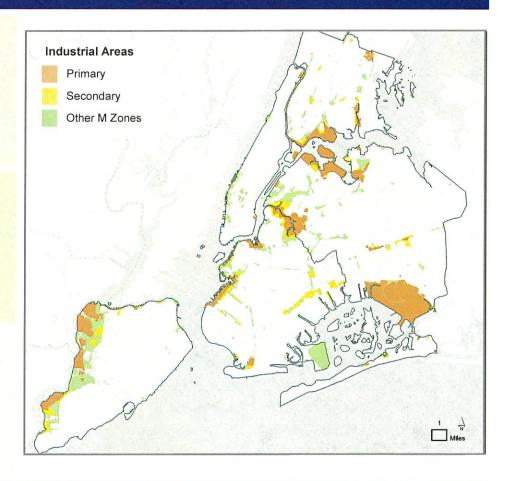


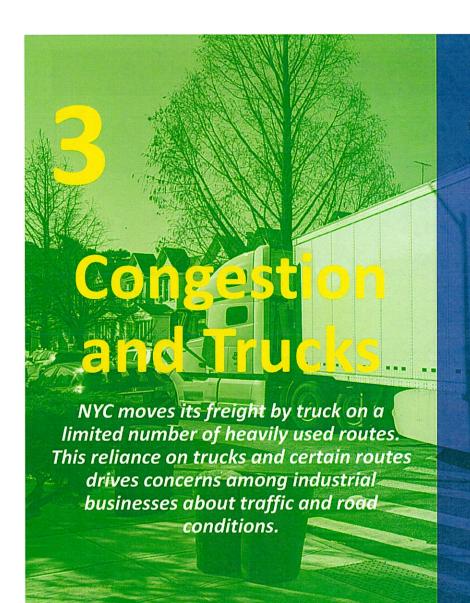
Mixed tenancy and closer to residences, intended as mixed industrial and commercial (nonresidential) job centers



residences and transit appropriate to accommodate industrial within an urban mixed context







### What's going on?

- NYC has a vast freight transportation network
- 96% of freight is moved by truck and heavily concentrated on select bridges and routes
- 91% of businesses surveyed cited traffic & road conditions as major infrastructure challenges
- The rate of traffic crashes is highest along truck routes
- Last mile deliveries create challenges in local neighborhoods
- NYC has an ambitious agenda to address a range of transportation challenges

### 5 Strategies and 14 Recommendations to Support Modern and Efficient Freight Movements

#### **Examples:**



Implement Blue Highways initiative



Assess opportunities for future freight rail network expansion and explore potential measures to preserve strategic sites for future activation



Explore new infrastructure and amenity investments to support micro-distribution

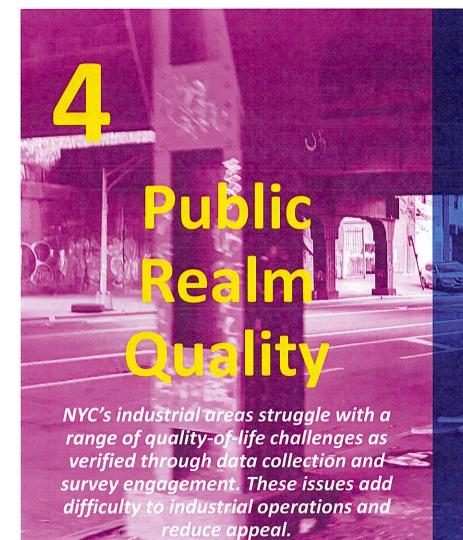


Implement changes to the Truck Route Network



Increase participation in the Clean Trucks Program





### What's going on?

- Industrial areas have a wide range of users
- Complaints about industrial public realm issues are rising
- Industrial buildings can cause problems on surrounding streets and sidewalks
- Other quality of life and public realm challenges result from maintenance and enforcement challenges
  - Public realm issues often result from design conflicts between industrial users and pedestrians
- Conflicts are more common when industrial operations abut other uses

### **Goal 4: Promote clean and safe** industrial areas

### **Potential Strategies include:**

- Develop industrial area design toolkit to manage public realm conflicts
- Enhance the appearance & cleanliness of the public realm
- Improve environmental protections in industrial areas



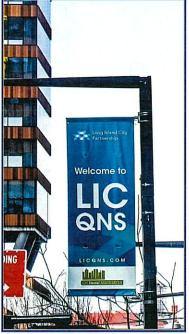


### 3 Strategies and 15 Recommendations to Promote clean and safe industrial areas

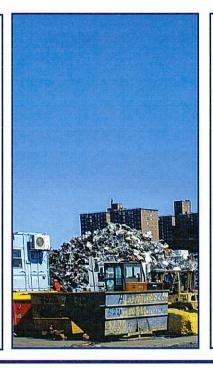
### Examples:



Incorporate new strategies for freight inclusive street design in the Street Design Manual

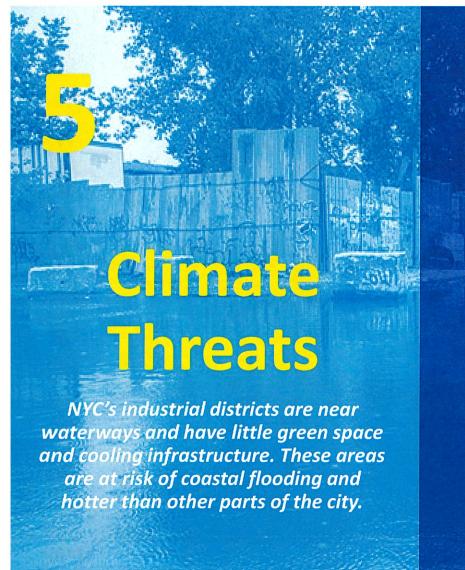


Explore
opportunities to
develop
partnerships with
local organizations
to support
marketing, public
improvements,
public safety, and
supplemental
sanitation services
in industrial
neighborhoods



Study updates to zoning performance standards and enclosure rules





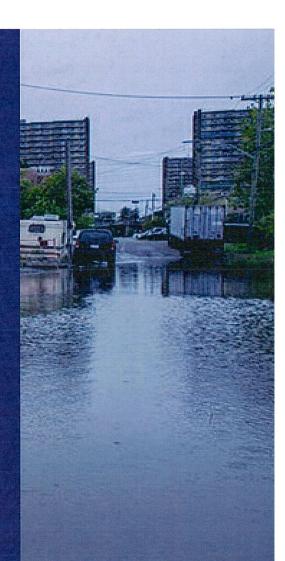
### What's going on?

- Industrial areas are typically hotter than other parts of the city, with hardscape, emissions from energy intensive uses, lack of trees contributing to urban heat island effect
- Industrial areas are particularly vulnerable to coastal and stormwater flooding

## **Goal 5: Prepare industrial areas for climate threats**

### **Potential Strategies include:**

- ✓ Promote better stormwater management and enhance the flood resiliency of the industrial public realm
- ✓ Enhance flood resiliency of industrial businesses and critical infrastructure
- ✓ Address the urban heat island effect

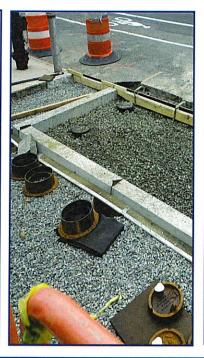




### 3 Strategies and 10 Recommendations to Prepare industrial areas for climate threats

### Examples:

Assess the feasibility of installing green infrastructure and implementing other flood risk mitigation interventions along industrial rights-of-way





Implement planned coastal flood risk mitigation projects that would protect waterfront industrial sites & areas



Evaluate
potential
changes to
street tree
planting
requirements
that would
enable these
rules to apply to
more industrial
projects



### **Engagement: Town Halls**

There will be five Town halls, one in each borough:

- **Manhattan –** BMCC 10/9
- Brooklyn NYU Brooklyn 10/16
- Queens CUNY School of Law 10/23
- Staten Island Staten Island Joan & Alan Berkinow JCC – 10/28
- Bronx Borough Hall 11/6

All town halls will begin at 6:30 pm

Town halls are being organized "Science Fair" style with boards at topic stations (5 Goals + Industry 101) plus a family table and an interactive map station

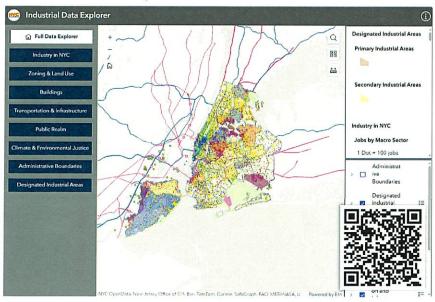




### **Engagement: How to get involved**

### **Explore the Data:**

Check out our Industrial Data Explorer to explore data related to Industry in NYC:



### **Digital Feedback Form**



We want to hear from you! Fill in the NYC Industrial Plan feedback form to share how you think we can better plan for the city's industrial businesses and areas.

nyc.gov/IndustrialPlan
industrialplan@planning.nyc.gov



### **Questions?**





Your North Brooklyn Business Exchange

### Testimony of Evergreen to NYC Council Committee on Economic Development September 22, 2025

Evergreen Inc.: Your North Brooklyn Business Exchange is a passionate champion for the industrial and manufacturing community. We advocate, guide, and serve. Our work anchors businesses so that employers, their workers, and the city can thrive. We are testifying today to reiterate our budget request for the Industrial Business Service Provider program and to share our initial concerns with the Industrial Development Action Plan.

#### Our budget request includes:

- A 2% increase for all funds for all NYC industrial programs in the general budget.
- A 50% increase in Industrial Business Solutions Providers (IBSP) funding in the Department of Small Business Services budget and indexing future funding to inflation
- Reinstitute 3-year IBSP contract term instead of 1 year extenders
- Fund a new \$650K program to build additional capacity for IBSP's by supporting projects such as research on industry and district trends, internal capacity building and other non IBSP program development through the Speaker's discretionary funding.

We would like to address our concerns about the recently released draft Industrial Action Plan. Evergreen was excited to work with the Speaker and the Council to ensure that the Industrial Action Plan legislation truly protects and reimagines the City's Industrial Business Zones (IBZs), allowing industrial businesses to grow in NYC. Although we are pleased that NYC has focused resources on comprehensively studying NYC's industrial sector, we are concerned that a number of recommendations do not seem to support manufacturing growth, as stated in the framing of the legislation.

- Large portions of the Industrial Business Zones in our service area, including the most job-dense pocket of the
  North Brooklyn IBZ and the entirety of the Greenpoint Williamsburg IBZ, were not classified as primary or
  secondary industrial areas. We are concerned this means they will no longer have land use protections, as "other
  m-zones" are seen to have potentially for M1A zoning that offers no priority or incentive for manufacturing use
  or MX zoning, which would allow residential.
- Though it is frequently said that the IBZs are not actual land use designations and merely tax policy, the fact is that they have become a meaningful framework in the years since they were established. Businesses understand themselves to be in them through the orange signs that hang every few blocks throughout. Our IBSP contracts and our direct business outreach focus heavily on these areas. Most importantly, 20 years of precedent exists to refrain from enacting residential rezonings in the Industrial Business Zones. The IBZs are not just agglomerations of economic activity, these are the communities each of our organizations serve and are an integral part of.
- This plan is intended to support and grow the City's industrial sector. There are 72 recommendations among multiple strategies that tie back to five broad goals in the document. However, the plan lacks any concrete projections about the effects these recommendations will have on job and business growth, and what industrial acreage will exist if all the changes are made. It is not explicit how the industrial sector will be supported and grown. We are left with the sense this has become an opportunity for the City to use industrial land to accomplish other nonindustrial development goals. Our concern is that the sector may be weakened, contrary to the state goal of the legislation.



#### Longtime Partnership with NYC

Since 1982, Evergreen has partnered with the City of New York to support North Brooklyn's industrial neighborhoods. Early InPlace Industrial Park work focused on public safety before shifting to business growth, helping hundreds of firms access city and state incentives. In 2006, Evergreen was awarded contracts to assist businesses in the Greenpoint-Williamsburg and North Brooklyn IBZs. With NYC support, we purchased our first industrial property in 2008 and have since acquired four more, all leased below market to small manufacturers. Our success serving thousands of firms and developing five industrial buildings has been possible only through this long-standing partnership.

#### What We Do

Evergreen represents industrial businesses at hearings, connects policymakers with local firms, and helps businesses resolve issues with agencies. In 2024, we served 178 businesses on over 187 issues, from finance to permits. We helped 11 firms apply for 23 incentives, and hosted 78 attendees at workshops and seminars on HR, financial systems, social media, and company culture. Our programming blends short-form technical assistance workshops with deeper, multi-week seminars, reinforced with one-on-one support.

#### Why We Do It

North Brooklyn is home to 1,200+ industrial businesses with 15,000 employees—14% of NYC's manufacturing base. These jobs pay 29% more than retail, offer higher rates of health coverage, and often require neither advanced education nor English proficiency. Nearly one-third of workers are non-white and over a quarter are foreign born, reflecting the community's diversity. In a neighborhood where 25% of residents live below the poverty line, industrial jobs remain a key path to stability and upward mobility.

#### **How to Succeed**

Stable, adequate funding is critical. Since 2019, one-year IBSP contract extensions and long payment delays have strained Evergreen's cashflow, even as costs rise. We ask the City to increase IBSP contract funding, provide discretionary support for capacity building, and return to three-year contracts. This will ensure Evergreen can continue leveraging City investment with private support, expanding services, and serving as a trusted liaison between businesses, residents, and government.



### NYC Council – Committee on Economic Development September 22, 2025 Testimony on NYC Industrial Plan

Good afternoon, Chair and Council Members. My name is Charles Yu, and I am the Vice President of Economic Development at the Long Island City Partnership. Thank you for the opportunity to testify today.

First, we thank the Council for passing the Industrial Development Action Plan legislation that made the NYC Industrial Plan possible. With the release of the Draft Plan last week, we look forward to working with City agencies, the Council, and community partners like the ones that are here today during the engagement period to fine-tune the plan.

We support the land use framework outlined for Long Island City. It reflects our neighborhood's unique dynamics and aligns with what many stakeholders have shared in recent planning discussions. We also recognize that some aspects of IBZ policy may need to be updated to provide more flexibility and better reflect today's realities. While we view the framework proposed for LIC as a helpful approach, it is important to continue a thoughtful discussion about how to balance the need to strengthen industrial areas with the realities of mixed-use neighborhoods.

The Draft Plan also underscores the importance of improving and optimizing industrial business support offered by the Department of Small Business Services. As a current Industrial Business Service Provider (IBSP), we see firsthand how critical this support is. Over the past year, our team has provided one-on-one assistance to dozens of local businesses, including many minority- and women-owned firms, helping them navigate real estate pressures, financing, energy savings, and operational challenges. Yet IBSP funding has remained flat for more than a decade, despite inflation and growing demands for our services. To deliver on the City's own goals outlined in the Plan, we urge the Council to increase IBSP funding by 50 percent, index future allocations to inflation, and extend contracts to three-year terms to provide the stability needed to support industrial businesses and preserve good-paying, family-supporting jobs.

Thank you again for your leadership and for the opportunity to speak today. We look forward to continuing this important work together.



### Southwest Brooklyn Industrial Development Corporation

4223 1st Avenue, Suite 2 Brooklyn, NY 11232 718-965-3100 fax: 718-577-5858 SBIDC.org

Jesse Solomon
Executive Director

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Mike Stamatis Red Hook Container Terminal

Eileen Vázquez Thornton Flushing Bank

Five Boroughs Brewing Co.

September 22, 2025

Good afternoon Chair Farías and members of the Committee on Economic Development,

The Southwest Brooklyn Industrial Development Corporation is a mission-driven, nonprofit that has been supporting industrial businesses and their quality accessible jobs along the working waterfronts of Sunset Park, Red Hook and Gowanus for over 40 years. We are proud members of the Industrial Jobs Coalition.

Industrial jobs are extremely important to our communities as they provide strong wages, low barriers to entry, and career pathways for those without college educations and those for whom English is a second language. Across NYC the industrial sector provides over 450,000 jobs with an average wage over \$87,000 and contributes over \$1.7 billion annually in tax revenue. The sector accounts for 33% of all NYC jobs that pay over \$50,000 and do not require a college degree. Any strategy for equitable economic development must consider how to preserve and grow these important sectors in New York City. That's why we were enthusiastic supporters of the Council's Industrial Development Action Plan legislation. It was our hope that the resulting plan from DCP would take the Council's directive to heart and produce a plan that positions New York City to grow industrial businesses and their high-quality jobs in the years and decades to come.

The draft NYC Industrial Plan released last week contains several strong recommendations for new and continued policies to support industrial businesses. However, notably, the current draft plan weakens the single most important aspect of city industrial policy -- land use protections for industrially-zoned land. Nearly 20 years ago and through three very different mayoral administrations, the Industrial Business Zone policy and its inherent promise to not allow residential rezonings within its territory, has kept industrial businesses and their good-paying accessible jobs within the five boroughs. Now, with a draft NYC Industrial Plan that fails to uphold these vital protections and leaves much of our IBZs outside of the designated Primary and Secondary Industrial Areas, the likely market outcome will be conversion away from industrial use and loss of these quality accessible jobs. Given Council's directive in the IDAP legislation to plan to strengthen the industrial sector, we urge DCP to update its final version of the NYC Industrial Plan to uphold the IBZ structure (beyond merely its tax benefit implications) and include all IBZ land as either Primary or Secondary Industrial Areas.

The draft plan also notes that "the City is exploring how to optimize the various [industrial business] supports" particularly in regards to the IBSP program. Year after year it becomes more difficult to continue to maintain our staffing and provide this number of free services while the IBSP contract we rely on has remained static and has not been adjusted for inflation for many years. To ensure that industrial businesses can remain and thrive in NYC and that IBSPs can continue to play our vital role in serving them, we ask this Committee and City Council to help ensure that next year's City budget includes a 3-year IBSP contract with a 50% increase (to account for years of stagnation and reduction), and is indexed to inflation going forward. Such funding will have a clear multiplier effect, with the economic activity of the industrial sector spilling over throughout the NYC economy.

Thank you for your time today, for understanding the importance of the industrial sector to our city by scheduling this hearing, and for your continued efforts to ensure quality jobs and equitable economic growth across New York.

Sincerely,

Jesse Solomon

Executive Director, SBIDC

4223 1<sup>st</sup> Avenue Suite 2, Brooklyn, NY 11232



#### 1155 MANHATTAN AVENUE BROOKLYN, NY 11222

PHONE 718-383-3935 FAX 718-964-9080 WWW.GMDCONLINE.ORG

September 24, 2025

New York City Council Committee on Economic Development

Re: Oversight - Industrial Development Action Plan Oversight Hearing

Dear Majority Leader Farías,

Greenpoint Manufacturing and Design Center (GMDC) is the City's premier non-profit industrial real estate developer of affordable manufacturing space. GMDC has developed over 725,000 SF of industrial space in Brooklyn and Queens for occupancy by small manufacturing businesses. We currently own and manage seven buildings which are home to over 760 manufacturing jobs among 130 companies. Our tenants include woodworkers, cabinetmakers, display makers, metal workers, and a variety of artisanal trades and artists.

As a member of the Industrial Jobs Coalition (IJC), GMDC is a part of a network of industrial sector partners, non-profit developers, and industrial business service providers (IBSPs) that collaborate to grow and preserve the manufacturing sector in New York City. Building on the advocacy that passed Local Law 172, which mandated a citywide industrial development strategic plan, the recently released Draft NYC Industrial Plan report has extensively compiled data on existing industrial areas such as IBZs and M-Zones, evolving industry trends, and industrial job growth. As IJC has iterated, industrial businesses comprise the second largest private sector employer in New York City and offer high wages, low barriers to entry, and opportunity pathways for workers of non-traditional backgrounds. The draft report framework, which overlays primary industrial areas (PIAs) and secondary industrial areas (SIAs) onto existing IBZs and M-Zoned land, raises concerns that existing industrial land will continue to be vulnerable to rezonings that favor competing uses such as residential and commercial developments.

GMDC urges this Committee and the City Council to continue to work with partner agencies at NYC DCP, SBS, and EDC, to finalize a NYC Industrial Plan report that proactively protects industrial land from competing uses. Through these efforts, industrial land can continue to provide long-term homes for goodpaying jobs in the industrial sector. By preserving and growing these jobs, New York City can continue to foster equitable economic development by championing workers who are pursuing employment opportunities in the skilled trades.

Additionally, we respectfully ask that the City Council commit to voting on a final FY26 budget that increases funding by 50% for the IBSPs that support industrial jobs citywide. By transitioning funding from 1-year to 3-year contracts and indexing the funding to inflation, IBSPs can continue to be essential to the IDAP's implementation by leveraging their technical expertise and guidance in growing and preserving the industrial sector in New York City.

Thank you for your review and please contact me if you have any additional questions or comments at (718)-383-3935 x12.

Thank you,

Brian T. Coleman

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### THE COUNCIL THE CITY OF NEW YORK

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### THE COUNCIL THE CITY OF NEW YORK

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