

***APPENDICES***

***APPENDIX A: REZONING SUBAREA PROFILES***

## INTRODUCTION

There are 22 areas that the Department of City Planning is considering rezoning in Community District 1. These rezoning subareas were selected because they include substantial amounts of residential uses while presently being generally zoned for manufacturing, commercial, or mixed uses. These selected rezoning areas have the potential for new residential growth, and/or the expansion of existing mixed use districts, while balancing the retention of exiting jobs and opening opportunities for new economic development.

There are seven rezoning subareas in Greenpoint (11222 zip code area): 1, 2, 3, 4, 5, 6, and 15. The subareas range from 1,876,000 (subarea 2) to 241,000 (subarea 6) square feet, from 40.5% residential uses (subarea 1) to only 2.1% (subarea 4). (*See Map 22*)

Zoning within these subareas includes the following categories:

District	Type	Characteristics	Subarea (SA)
R6 (M1-1)	Mixed Use	Special Franklin Street Mixed-Use District, which balances residential and manufacturing uses. Residential and community facility uses are allowed according to R6 district regulations. All existing industrial uses may expand by 3,000 square feet or 50% whichever is less. Maximum FAR of commercial uses cannot exceed the maximum FAR permitted in M1-1 districts (FAR 1.00).	Part of SA1
M1-1	Light manufacturing	Buffer zone between Greenpoint's low-density residential and heavy manufacturing areas. Retail and office uses permitted. Maximum FAR 1.00.	SA1, SA3, part of SA4, SA5, SA15
M1-2	Light manufacturing	Typical of older industrial areas; similar to M1-1. Maximum FAR: 2.00.	SA6
M3-1	Heavy manufacturing	Located along Greenpoint's East River and Newtown Creek waterfronts. Includes heavy industries, often polluting, traffic and noise generating. Buffered from residential areas by M1-1 zones. Maximum FAR: 2.00.	SA2, part of SA4

MAP 22: REZONING SUBAREAS LAND USE

## ***REZONING SUBAREA 1***

Rezoning subarea 1 is located in the western and northern portion of Greenpoint. This subarea, one block removed from the Greenpoint East River and Newtown Creek waterfronts, is the second largest rezoning area in Greenpoint and covers a total of 1,327,100 square feet.<sup>1</sup>

Rezoning subarea 1 includes 9 blocks between West and Franklin Streets bounded on the south by Milton Street and on the north by Dupont Street. In addition, the subarea encompasses 4 blocks whose boundary begins on Dupont Street on the south between Commercial Street and Manhattan Avenue, proceeds north on Manhattan Avenue to Clay Street, goes east on Clay Street to McGuinness Blvd., follows McGuinness Blvd. north to Box Street, goes west on Box to Commercial Street and follows Commercial Street south back to Dupont Street. Furthermore, rezoning subarea 1 includes selected lots within 4 blocks (2504, 2512, 2522, and 2532) that are bounded by Franklin Street to the west, India Street to the south, Manhattan Avenue to the east, and Eagle Street to the north. (*See Map 23*)

Most of rezoning subarea 1 is zoned M1-1 for light manufacturing and serves as a buffer zone between the heavy manufacturing M3-1 zone on Greenpoint's East River and Newtown Creek waterfront and the large R6 medium density residential zone that includes the central portion of Greenpoint. In addition, rezoning subarea 1 includes the Special Franklin Street Mixed Use District, an area that was zoned R6 (M1-1) in order to promote a balance between manufacturing and residential uses, increase opportunities for people to work in the vicinity of their residences, and retain "adequate wage, job-intensive seasonally stable industries" within New York City.<sup>2</sup>

### **Characteristics of the area**

Rezoning subarea 1 is the second largest subarea (after subarea 2) in Greenpoint. It includes a critical portion of land just one block off the Greenpoint East River waterfront and the mouth of Newtown Creek. This mixed use area lies between the neighborhood's industrially zoned waterfront and its residential core. According to 1993 DCP data, 40.5% of land in the rezoning subarea is residential. The field survey PICCED conducted in July 1998 shows that this may have changed in the past 5 years, and that possibly a larger percentage of land is currently occupied by residential units. While there are clearly many active manufacturers and other smaller scale businesses in the area, the field survey shows a trend toward residential conversion in this area. This is particularly evident in the conversions of loft buildings in the northern part of this subarea as well as of storefronts on Franklin Street.

### **MAP 23: GREENPOINT PLAN - SUBAREAS 1, 2**

<sup>1</sup> Department of City Planning, "CD1 Rezoning Study: Subarea Identification," DCP-97 Draft. Based on ES 202 Data (3rd Quarter 19993).

<sup>2</sup> Specifically, rezoning subarea 1 starts at Milton Street on the south, goes north along West Street to Commercial Street, follows Commercial Street to Box Street, proceeds along Box Street to McGuinness Blvd. to Clay Street, follows Clay Street to Manhattan Avenue, goes one block south on Manhattan Avenue to Dupont Street, follows Dupont Street West to Franklin Street, goes south on Franklin Street to roughly the middle of the block between Eagle and Freeman where the boundary bisects block 2504 to include lots 1, 2, 3, 78, 76, 77, 75, 74, 73, 72, 71. Further, the boundary cuts through blocks 2512 and 2522 to include includes lots on both sides of Green Street between Franklin Street and Manhattan Avenue. (within block 2512 the subarea includes lots 1, 10, 72, 70, 68, 60, 58, 57, 56, 55, 54, 53, 52, and 51, and within block 2522 it includes lots 1, 2, 3, 6, 7, 8, 10, 12, 16, 18, 22, 24, and 31).

The blocks between Franklin and West Streets are diverse and include older Polish and other ethnic populations as well as younger professionals. Towards the north on Franklin Street and in particular on Clay and Box Streets the neighborhood has traditionally been Puerto Rican, and today is predominately Latino with residents drawn from throughout the Caribbean and Latin America. In addition, a number of young artists, artisans, and professionals reside in live/work lofts on Green Street, Eagle Street, and Commercial Street.

On many of the quiet residential blocks between West and Franklin Street industries, wholesalers and commercial businesses are located side-by-side in three-story row and town houses. Cooperation between these coexisting residences and businesses (in particular manufacturers and wholesalers) is critical to their survival. While these mixed land uses sometimes create problems (for example, truck traffic on Franklin and West Streets, and deliveries on India, Java, and other Streets create noise and make it difficult for residents, in particular elderly and children, to traverse these streets), businesses located in this subarea provide a valuable source of jobs. Some of the largest manufacturers in Greenpoint, such as Nuhart & Co., are located in this subarea. As the rezoning subarea 1 industrial profile summary charts show, rezoning subarea 1 has the highest number of jobs and the second highest number of firms relative to all other subareas.

The manner in which rezoning subarea 1 has changed in the past ten years is perhaps indicative of broader trends in Greenpoint, of the growing coexistence between diverse groups in the neighborhood -- younger professionals, old-timers, and recent immigrants. Anecdotal evidence indicates that a growing number of live/work spaces (artist and young professional studios) is contributing to increasing employment, in particular in loft buildings that have maintained an original manufacturing base but also include live/work spaces, as in the case of the American Package Co. on the corner of Freeman, and Green and Franklin Streets.

Given that the area already contains a special mixed use district along Franklin Street, future rezoning proposals for this area should consider extending the existing Special District. New York City Zoning Resolution use regulations for the District, however, do not permit the dual use of any new buildings for both residential and manufacturing use purposes. Further study of buildings that have been recently converted for such dual uses is necessary to create a balanced mixed use rezoning proposal.<sup>3</sup>

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<sup>3</sup> See CPC & DCP, Zoning Resolution, Article X, Chapter 2, 108-112 (9/11/75).

## Major issues and opportunities

The major issue in this subarea involves promoting its revitalization to benefit its diverse residential groups and business community. Among this area's most valuable assets are its strong employment base and its diverse residential population. Given that this area will be directly and immediately impacted by any future waterfront redevelopment, it is important to protect the job base and maintain rents affordable to current Greenpoint residents. Rezoning should also recognize conversions into residential uses that have already taken place, in particular in lofts and live/work spaces. In addition, a community meeting held in Greenpoint in February, 1998 and the final public forum on the Greenpoint 197-a Plan held in June, 1998, showed that the residents considered it important to provide additional social services, in particular for the youth and the elderly. This would benefit Greenpoint's diverse groups, in particular the large Latino neighborhood to the northern section of the neighborhood, that is underserved. Protecting existing non-polluting businesses, especially businesses that provide a lot of jobs, and minimizing the impact of truck traffic in particular through traffic calming measures on blocks that are predominately residential, is similarly important.

In addition, blocks 2530, 2538, 2543, and 2556 (Huron, India, Java and Kent Streets between West Street and the East River) that are located immediately south of rezoning subarea 2 and west of rezoning subarea 1 (but are not included in these areas) offer splendid waterfront vistas of the Manhattan skyline. The India Street Pier, which partially collapsed in May 1997, remains in use by residents and neighborhood groups dedicated to the pier, despite it being almost entirely fenced-off. These waterfront access points should be included in rezoning subarea 1.

## Industrial profile<sup>4</sup>

Out of a total of 98 businesses located in the area, detailed information for 77 was available. These 77 businesses provide a total of 1,400 jobs. The manufacturing sector accounts for the highest percentage of jobs in this subarea (66%), followed by the other industrial sector (26%) and the non-industrial sector (8%). The average business size in this subarea is 18 workers (compared to the total average of 17 for all other subareas).

### Manufacturing

26 manufacturers are located in rezoning subarea 1, and together provide about 923 jobs. Manufacturers in the area are diverse including plastics (6), wood products (3), metal fabricators (2), apparel and other textile products (3), paper products (3), industrial machinery (1), and other assorted manufacturers (8).

Among the largest manufacturers in the area is Interflo Technologies (general industrial machinery) which employs about 175 workers and had \$5.0 million - \$9.9 million in annual sales in 1995. Other large employers are two plastic products companies that employ an average of 75 workers, and several textile mill product companies with a middle-range number of employees (10 to 24 and 50 to 99). Wood products and metal fabricators

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<sup>4</sup> The industrial profile of rezoning subareas in Greenpoint is based on Dun & Bradstreet's Market Place/CD-ROM data (July 1995), and North Brooklyn Development Corporation Business Database (1998). (See Appendix B). The initial list of businesses for each of the subareas was compiled on the basis on the Hill-Donnelly Cross Reference Directory for Brooklyn, NY (October 1997).

companies are the smallest (2 to 4 employees). On average, manufacturing firms in this area employ about 36 workers.

Wood products manufacturers, plastic products and general industrial machinery companies have been in the neighborhood since the early 1960s. Two plastics, one textile mill and one paper products company started in 1970s, while most recently a metal fabricator and a textile mill products company opened up in 1989 and 1992 respectively. The average annual sales for manufacturers in the area were under \$3.3 million in 1995. Nuhart & Co., one of the largest employers in the area and a plastic manufacturer, had the highest annual sales of \$17.45 million in 1995.

#### Construction

Most firms (11) are special trade contractors (in either plumbing, heating and air conditioning, or electrical work) and the remaining (3) are general building contractors. Together they employ an average of 193 workers and range from small firms with 1 employee (electrical work) to large special trade contractors with average of 74 employees. The average number of employees for construction firms in this subarea is 14.

Apart from a general building contractor (Eastern Store Front Inc.) that has been in the neighborhood since 1939, most others have opened up since the 1980s. Average sales for construction businesses in this area were \$1.2 million in 1995, with Pace Plumbing Corp., which employs about 75 people, having the highest sales (\$7.45 million).

#### Wholesale trade

Wholesalers are diverse and their products include textiles, chemical and allied products, durable and non-durable goods, photographic equipment, lumber, etc. Most are small employers with an average of 3 to 7 employees. Only one clothing wholesaler employs a figure significantly higher than this, about 37 employees. Most firms have been in the area since the 1980s. The average annual sales for wholesale trade firms in this subarea were roughly \$1.2 million per firm in 1995.

#### Retail Trade

Retailers include typical neighborhood retailers such are grocery stores, clothing stores, and sporting goods stores. These retailers employ on average from 1 to 4 workers and net from under \$0.2 million to \$0.4 million in annual sales.

#### Transportation and Public Utilities (TSPU)

Of the two TSPU firms located in rezoning subarea 1, information was available for only one local trucking company, which employed about 7 workers and netted \$0.3 million in annual sales in 1995.

#### Services

Services in the area are diverse and include business services (3), auto repair services (3), motion picture and video production (1), and other diverse services. While automotive services are among the oldest in the neighborhood (since the 1950s), assorted business services and motion picture businesses are among the most recent (since the 1980s).

Together 15 services in the area provide an average of 124 jobs. Business services range from 3 to 17 employees on average. Automotive and repair services are among the largest

employers (an average of 17 employees), and other services are smaller with average of 3 employees. Average annual sales are under \$0.38 million, with the largest profit going to automotive and repair services (\$0.7 million).

Finance Insurance and Real Estate (FIRE)

One real estate firm with sales under \$0.2 million in 1995 and 3 employees is located in this area.

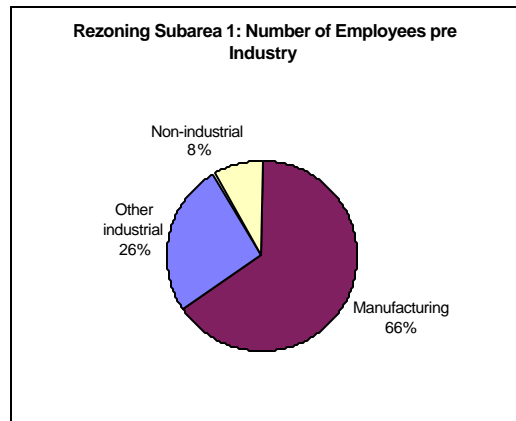
REZONING SUBAREA 1	Number of firms per type of business	Number of employees per type of business
Construction	14	193
FIRE	1	3
Manufacturing	26	923
Retail trade	9	37
Services	15	124
TSPU	2	19
Wholesale Trade	10	102
Subtotal	77	1400
All other firms*	21	420
Total	98	1820

REZONING SUBAREA 1	Number of firms per industry	Number of employees per industry
Manufacturing	26	923
Other industrial	30	361
Non-industrial	21	116
Subtotal	77	1400
All other firms	21*	
Subtotal		420**
Total	98	1820***

Average business size in this subarea: 18 employees

\* Note: In each of the subareas, detailed data for a number of firms was not available. These firms are cited as "all other firms." Total number of jobs for these firms was estimated based on the average number of employees per firm (17) in all subareas. The figure is probably slightly higher than the actual number of jobs and should thus be taken with caution. Our estimate is that the firms for which detailed data was not available are probably smaller and/or more recent businesses.

Sources: Dun & Bradstreet, Market Place -- CD-ROM, July 1995; North Brooklyn Development Corporation Business database, 1998.



Note: *Non-industrial* employment includes finance, insurance and real estate (FIRE) firms, selected transportation and public utilities (TSPU) businesses (passenger transportation services only), retail trade, and all other services except for automotive and other repair, and fuel dealers. *Other industrial* category includes construction, wholesale trade, automotive services and repair, other repair services, fuel dealers and all TSPU except for passenger transportation services.

\* Out of 98 firms in total in rezoning subarea 1, detailed data for 21 firms was not available.

\*\* This figure represents an estimated number of employees for the outstanding 21 firms based on the average number of employees per firm (17) in all subareas. The figure is probably slightly higher than the actual number of jobs and should thus be taken with caution. Our estimate is that the firms for which detailed data was not available are probably smaller and/or more recent businesses.

\*\*\* As explained above (see \*\*) this figure is probably slightly larger than the actual number of jobs and should thus be taken with caution.

Sources: Dun & Bradstreet, Market Place -- CD-ROM, July 1995; North Brooklyn Development Corporation Business database, 1998.

## **REZONING SUBAREA 2**

Rezoning subarea 2 is located where the upper northwestern portion of the Greenpoint East River and the Newtown Creek waterfront meet. Its boundaries follow Huron Street on the south, West Street on the east to Commercial street, Commercial Street on the northeast to Manhattan Avenue, and Manhattan Avenue to the north. The northwestern and northern boundary of the subarea lies on Newtown Creek and the East River. This subarea includes blocks 2520, 2510, 2502, and 2472.

Rezoning subarea 2 is zoned M3-1 (heavy manufacturing), with the exception of the portion of land at the corner of Dupont and Commercial Street which is occupied by the Newtown Barge Terminal Playground. This active recreation area is a part of the M1-1 light manufacturing zone 'buffer' zone between the M3-1 zoned waterfront and the R6 zoned medium density residential neighborhood. (*See Map 23*)

### **Characteristics of the area**

Subarea 2 is the largest rezoning subarea in Greenpoint and covers a total of 1,876,000 square feet. According to the Department of City Planning's 1993 data, 54.5% of land in subarea 2 is vacant. The high vacancy rate in this subarea may be explained in part by the fact that the total lot area within this rezoning subarea includes pier property lines. A detailed field survey of large loft buildings on Commercial Street, however, would be necessary to compute exact building vacancies. Nevertheless, according to the PICCED field survey conducted in July 1998, it appears that many of the loft buildings in the subarea have been partially converted into live/work spaces. The Greenpoint Manufacturing and Design Center's warehouses were vacant until 1993, for example, at which point the Center, which totals 400,000 square feet, entirely filled up.

Furthermore, rezoning subarea 2 includes a large portion of land on the waterfront from Green Street to Dupont which is occupied by the Greenpoint Lumber Exchange Terminal. The terminal evokes Greenpoint's proud heritage of waterborne commerce and its once active working waterfront. The Lumber Exchange Terminal frames splendid waterfront vistas of the Manhattan skyline, particularly striking when observed from Dupont Park and the Newtown Barge Terminal Playground. This active park and recreation area, formerly neglected and fallen into decay, has been reclaimed and cleaned by local grassroots organizations as well as by the Department of Parks and Recreation. The park could be further enhanced by access to the waterfront and a connection to the promenade proposed in the Greenpoint 197-a Plan.

### **Major issues and opportunities**

As described in the Greenpoint 197-a Plan, the revitalization of rezoning area 2 is critical in rejuvenating the northern and northwestern end of Greenpoint. A comprehensive revitalization of this area would include waterfront revitalization, jobs retention, creation of additional small scale work spaces, and, should the Lumber Exchange Terminal cease to operate, possible provision of additional market rate units and units affordable to current Greenpoint residents on the site.

This comprehensive revitalization could greatly benefit businesses on the northern end of Manhattan Avenue, particularly if (as proposed in the Greenpoint 197-a Plan) a footbridge is created across Newtown Creek to Queens, tying together additional neighborhoods. In addition, the revitalization of this area would highlight the need to reclaim Newtown Creek from pollution, and to promote public access to, and different recreation uses (including kayaking) on, the Greenpoint waterfront. Similarly, a sludge storage tank located at the corner of Dupont and Commercial Streets could be cleaned up and put to community recreational or cultural use, as also outlined in the Greenpoint 197-a Plan.

One of the greatest strengths of the northern end of Greenpoint is the diversity of its population. The northern part of Manhattan Avenue and streets like Box, Clay, and Dupont make up a working class neighborhood of both new, and second, and third generation immigrants from Eastern Europe, Latin America and the Caribbean. A popular Greenpoint Festival organized by Hispanos Unidos de Greenpoint is held every year at the tip of Manhattan Avenue in front of the Greenpoint Manufacturing and Design Center. Within the last decade this area has been further diversified by the influx of younger professionals, artists, and artisans. The ethnic and economic diversity of the population in the northern sections of Greenpoint will aid in the revitalization of rezoning subarea 2 and the surrounding area.

PICCED's July 1998 survey of rezoning subarea 2 showed that this area has undergone population and labor force changes similar to those described in the rezoning subarea 1 analysis. While some of the manufacturing loft buildings along Commercial Street still appeared to have vacancies, the rest of area otherwise seemed occupied. A possible further conversion strategy for these buildings could include the creation of affordable small scale work spaces. The Greenpoint Manufacturing and Design Center is perhaps a model example of this strategy (see industrial profile below), and shows that small scale manufacturing is still viable in Greenpoint. An alternate strategy may be to create live/work spaces perhaps similar to the two A.I.R. (artist in residence) loft buildings located on 99 Commercial Street. Affordable live/work space in Greenpoint has spurred the interest of young New York artists and artisans in the area. Greenpoint residents, in particular those who live in the northern sections of the neighborhood, have however emphasized in community forums and meetings the need to preserve affordable housing units for existing area residents. In particular, given that the owner of the Lumber Exchange Terminal has expressed interest in redeveloping it for medium density residential housing, an important opportunity may exist for creating both market rate units and units affordable for the current ethnic immigrant and native born population in Greenpoint.

The challenge in rezoning and revitalizing this subarea lies in balancing the creation of some affordable small scale work spaces and the retainment of current jobs, with the conversion of the remaining loft buildings into live/work spaces. Furthermore, waterfront and commercial revitalization has to take into account the provision of housing units affordable to Greenpoint residents.

### **Industrial profile**

Although rezoning subarea 2 is the largest rezoning area in Greenpoint, only 10 firms were located in the area in 1995.<sup>5</sup> Of those, detailed information for only 7 firms was available based on Dun and Bradstreet 1995 Market Place database and a North Brooklyn Development Corporation 1998 data file.

Of the 7 firms, 2 are manufacturers, 2 are wholesale trade firms, one is in the FIRE, one in TSPU, and one in the services area. Together these seven firms provide about 243 jobs. Thus, even though the area has among the smallest number of firms in Greenpoint, it nevertheless has among the highest average business size of all rezoning subareas in Greenpoint, 35 workers (compared to a total average of 17 for all subareas). This is primarily due to one large manufacturer, Deven Lithographers, and one wholesale firm, United Feather and Down. Deven Lithographers, a commercial printer and lithographer firm, located on 15 Huron Street, employed about 75 workers and netted about \$7.45 million in annual sales in 1995. United Feather and Down, a farm product wholesaler, employed about 75 workers and secured about \$37.5 million in annual sales in 1995.

The Greenpoint Lumber Exchange, as the only active water-dependent industrial use on Greenpoint's East River waterfront, is an anchor of the thriving woodworking business in Greenpoint and in particular of the woodworker collectives like the Greenpoint Manufacturing and Design Center. The Lumber Exchange Terminal employs about 37 workers and its net profits ran about \$3.7 million in 1995. Should the owner redevelop the site with residential units, as he has expressed a desire to do, the local woodworking businesses may be affected.

In addition to these large employers, the Greenpoint Manufacturing and Design Center (GMDC), which houses about 70 tenants including woodworkers, finishers, designers, artists, craftsmen and others, has since 1993 created hundreds of jobs (data not reflected in charts and tables) and renovated its 400,000 square foot city-owned loft building. In this manner, the Center is contributing to the revitalization of neighborhood around the site, located at the tip of Manhattan Avenue near Newton Creek. The center is fully leased and has the potential to expand.

Even though detailed information was not available, the July 1998 PICCED field survey shows that at least several small live/work type businesses and a catering business are located at 99 Commercial Street in a loft building that houses "artists in residence." These firms may represent a trend similar to that found in other mixed use sections of the neighborhood where a number of smaller scale manufacturing or artisan-type flexible employment opportunities have been created. The challenge is to link these uses to local ethnic economies, as well as to keep larger employers in the area.

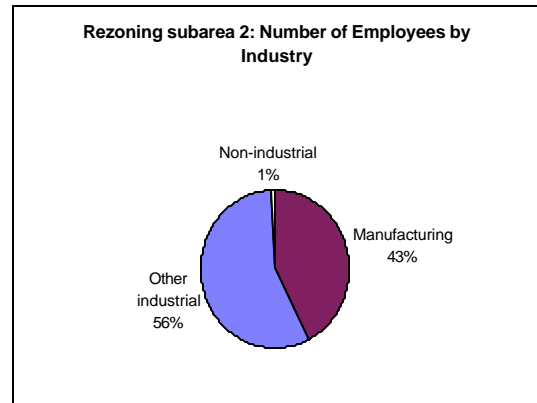
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<sup>5</sup> This figure probably does not reflect a number of more recent or smaller live/work businesses.

REZONING SUBAREA 2	Number of firms per type of business	Number of employees per type of business
FIRE	1	3
Manufacturing	2	104
Services	1	12
TSPU	1	37
Wholesale trade	2	88
Subtotal	7	243
All other firms	3	51
Total	10	294

Average business size in this subarea: 35 employees

REZONING SUBAREA 2	Number of firms per industry	Number of employees per industry
Manufacturing	2	104
Other industrial	4	136
Non-industrial	1	3
Subtotal	7	243
All other firms	3*	
Subtotal		51**
Total	10	294***



Note: *Non-industrial* employment includes finance, insurance and real estate (FIRE) firms, selected transportation and public utilities (TSPU) businesses (passenger transportation services only), retail trade, and all other services except for automotive and other repair, and fuel dealers. *Other industrial* category includes construction, wholesale trade, automotive services and repair, other repair services, fuel dealers and all TSPU except for passenger transportation services.

\* Out of 7 firms in total in rezoning subarea 2, detailed data for 3 firms was not available.

\*\* This figure represents an estimated number of employees for the outstanding 3 firms based on the average number of employees per firm (17) in all subareas. The figure is probably slightly higher than the actual number of jobs and should thus be taken with caution. Our estimate is that the firms for which detailed data was not available are probably smaller and/or more recent businesses.

\*\*\* As explained above (see \*\*) this figure is probably slightly larger than the actual number of jobs and should thus be taken with caution.

Sources: Dun & Bradstreet, *Market Place* -- CD-ROM, July 1995; North Brooklyn Development Corporation Business database, 1998.

### **REZONING SUBAREA 3**

Rezoning subarea 3 is located in the eastern portion of Greenpoint, between the M3-1 heavy industrial zone enveloping Newtown Creek on the east and the R6 residential neighborhood to the west. Rezoning subarea 3 includes portions of 8 blocks between Greenpoint Avenue to the south, Provost Street to the east, Dupont Street to the north, and McGuinness Boulevard to the west. Within the eight blocks (2560, 2552, 2542, 2534, 2524, 2514, 2506, and 2497) all lots except lots that include street frontages on Provost Street are included. Furthermore, rezoning subarea 3 includes 2 blocks and portions of 3 other blocks located immediately south of Greenpoint Avenue. These are blocks 2577 and 2602, and portions of blocks 2576 (only lots on the street frontages on McGuinness Boulevard), 2600, and 2601 (all lots except lots on the street frontages of Meserole Avenue). (*See Map 24*)

Rezoning subarea 3, zoned for M1-1 light manufacturing, serves, for Greenpoint's eastern area towards Newtown Creek, a purpose similar to that served by rezoning subarea 1 for Greenpoint's East River Waterfront. It is a "buffer zone" between the residential and the industrial parts of the Greenpoint neighborhood. Towards the east, lots on Provost Street (not included in the rezoning subarea) zoned for M3-1 heavy manufacturing face the Greenpoint Water Pollution Control Plant, the city's largest wastewater treatment facility. In addition, the Greenpoint Incinerator (which burned 1,000 of garbage per day before its closure in 1995) is located on Provost Street and Freeman Avenue.

#### **Characteristics of the area**

Rezoning subarea 3 covers a total lot area of 1,160,000 square feet, 10.6% of which is vacant land. Although similar to subarea 1, however, this subarea differs in some significant aspects. The most striking difference is perhaps the sense of 'separateness' of the area from both the industrial sector to the east and the residential neighborhood to the west. McGuinness Blvd., a major truck route through Greenpoint, creates a substantial barrier between rezoning subarea 3 and the central residential area.

Rezoning subarea 3 contains a mixture of residential, industrial, and commercial uses. Industrial uses, such as manufacturing, warehouses, and uses commonly found in industrial areas like automotive and car repair businesses, predominate. There is a notable concentration of "big box" retail on McGuinness Blvd. between Greenpoint and Calyer Streets. According to a 1993 DCP study, 4.1% of the area is residential. The PICCED rezoning survey of July 1998 (see Rezoning Subarea 3 map) shows that this percentage may have slightly increased over the past few years. Residences are interspersed throughout the area -- on Java, India, and Eagle Street, and along McGuinness Boulevard. Sandwiched in-between manufacturing plants and warehouses are at least two A.I.R. buildings on Huron and India Streets near Provost Street. Block 2602, bounded by Meserole Avenue to the South, Jewel Street to the East, Diamond Street to the West, and Calyer Street to the North, is occupied by a manufacturing building (next to a residential block to the west and an industrial complex to the east) that is now vacant and has the potential to be renovated for mixed use.

## Major issues and opportunities

This rezoning subarea, in particular its section bounded by McGuinness Blvd. to the west and Provost Street frontages to the east, is self-contained and somewhat isolated due to the heavy traffic on McGuinness Blvd. on the one side and the M3-1 (heavy industry) zone adjoining Newtown Creek on the other.

McGuinness Boulevard, a major multi lane, north-south artery, provides a critical link between Long Island City and the BQE. A transportation study completed in July 1992 by Urbitran Associates Inc. noted that “peak hour direction traffic flows on the boulevard approach 1,200 vehicles per hour,” and that this often makes crossing the street difficult. In particular, the McGuinness Blvd. and Greenpoint Avenue intersection has a high accident and stopped delay rates “due to the lack of segregated left turn bays on any of the intersection approaches.”<sup>6</sup> Truck traffic and deliveries on India, Java, and other streets further exacerbate the situation by creating noise and making it difficult for residents in to traverse these streets.

Even though the number of residential units in this area seems to be increasing, this subarea perhaps more than the other mixed use areas of Greenpoint, still appears to be for the most part industrial. New uses in the area such as film studio warehouses and artist in residence buildings offer an indication that the constellation of uses in the area may be changing. Increasing performance standards in the adjoining M3-1 zone along Newtown Creek would greatly improve the prospects for environmental and quality of life and workspace improvements in this immediately impacted area.

## Industrial profile

Out of a total of 115 firms located in this subarea, detailed information for 86 firms was available. Taken together these 86 firms provide about 1,155 jobs. 44% of these jobs are in manufacturing, 42% are in other industrial, and 14% are in non-industrial areas.

### Manufacturing

25 manufacturers who employ a total of 513 workers are located in rezoning subarea 3. Manufacturers range from primary metal industries and machinery and metal fabricators (10), furniture and fixtures (5), textile mill and other apparel products (4), and other assorted manufacturers. On average a manufacturer in this subarea employs about 17 workers. Manufacturers range from small employers like electric and electronic equipment manufacturers (3 employees) to large metal fabricators (37 employees). Among the largest employers in the area are two primary metal industry firms, All Cast Foundry and Ney Smelting & Refining, with an average of 37 employees each. This area has a concentration of metal industries; 2 companies have been in the area since 1936 and 1946 respectively, 2 others opened up in 1965 and 1970, while 3 other metal fabricators have started business in the early 1990s. Textile industries and wood and furniture product manufacturers have been in the area since the 1960s.

In 1995, manufacturers in the area totaled \$49.7 million in annual sales, an average of \$2.7 million per firm. The largest amount in annual sales was obtained by Tek Wire and Cable Corp.,

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<sup>6</sup> Urbitran Associates, Inc., for NYC Department of Transportation, Bureau of Traffic, “North Brooklyn Area Traffic Study: Final Report,” Urbitran Associates Inc., New York, NY, July 1992, p. E-8.

a wiredrawing and insulating company which employs 17 workers and had \$17.5 million in annual sales in 1995.

### Construction

Seven construction firms (2 general building contractors, 1 heavy contractor, 4 special trade contractor) located in the area employ together about 121 workers. They range from smaller electrical work and non-residential contract firms which employ 3 workers, to highway and street construction and plumbing, heating, and air conditioning firms which employ 37 workers. Firms in this category in this subarea netted on average less than \$2.3 million in annual sales in 1995. Scientific Fire Prevention, a special contractor firm for plumbing, heating and air conditioning, which has been in the neighborhood since 1978, is among the largest employees in the construction sector in the subarea. It has the highest annual sales, in the range of \$5 million to \$9.9 million, in 1995.

### Wholesale Trade

The 10 wholesalers located in this subarea include mostly trade in durable goods (scrap metal (4), lumber (2), and others) and assorted non-durable goods. These firms employed about 155 workers and together netted \$14.3 million in sales in 1995. The firms with the largest annual sales include a produce wholesaler and a scrap metal wholesaler, with an average about \$3.7 million respectively.

### Retail Trade

About 15 retailers are located in the subarea, including auto and home supply stores (at least 2), several eating places, smaller grocery stores (2), a supermarket, clothing stores (2) and other miscellaneous retail. Most of the retailers have an average of 3 employees, with the exception of a retail bakery, a clothing store, and a miscellaneous retailer, which have about 17 employees each. Firms in this category have on average less than \$0.5 million in annual sales in 1995, ranging from less than \$0.2 million for most retailers to \$1.7 million for a local clothes retailer.

### TSPU

One local trucking company which employs 17 workers is located in the area. This company has been in the neighborhood since 1983 and netted between \$0.2 and \$0.4 million in annual sales in 1995.

### Services

Of the 22 service firms in the area, 13 are various auto repair services, 4 others are assorted repair services, and others provide personal, business, and other services. In addition, at least two cinema and theater studios are located in the area. Taken together, service firms located in rezoning subarea 3 provide about 261 jobs. Scientific Environmental Services (maintaining of exhaust systems) is among the largest employers in the area, with about 88 employees. A theatrical production business and a commercial laundry service in the area employ about 17 workers each. Most other service firms are much smaller and range from 3 to 7 employees. In 1995, most service firms in rezoning subarea 3 had under \$0.3 million in annual sales. Only commercial laundries exceeded this level, with \$1.75 million annually.

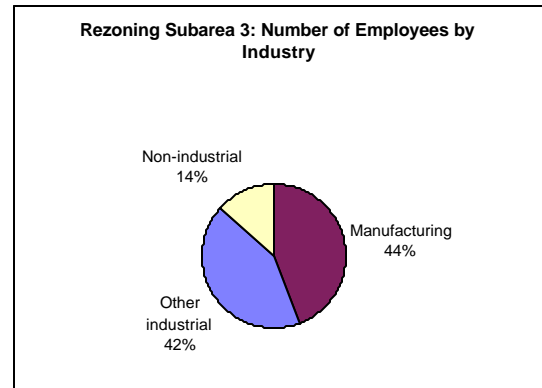
### FIRE

One commodity broker firm and two real estate agencies are located in the area.

REZONING SUBAREA 3	Number of firms per type of business	Number of employees per type of business
Construction	7	121
FIRE	3	7
Manufacturing	25	513
Retail trade	15	95
Services	22	261
TSPU	1	17
Wholesale trade	13	141
Subtotal	86	1155
All other firms	29	493
Total	115	1648

Average business size in this subarea: 13 employees

REZONING SUBAREA 3	Number of firms per industry	Number of employees per industry
Manufacturing	25	513
Other industrial	38	484
Non-industrial	23	158
Subtotal	86	1155
All other firms	29*	
Subtotal		493**
Total	115	1648***



Note: *Non-industrial* employment includes finance, insurance and real estate (FIRE) firms, selected transportation and public utilities (TSPU) businesses (passenger transportation services only), retail trade, and all other services except for automotive and other repair, and fuel dealers. *Other industrial* category includes construction, wholesale trade, automotive services and repair, other repair services, fuel dealers and all TSPU except for passenger transportation services.

\* Out of 115 firms in total in rezoning subarea 3, detailed data for 29 firms was not available.

\*\* This figure represents an estimated number of employees for the outstanding 29 firms based on the average number of employees per firm (17) in all subareas. The figure is probably slightly higher than the actual number of jobs and should thus be taken with caution. Our estimate is that the firms for which detailed data was not available are probably smaller and/or more recent businesses.

\*\*\* As explained above (see \*\*) this figure is probably slightly larger than the actual number of jobs and should thus be taken with caution.

Sources: Dun & Bradstreet, *Market Place* -- CD-ROM, July 1995; North Brooklyn Development Corporation Business database, 1998.

## **REZONING SUBAREA 4**

Rezoning subarea 4 includes a key portion of the Greenpoint East River waterfront, the Greenpoint Terminal Market site. The site includes three blocks along the East River waterfront between Oaks Street and Greenpoint Avenue, and two blocks bounded by West Street and Franklin Streets. The area includes blocks 2568, 2565, 2567 and 2564. This subarea is located near the residential core of Greenpoint and the Greenpoint Historic District, and a block from Greenpoint's main commercial hub of Manhattan Avenue. It is also only two blocks from the "G" train subway line stop on the corner of Manhattan and Greenpoint Avenues. (*See Map 25*)

### **Characteristics of the area**

This 609,800 square feet area, according to the DCP rezoning study, includes only 0.3% of vacant land. The entire Greenpoint Terminal Market site, a roughly 20-acre complex of 49 buildings ranging from two to nine stories, however, has been almost entirely vacant since the 1960s. The site housed manufacturers since the turn of the century and was the anchor of the Greenpoint working waterfront. Buildings range from those in good condition to those in various stages of disrepair. In the 1980s a decontextual high-rise proposal by a commercial developer that would have demolished the Terminal was stalled by community opposition and a declining economy. Because of its striking visual and historic quality, the site has in the past decade been leased to several film companies, and scenes for a few Hollywood movies have been shot there

### **Major issues and opportunities**

The Greenpoint Terminal Market, which is privately-owned, is a brownfield site, and its renovation and reuse is vital for the redevelopment of the Greenpoint waterfront and the strengthening of the neighborhood's residential and commercial core.

Brownfields reclamation is often costly however. The "site assessment report" for the Greenpoint Terminal Warehouse prepared in April 1988 by Fred D. Hart associates estimated that about 1,000 cubic yards of hazardous waste material would have to be removed from the site (if it was to be redeveloped) for an estimated cost of \$807,750 (in 1988 dollars). Hart Associates undertook an environmental review of the site and found "elevated concentrations of heavy metals and base neutral organic compounds in the surface soils thought the site." The consultant firm stressed that a "regulatory agency review of this site would likely result in requirements for remedial activity at the site based on the detected concentrations of metals and probable petroleum contamination."<sup>7</sup>(See also section on Greenpoint Terminal Market in the Greenpoint 197-a Plan).

## **MAP 25: GREENPOINT PLAN - SUBAREAS 4 AND 5**

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<sup>7</sup> Fred C. Hart Associates, "Site Assessment Report: Greenpoint Terminal Warehouse, Greenpoint NY," Fred C. Hart Associates, New York, NY, April 1988, p. 1210c-8.

## Industrial profile

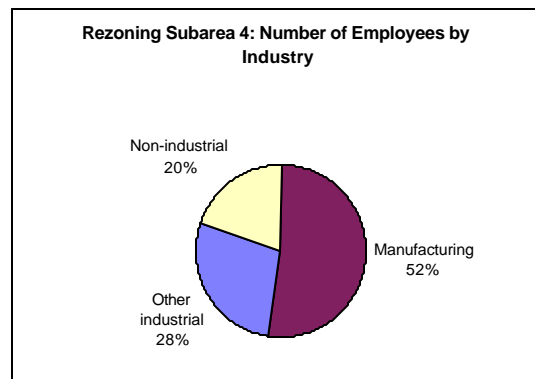
Rezoning subarea 4 consists mainly of a complex of vacant buildings, a sharp contrast to Greenpoint's once working waterfront. Only about 6 businesses are located in the area, 2 manufacturers, 1 construction firm, 1 services and two other companies for which data was not available. It can be estimated that these businesses provide jobs for about 95 workers (this figure should be taken with caution (see Charts for Rezoning Subarea 4)).

Detailed information was available for only two firms: Megabyte Electronics, an electronic manufacturer, with about 3 employees and an average of \$0.7 million in annual sales in 1995, and CM Construction, a general contractor with 17 employees and \$1.7 million in annual sales in 1995. Both firms have been in the area since 1979.

REZONING SUBAREA 4	Number of firms per type of business	Number of employees per type of business
Construction	1	17
Manufacturing	2	32
Services	1	12
Subtotal	4	61
All other firms	2	34
Total	6	95

Average business size in this subarea: 15 employees

REZONING SUBAREA 4	Number of firms per industry	Number of employees per industry
Manufacturing	2	32
Other industrial	1	17
Non-industrial	1	12
Subtotal	4	61
All other firms	2*	
Subtotal		34**
Total	6	95***



Note: *Non-industrial* employment includes finance, insurance and real estate (FIRE) firms, selected transportation and public utilities (TSPU) businesses (passenger transportation services only), retail trade, and all other services except for automotive and other repair, and fuel dealers. *Other industrial* category includes construction, wholesale trade, automotive services and repair, other repair services, fuel dealers and all TSPU except for passenger transportation services.

\* Out of 6 firms in total in rezoning subarea 4, detailed data for 2 firms was not available.

\*\* This figure represents an estimated number of employees for the outstanding 2 firms based on the average number of employees per firm (17) in all subareas. The figure is probably slightly higher than the actual number of jobs and should thus be taken with caution. Our estimate is that the firms for which detailed data was not available are probably smaller and/or more recent businesses.

\*\*\* As explained above (see \*\*) this figure is probably slightly larger than the actual number of jobs and should thus be taken with caution.

Sources: Dun & Bradstreet, *Market Place* -- CD-ROM, July 1995; North Brooklyn Development Corporation Business database, 1998.

## **REZONING SUBAREA 5**

Rezoning subarea 5 is located in the south-western portion of the Greenpoint neighborhood, one block off the Greenpoint East River Waterfront near Bushwick Creek. Its southern boundary begins on Nassau Avenue by McCarren Park, goes north on Guernsey Street, cuts through block 6717 and to about the middle of the block 2594, at which point it turns west, cuts through block 2593, follows Calyer Street to Franklin Street to Oak Street, turns west and follows Oak to West Street, follows West Street south to Quay Street, goes east to Franklin street, turns south on Franklin Street to Meserole Avenue, turns east on Meserole to Banker Street, follows Banker Street south to Norman Avenue, turns east on Norman to Dobbin Street, and follows Dobbin south to Nassau Avenue. (*See Map 25*)

Rezoning subarea 5 covers a total of 689,000 square feet, and includes the entire blocks of 2571, 2589, 2592, 2616, and 2643, and selected lots within 2617, 2593, and 2594.<sup>8</sup> This subarea is zoned M1-1 for light manufacturing and is a part of the larger buffer zone (between the M3-1 zoned East River waterfront and the R6 residential neighborhood) which includes a part of rezoning subarea 4 and rezoning subarea 1. In addition, subarea 5 adjoins a mixed use R6 (M1-1) district which encircles the northern, eastern, and south-eastern portions of McCarren Park.

### **Characteristics of the area**

Rezoning subarea 5 is essentially a mixed use area, with about 30.7% of residential uses.<sup>9</sup> As the PICCED field survey map indicates, this subarea includes residential uses on almost all blocks. Most notably, block 2589 immediately south of the Greenpoint Terminal Market is predominately residential. Streets like Clifford Place and Guernsey, where 3-4 story residential row houses lie side by side with light manufacturers are typical mixed use streets. Residential and studio conversion of loft buildings have recently occurred in the area. Buildings on 239 Banker Street and 35 Meserole Street include a combination of manufacturing and studio uses, and house diverse firms like Unfinished Inc., Ralmar Fabrics Inc., Tommy G Products Inc., and Gary's Sportswear. Studios are located on the 3rd and 4th floors and manufacturing firms on the 1st and the 2nd.

The blocks south of Meserole Avenue differ and have more of a concentration of light manufacturers. Blocks 2616 (except for residential buildings on Meserole Avenue), 2617, and 2643 contain a concentration of manufacturing uses such as metal fabricators, woodworkers, die cutting, etc. These three blocks, in particular the sides of the blocks facing Dobbin Street between Meserole Avenue and Nassau Avenue, constitute a manufacturing sanctuary in the southern areas of Greenpoint.

### **Major issues and opportunities**

It is important to balance the retention of jobs against the encouragement of mixed uses in this subarea. Rezoning subarea 5's strongest asset is its successful mixture of uses and its minimal conflicts between residential and manufacturing uses. Certain blocks contain predominately residential uses (2589) and others (2616, 2617, and 2643) mainly light manufacturing. On streets where there are a mixture of uses, as on Clifford Place and Guernsey Street, good

<sup>8</sup> Specifically, rezoning area 5 includes the following lots within block 2593: 1, 8, 15, 16, 18, 19, 29, 30, 31, 32, 34, 35, 36, and 37; within block 2594: 1, 6, 7, 8, and 10; within block 2617: 1, 38, 42, 50, 52, 57.

<sup>9</sup> DCP CD1 Rezoning Study.

neighbor agreements between businesses and residences are essential. The coexistence of studio spaces and manufacturing on Banker Street is similar to that of many loft buildings in subareas 1 and 2. Buildings that have been recently converted for such dual uses should be further studied to create a balanced mixed use rezoning proposal.

Finally, the strengthening of this subarea is critical in rejuvenating the southern end of the Greenpoint waterfront. This can be achieved by reclaiming the polluted Bushwick inlet (currently fenced-off) from contamination and opening up opportunities for public access to the waterfront.

## **Industrial Profile**

This subarea includes about 53 firms, of which detailed data for only 36 was available. These 53 businesses provide an estimated total of 1,055 jobs. The manufacturing sector accounts for 51% of jobs in the subarea, the other industrial sector 37%, and the non-industrial sector 12%. The average business size in this subarea is 21 employees.

### Manufacturing

11 manufacturers are located in the area that provide 393 jobs. Diverse manufacturers include 2 food products manufacturers, 2 lumber and wood products, 3 apparel manufacturers, a paper and allied products manufacturer, a metal fabricator and others.

The largest employer among the manufactures is WH Christian and Son, with over 100 employees according to the North Brooklyn Development Corporation (NBDC) database. Other large manufacturers include Ralmar Fabrics, Celtic Woodworking, and Lion Office Supplies with an average of 37 workers each. Ralmar Fabric, which has been in the area since 1945, had the highest net annual sales in 1995 ranging from \$2.5 million to \$4.9 million.

### Construction

4 construction firms, employing about 67 workers are located in the area. Three firms are special trade contractors, and one is a heavy construction contractor. The average number of employees for the construction sector in this subarea is 17 employees. Two construction firms have been in the area since the 1980s, one since the late 1960s (data for the other was not available). On average the construction firm for which data is available made roughly \$2.3 million in annual sales in 1995.

### Wholesale trade

There are 7 wholesale trade firms that provide about 75 jobs in the area. These wholesalers deal in industrial machinery and equipment, food products, plastic, chemicals, and allied products, brick, stone and related material, and groceries. They range from a small industrial machinery firm with one employee to a plastics wholesaler who employs 17 workers. Worldwide Marble, and Granite and Weiss Kosher Cuisine, are among the newer wholesalers, having been in the neighborhood since the early 1990s. Average annual sales for this sector were under \$2 million in 1995.

### Retail trade

3 retail trade businesses are located in this subarea. According to the NBDC datafile, Willman Sales Co. Inc., a bakery distributor, is the largest retailer with about 75 jobs (note:

this business is also engaged in food production so the number of jobs probably includes manufacturing jobs as well; the number cited for retail should thus be taken with caution). Two other retail business, a grocery store and a used car dealer, employ 3 workers each.

### TSPU

A general warehousing and storage business with 3 employees is located in the area.

### Services

9 services located in the area provide 145 jobs. 6 provide automotive or other repair services, and the remaining 3 include business services, commercial art and design, and religious services. The largest employer in this category is Nouveau Elevator Industries which employs 75 workers and netted between \$5.0 million to \$9.9 million in annual sales in 1995. Two other repair services, Pat & Doms Collision Specialist and Delta Welding, employ an average of 17 employees each. All other services are smaller, with 3 employees on average.

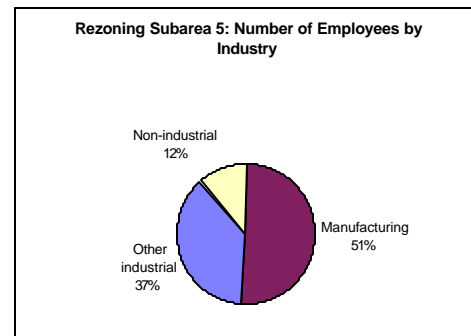
### FIRE

A real estate agency which employs 3 persons in located in this subarea.

REZONING SUBAREA 5	Number of firms per type of business	Number of employees per type of business
Construction	4	67
FIRE	1	3
Manufacturing	11	393
Retail	3	81
Services	9	145
TSPU	1	3
Wholesale trade	7	75
Subtotal	36	766
All other firms	17	289
Total	53	1055

Average business size in this subarea: 21 employees

REZONING SUBAREA 5	Number of firms per industry	Number of employees per industry
Manufacturing	11	393
Other industrial	19	284
Non-industrial	6	89
Subtotal	36	766
All other firms	17*	
Subtotal		289**
Total	53	1055***



Note: *Non-industrial* employment includes finance, insurance and real estate (FIRE) firms, selected transportation and public utilities (TSPU) businesses (passenger transportation services only), retail trade, and all other services except for automotive and other repair, and fuel dealers. *Other industrial* category includes construction, wholesale trade, automotive services and repair, other repair services, fuel dealers and all TSPU except for passenger transportation services.

\* Out of 53 firms in total in rezoning subarea 5, detailed data for 17 firms was not available.

\*\* This figure represents an estimated number of employees for the outstanding 17 firms based on the average number of employees per firm (17) in all subareas. The figure is probably slightly higher than the actual number of jobs and should thus be taken with caution. Our estimate is that the firms for which detailed data was not available are probably smaller and/or more recent businesses.

\*\*\* As explained above (see \*\*) this figure is probably slightly larger than the actual number of jobs and should thus be taken with caution.

Sources: Dun & Bradstreet, *Market Place* -- CD-ROM, July 1995; North Brooklyn Development Corporation Business database, 1998.

## **REZONING SUBAREA 6**

Rezoning subarea 6, including only 241,000 square feet, is the smallest of all the subareas proposed for rezoning in Greenpoint. It is located in Greenpoint's eastern sector near Newtown Creek along Nassau Avenue. Rezoning subarea 6 includes only selected lots within the two blocks 2693 and 2660.<sup>10</sup> (See Map 25)

### **Characteristics of the area**

The site is currently zoned M1-2 for high performance light manufacturing. This site adjoins a residential area to the west and to the south and a heavy manufacturing area to the east and north. This site thus serves as a buffer zone. According to DCP data, 33% of the area is residential. Only 5% the area is vacant.

### **Major issues and opportunities**

Lots within this subarea are, as mentioned, buffers between the residential R6 zone to the south and west and the M3-1 heavy manufacturing zone to the north. Should current uses cease to operate, rezoning for residential use, in particular on the 2693 block, would enable consolidation with the residential nature of that block. The balance between the industrial and residential uses of this area can be further improved by increasing environmental performance standards in the adjoining M3-1 zone and promoting good neighbor agreements with local businesses.

### **Industrial profile**

According to 1993 DCP data this subarea includes only 6 businesses. Given the difficulties in selecting businesses located only on the selected lots within the area, however, the PICCED survey included entire blocks, and is therefore larger than the subarea. This larger area includes 21 businesses, and information was only available for 11 of these. These 11 firms provide 189 jobs, 54% of which lie in the manufacturing sector, 45% in the other industrial section, and only 1% in the non-industrial sector. The average business employed 17 workers.

Three firms fabricated metal products, and the two for which data was available employed 37 people each, and netted each \$3.7 million in 1995. Three construction firms are located in the area, including a general trade contractor with 7 employees and about \$0.3 million in annual trade, and a special trade contractor with 17 employees and about 3.7 million in annual sales. Two wholesale trade firms are in the subarea, and the one for which information was available dealt in sea food and fish and had about 17 employees. The subarea includes only one firm in the FIRE sector, a real estate company with one employee. In services, the area includes one business service and one auto service business. The subarea has no retail trade or TSPU firms.

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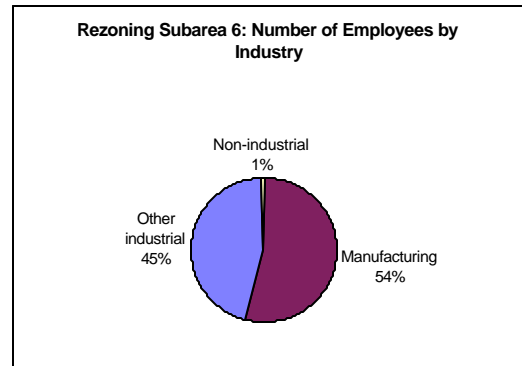
<sup>10</sup> Specifically, rezoning area 6 includes the following lots within block 2693: 1, 10, 12, 50, 51, 52, 53, 54, 55, and a part of lot 20 within block 2260.

MAP 26: GREENPOINT PLAN - SUBAREAS 6 AND 15

REZONING SUBAREA 6	Number of firms per type of business	Number of employees per type of business
Construction	3	40
FIRE	1	1
Manufacturing	3	103
Services	2	15
Wholesale trade	2	30
Subtotal	11	189
All other firms	10	170
Total	21	359

Average business size in this subarea: 17 employees

REZONING SUBAREA 6	Number of firms per industry	Number of employees per industry
Manufacturing	3	103
Other industrial	7	85
Non-industrial	1	1
Subtotal	11	189
All other firms	10*	
Subtotal		170**
Total	21	359***



Note: *Non-industrial* employment includes finance, insurance and real estate (FIRE) firms, selected transportation and public utilities (TSPU) businesses (passenger transportation services only), retail trade, and all other services except for automotive and other repair, and fuel dealers. *Other industrial* category includes construction, wholesale trade, automotive services and repair, other repair services, fuel dealers and all TSPU except for passenger transportation services.

\* Out of 21 firms in total in rezoning subarea 6, detailed data for 10 firms was not available.

\*\* This figure represents an estimated number of employees for the outstanding 10 firms based on the average number of employees per firm (17) in all subareas. The figure is probably slightly higher than the actual number of jobs and should thus be taken with caution. Our estimate is that the firms for which detailed data was not available are probably smaller and/or more recent businesses.

\*\*\* As explained above (see \*\*) this figure is probably slightly larger than the actual number of jobs and should thus be taken with caution.

Sources: Dun & Bradstreet, *Market Place* -- CD-ROM, July 1995; North Brooklyn Development Corporation Business database. 1998.

**REZONING SUBAREA 15**

Rezoning subarea 15 is located in the southeastern portion of Greenpoint immediately south of the BQE. The southernmost boundary of subarea 15 begins on the corner of Frost Street and Kingsland Avenue, proceeds east on Frost Street to Morgan Avenue, follows Morgan Avenue to Division Place, follows Division Place east to its easternmost boundary which runs on Porter Avenue to Lombardy Street, follows its northernmost boundary on Lombardy Street to Kingsland Avenue, then descends down Kingsland Avenue to Frost Street. (*See Map 25*)

Rezoning subarea 15 is a mixed-use area which includes diverse uses such as quiet residential blocks as well as dense manufacturing streets where some of the largest industrial employers in Greenpoint are located. Rezoning subarea 15 is zoned for M1-1 (light manufacturing) and functions as a buffer zone between a residential neighborhood (zoned R6 for medium density) to the west, the BQE to the north, and an M3-1 (heavy industrial) zone to the east. Immediately to the south is Cooper Park Houses, a seven story housing project with 700 units and a population of 1,746. To the east is the Brooklyn Union Gas site with its landmark gas tanks visible from almost any spot in Greenpoint and Williamsburg. To the west is St. Cecilia's parish with quiet residential streets like Herbert, Monitor, and North Henry. In the 1950s, the BQE, built immediately to the north, cut through blocks of Brooklyn tenements and brownstones, displacing over 2,000 people and creating a barrier cutting through the neighborhoods of Greenpoint and Williamsburg. It disconnected residents of St. Cecilia's Parish and streets like Beadle and Vandervoort from the areas of Greenpoint north of the expressway.

**Characteristics of the area**

Subarea 15 is almost entirely occupied, with only a 3.9% vacancy rate in 1993. A field survey conducted by PICCED in July 1998 showed that only one storefront and an upper-level storage facility were vacant, almost certainly a decrease over the number of existing vacancies in previous years. According to the Department of City Planning (DCP), 24.4% of the area was residential in 1993. According to the July 1998 field survey only 4 of the 11 blocks in the area had no residential uses. Although there appears to be no loft conversion in the subarea, three blocks ( 2835, 2836, 2843) out of the 11 total in the rezoning subarea are either 50% or more residential. For example, Beadle Street between Vandervoort and Porter Avenues is a tree-lined residential street with 1-2 family houses, similar to typical residential Greenpoint streets like Diamond, Java or India Streets. These blocks (2836 and 2843) are split into two different areas; Beadle Street is entirely residential, while Lombardy Street and Division Place between Vandervoort and Porter Avenues has only manufacturing and storage facilities (see Rezoning Subarea 15 map). According to Beadle Street residents, trucks delivering goods for firms on Lombardy Street, Division Place and Porter Avenues often take turns on Beadle Street, thus creating noise and danger for residents, in particular children and the elderly.

Beadle Street between Vandervoort and Morgan Avenue is on the other hand a mixed-use street, with higher density residential units on the north side of the street facing diverse

manufacturers (in particular metal fabricators) and storage facilities on the south side of the street. Heavy truck traffic crisscrosses Vandervoort and Morgan Avenues as well as Division Place and Kingsland Avenues leading to the BQE. Vandervoort Avenue between Division Place and Lombardy has lower density residential units located side by side with manufacturing and storage sites, making street crossing dangerous for residents of Vandervoort Avenue and Beadle Street.

Four blocks in the subarea located on the west side of Morgan Avenue (2859, 2850, 2841 and 2834) are predominantly manufacturing in character. Large-scale manufacturers like Belmet and Paragon Steel as well as a number of automotive services are located on Morgan Avenue. One block west, however, on Debevoise Street, a few detached houses are sandwiched in the midst of an industrial block. Further west, Kingsland Avenue boasts an even wider mix of uses which includes medium density residential, commercial (neighborhood retail as well as auto businesses), public facilities and manufacturing. One of the largest industrial employers with two locations in this subarea -- Epner Technologies Inc. -- is located on Kingsland Avenue and Richardson Street.

### **Major issues and opportunities**

The major strength of the subarea lies in its quiet residential streets like Beadle, its mixed use streets like Kingsland Avenue, and its strong manufacturing and other industrial sector firms located throughout the rezoning subarea. Numerous firms located in the area are important for jobs and economic growth. While most industries coexist well with residences, those that do not raise a number of issues. Heavy truck traffic and goods deliverers to wholesalers, in particular farm-products, raw materials, fruit and vegetables, as well as industrial barrel supplies, often produce undesirable smells and noise. Goods are sometimes sorted on the streets, jeopardizing sanitary regulations and making it difficult to walk or even drive though the area. Good neighbor agreements with industries are essential, in particular on streets that are predominately residential and located near or side-by-side with industries. Traffic calming measures would be appropriate for streets like Beadle between Morgan and Porter Avenues, and Vandervoort between Division Place and Lombardy. No trucks should be allowed on Beadle between Vandervoort and Porter Avenue due to the purely residential nature of this street.

### **Industrial profile**

Out of a total of 87 businesses located in the area, detailed information for 59 was available. These 59 businesses provide a total of 702 jobs. The manufacturing sector accounts for 48% of jobs in the area, the other industrial sector for 34%, and the non-industrial sector for only 18%.

#### Manufacturing

The area has a history of older metal fabricators and electroplaters. Alberts Plating Works, for example, has been in the area since 1945, Belmet Products since 1959, Milgo/Bufkin (architectural metal works) since 1960, and A Box Co. (folding paper boxes) since 1948. Electronic components, bookbinding, and related radio and television and communications equipment firms are more recent and have opened up in the last two decades.

Of the 19 manufacturers in the area, most are electroplaters and polishers (3) and metal fabricators (3). Other manufacturing firms in the area include architectural metalwork, bookbinding and related work, commercial printing, electronic components, finishing plants, folding paperboard boxes, food products machinery, industrial machinery, and others. Taken together these 19 manufacturers provide a total of 337 jobs. Bookbinders, industrial machinery, textiles and radio and TV equipment firms are the smallest, employing only 3 workers on average, followed by commercial printers and plumbing fixture and printing firms (7), while electroplaters and polishers, and metal fabricators are among the largest employers with 62 and 75 workers respectively. Belmet Products Inc. and Epner Technology Inc. are among the largest firms, employing 75 and 37 workers respectively, and averaging between \$3.7 million each in annual sales in 1995. Average annual sales for manufacturers in the area were less than \$1.5 million in 1995.

#### Construction

At least 6 construction companies are located in rezoning subarea 15. On average they employ 24 workers and earn under \$1.5 million in annual sales. Construction firms include: painting and paper hanging, special trade contractors, and structural steel erection (for the three companies for which detailed data was available, two have been in the neighborhood since the early 1970s and one since the early 1980s).

#### Wholesalers

Of the 8 wholesalers for which detailed data was available, only 2 have been in the neighborhood since the mid-1950s, while all others came in the late 1980s or early 1990s. Wholesalers in the area employ on average a total of 101 people and net \$14.3 million in sales in 1995. Various wholesalers in rezoning subarea 15 include: footwear, groceries, general line, nondurable goods, farm-product raw materials, fresh fruits and vegetables, and industrial supplies. The largest employers are industrial supplies wholesalers like National Drum & Barrel Corp., and Goodman Bros. Steel Drum Co., who employ 17 and 37 workers on average, respectively.

#### Retail trade

Rezoning subarea 15 has mostly smaller retailers, most of which have been in the neighborhood since the 1970s. A total of 7 retailers located in the area employ on average from 3 to 6 employees and possess net average sales of \$0.3 million in 1995. Retail trade firms in subarea 15 include: automotive services and repair, and well as common neighborhood grocery stores, and eating and drinking places. These uses are mostly concentrated on Kingsland Avenue.

#### Services

Most services have been in the neighborhood since the 1970s. Typical services in the area are automotive and repair services, and dry cleaners. Automotive services typically employ 3 to 7 workers on average, while laundries can range from small firms that employ 3 people to large commercial laundries that employ 37 workers in average.

A school settlement house located on 271 Frost Street directly across Copper Houses provides home health care services and employs 75 people. Taken together all services in the area provide 145 jobs. Most of the services are rather small in terms of number of employees (an average of 3 to 7) and annual sales (under \$0.2 million in 1995).

**TSPU**

Of the 4 transportation and public utilities companies, 2 provide local passenger transportation, one sanitary services, and one refuse systems. Except for one company that employs an average of 17 workers, the others are small employers with an average of 3 employees. Annual sales vary from under \$0.2 million to \$1.7 million in 1995.

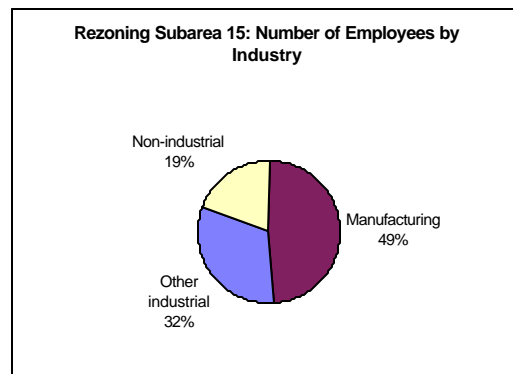
**FIRE**

The two FIRE firms in the area include deposit banking and a real estate office.

REZONING SUBAREA 15	Number of firms per type of business	Number of employees per type of business
Construction	6	119
FIRE	2	10
manufacturing	19	482
retail	7	33
services	13	193
TSPU	4	35
wholesale	8	114
Subtotal	59	986
All other firms	28	476
Total	87	1462

Average business size in this subarea: 17 employees

REZONING SUBAREA 15	Number of firms per industry	Number of employees per industry
Manufacturing	19	482
Other industrial	23	315
Non-industrial	17	189
Subtotal	59	986
All other firms	28*	
Subtotal		476**
Total	87	1462***



Note: *Non-industrial* employment includes finance, insurance and real estate (FIRE) firms, selected transportation and public utilities (TSPU) businesses (passenger transportation services only), retail trade, and all other services except for automotive and other repair, and fuel dealers. *Other industrial* category includes construction, wholesale trade, automotive services and repair, other repair services, fuel dealers and all TSPU except for passenger transportation services.

\* Out of 87 firms in total in rezoning subarea 15, detailed data for 28 firms was not available.

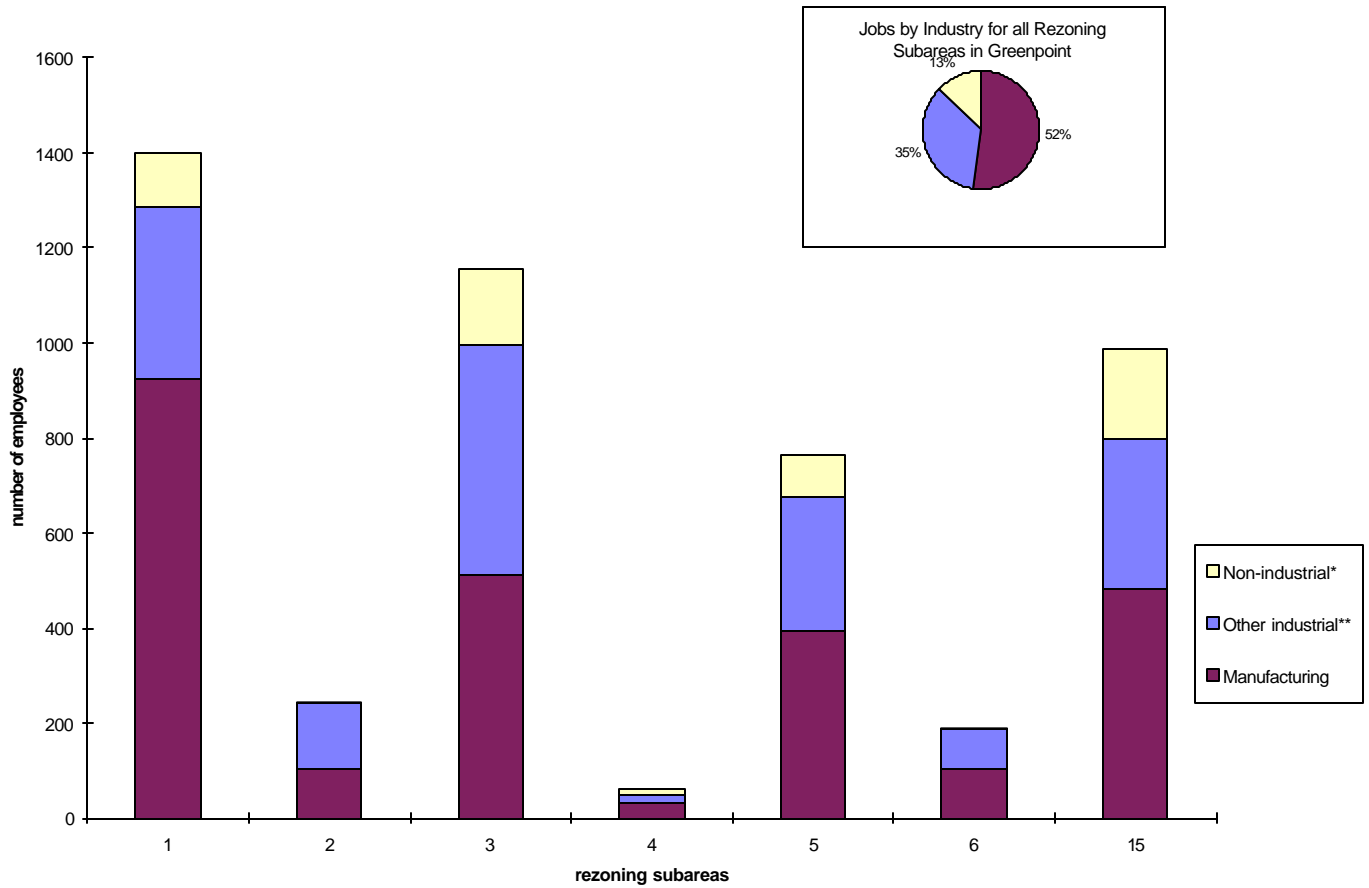
\*\* This figure represents an estimated number of employees for the outstanding 28 firms based on the average number of employees per firm (17) in all subareas. The figure is probably slightly higher than the actual number of jobs and should thus be taken with caution. Our estimate is that the firms for which detailed data was not available are probably smaller and/or more recent businesses.

\*\*\* As explained above (see \*\*) this figure is probably slightly larger than the actual number of jobs and should thus be taken with caution.

Sources: Dun & Bradstreet, *Market Place* – CD-ROM, July 1995; North Brooklyn Development Corporation Business database. 1998.

**GREENPOINT REZONING SUBAREA INDUSTRIAL PROFILE:  
SUMMARY CHART**

**Rezoning Subareas in Greenpoint by Number of Employees per Industry<sup>1</sup>**



1) Out of 390 firms in total in all subareas, detailed data for 110 firms was not available. \* Non-industrial employment includes finance, insurance and real estate (FIRE) firms, selected transportation and public utilities (TSPU) businesses (passenger transportation services only), retail trade, and all other services except for automotive and other repair, and fuel dealers. \*\* Other industrial category includes construction, wholesale trade, automotive services and repair, other repair services, fuel dealers and all TSPU except for passenger transportation services. Sources: Dun & Bradstreet, Market Place -- CD-ROM, July 1995; North Brooklyn Development Corporation Business database, 1998.