Agenda

1. Project Update
2. Economic Development
3. Transportation
4. Projects Discussion
5. Next Steps
### NY Rising Community Reconstruction Program work schedule

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<td>List of Strategies</td>
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<td>Preliminary Project Reporting</td>
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<td>CDBG-DR Priority Project Reporting</td>
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<td>Project Cost/Benefit and Risk Analysis</td>
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<td>Project Selection for Final Plan</td>
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<td>Final Community Reconstruction Plans</td>
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- **Planning Committee Meeting**
- **Public Meeting**
- **Deliverable Due Date**
- **Red Hook Innovation Session**

Today: Dec. 20

- Preliminary Project Reporting due: Dec. 20
- CDBG-DR Priority Project Reporting due: Jan. 31
- Project Selection for Final Plan due: Mar. 12
- Final Community Reconstruction Plans due: Mar. 31
Today’s meeting will complete the transportation and economic development overviews and brainstorm projects and recommendations.

Meeting: Complete primers and discuss projects and recommendations.

- Identify Assets and Risks
- Define Needs, Opportunities, and Community Vision
- Identify, evaluate, and Prioritize Projects and Actions
- Identify Funding Sources
- Develop Implementation Plan
- Create Final Community Reconstruction Plan
Agenda

1. Project Update
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Economic Development

Increase the resiliency of existing businesses and promote opportunities for economic development
**Economic Development**

*Increase the resiliency of existing businesses and promote opportunities for economic development*

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<tr>
<th>Short Term Projects</th>
<th>Short Term Recommendations</th>
<th>Long Term Projects &amp; Recommendations</th>
</tr>
</thead>
</table>
| • Fund economic development and resiliency for retail corridors  
  • Support grant programs for small business  
  • Pilot technical assistance and auditing program  
  • Provide grants to existing or new merchant entities for district/corridor resiliency improvements  
  • Pursue strategies to improve business climate | • Explore funds to offset insurance costs and/or fill gaps due to lack of insurance  
  • Promote floodable ground-floor commercial structures  
  • Leverage historic resources benefits to offset retrofit costs to historic buildings  
  • Establish policies to protect against hazardous materials spills | • Explore mixed-use zoning to incentivize hardening for industrial uses, and increase retail demand  
  • Incentivize use of vacant land and underutilized space (e.g. Atlantic Basin)  
  • Expedite regulatory review for pier repairs |
Economic Development in Red Hook

**RETAIL**
(including restaurants, small businesses)

**INDUSTRIAL**
(including manufacturing, open storage, and maritime)

**Primary goals:**
- Increase physical resiliency of businesses
- Support business growth
The importance of retail in Red Hook

- Contributes to economic activity
  - 650 jobs*
  - $171M annual sales

- Contributes to neighborhood character

- Provides services and enhances resident & worker quality of life

- Can play an active role in recovery efforts immediately following a storm

*Approximately 400 of these jobs are at IKEA  
Source: ReferenceUSA
Diverse retail building typologies

Small, local restaurants and boutiques

Convenience retail

Big box destination retail
Almost all retail is on the ground floor and in the flood plain

Retail resiliency considerations:
- Buildings, inventory, fixtures, and equipment are vulnerable to damage

Source: based on NYC MapPluto, modified for internal discussion
Building-level resiliency strategies

**PROTECT**

**ELEVATE**

**Temporary**

**Building Structure**

**Building Facade**

**Building Interior**

- Merchandise / Furnishings
- Raise Ground Floor Level
- Raise Building
- Raise Ground Floor Level
Corridor-wide resiliency strategies

Example of a corridor level deployable flood barrier
Considerations for building vs. corridor level solutions

BUILDING LEVEL

Opportunities
- Faster to implement
- Does not require community coordination

Constraints
- Vulnerability to flooding from adjacent buildings without flood protection remains

CORRIDOR LEVEL

Opportunities
- Allows businesses to share costs
- More effectively prevents flood damage than building-by-building interventions
- Can increase coordination and cooperation between businesses

Constraints
- Requires organizing entity
- Benefits only those within the corridor
Red Hook can also consider measures to support overall retail growth

- Improve capacity to implement corridor-level improvements
- Increase demand from residents and visitors

Photo Credit: Jason Sheftell/Daily News
Retail Sector: Illustrative projects and recommendations

Technical assistance:
- Fund a technical assistance program (could include publicly available resources and individual audits)
- Contribute funds to an existing technical assistance program

Financial assistance:
- Establish funding program for small business
- Contribute funding for existing small business program
- Recommend funding to support small business retrofits

Retail corridor organization:
- Fund a new merchants association (or BID)
- Recommend merchants association or BID formation

Improve business climate/grow demand:
- Increase residential development in order to increase resident demand
- Pursue waterfront tourism strategies to increase pedestrian activity
- Design and fund streetscape improvements that enhance corridor character and resiliency (e.g. permeable pavers, bioswales, etc.)
Retail resiliency initiatives underway

**Options:**

- **Financial assistance**

**Efforts Underway:**

- NYC Business Recovery Loan and Grant Program
- NYC Business Resiliency Investment Program (set to launch in 2014)
- NYS Small Business Storm Recovery Program
- NYC Small Business Storefront Improvement Program
- US SBA Business Physical Disaster Loan Program
- US SBA Economic Injury Disaster Loan Program
- ReStore Red Hook
- NYC Small Business Services Neighborhood Challenge Program
### Retail resiliency initiatives underway

**Options:**

- **Technical assistance**

**Efforts Underway:**

- NYC Storm Recovery Business Mentorship Program
- HUD Challenge/DOT TIGER II Planning Grant Program
- HUD Community Development Block Grant Program
- Southwest Brooklyn Industrial Development Corporation (SBIDC) Small Business Hazard Mitigation Case Study Findings Report
- Southwest Brooklyn Industrial Development Corporation (SBIDC) Red Hook Main Street Program

**Ongoing research:**

- HUD Rebuild by Design
  - Analyzing financial/technical assistance tools and strategies, focused on retail corridors
The importance of industrial uses in Red Hook

Major part of the neighborhood’s identity

- **58% of land area** is industrial, manufacturing, open storage, and/or maritime

Major job contributor to the area

- **39% of jobs** in Red Hook are in the industrial, manufacturing, and maritime sectors (including waste management)

Important regional economic asset

- One of few major industrial hubs in NYC
- Red Hook Container Terminal - second-largest in NYC
- Brooklyn Cruise Terminal - one of two cruise terminals in NYC

Sources: Dun & Bradstreet; Port Authority of NY and NJ; Brooklyn Cruise Terminal.
Industrial facility typologies

Industrial uses cover 549 acres (58%) of Red Hook.

Industrial typologies by total land area:
- 33% Warehouse/Factories
- 12% Open Storage
- 13% Maritime

Source: based on NYC MapPluto, modified for internal discussion
On-land industrial buildings such as warehouses and factories face unique risks

Resiliency considerations of warehouses and factories:
- Properties sited on the waterfront
- Immovable machinery on ground floors vulnerable to flood damage
- Toxic materials in industrial properties pose an environmental and public health hazard if spilled

Source: based on NYC MapPluto, modified for internal discussion
Warehouse and factory resiliency strategies

Many strategies used for retail can also apply to industrial buildings.

Strategies unique to industrial uses may include:

- Securing toxic or open materials
- Containing spills if they occur
- Sealing partition walls between tenant spaces
- Industrial wet floodproofing strategies

Sources: SBIDC/Dewberry; JLC Online
Open storage resiliency strategies

Bus storage

Resiliency considerations of open storage:

- Securing toxic materials, including gasoline in vehicles
- Securing inventory to prevent large floating debris

Source: based on NYC MapPluto, modified for internal discussion
Maritime resiliency strategies

Resiliency considerations of maritime facilities:

- Strengthening piers and docking systems
- Providing on-shore power sources

Source: based on NYC MapPluto, modified for internal discussion
Red Hook can also support industrial businesses more broadly.

- Provide resilient facilities that may attract maritime and industrial businesses
- Recommend policies that support industrial growth
Industrial Sector: Illustrative projects and recommendations

**Technical assistance:**
- Fund a technical assistance program (could include publicly available resources as well as individual audits)
- Contribute funds to an existing technical assistance program

**Financial assistance:**
- Establish funding program for industrial businesses
- Contribute funding for existing industrial business program
- Recommend funding to support industrial retrofits
Industrial Sector: Illustrative projects and recommendations

**Regulatory:**

- Encourage stronger enforcement of pollution protection laws for open storage
- Recommend DEC change policy regarding permits to repair piers
- Recommend policy change regarding pier design and management to enhance ability of boats to dock and provide support in emergencies

**Improve business climate/grow demand:**

- Fund improvements to enable boat docking on pier(s) and increase capacity for water-borne emergency transportation
- Recommend policy change to make Red Hook ports/piers more friendly to recreational and industrial boats
## Industrial resiliency initiatives underway

<table>
<thead>
<tr>
<th>Options</th>
<th>Efforts Underway:</th>
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<tbody>
<tr>
<td><strong>Industrial</strong></td>
<td>- NYC Industrial and Commercial Abatement Program</td>
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<td>- NYC Commercial Expansion Program</td>
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<td>- Industrial Business Zone (IBZ) Relocation Tax Credit</td>
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<td></td>
<td>- Southwest Brooklyn Industrial Development Corporation (SBIDC) Small Business</td>
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<td></td>
<td>Hazard Mitigation Case Study Findings Report</td>
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<tr>
<td><strong>Open storage</strong></td>
<td>- NYC DCP Open Industrial Uses Study (OIUS)</td>
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<tr>
<td><strong>Maritime</strong></td>
<td>- Study of Impact of Hurricane Sandy of PANYNJ Maritime Responders and Response</td>
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<td>Infrastructure (University of Colorado Natural Hazards Center Quick Response</td>
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<td>Grant Program)</td>
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<td>- Study provides recommendations for increasing the resiliency of maritime</td>
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<td>facilities and response network</td>
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Economic Opportunity

Strengthen individual economic resiliency and financial stability
Economic Opportunity

Strengthen individual economic resiliency and financial stability

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<th>Short Term Projects</th>
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<tr>
<td>• Establish youth emergency training program that also serves as job training</td>
<td>• Identify and fill gaps in job training and</td>
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<tr>
<td>• Provide grant or other financial tool to support micro-businesses</td>
<td>education resources</td>
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Increasing economic opportunity is important for Red Hook residents

**High Unemployment Rate**
(ESRI estimate, 2012; Red Hook Initiative)

Approx. 14% unemployed

75% of 18-24 year-olds in Red Hook Houses unemployed

**Education Challenges**
(2005-2009 American Community Survey estimate)

Approx. 37% of residents over the age of 25 do not have a high school degree

Job training and increased employment opportunities can be tied to resiliency improvements
Microbusinesses represent a substantial portion of Red Hook businesses.

Microbusinesses are defined as having fewer than 5 employees

Microbusinesses are often highly mobile with limited physical inventory and therefore can be particularly resilient.

![Share of Red Hook Businesses by Number of Employees]

- 5 or fewer (67%)
- 6 to 50 (31%)
- 50 or more (2%)
Micro businesses in Red Hook can improve individual economic opportunity.

Microbusinesses can help strengthen both the economic resiliency in Red Hook and improve the earnings of residents who work in the neighborhood.

Source: U.S. Small Business Administration, California Association for Micro Enterprise Opportunity
Economic Opportunity: Illustrative Projects/Recommendations

**Job training:**
- Fund new program to provide youth resiliency training that ties into wider job training (e.g., aid training tie-in to jobs in medicine or public safety)
- Contribute funds to expand existing program
- Recommend creation of youth training program

**Micro-businesses:**
- Fund program to provide grants to micro-businesses
- Contribute funds to existing program to provide micro-businesses grants
- Recommend city and local investor increase support of micro-businesses
Job training/youth employment initiatives underway

Efforts underway:

<table>
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<tr>
<th>Brooklyn Workforce Innovations (BWI)</th>
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<tr>
<td><strong>Red Hook on the Road:</strong> Free 4 week hands-on training program to help earn NYS CDL commercial driver license</td>
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<td><strong>Brooklyn Woods:</strong> Trains unemployed and low-income New Yorkers in woodworking skills</td>
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<th>Red Hook Initiative (RHI)</th>
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<td><strong>Digital Stewards:</strong> Young adults employed by the Red Hook Initiative to install, maintain WiFi network</td>
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<tr>
<td><strong>Young Chef Program:</strong> 10-week training program provides members the opportunity to gain basic culinary arts skills to qualify for employment in the food industry</td>
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<th>Red Hook Coalition/Good Shepherd Services</th>
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<td>Funding for teen CERT training</td>
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<th>Added Value</th>
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<td>Training in urban agriculture, marketing, and other applied skills</td>
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<th>Red Hook Community Justice Center</th>
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<td>Provides job-training services as component of anti-recidivism program</td>
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<th>HireNYC</th>
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<td>Free program that connects the City's workforce development services to economic development projects</td>
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Transportation

Increase transportation connectivity and redundancy
## Transportation Strategy

### Increase transportation connectivity and redundancy

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<td></td>
<td>▪ Create Citi Bike connections or a free/low cost neighborhood-based bike share program</td>
<td>▪ Explore options for providing streetcar access</td>
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<td>▪ Enhance ferry access</td>
<td>▪ Protect / move the entrance to the Brooklyn Battery Tunnel</td>
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<td>▪ Develop direct bus access to Downtown Brooklyn and/or through Battery Tunnel to Lower Manhattan</td>
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<td></td>
<td>▪ Improve pedestrian &amp; bike connections under BQE</td>
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<td>▪ Hamilton Ave footbridge</td>
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<td>▪ Crossing at Clinton / West 9th</td>
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<td>▪ Construct pedestrian improvements on Beard St</td>
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<td>▪ Extend greenway along Commercial Wharf</td>
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What does transportation have to do with resiliency?

- A multi-modal transportation network enables mobility, accessibility, and connectivity.
- Transportation connections facilitate greater exchange and stronger community bonds within and between neighborhoods.
- Transportation system redundancy accelerates evacuation and emergency response during extreme events.
- A functioning transportation system is vital in supporting immediate recovery and short- and long-term rebuilding after extreme events.
Existing Transit Context

Red Hook Planning Area

MTA Subway
- Subway Stations

MTA Subway Lines

Railroads

MTA Bus Routes in Red Hook
- B57
- B61

Other MTA Bus Routes
- MTA Bus Routes not going to Red Hook

Ferry
- Ferry Lines

LIRR
- LIRR Lines
Existing Transportation

- Subway
  - MTA Subway Lines (F)
  - MTA Subway Station

- Bus
  - B57
  - B61
  - Other MTA Bus Routes

- Ferry
  - Ferry Routes
  - Ferry Stops

- Bike
  - On Street
  - Off Street
  - Connector
Develop direct bus access to Lower Manhattan
Enhance transit connectivity to Downtown Brooklyn & Other Destinations

Considerations:
- Enhance existing bus service
- New bus routes / Revive B71, B77 Routes
- Shuttle service
Expand ferry service

Considerations:

- New stops
- More frequent service at existing stops
- New service / operators
Improve pedestrian environment and connections along Hamilton Ave

Considerations:

- Transform Hamilton Ave into a more pedestrian-oriented street
- Improve safety and comfort of crossings
Create Citi Bike connections or a neighborhood-based bike share program

Considerations:

- How many bike share stations?
- Where should bike share stations go?
- Citi Bike or local alternative?
Extend Greenway

Considerations:

- Ensure access during emergency / storm events
- Integrate flood protection into the greenway design
- Extend greenway along Commercial Wharf
What is already underway?

Recent / ongoing Studies:
- Red Hook Transportation Study (DCP - ongoing)
- Citywide Ferry Study (EDC)
- Brooklyn Streetcar Feasibility Study (DOT)
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Next Steps

Upcoming meetings:

- **Planning Committee Meeting #9: Monday, January 6th 2014**
  - Meeting Goals:
    - Create criteria for project refinement.
    - Active discussion around the project options, and strategies to start selecting a set of projects that will move ahead for deep research.

- **South Brooklyn Community High School, Youth engagement event: Thursday, January 9th 2014**
  - Meeting Goals:
    - Planning Committee to engage youth and parents in Red Hook NY Rising Program
    - Gather ideas for integration into Final Community Reconstruction Plan