Downtown Brooklyn Partnership

CONNECTIVITY

DIVERSIFICATION

COMMUNITY

CULTURE

OPPORTUNITY

DBP goals

CONTEXT
Within a half-mile radius of the center of Downtown Brooklyn, there are:
Within a half-mile radius of the center of Downtown Brooklyn, there are:

More than 32,000 students at institutions of higher education
Within a half-mile radius of the center of Downtown Brooklyn, there are:

More than **32,000 students** at institutions of higher education

**70,000 office workers**
Within a half-mile radius of the center of Downtown Brooklyn, there are:

More than **32,000 students** at institutions of higher education

**70,000 office workers**

**32,000 residents** and growing
<table>
<thead>
<tr>
<th>Land Use</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>EDUCATIONAL:</td>
<td>7 institutions of higher education</td>
</tr>
<tr>
<td>OFFICE:</td>
<td>17.3 million sq. ft.</td>
</tr>
<tr>
<td>RESIDENTIAL:</td>
<td>14,100 total households</td>
</tr>
<tr>
<td>CULTURAL:</td>
<td>300,000 sq. ft.</td>
</tr>
<tr>
<td>RETAIL:</td>
<td>3.5 million sq. ft.</td>
</tr>
</tbody>
</table>
To create a vibrant, connected, and cohesive destination by attracting businesses, enhancing the pedestrian experience, and promoting a brand for Downtown Brooklyn.
Economic Development
Pedestrian Experience
Branding + Marketing
Economic Development

Pedestrian Experience

Branding + Marketing

method

CHALLENGES
Economic Development

office space
Economic Development

office space

24/7 amenities

CHALLENGES
Economic Development

Office space

24/7 amenities

Community integration

Economic development

Challenges
Economic Development

Pedestrian Experience

Branding + Marketing

method
CHALLENGES
open spaces + sidewalks

Pedestrian Experience

stretscape

CHALLENGES
Pedestrian Experience

open spaces + sidewalks

active uses
open spaces + sidewalks
active uses
safety

Pedestrian Experience

Challenges
Pedestrian Experience

- Open spaces + sidewalks
- Active uses
- Safety
- Connectivity

Challenges
Branding + Marketing

neighborhood identity
Branding + Marketing

signage

neighborhood identity

CHALLENGES
Branding + Marketing

neighborhood identity

signage

public spaces
Economic Development

- office space
- 24/7 amenities
- integration

Pedestrian Experience

- open spaces
- active uses
- safety
- connectivity

Branding + Marketing

- neighborhood identity
- signage
- public spaces

CHALLENGES
Economic Development

Brings people here

Pedestrian Experience

Keeps people here

Branding + Marketing

Lets people know we’re here

method

CHALLENGES
Cadman Pl. E
Adams
Jay
Tillary
Johnson

The “Dust Bowl”
Walt Whitman Park
Korean War Memorial
Columbus Plaza

Cadman Corridor
OPPORTUNITY
The “Dust Bowl”
Dog Playground

Cadman Corridor

OPPORTUNITY
Sculpture Garden

Cadman Corridor

OPPORTUNITY
Columbus Plaza

Cadman Corridor OPPORTUNITY
Vision

Cadman Corridor

OPPORTUNITY
Major Tenants:
1. National Grid / JP Morgan Chase
2. MetroTech BID
3. JP Morgan Chase
4. JP Morgan Chase
5. NYU Poly Library
6. NYU Poly Roger’s Hall
7. BellTel Lofts
8. Verizon
9. FDNY
10. MetroTech Commons
DUMBO
Graphic design, marketing, digital media, creative startups

Silicon Alley
New media, advertising, financial technology, web design, software engineering

Roosevelt Island
To be completed in 2037, Cornell University is a major tenant; city seeking startups and VC firms

MetroTech
Information technology, science, computer + software engineering

Navy Yard
Construction, computer and office supply, design + fabrication, manufacturing, architecture

OPPORTUNITY
## Urban Space Overview

<table>
<thead>
<tr>
<th>Submarket</th>
<th>Vacancy Rate</th>
<th>Price per sq. ft.</th>
<th>Major Industries</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>DOWNTOWN</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Class A</td>
<td>11.4%</td>
<td>$31</td>
<td></td>
</tr>
<tr>
<td>Class B</td>
<td>3.4%</td>
<td>$33</td>
<td></td>
</tr>
<tr>
<td><strong>SUBMARKETS</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>NYU Poly</td>
<td></td>
<td></td>
<td>Financial Back Office, Computer Engineering</td>
</tr>
<tr>
<td>DUMBO</td>
<td>2-3%</td>
<td>$31</td>
<td>Digital Media</td>
</tr>
<tr>
<td>Navy Yard</td>
<td>2-3% (waitlist)</td>
<td>$10 -15</td>
<td>Design, Manufacturing</td>
</tr>
<tr>
<td>Silicon Alley</td>
<td>4.4%</td>
<td>$47</td>
<td>Software Development</td>
</tr>
<tr>
<td><strong>Brooklyn Tech</strong></td>
<td></td>
<td></td>
<td>Software Development, Web Design, Financial Technology</td>
</tr>
</tbody>
</table>

**Competitive Advantage**: Software Development, Web Design, Financial Technology
Physical Constraints
Co-Working Space
Before I die...
Art + Technology

MetroTech OPPORTUNITY
Retail + Food Development

MetroTech OPPORTUNITY
Vision

- Retail + Food
- Art + Technology
- Co-Working Space
- Commercial Signage

MetroTech OPPORTUNITY
BROOKLYN NAVY YARD

TO CADMAN

METROTECH

Navy Yard

OPPORTUNITY
BROOKLYN NAVY YARD

Admiral's Row

Sands

BQE/ Park

Navy

Ingersoll Houses

Myrtle

Prince

Tillary

Flatbush

Jay

Cadman

METROTECH

Navy Yard

OPPORTUNITY
Physical Constraints

BROOKLYN NAVY YARD

TO CADMAN

METROTECH

Navy Yard OPPORTUNITY
Street Lighting

Navy Yard
OPPORTUNITY
Community Murals

Navy Yard

OPPORTUNITY
Navy Street + Concord Street
Public Art Projects

Navy Yard OPPORTUNITY
Public Art Projects
Pop-Up Retail
Transit Branding
Transit Branding

Navy Yard OPPORTUNITY
Transit Branding

Navy Yard

OPPORTUNITY
Economic Development

*Brings people here*

- Retail
- Tech Firms
- Students

Pedestrian Experience

*Keps people here*

- Connections
- Facades
- Streetscape

**Branding + Marketing**

*Lets people know we’re here*

- Signage
- Digital Branding
- 24/7 Activation

**IMPLEMENTATION**
Economic Development - Brings people here

Pedestrian Experience - Keeps people here

Branding + Marketing - Lets people know we’re here

Approach

Implementation
PROGRAMMING

ACTIVATION

WAYFINDING
<table>
<thead>
<tr>
<th>Cadman Plaza</th>
<th>MetroTech</th>
<th>Navy Yard</th>
</tr>
</thead>
<tbody>
<tr>
<td>Outdoor Games + Entertainment</td>
<td>Art + Technology</td>
<td>Pop-Up Retail Community Murals</td>
</tr>
<tr>
<td>Dog Playground</td>
<td>Co-Working Space</td>
<td>Food Truck Corner</td>
</tr>
<tr>
<td>Sculpture Garden</td>
<td>Retail + Food</td>
<td></td>
</tr>
<tr>
<td>Subway Entrance</td>
<td>Commercial Signage</td>
<td>Street Lighting</td>
</tr>
<tr>
<td></td>
<td>Gateway</td>
<td>Public Art</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Transit Branding</td>
</tr>
</tbody>
</table>

**ACTIVATION**

**PROGRAMMING**

**WAYFINDING**

**IMPLEMENTATION**
Cadman Corridor

- **Outdoor Games**
- **Dog Playground**
- **Sculpture Garden**
- **Subway Entrance**

**Key**
- $: minimal cost
- Handshake: partnership opportunity
- People: community support
- Clock: rapid implementation
- Exclamation mark: high impact

**Assessment**

**Implementation**
Routes to the Navy Yard

Community Murals

Food Truck Corner

Street Lighting

Transit Branding

Public Art

Key

- minimal cost
- partnership opportunity
- community support
- rapid implementation
- high impact
Plan: Tier 2

BROOKLYN NAVY YARD

- Dog Playground
- Outdoor Entertainment
- Sculpture Garden
- Subway Entrance
- Tech Art
- Co-Working Space
- Admiral’s Row
- Lighting
- Public Art
- Ingersoll Houses
- Transit Branding
- Co-Working Space

IMPLEMENTATION

Ingersoll Houses

METRO TECH

Retail + Food

Signage + Gateway

CADMAN PLAZA

Food Truck Corner

Murals

DUMBO

Lighting

Retail + Food

Co-Working Space

Sculpture Garden

Outdoor Entertainment

Dog Playground

Transit Branding

Subway Entrance