



July 28, 2020

Dear Council Members:

As you may know, Councilmember Menchaca today publicly announced his opposition to the comprehensive, thoughtful rezoning of Industry City in Sunset Park, Brooklyn, which will pave the way for the creation of thousands of new jobs amid the greatest economic crisis facing New York City in generations. While this was obviously disappointing – especially in light of our unprecedented community engagement and pre-certification commitment to Council Member Menchaca that we would agree to every one of the ten conditions he laid out for us last fall (outlined below and ranging from protecting industrial space to signing a legally binding CBA) – we wanted to reach out directly to you and your colleagues to demonstrate why we believe this project is more important than ever and should earn the full City Council’s support. You have the opportunity to say yes to an entirely new model of responsive, responsible and inclusive redevelopment that will have a significant Citywide economic impact at a time that we desperately need jobs and tax revenues and we look forward to continuing this important conversation with you.

JOB CREATION AT INDUSTRY CITY MORE CRITICAL THAN EVER IN POST-COVID ECONOMIC CRISIS

With unemployment in NYC now exceeding twenty percent, the need to accelerate the creation of new job opportunities at Industry City is more critical than ever. After two years of consultation with community leaders, including studying the Community Board’s 197A plan, Industry City announced its plan in 2015 to change the current zoning to a light manufacturing zoning while creating an Innovation District with retail, academic, and hospitality uses. These zoning changes will encourage further private investment and allow the innovation economy ecosystem Industry City has built the last seven years to continue to grow, while both preserving and nurturing manufacturing. With the rezoning, jobs at Industry City will increase to 15,000 onsite with another 8,000 jobs offsite. There is simply no other project on the horizon in New York City with such potential to create these desperately needed jobs.

Equally importantly, we recognized from day one that simply creating good jobs wasn’t enough, and that we also had a responsibility to proactively prepare our neighbors in the surrounding community for these opportunities and connect them with employers at Industry City. In partnership with well-regarded organizations like Opportunities for a Better Tomorrow (OBT), CUNY City Tech, Center for Family Life and the Southwest Brooklyn Industrial Development Corporation, we created the Innovation Lab at Industry City to provide free job training and placement programs and demonstrated that the community can, and must, benefit from economic growth at Industry City. We are exceedingly proud to have already served thousands of residents and have committed to enhancing and expanding the Innovation Lab as part of our ULURP approval. *[Note: I have attached a one-page summary of some of our work, “IC in the Community,” with this letter.]*

The promise of job creation at Industry City is not just words. The promise is based on a track record of success and community collaboration. When Industry City’s ownership acquired the property in 2013 there were 150 businesses and 1900 jobs; today there are 550 businesses and 8000 jobs. The rezoning will facilitate growth to over 1000 business and 20,000 jobs. At full build-out the project will generate \$100M a year in much needed local tax revenue.

Across the street from Industry City, we are partnering with Red Hook Container Terminal, the City and the State to redevelop the long-abandoned South Brooklyn Marine Terminal that will lead to the creation of thousands of new jobs in the offshore wind industry delivering on the green jobs of the future. Colleges and universities, allowed to locate at Industry City through the rezoning, will collaborate with the innovation economy companies in our buildings and across the street at SBMT to create career pathways. Our longstanding local workforce development partners will expand their efforts in partnership with Industry City to train and place members of the local community and those most in need in jobs with bright futures.

During the COVID-19 pandemic, IC tenants played a key role in serving the neighborhood and in helping protect healthcare workers by remaining open to provide essential goods and services and shift their operations to manufacture PPE. Food manufacturers and retailers have played a key role in feeding front line workers and supporting local food pantries. IC also provided key warehouse distribution space for PPE to our manufacturers as well as NYU Langone Hospital Brooklyn.

ULURP HAS FEATURED UNPRECEDENTED COMMUNITY ENGAGEMENT BY INDUSTRY CITY

As you and your fellow members of the City Council consider our application, please recognize that the project now before you is the result of a public engagement process that has been unlike any in the history of private NYC land use applications:

- Throughout 2018 and 2019, our Industry City team took part in more than 10 formal Town Hall meetings and public forums hosted by Community Board 7 related to our rezoning.
- For approximately eight weeks leading up to our September 23 certification date, we had extensive meetings and discussions with Council Member Menchaca and his community advisory group, including members of the Community Board, regarding conditions under which they might consider IC's proposal. Those discussions led to a public letter from Council Member Menchaca to me with ten conditions and a deadline to respond within 48 hours. I responded within 48 hours agreeing to all ten conditions.

PUBLIC COMMITMENT TO CM MENCHACA'S CONDITIONS PRIOR TO ULURP CERTIFICATION

Council Member Menchaca and Community Board Chair had made it clear they believed the ULURP process is structurally flawed and that many of the types of issues we had been discussing should be resolved in advance of certification. Many of the changes to our plan requested by Community Board members and other community members during the many CB7 convened discussions were echoed by Council Member Menchaca and his advisory group members. Consequently, as per Council Member Menchaca's request we agreed in a letter of September 19, 2019 to adjust our vision to more fully align with this community input, including:

- Removal of hotels from the Special Permit that we are seeking;
- Establishment of a mechanism to ensure the provision of an irreducible amount of space restricted for industrial uses within the proposed Special District;
- Establishment of a manufacturing hub managed by a mission-driven non-profit; and
- Restriction of the amount and location of retail uses within the proposed Special District.

We also confirmed that we are prepared to negotiate and execute a legally binding Community Benefits Agreement with a community-based organization with support of the appropriate City agencies on the following:

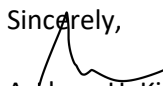
- Establishing a public technical high school and adult education center at Industry City;

- Expanding and enhancing the Innovation Lab to connect more Sunset Park residents to jobs, support worker cooperatives, and provide training and research around green manufacturing;
- Establishing a manufacturing hub that is managed by a mission-driven non-profit to ensure industrial businesses—including those focused on climate resilience and adaptation—have long term access to space and support in Sunset Park;
- Promoting existing Sunset Park businesses through the tenanting process, and establishing programs to incentivize Industry City tenants to source locally;
- Providing Industry City roof space to expand the Sunset Park Solar Cooperative; and
- Providing support for tenant organizing, education and advocacy efforts in Sunset Park.

Such significant commitments – *publicly agreed-to prior to the commencement of ULURP* – are completely without precedent in the City of New York and are why we are hopeful that Industry City can earn your support.

Once again, I believe that the City Council is now presented with the opportunity to set a precedent for thoughtful, sustainable land use development and job creation in NYC at a remarkably critical time in our City's history. Should you have any questions or require additional information, please don't hesitate to contact me or our government relations team, Yoswein New York and Jason Ortiz. Thank you in advance for your consideration and support.

Sincerely,



Andrew H. Kimball
CEO