

Executive Summary

The North Shore's diversity—of people, land uses, and historic resources—makes it a treasure for Staten Island, the City, and the region. The area's major assets, including the Kill Van Kull waterfront, deep-rooted neighborhoods and town centers, historic streets, and the former North Shore Railroad, have helped define the area. Today, these assets are in need of targeted and coordinated improvements to help unlock the North Shore's significant potential and to provide residents, businesses, and visitors with quality jobs, improved transportation connections, and needed services.

Initiated at the request of Mayor Bloomberg's Staten Island Growth Management Task Force, *North Shore 2030* is part of a comprehensive planning effort looking at Staten Island's future. This document is intended to guide and coordinate public and private actions for the next 20 years and beyond. It aims to inform future land use decisions, ensure that public agencies and the private sector work together, and provide predictability for future development.

The *North Shore 2030* recommendations are founded in community engagement, and continued community oversight and participation will be the key to their implementation. The vision described in this report was developed through an intensive public engagement process that included significant input from over 200 inside experts—local residents and stakeholders, civic partners and elected officials—during six public open houses and workshops, and multiple focus

group meetings. The Advisory Committee consisted of local elected officials, City and State agencies, civic organizations, area businesses and other critical stakeholders.

This effort builds upon current and planned City and regional investments being made in Staten Island, including the expansion of the New York Container Terminal, the Goethals Bridge expansion, redevelopment at the Stapleton Waterfront and the former Coast Guard site, new public open space at the former Blissenbach Marina, expanded cultural uses at Snug Harbor, improvements to the St. George Ferry Terminal, and individual investments by the area's maritime businesses. This report was also conducted in conjunction with local planning efforts, including *Working West Shore 2030*, the MTA New York City Transit North Shore Alternatives Analysis, the Mayor's Industrial Policy Sector Initiatives, PlaNYC update, the Port Authority of NY and NJ Bayonne Bridge study, *Vision 2020 New York City Comprehensive Waterfront Plan*, the Special St. George District rezoning, and Community Board 1's greenway and open space efforts.

The North Shore 2030 Strategy

North Shore 2030 aims to unlock the North Shore's potential through four strategies:

1. **Promote quality jobs and workplaces** that strengthen maritime and active industrial businesses, waterfront business opportunities, and connect local residents with more diverse employment opportunities
2. **Reconnect people with the working waterfront** through increased public access, new views of the working waterfront and a continuous multipurpose pathway along Richmond Terrace
3. **Support and create neighborhood centers** through more local retail, services, and housing options in the North Shore's historic neighborhood centers
4. **Improve connections and mobility** for residents and businesses through targeted and coordinated intersection and transportation improvements to support an enhanced transit network

Applying the Strategies

North Shore 2030 focuses the application of these strategies in six neighborhood opportunity areas: St. George, New Brighton, West Brighton, Port Richmond, Mariners Harbor—Arlington, and Jersey Street. This report includes an overview of each area's existing conditions, a 2030 vision for each opportunity area, and specific strategies for realizing the vision.

Implementing the Vision

As stakeholders reminded the *North Shore 2030* team at every public meeting, a vision for the future means little without prioritized short-term actions. Throughout this report, short-term initiatives are highlighted and are intended, along with private investment, to jumpstart the vision. A separate document, *North Shore 2030 Action Agenda*, further outlines these commitments and clarifies public agency responsibilities.