West Brighton Brownfield Opportunity Area (BOA) Recommendations

April 08, 2016
Agenda

• Introduction
  • Project Boundaries
  • Lead Project Sponsors
  • Project Description and Overview
  • BOA Boundary
  • Planning Process

• Coordinated Planning Efforts

• Public Participation
  • Outreach and Community Engagement
  • Community Goals and Priorities

• Analysis of Existing Conditions

• Findings and Recommendations
  • Discussion
West Brighton BOA Study Area Boundaries
West Brighton BOA Subarea Boundaries
Lead Project Sponsors

• West Brighton Community Local Development Corporation (WBCLDC)
  • West Brighton based non-profit organization that empowers low- and moderate-income entrepreneurs and small business owners through a combination of business assistance

• New York State Department of State Brownfield Opportunity Area grant:
  • Engage in community-based planning efforts to identify neighborhood revitalization strategies and to redevelop potential brownfield sites.

• WBCLDC has chosen the New York City Department of City Planning as the lead consultant on the West Brighton BOA grant.
Brownfield Opportunity Area Program

• The New York State Department of State BOA program is intended to facilitate:
  • Addressing the range of problems posed by the concentration of multiple brownfield sites
  • Building consensus on the future uses for the area with an emphasis on strategic brownfield sites
  • Establishing sustainable development goals and objectives
  • Establishing the multi-agency and private-sector partnerships necessary to leverage assistance and investments to revitalize neighborhoods and communities
  • Addressing environmental justice concerns

4/8/2016
Planning Process

- Coordinated Planning Efforts
- Public Participation Plan
- Existing Conditions Analysis
- Strategic Sites
- Recommendations
Planning Process

• Coordinated Planning Efforts
• Public Participation Plan
• Existing Conditions Analysis
• Strategic Sites
• Recommendations
Coordinated Planning Efforts
Comprehensive Waterfront Plan: Vision 2020

- Objectives for the New Brighton, Snug Harbor, and North Shore waterfront:
  - Strengthen east-west multi-modal transportation connections, including a relocation of parts of the North Shore RR ROW
  - Facilitate maritime expansion
  - Create new and improve existing public access points at the waterfront
  - Determine necessary maritime infrastructure repairs and expansions
North Shore 2030

• **Strategies**
  - Create quality jobs and workplaces
  - Reconnect people with the working waterfront
  - Support and create neighborhood centers
  - Improve connections and mobility

• **Assets**
  - Kill Van Kull Waterfront
  - Neighborhood Centers
  - Historic Street Grid
  - Former North Shore Railroad Right-of-Way
North Shore Transportation Studies

• MTA/NYCT Alternatives Analysis:
  • Recommends BRT (Bus Rapid Transit) for the former rail road right-of-way.
  
• The analysis proposes three BRT stations in the BOA:
  • West Brighton Station
  • Livingston Station
  • New Brighton Station

Source: MTA.info (North Shore Alternative Analysis: Short List Alternatives Map)
North Shore Transportation Improvement Strategy

• Initiative to:
  • Understand how residents and visitors use different transportation modes
  • Identify existing challenges and anticipate projected conditions associated with the nearby development projects

• Goals:
  • Develop short-term, mid-term and long-term recommendations to address these challenges

Source: NYCEDC.com
Public Participation Plan
Community Goals and Vision

• Create quality jobs and workplaces
• Reconnect people with the working waterfront
• Support and create neighborhood centers
• Improve connections and mobility
• Address environmental challenges
Public Participation Plan

• Our multi-pronged public participation strategy includes:
  • The BOA Steering Committee
  • Public meetings
  • Pop-up visioning workshops
  • Outreach to Stakeholder groups
  • Interagency transportation workshops

• Conduct focused outreach for the three subareas within the BOA—West Brighton, New Brighton, and Jersey.
Existing Conditions
Historical Background

1524 - First contact between Europeans and native tribes

1600s - Dutch settlement of the North Shore begins in present-day Port Richmond

1819 - New York Dyeing and Printing Establishment builds a cloth dyeing factory

1880s - Staten Island Railway Company establishes horse-led streetcar service

1890s - Electrified trolley cars first introduced, 26 miles of electric trolley service

1945 - Wartime shipbuilding and other associated activities cease operations

1830s - British developer Thomas Davis purchases a large area of land and establishes a housing development he would call New Brighton

1831 - Construction of Snug Harbor's first buildings are completed

1916 - Caddell Dry Dock and Repair Company opens on the North Shore

1926 - U.S. Gypsum purchases a large parcel of land on the North Shore Waterfront (New Brighton)

1964 - Verrazano-Narrows Bridge opens
# Demographics

## Population Change 2000 to 2010

<table>
<thead>
<tr>
<th></th>
<th>2000</th>
<th>2010</th>
<th>Total Change</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>BOA-wide</td>
<td>24,974</td>
<td>25,995</td>
<td>1,021</td>
<td>+3.90%</td>
</tr>
<tr>
<td>Staten Island</td>
<td>443,728</td>
<td>468,730</td>
<td>25,002</td>
<td>+5.60%</td>
</tr>
<tr>
<td>NYC</td>
<td>8,008,278</td>
<td>8,175,133</td>
<td>166,855</td>
<td>+2.10%</td>
</tr>
</tbody>
</table>

## Race/Ethnicity

- **NYC**
  - White: 33%
  - Black: 23%
  - Hispanic: 29%
  - Asian: 13%
  - Other: 3%

- **Staten Island**
  - White: 64%
  - Black: 10%
  - Hispanic: 17%
  - Asian: 7%
  - Other: 3%

- **BOA-wide**
  - White: 23%
  - Black: 36%
  - Hispanic: 34%
  - Asian: 4%
  - Other: 3%
Existing Land Use by Square Footage

- Open Space: 33%
- Industrial & Manufacturing/Transportation & Utility: 11% - 14%
- Residential: 23%
- Vacant: 9%
- Public Facilities & Institutions: 4%
- Parking Facilities: 4%
- Mixed Use
- Commercial

4/8/2016
Proximity to Commercial Services
Existing Zoning Districts

- Manufacturing: 42%
- Residential: 55%
- Residential w/ Commercial Overlay: 31%
- Residential w/o Commercial Overlay: 70%
- Park: 3%

4/8/2016
Zoning Issues

1. Zoning requires opaque fencing at industrial sites

2. Manufacturing zoning could be deterring investment into vacant lot

3. Achieving parking requirements could be difficult for new businesses along Jersey Street
Economic and Market Trends Analysis: Employment

Employment in the BOA

- Service Sector: 21%
- Industrial: 67%
- Other: 12%

55% Rental Rate
45% Homeownership Rate

Median Value of Homes

- BOA Census Tract
- Staten Island
- New York City
- West Brighton Houses
Transportation

• Public Transit:
  • The BOA is served by 5 bus routes

• Bicycle Network:
  • Bike lanes along Richmond Terrace in New Brighton Bicycle
  • Shared lane on Clove Road from Richmond Terrace to Forest Avenue
  • Very few bicycle paths to upland neighborhoods

• Pedestrian Facilities:
  • Some stretches of Richmond Terrace lack sidewalks or have very narrow sidewalks

Commuting Patterns

- 47% Car
- 45% Bus
- 6% Walking
- 2% Bicycle

4/8/2016
Roadways

• Richmond Terrace
  • The primary east-west road in the BOA
  • One travel lane in each direction serving industrial, residential, bus, and commercial traffic
  • Parallels the shoreline, resulting in dangerous curves
  • Portions are mapped at a width of 100 feet, but built to approximately 60 feet in most areas
North Shore Right-of-Way

• North Shore Railway
  • Opened in 1886
  • Provided connection to New Jersey and other railroad networks in the U.S.
  • Closed to passenger service in 1953
  • Closed to freight service in 1989

• MTA’s North Shore Alternative Analysis
  • Analysis completed in 2012
Flood Zones and Hurricane Sandy

- 17% (134 buildings) in BOA fall within FEMA PFIRM flood maps
  - 84 are located within 100-year floodplain
  - 50 are located within 500-year floodplain
Brownfield, Vacant, and Underutilized Sites

• 383 Soft Sites
• 122 Vacant Sites

• Criteria for identifying potential brownfield sites:
  • Historical land uses
  • Existing land uses
  • New York City Environmental (E) Designations
  • New York State Open Petroleum Spill Location
  • New York State Petroleum Bulk Storage Site
  • New York State Chemical Bulk Storage Site
Brownfield, Vacant, and Underutilized Sites
Strategic Site Selection
Strategic Site Selection

• Strategic sites whose redevelopment can help support or revitalize the surrounding neighborhood

• Selection criteria:
  • Location
  • Size
  • Capacity for redevelopment
  • Owner willingness and participation in the BOA
  • Community support
  • Potential to spur additional development
  • Potential to improve quality of life or to site new public amenities
Strategic Sites
Strategic Sites

1. Atlantic Salt Site
Strategic Sites

2. Snug Harbor Waterfront
3. Con Edison Parking Lot

Strategic Site
West Brighton BOA Boundary
Strategic Sites

4. 1115 Richmond Terrace

5. 1125 Richmond Terrace

40

4/8/2016
Strategic Sites

- DSNY Sanitation Garage
- 105 Jersey Street
- 33 Van Street
- 1641 Richmond Terrace
- MTA-owned Site
Findings

• Potential to improve transportation infrastructure at Strategic Sites
  • Coordination between city agencies and property owners

• Existing manufacturing along waterfront:
  • Preserves the area’s maritime industry
  • Creates barriers between the neighborhood and the waterfront

• Redevelopment potential of brownfield sites
  • Revitalize neighborhood centers
  • Create new amenities in the BOA

• The BOA’s location along the Kill Van Kull is an asset, but also creates environmental concerns, such as flooding and stormwater runoff
Community Vision

- West Brighton:
  - A Model of Jobs and Open Space for Staten Island
- New Brighton:
  - A New Neighborhood Destination Linking St. George and Snug Harbor
- Jersey Street:
  - A Revitalized Retail Corridor Serving and Connecting Diverse Communities
West Brighton BOA: Area-wide Goals and Strategies

1. West Brighton
2. New Brighton
3. Jersey Street

- Preserve existing residential uses
- Revitalize or create new mixed-use (residential and commercial) corridors
- Expand or create new commercial opportunities
- Preserve existing industrial and maritime uses
- Parks and Open Space

Former Railroad Right-of-Way
Proposed North Shore Greenway
West Brighton: A Model of Jobs and Open Space for Staten Island
Support and Create Neighborhood Centers

1) Apply FRESH incentives to existing commercial area
2) Explore a potential rezoning to encourage new commercial
West Brighton: A Model of Jobs and Open Space for Staten Island
Create Quality Jobs and Workplaces

1) Expand commercial uses near proposed BRT station to support community and industrial businesses

2) Advance strategies of DCP’s Resilient Industries study to reduce flood hazards for businesses and encourage shoreline improvements
West Brighton: A Model of Jobs and Open Space for Staten Island
Improve Connections and Mobility

1) Initiate Richmond Terrace Corridor Study:
   • Potential opportunity straighten hazardous curves along Richmond Terrace
   • Realign ROW to have proposed BRT station be adjacent to Richmond Terrace
   • Explore proposed North Shore Greenway

2) Improve wayfinding to area destinations

3) Bicycle and pedestrian infrastructure improvements to upland neighborhoods
West Brighton: A Model of Jobs and Open Space for Staten Island

Improve Access to Waterfront, Parks, and Open Spaces

1) Advance North Shore Greenway
2) Improve upland pedestrian and bicycle connections
3) Explore expansion of Heritage Park with publicly-owned property
4) Investigate opportunity for DOT Plaza Program
5) Explore potential transparent fencing at street ends
West Brighton: A Model of Jobs and Open Space for Staten Island
Address Environmental Concerns

1) Advance DCP’s Resilient Industries study
2) Assist with Environmental Site Assessments on Strategic Sites
Snug Harbor: Address Environmental Concerns

1) Advance the expansion of the Bluebelt program to Snug Harbor
New Brighton: A New Neighborhood Destination Linking St. George and Snug Harbor
Support and Create Neighborhood Centers

1) Explore rezoning proposal for mixed-use development around proposed BRT station with market-rate and affordable housing

2) Craft contextual rezoning proposal to align zoning with existing low-density residential

3) Advance street improvements to support retail and shoppers
New Brighton: A New Neighborhood Destination Linking St. George and Snug Harbor
Create Quality Jobs and Workplaces

1) Explore rezoning proposal to facilitate new commercial development
2) Relocate ROW from private property
New Brighton: A New Neighborhood Destination Linking St. George and Snug Harbor
Improve Connections and Mobility

1) Initiate Richmond Terrace Corridor Study:
   • Advance land swaps to create transitway contiguous to Richmond Terrace
   • Coordinate BRT planning with Richmond Terrace improvements
   • Advance proposed North Shore Greenway

2) Limit curb cuts along Richmond Terrace to reduce conflicts between pedestrians, cyclists, and drivers

3) Explore wayfinding options to improve visibility of area’s destinations

4) Explore new bicycle infrastructure to connect upland neighborhoods and parks to Richmond Terrace
New Brighton: A New Neighborhood Destination Linking St. George and Snug Harbor
Improve Access to Waterfront, Parks, and Open Spaces

1) Advance North Shore Greenway
2) Explore transparent fencing
3) Explore street improvements along city-owned portion of Richmond Terrace
New Brighton: A New Neighborhood Destination Linking St. George and Snug Harbor
Address Environmental Concerns

1) Advance DCP’s Resilient Industries strategies

2) Assist with conducting Environmental Site Assessment
Jersey Street: A Revitalized Retail Corridor Serving and Connecting Diverse Communities
Support and Create Neighborhood Centers

1) Encourage redevelopment of existing underdeveloped or underutilized private and public sites
2) Advance relocation of DSNY Garage
3) Assist with Environmental Site Assessment
Jersey Street: A Revitalized Retail Corridor Serving and Connecting Diverse Communities
Improve Connections and Mobility

1) Encourage pedestrian-friendly design and bicycle improvements for site redevelopment

2) Advance street improvements to strengthen connections to the Staten Island Ferry and waterfront destinations
**Jersey Street: A Revitalized Retail Corridor Serving and Connecting Diverse Communities**

Improve Access to Waterfront, Parks, and Open Spaces

1) Encourage pedestrian-friendly design and bicycle improvements for site redevelopment

2) Ensure safe connection of proposed North Shore Greenway at Jersey Street
Questions?

• Please email us at westbrightonboa@planning.nyc.gov or contact the Staten Island Office of the Department of City Planning at (718) 556-7240.

• For more information about the West Brighton BOA, please also visit http://www1.nyc.gov/site/planning/plans/west-brighton-boa/west-brighton-boa.page