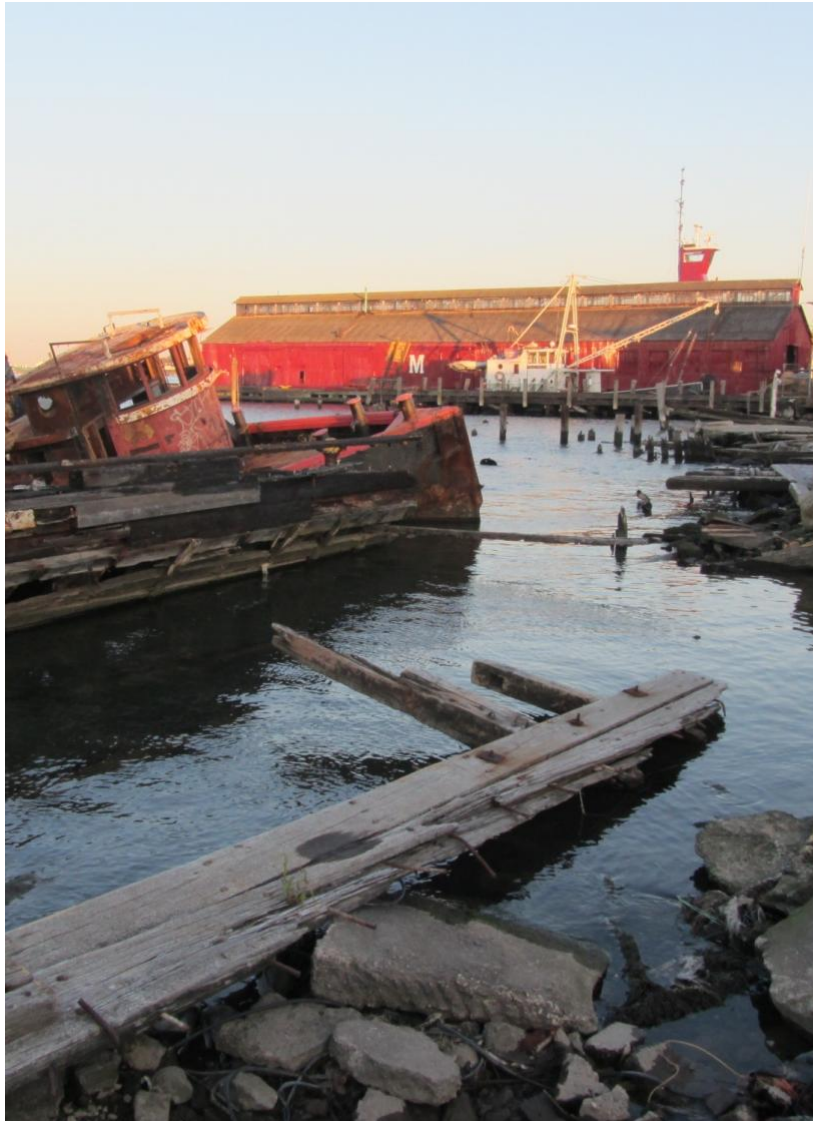


# Port Richmond Brownfield Opportunity Area Draft Recommendations June 2013

All materials created by City Planning were prepared for the New York State Department of State with funds under the Brownfield Opportunities Areas Program

# Agenda



## Introduction

- Lead Project Sponsors
- Project Description and Overview
- BOA Boundary

## Background

- Comprehensive Waterfront Plan: Vision 2020
- North Shore 2030: Improving and Reconnecting the North Shore's Unique and Historic Assets
- North Shore Alternatives Analysis
- New York State BOA Program

## Analysis of Existing Conditions

## Public Participation

- Outreach and Community Engagement
- Community Goals and Priorities

## Findings and Recommendations

- Findings and Neighborhood Vision
- Action Plan and Zoning Framework

## Timeline

# Lead Project Sponsors:

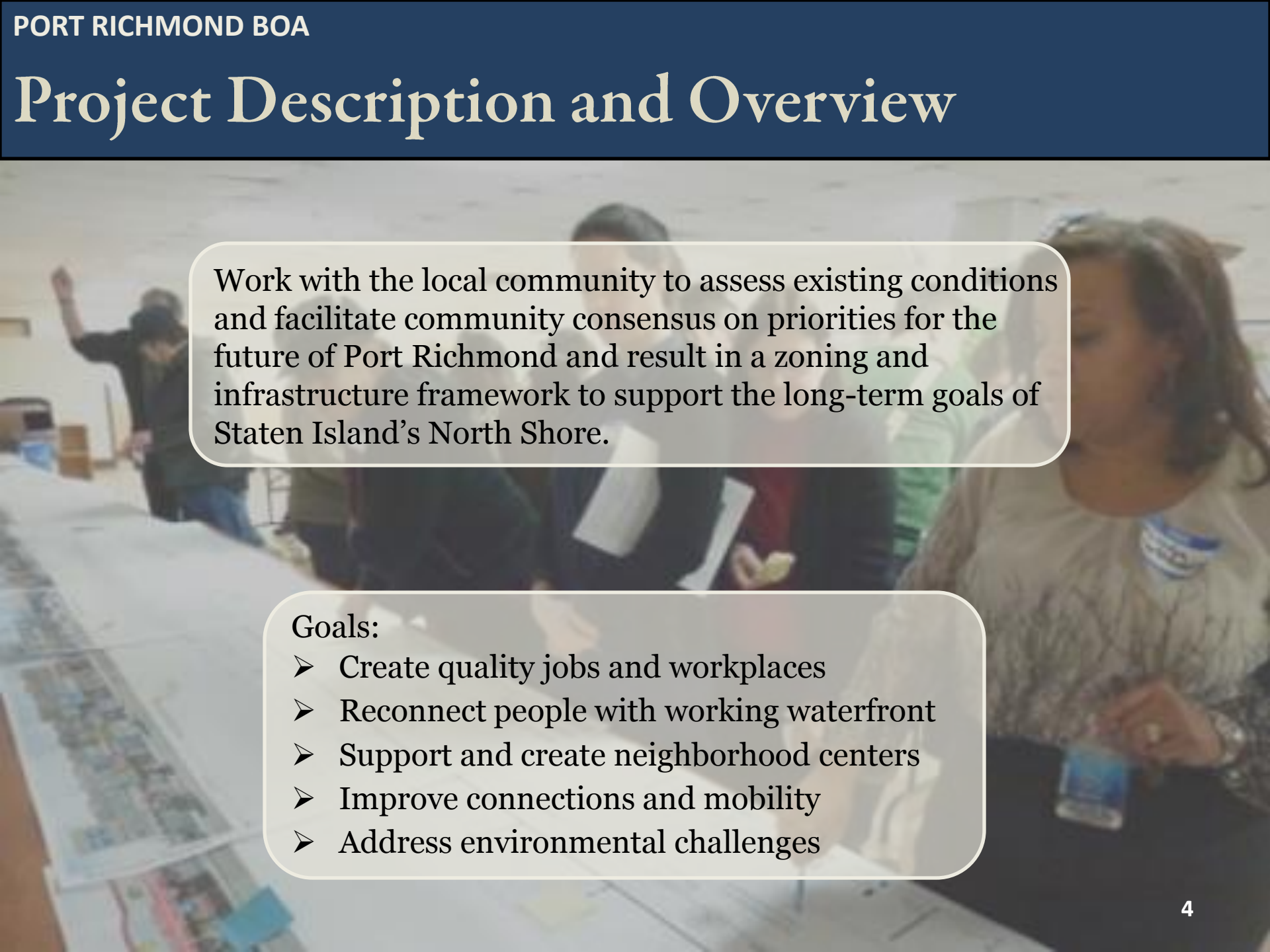
Northfield Community Local Development Corporation of Staten Island, Inc. (Northfield) is a Port Richmond based non-profit organization, which was founded in 1978 for the purpose of community improvement and advocacy.

Northfield was awarded a New York State Department of State Brownfield Opportunity Area (BOA) grant to engage in community-based planning efforts to identify neighborhood revitalization strategies and to redevelop potential brownfield sites.

Northfield has chosen the New York City Department of City Planning as the lead consultant on the Port Richmond BOA grant.







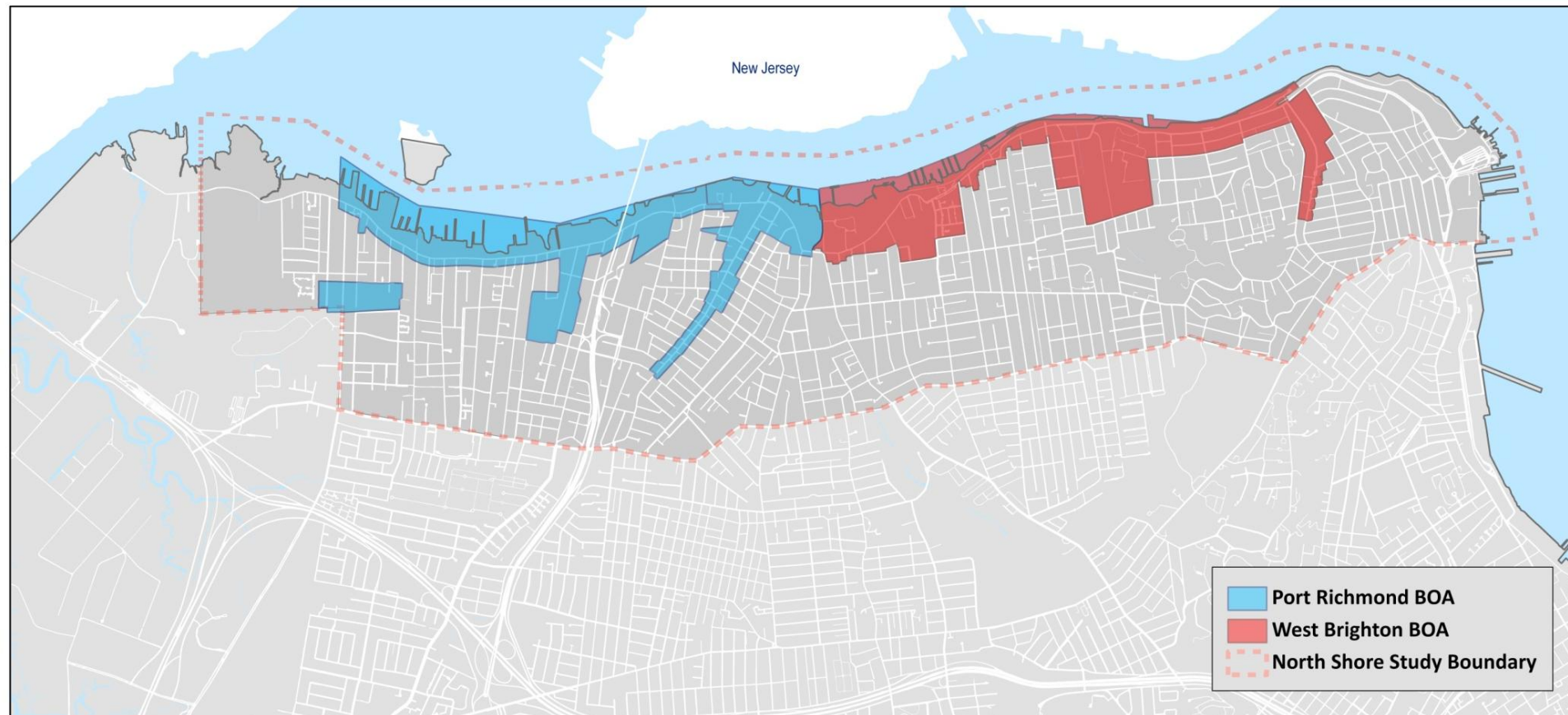
Work with the local community to assess existing conditions and facilitate community consensus on priorities for the future of Port Richmond and result in a zoning and infrastructure framework to support the long-term goals of Staten Island's North Shore.

Goals:

- Create quality jobs and workplaces
- Reconnect people with working waterfront
- Support and create neighborhood centers
- Improve connections and mobility
- Address environmental challenges



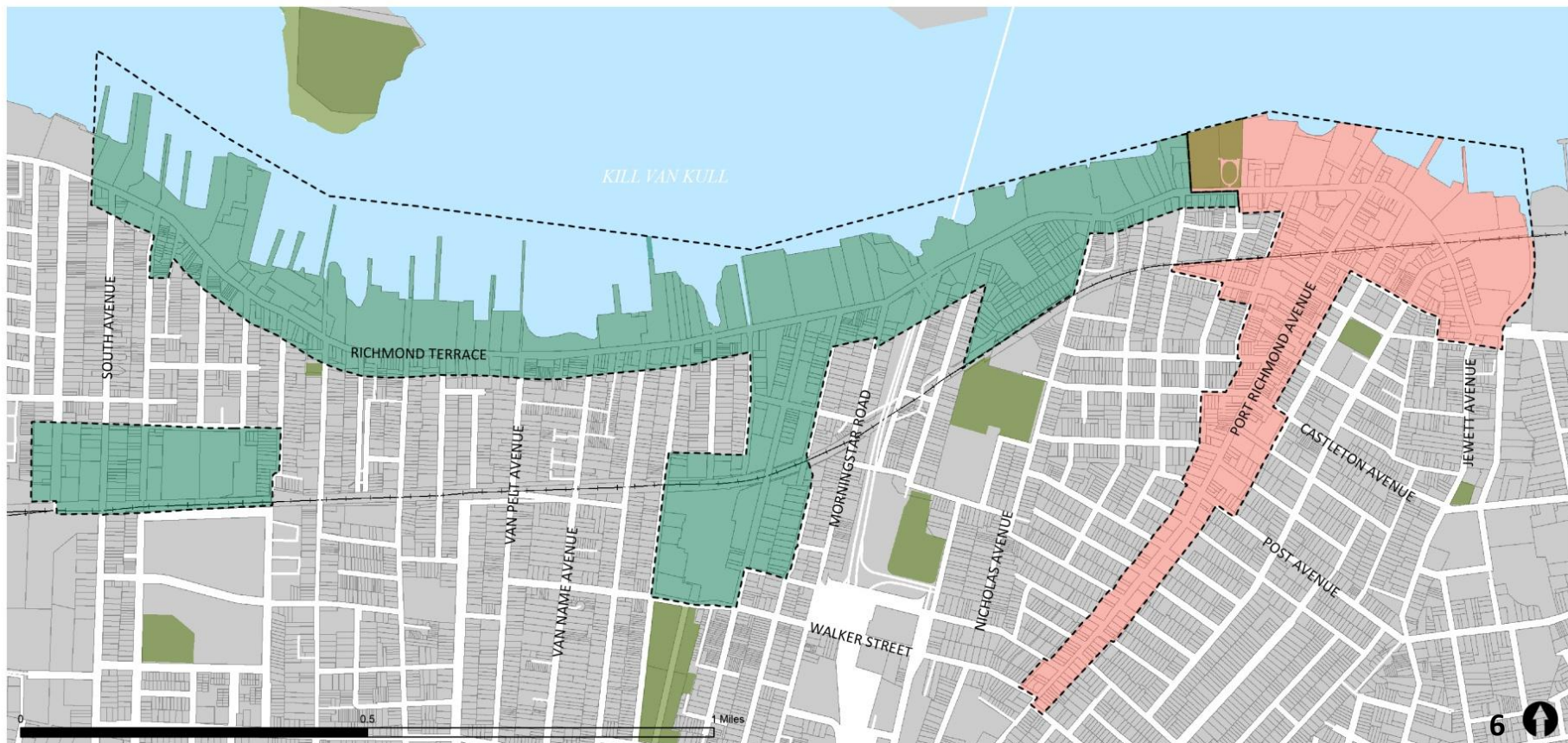
# North Shore BOA Study Area Boundaries



The Port Richmond BOA is bordered by the West Brighton BOA to the west. The neighboring BOA studies provide opportunities to build partnerships and coordinate work between Local Development Corporations and New York City, as recommended by the North Shore 2030 Study.

# Port Richmond Study Area

The Port Richmond BOA is divided into two sub-areas. Sub-area A is funded through July of 2013 and supplemental funding for sub-area B was applied for in March 2012.





# Coordinated Planning Efforts:

## NYC Comprehensive Waterfront Plan – Vision 2020



### *Port Richmond*

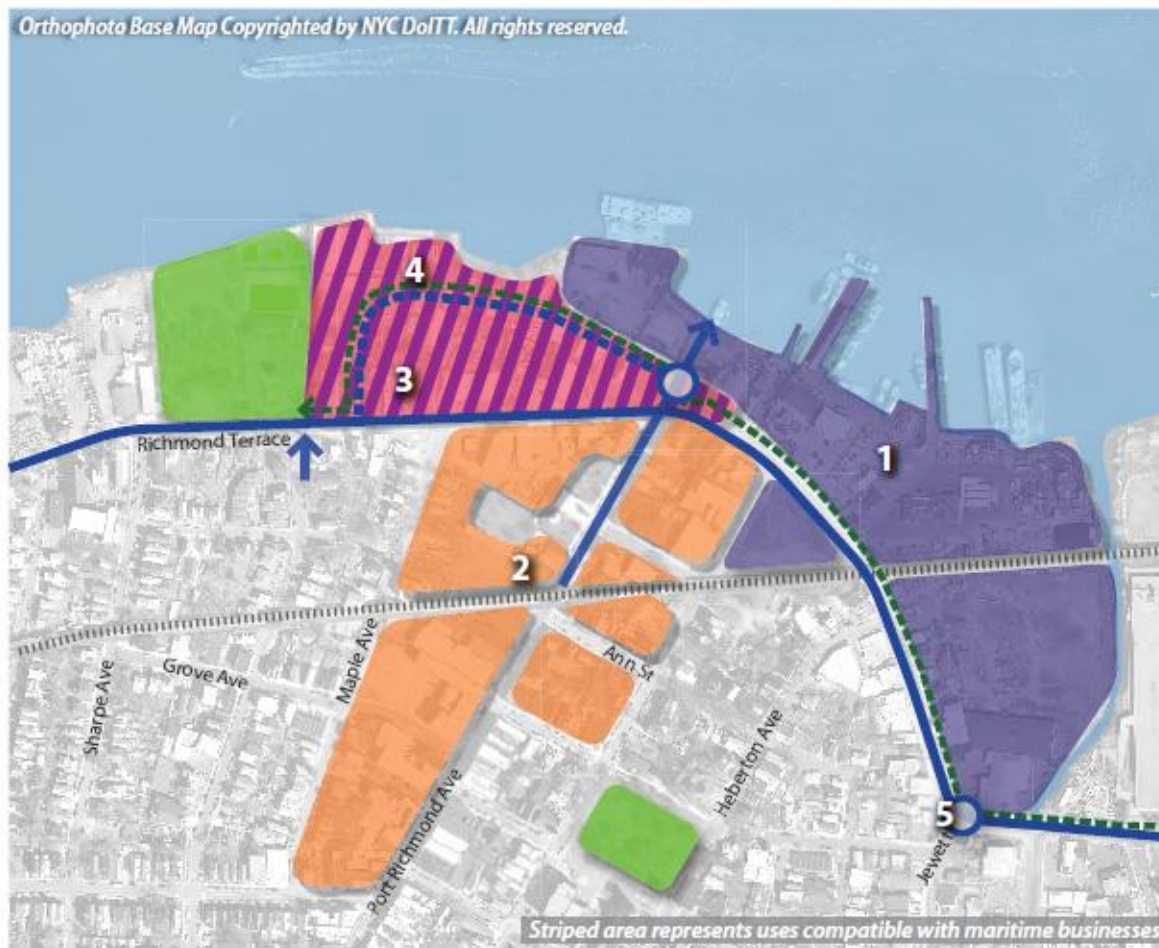
- Help recruit appropriate industrial uses to North Shore Industrial Park.
- Preserve and expand bulkhead at the end of Port Richmond Ave. for maritime use and provide appropriate buffer.
- Investigate de-mapping a portion of Port Richmond Ave. to encourage mixed uses and public access on the waterfront.
- Include waterfront connections in new waterfront development.
- Provide public overlook of maritime activity on the waterfront.
- Consider expanded uses along the waterfront, compatible with active maritime support services.



# Coordinated Planning Efforts:

## North Shore 2030: Improving and Reconnecting the North Shore's Unique and Historic Assets

### Port Richmond's Revitalized Center, Reconnected to the Working Waterfront



- 1 A vibrant, active working waterfront, providing quality jobs and ongoing use of the bulkhead for maritime and active industrial uses
- 2 Reactivated retail corridor on Port Richmond Avenue that encourages the reuse of historic buildings providing housing options over businesses and retail serving neighborhood residents
- 3 Revitalized waterfront destination with diverse uses which serves as an anchor for Port Richmond Avenue, providing an appropriate buffer from maritime businesses, and safe access for pedestrians
- 4 New waterfront public access point from Port Richmond Avenue to Faber Park
- 5 An improved Richmond Terrace, with updated pedestrian and bicycle facilities and expanded transit options providing connections to the borough and City

# Coordinated Planning Efforts:



**MTA/NYCT Alternatives Analysis recommends BRT (Bus Rapid Transit) for the former rail road right-of-way. The former rail station at Port Richmond Avenue would reopen as a BRT station.**



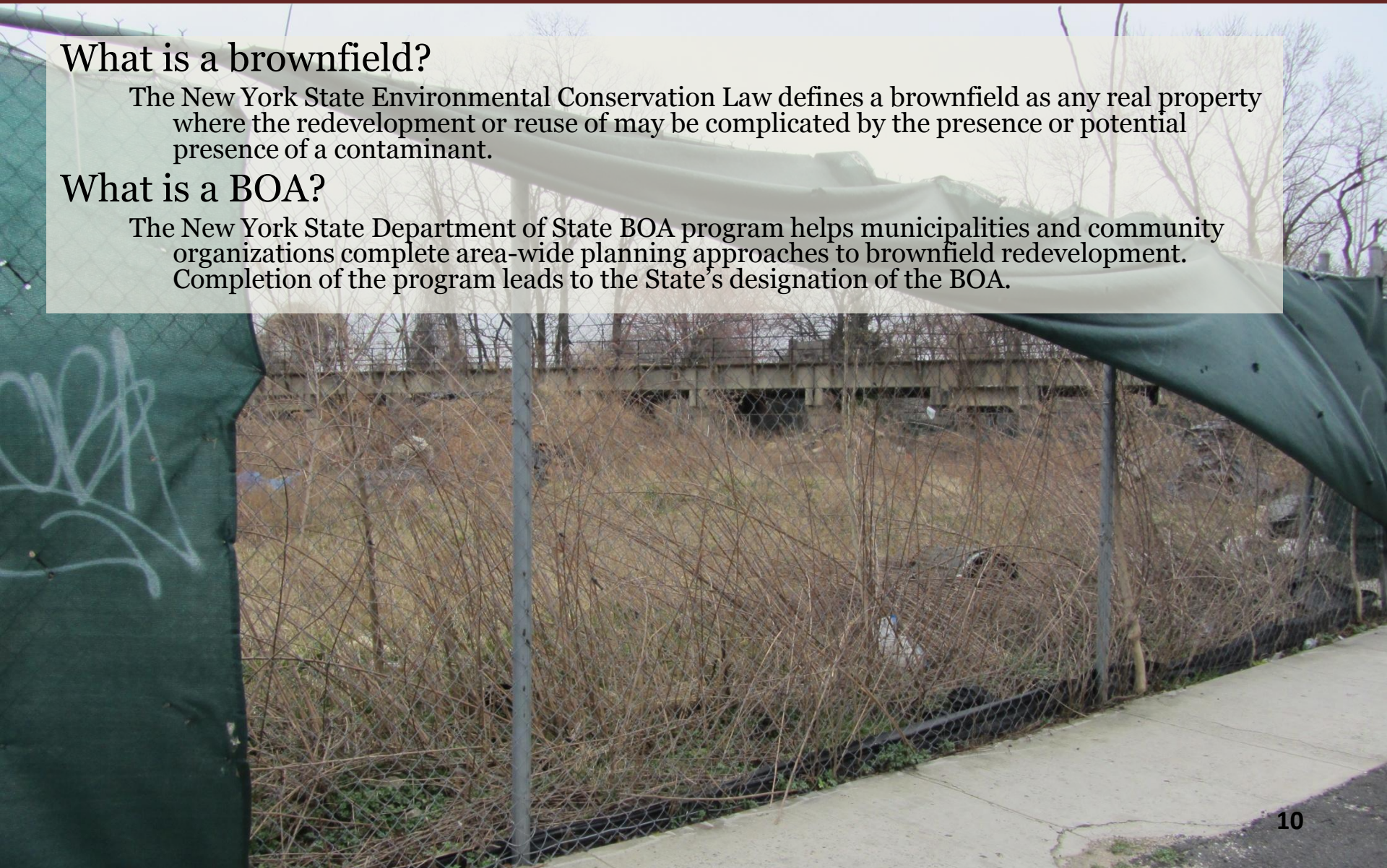
# Brownfield Opportunity Area Program

## What is a brownfield?

The New York State Environmental Conservation Law defines a brownfield as any real property where the redevelopment or reuse of may be complicated by the presence or potential presence of a contaminant.

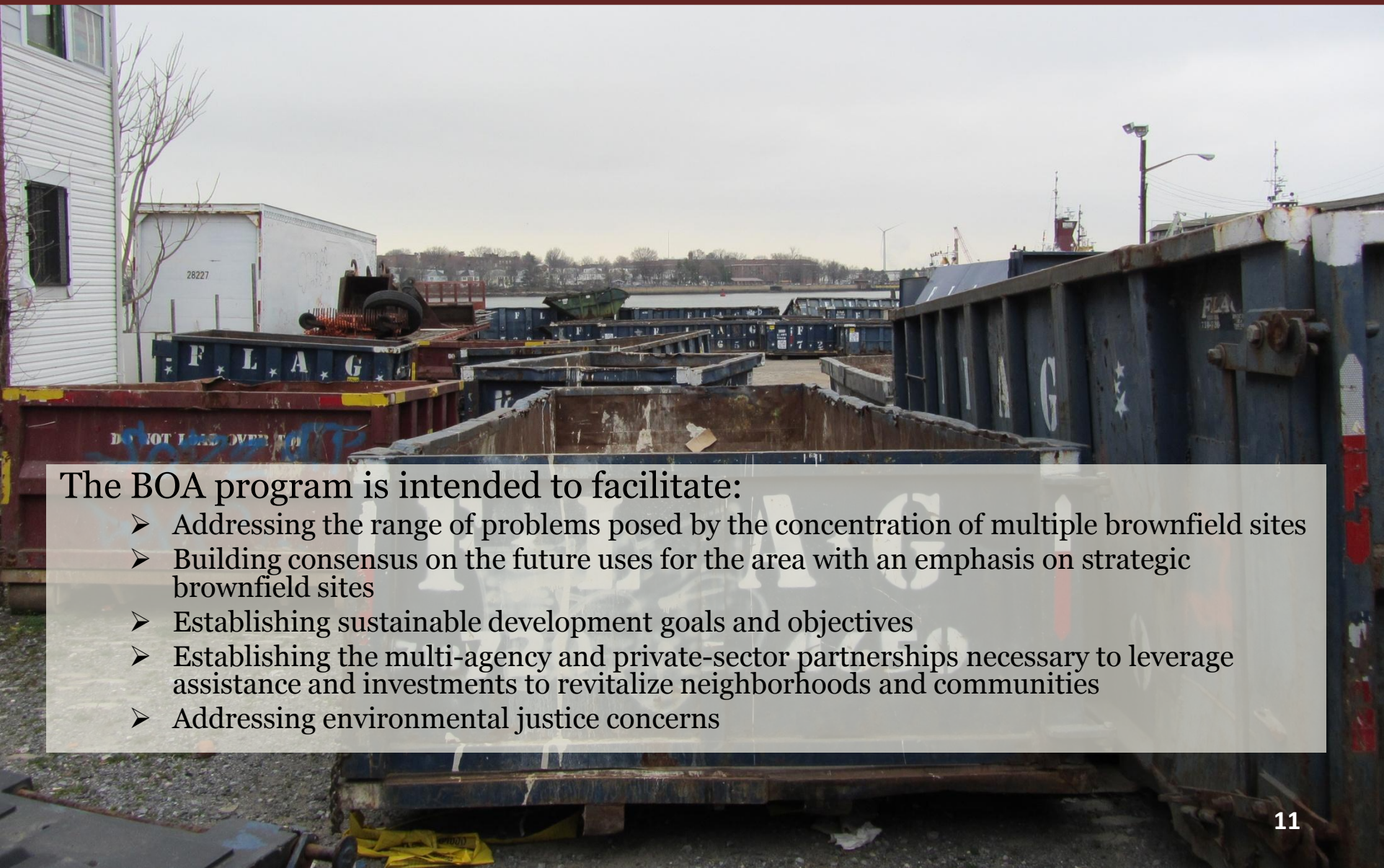
## What is a BOA?

The New York State Department of State BOA program helps municipalities and community organizations complete area-wide planning approaches to brownfield redevelopment. Completion of the program leads to the State's designation of the BOA.





# Brownfield Opportunity Area Program

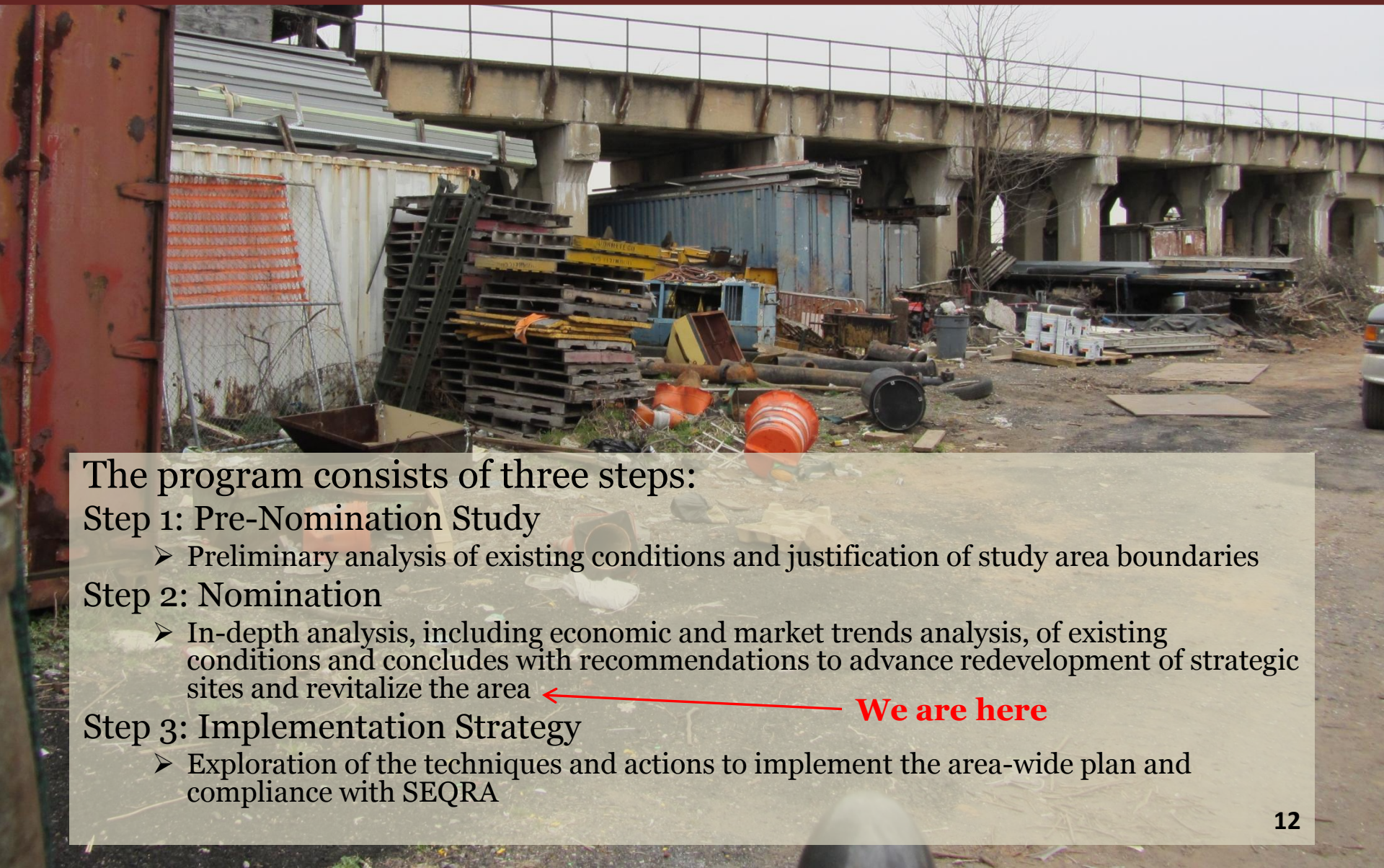


The BOA program is intended to facilitate:

- 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



# Brownfield Opportunity Area Program



The program consists of three steps:

Step 1: Pre-Nomination Study

- Preliminary analysis of existing conditions and justification of study area boundaries

Step 2: Nomination

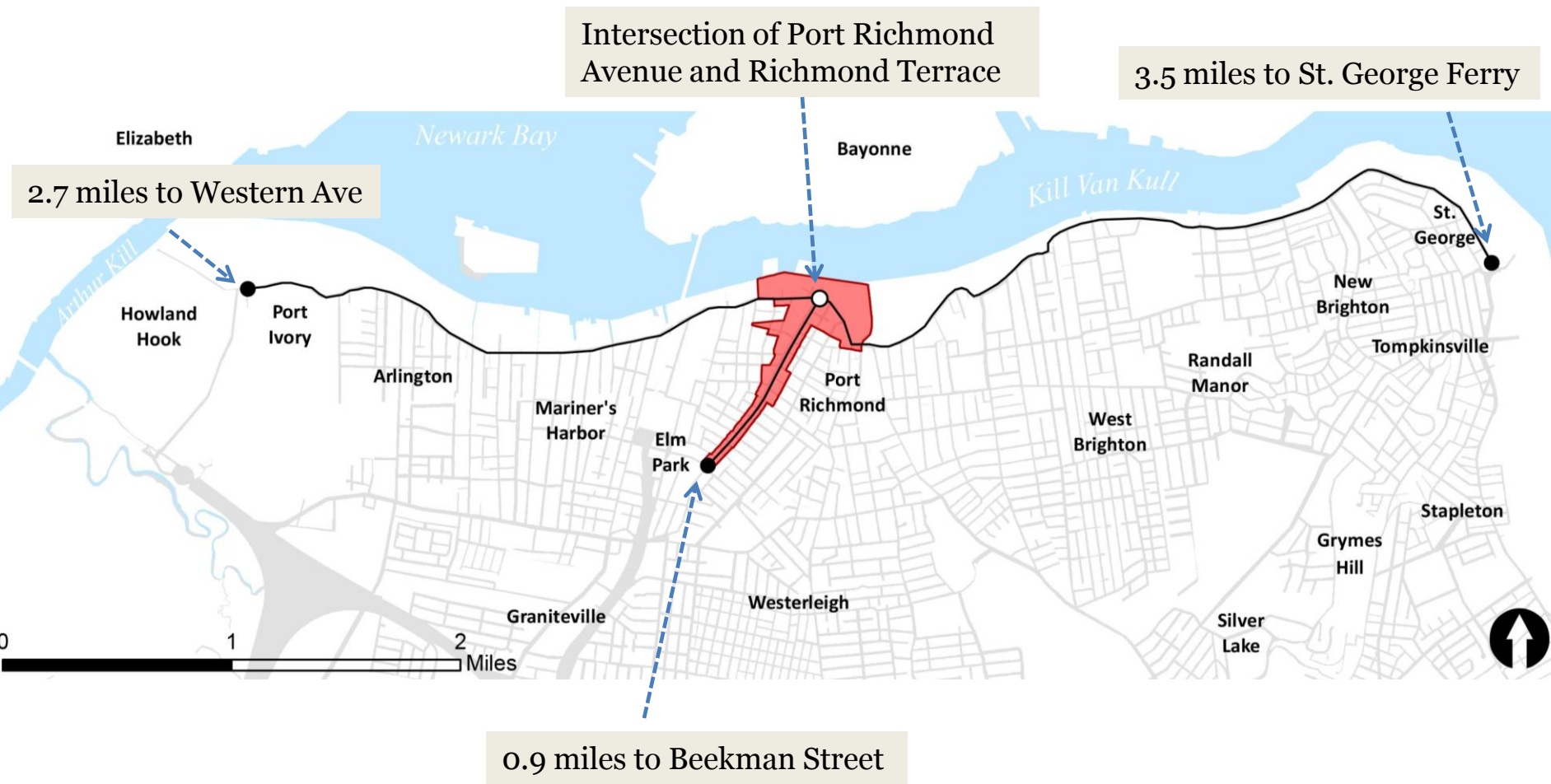
- In-depth analysis, including economic and market trends analysis, of existing conditions and concludes with recommendations to advance redevelopment of strategic sites and revitalize the area

Step 3: Implementation Strategy

- Exploration of the techniques and actions to implement the area-wide plan and compliance with SEQRA

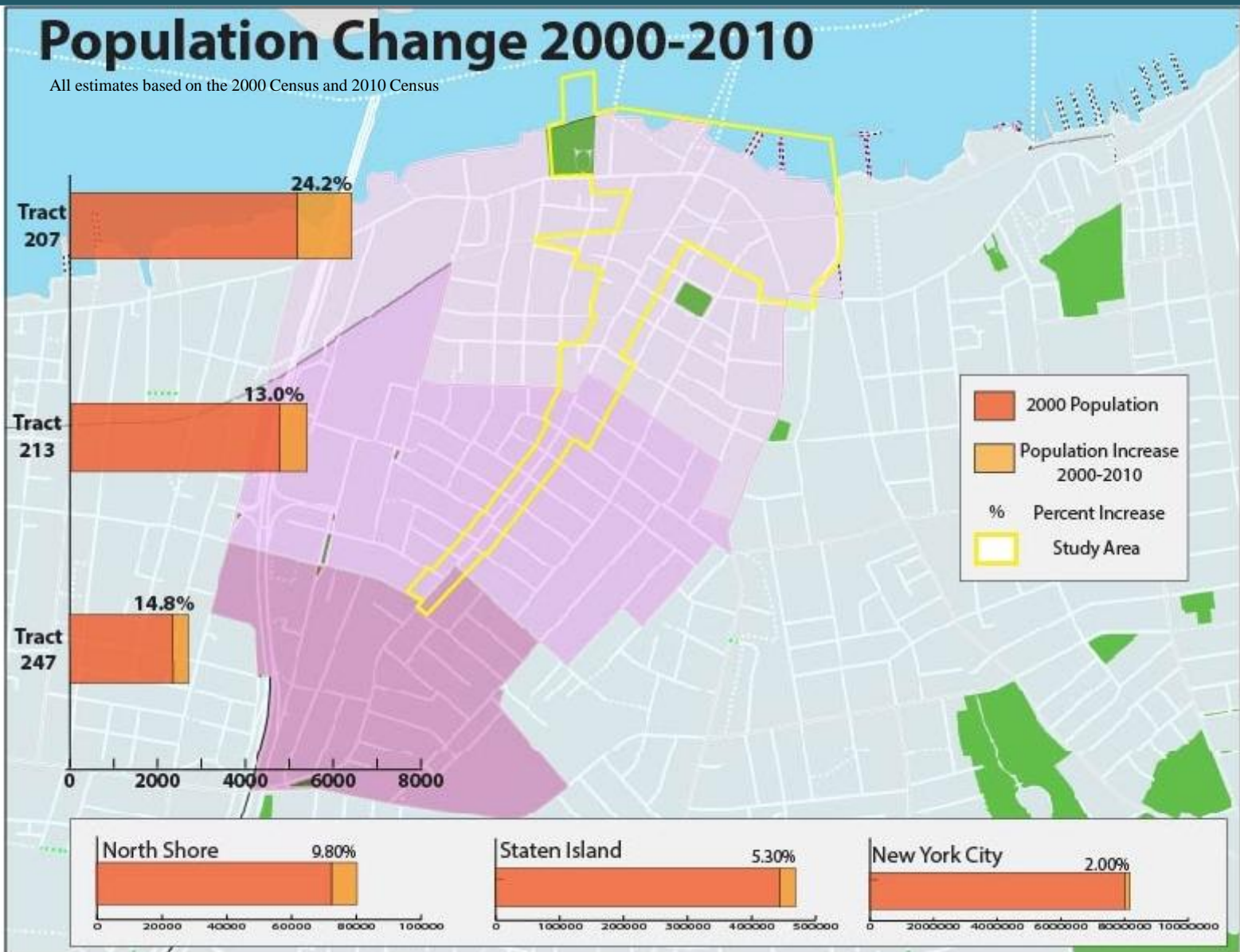
**We are here**

# Neighborhood Context

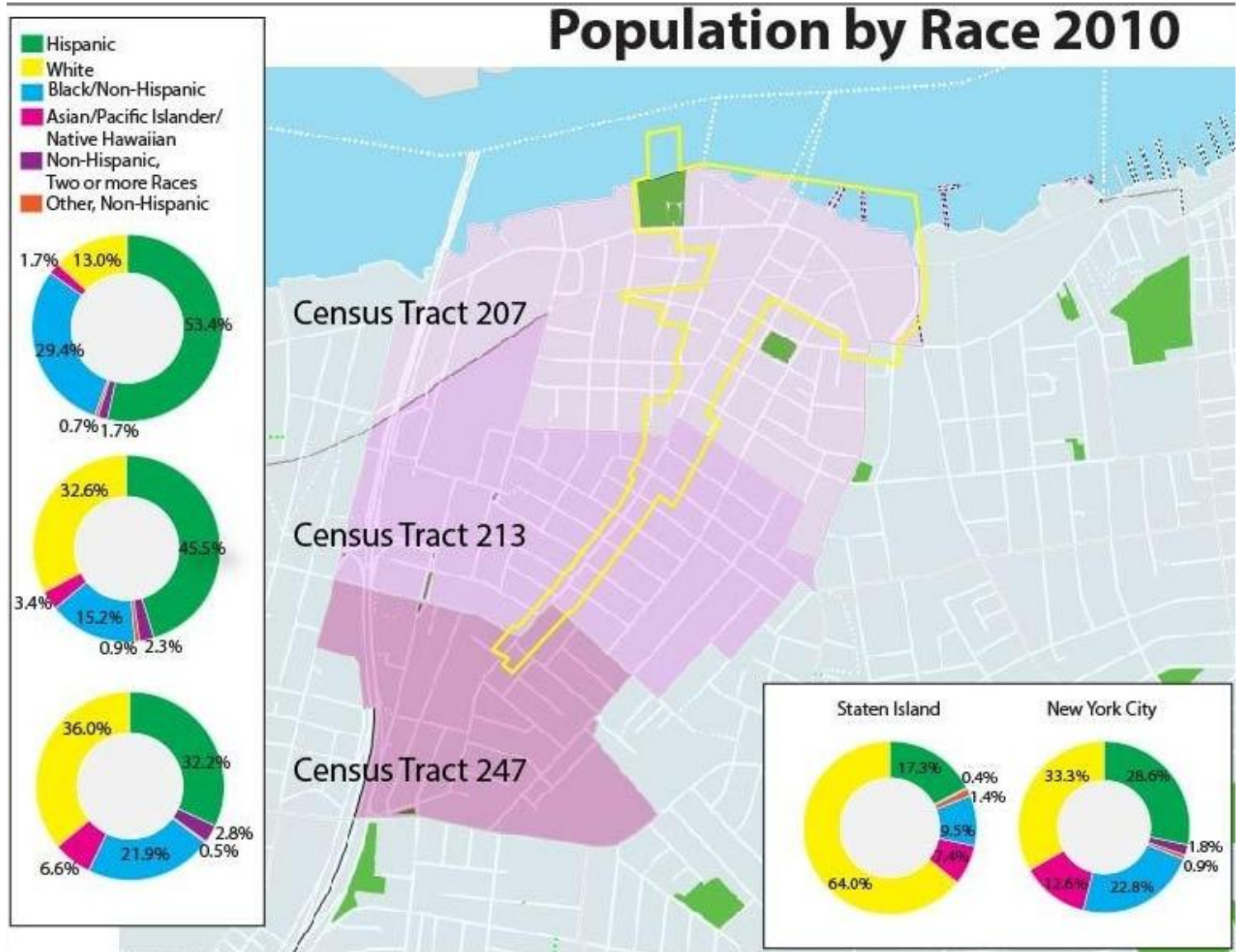




# Demographics



# Demographics



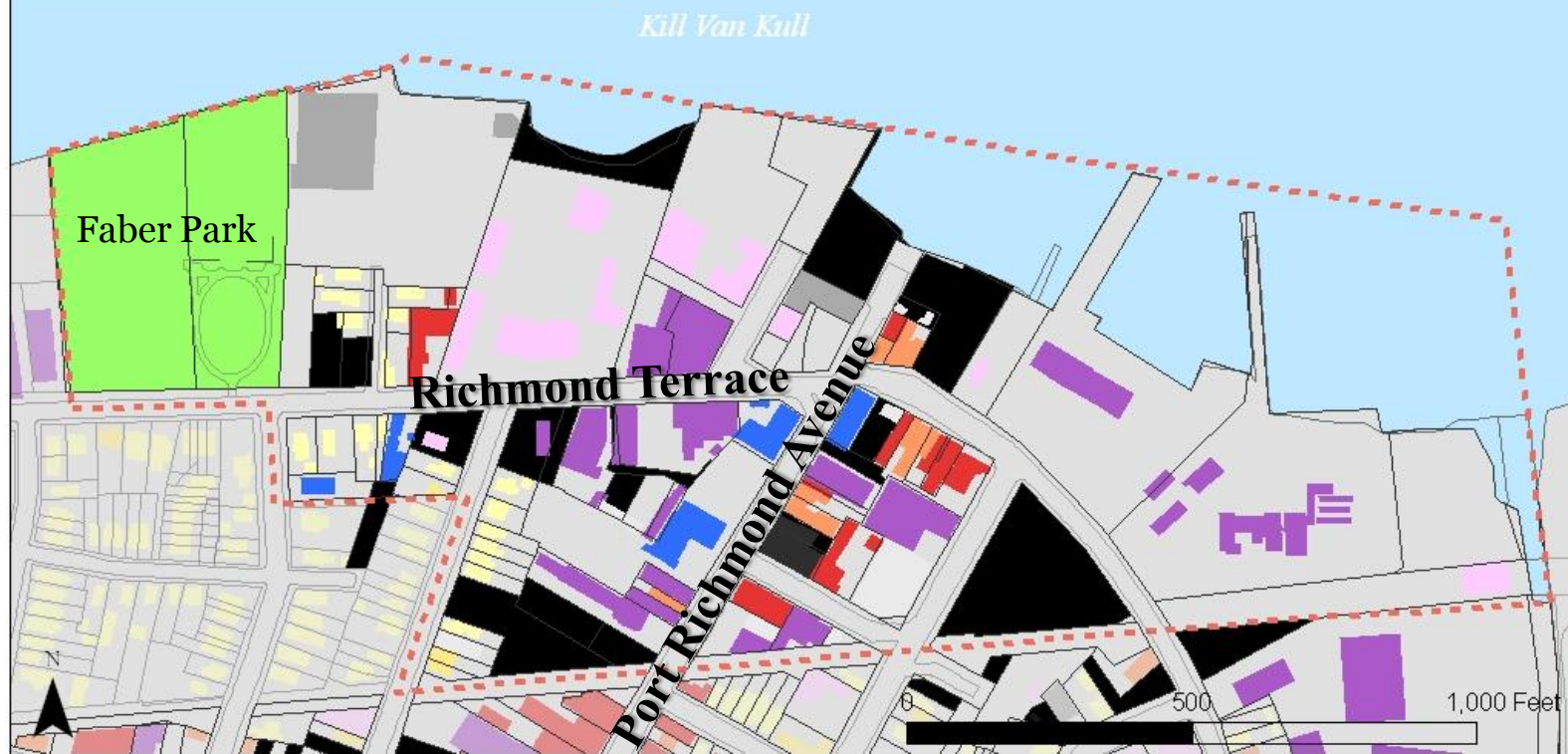
Estimates based on table SF1 P9: Hispanic or Latino and Not Hispanic or Latino by Race, 2010 Census and on table PL-P2A NYC: Total Population by Mutually Exclusive Race and Hispanic Origin 1990-2010



## Land Use

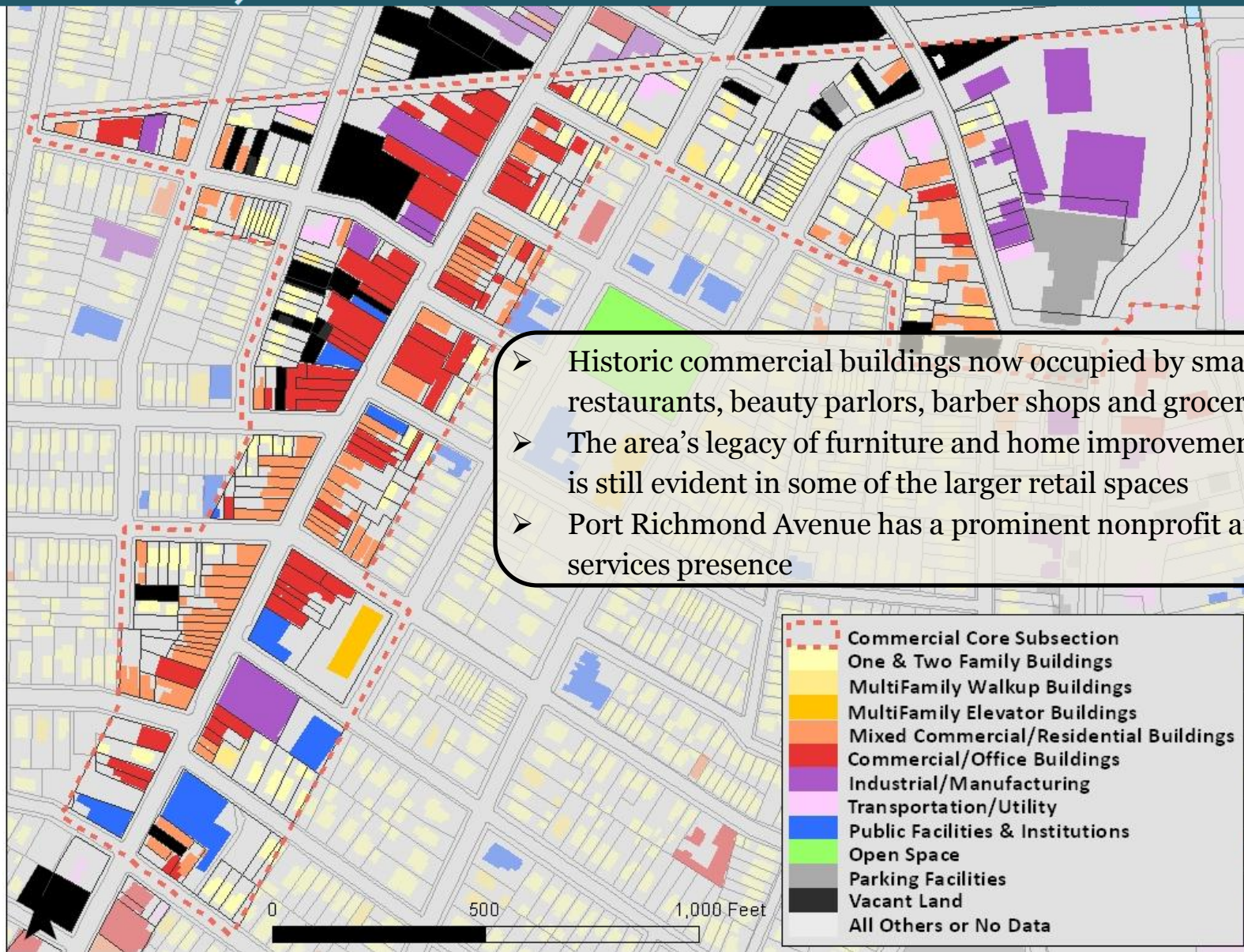


- Waterfront uses includes a public park, bus parking, auto repair, construction and demolition waste transfer, maritime support services and vacant land
- Blocks south of Richmond Terrace are mostly vacant storefronts and vacant lots





# Land Use



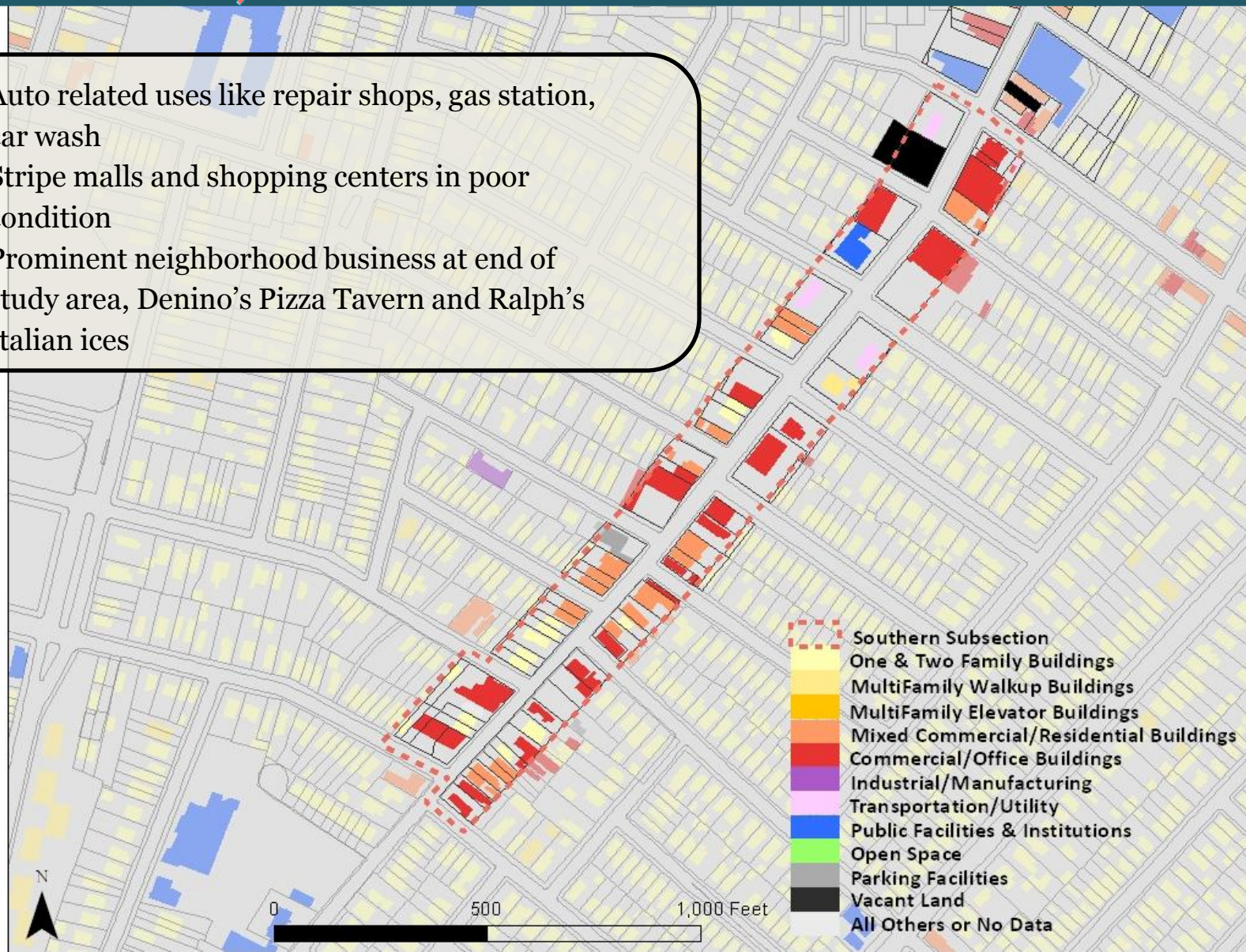
- Historic commercial buildings now occupied by small bars, restaurants, beauty parlors, barber shops and grocery stores
- The area's legacy of furniture and home improvement stores is still evident in some of the larger retail spaces
- Port Richmond Avenue has a prominent nonprofit and social services presence



# Land Use



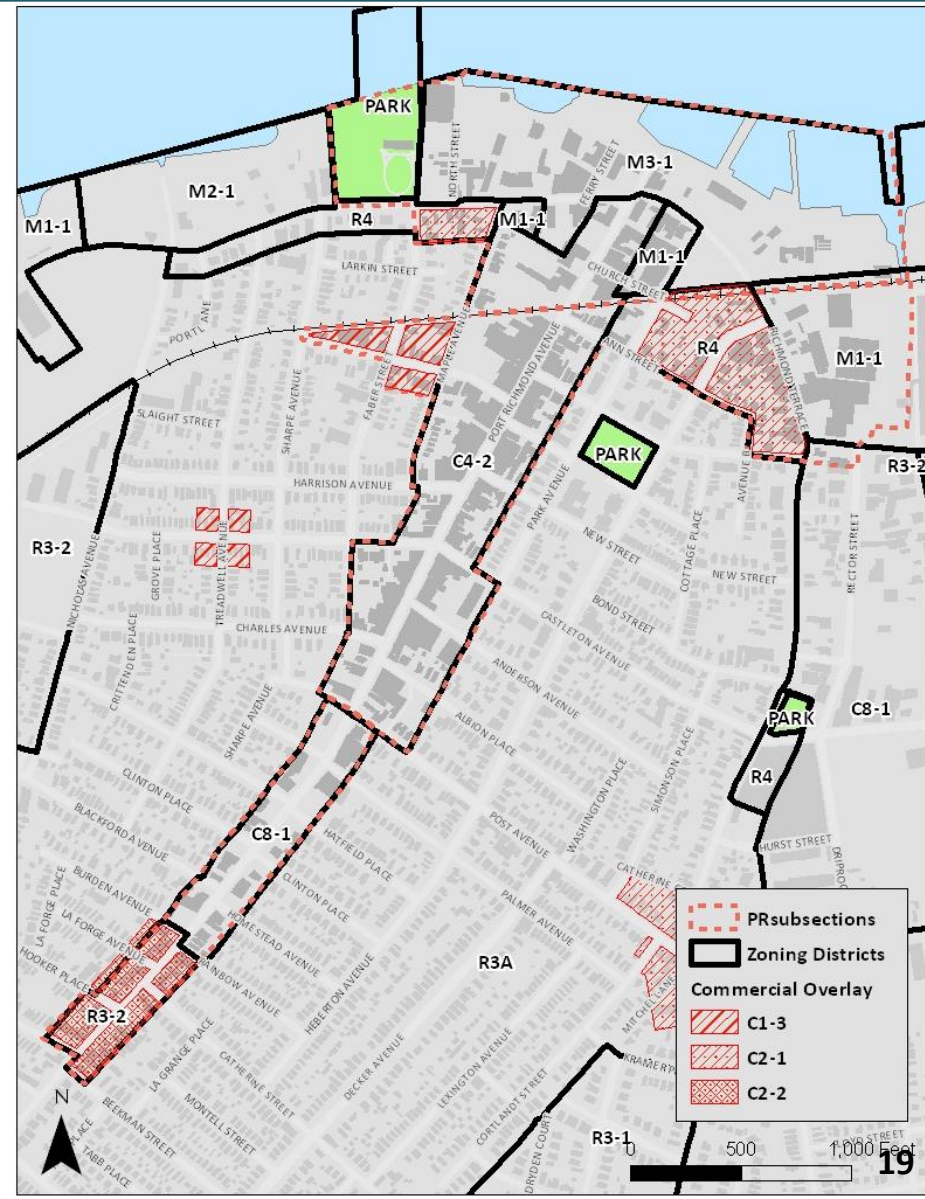
- Auto related uses like repair shops, gas station, car wash
- Stripe malls and shopping centers in poor condition
- Prominent neighborhood business at end of study area, Denino's Pizza Tavern and Ralph's Italian ices





# Zoning

- M3-1 – heavy manufacturing on the waterfront, does not permit new residential uses, community facilities, or large retail
- M1-1 – small isolated pockets south of Richmond Terrace break up blocks and properties
- C4-2 – high allowable FAR has largely not been used and parking requirements are high
- C8-1 – promotes automotive related uses and a development pattern inconsistent with pedestrian street; excludes new residential development
- Overlays – cover residential streets yet require ground floor commercial uses not in character with surrounding blocks

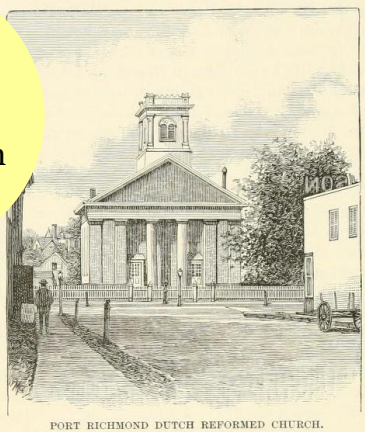




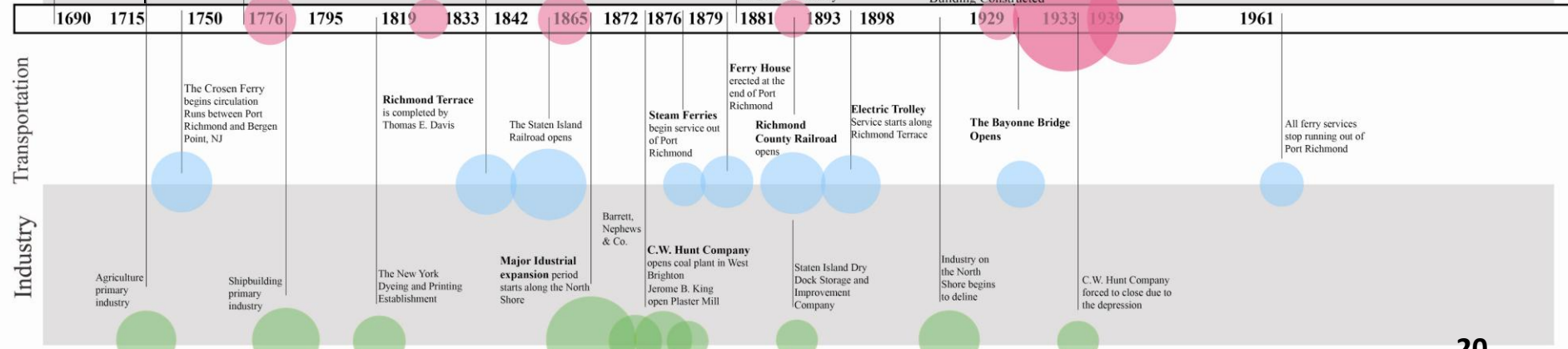
# Building Inventory and Historic Assets

Port Richmond has several Landmark Preservation Commission designated historic buildings and many others that community feels should also be protected.

1715  
Dutch Reform Church built

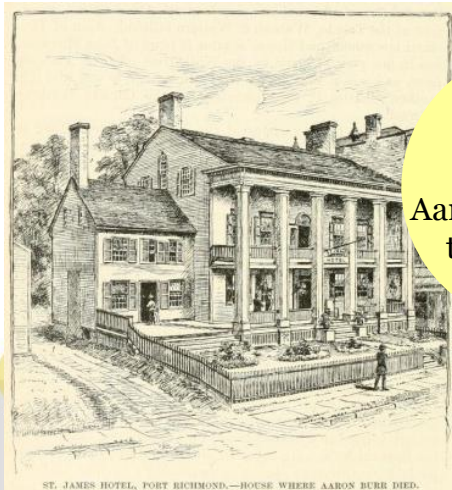


Historical Context



# Building Inventory and Historic Assets

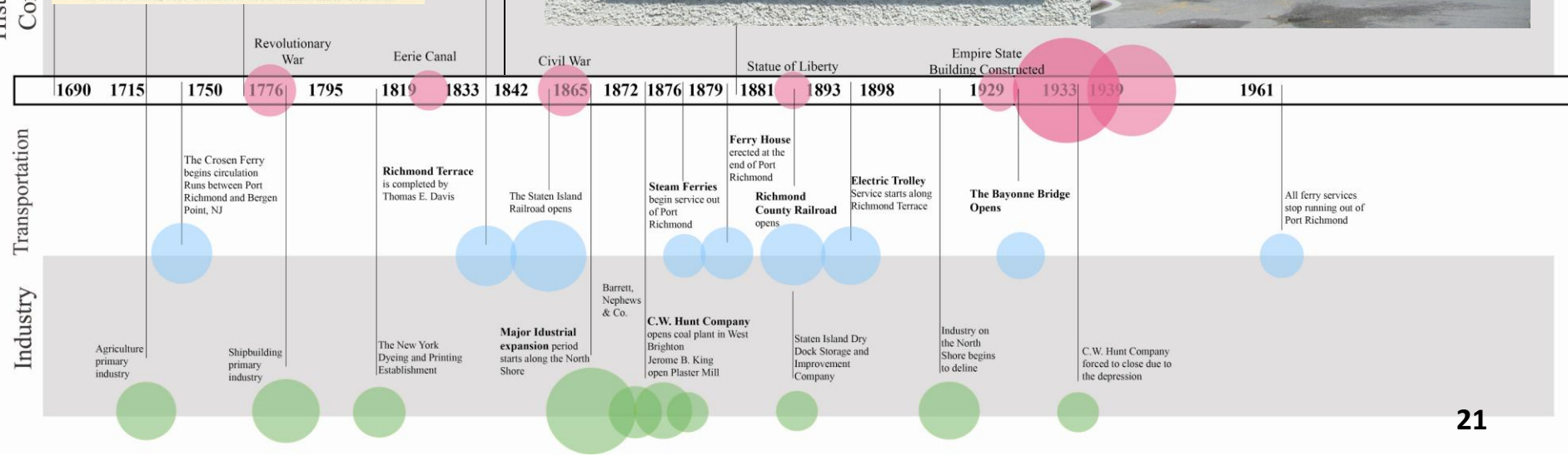
Port Richmond has several Landmark Preservation Commission designated historic buildings and many others that community feels should also be protected.



1836  
Aaron Burr dies at the St. James Hotel



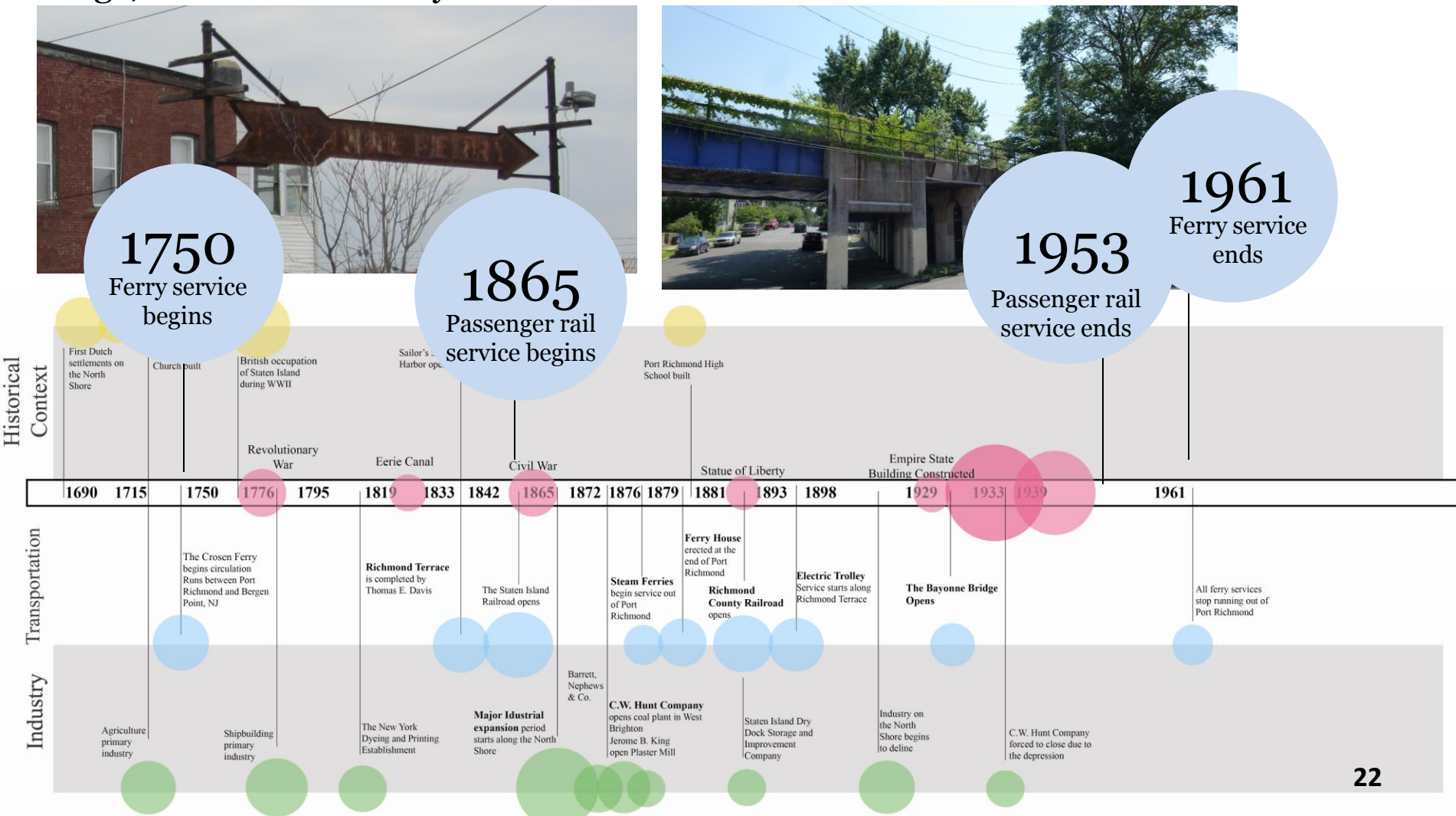
Historical Context





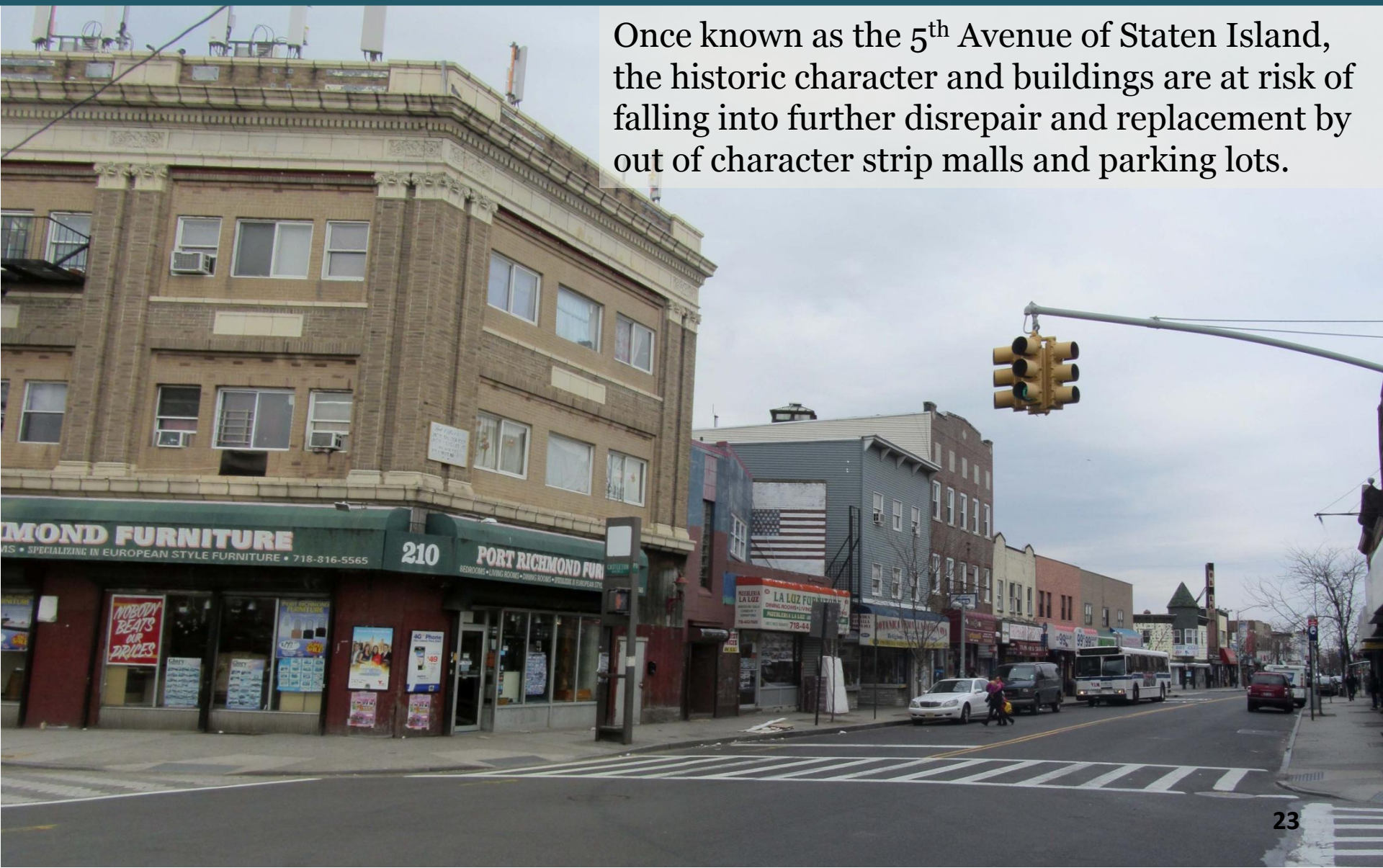
# Building Inventory and Historic Assets

Port Richmond's history of transportation includes; ferry service to Bayonne, rail to St. George, and electric trolleys down Port Richmond Avenue and Richmond Terrace.



# Building Inventory and Historic Assets

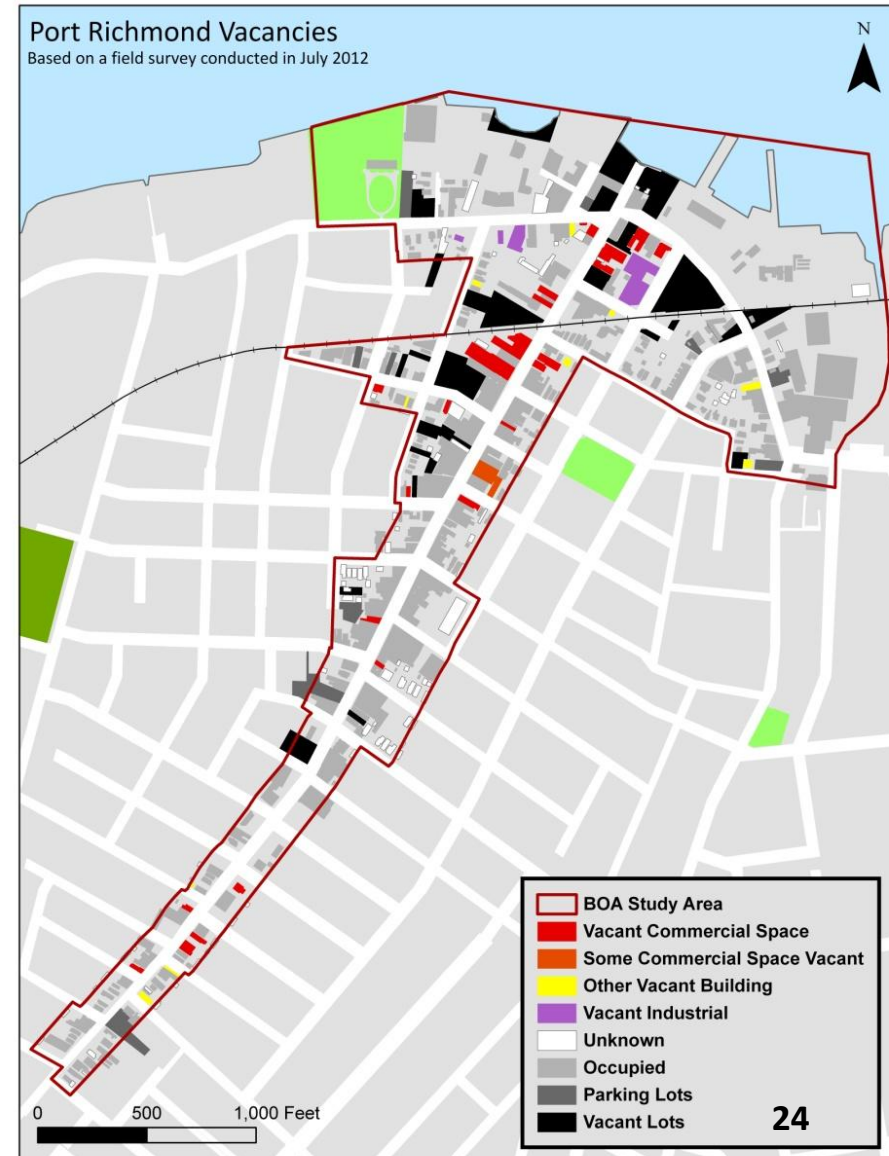
Once known as the 5<sup>th</sup> Avenue of Staten Island, the historic character and buildings are at risk of falling into further disrepair and replacement by out of character strip malls and parking lots.



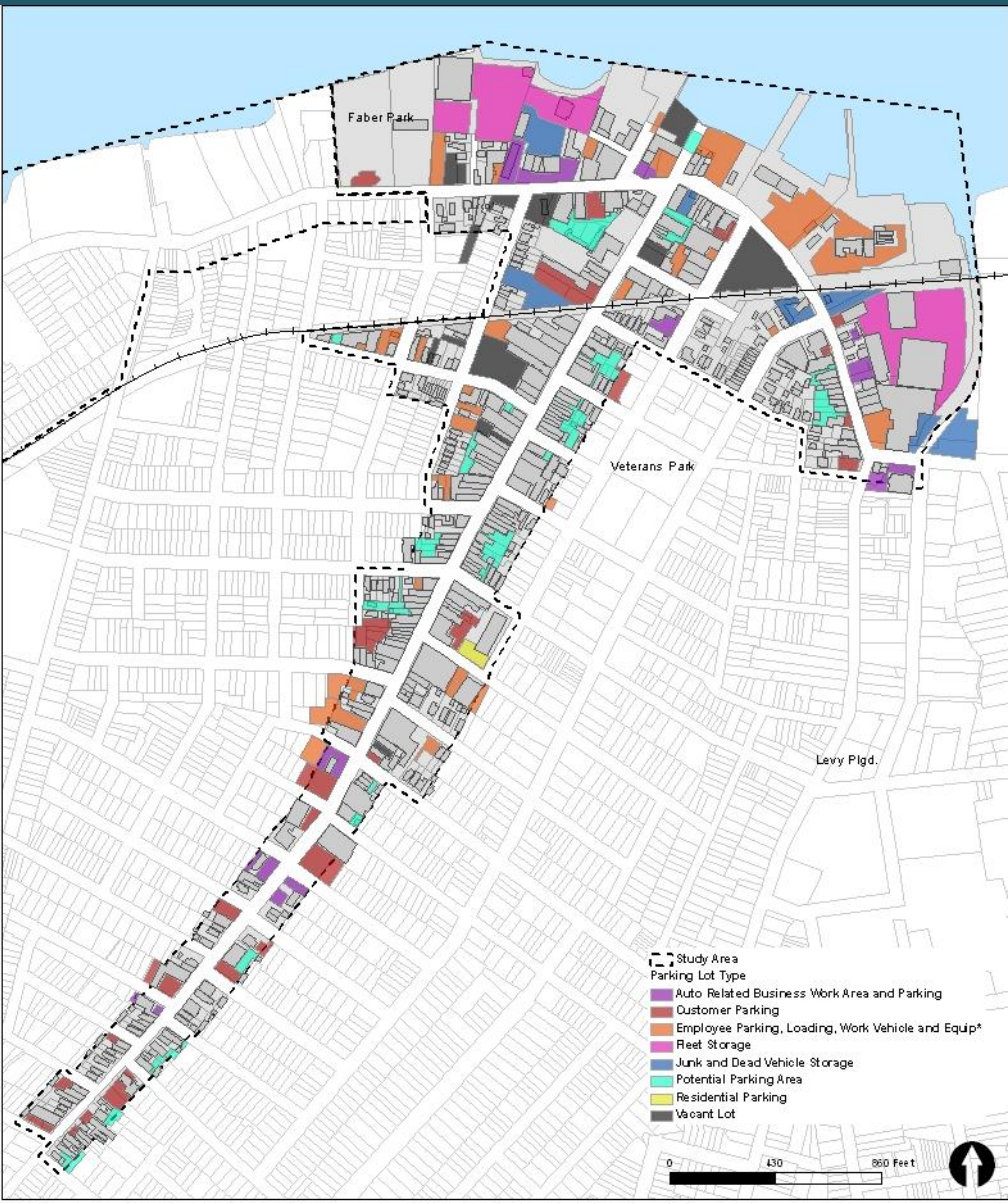


# Market Trends and Retail Analysis

At the time of the survey 18% of the commercial space on Port Richmond Avenue was vacant. There were 31 lots with vacant store fronts, making up just over 100,000 sqft of vacant commercial space.



# Parking



## Existing and Potential Off-Street Parking

Parking Lot Type	Total sqft	Estimated Number of (Car)	
		Count	Parking Spaces
Auto Related Business Work Area/Parking	80,437	15	268
Customer Parking	152,657	27	509
Employee Parking, Work Vehicle Parking, Equipment Storage and Loading	243,726	31	812
Fleet Storage	208,013	3	693
Junk and Dead Vehicle Storage	108,410	7	361
Potential Parking Area	122,060	25	407
Residential Parking	7,036	1	23
Vacant Lot	149,587	12	499
Total	1,071,926	121	3573

## On-street Parking

There are approximately 152 on-street parking spaces on Port Richmond Avenue in the study area.



# Market Trends and Retail Analysis



Retail consultants, JGSC, working with NYC Department of Small Business Services and Northfield LDC, have identified:

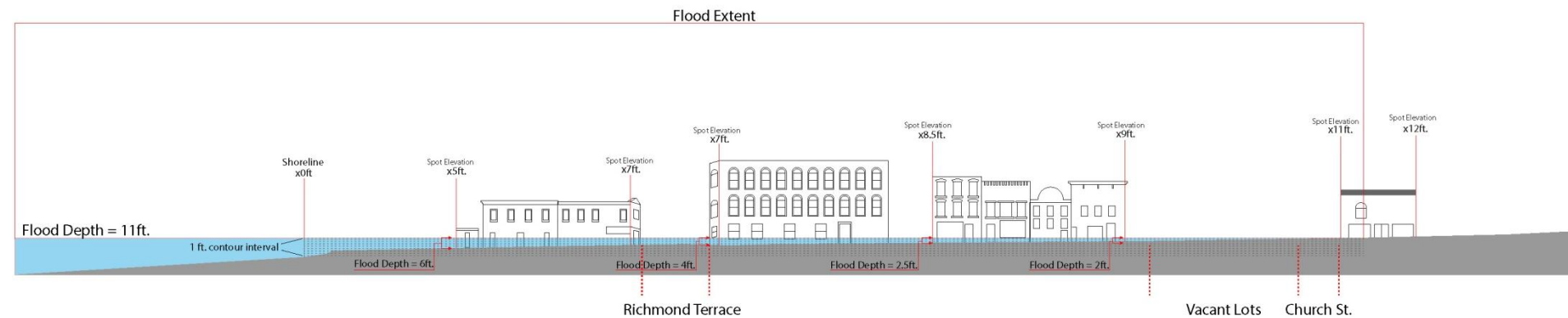
- \$94.9 million dollars in uncaptured retail demand with a 1 mile radius of Port Richmond Ave
- \$863.7 million dollars in uncaptured retail demand with a 3 mile radius of Port Richmond Ave

Current retail strategies include campaigns to attract:

- furniture stores and other home furnishing stores
- restaurants and dining establishments

# Superstorm Sandy

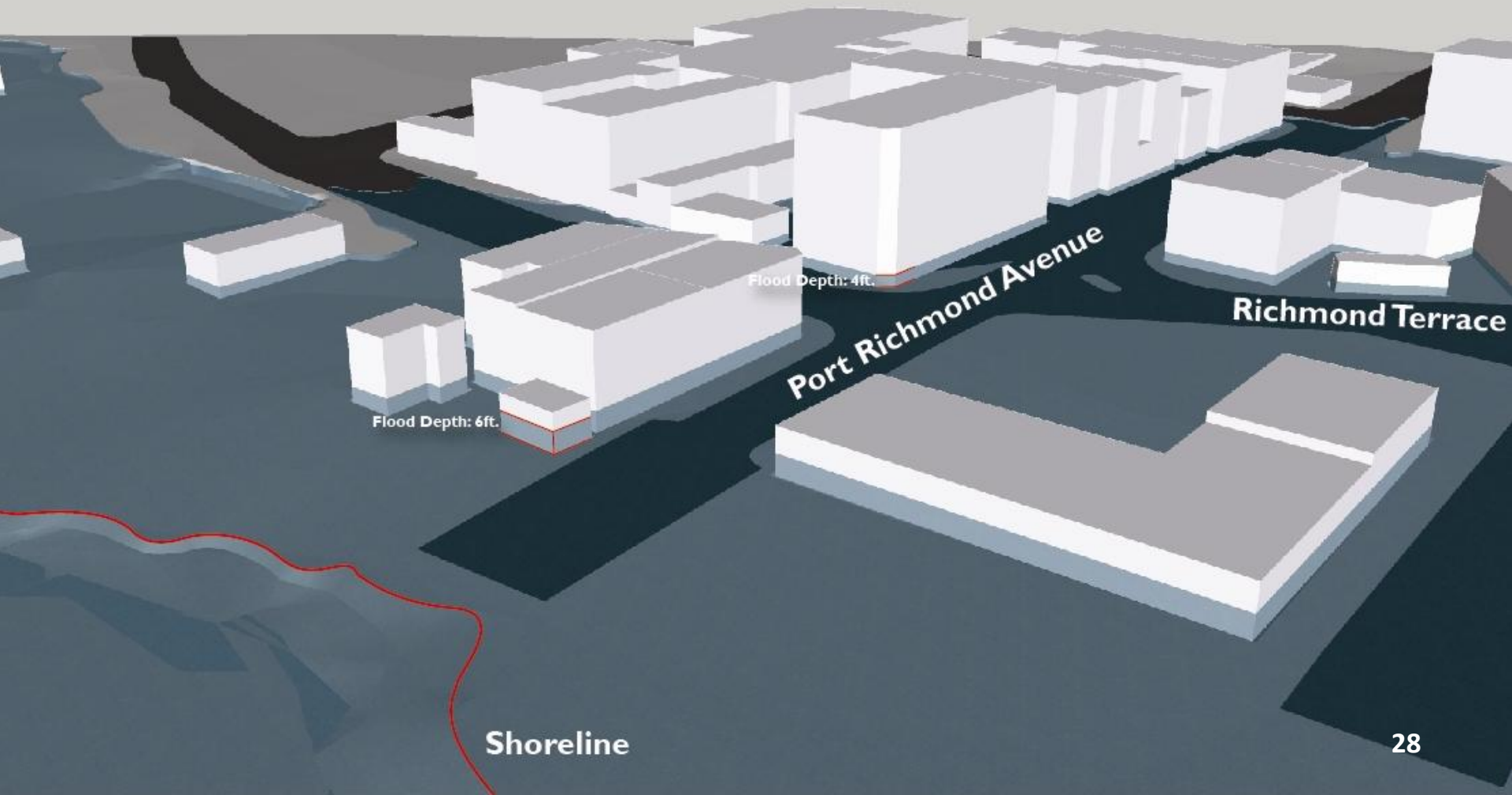
Updated FEMA flood zones will likely place most of the land north of Richmond Terrace in Flood Zone A.



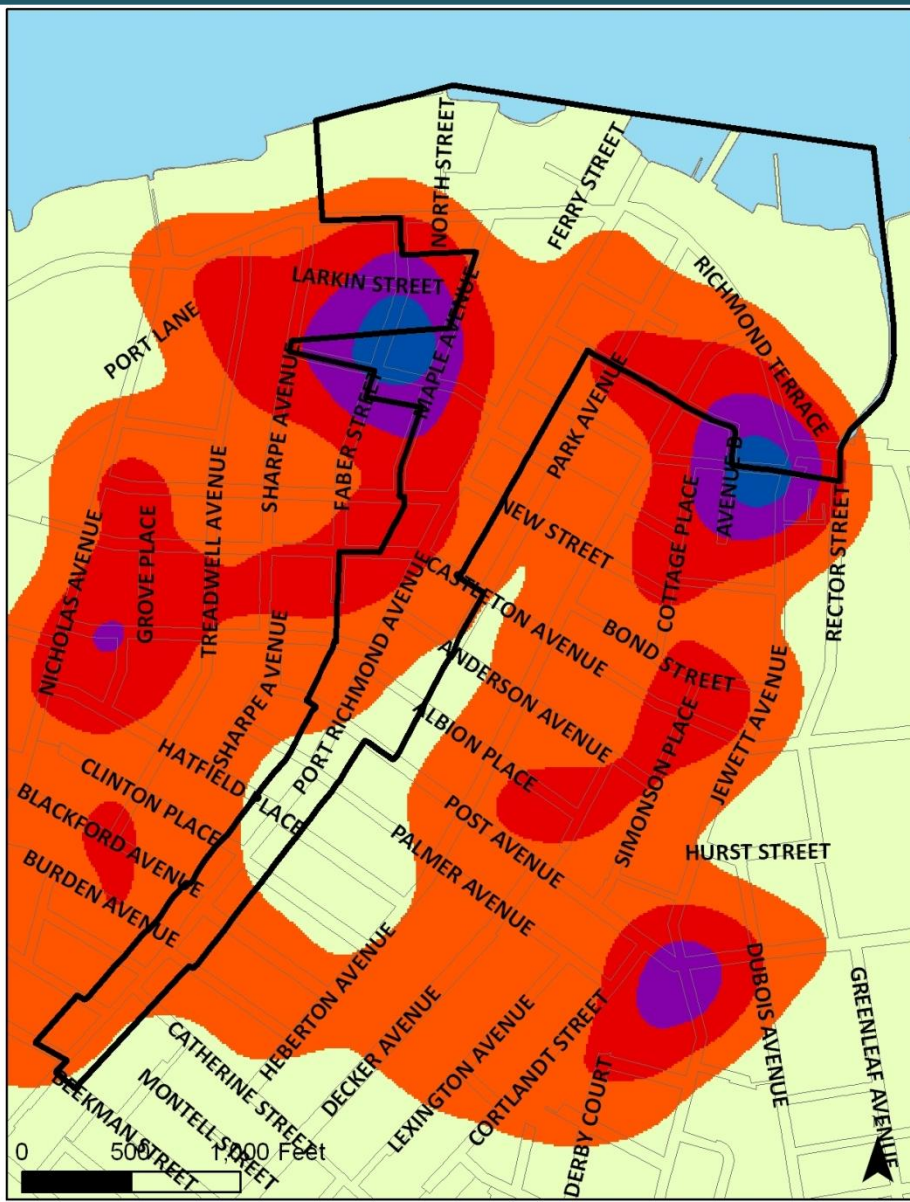


# Superstorm Sandy

Under existing M3-1 and M1-1 zoning, flood insurance and building requirements in the new flood zone are likely to encourage vehicle parking on the waterfront. Some building locations will require elevating as much as 7 feet, making industrial buildings too expensive to retrofit.

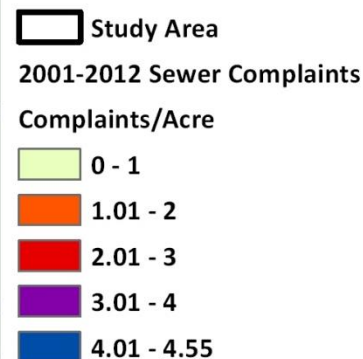


# Infrastructure



## Stormwater for Average Rain Events

- The Department of Environmental Protection notes that flooding during rain events does occur, but 311 data shows that Port Richmond has relatively low instances of street flooding and sewer backups when compared to the rest of Staten Island.





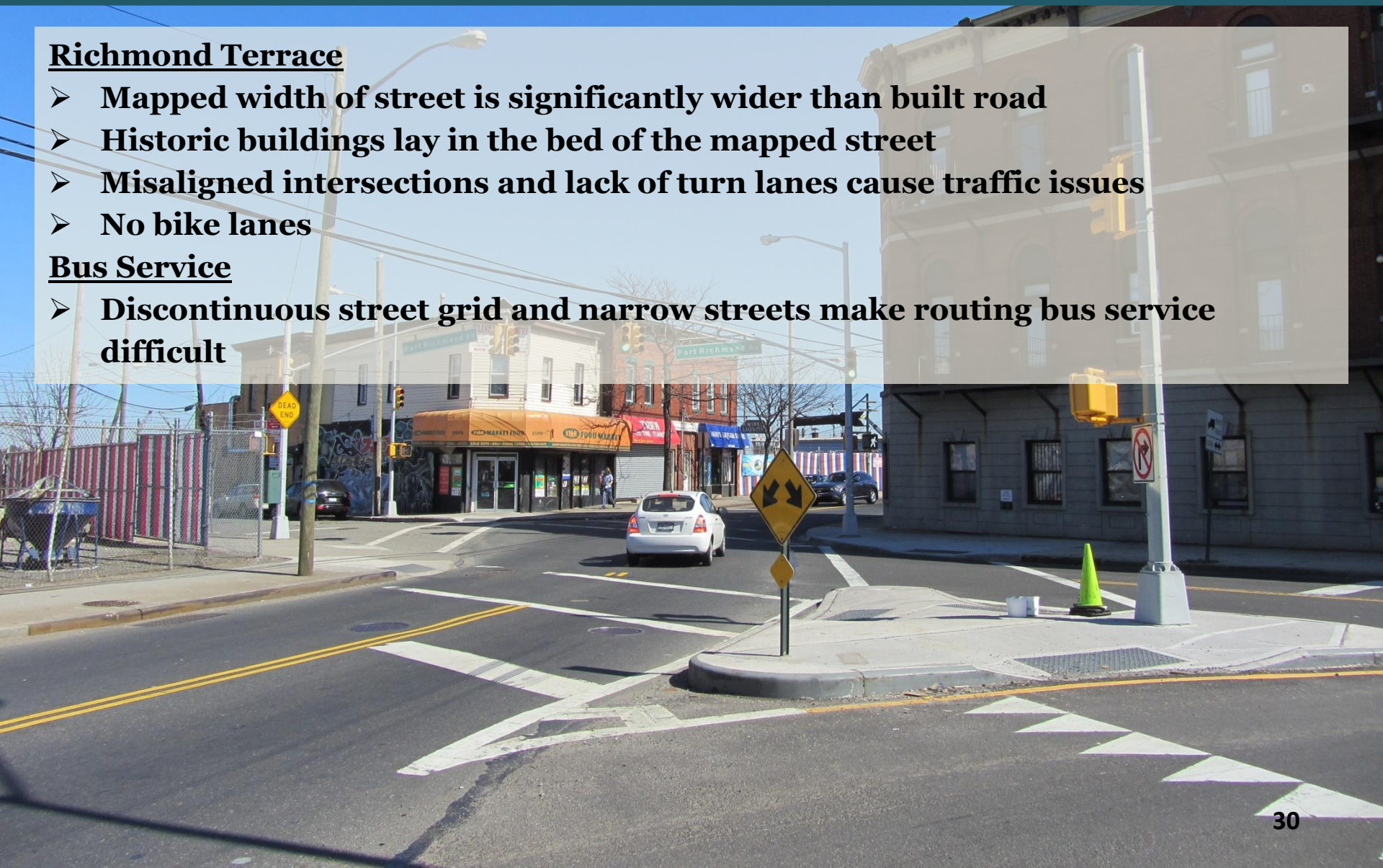
# Infrastructure

## Richmond Terrace

- Mapped width of street is significantly wider than built road
- Historic buildings lay in the bed of the mapped street
- Misaligned intersections and lack of turn lanes cause traffic issues
- No bike lanes

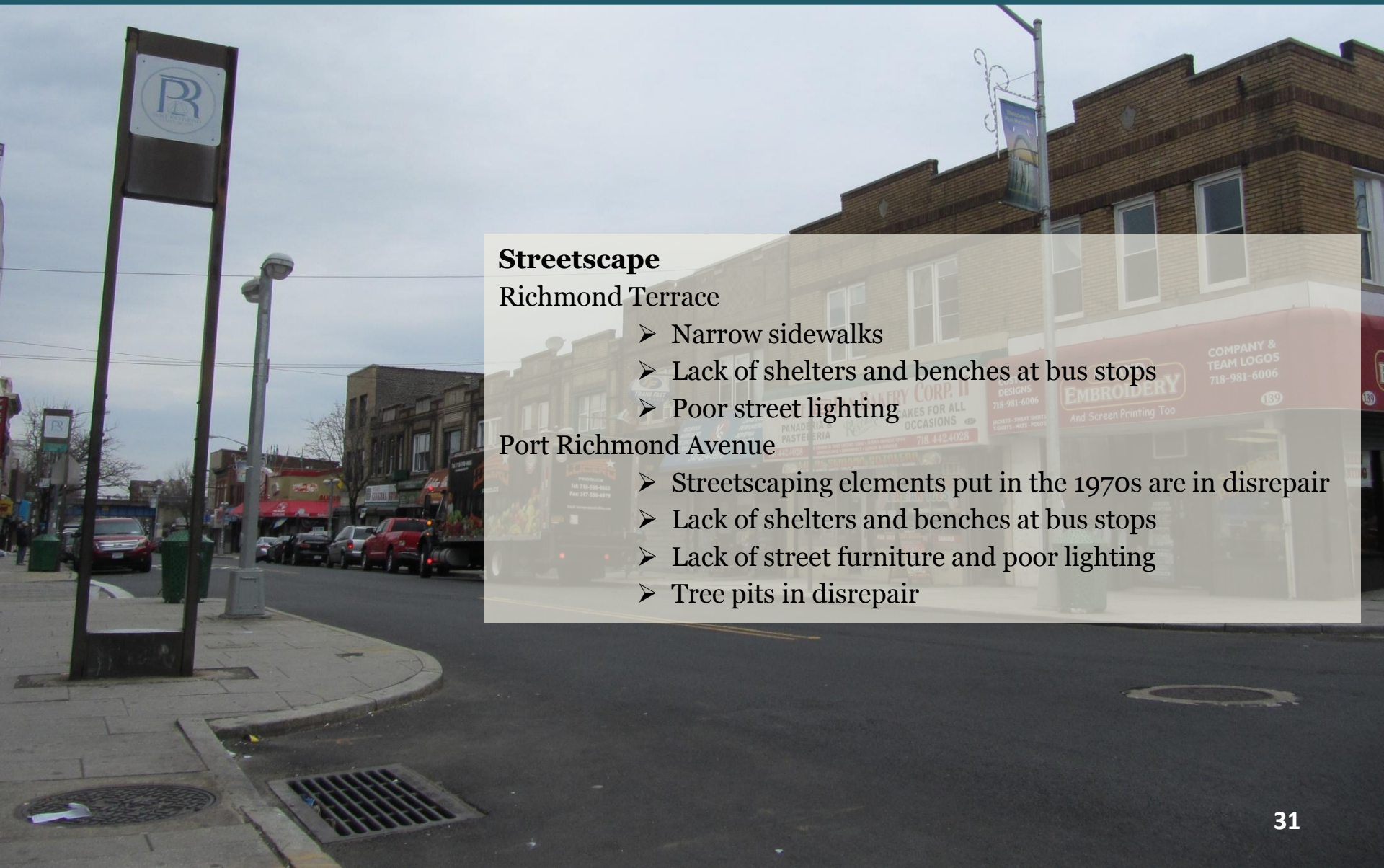
## Bus Service

- Discontinuous street grid and narrow streets make routing bus service difficult





# Infrastructure



## Streetscape

### Richmond Terrace

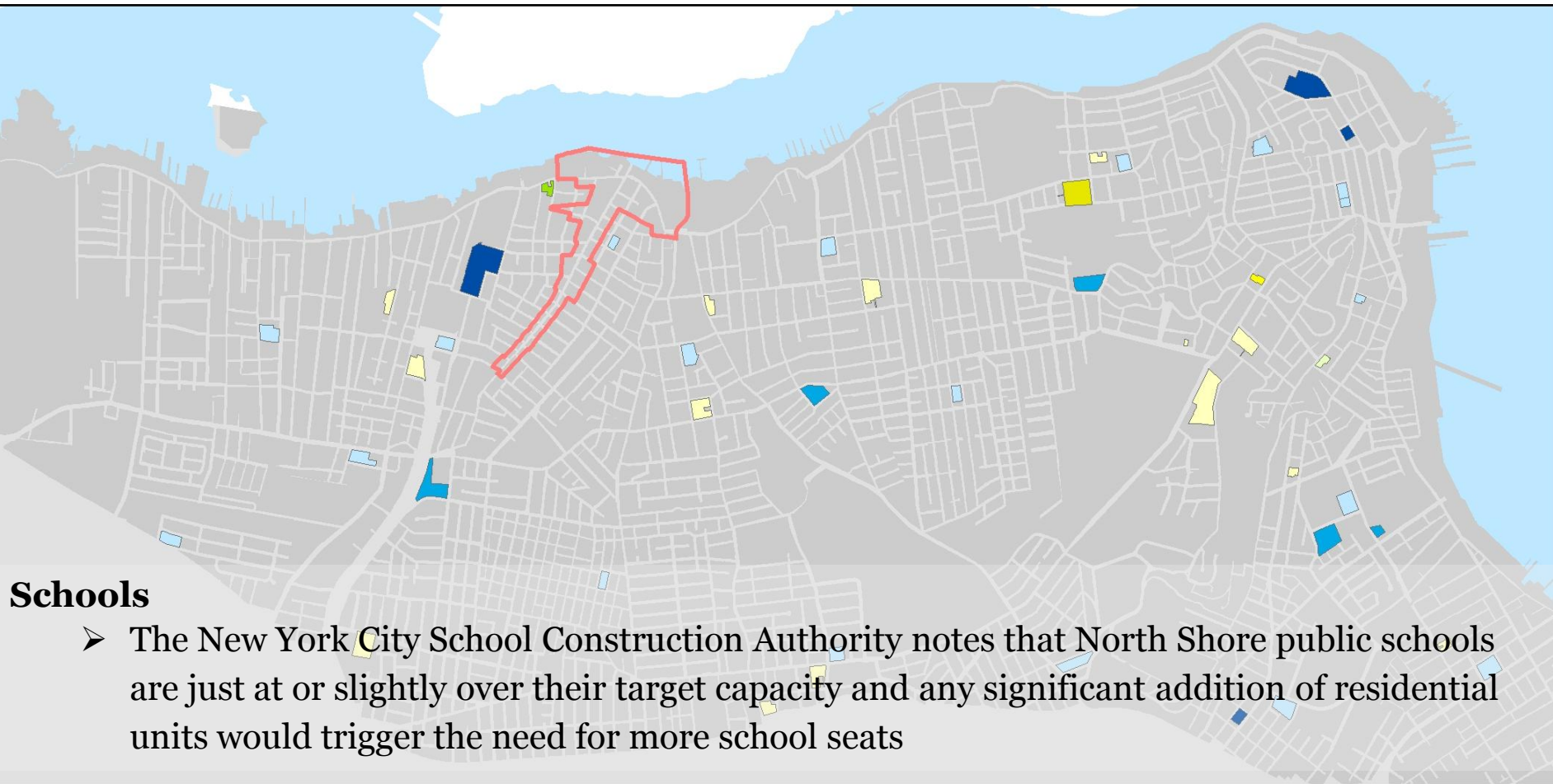
- Narrow sidewalks
- Lack of shelters and benches at bus stops
- Poor street lighting

### Port Richmond Avenue

- Streetscaping elements put in the 1970s are in disrepair
- Lack of shelters and benches at bus stops
- Lack of street furniture and poor lighting
- Tree pits in disrepair



# Infrastructure



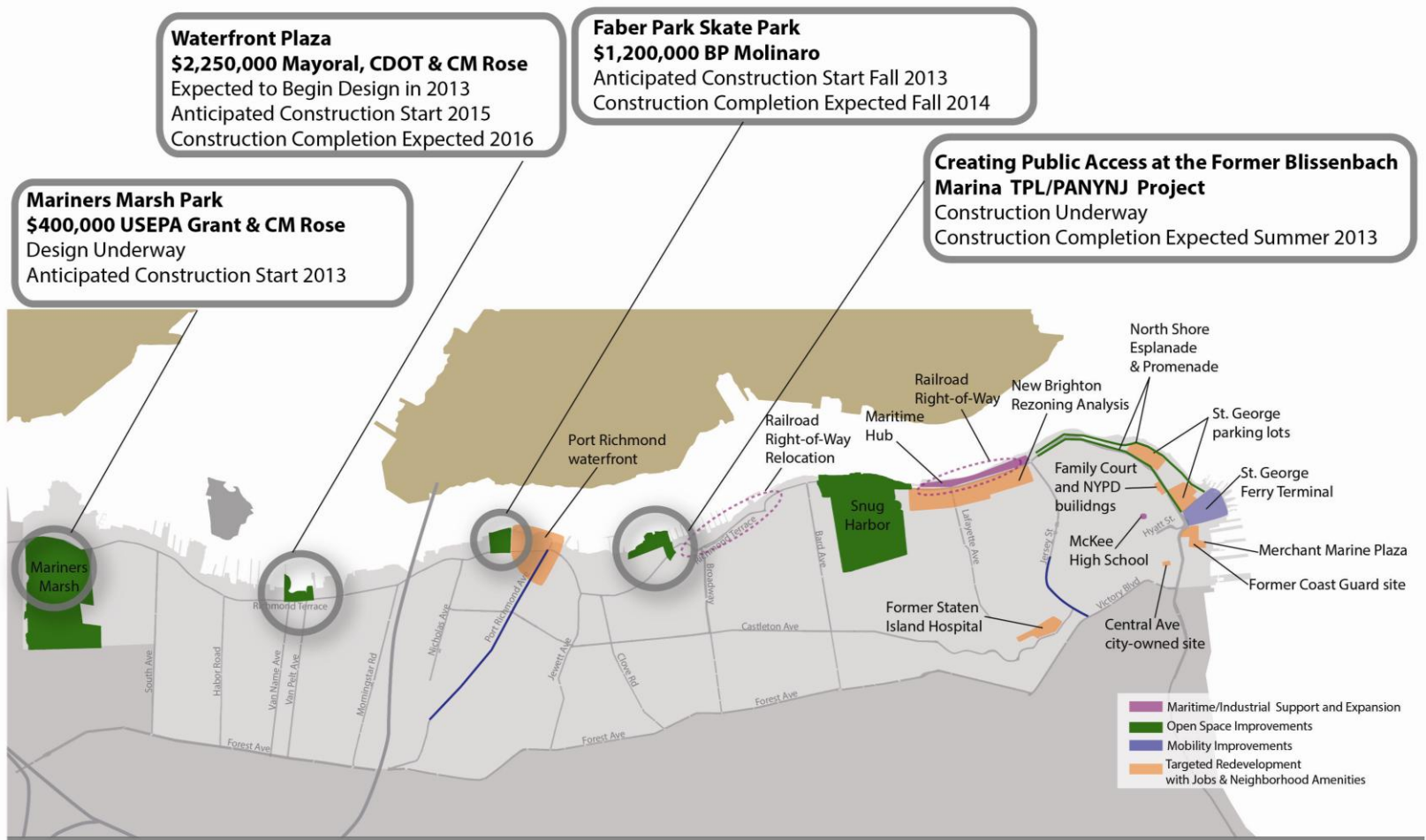
## Schools

- The New York City School Construction Authority notes that North Shore public schools are just at or slightly over their target capacity and any significant addition of residential units would trigger the need for more school seats

	Study Area		High School - Public (4)		Elementary School - Private (14)
	Elementary School - Public (19)		Elementary School - Public Charter (1)		Junior/Senior HS - Private (1)
	Intermediate/JHS - Public (5)		Intermediate/JHS - Public Charter (1)		Senior High School - Private (1)

# Open Space and Natural Resources

## NYC Parks Projects On SI North Shore

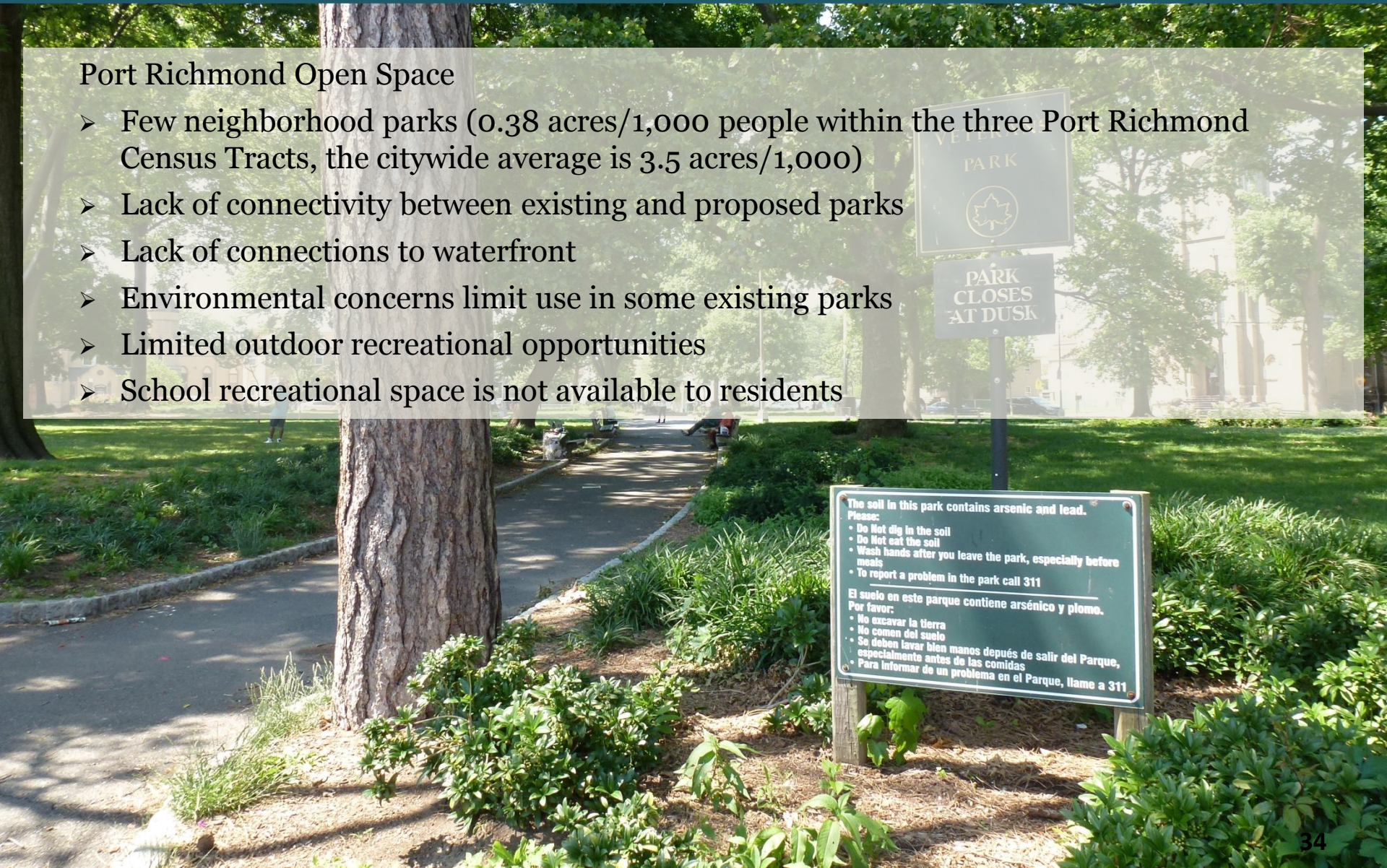




# Open Space and Natural Resources

## Port Richmond Open Space

- Few neighborhood parks (0.38 acres/1,000 people within the three Port Richmond Census Tracts, the citywide average is 3.5 acres/1,000)
- Lack of connectivity between existing and proposed parks
- Lack of connections to waterfront
- Environmental concerns limit use in some existing parks
- Limited outdoor recreational opportunities
- School recreational space is not available to residents

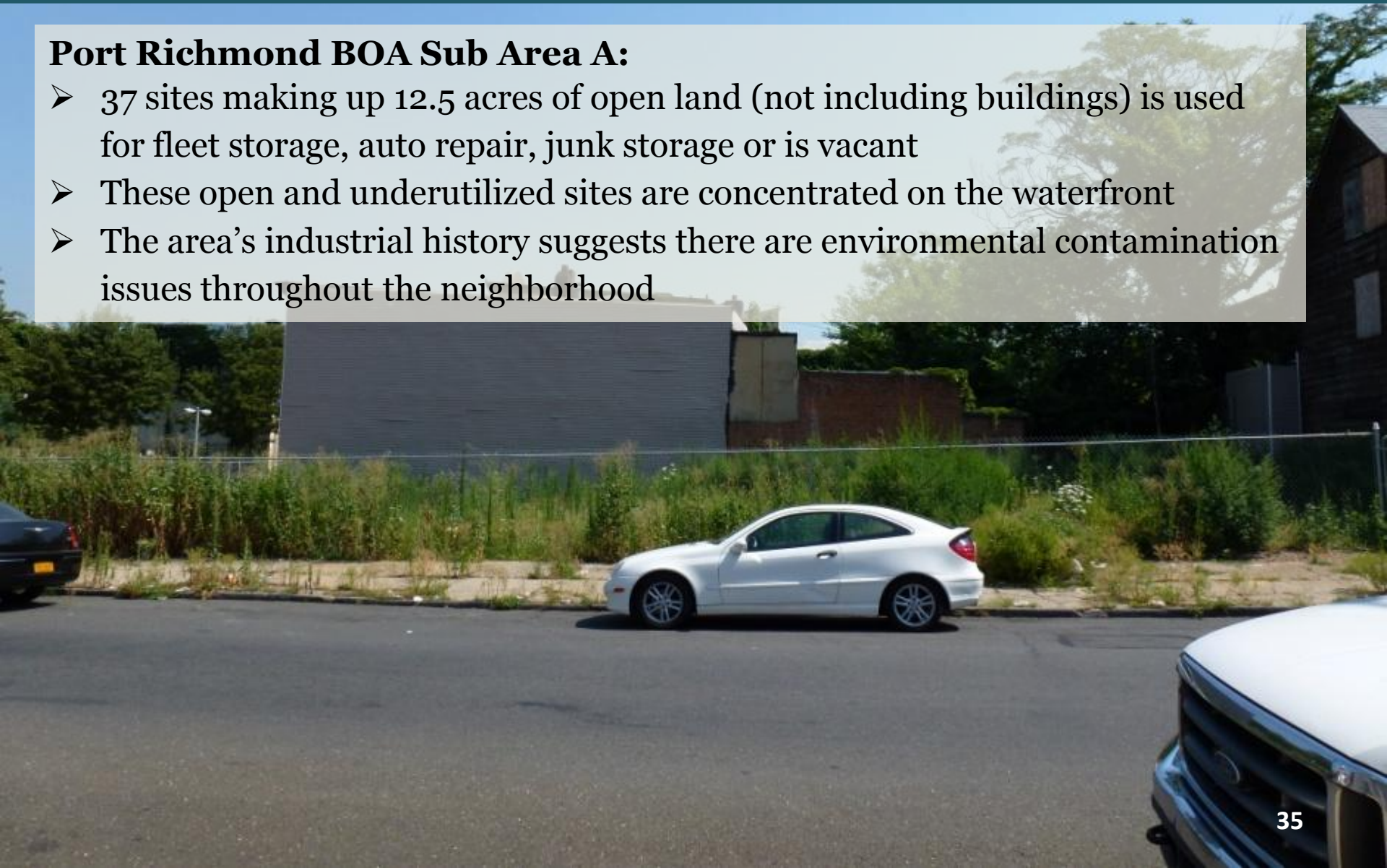




# Brownfield, Vacant and Underutilized Sites

## **Port Richmond BOA Sub Area A:**

- 37 sites making up 12.5 acres of open land (not including buildings) is used for fleet storage, auto repair, junk storage or is vacant
- These open and underutilized sites are concentrated on the waterfront
- The area's industrial history suggests there are environmental contamination issues throughout the neighborhood





# Strategic Sites



**A1**- City-owned site

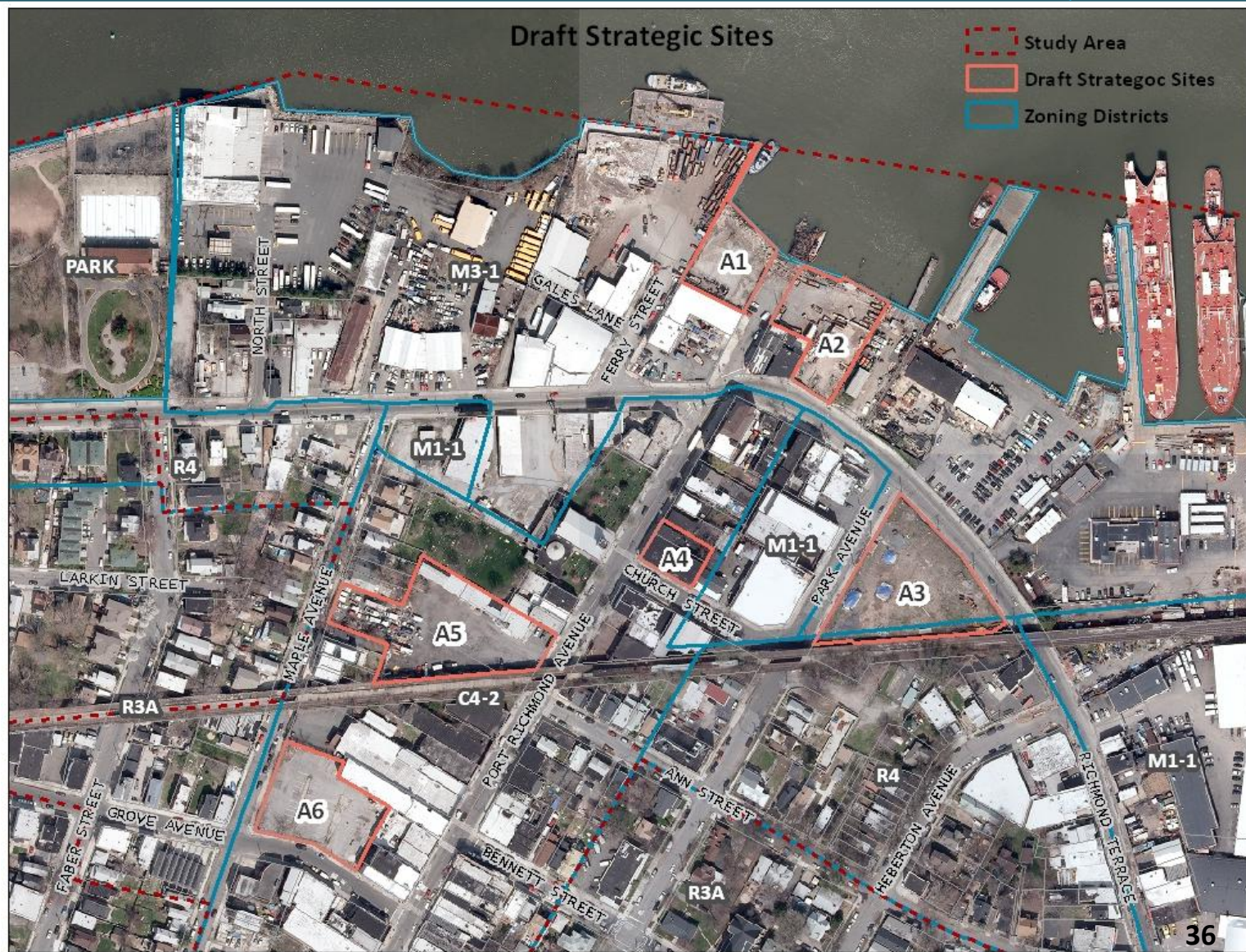
**A2**- Former Standard Boat

**A3** - EPA superfund site and former Jewett Lead/Sedutto's site

**A4** - Former Sherwin Williams site

**A5**- Richmond Chandelier parking lot and junk yard

**A6** - Former municipal parking lot





# Community Engagement



- Steering Committee
  - Primary advisory group comprised of community leaders
  - Meetings held on a periodic basis
  - Provide overall guidance on study
- Stakeholder Meetings
  - Meetings held on as-needed basis
  - Groups focused on specific interests and issues
  - Provide information on existing conditions and community concerns
- 3 Public Meetings
  1. Open Houses on Existing Conditions (September 2012)
  2. Community Visioning Workshops (March 2013)
  3. Open Houses on Recommendations (Summer 2013)



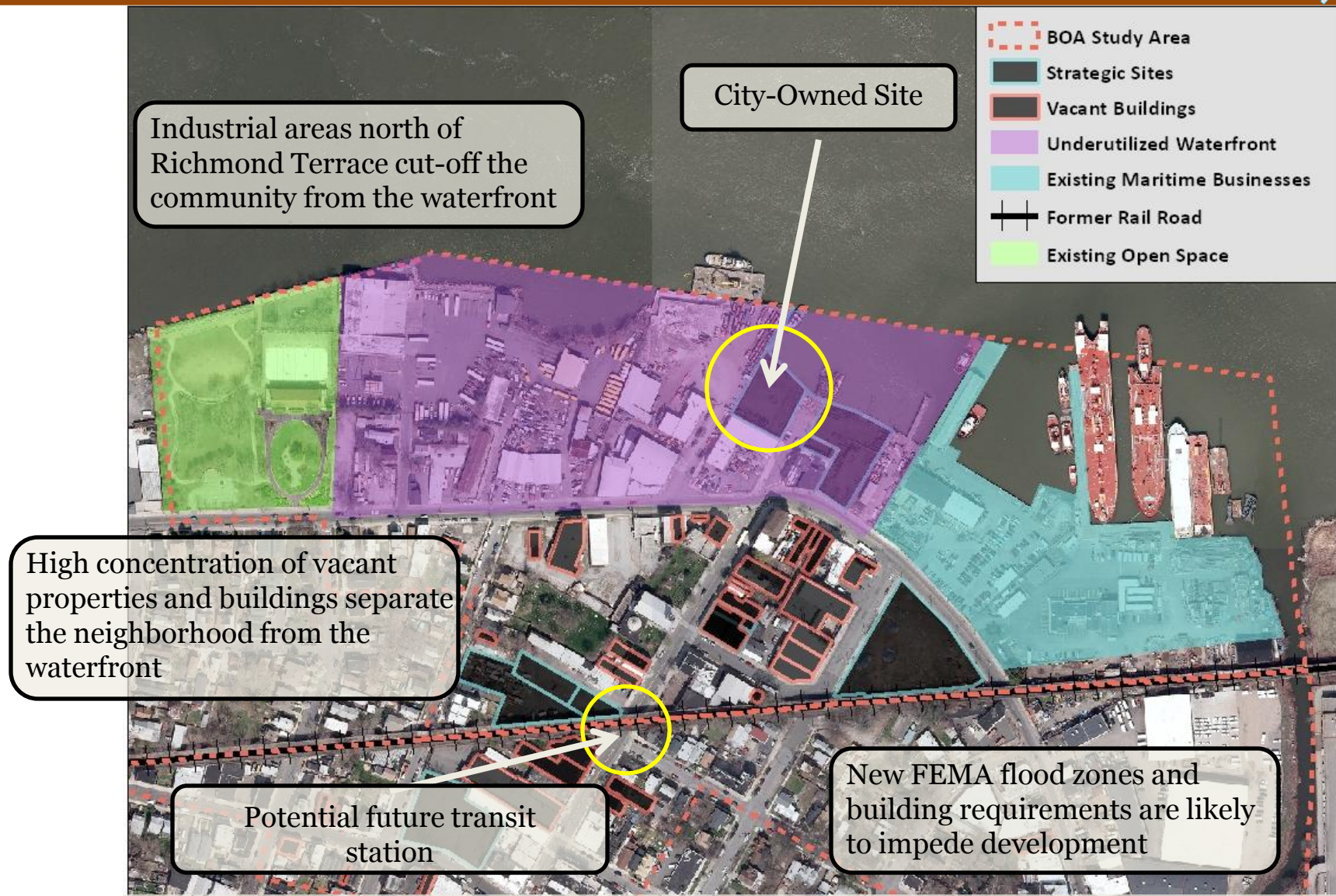
# Community Priorities

- Improve waterfront access & open space resources with more diverse recreational opportunities
- Create destination at the foot of Port Richmond Avenue
- Protect, revitalize & support Port Richmond commercial corridor
- Support future transit options
- Support existing maritime businesses
- Create opportunities for new businesses and services
- Improve infrastructure to meet existing and future development needs
- Address brownfield and environmental contamination concerns





# Findings

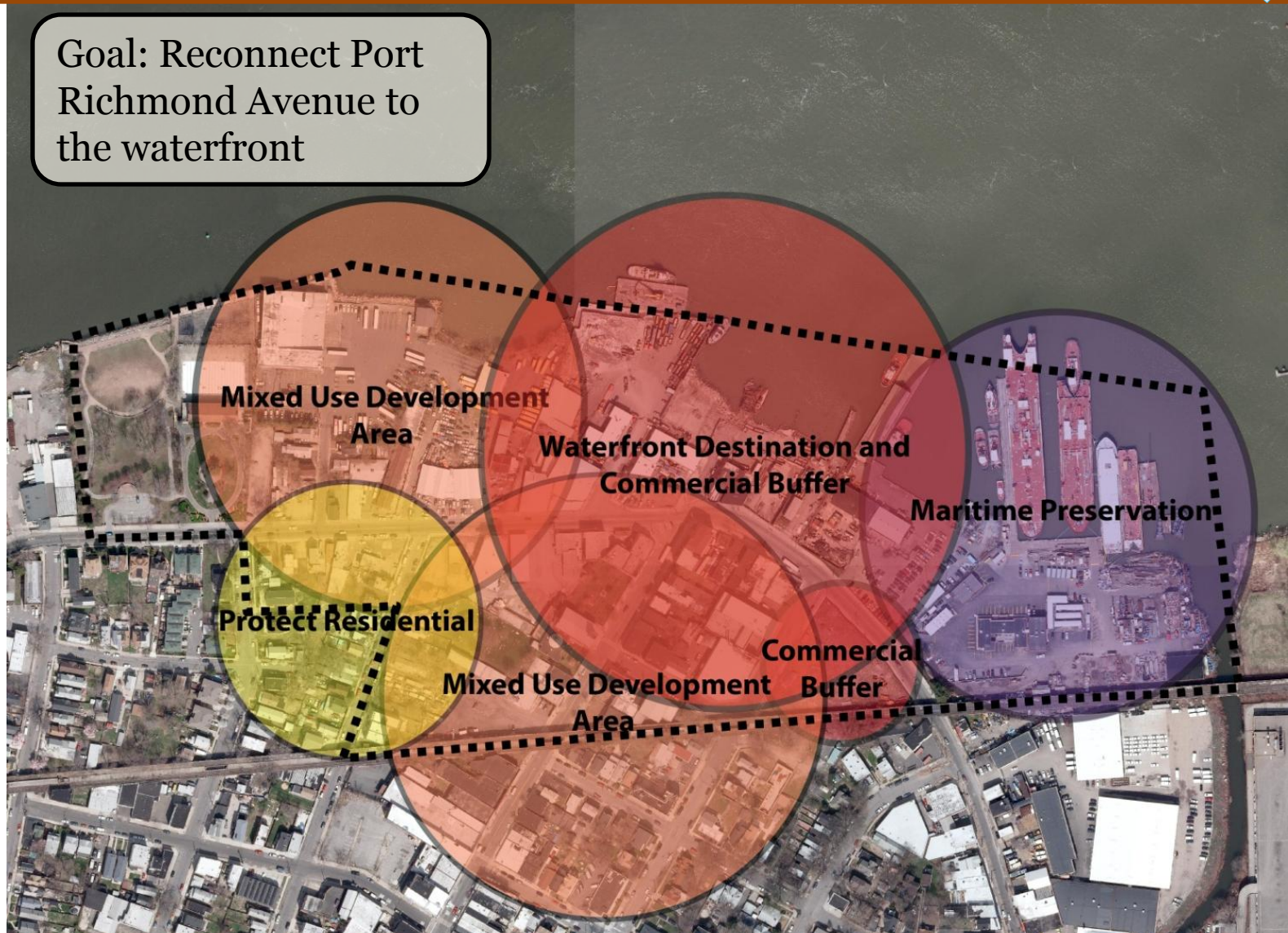






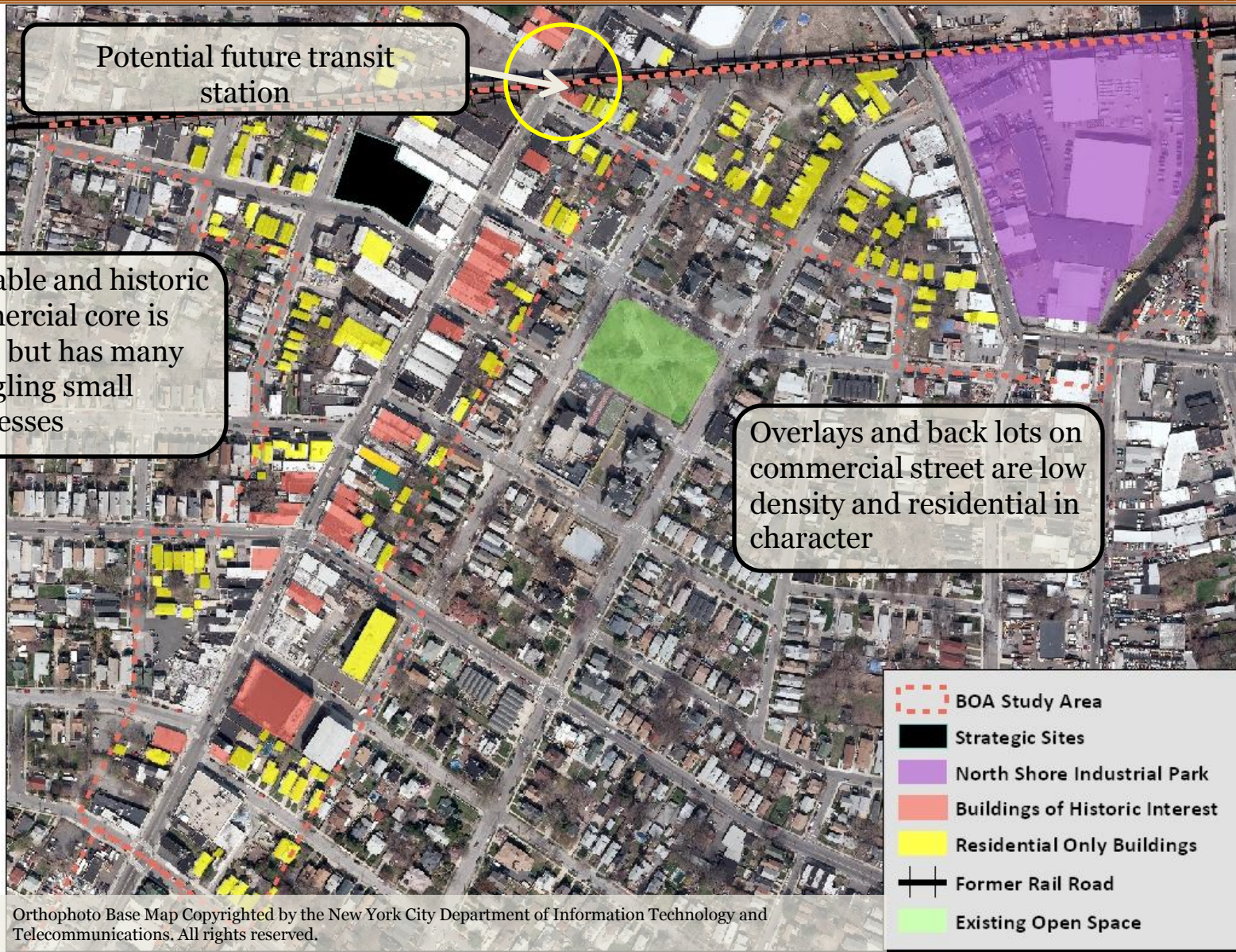
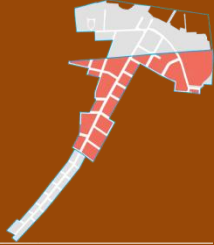
# Section 1: Waterfront Destination

Goal: Reconnect Port Richmond Avenue to the waterfront

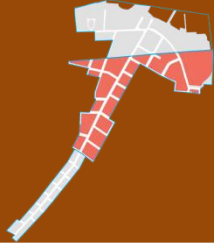




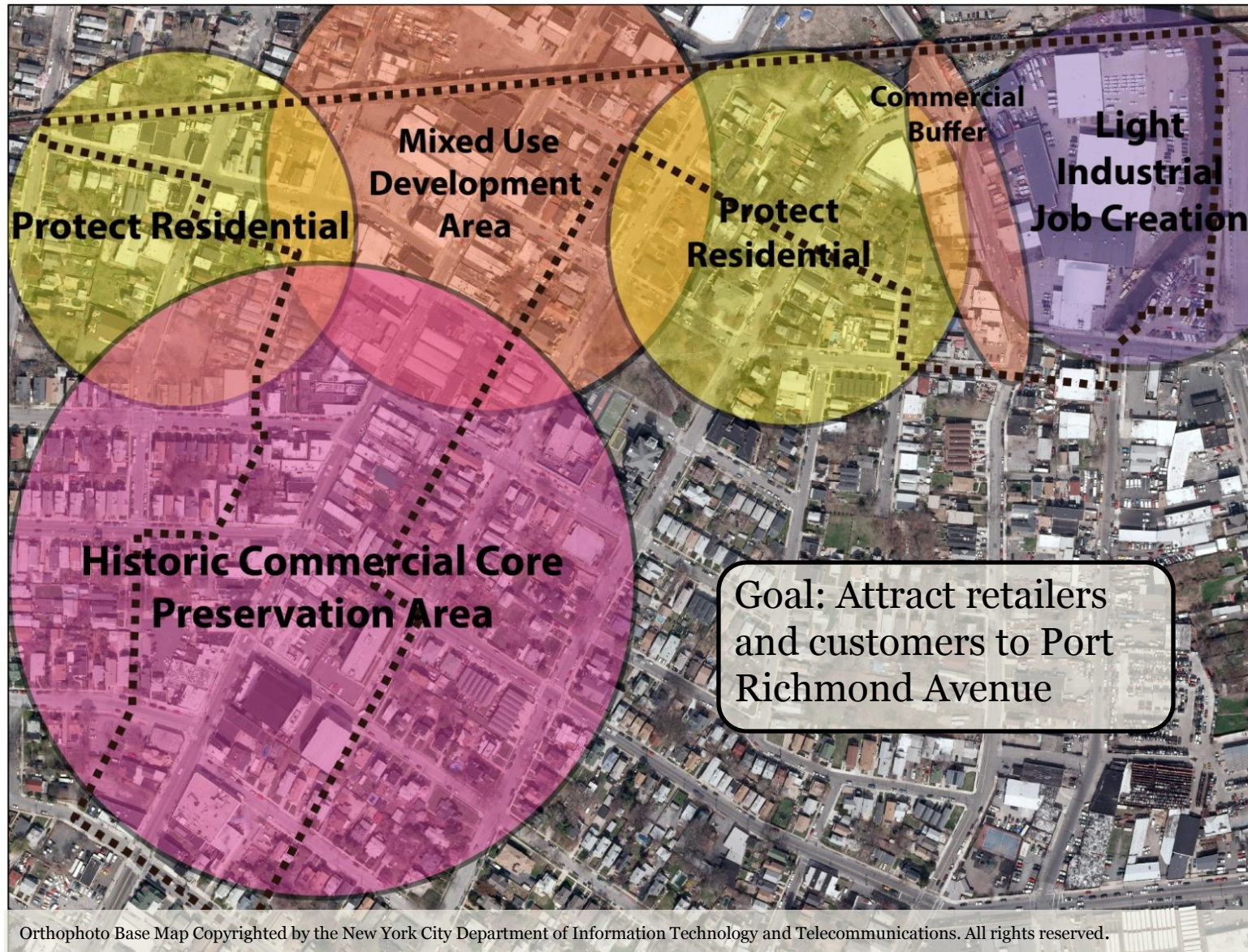
# Findings







## Section 2: Commercial Core





# Findings

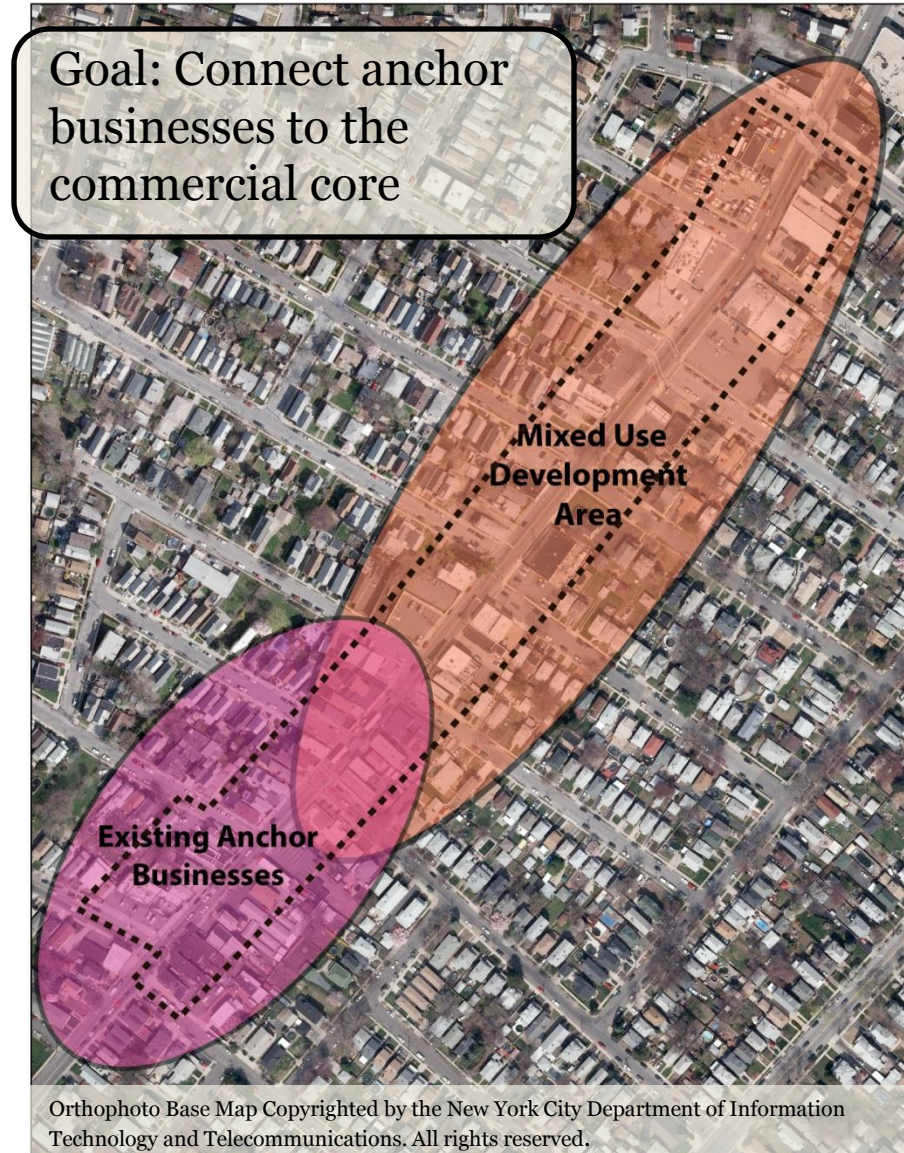


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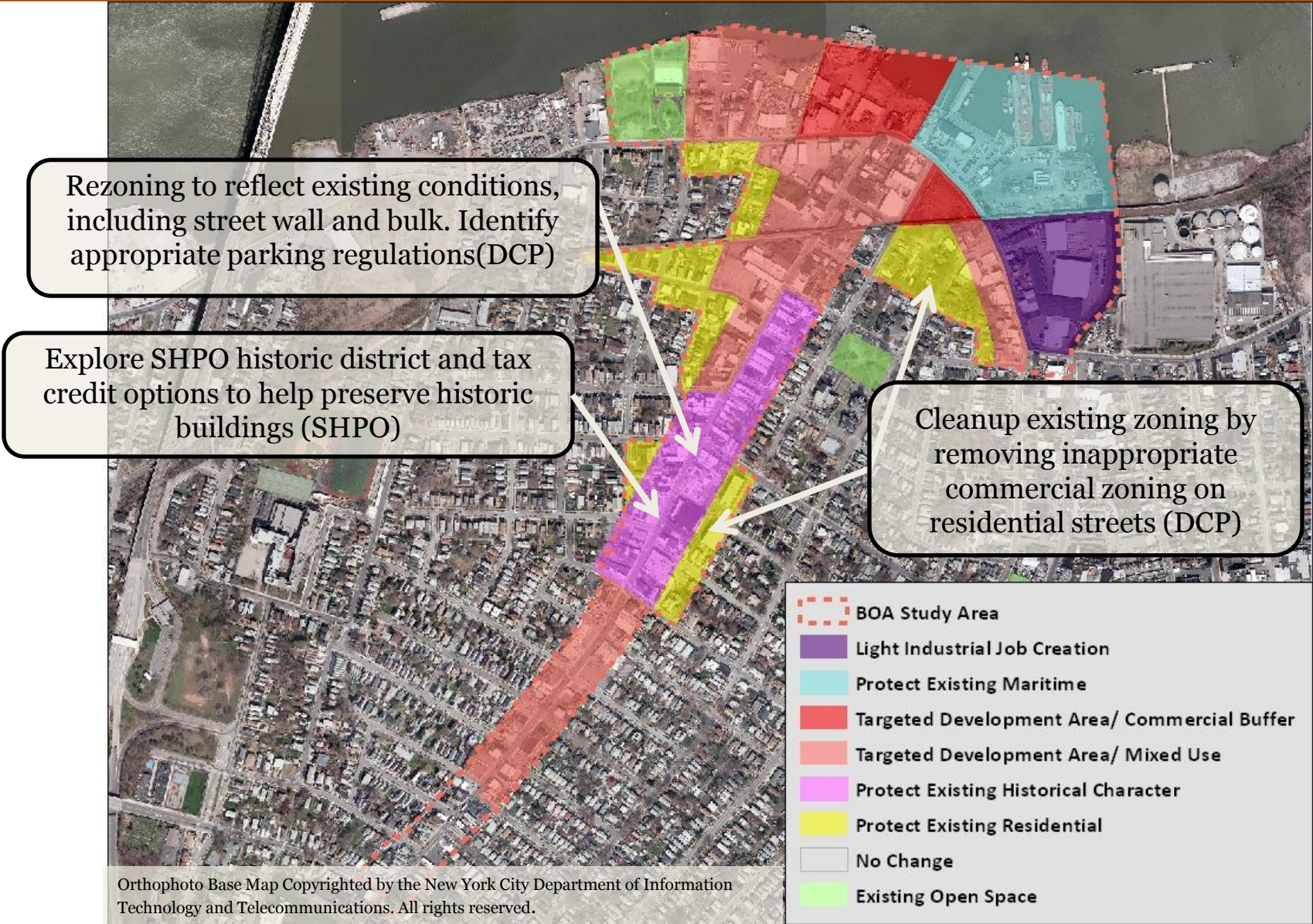


# Section 3: Southern Anchors



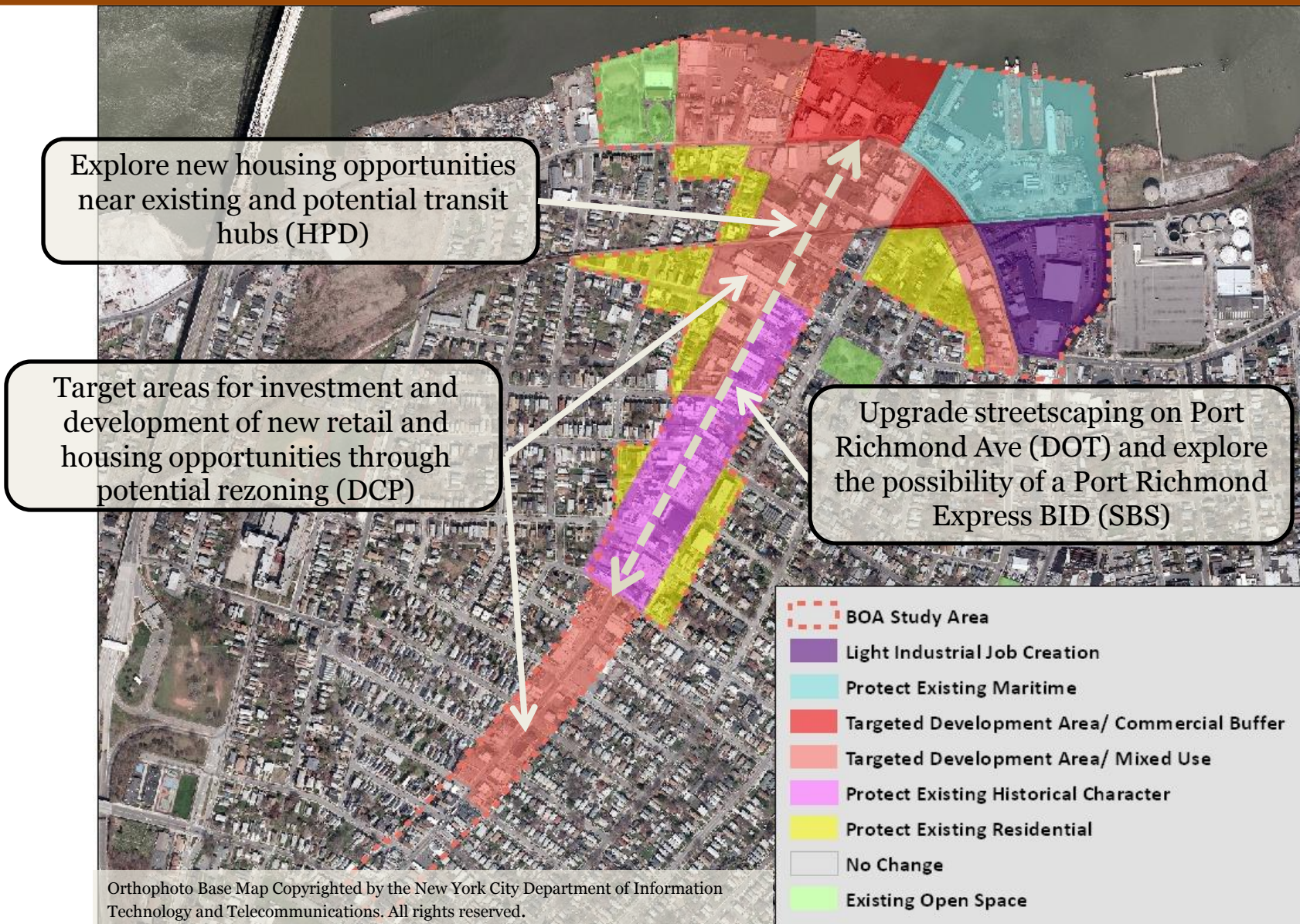


# Action Agenda: Support and create neighborhood centers





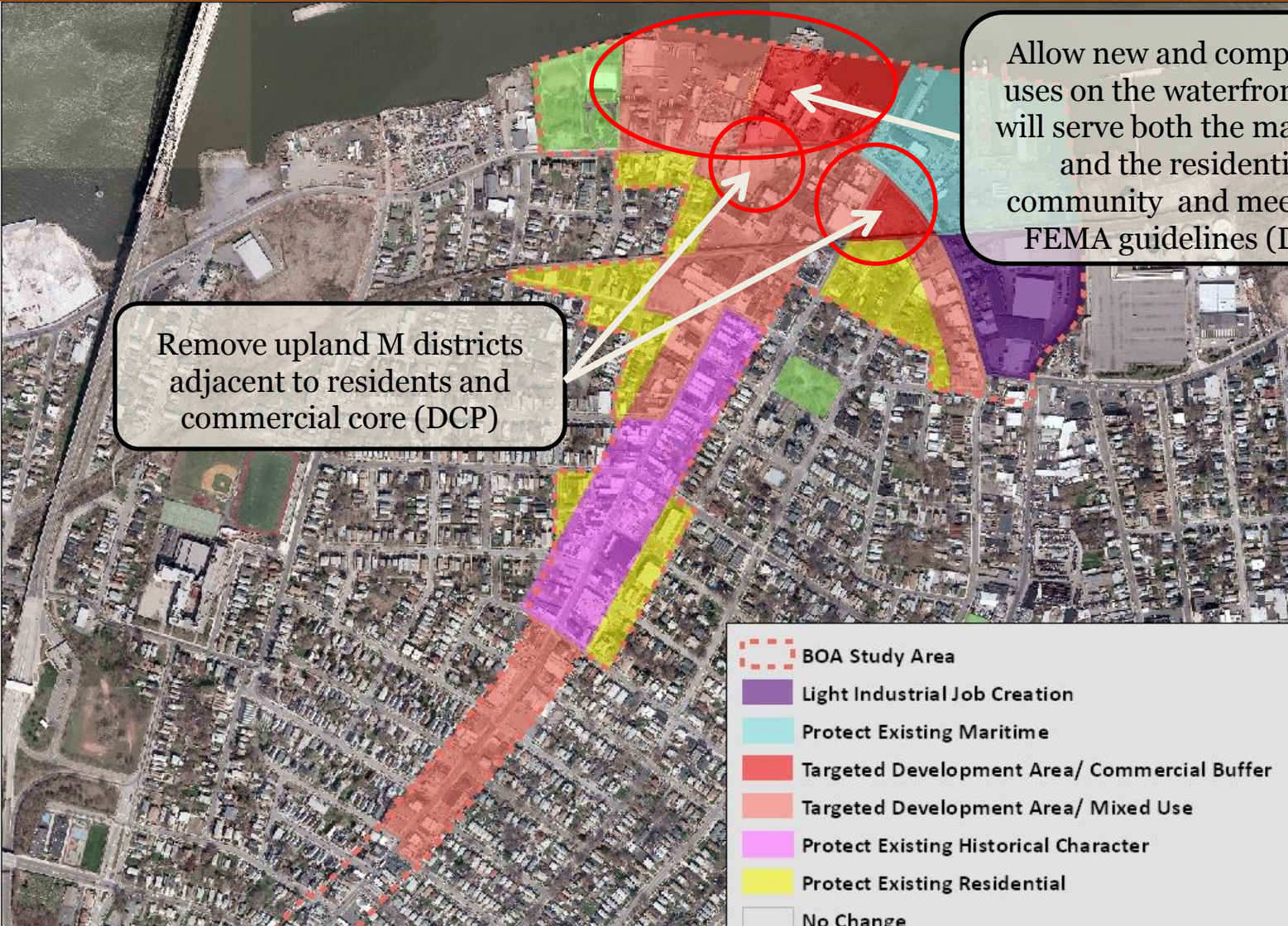
# Action Agenda: Support and create neighborhood centers



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# Action Agenda: Support and create neighborhood centers



Allow new and compatible uses on the waterfront that will serve both the maritime and the residential community and meet new FEMA guidelines (DCP)

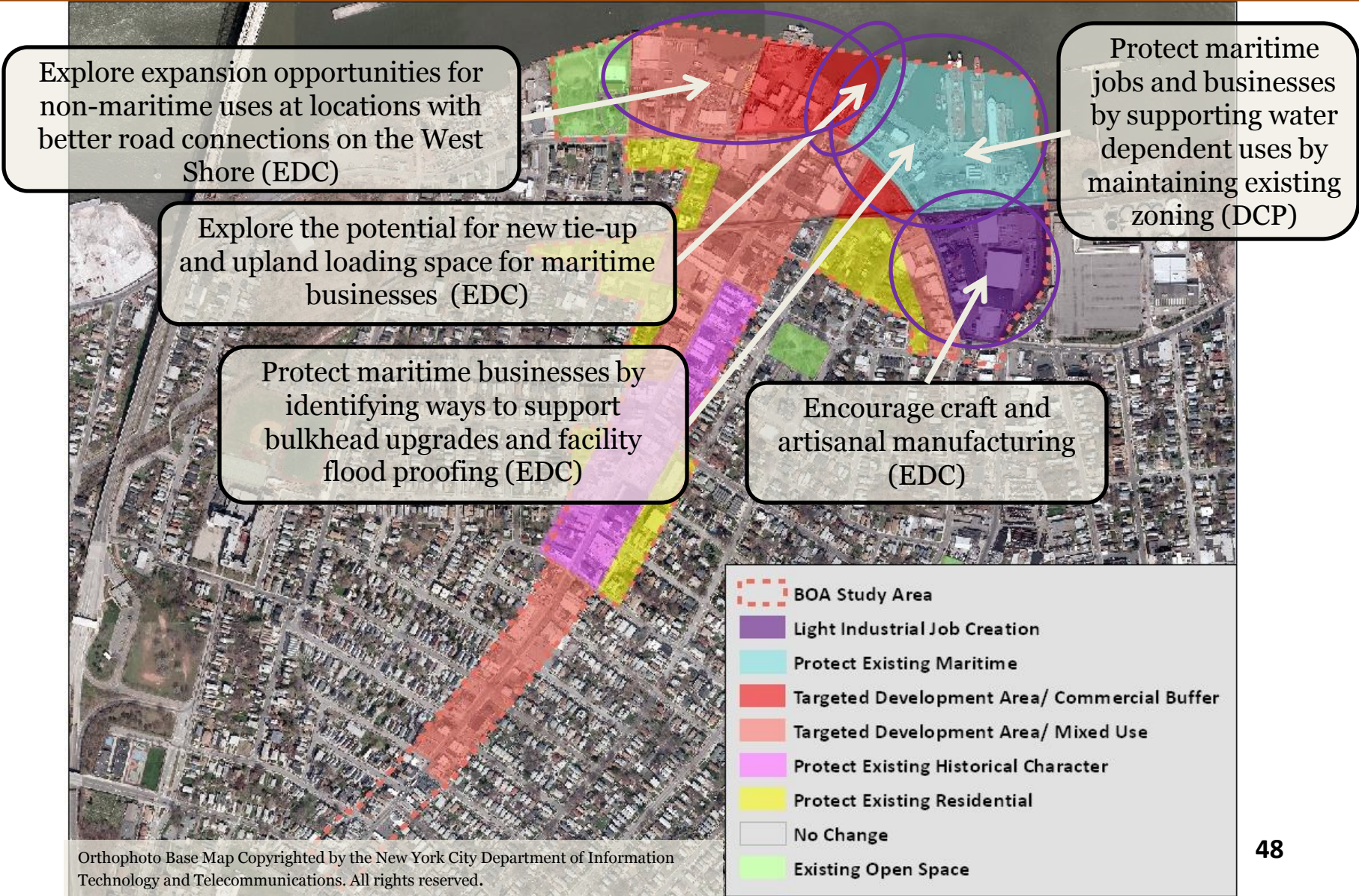
Remove upland M districts adjacent to residents and commercial core (DCP)

- BOA Study Area
- Light Industrial Job Creation
- Protect Existing Maritime
- Targeted Development Area/ Commercial Buffer
- Targeted Development Area/ Mixed Use
- Protect Existing Historical Character
- Protect Existing Residential
- No Change
- Existing Open Space

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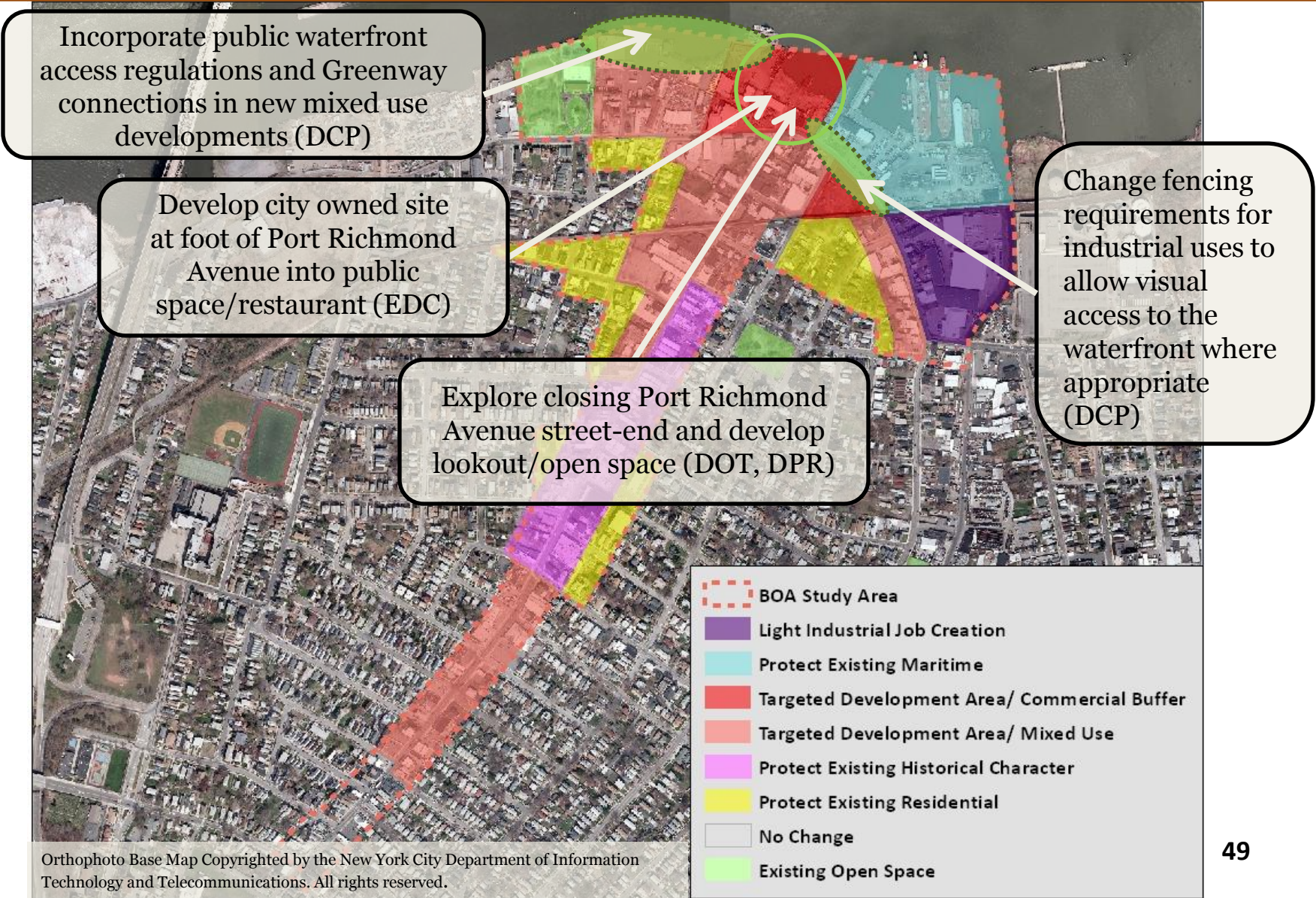


# Action Agenda: Create quality jobs and workplaces



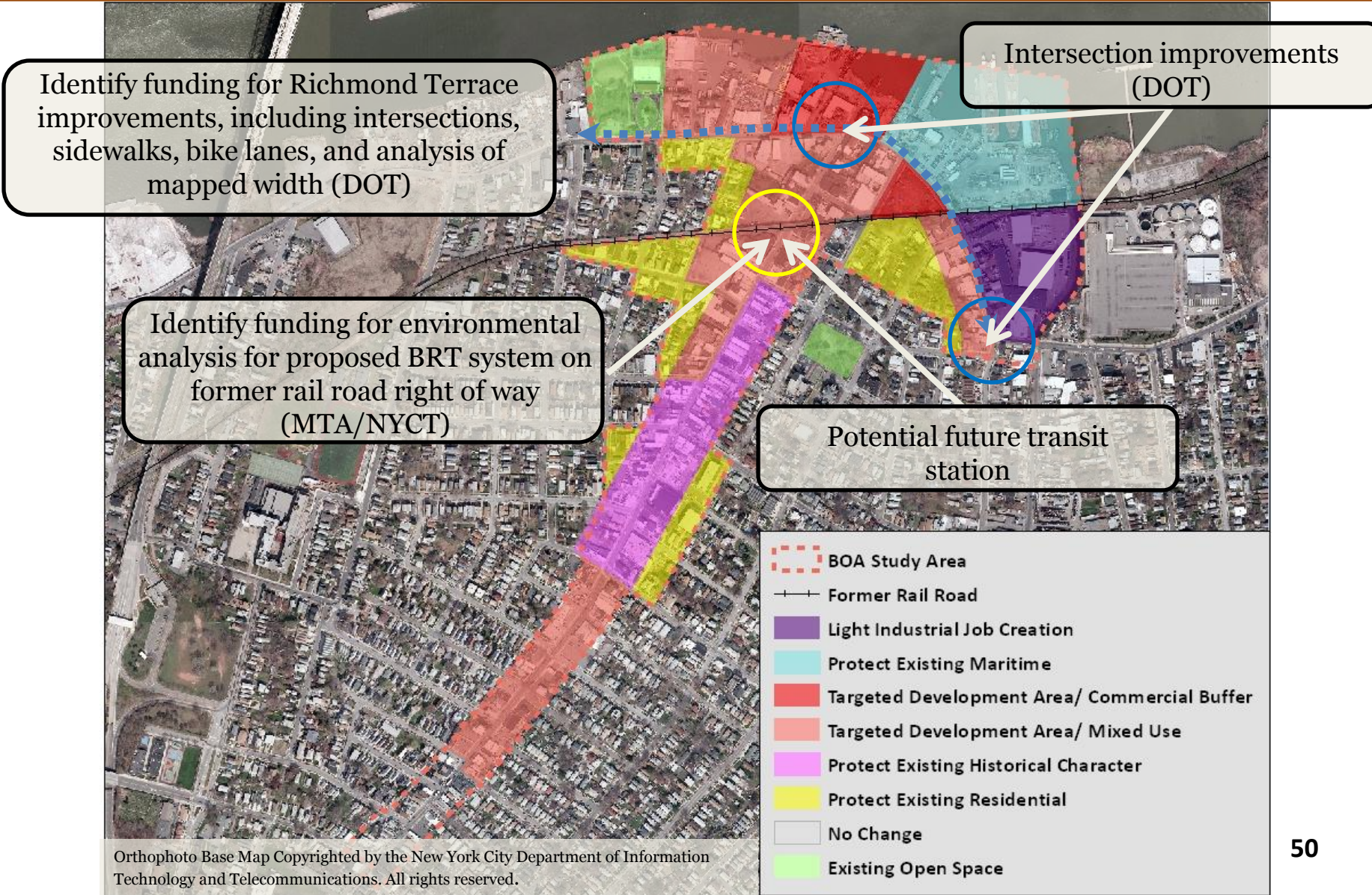


# Action Agenda: Reconnect people with working waterfront





# Action Agenda: Improve connections and mobility





## Action Agenda: Address environmental challenges

Work with strategic site property owners to test, cleanup and redevelop in accordance with new neighborhood framework (EDC, OER)

Encourage testing and cleanup of potential brownfield sites throughout the neighborhood (OER)



- BOA Study Area
- Strategic Sites
- Former Rail Road
- Existing Open Space
- Light Industrial Job Creation
- Protect Existing Maritime
- Targeted Development Area/ Commercial Buffer
- Targeted Development Area/ Mixed Use
- Protect Existing Historical Character
- Protect Existing Residential
- No Change



# Feedback

- Does this framework reflect the communities priorities?
- Is there community support to further these initiatives and goals?



# Timeline

## June 2013

Sun	Mon	Tues	Wed	Thurs	Fri	Sat
9	10 Final Steering Committee Meeting	11	12	13	14	15
16	17	18 Port Richmond Area Committee Meeting 250 Park Ave 7pm	19	20	21	22
23	24 Port Richmond Board of Trade 160 Heberton Ave 7pm	25	26	27 Friendship Dinner St. Phillip's 77 Bennett Street 6:30pm	28	29

# Timeline

## ➤ July 2013

- Submit Nomination Report for Sub-Area A to New York State Department of State

## ➤ After July

Pending supplemental funding:

- continue existing conditions analysis in Sub-Area B
- advance action items and initiate rezonings where appropriate



# Image Sources:

## **Slide 20:**

*Port Richmond Dutch Reformed Church*. Illustration. *History of Richmond County (Staten Island) New York, From its Discovery to the Present Time*. Edited by Richard M. Bayles. New York: L. E. Preston & Co, 1887. p. 360.

<<http://books.google.com/books?id=IswpAQAAMAAJ&pg=PR1#v=onepage&q&f=false>>

## **Slide 21:**

*St. James Hotel, Port Richmond, - House Where Aaron Burr Died*. Illustration. *History of Richmond County (Staten Island) New York, From its Discovery to the Present Time*. Edited by Richard M. Bayles. New York: L. E. Preston & Co, 1887. p. 630.

<<http://books.google.com/books?id=IswpAQAAMAAJ&pg=PR1#v=onepage&q&f=false>>

## **Slides 36, 39-51:**

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