

# 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



# Planning Process

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



# Planning Process

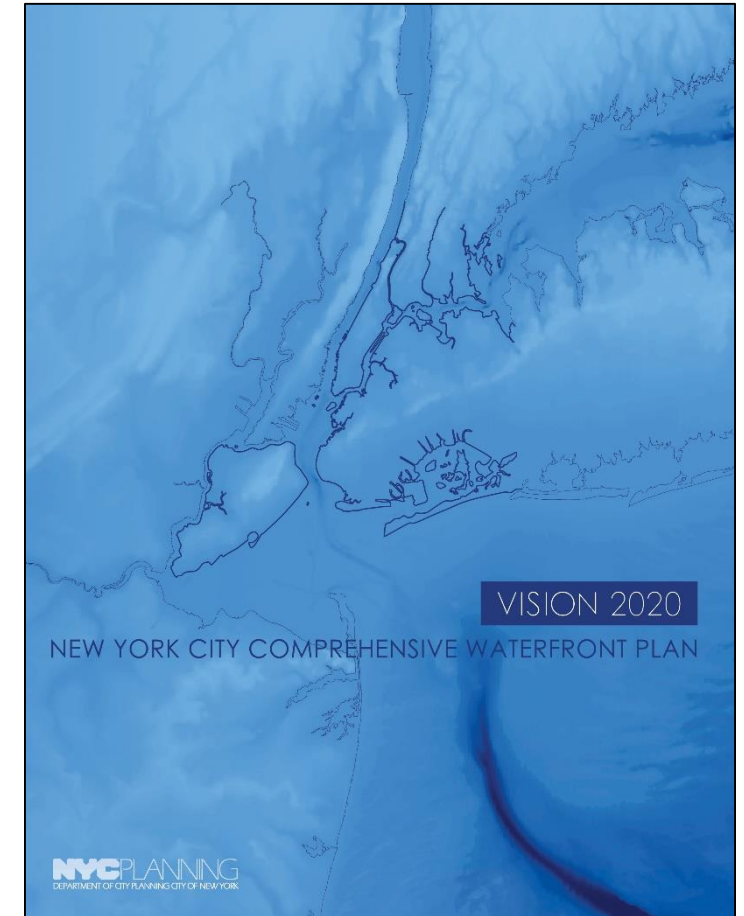
- Coordinated Planning Efforts
- Public Participation Plan
- Existing Conditions Analysis
- Strategic Sites
- Recommendations

# 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**

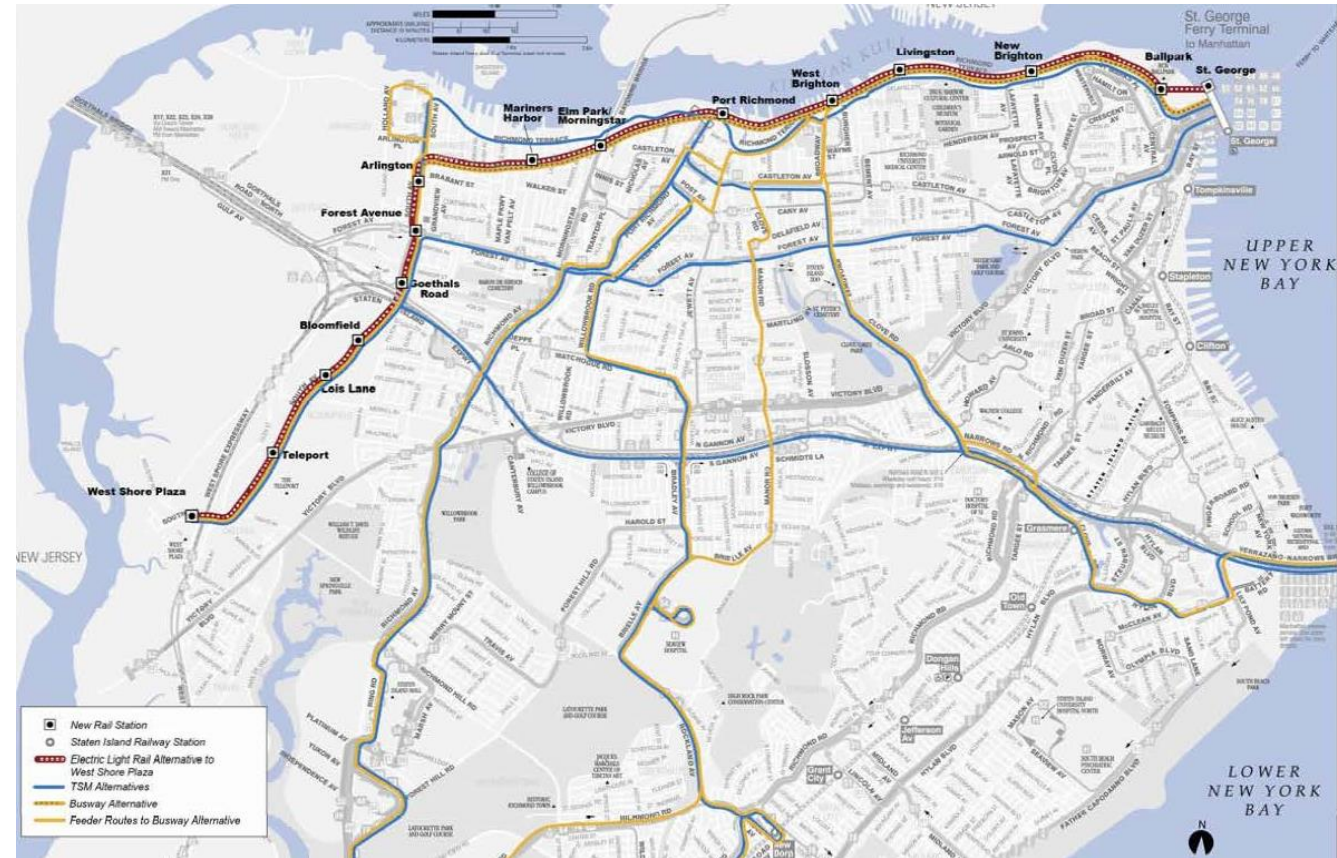
- Kill Van Kull Waterfront
- Neighborhood Centers
- Historic Street Grid
- Former North Shore Railroad Right-of-Way





# North Shore Transportation Studies

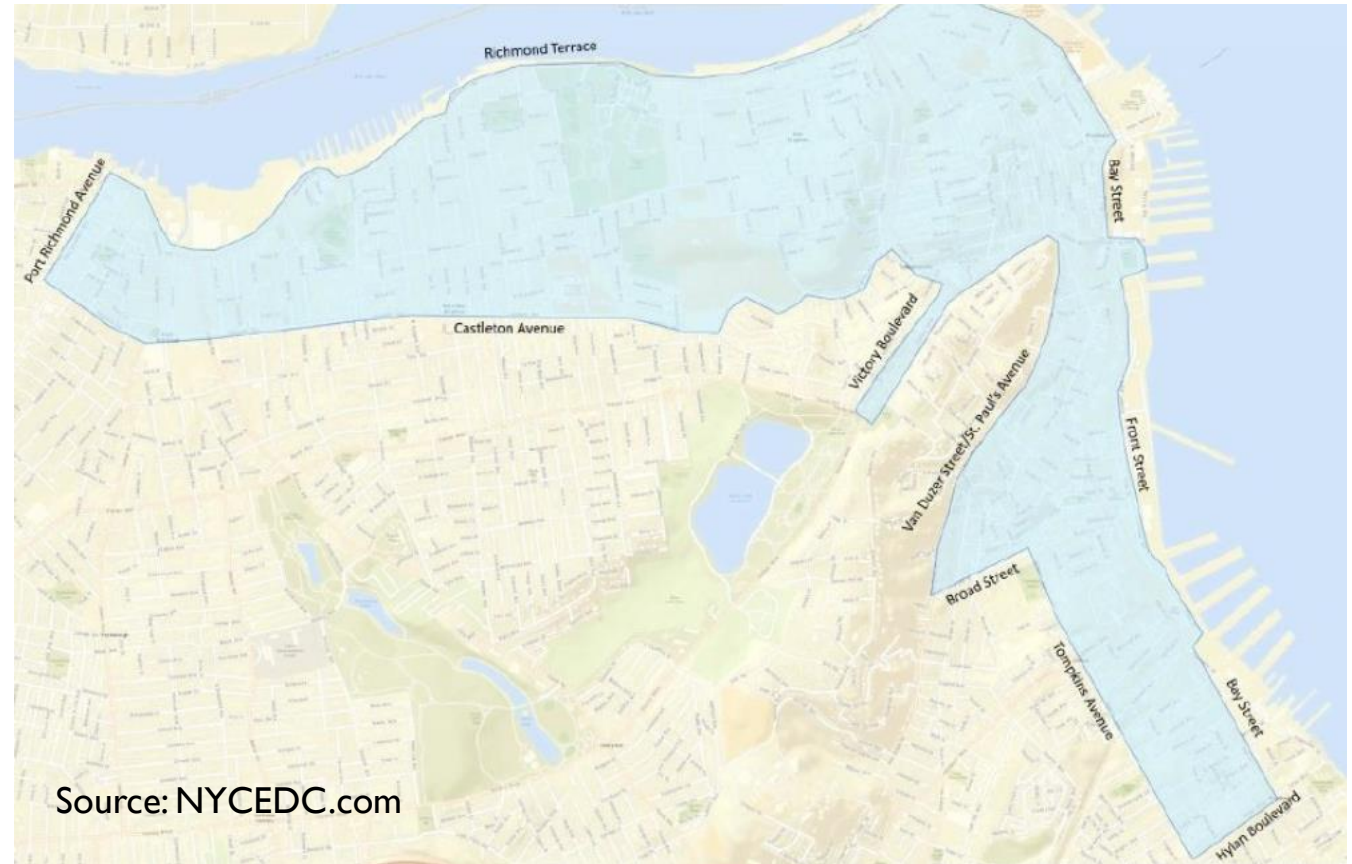
- MTA/NYCT Alternatives Analysis:
  - Recommends BRT (Bus Rapid Transit) for the former rail road right-of-way.
- The analysis proposes three BRT stations in the BOA:
  - West Brighton Station
  - Livingston Station
  - New Brighton Station



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





# Public Participation Plan

4/8/2016

**WBCLDC**  
WEST BRIGHTON COMMUNITY  
LOCAL DEVELOPMENT CORPORATION

**NYC PLANNING**  
DEPARTMENT OF CITY PLANNING CITY OF NEW YORK





# 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.

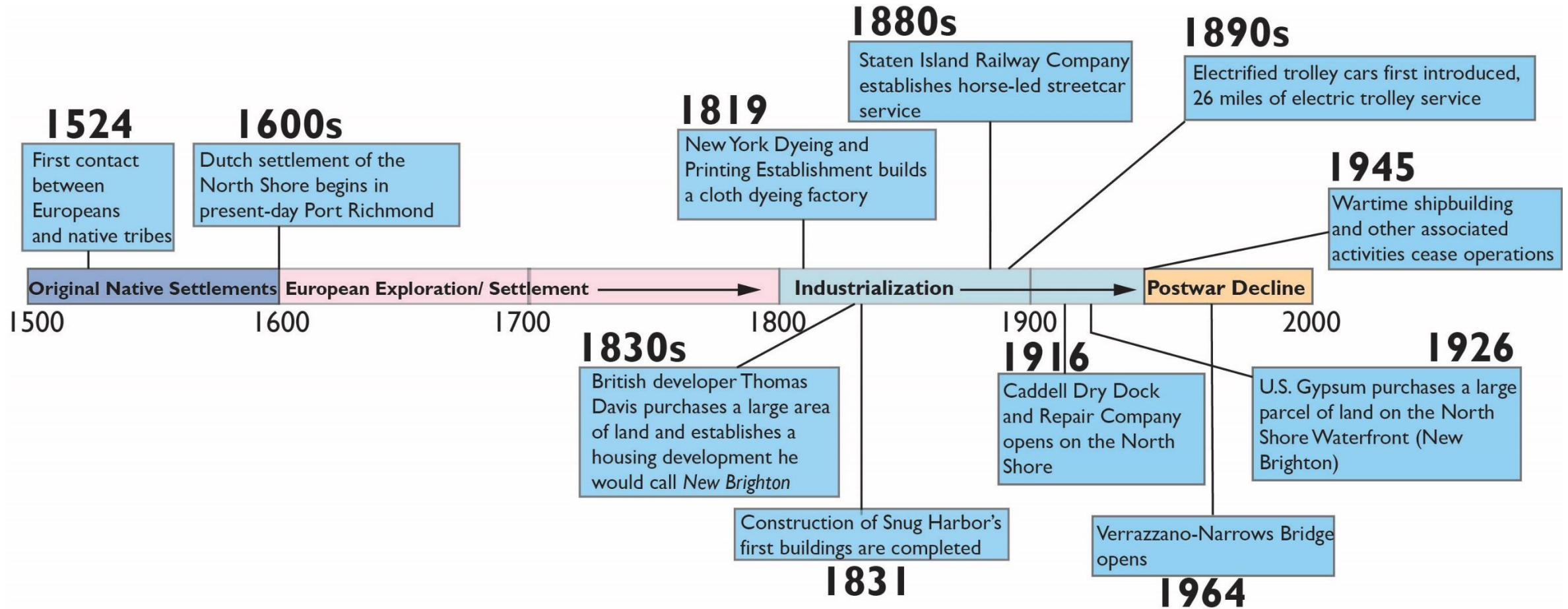




# Existing Conditions



# Historical Background

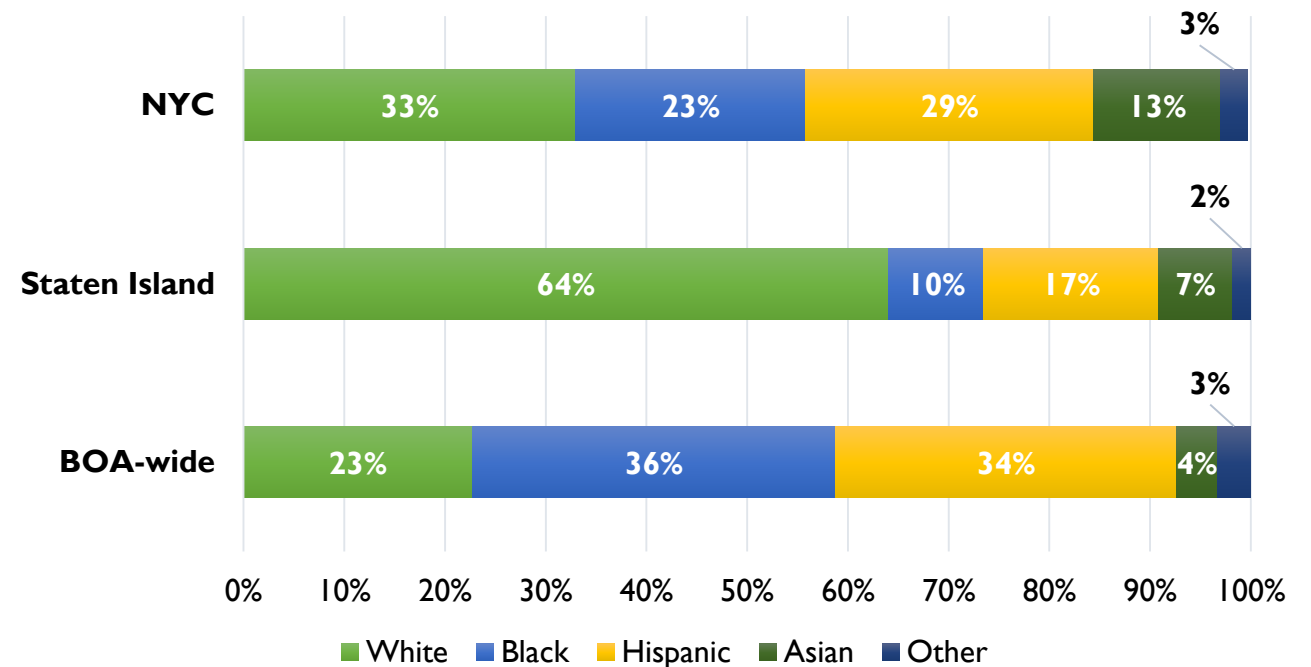


# Demographics

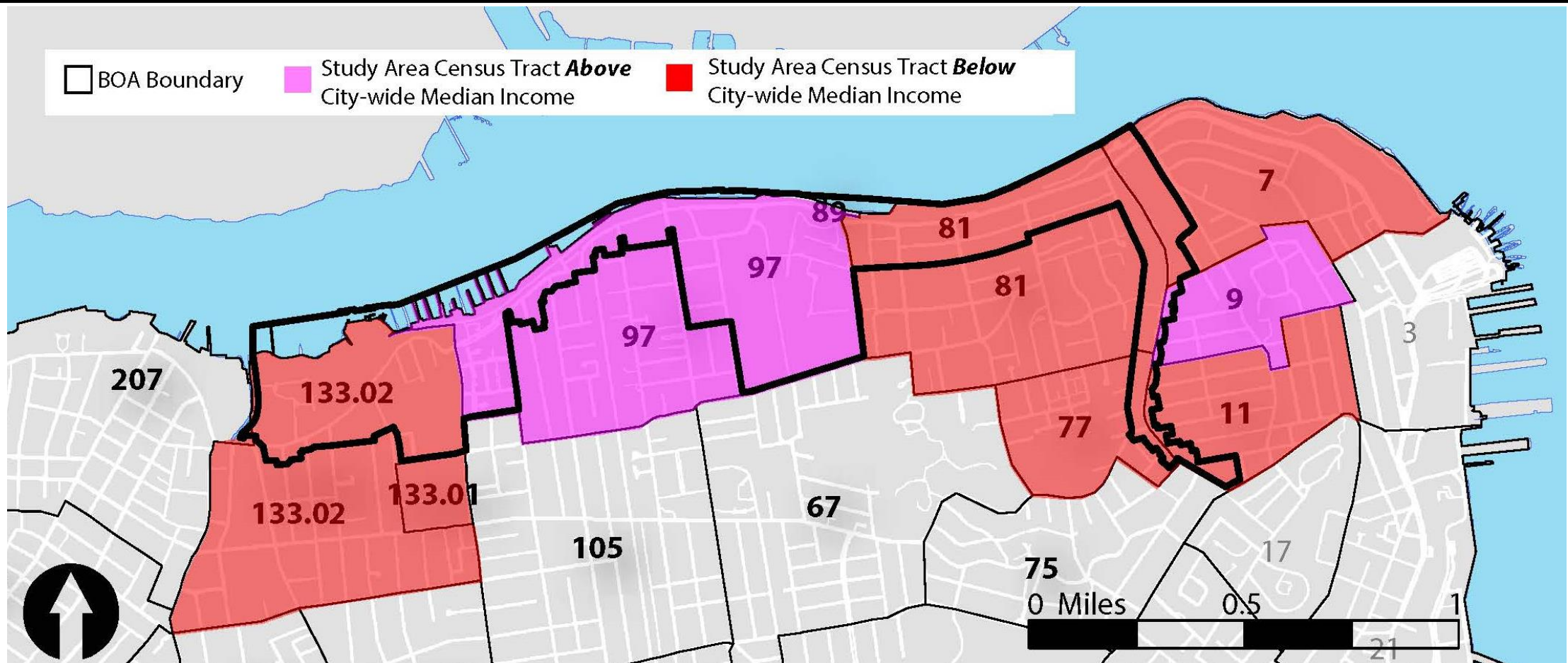
**Population Change 2000 to 2010**

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

**Race/Ethnicity**

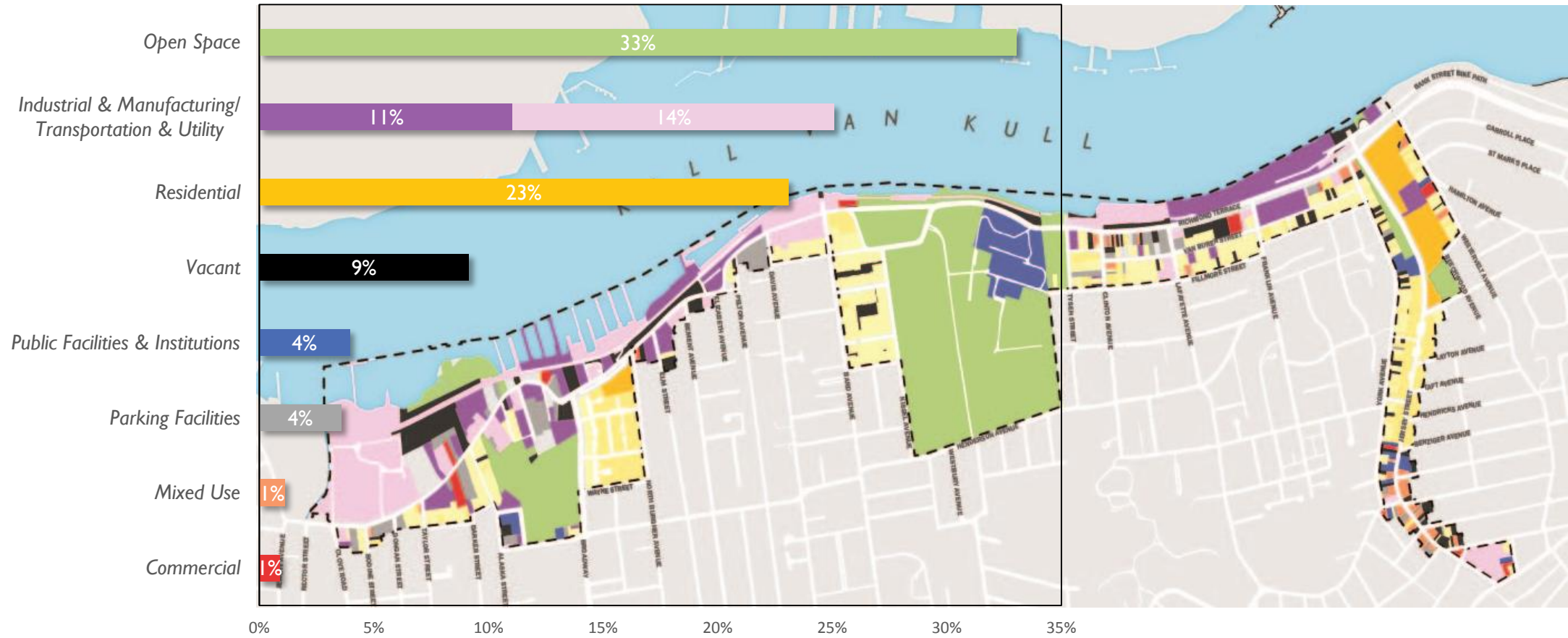


# Socioeconomic Characteristics





# Existing Land Use by Square Footage

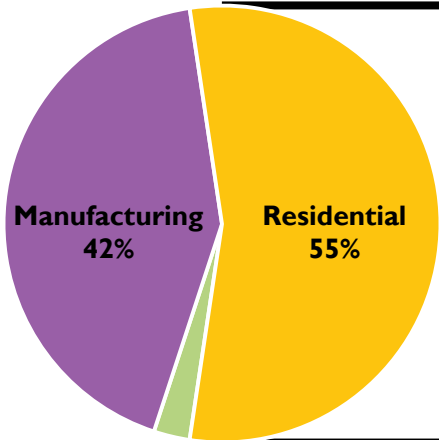


# Proximity to Commercial Services

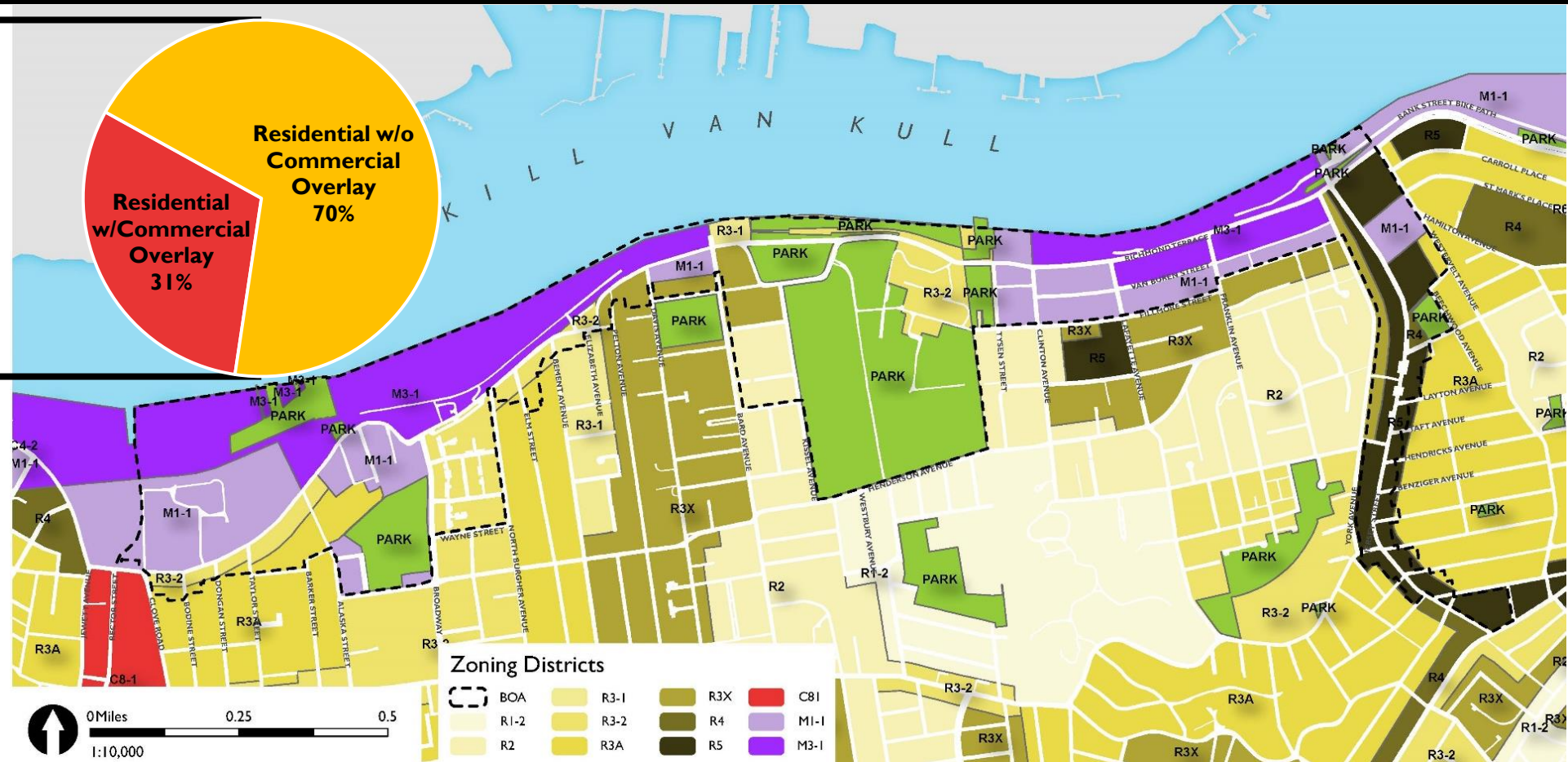




# Existing Zoning Districts



Park  
3%



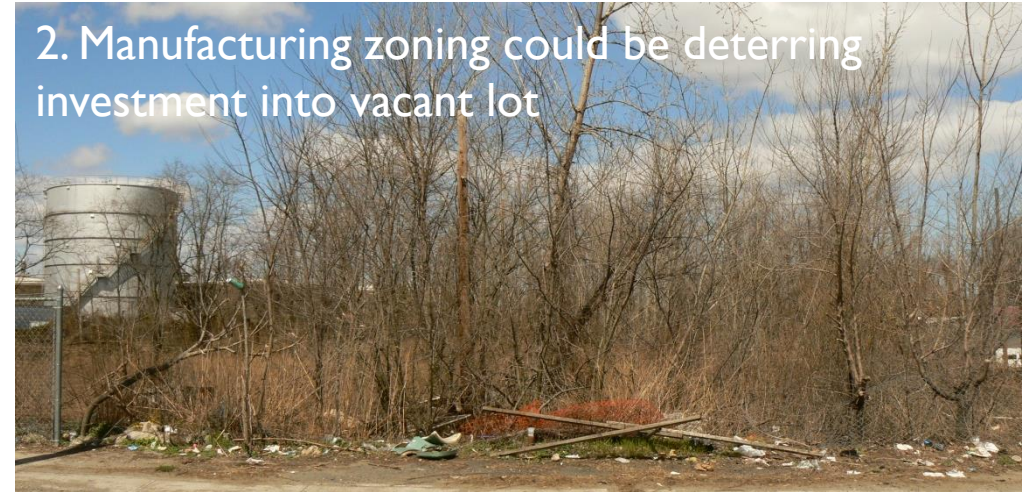


# Zoning Issues

1. Zoning requires opaque fencing at industrial sites



2. Manufacturing zoning could be deterring investment into vacant lot

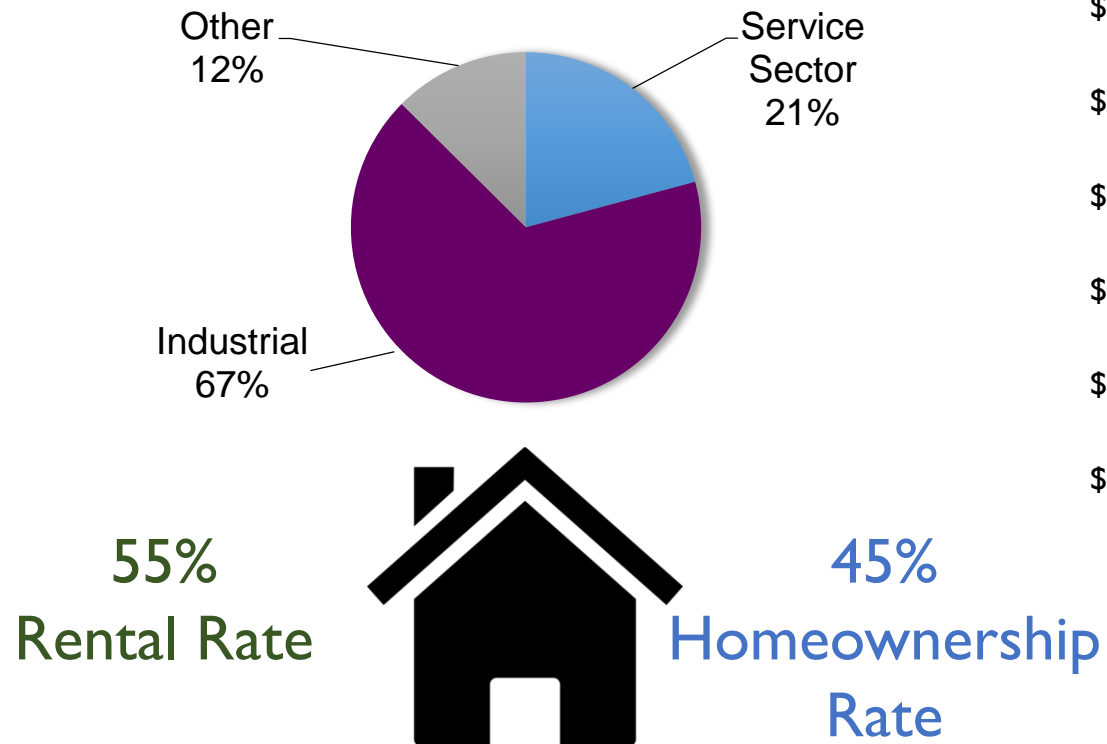


3. Achieving parking requirements could be difficult for new businesses along Jersey Street

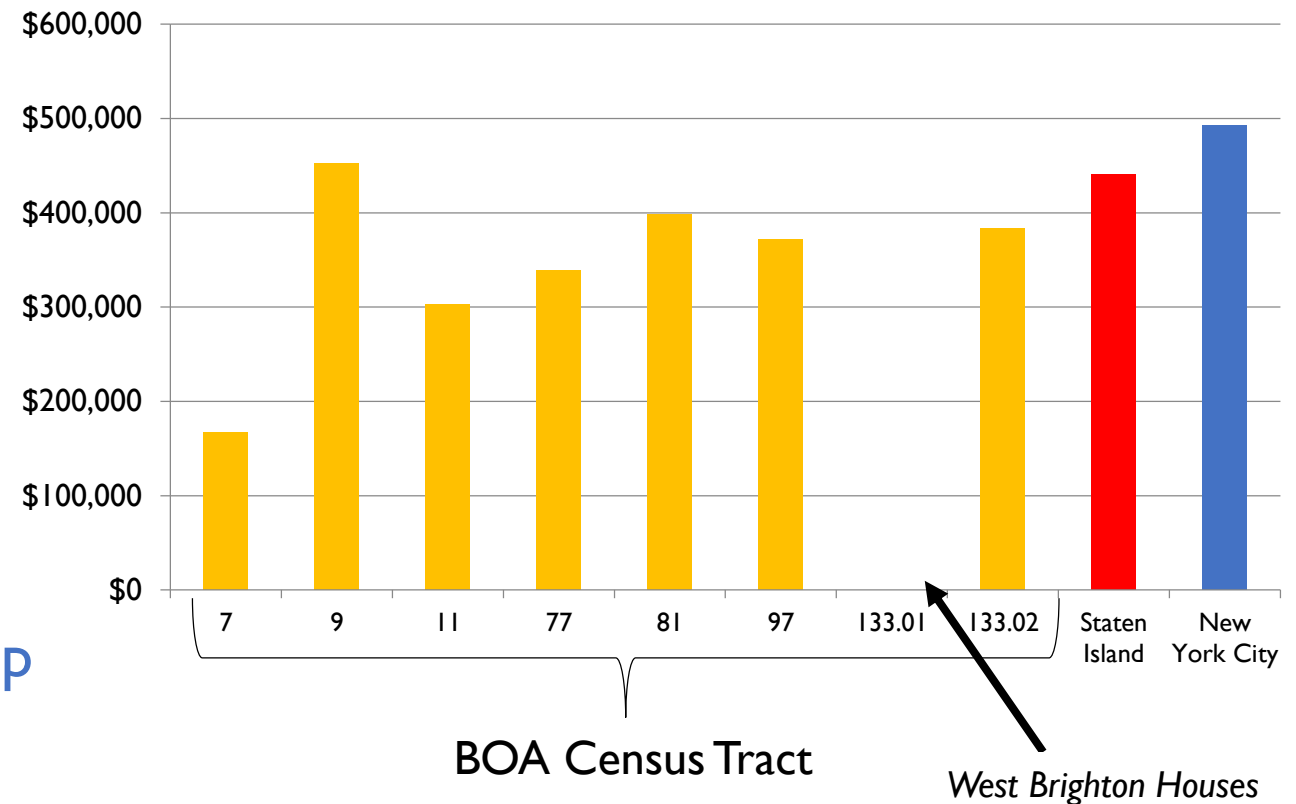


# Economic and Market Trends Analysis: Employment

## Employment in the BOA



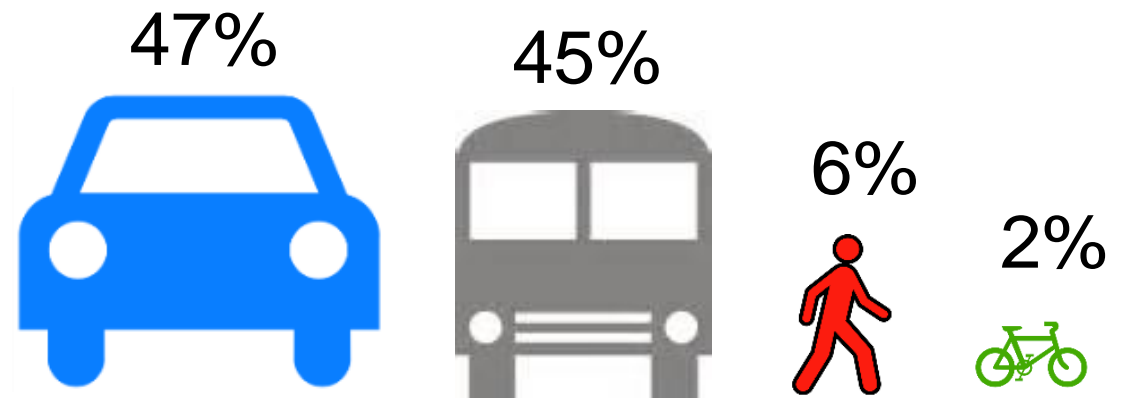
## Median Value of Homes



# 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

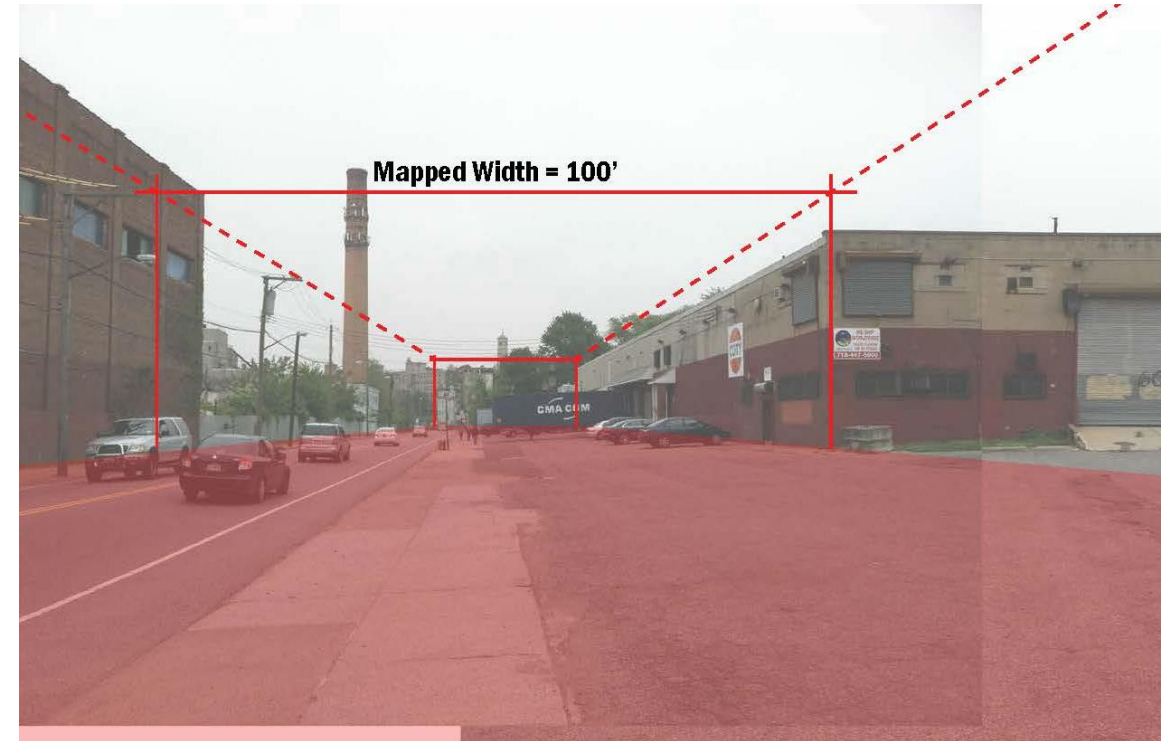
## Commuting Patterns





# 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







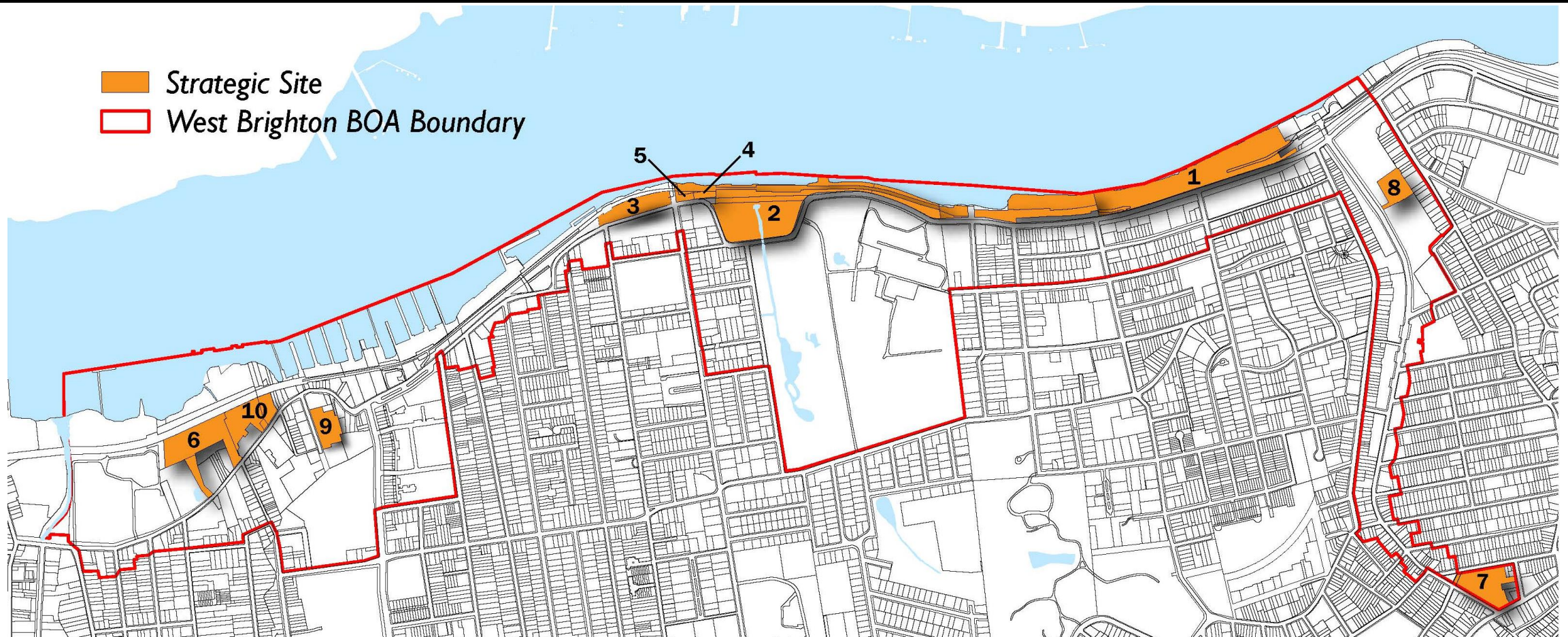
# Strategic Site Selection



# 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



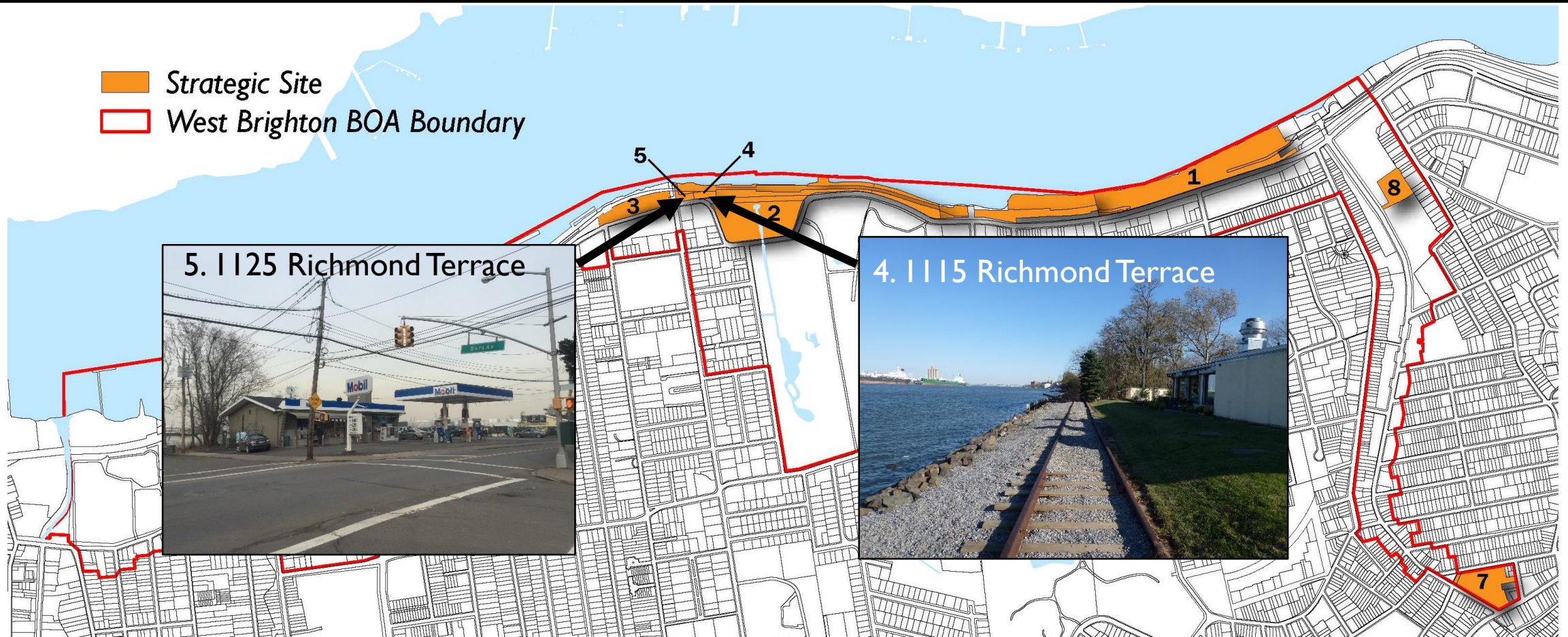


# Strategic Sites





# Strategic Sites





# Strategic Sites



# 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





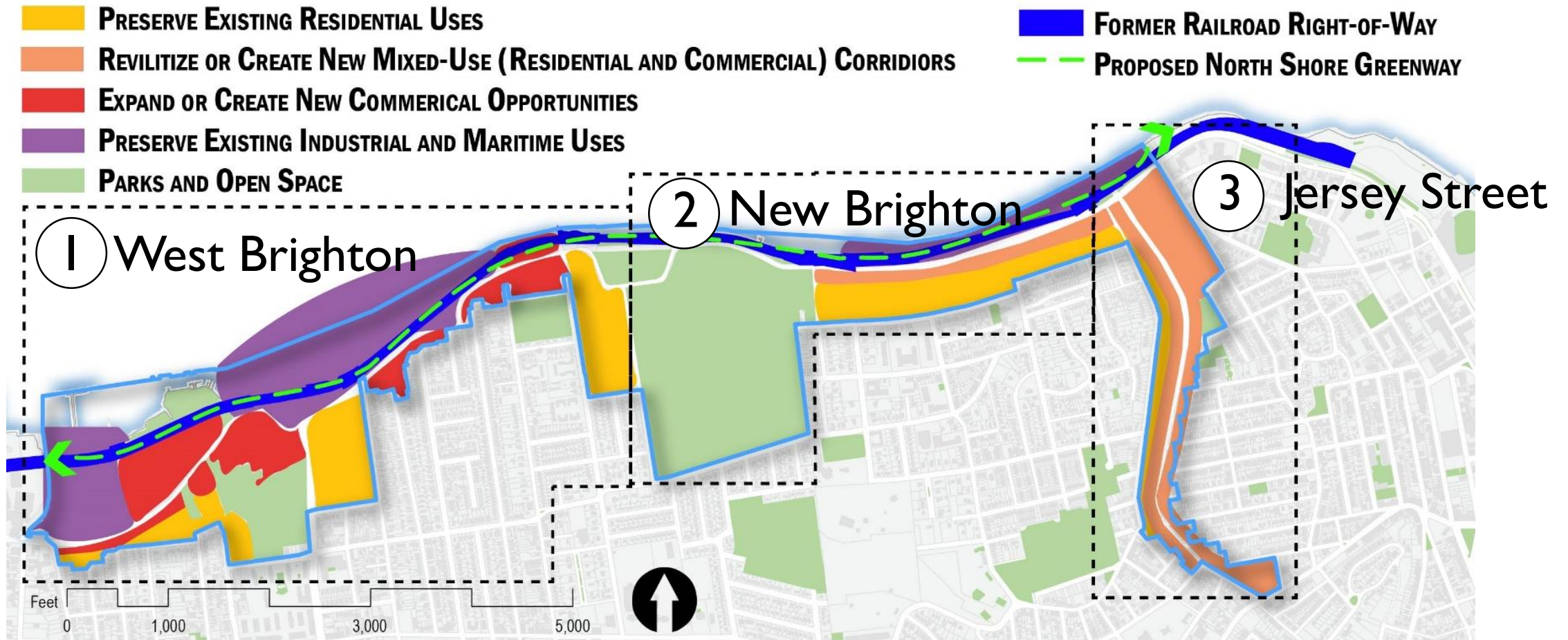
# Recommendations



# 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

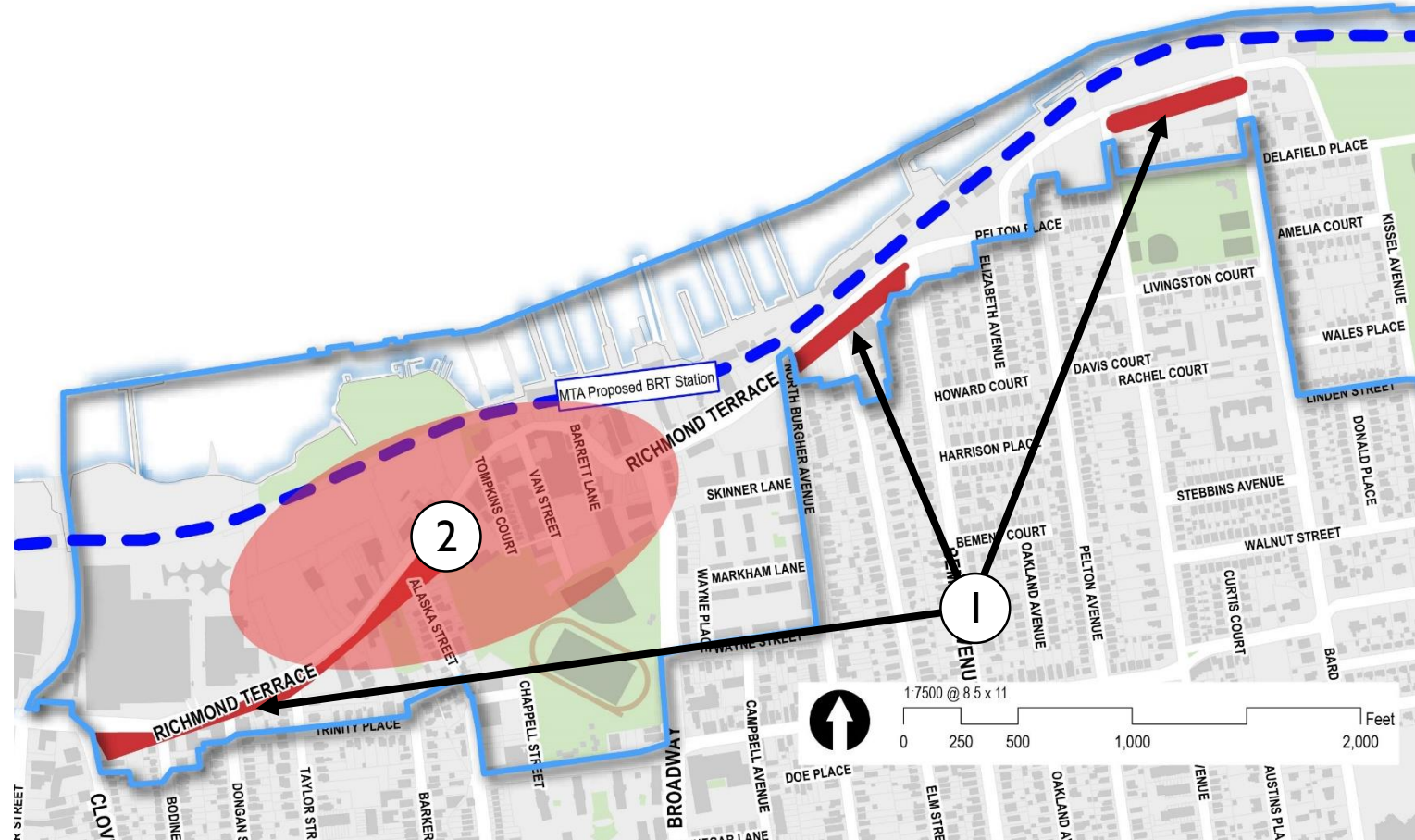




# West Brighton: A Model of Jobs and Open Space for Staten Island

## Support and Create Neighborhood Centers

- 1) Apply FRESH incentives to existing commercial area
- 2) Explore a potential rezoning to encourage new commercial



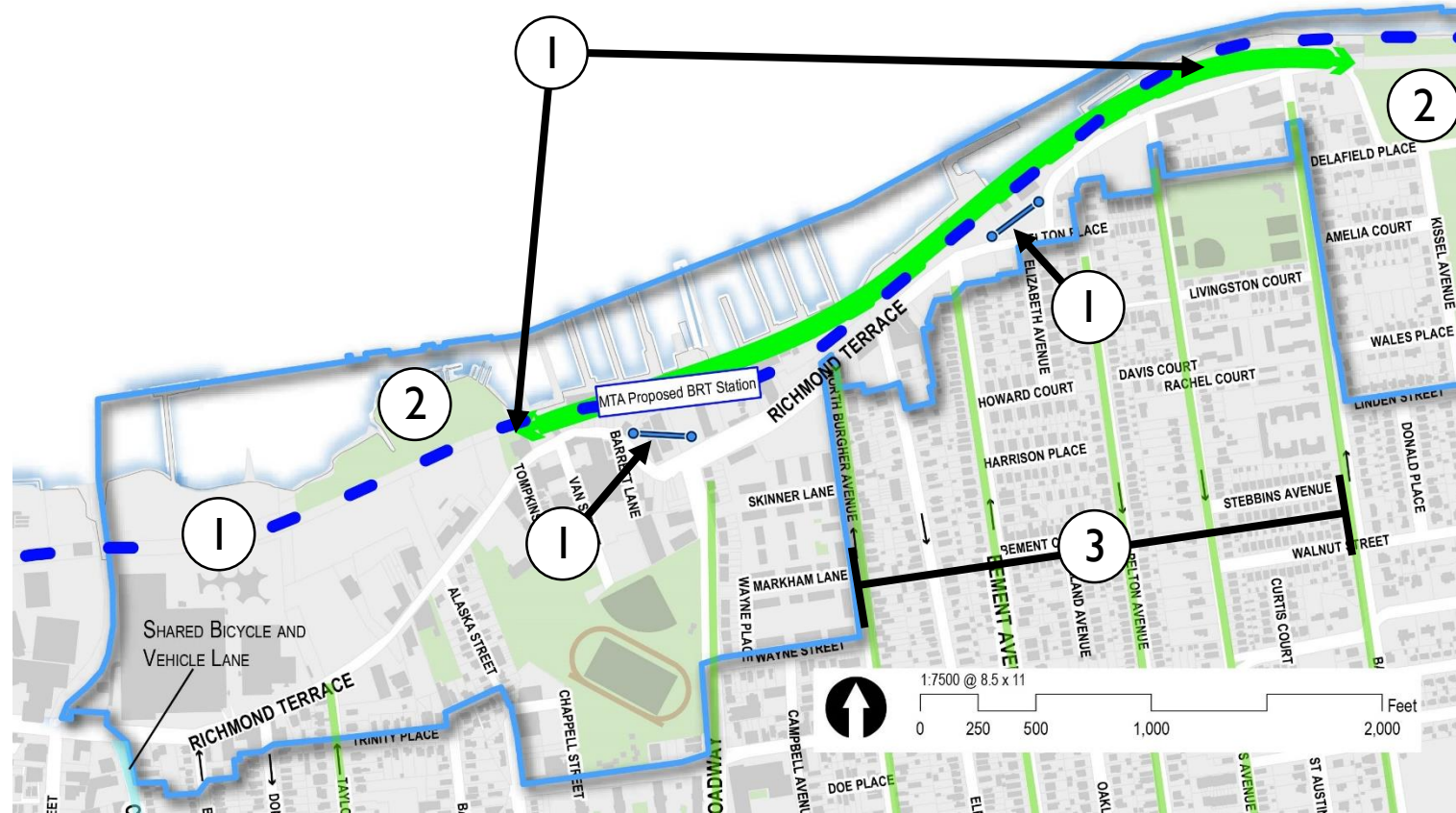




# West Brighton: A Model of Jobs and Open Space for Staten Island

## Improve Connections and Mobility

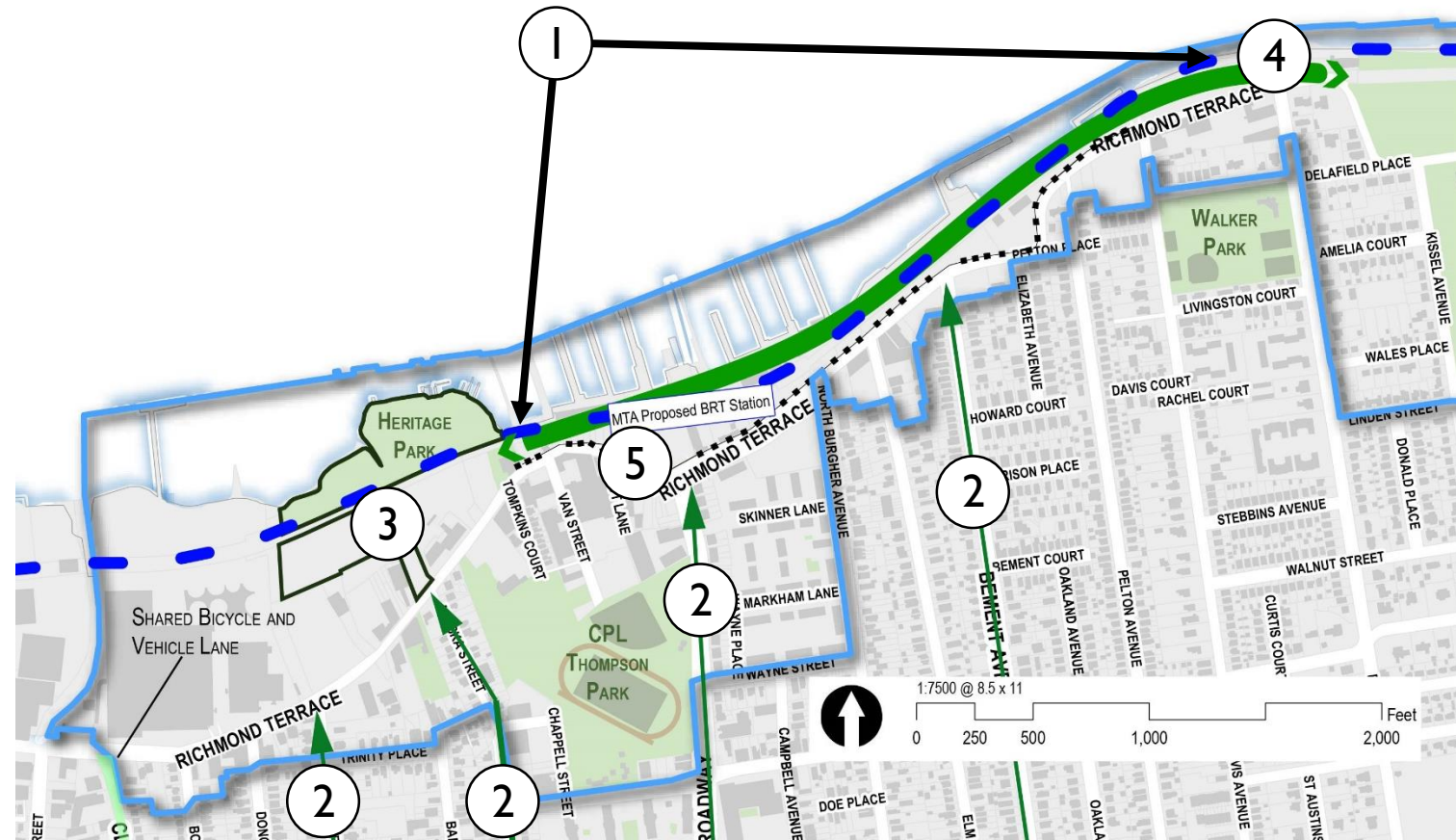
- 1) Initiate Richmond Terrace Corridor Study:
  - Potential opportunity straighten hazardous curves along Richmond Terrace
  - Realign ROW to have proposed BRT station be adjacent to Richmond Terrace
  - Explore proposed North Shore Greenway
- 2) Improve wayfinding to area destinations
- 3) Bicycle 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

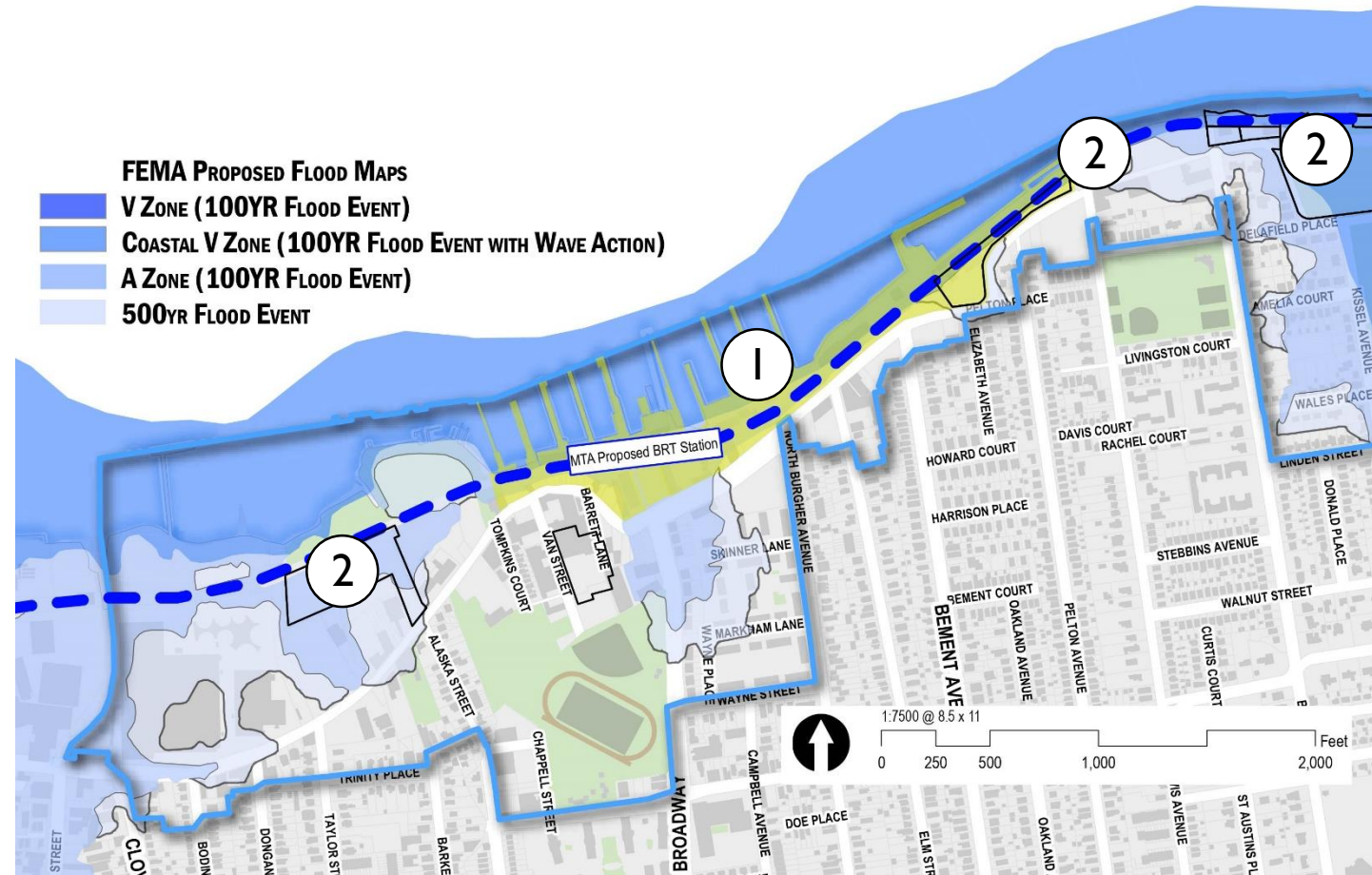




# West Brighton: A Model of Jobs and Open Space for Staten Island

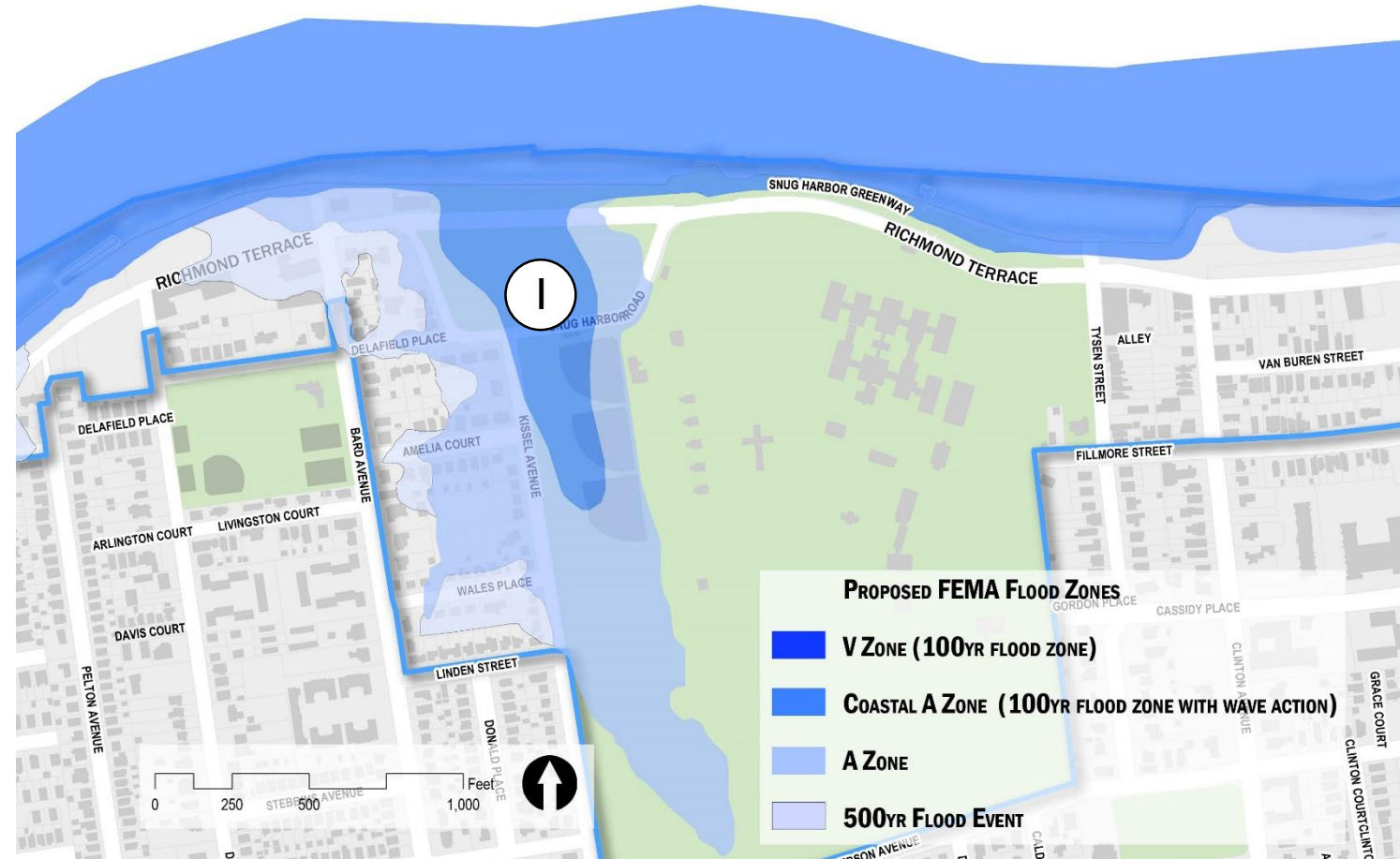
## Address Environmental Concerns

- 1) Advance DCP's Resilient Industries study
- 2) Assist with Environmental Site Assessments on Strategic Sites



# Snug Harbor: Address Environmental Concerns

- I) Advance the expansion of the Bluebelt program to Snug Harbor

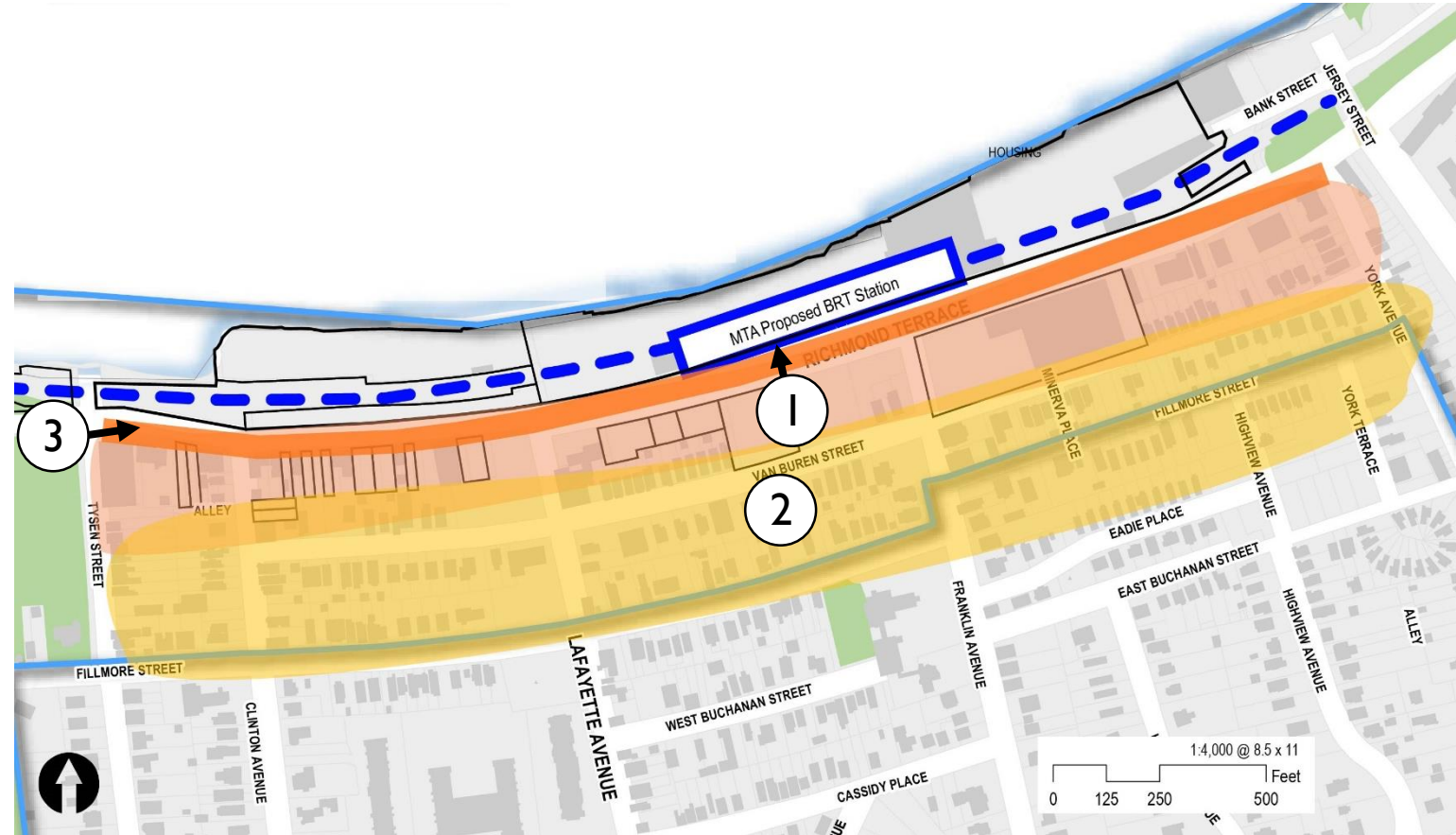




# New Brighton: A New Neighborhood Destination Linking St. George and Snug Harbor

## Support and Create Neighborhood Centers

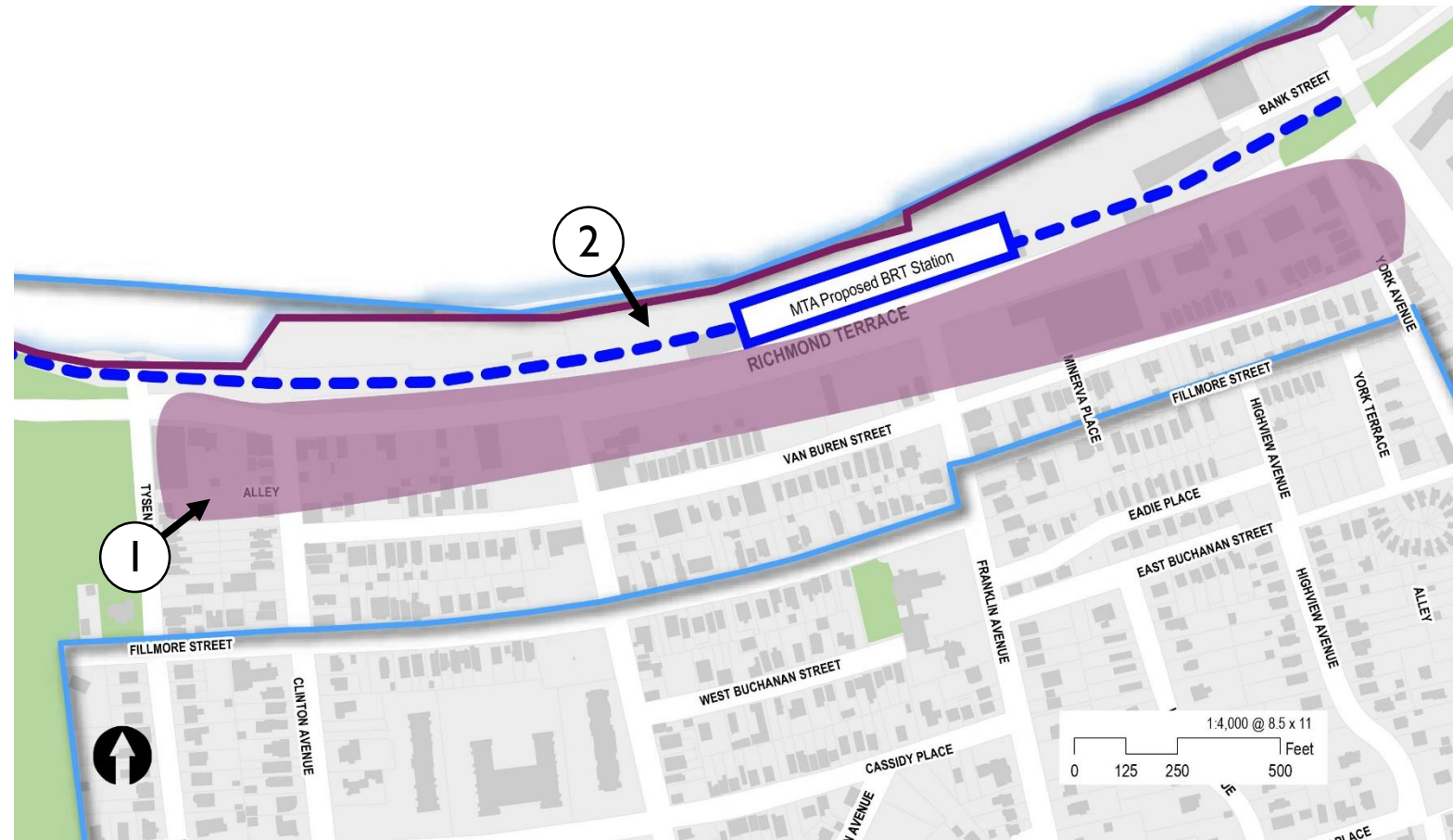
- 1) Explore rezoning proposal for mixed-use development around proposed BRT station with market-rate and affordable housing
- 2) Craft contextual rezoning proposal to align zoning with existing low-density residential
- 3) Advance street improvements to support retail and shoppers



# 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

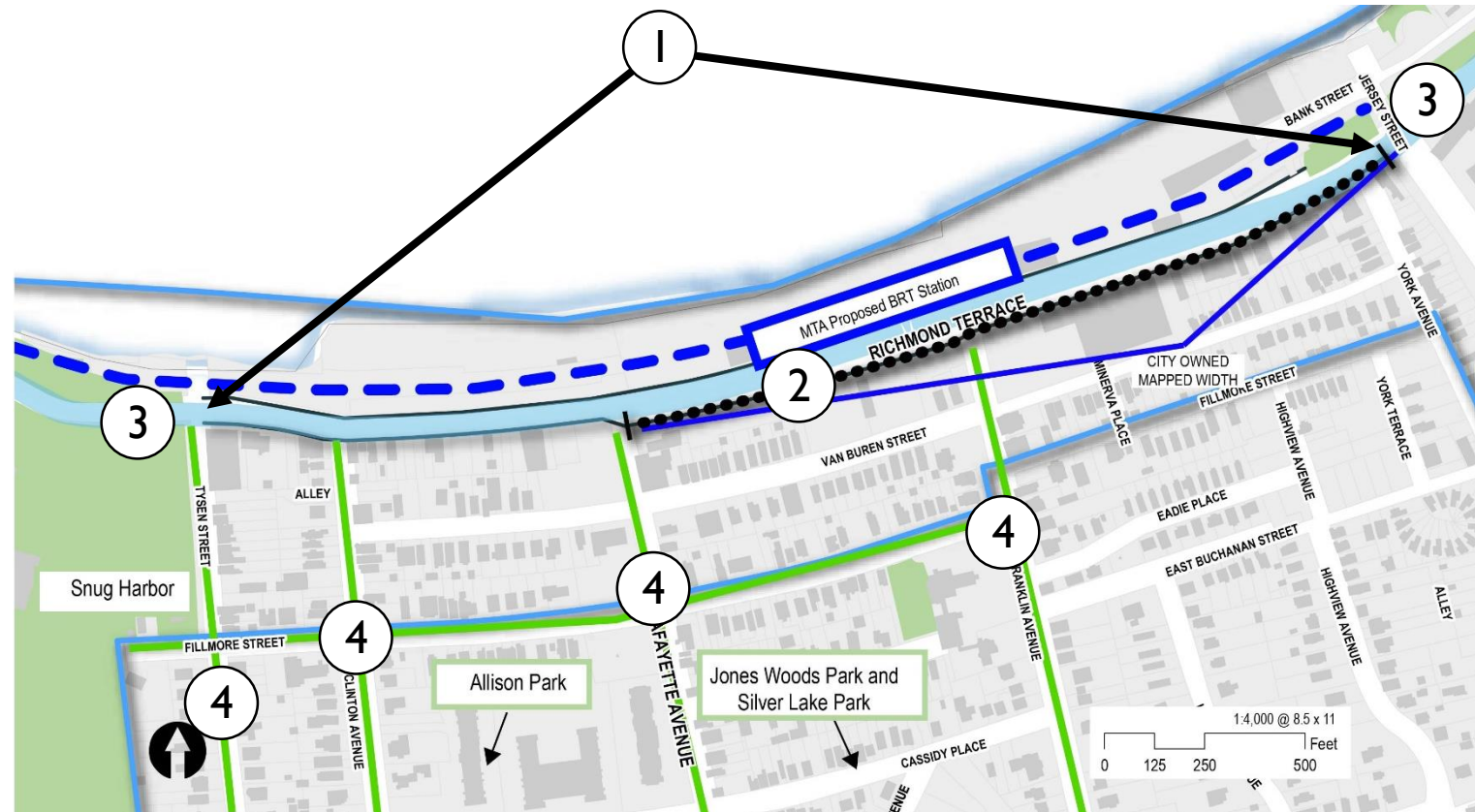




# New Brighton: A New Neighborhood Destination Linking St. George and Snug Harbor

## Improve Connections and Mobility

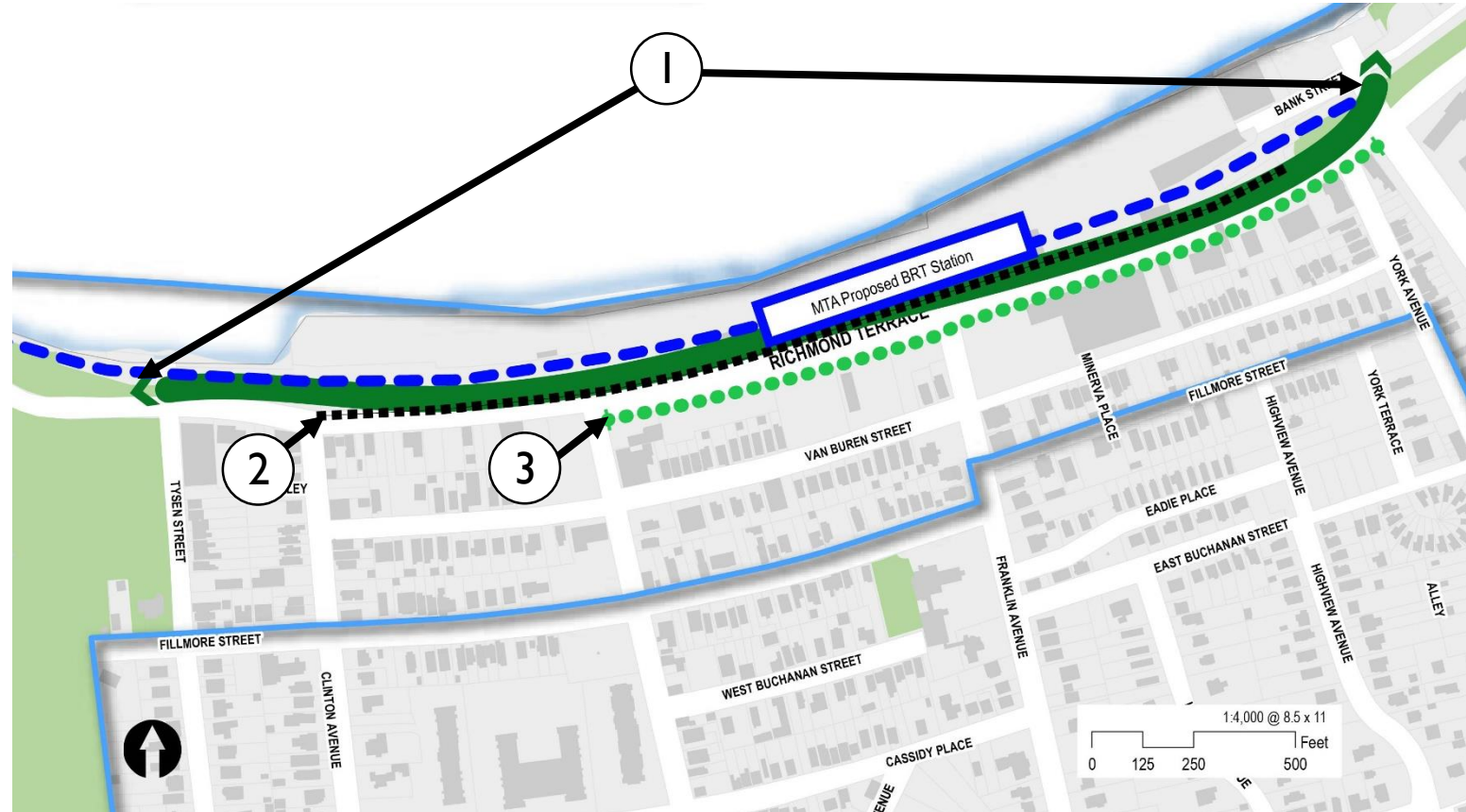
- 1) Initiate Richmond Terrace Corridor Study:
  - Advance land swaps to create transitway contiguous to Richmond Terrace
  - Coordinate BRT planning with Richmond Terrace improvements
  - Advance proposed North Shore Greenway
- 2) Limit curb cuts along Richmond Terrace to reduce conflicts between pedestrians, 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

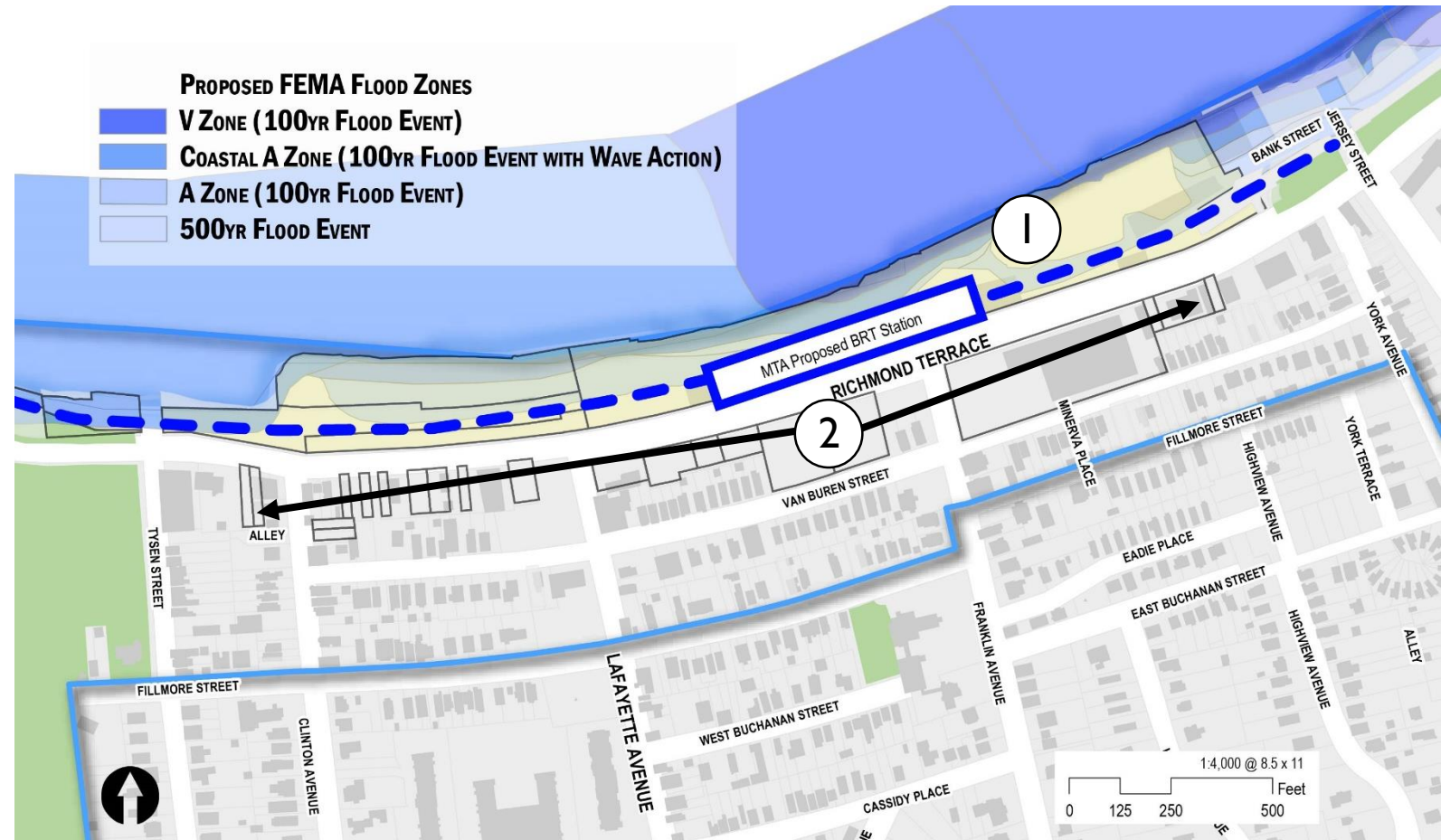




# New Brighton: A New Neighborhood Destination Linking St. George and Snug Harbor

## 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

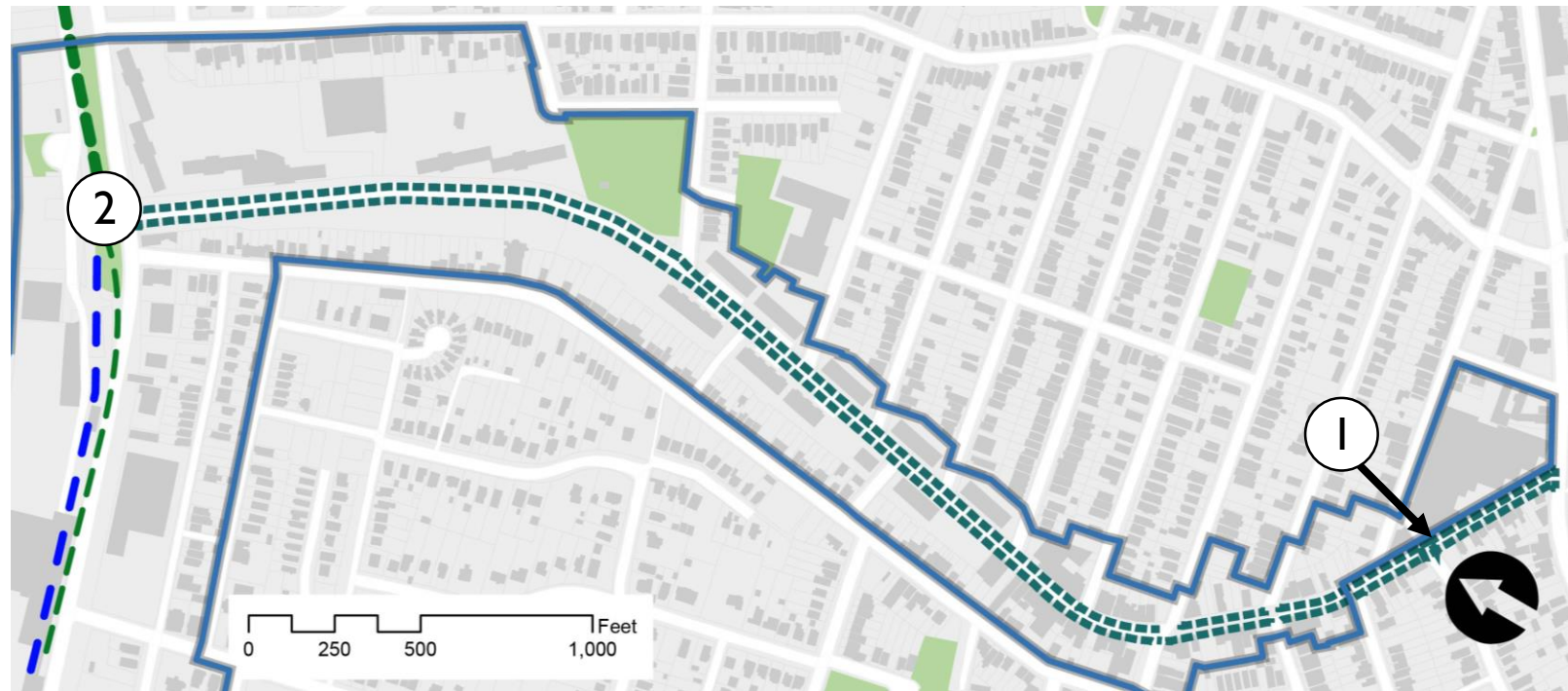




# Jersey Street: A Revitalized Retail Corridor Serving and Connecting Diverse Communities

## Improve Connections and Mobility

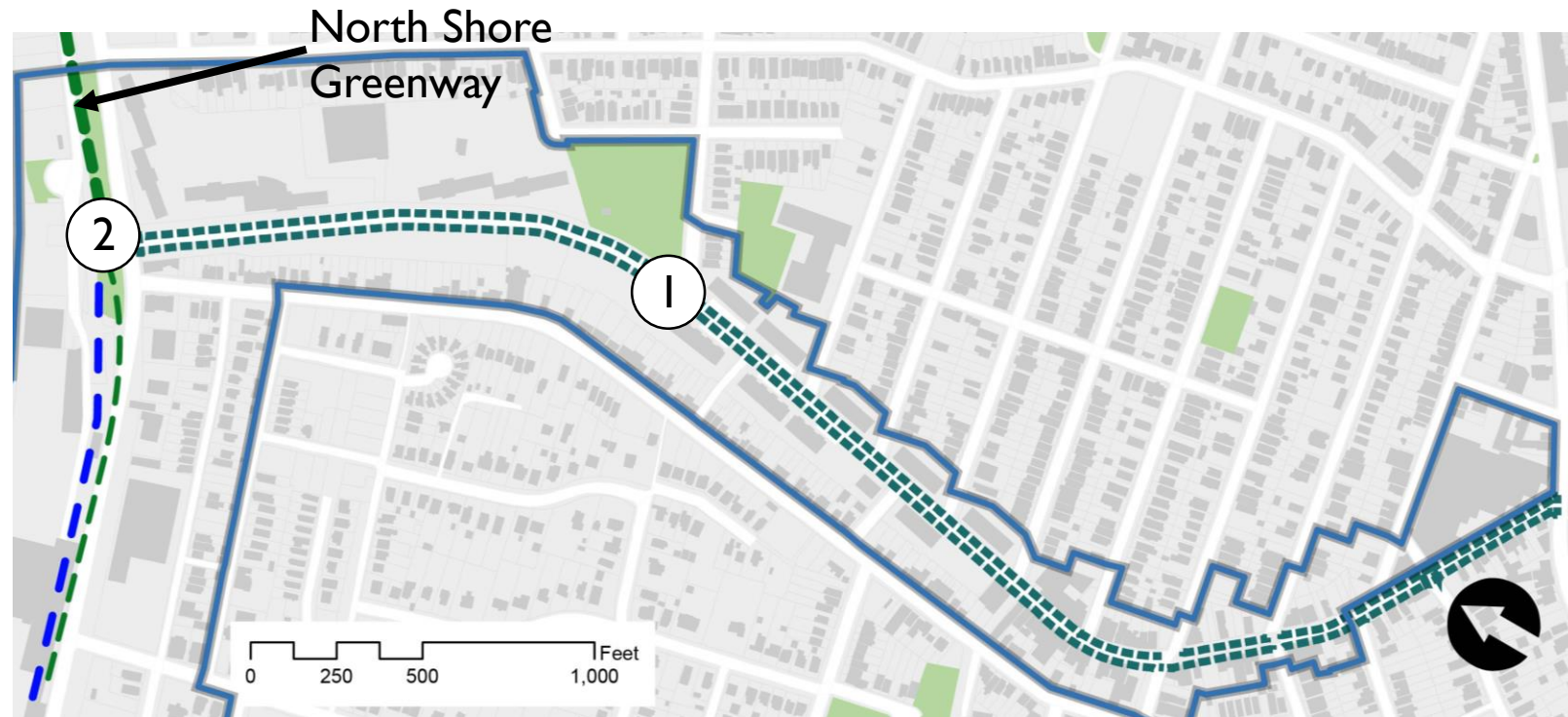
- 1) Encourage pedestrian-friendly design and bicycle improvements for site redevelopment
- 2) Advance street improvements to strengthen connections to the Staten Island Ferry and waterfront destinations



# 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](mailto: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>