

2 Capitalizing on the North Shore's Assets

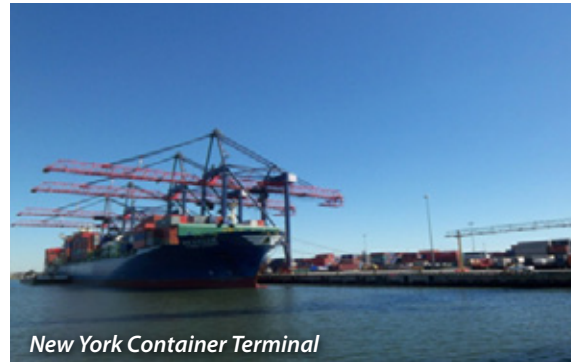
North Shore 2030 defines four strategies for revitalizing and reconnecting the North Shore's key assets so that they better serve residents, businesses, and visitors over the next 20 years.

ASSET Kill Van Kull Waterfront

The Kill Van Kull is a working waterway adjacent to residential neighborhoods that often lack access to or views of the waterfront. Balancing local needs requires a creative model for future development, one in which the waterfront industry and community amenities complement each other rather than compete.

Major maritime support businesses are looking to expand, but face two barriers: obtaining permits and attracting skilled employees. The challenging, lengthy permitting process for shoreline improvements encourages non-water dependent uses, such as auto storage. A mismatch of skills and lack of connections to the local labor force limits employment opportunities for North Shore residents. Many waterfront sites have older warehouse buildings which, if repurposed, could serve as catalysts for new industry and emerging businesses, but currently remain underutilized. In addition, the larger ships expected to use the harbor in the future will need higher clearance under the Bayonne Bridge, which has prompted plans to raise the span.

Physical access for residents and visitors to the historic waterfront is limited to only three locations. Poor sidewalk and crosswalk conditions on Richmond Terrace further hinder access, and most of the waterfront's engaging boat repair and harbor traffic are hidden from view by tall fences and overgrown vegetation along Richmond Terrace.



New York Container Terminal

STRATEGY Create Quality Jobs and Workplaces

Strengthen the maritime industry

- Target appropriate areas for expansion and identify priority shoreline infrastructure improvements
- Facilitate maritime development by continuing to work with state agencies to improve the permitting process
- Work with educational and local development partners to locate a maritime training facility

Support and grow industries and services

- Protect and support existing active industrial businesses
- Encourage reuse of underutilized historic buildings for growing industry and commercial uses
- Identify opportunities to attract and retain targeted industries that can serve regional and national markets, such as light manufacturing, health care, arts, and tourism
- Work with industrial businesses to strengthen performance standards to modernize industrial business operations



The promenade at St. George Ferry Terminal

STRATEGY Reconnect People with the Working Waterfront

Improve existing and create new public waterfront parks at the North Shore Esplanade, Snug Harbor, Faber Park, former Blissenbach Marina, Arlington and Mariners Marsh, and the Richmond Terrace Wetlands (publicly owned property at the end of Van Name/Van Pelt Avenues)

Evaluate use of street ends and transparent fencing for maritime overlooks

Coordinate with Community Board 1's efforts to designate a North Shore multi-purpose pathway, along the waterfront where feasible, from Snug Harbor to the Goethals Bridge, connecting points of historic, cultural, recreational, and maritime interest



ASSET Neighborhood Centers

Local streets, such as Jersey Street, Port Richmond Avenue, Castleton Avenue, and Forest Avenue developed as hubs for retail, services, entertainment, and transit within walking distance of densely populated residential neighborhoods. Today, the mixed-use, pedestrian-friendly fabric remains on some streets, but many residents shop instead at larger retailers with better vehicular access in other parts of the borough. As a result, North Shore businesses lose nearly \$180 million that residents spend annually outside of the study area.

Projections show that Staten Island will gain 35,000 seniors and 17,000 young adults by 2035. The North Shore's neighborhood centers, with their diverse housing types and transit access, have the potential to benefit significantly from retaining and attracting these growing populations.

In 2009, the City developed the Food Retail Expansion to Support Health (FRESH) program, which provides zoning and financial incentives for food store developers and operators. While the zoning incentives are not currently applicable in Staten Island, options that could lead to appropriate development and improvements should be explored.

STRATEGY Support and Create Neighborhood Centers

Create destinations at strategic locations, celebrating and reusing historic buildings and working with local arts and cultural organizations to activate spaces and attract visitors

Provide a more diverse mix of local retail and services with easy access to adjacent communities by recruiting and helping to site needed businesses such as grocery stores, restaurants, and clothing stores, and by improving parking options

Strengthen neighborhood character and housing options by reviewing current zoning to ensure that it reflects mixed-use, pedestrian-oriented character of historic centers and encourages appropriately scaled residential development

Protect neighborhood fabric by rezoning areas to reflect existing neighborhood character

Support remediation of brownfield sites by providing incentives for appropriate redevelopment

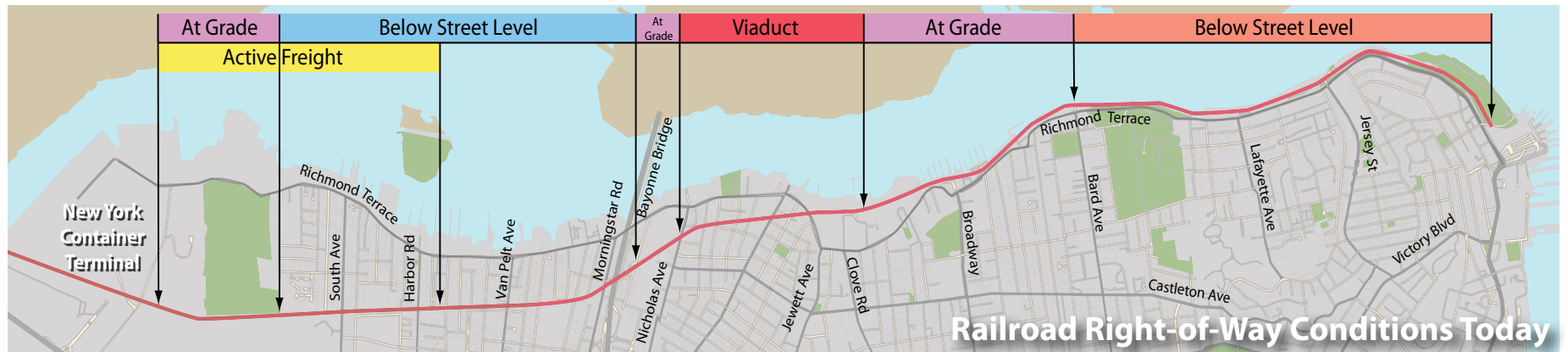
Leverage new development to improve sewer infrastructure, roads, and transit service in existing neighborhoods



A mixed-use, pedestrian friendly street in Westfield, New Jersey has ground floor retail with housing above



The need for grocery stores can be met through new retail development



Railroad right-of-way conflicts with existing businesses



Railroad right-of-way above eroded shoreline

ASSET Historic Street Grid

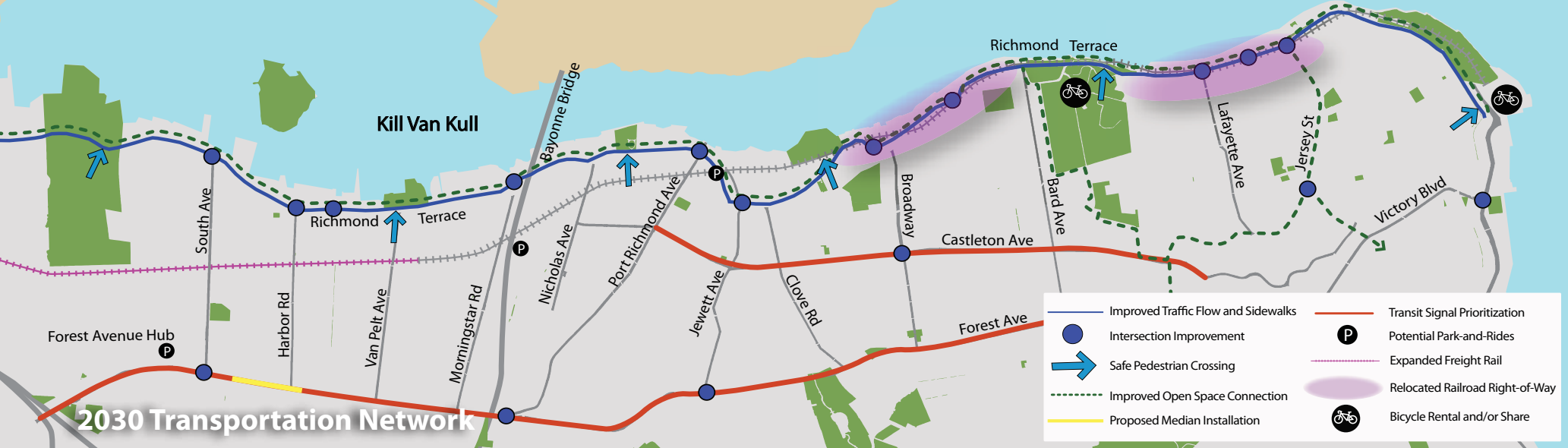
The North Shore's street network is based on its topography, former waterfront Indian trails, and streetcar lines that served historic town centers. The lack of a planned, integrated road network led to an irregular grid and a legacy of sharp curves and misaligned intersections. This makes east-west travel a particular challenge, and residents, businesses, and visitors face traffic congestion on a regular basis. The few continuous east-west roads, including major portions of Richmond Terrace, are narrow, two-lane corridors with older businesses and residences built within the bed of the mapped street, posing challenges to any future widening.

The physical limitations are compounded by the lack of transit options, especially for people who live and work farthest from the St. George Ferry Terminal. Business operations are challenged by congestion, and the use of local streets instead of designated truck routes creates quality of life and safety concerns for residents.

ASSET Former North Shore Railroad Right-of-Way

The North Shore Railroad opened in 1890 and provided both passenger and freight service for several decades until the last freight trains stopped in the late 1980s. Today, portions of the unused rail line run through private property (including several maritime businesses) and current and future public open spaces. The uncertainty of the rail line's future has delayed private investment in maritime expansion. Portions of the right-of-way are also located along an eroded shoreline, including some areas where the land has washed away and the right-of-way is under water. Former stations have fallen into disrepair.

A portion of the rail line was restored on the western end in 2005, and currently provides connections between the New York Container Terminal and freight destinations throughout the rest of the country. Any reactivated transit service would require coordination with the freight line.



STRATEGY Improve Connections and Mobility

By targeting and coordinating improvements along the North Shore railroad right-of-way and key corridors, the following recommendations are designed to improve access to jobs and retail services, shorten travel times, support transit service and create a safer pedestrian environment.

Strengthen east-west vehicular connections

- Improve flow on Richmond Terrace with strategic widenings to provide turn lanes and sidewalks where possible
- Make needed improvements such as traffic calming, bulb outs, and signal adjustments, at key intersections to accommodate traffic and increase safety
- Explore the installation of medians on Forest Avenue, where appropriate, to prevent illegal turns

Increase safe pedestrian and bicycle connections

- Upgrade sidewalks, bicycle lanes, and pedestrian crossings in coordination with road improvements

- Improve streetscape conditions along retail corridors, including sidewalks, bus shelters, lighting, and street trees, prioritizing portions of Port Richmond Avenue and Jersey Street
- Support North Shore greenway efforts with a pedestrian and bicycle loop connecting Snug Harbor and future open spaces and providing bicycle rentals for visitors

Bolster the existing transit network

- Incorporate the recommendations for improved transit options from MTA New York City Transit's North Shore Alternatives Analysis
- Use signal prioritization to improve bus traffic flow on the most heavily used routes, such as Forest Avenue
- Develop underutilized sites near future transit hubs with park-and-rides and expanded residential and commercial uses
- Coordinate improvements with *Working West Shore 2030's* transit recommendations, including the proposed Forest Avenue transit hub and West Shore Expressway bus network

Expand business opportunities along the right-of-way

- Expand freight rail service on the western end of the right-of-way to accommodate additional capacity at the New York Container Terminal
- Relocate at-grade portions of the right-of-way in coordination with MTA New York City Transit's North Shore Alternatives Analysis to remove barriers from maritime job expansion

Citywide Initiatives

North Shore 2030 was closely coordinated with multiple citywide planning efforts addressing broader environmental and policy issues which will have a significant role in achieving the 20-year vision.

PlaNYC 2.0

In 2007, Mayor Bloomberg released *PlaNYC*, a comprehensive sustainability plan for New York City, covering a wide range of issues, including transportation, open space, climate change, and many others. In 2011, the *PlaNYC* update was released, detailing the City's progress on its initiatives and laying out follow-up goals.

Vision 2020 NYC Comprehensive Waterfront Plan

The recently released *Vision 2020* provides a framework for increased access to and economic opportunity on the City's waterways and has identified critical barriers to redeveloping the shoreline for maritime uses and public space. The City will also be working to establish design guidelines for waterfront construction to address boat tie-ups, shore stabilization, shoreline ecology, floodplain mapping, and climate resilience.

Brownfield Remediation

Existing City and State programs can provide assistance to clean up and redevelop sites, including grants or tax credits for investigation, remediation, construction, and liability protections. Two areas of the North Shore are currently Brownfield Opportunity Areas (BOA) and local groups have the potential to leverage these resources.

Industrial Policy Sector Initiatives

The City recently released a series of Industrial Policy Sector to help small industrial businesses and provide mechanisms to address challenges. The initiatives also recommend strengthening performance standards to modernize industrial business operations.

North Shore Action Agenda

The City is committed to meeting the call for short-term action. In addition to the neighborhood-specific actions in Chapter 3, the following Citywide initiatives will be implemented on the North Shore.

Create Quality Jobs and Workplaces

- Establish a Staten Island Industrial Business Zone to retain and recruit industrial users by providing financial incentives and zoning assurances to expand or relocate to the West and North Shores
- Expand the Significant Maritime and Industrial Areas in the Waterfront Revitalization Program to include areas on the North Shore where expansion of the maritime industry
- Identify opportunities to attract and retain targeted industries that can serve regional and national markets
- Work with elected officials, the maritime industry, and McKee High School to develop an electrical engineering program and internship opportunities
- Establish In-Water Permitting Task Force to facilitate maritime development, by providing assistance and clarity for in-water permitting processes
- Work with industrial businesses to improve performance standards to modernize business operations

Improve Connections and Mobility

- Coordinate with MTA NYCT on the completion of the North Shore Alternatives Analysis
- Explore options for relocating the North Shore railroad right-of-way to facilitate future transit options and support maritime business expansion
- Improve key intersections with funding from the Area Wide Intermodal Analysis and Transit Access Improvement Project to enhance pedestrian access at transit stops
- Seek funding for a comprehensive Richmond Terrace Congested Corridor analysis to determine necessary road improvements and construction phasing
- Work with government partners and stakeholders to identify alternative mechanisms for financing critical infrastructure

Reconnect People to the Working Waterfront

- Create a wetlands mitigation bank and/or in-lieu fee program to promote effective mitigation projects
- Coordinate with maritime businesses to craft zoning tools that permit transparent fencing at appropriate locations while maintaining secure facilities
- Clean and prune vegetation on City-owned sites to reveal views of the Kill Van Kull

Support and Create Neighborhood Centers

- Evaluate the potential to expand FRESH zoning incentives for a Staten Island context and apply existing financial incentives to attract fresh food stores to underserved areas
- Utilize publicly owned sites for citywide and local public events
- Identify strategies to increase the North Shore's resilience to climate change impacts