Working West Shore 2030
Creating Economic Opportunity, Improving Infrastructure and Managing Growth
A Framework for Discussion

Open Houses May 2010
The Goal: An Action Plan

Inform future land use decisions and infrastructure investments that will:

• Create quality local jobs
• Connect the West Shore
• Improve community services and choices
• Preserve and link open space
The Effort

Several studies and public investments have already begun:

- SI EDC West Shore Light Rail Study
- Goethals and Bayonne Bridge Replacement
- NY Container Terminal Expansion
- Arthur Kill Lift Bridge
- Freshkills Park Master Plan
- Bricktown master planning
- Arthur Kill Road widening
- Charleston Roads study
- West Shore Greenways study
- Sewer and Bluebelt Expansion

This proposal moves them forward to craft an overall action plan for the West Shore.
The Effort

Technical Studies:

• Land Use
• Transportation
• Market Analyses

Local and Inclusive Community Engagement:

• Advisory committee – 35 local representatives and agencies
• 8 public meetings
  • 200 – 300 attendees
  • Interactive visioning workshops held in three neighborhoods
City and State Agencies have provided suggestions and reviewed the proposed vision:
- NYC Department of Transportation
- NYC Department of Parks and Recreation
- NYC Department of Environmental Protection
- NYC School Construction Authority
- MTA
- NY State Department of Transportation
- Port Authority of NY & NJ

Potential approvals required by other agencies:
- NY State DEC
- NYC Office of Management and Budget

Capital budgets for public infrastructure must be based upon a plan for future land uses. The proposed vision incorporates current infrastructure projects.
1. Context
   • Borough’s Jobs and Growth
   • West Shore Needs
3. Proposed Neighborhood Framework
4. Summary and Next Steps
Borough’s Jobs and Growth
1. CONTEXT

Staten Island: Central to the Region

Good Connections

• Highways
• Bridges
• Travis Rail Branch
• Newark Airport
• Ports
• Waterfront
1. CONTEXT

Staten Island Jobs: Growth In Question

- Despite overall high education levels, SI jobs are predominantly medium-skilled and low wage

- 50% SI private jobs in low wage Health Care and Retail industries
  - Retail avg. wage: $24K vs $30K in adjacent NJ counties
  - Health Care avg. wage: $41K vs. $47K in adjacent NJ counties

- 8.9% Unemployment in March 2010 (up 3.8% percent since March 2006)

- Limited to local customer base for retail and services

Source: Bureau of Labor Statistics, QCEW Data
1. CONTEXT

Staten Island: Projected Population Growth

Staten Island is projected to grow along with the region in 2010-2030

- 64,800 more residents/25,000 households (natural growth and migration)
- +13.5% increase – above NYC average:
  - Roughly equal to regional average
  - Less than some nearby NJ counties

![Projected Population Growth Rates 2010 - 2030](image-url)
1. CONTEXT

Staten Island: Changing Demographics

- Staten Island 2010-2030 population growth will mostly come from Natural Increase
  - Existing population living longer
  - New births
  - Expanding families

Source of SI Growth: Projected 2010-2030

- Net Migration 9%
- Natural Increase 91%

Source: Demographic and Socioeconomic Forecasting (2008)
1. CONTEXT

Staten Island: Need for Diversity of Housing Choices

- Senior population growing the fastest
  - 35,000 more seniors (age 65+) by 2030

- Young adult population continues to grow
  - 17,000 more 20 - 34 year-olds by 2030

- Only approximately 25% of Staten Island’s housing stock is anything but 1- and 2-family homes
Borough and West Shore Needs
1. CONTEXT

West Shore

Study Area:

- 11.5 square miles
- 6,300 acres
- 20% of Staten Island
- Over 50% the size of Manhattan
- Existing communities of Travis and Charleston
- Adjacent to established, growing communities
1. CONTEXT

Need to provide more local employment choices

- 84% of the study area zoned for manufacturing and industry
1. CONTEXT

Need to provide more local employment choices

...But not fulfilling job potential

- Only approximately 20% of area is industrial use
1. CONTEXT

Need to provide more local employment choices

• Industrial property challenges:
  • Lack of roads and access
  • Lack of connections to active freight
  • Need for remediation

• Significant costs for industrial infrastructure:
  • Access from Goethals
  • Travis Rail Branch spurs
  • Road extensions
  • Remediation / sewer

• Industrial zoning limits commercial employment opportunities
1. CONTEXT
Need for Shorter Commutes and More Options

- 44 minute average commute
  - 2\textsuperscript{nd} longest in country (up 70% since 1980)
  - Off-Island commute -- approx 1 hour
  - On-Island commute -- 24 minutes

- SI Commuters: still auto-dependent but using more transit
  - 64% drive (2008)
    - Well above 29% NYC average, but down from 72% auto use in 2000
    - Down from 72% auto use in 2000
  - 30% use transit (2008)
    - Well below 56% in rest of NYC, but up from 20% in 2000

Where SI Residents Work (2000):

- Manhattan: 28%
- Brooklyn: 15%
- Bronx: 1%
- Queens: 3%
- Staten Island: 45%
- New Jersey: 7%
- Other NYS: 1%
- Other: 0%
1. CONTEXT
West Shore: Need for Improved Roads & Transit

West Shore Expressway and SIR are assets

And improvements are underway:

• Phase I Freshkills Park roads (WSE service roads and first east-west connection to Richmond Ave.)
• Arthur Kill Road Widening
• SIR Station and Park & Rides
• WSE Ramp Improvements
1. CONTEXT

West Shore: Need for Improved Roads & Transit

...But limited transit and road networks remain to be resolved:

- Local Roads (GATX, Charleston, Travis Ave)
- Phase II Freshkills Park roads (Additional east-west roads to Richmond Ave)
- WSE Service Roads south of Bloomingdale Rd
- Transit service and facilities
1. CONTEXT

Need for Usable and Accessible Open Space

- After Freshkills Park is developed, more than 50% of the study area will be park or open space

- Existing open space and waterfront is disconnected and inaccessible
  - Only two public overlooks on the waterfront (Tides, Rossville cemetery)
  - Lack of active recreation options
Community Needs

1. CONTEXT

- Needs local retail and community services (e.g. health care and schools)
- Needs access to quality jobs
- Needs sewer and drainage to support neighborhoods
- Needs housing diversity for young people and seniors
- Desire to preserve neighborhood character of Travis and Charleston area
- Conflict between manufacturing zoning and existing residential neighborhoods
Working West Shore 2030: Creating Economic Opportunity, Improving Infrastructure and Managing Growth
2. PROPOSED STRATEGY

SI Rezonings: Preserve Neighborhoods, Focus Growth

Rezoning Actions since 2002 sponsored by:
- Borough President
- SI Neighborhood Civics
- Growth Management Task Force

Special Zoning Districts created in:
- Stapleton Waterfront (2006)
- St. George (2008)

Change in housing permits 2001-2007:
- New York City: +107%
- Staten Island: -45%
2. PROPOSED STRATEGY

West Shore: Limited opportunity for managed growth

- 1/3 of the study area is vacant land, but 45% is wetlands
- Many properties located in the 100-year floodplain
- Existing industrial and commercial areas to be preserved
- Existing neighborhoods to be protected

**Existing Land Uses**

- Industrial: 17%
- Community Facility: 2%
- Commercial: 4%
- Residential: 3%
- Vacant: 19%
- Park, Wetlands, or Open Space: 55%
NJ Portfields Initiative

- Growing jobs around water, rail, and highway access
- Warehousing, distribution, and light industrial complex

**I-Port 440 Business Park – Perth Amboy, NJ**

Source: NJ Portfields
Many suburban communities in the region are directing projected growth to support future infrastructure and community needs.

Examples:

**Residential/Retail Development**

*Morristown Station (NJ)*

Source: Highlands at Morristown Station

**Commuter-Residential Parking Garage**

Source: New Jersey DOT

Source: Sustainable Long Island

Source: Sustainable Long Island

Source: Highlands at Morristown Station
2. PROPOSED STRATEGY

How are other communities managing growth?

Focusing growth at transit stops

Downtown Wyandanch – Babylon, NY

Existing Conditions Near LIRR Station

Proposed Transit-Oriented Development Plan

Source: BING Maps, 2009

Source: Jeff Speck, 2010 Presentation to NYC City Planning Commission
Concentrate growth in five areas which:

- Have concentrated and significant amounts of developable and vacant/underutilized land
- Are in easy access of current and future bus and rail stops
- Are near WSE exits
- Are near existing and future employment and commercial centers
- Support existing communities
2. PROPOSED STRATEGY

Manage Growth and Improve Infrastructure To:

- Create Quality Local Jobs
- Connect the West Shore
- Improve Community Services and Choices
- Preserve and Link Open Space
2. PROPOSED STRATEGY

Create Quality Local Jobs

• Protect and preserve manufacturing areas for diverse industrial uses

• Build on existing centers:
  • New York Container Terminal
  • SI Corporate Park
  • Teleport
  • Bricktown

• Support job creation near:
  • Existing SI rail stations
  • Existing neighborhoods
  • Future express bus stops and park and ride locations
2. PROPOSED STRATEGY

Connect West Shore

Improve local road network:
• Widen/upgrade existing roads
• Build new roads
• Separate trucks from residential communities
• Improve cross-island connections

Create sustainable transit network:
• Expand local bus routes
• Create WSE bus transit corridor
  • Build upon SIEDC’s West Shore LRT recommendations
  • Improve transit connections to NJ and other boroughs
• Create new park and ride facilities
• Relocate SI Railway stations
• Pave the way for future transit solutions
2. PROPOSED STRATEGY

Improve Community Services and Choices

- Support existing neighborhoods with local retail and jobs
- Provide more housing options for younger and older Staten Islanders
- Utilize growth to expand sewer and road improvements in existing neighborhoods
- Relieve development pressure in rest of the borough
- Focus growth to support more transit options
2. PROPOSED STRATEGY

Preserve and Link Open Space

- Preserve natural lands
- Recover and reutilize brownfield areas
- Create open space connections
- Incorporate active recreation
- Create West Shore Bluebelt
- Bring the West Shore to its shoreline
- Celebrate historic places
- Encourage managed growth that provides open space and remediation
How does managed growth and improved infrastructure play out at the neighborhood level?

Charleston – Tottenville
Rossville Waterfront
Travis – Freshkills
Bloomfield—Teleport
Arlington—Port Ivory
3. PROPOSED NEIGHBORHOOD FRAMEWORK

Arlington – Port Ivory: Today
3. PROPOSED NEIGHBORHOOD FRAMEWORK

Arlington – Port Ivory: Proposed 2030

An economic hub for the West & North Shores and New Jersey:

- A local bus transit hub and park and ride with improved connections to the South and East
- An expanded port with spin-off businesses providing quality jobs
- An activated Forest Avenue with retail and entertainment for surrounding neighborhoods
- Diverse housing options for young adults and seniors
- Waterfront and recreational space
3. PROPOSED NEIGHBORHOOD FRAMEWORK

Arlington – Port Ivory

- Extend Forest Avenue
- Local bus hub with park and ride and connections to New Jersey, North Shore, and West Shore
- Relocate Western Avenue
- Port-related roadways
  - Short-term intersection improvements
  - Exclusive truck ramps
- Improve South Avenue
- Bike-pedestrian connections
3. PROPOSED NEIGHBORHOOD FRAMEWORK

Arlington – Port Ivory

- New York Container Terminal Expansion
- Rail-dependent uses in Arlington Yards
- Expand commercial and residential uses along Forest Avenue
3. PROPOSED NEIGHBORHOOD FRAMEWORK

Arlington – Port Ivory

- Arlington and Mariners Marsh
  - Waterfront access
  - Active/passive recreation
  - Need remediation funding

- Identify sites to be included in Staten Island Bluebelts

- Storm water management guidelines

- West Shore open space connections
3. PROPOSED NEIGHBORHOOD FRAMEWORK

Arlington – Port Ivory

- Mix of housing types surrounding public spaces, retail, entertainment, and local bus service
- South Avenue contextual residential infill
- Preserve Goethels Mobile Home Park
- Storm water and sewer improvements
3. PROPOSED NEIGHBORHOOD FRAMEWORK
Arlington – Port Ivory: Proposed 2030

- Parking behind retail in surface lots and garages
- Retail, service and entertainment along Forest Avenue
- 2-3 stories residential above ground-floor uses along Forest Avenue
- Village-style apartments and detached homes on side streets
Residential above retail

Parking behind retail in surface lots and garages

Transit, bike, and pedestrian improvements

Arlington – Port Ivory: Proposed 2030
Village-style apartments which respect and celebrate wetlands.
3. PROPOSED NEIGHBORHOOD FRAMEWORK

Bloomfield – Teleport: Today
A Model, Regional Employment Center:

- Reutilized industrial sites with modern distribution, maritime and commercial facilities

- Strengthened and expanded office and commercial uses at the Corporate Park and Teleport

- Expanded, quality job opportunities

- A bus transit hub and park and ride connecting local and regional riders

- Integrated public access to the waterfront and natural areas
3. PROPOSED NEIGHBORHOOD FRAMEWORK

Bloomfield – Teleport

- Extend Forest Avenue to Chelsea Road
- Extend Western Avenue
- Express and local bus hub with Park and Ride
- Provide shuttle service from transit stops to job centers
- Provide direct access from Goethals to port uses
- Increased vehicular and transit access to Teleport
**3. PROPOSED NEIGHBORHOOD FRAMEWORK**

**Bloomfield – Teleport**

Make GATX an economic driver:
- Maritime / port support
- Modern distribution and warehousing
- Diverse office, commercial, industrial uses near the WSE and WSE bus transit hub

Create jobs at Teleport and Corporate Park:
- Expanded uses
- Improved transit & mobility
- Job-producing development
3. PROPOSED NEIGHBORHOOD FRAMEWORK

Bloomfield – Teleport

- West Shore Bluebelts
- Storm water management guidelines
- Waterfront access and shoreline amenities
- West Shore open space connections
3. PROPOSED NEIGHBORHOOD FRAMEWORK

Bloomfield – Teleport: Proposed 2030

- 1 to 2-story flex space for industrial, retail and service
- Express Bus Stop with 3 to 4-story office/commercial buildings
- 1-story warehouses for shipping and distribution
- Port-related uses along waterfront
New office, retail, and industrial uses west of the Expressway

Express bus stop in the WSE median

3. PROPOSED NEIGHBORHOOD FRAMEWORK
Bloomfield – Teleport: Proposed 2030
3. PROPOSED NEIGHBORHOOD FRAMEWORK

Travis – Freshkills: Today
3. PROPOSED NEIGHBORHOOD FRAMEWORK

Travis – Freshkills: Proposed 2030 Vision

A Healthy, Historic Community With Main Street Appeal:

- Improved retail and services for the Travis community
- A bus transit hub and park and ride connecting local and regional riders
- Diverse housing options for young adults and seniors
- Easy connections to Freshkills Park and the waterfront
3. PROPOSED NEIGHBORHOOD FRAMEWORK

Travis – Freshkills

• Express and local bus hub servicing commercial and residential center

• WS Expressway service roads

• East-west connector roads across Freshkills Park

• Widened Travis Avenue with bypass signage

• Implement traffic calming on Victory Boulevard

• Bike-pedestrian network
3. PROPOSED NEIGHBORHOOD FRAMEWORK

Travis – Freshkills

- Map and develop Freshkills Park
  - Mix of active and passive recreation
  - Waterfront access

- West Shore open space connections
  - Link Freshkills Park to other parks

- Waterfront access points

- Storm water management guidelines
3. PROPOSED NEIGHBORHOOD FRAMEWORK

Travis – Freshkills

- Concentrate jobs and services near express and local bus hub:
  - Existing shopping center
  - Underutilized sites along highway
- Preserve and enhance waterfront industrial uses
3. PROPOSED NEIGHBORHOOD FRAMEWORK
Travis – Freshkills

- Retail, entertainment and diverse housing options at transit hub
- Maintain “Main Street” low-density retail along Victory Boulevard
- New community facilities
- Public spaces and connections to Freshkills Park
- Storm water and sewer improvements

LEGEND
- Proposed Commercial / Residential Uses
- Existing Residential
- Proposed Residential
- Local Retail
- Bus Transit Hub
- Railroad

Detached homes
Park and Ride located along WSE
Community facilities (school, medical offices)
Ground floor retail with 2-3 stories of apartments above
Mix of detached homes and village-style apartments
3. PROPOSED NEIGHBORHOOD FRAMEWORK

Travis – Freshkills: Proposed 2030

Preserved character of Victory Boulevard

Apartments above ground-floor commercial near the express bus stop

Parking behind commercial in surface lots or garages
3. PROPOSED NEIGHBORHOOD FRAMEWORK
Travis – Freshkills: Proposed 2030

Apartments above ground-floor commercial

Parking located in surface lots and garages behind retail.
3. PROPOSED NEIGHBORHOOD FRAMEWORK

Rossville Waterfront: Today
Rossville Waterfront: Proposed 2030

A Waterfront Destination with Historic Value and Productive Uses:

- Innovative waterfront mix of maritime, light industry, and commercial uses
- Public spaces and historic outlooks along the waterfront
- Destination retail
- A bus transit hub and park and ride connecting local and regional riders
- Easy access to South Shore neighborhoods and the West Shore Expressway

3. PROPOSED NEIGHBORHOOD FRAMEWORK
3. PROPOSED NEIGHBORHOOD FRAMEWORK

Rossville Waterfront

- Vacant waterfront lots:
  - Unique mix of commercial and maritime uses
Rossville Waterfront

- Vacant waterfront lots:
  - Unique mix of commercial and maritime uses
- Open space connections:
  - Incorporate historic areas
  - Provide public spaces along the waterfront
3. PROPOSED NEIGHBORHOOD FRAMEWORK

Rossville Waterfront

- Vacant waterfront lots:
  - Unique mix of commercial and maritime uses

- Open space connections:
  - Incorporate historic areas
  - Provide public spaces along the waterfront

- Road improvements:
  - Widen Arthur Kill Road
  - Open WSE service roads
  - Implement full WSE interchange
  - Bike-pedestrian network

- Local and express bus hub with park and ride
Continuous public access along the waterfront

Mix of 1 to 2-story maritime and retail uses
3. PROPOSED NEIGHBORHOOD FRAMEWORK

Rossville Waterfront: Proposed 2030

- Mix of 1 to 3-story retail, commercial and maritime buildings
- Surface parking lots
- New street network
3. PROPOSED NEIGHBORHOOD FRAMEWORK

Charleston – Tottenville: Today
3. PROPOSED NEIGHBORHOOD FRAMEWORK

Charleston – Tottenville: Proposed 2030

The South Shore’s Regional Destination:

• A better connected neighborhood with new express bus stops, SI Rail stations, park and rides, and roads

• New educational and community institutions at Bricktown

• An extensive range of retail, service, and commercial options

• Diverse housing options for young adults and seniors

• New public spaces and parks along the waterfront linked with bike and pedestrian paths
3. PROPOSED NEIGHBORHOOD FRAMEWORK

Charleston – Tottenville

- Widen and improve Arthur Kill Rd.
- Extend Englewood Ave.
- Open WSE service roads
- Improve ramp access to WSE
- Expedite new Arthur Kill SIR station
- Relocate Richmond Valley SIR station to Page Avenue with park and ride
- Connect WSE bus network to Page Avenue SIR station
- Improve Outerbridge and connections to New Jersey
3. PROPOSED NEIGHBORHOOD FRAMEWORK
Charleston – Tottenville

• Preserve and expand light industry, small-scale flex near Sharrots Rd.

• Expedite Bricktown II and community facilities

• New retail and office uses at Page Avenue SIR station and park and ride

• Local retail and neighborhood services along Arthur Kill Road
3. PROPOSED NEIGHBORHOOD FRAMEWORK
Charleston – Tottenville

- Develop Fairview Park
- Provide continuous esplanade along waterfront
- West Shore open space connections
- New public spaces along the waterfront and within the redeveloped Lucent site
- Storm water management guidelines
3. PROPOSED NEIGHBORHOOD FRAMEWORK

Charleston – Tottenville

- Recreation, education, and public spaces
- Arthur Kill Road
  - Diverse mix of residential retail, and service uses
- Tottenville waterfront
  - Mix of residential and marina uses
- Kreischerville
  - Consider revised zoning to separate industrial and residential uses
- Storm water and sewer improvements

Legend:
- Proposed Commercial / Residential Uses
- Existing Residential
- Proposed Residential
- Bus Transit Hub
- Railroad

Detached residential homes (currently permitted by authorization)
Mix of senior housing, school, and park uses at Bricktown II
Village-style apartments with some retail along the waterfront
Ground floor retail with 1-2 floors of apartments above
2-3 story waterfront apartments
3. PROPOSED NEIGHBORHOOD FRAMEWORK
Charleston – Tottenville: Proposed 2030

- New SIR station and Park and Ride at Page Avenue
- New street network with 2 to 4-story office and retail buildings
- Surface parking lots
- Ground-floor retail with apartments above
- Waterfront apartments

A Working West Shore
2 to 3-story apartment buildings with retail and restaurants along the water

Continuous waterfront access
Potential Benefits of West Shore Planning

The Working West Shore framework will:

- Provide more employment choices on the island
- Prioritize infrastructure investments to identify funding needs
- Protect low-density communities
- Preserve natural lands and expand recreational opportunities
- Provide more commuting options
- Recover and reutilize brownfield areas
- Provide more housing choices
4. SUMMARY AND NEXT STEPS

Potential Benefits of West Shore Planning

Potential West Shore Land Use Distribution by 2030

- **Parks and Open Space**: 55% (3500 Acres)
- **Industrial**: 25% (1550 Acres)
- **Office, Retail, Neighborhood Services**: 11% (700 Acres)
- **Private and Public Institution**: 2% (140 Acres)
- **Ground-floor Commercial with Apartments Above**: 1% (40 Acres)
- **Low-Density Residential**: 6% (370 Acres)

Managed Growth Areas:
- Arlington
- Bloomfield - Teleport
- Travis – Fresh Kills
- Rossville
- Charleston-Tottenville

Ground-floor Commercial with Apartments Above: 1% (40 Acres)
Low-Density Residential: 6% (370 Acres)
Private and Public Institution: 2% (140 Acres)
Office, Retail, Neighborhood Services: 11% (700 Acres)
Parks and Open Space: 55% (3500 Acres)
Industrial: 25% (1550 Acres)
4. SUMMARY AND NEXT STEPS

Potential Benefits of West Shore Planning

Potential 20-Year Employment
20,000 new jobs

- Office: 5,200
- Big Box / Destination Retail: 2,200
- Local Neighborhood Retail, Restaurant, and Service: 5,200
- Industrial: 6,100
- Public and Private Institutions and Parks: 1,100
- Residential: 200
4. SUMMARY AND NEXT STEPS

Next Steps

Fall 2010  Final Report based on feedback from public meetings
1. Do you have additional ideas that should be included in the 2030 framework?

2. What aspects of the 2030 framework do you have concerns with? How can these concerns be addressed?

3. What are the top 5 priority actions necessary to realize a Working West Shore 2030?