

North Shore Action Plan and the Future of the St. George Waterfront

June 16, 2025 Workshop

NYC / EDC



Tonight's Agenda: the Future of the St. George Waterfront

Opening Remarks	5 min
Presentation	25 min
Interactive Activity	70 min
Next Steps	10 min

We will be getting started at 6:15PM.

Welcome Note

Why are we here?

- NYCEDC is **beginning a planning process** for the St George waterfront. **We want your input.**
- The plan will focus on 2 City-owned sites:
 - **Empire Outlets**
 - **The Former NY Wheel Site**
- Let's explore ways to create an even more **vibrant community with new housing, retail, and community space.** We want your feedback on the best mix and your priorities to better plan for **the future of these sites.**



Empire Outlets and the Former NY Wheel Site can better serve the needs of North Shore residents and create new housing, retail, and community space.



A fresh approach is needed

An aerial night view of a city, likely New York City, featuring a large Ferris wheel on the right side. The foreground shows a modern, multi-story building complex with illuminated facades and glass roofs. The building has several levels and a prominent sign that reads "EMPIRE OUTLETS". The surrounding area includes older city buildings and a body of water with a ferry boat in the lower right corner.

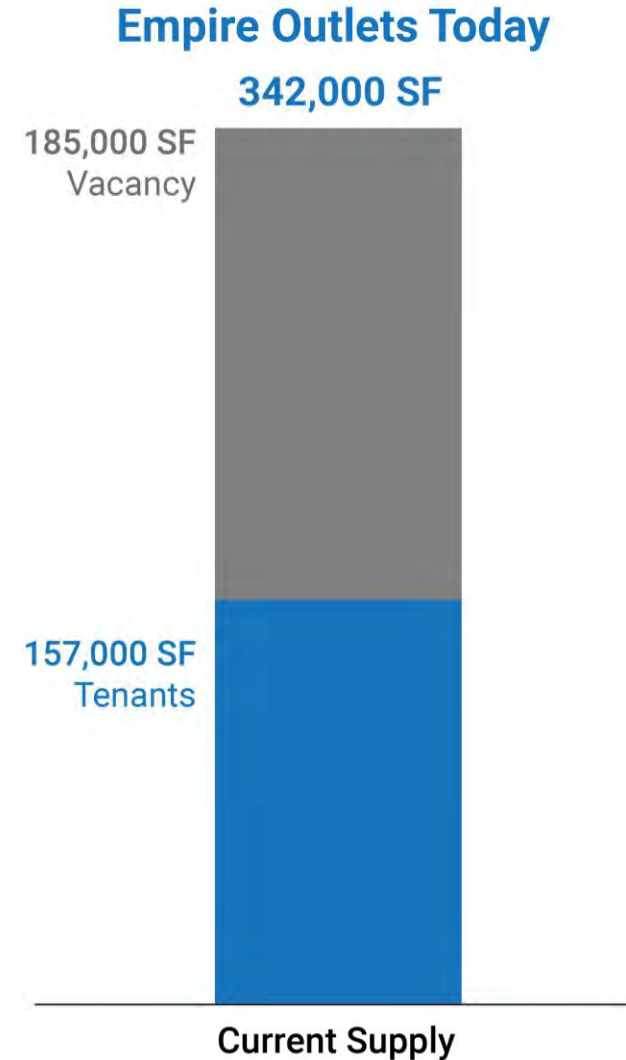
In the past, the City bet big on tourism, entertainment, and an outlet mall.

With the pandemic, economic changes, and other factors, that approach didn't work.

A new approach can deliver new homes, shops, and services for Staten Islanders.

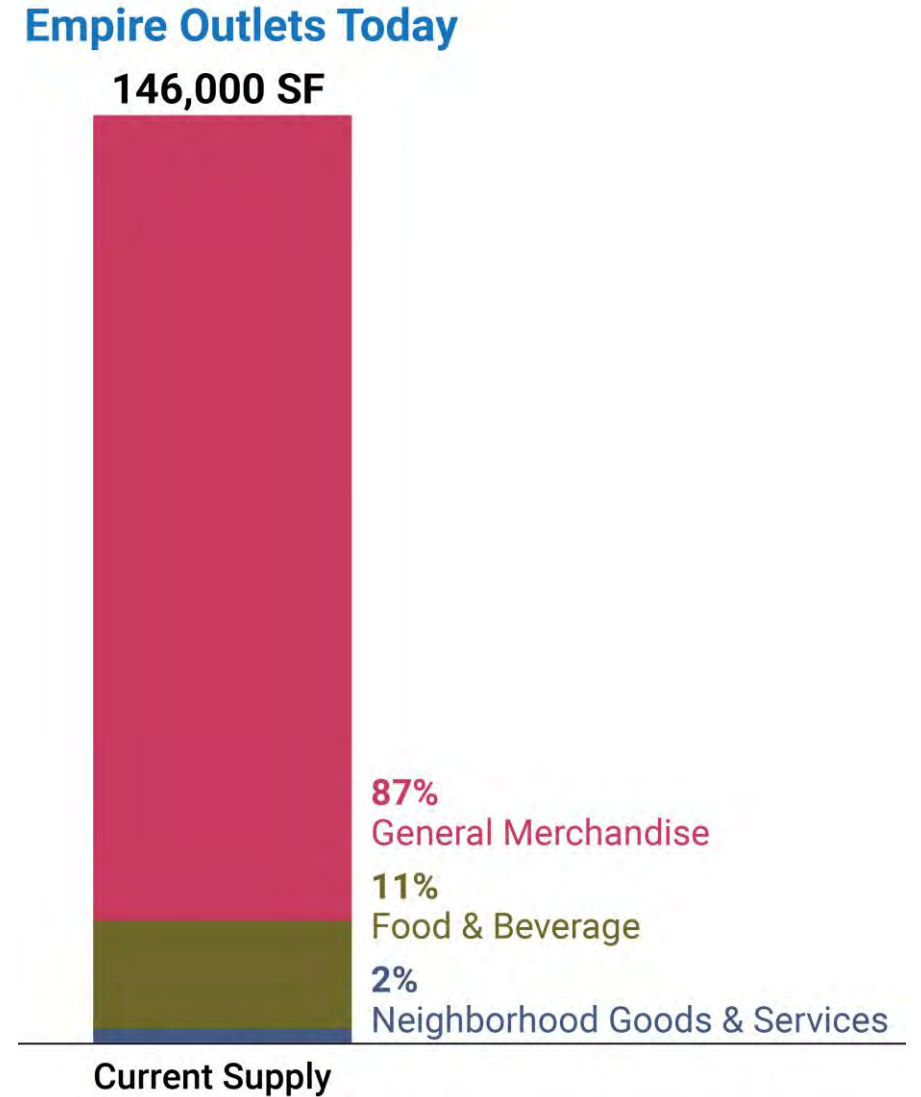
Empire Outlets: not the right amount of retail

- ~50% of Empire Outlets space is vacant
- Was intended to mostly serve tourists
- Pandemic hit less than 1 year after opening
- Online shopping has continued to grow
- Current retail landscape presents challenges



Empire Outlets: not the right kind of retail

- Needs more stores serving local needs
- Needs more neighborhood-focused stores, including:
 - Restaurants
 - Supermarkets
 - What else?
- Needs more foot traffic and all-day activity



Former NY Wheel site also needs a new strategy

Entertainment and tourist-focused vision hasn't worked.

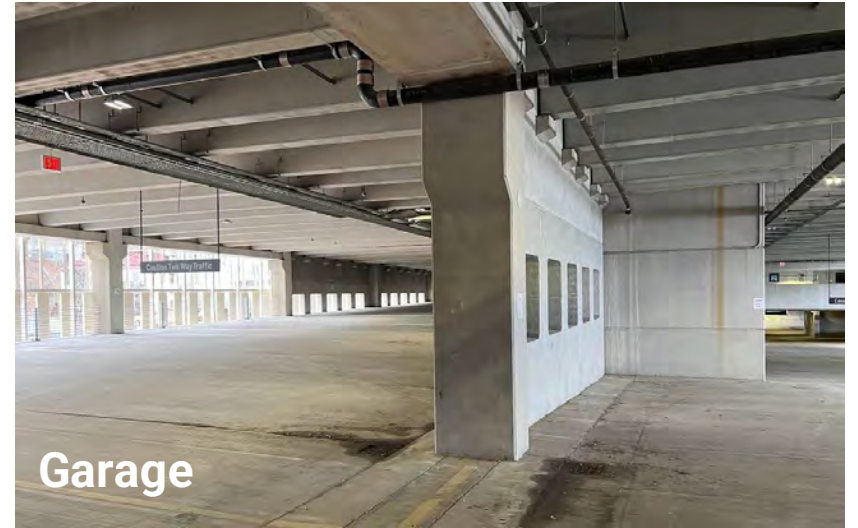
- 2011: RFEI released for the creation of a premier waterfront destination.
- 2013: City signed long-term ground lease with New York Wheel, LLC to build a 630-foot-tall Ferris Wheel.
- 2013-2015: City secured land use approvals through the public review process (ULURP).
- 2017: After several delays, construction was halted.



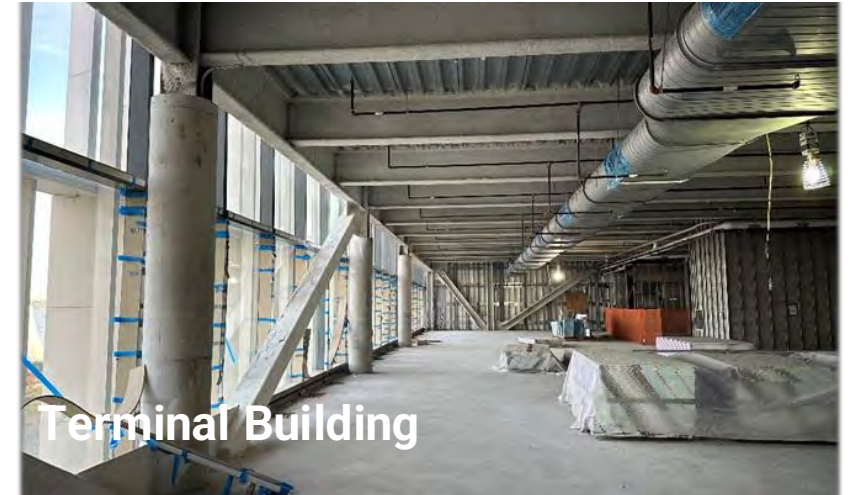
Former NY Wheel site also needs a new strategy

Entertainment and tourist-focused vision hasn't worked.

- 2023: A new RFP (“North Shore Entertainment and Amusement Site”) did not produce viable responses.
- 3-story Terminal Building and 820-car parking garage are nearly complete. Parts of garage serve some uses.
- Only the Wheel’s footings were completed.
- ~3 unplanned acres across the site



Garage

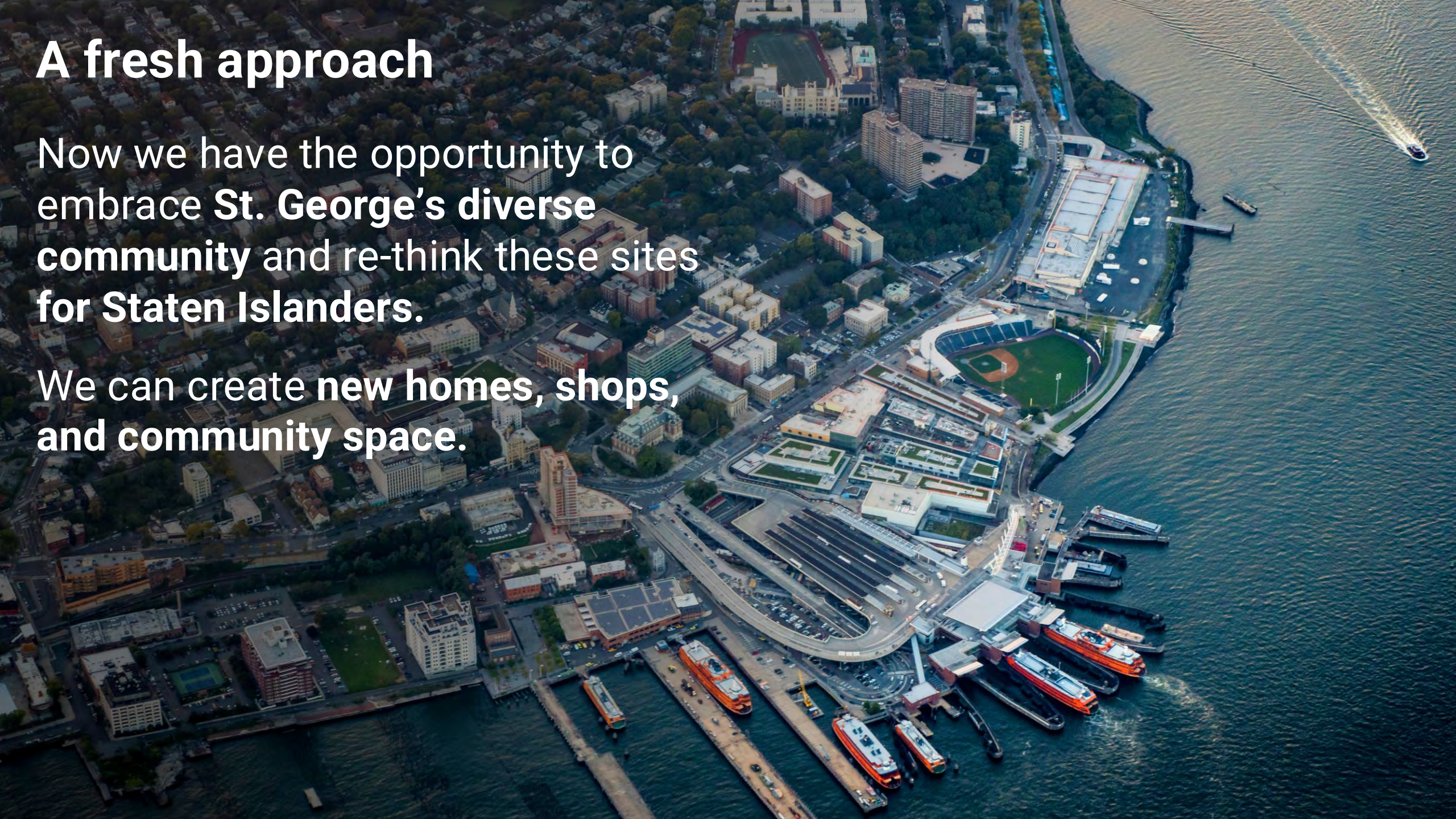


Terminal Building

A fresh approach

Now we have the opportunity to embrace **St. George's diverse community** and re-think these sites for Staten Islanders.

We can create new homes, shops, and community space.



Envisioning a vibrant waterfront community anchored by residents and neighborhood amenities

- Capitalize on the **economic momentum** of Staten Island and the North Shore.
- Provide St. George with **housing options for diverse incomes and age groups**.
- Build on **major City investments** along the North Shore and offer **new waterfront open space**.
- Build on sites that already offer **great views and access to transit, parking, jobs, and culture**.



We can build on economic momentum

- Consistently **the borough with lowest unemployment rate.**
- 1st borough to fully **recover to pre-pandemic population.**
- 1st borough to **recover jobs lost during pandemic.** As of 2023, 5% more jobs than pre-pandemic.

- Between 2013 and 2023, **jobs on the North Shore** increased 18% and median wage increased 32%.
- North Shore saw particularly **fast wage growth** in health care (+25%).



We can build more housing, which St. George needs

- It's too difficult for residents in and around St. George to find a **safe, secure, and affordable home**.
- Demand is strong, but **supply hasn't kept up with population growth**, driving prices up.
- New housing can help serve Staten Islanders at **diverse stages of life**.

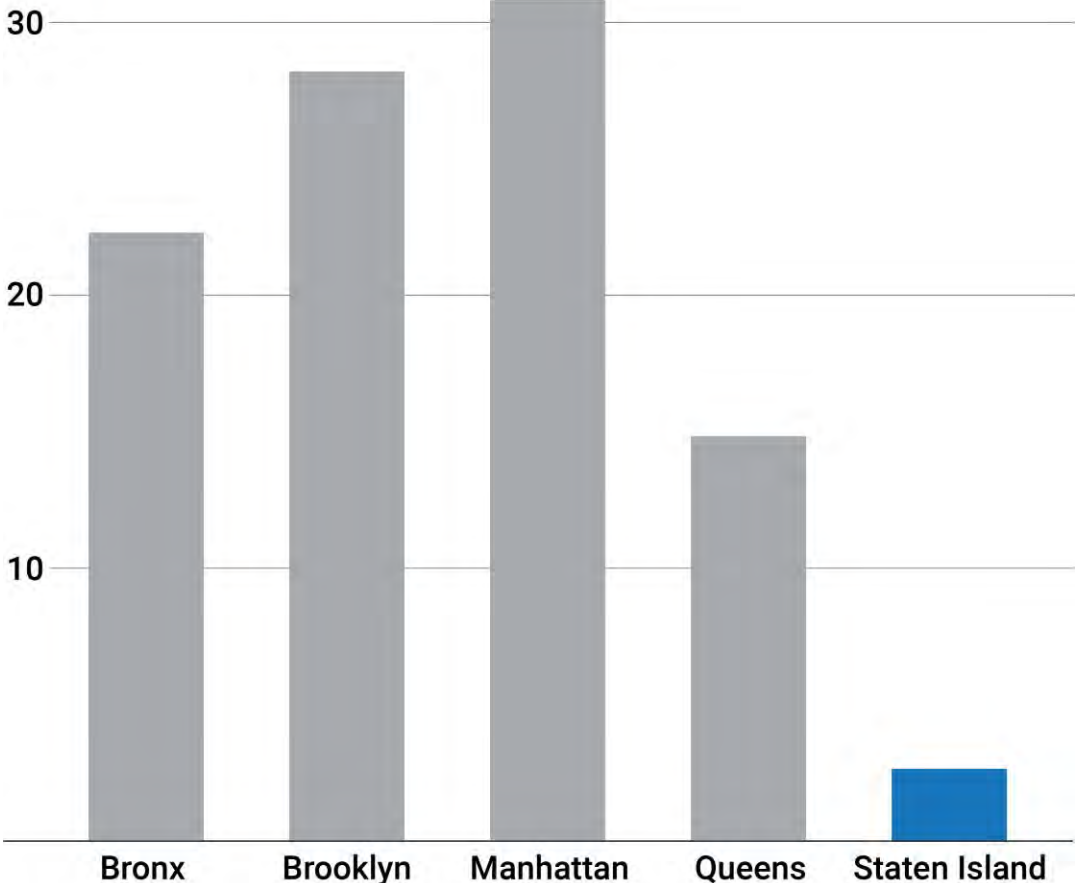
Over 16%

population growth
in St. George vs. 5% in NYC
during the last 15 years

Average **rent prices** on the
North Shore **are higher** than
the rest of Staten Island

Staten Island produced much less housing than other boroughs in recent years.

Completed Units per 1,000 Residents (2010-2020)

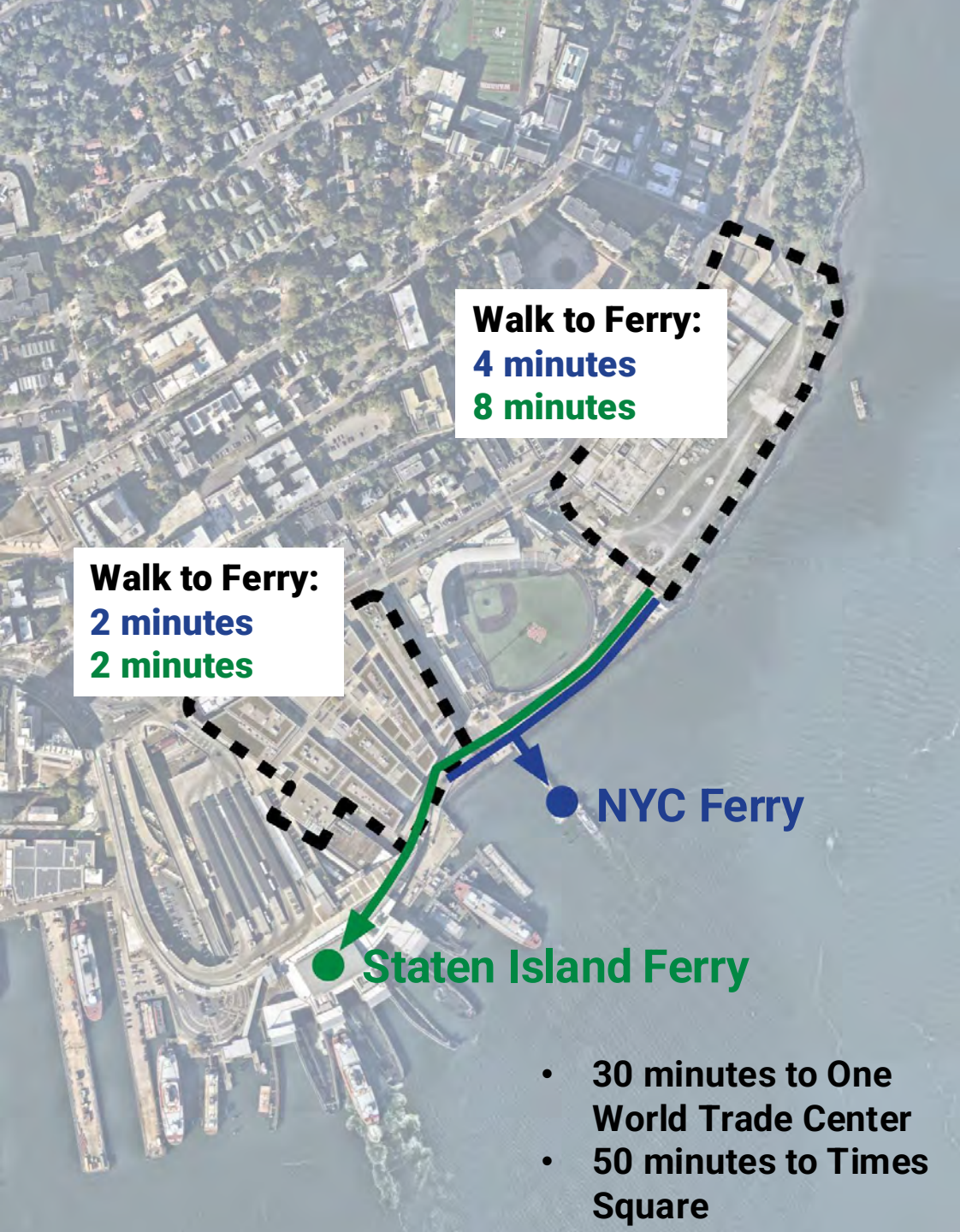


St. George also needs more housing options

More housing can help:

- **Staten Islanders** (teachers, nurses, and firefighters) looking for a new home in a walkable, mixed-use neighborhood
- **Commuters** trying to live closer to Manhattan jobs
- **Young Staten Islanders** looking to find their first apartment in the borough
- **Families** starting out and trying to find a home or condo on the island
- **Empty nesters and seniors** looking for a new home or apartment to meet their changing needs





This area is already a walkable community - new development will make it even more attractive for Staten Islanders of all ages.



Right next to Staten Island's best transit resources – these sites are an ideal location for housing.

St. George has the best transit connections in Staten Island - to jobs, rest of the borough, and rest of the city.



The North Shore is already a great place to live!



STATEN
ISLAND
ARTS

We can build on successful investments in the North Shore

North Shore Action Plan

- Launched 2023 under the leadership of CM Hanks
- Works to **re-energize, refocus, and reimagine** the North Shore
- 20 acres of **continuous waterfront esplanade**
- Expected to create over **7,500 jobs** and generate **\$3.8 billion** in economic impact over 30 years
- \$400M+ investments seed the **key ingredients for a vibrant mixed-income community**

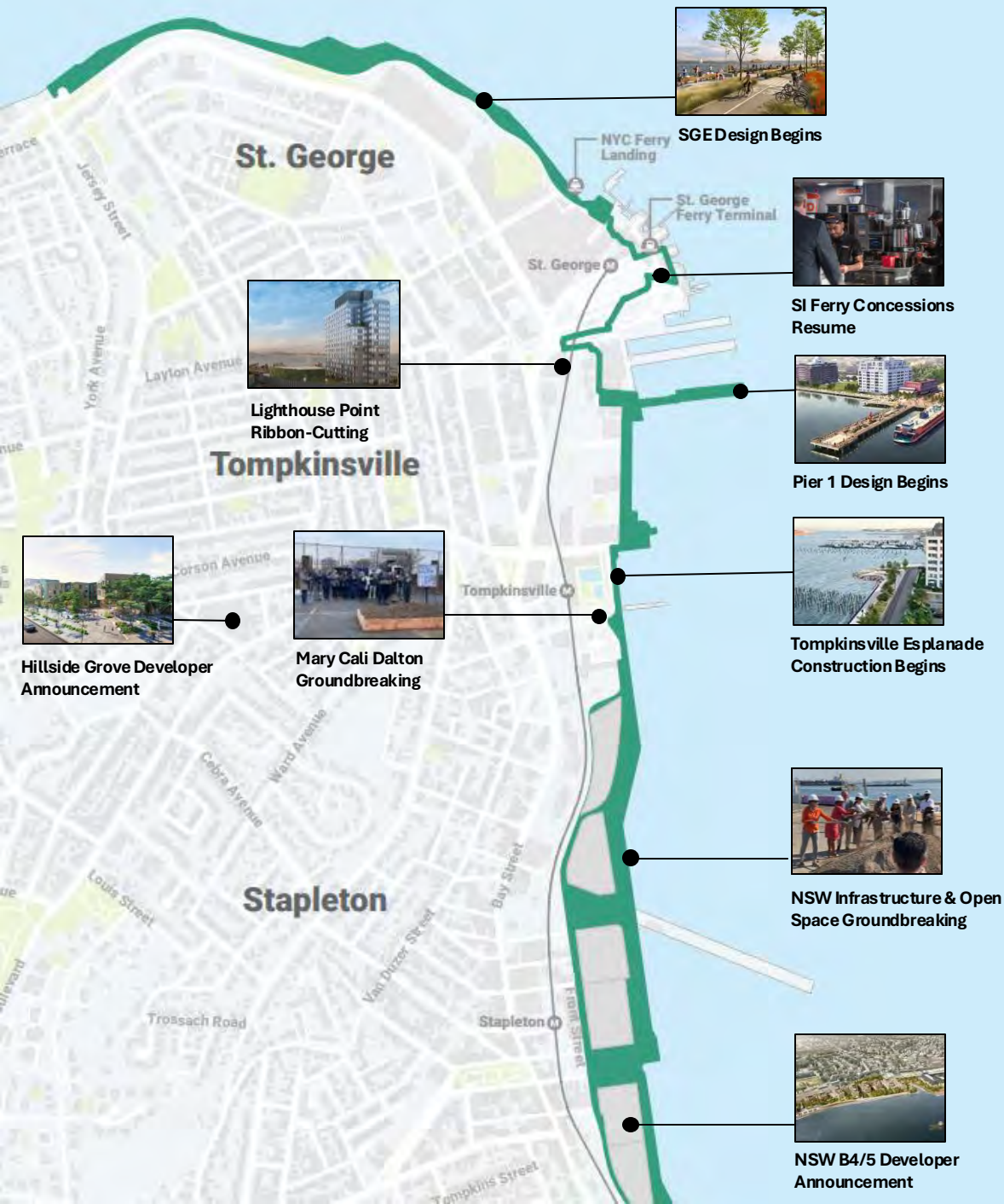


Mayor Adams, EDC announce developers for 500 new housing units on Stapleton



CM Hanks, NYCEDC break ground on new infrastructure at New Stapleton Waterfront

Staten Island North Shore Action Plan – Progress to Date



- ✓ Mary Cali Dalton Groundbreaking (Feb 2024)
- ✓ Broke ground on New Stapleton Waterfront infrastructure and open space (Sept 2024)
- ✓ Resumed SI Ferry concessions (Dec 2024)
- ✓ Announced Hillside Grove (Jersey St.) developer (Dec 2024)
- ✓ Started construction on Tompkinsville Esplanade (March 2025)
- ✓ Began design on Pier 1 and the North Shore Esplanade: St. George (May 2025)
- ✓ Announced New Stapleton Waterfront B4/B5 developer (May 2025)
- ✓ Lighthouse Point Ribbon Cutting (June 2025)

Together, we can build community!



Help us develop a vision and a plan!

- Opportunity for a **vibrant community with:**
 - **housing**
 - **retail & restaurants**
 - **community spaces**
 - **open space**
 - **other neighborhood-serving amenities**
- What do you want to see?
- How can we collaborate to create a new vision for these sites?



Tonight's Activity

1

Activity Overview

5 min

2

Disperse to Assigned Stations

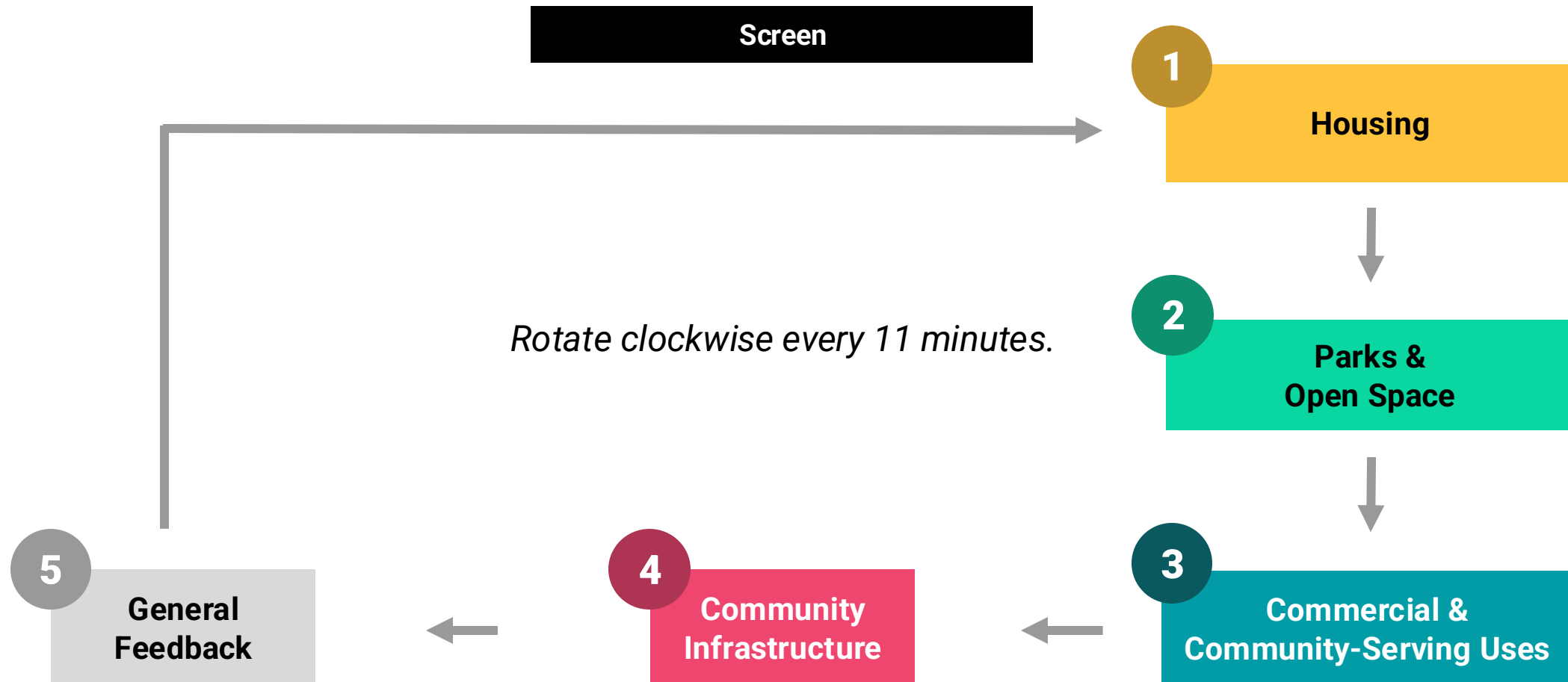
5 min

3

Interactive Activity

60 min

How the Activity Works



How the Activity Works

Add dots to select your choice

2 Parks & Open Space

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Public Workshop #1 NYC/EDC

Tell us about yourself..

1 / What outdoor activities do you engage in?
Use a dot to select an option below.

WALK / RO... BIKE	BIKE	EXERCISE / YOGA	PICNICS	WATCHING VIEWS / NATURE	OTHER
<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>

2 / What is your favorite outdoor space or park in New York City or elsewhere?
Use a sticky note to add your thoughts below.

3 / What kinds of features would you like to see in outdoor spaces on these sites?
Use a dot to select an option below.

Public art	Get-downs to the water	Play spaces
Dog park / dog walking	Seating	Planters and trees

4 / What activities would you want to do at outdoor spaces on these sites?
Use a dot to select an option below.

Biking	Shopping	Movies, music, & events
Exercising	Eating	Kayaking

Have other ideas for outdoor features?
Use a sticky note to add your thoughts below.

Have other ideas for outdoor activities?
Use a sticky note to add your thoughts below.

Use sticky notes to add your responses

Community Guidelines

- All ideas are welcome
- Share ideas and feedback in the way you feel comfortable
- One speaker at a time – let's have one conversation
- Critique ideas, not people
- Ask the station attendant(s) if you have any questions about the topic area or activity

Activity

6:50PM – 7:45PM (55 minutes)

Next Steps

How will feedback from these boards be used?

Feedback collected through these boards will be integrated into concept designs for these two sites.

Will there be more opportunities to learn about the sites and share feedback?

- Tabling at community events
- Smaller group discussions
- Additional public workshops

Thank You!

