

North Shore Action Plan and the Future of the Waterfront

Public Workshop 2

NYC / EDC

Tonight's Agenda: the Future of the Waterfront

Opening Remarks	5 min
Presentation	25 min
Interactive Activity	70 min
Q&A	10 min

We will be getting started at 6:10PM.

Welcome & What We've Heard

Why are we here?

- NYCEDC **has started a planning process, and we want your input.**
- The plan is focused on two City-owned sites:
 - **Empire Outlets**
 - **The Former NY Wheel Site**
- Today we will:
 - **Recap feedback** heard since June in ongoing engagement sessions
 - Discuss **opportunities and constraints** for the sites
 - Explore **design principles** for the future of the sites through an **interactive activity**
 - Review **next steps** in the planning process



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

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.

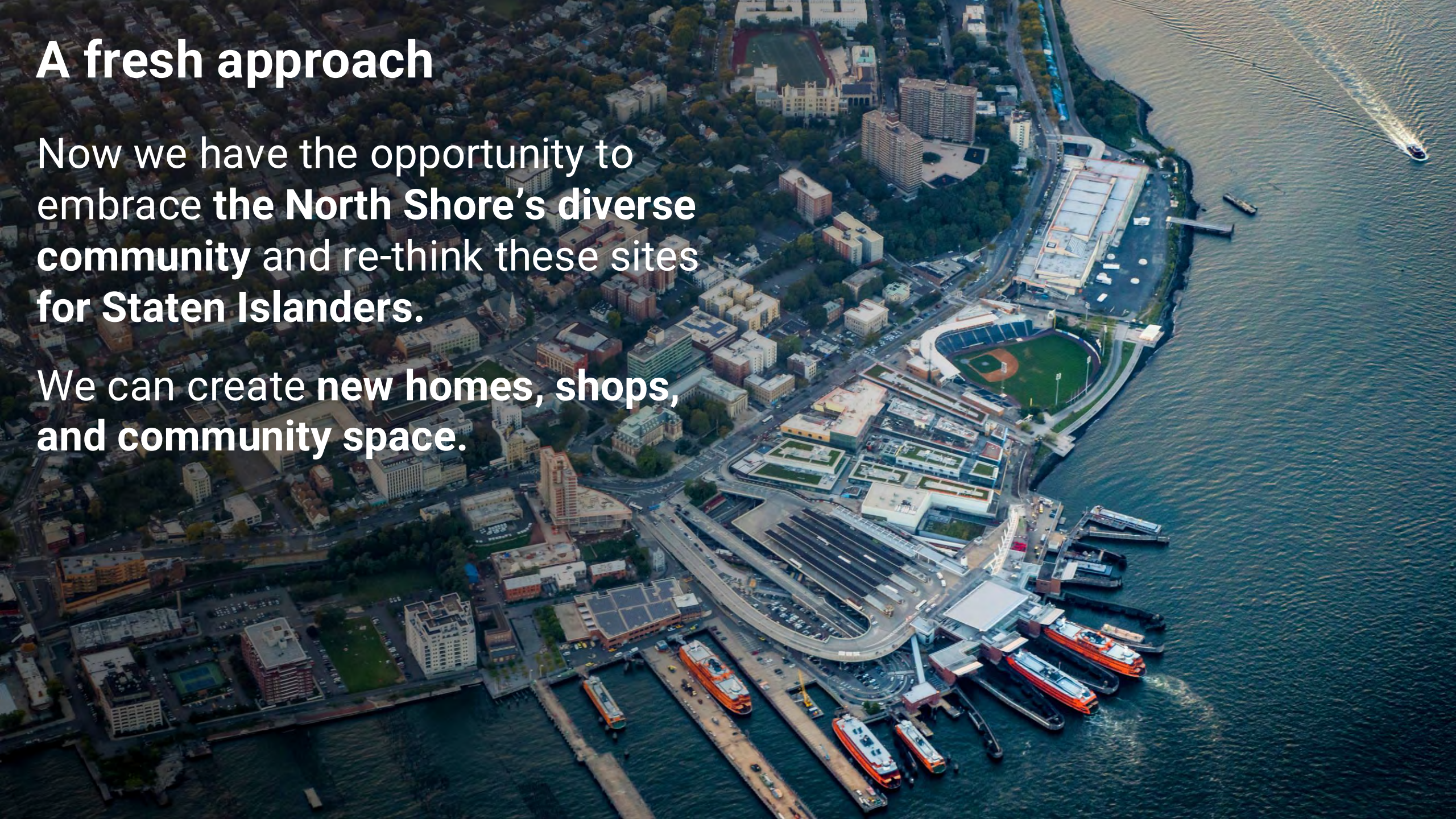
A new approach can deliver new homes, shops, and services for Staten Islanders.



A fresh approach

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

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



Major improvements are coming to the North Shore

This summer marks the two-year anniversary of the North Shore Action Plan.

- Launched 2023 in partnership with CM Hanks, the City-led plan works to **re-energize, refocus, and reimagine** the North Shore.
- 20 acres of **continuous waterfront esplanade**
- \$400M+ in investments seed the **key ingredients for a vibrant mixed-income community**
- **10+ project milestones**, including completing **Lighthouse Point Phase 1** and beginning construction on **New Stapleton Waterfront infrastructure and open space**



Construction underway for New Stapleton Waterfront



Construction of Tompkinsville Esplanade looking towards St. George

Engagement to Date

What we've done:

Jun 16

Public
Workshop 1

Jun 28

Tabling @
We Love
New
Brighton Day

July 16

Tabling @
NYC
Ferry
Landing

July 23

Youth Workshop
w. College of
Staten Island and
NYC DCP

July 24

Tabling @
Stapleton
Waterfront
Park

July 30

Tabling
@ NYC
Ferry
Landing

Aug 7

Youth Workshop
w. Snug Harbor
Summer Youth
Employment

Jun 16



Jun 28



Aug 7



What we've done:

Aug 9

Tabling @
FerryHawks
Italian Heritage
Game

Aug 10

Tabling @
Summer
Concert
Series

Aug 12

Tabling @
St. George
Library

Aug 26

Tabling @
St. George
Ferry
Terminal

Aug 31

Tabling @ Snug
Harbor (NYC
Soul Food
Festival)

Sep 25

Public
Workshop 2

Fall 2025

Continued
Engagement

Aug 10



Aug 12



Aug 31



What we've heard:

Takeaways from workshops, tabling, online survey & stakeholder conversations

- A new approach is urgently needed, and there is support for a **mixed-use vision**.
- Staten Islanders want a **safe, walkable community** with more green space and **waterfront access**.
- **Affordability** is a top concern, and there is a need for a **variety of housing options**.
- Young people need housing, **recreation and jobs** to stay connected to the area.
- Strong support for **neighborhood-focused community and retail spaces**.



What Makes A Great Waterfront Neighborhood?

What Makes a Great Waterfront Neighborhood?

Access to Transit



Activity



Walkability/Street Life



Neighborhood Services



Sense of Place



Open Space



Great Waterfront Neighborhoods

Hunter's Point South, QN



Credit: NYC Ferry

Battery Park City, MN



Credit: Wikimedia user Gryffindor

The Wharf, D.C.



Newport (Jersey City), NJ



Credit: Bill Benzon

What Makes A Great Waterfront Neighborhood?

Access to Transit



Credit: Wikimedia user Beyond My Ken

NY Waterway Ferry: **Battery Park City and Newport**



Credit: Adam Moss

Newport PATH Station



Credit: Ted Eytan

Potomac Water Taxi: **The Wharf (Washington D.C.)**



Credit: NYC Ferry

NYC Ferry: **Hunter's Point South**

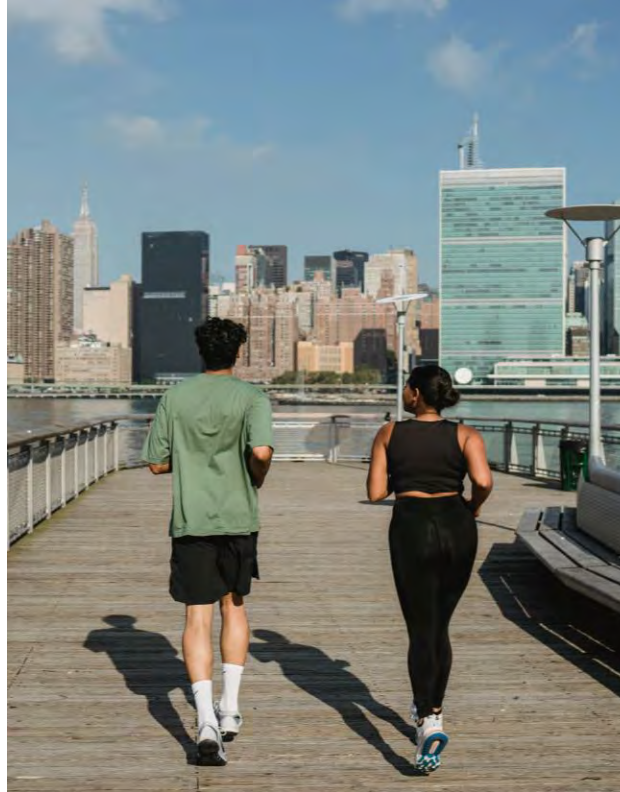
What Makes A Great Waterfront Neighborhood?

Activity



Credit: [Tristan Schmurr](#)

Ice skating rink at **Newport**



Hunter's Point South



Credit: Flickr user [swedennewyork](#)

Battery Park City



Outdoor amphitheater at **The Wharf**

What Makes A Great Waterfront Neighborhood?

Walkability/Street Life



Credit: Gabe Shore

Hunter's Point South



Credit: Teo Eytan

The Wharf



Battery Park City Esplanade

What Makes A Great Waterfront Neighborhood?

Neighborhood Services



Grocery stores and markets: D.C. Fish Market at **The Wharf**



Newport Swim and Fitness



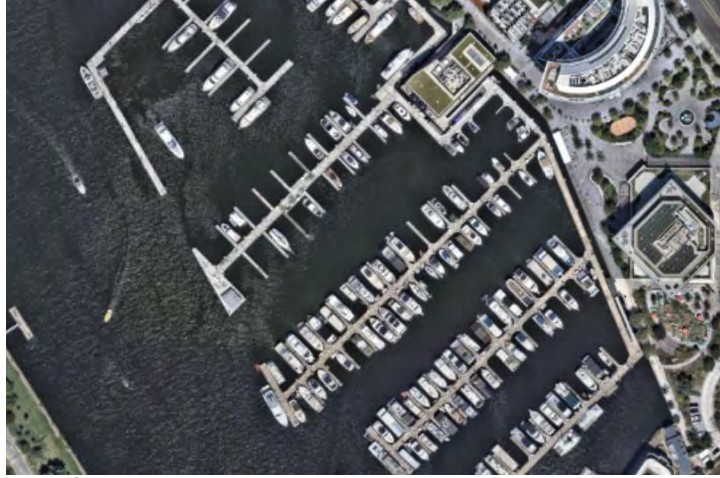
Schools: **Hunter's Point Campus**



Cultural facilities: **Irish Hunger Memorial at Battery Park City**

What Makes A Great Waterfront Neighborhood?

Sense of Place



Wharf Marina



Credit: Ishmael Daro

Hunter's Point Library



Credit: Wally Gobetz

Newport Public Sculpture



Band performing at Battery Park City

What Makes A Great Waterfront Neighborhood?

Open Space



Hunter's Point South Waterfront Park



Credit: [Nicki Mannix](#)
Battery Park City Esplanade



Credit: [Duane Lempke](#)

District Wharf Waterfront Park: **The Wharf**

Great Public Spaces Thrive on Activity

- People **living, working, and playing**
- Public spaces that are **active and feel safe** throughout the day
- A variety of different **businesses and community spaces**



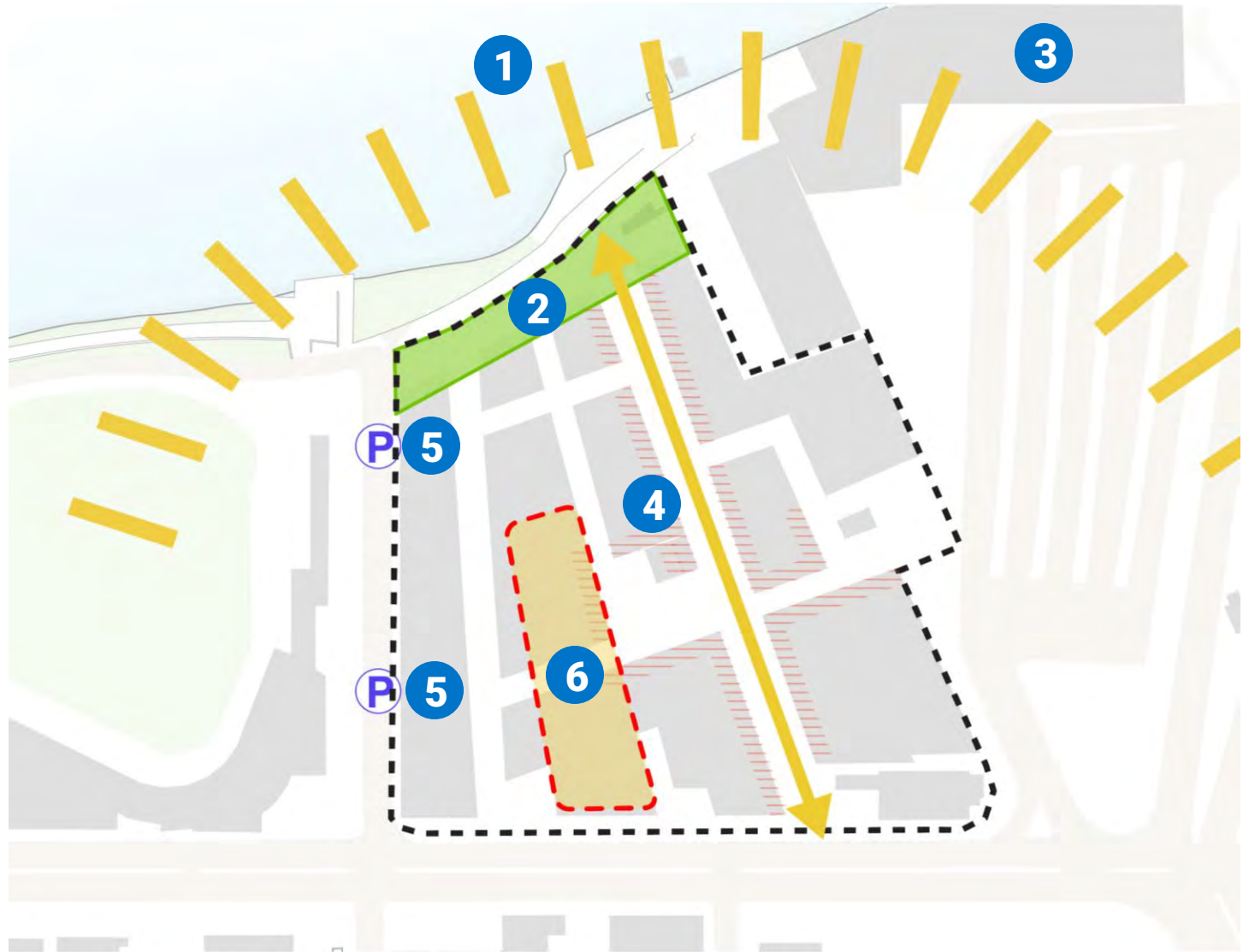
Empire Outlets and New York Wheel: Site Opportunities & Considerations

Empire Outlets Site



Existing Site Strengths: Empire Outlets

- 1 Waterfront views
- 2 Existing public open space
- 3 Strong transit access
(ferries, Staten Island Railway, buses)
- 4 Existing stores
- 5 1,250-car parking garage
- 6 Unused hotel foundations



Existing Retail Challenges: Empire Outlets

- 1 High vacancy (~50% of space)
- 2 Wrong mix of stores (tourist-oriented)
- 3 Reduced foot traffic

Empire Outlets Today



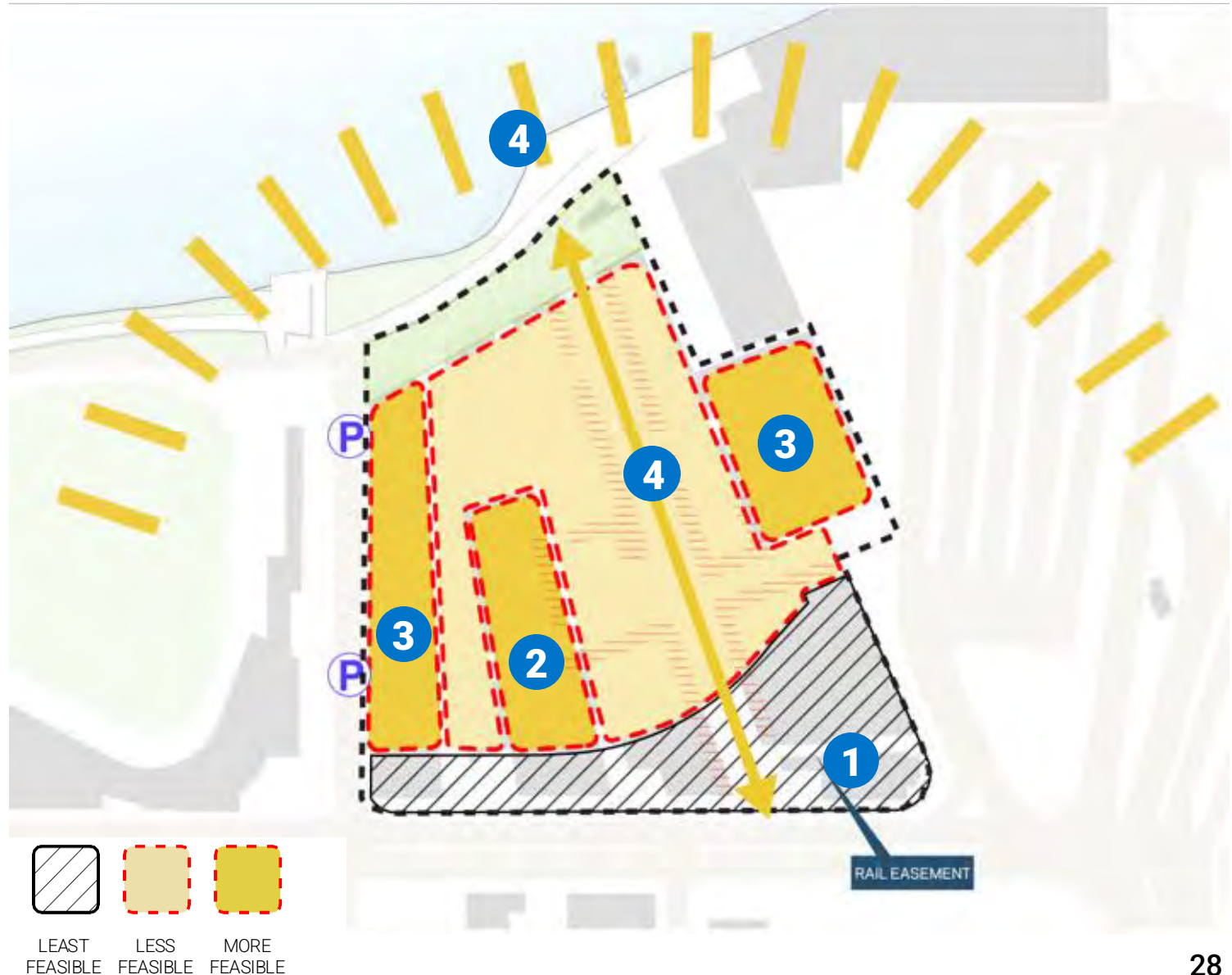
Future Site Opportunities: Empire Outlets

- **Strategically Reduce Retail:** Right-size overall retail space to better reflect community needs.
- **Increase Neighborhood Services:** Prioritize stores and spaces that serve residents.
- **Foster Community:** Build a vibrant waterfront neighborhood anchored by its residents.



Future Development Considerations: Empire Outlets

- 1 Challenging to find spaces to build because of rail infrastructure and ferry operations
- 2 Reuse of hotel foundations
- 3 Limited street frontage for new development
- 4 Preserve waterfront view corridor

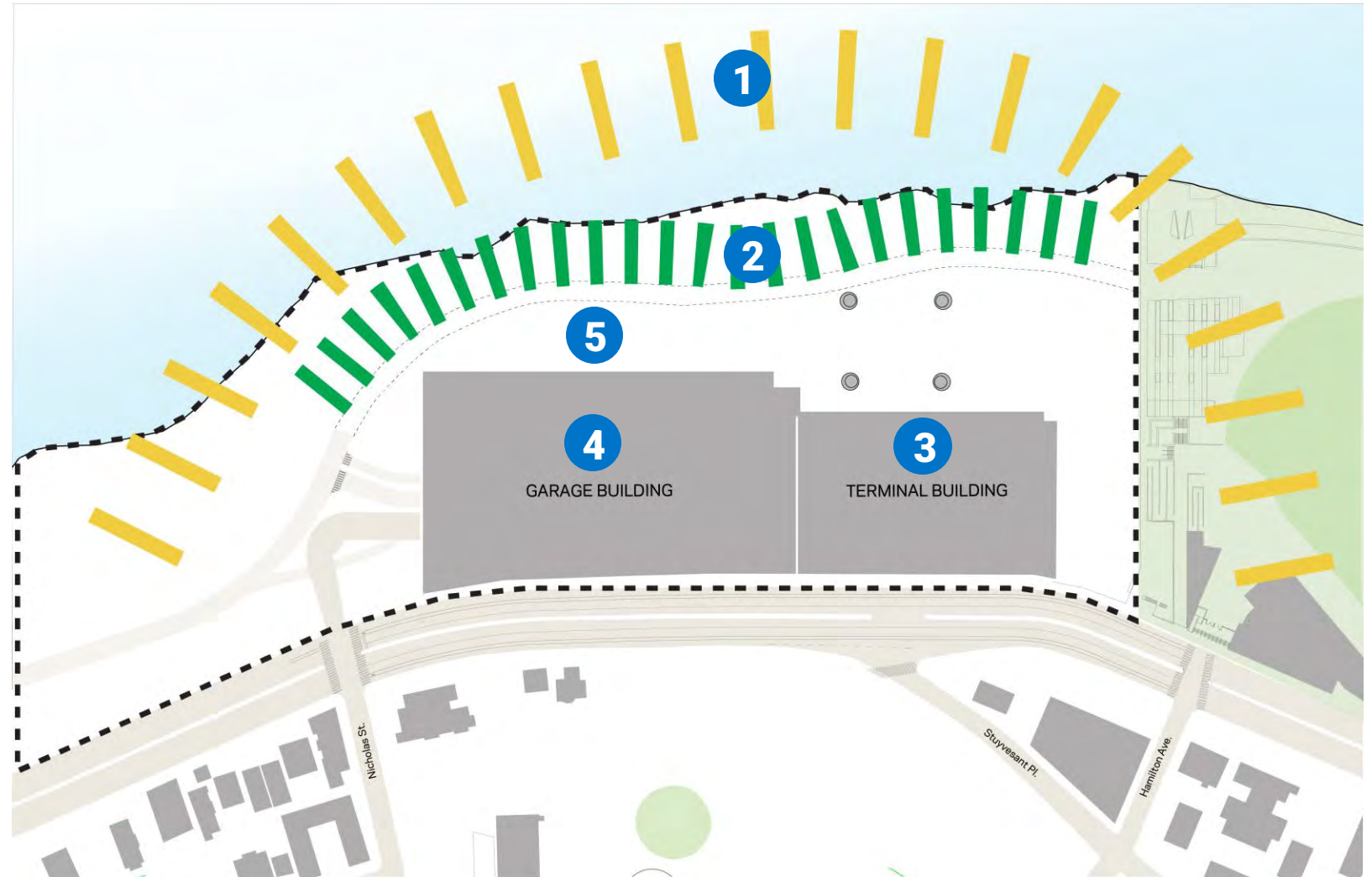


NY Wheel Site



Existing Site Strengths: NY Wheel

- 1 Waterfront views
- 2 Planned waterfront esplanade
- 3 Nearly-complete 3-story Terminal Building
- 4 950-Car parking garage
- 5 ~3 unplanned acres



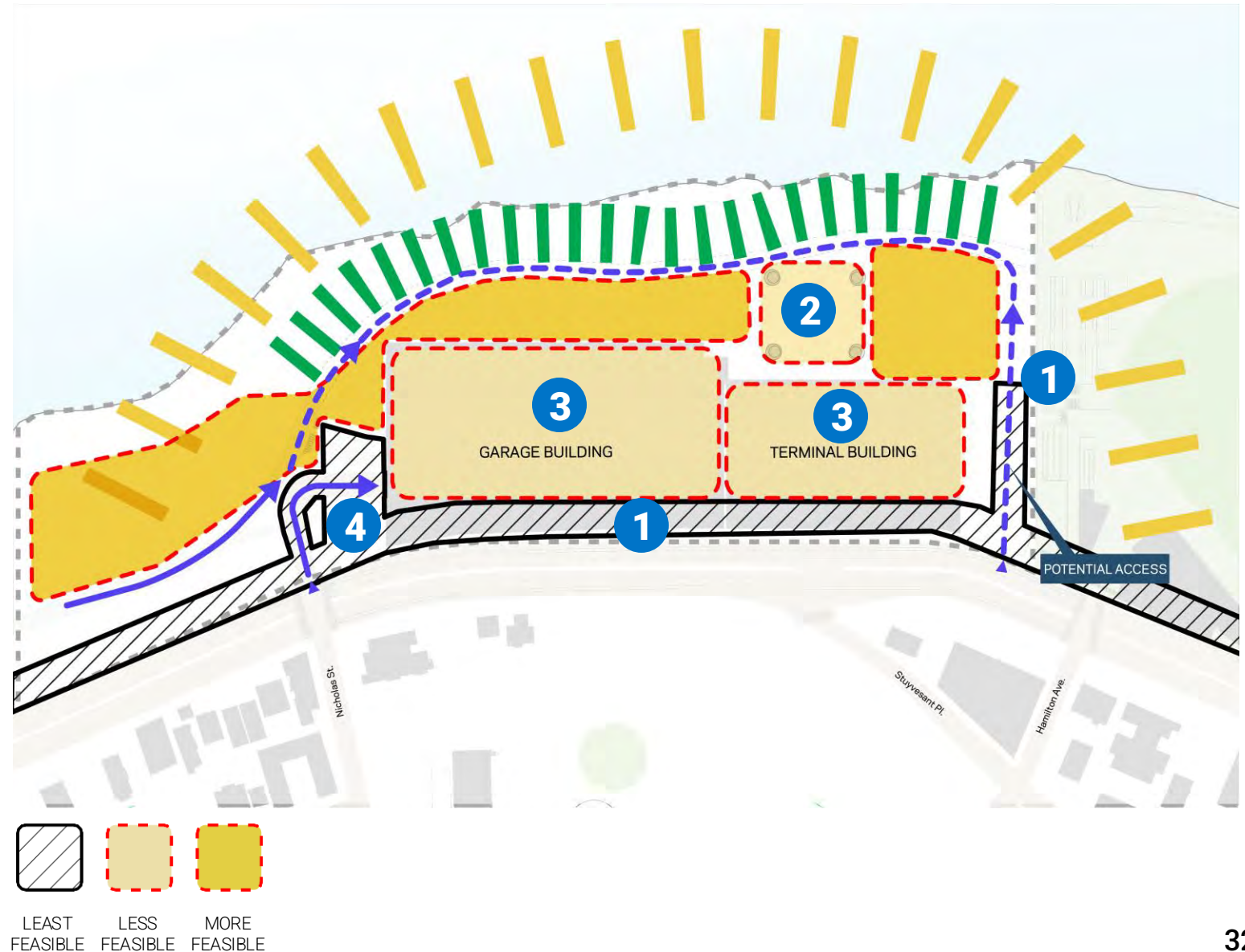
Future Site Opportunities: NY Wheel

- **Refocus:** Shift away from entertainment and tourism.
- **Reclaim the Terminal Building:** Create community-centered and local retail spaces.
- **Expand Green Space:** Increase waterfront access and open areas for residents.
- **Foster Community:** Build a vibrant waterfront neighborhood anchored by its residents




Future Development Considerations: NY Wheel

- 1 Challenging to find spaces to build because of existing rail infrastructure
- 2 Existing NY Wheel foundations
- 3 Difficult to build on Garage and Terminal Building (built for high-tourist traffic)
- 4 Limited site access



Next Steps

An aerial photograph of a city waterfront, likely Staten Island, showing a dense urban area with various buildings and a harbor with several boats. The image is overlaid with a semi-transparent blue filter. The text is centered in the middle of the image.

To deliver homes, shops, and services for Staten Islanders, the site must be rezoned. Current zoning does not allow for a mix of neighborhood-serving uses.

What's Next?

Conceptual Timeline

2025

Learn About the Sites and Share Your Perspectives

- Public Workshop 2 (Today!)
- Site Tours
- Survey
- Additional Engagement Opportunities

See Your Priorities Incorporated Into a Vision

- Public Vision Summary

2026

Help Shape the Final Plan through Public Review

- Environmental Review
 - Public Scoping Meeting
 - Environmental Impact Statement
- **Public Review (ULURP) Starts**
 - Certification
 - Community Board Review
 - Borough President Review
 - City Planning Commission Review
 - City Council Review

2027

Continue the Public Review Process

- ULURP Complete

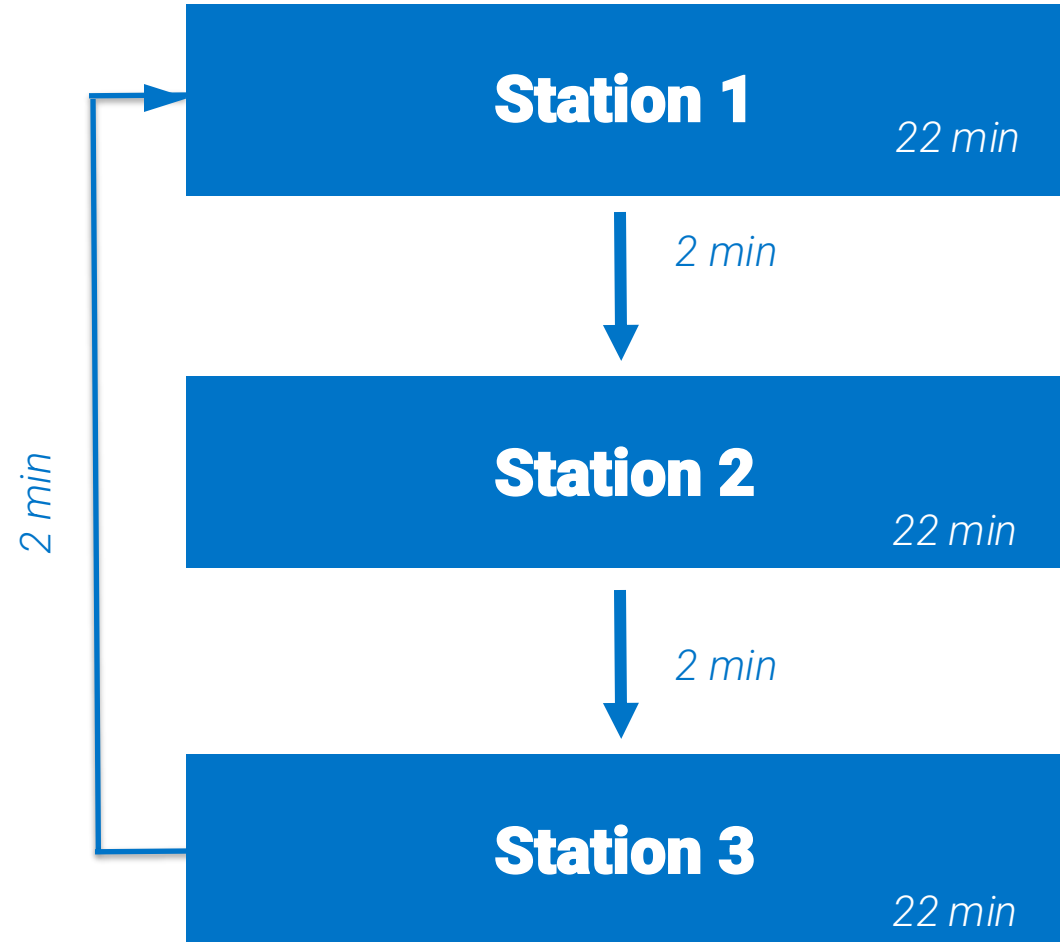
See the Project Vision Implemented

- Select Developer(s)

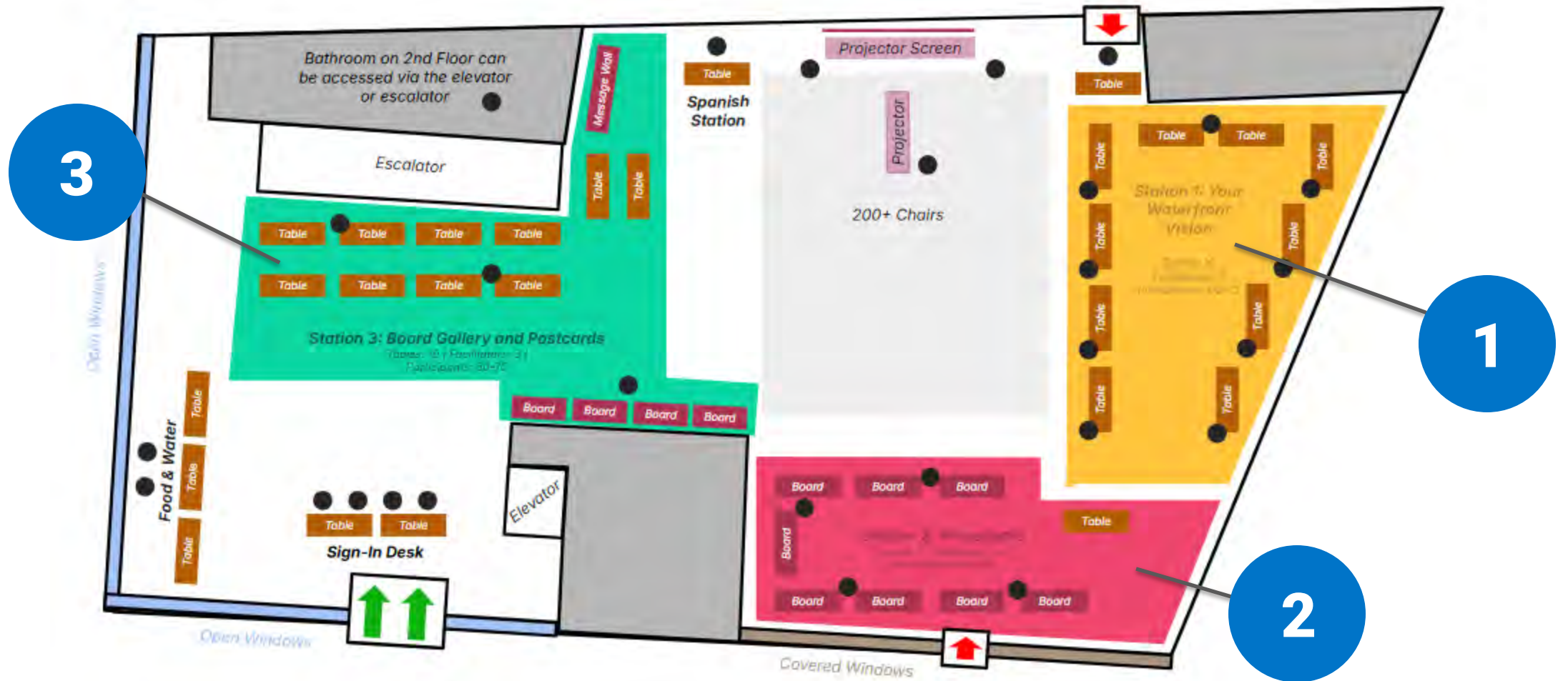
Activity Preview

Interactive Activity

- Duration: **70 minutes**
- Participants will rotate through **3 stations** designed to spark ideas and gather input for the St. George Waterfront.
 - **Station 1:** Your Waterfront Vision
 - **Station 2:** Precedents
 - **Station 3:** Messages from the Future
- After reporting to your assigned starting station, each group will spend **22 minutes per station**, with brief **2-minute transitions** in between.
- When you hear the bell, move onto the next station!



Interactive Activity

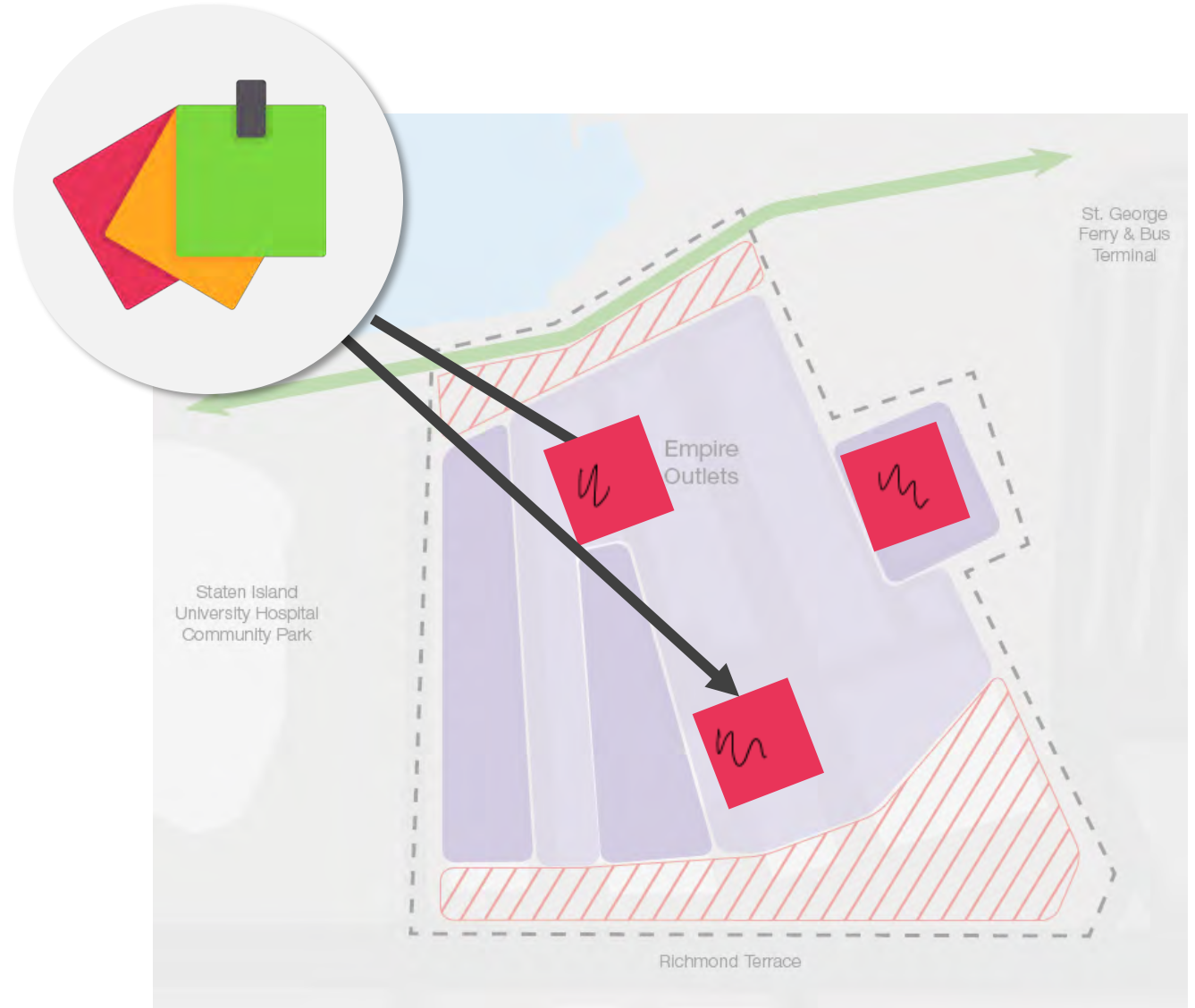


Station 1

YOUR WATERFRONT VISION

Understand Site Constraints and Surface Ideas

- This exercise will allow you to share ideas about which different uses (open space, commercial, housing, etc.) go where on the site.
- Place colored sticky notes to develop your waterfront vision.
- Write ideas on the sticky notes for the specific features that you want to see in this space!



Station 2

PRECEDENTS

Identify Priority Features and Values

- Learn about great waterfront neighborhoods in and outside of NYC through posters highlighting their key features.
- Vote for your favorite features using sticky dots and highlight other notable aspects using sticky notes.



Queens, New York

North Shore Action Plan and the Future of the St. George Waterfront
Public Workshop #2 | EDC

Put a sticky dot next to your selected feature. You may select up to three options.

20 acres of total site area
500 housing units per acre of development
15 acres of green space
90,000 sq ft of retail space
40,000 sq ft of community space

East River
Long Island City
Queens

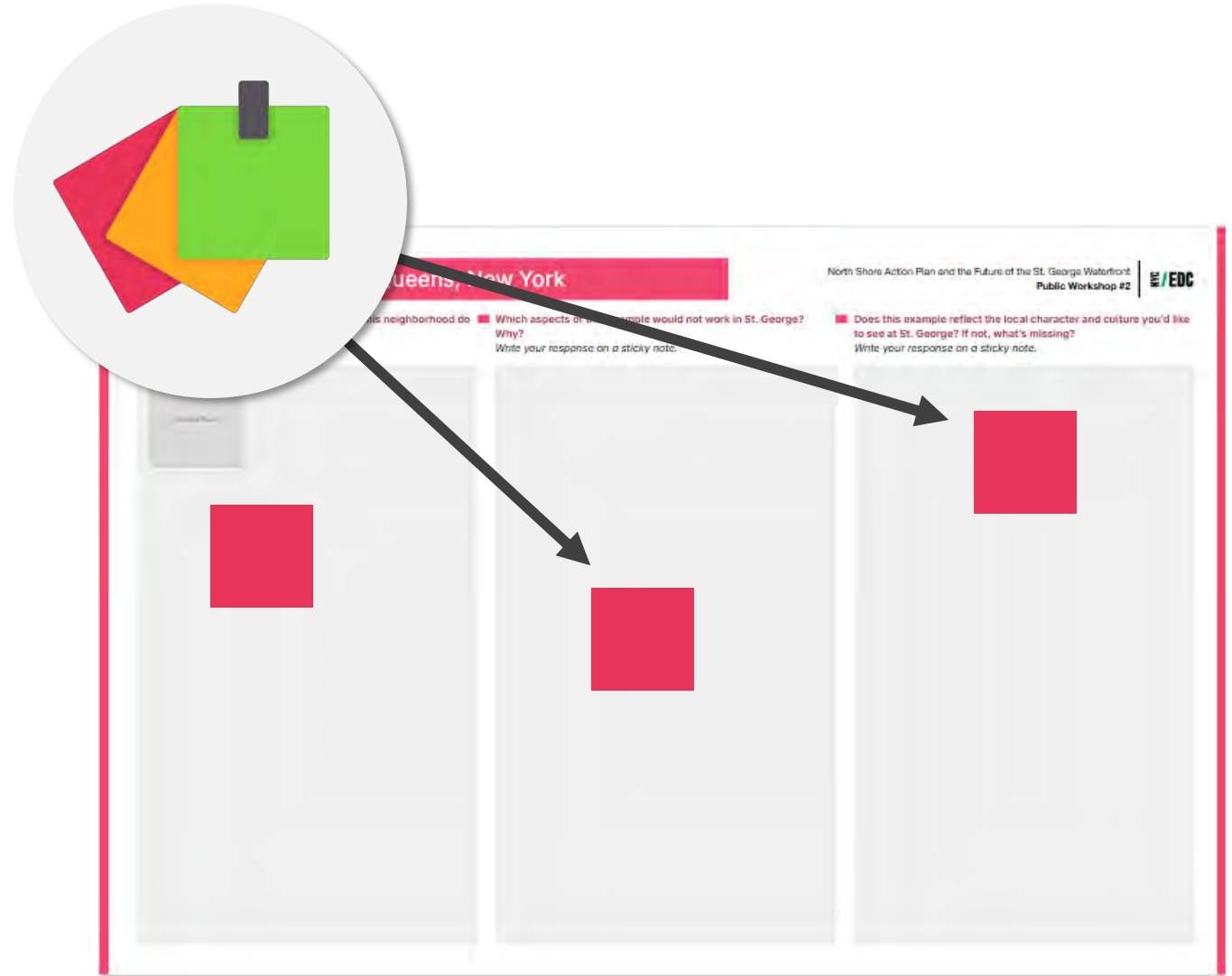
Figure 2: Potential NYC ferry routes at Manhattan South.

Station 2

PRECEDENTS

Identify Priority Features and Values

- Learn about great waterfront neighborhoods in and outside of NYC through posters highlighting their key features.
- Share more ideas using sticky notes about which features you like most and which ones you hope to see in St. George.



Station 3

MESSAGES FROM THE FUTURE Imagining the Waterfront's Future

- Imagine what the waterfront's future would look like, 20 years down the line.
- Visualize that future image through words and drawings.
- Learn more about the project and takeaways from past engagement events through the project board gallery.



Close your eyes and imagine yourselves 20 years into the future, standing on the St. George Waterfront.

Write a letter from your future self, describing what you see.

Handwritten signature: *Mum*

Close your eyes and imagine yourself standing on the St. George Waterfront.

Draw the waterfront as you see it.

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Activity

70 minutes

Q&A

10 minutes

Thank You!

