

A New Vision For Empire Outlets and The Former NY Wheel Site

Online Survey Results

NYC / EDC

Introduction

- NYCEDC's online survey asked for inputs from the community to hear their thoughts on the **future of North Shore and our project sites** (Empire Outlets, and former New York Wheel site) to inform our planning process.
- Our online survey ran **from August 8th to December 15th, 2025**
- We received a total of **328 respondents**
 - **311 live in and/or works in Staten Island**, 9 work but do not live in Staten Island, 8 neither lives nor works in Staten Island
 - **One third of respondents are within the zip code 10301**, which includes the project site

Most of the survey questions reflect respondents indicating they either live or work in Staten Island.

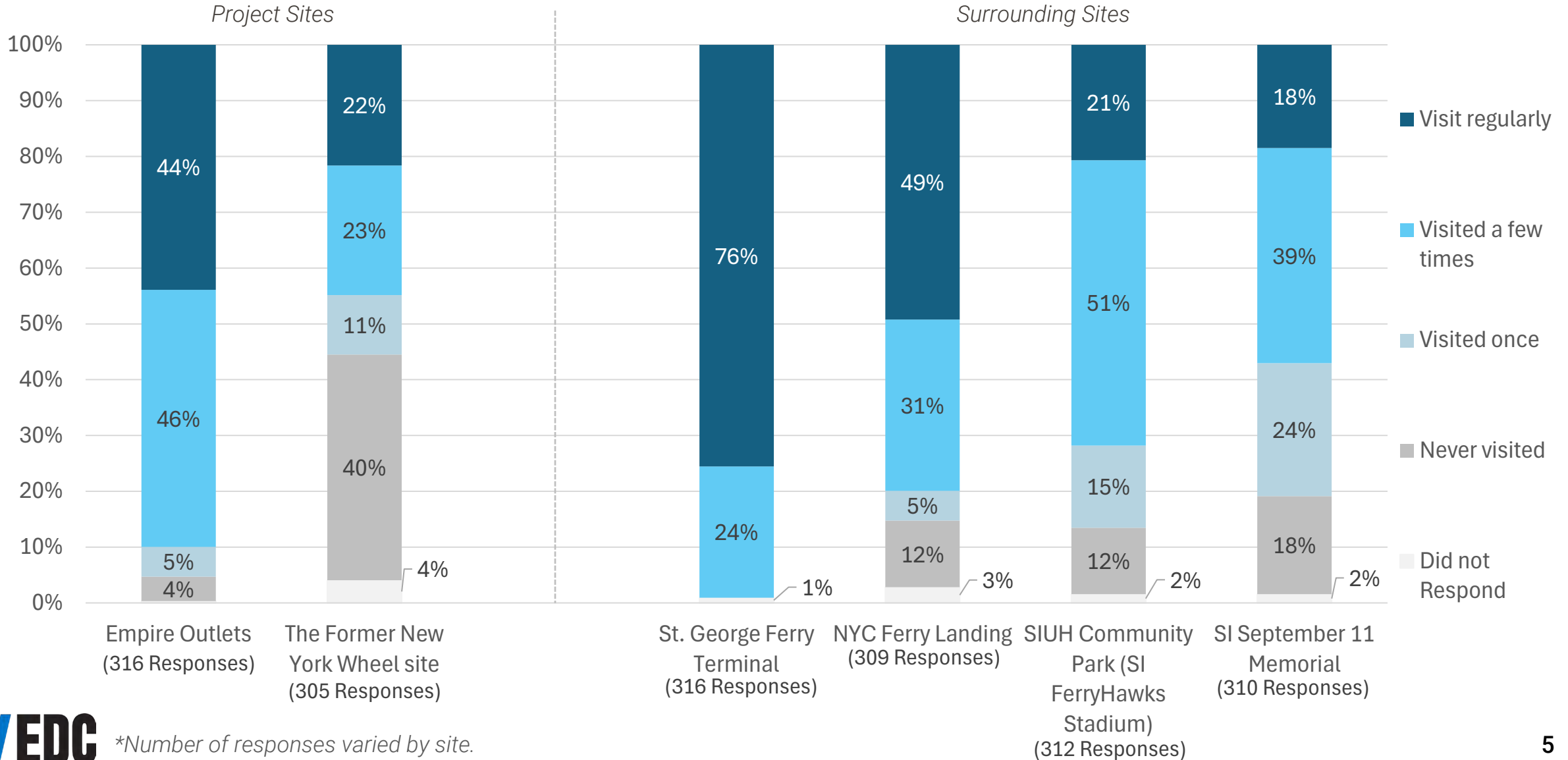
Survey Results

What We're Hearing

- The **high cost of housing** is a top concern for Staten Islanders
- Respondents want **affordable housing, especially for younger adults, families, and first-time home buyers**
- There is a strong preference for **public waterfront access** with **walking/running paths, public restrooms, and seating**
- Top priorities for community amenities included **food and beverage establishments, grocery stores, an arts, cultural, and community center, and recreational spaces**
- Other top priorities included **safety, lighting, and street improvements**

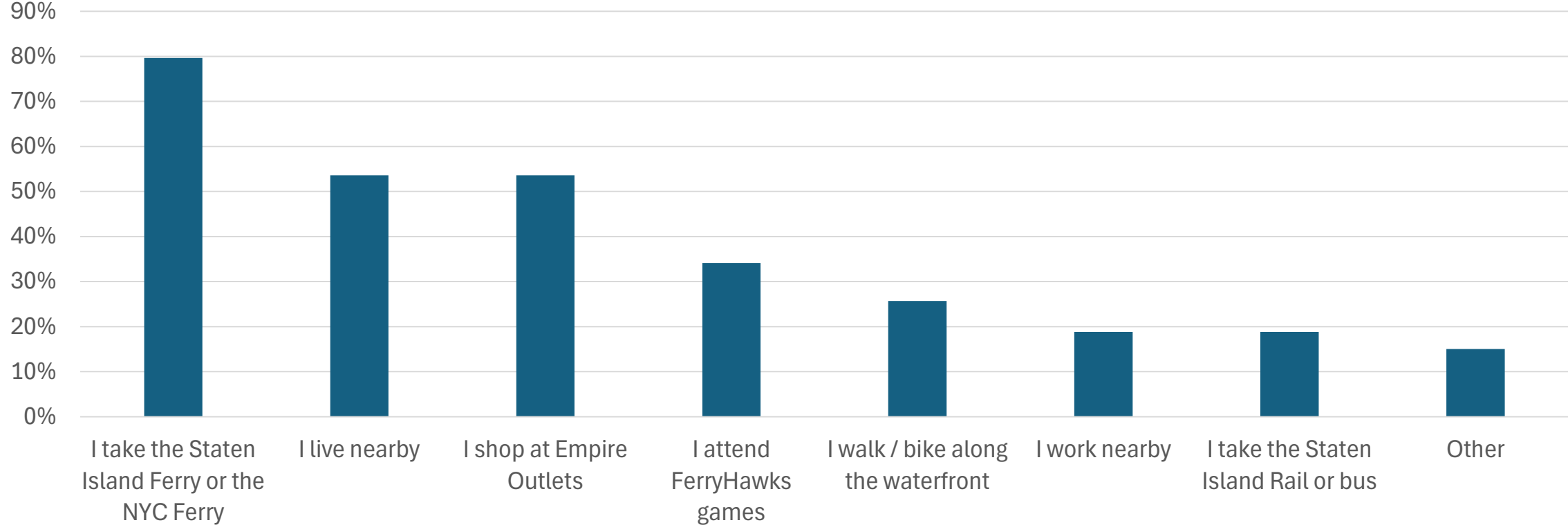
How often do you visit the following area(s) or its immediate surroundings?*

Note: All respondents either live and/or work in Staten Island



Why do you usually visit these sites or their immediate surroundings? *(Select all that apply)*

319 Responses

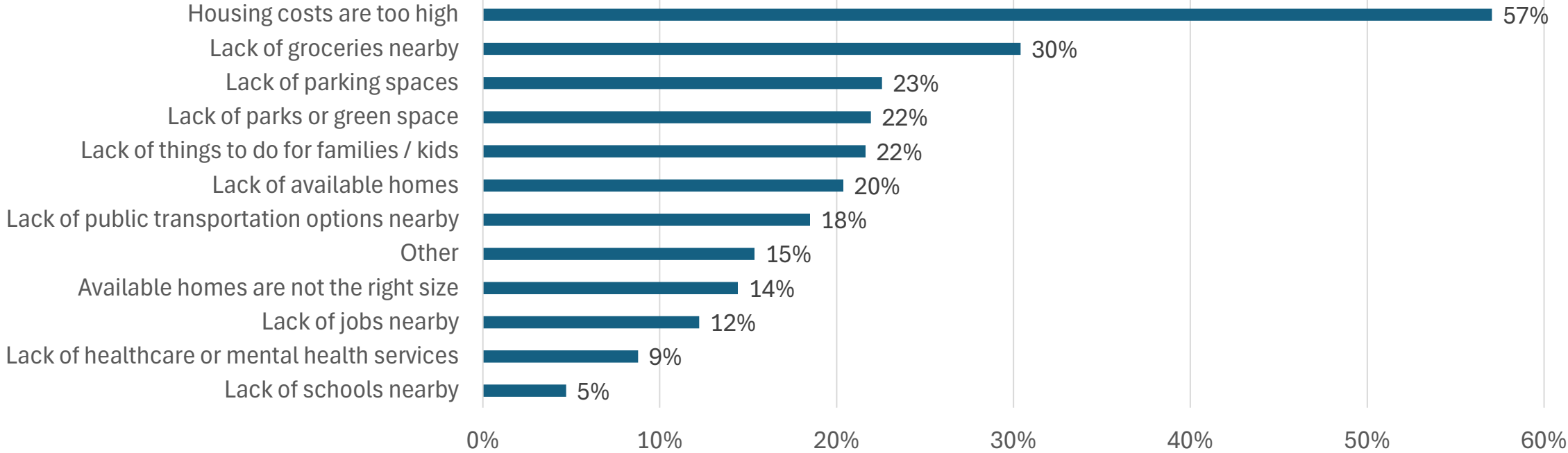


Responses indicating “Other” Included:

- Meet, pick-up, or bring visiting friends and family
- Visit dining, food, and other establishments in the area
- Visit theater and/or museum
- Enjoy outdoor activities (rollerblade, skateboard, walking my dog, enjoying the view)

What challenges have you faced when looking for housing? *(Pick up to three)*

289 Responses



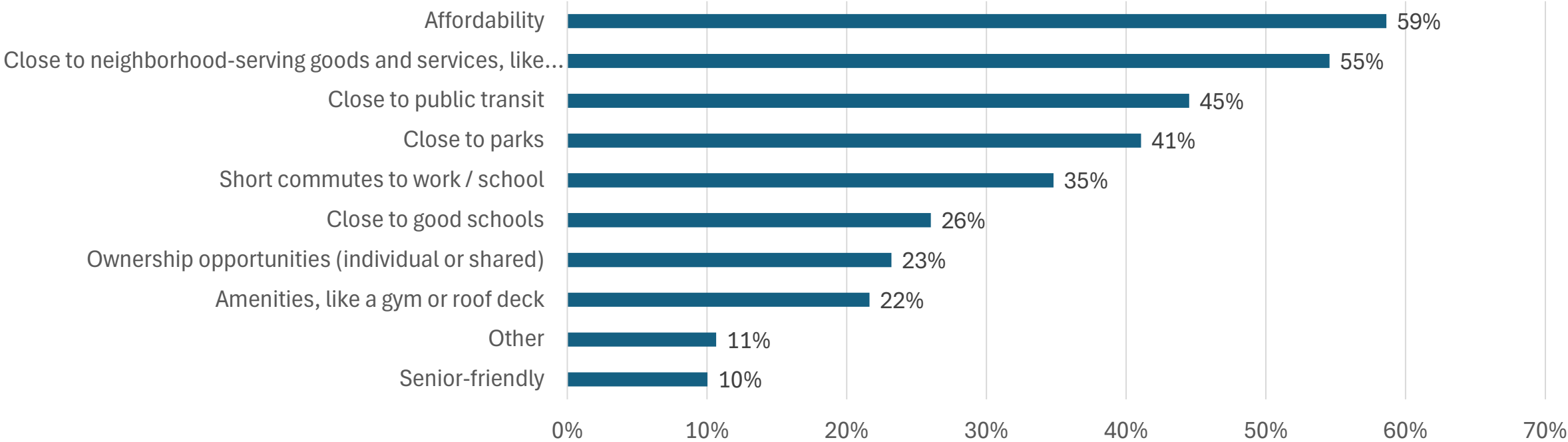
Responses indicating “Other” Included:

- Lack of food options
- Safety and cleanliness
- Lack of cultural and event spaces
- Lack of bikeshare and bike routes
- Lack of new or renovated housing
- Lack of pet friendly apartments and Veterinarian services
- None or haven't been looking for housing

Note: All respondents either live and/or work in Staten Island

What do you prioritize when choosing a place to live? (Pick up to three)

303 Responses

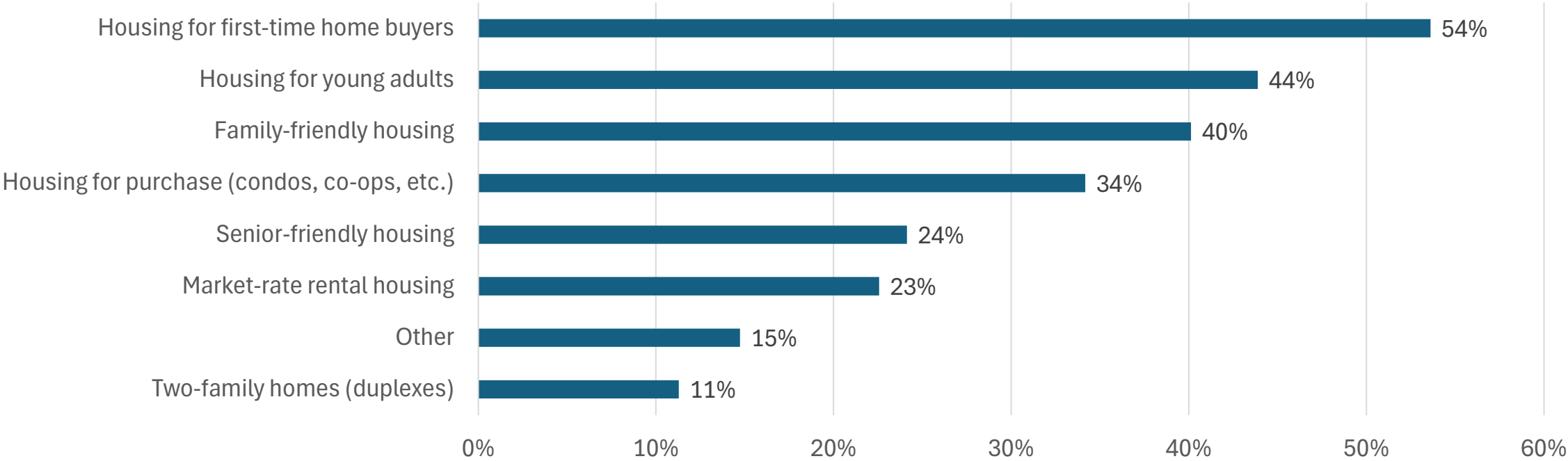


Responses indicating "Other" Included:

- Safety
- Walkability
- Proximity to cultural and event spaces
- Proximity to healthcare facilities
- Quietness
- Proximity to expressway

What types of housing does the North Shore need more of? *(Select all that apply)*

319 Responses



Responses indicating "Other" Included:

- Variety of housing options mixing most or all the options
- Unique housing with amenities
- Pet-friendly housing
- Rent-stabilized housing
- Low-density
- None / sufficient housing already exists

What is your favorite outdoor space or park in New York City or elsewhere?

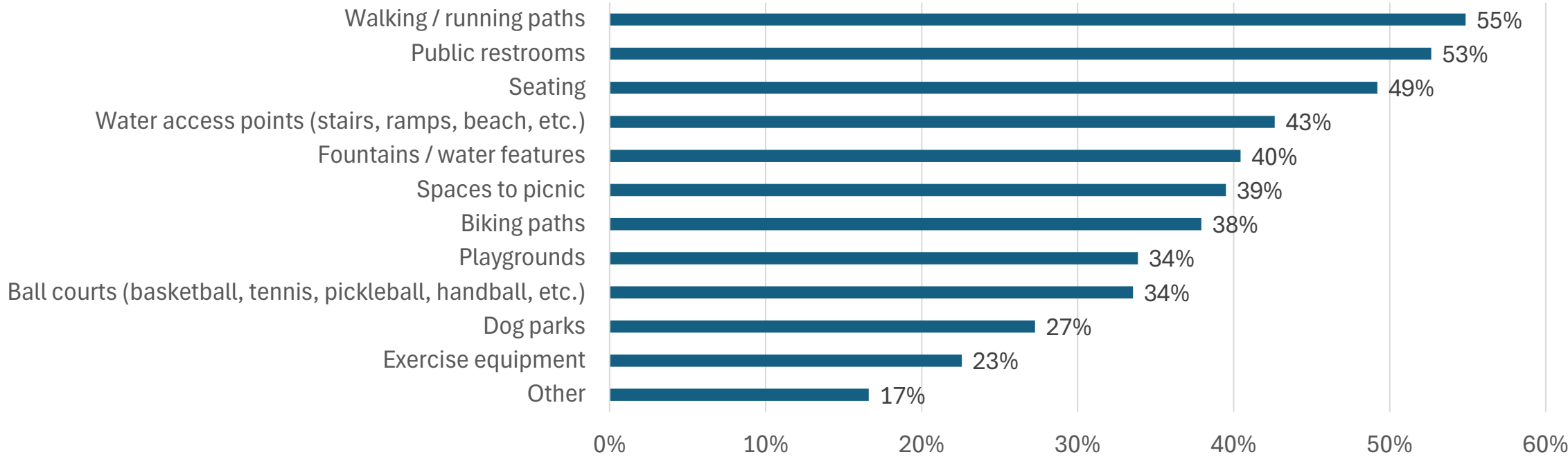
244 Responses (Showing sites with more than 2 response)



Note: All respondents either live and/or work in Staten Island

What kinds of features would you like to see in outdoor spaces on these sites? *(Pick up to three)*

315 Responses



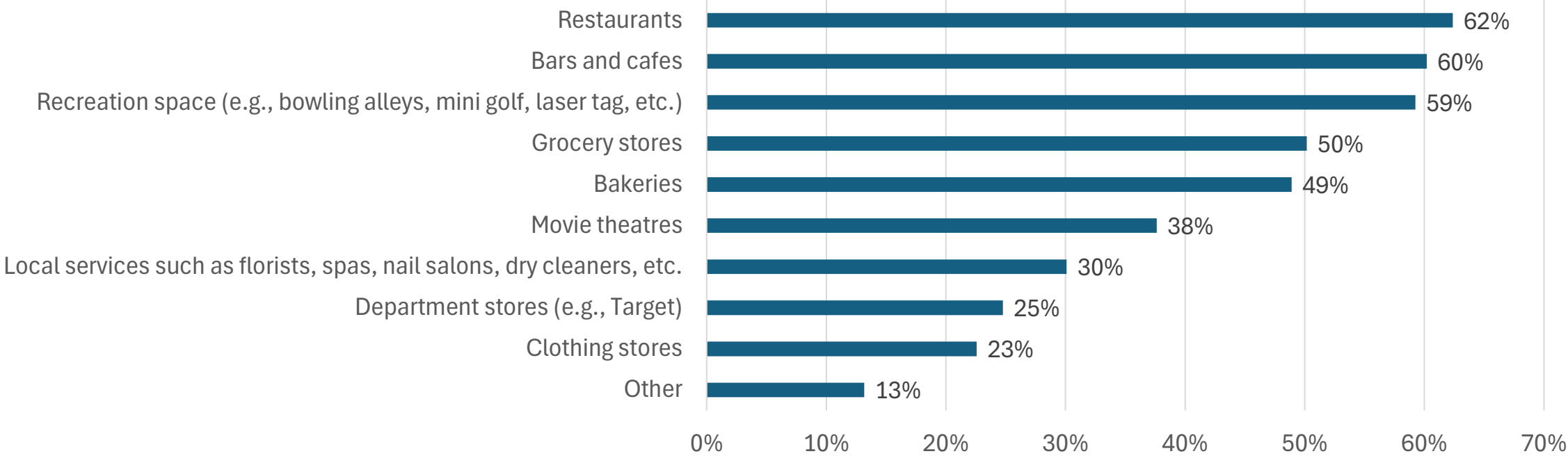
Responses indicating "Other" Included:

- Public water access for recreational boats / Marina
- Skateparks
- Music and event venues
- Well-lit parks and paths
- Art Installations
- Space to support biodiversity
- Covered areas for all weather conditions

Note: All respondents either live and/or work in Staten Island

What kinds of shops or stores would you like to see on these sites? *(Pick up to three)*

316 Responses

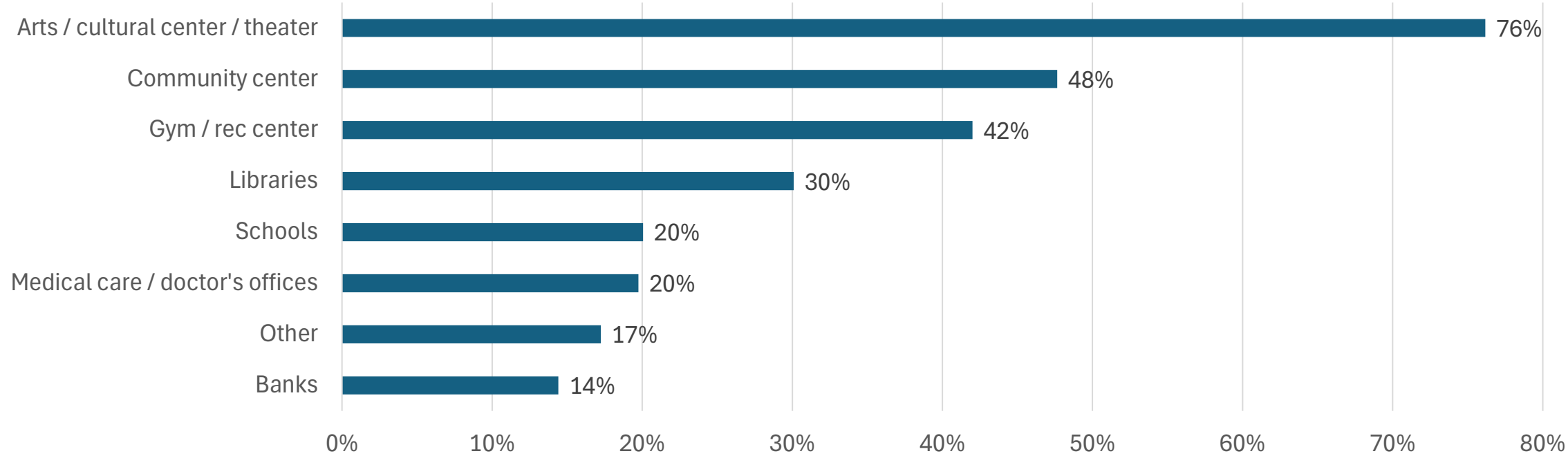


Responses indicating "Other" Included:

- Affordable grocery stores / full-size supermarkets
- Preference for Independent / mom and pop stores
- Space for local artists / pop-ups
- Place where community can gather
- Food Halls / Night Market

Which of the following would you like to see built at these sites or in the immediate area? (Pick up to three)

309 Responses

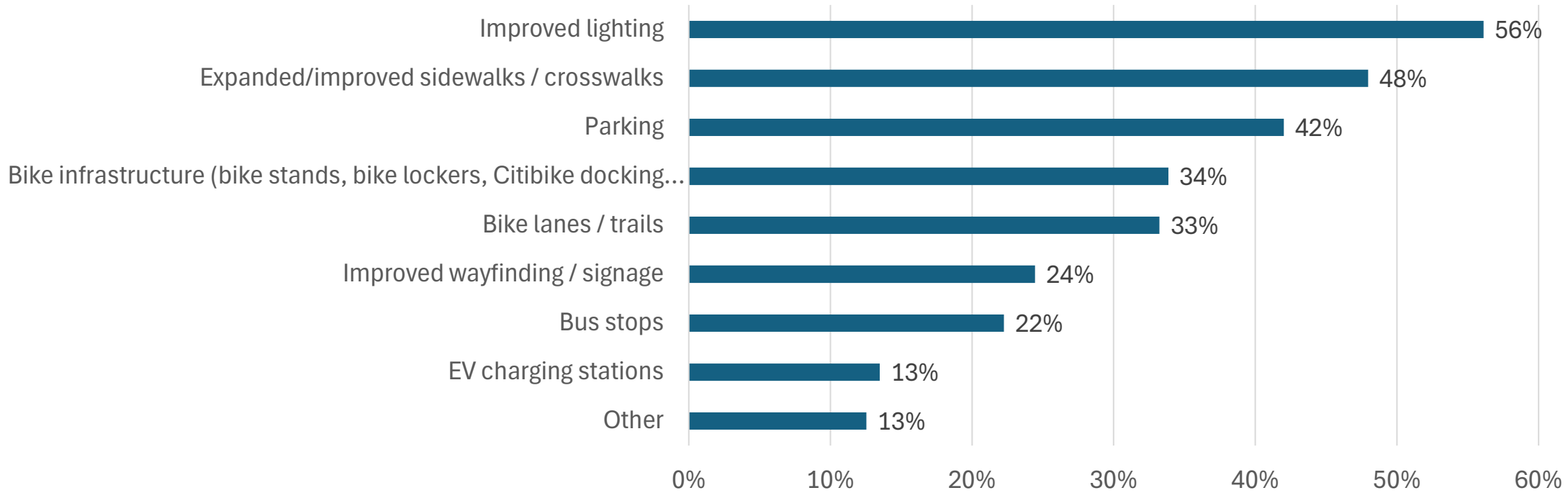


Responses indicating "Other" Included:

- Farmers markets, CSA farms, rooftop gardens, and other sustainable healthy food options
- Open space for outdoor and indoor physical activities / Skateparks
- Family friendly services and daycare
- Place for nightlife

Which of the following would you like to see built at these sites or in the immediate area? (Pick up to three)

310 Responses



Responses indicating "Other" Included:

- Improved safety surrounding transit areas and parking lots
- Improved street safety

What waterfront neighborhoods (in NYC or elsewhere) do you like or find inspiring?

241 Responses (showing sites with two or more responses)



Note: All respondents either live and/or work in Staten Island

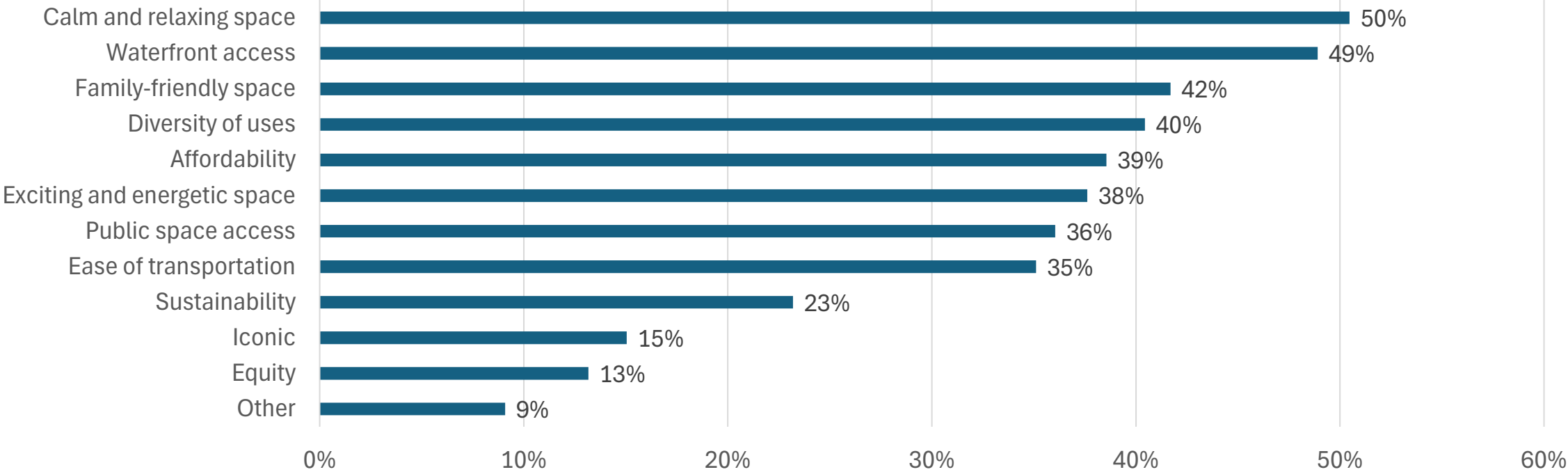
What aspects of those neighborhoods do you find particularly compelling?

Respondents provided the following to the top 6 neighborhoods:

Battery Park City Green Space Waterfront Views Walking/running paths Family-friendly playgrounds Clean, safe, and vibrant	Hudson River Park Long, continuous walking and biking paths Greenery integrated Urban Design Recreational activities (volleyball, mini golf, etc.)	Brooklyn Bridge Park Mix of nature and city Playgrounds, sports fields, event spaces Manhattan Skyline Restaurants, cafes, and retail Clean bathrooms	DUMBO Historic industrial architecture Scenic cobblestone streets Art installations and shops	South Street Seaport Historic Food halls Music venues Walkable waterfront	Williamsburg Vibrant Artsy Recreation spaces
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What values are most important to you in reimagining the St. George Waterfront through new visions for these sites? *(Pick up to three)*

314 Responses



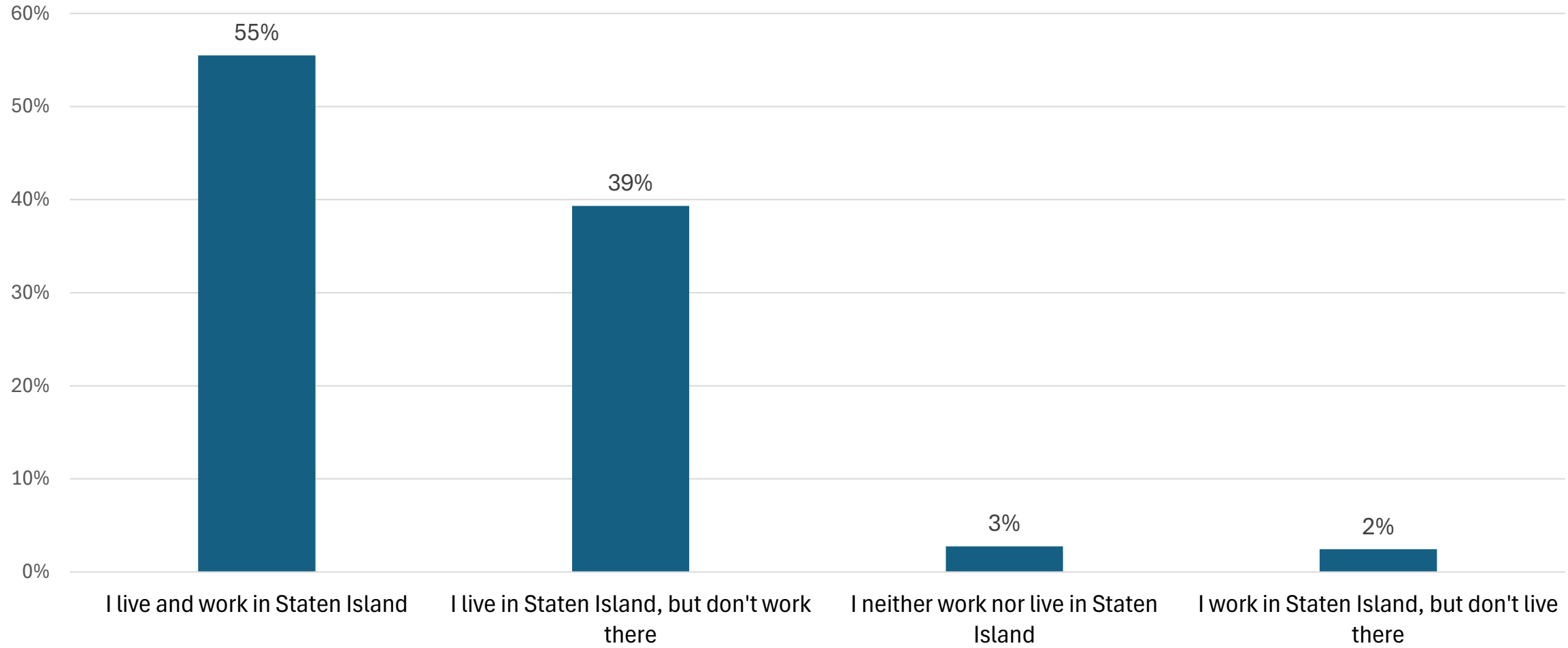
Responses indicating "Other" Included:

- Space for Staten Islanders and not tourist-oriented
- Youthful and active spaces
- Anchor for community

Survey Respondent Demographics

Do you live or work in Staten Island?

328 Responses



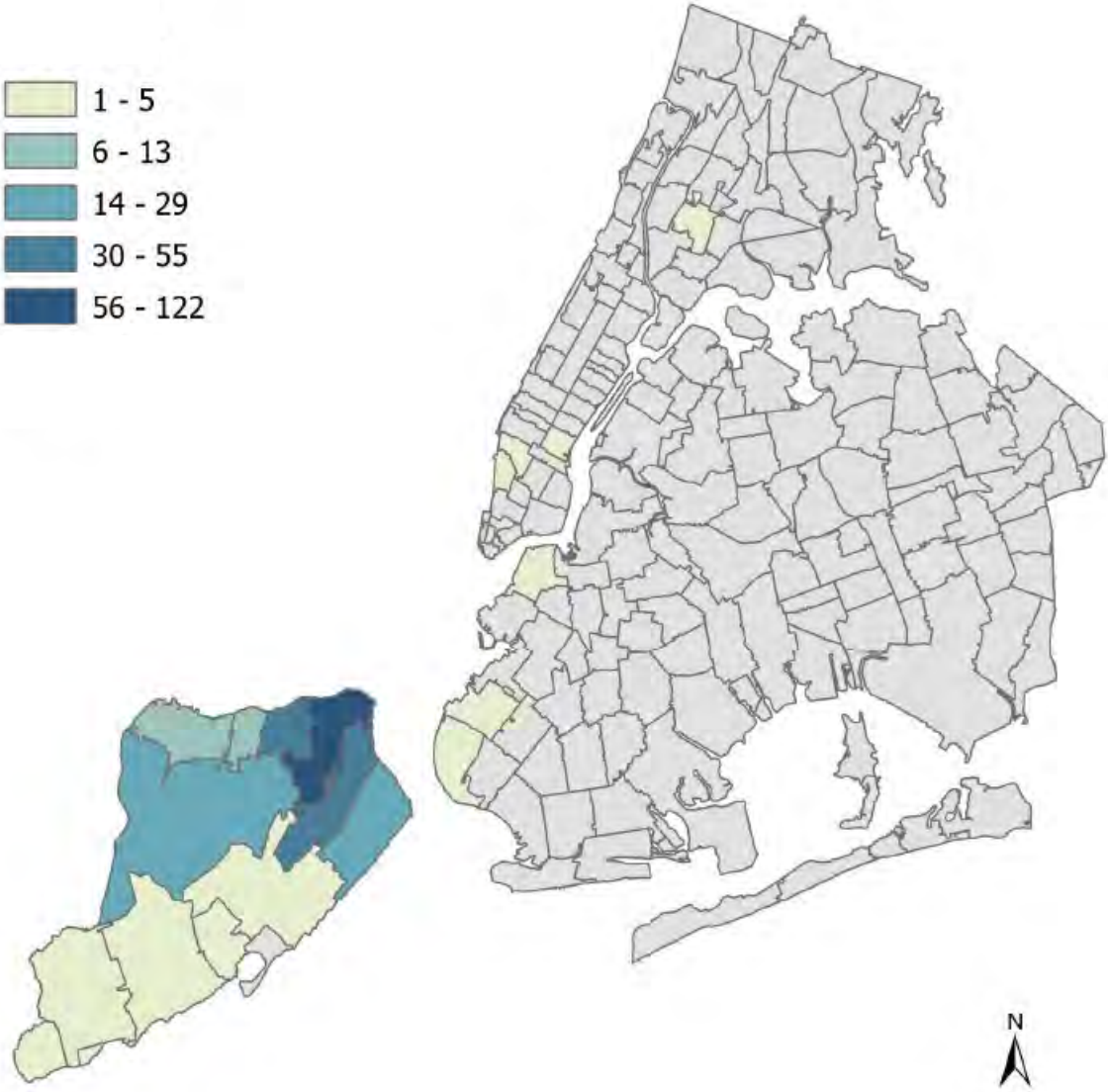
What is your home ZIP Code?

328 Responses

What is your home ZIP Code?	Percentage	Responses
10301	37%	122
10310	17%	55
10304	15%	49
10314	9%	29
10305	7%	22
10302	4%	13
10303	2%	8
10306	2%	5
10312	1%	3
10381	1%	2
11220	1%	2

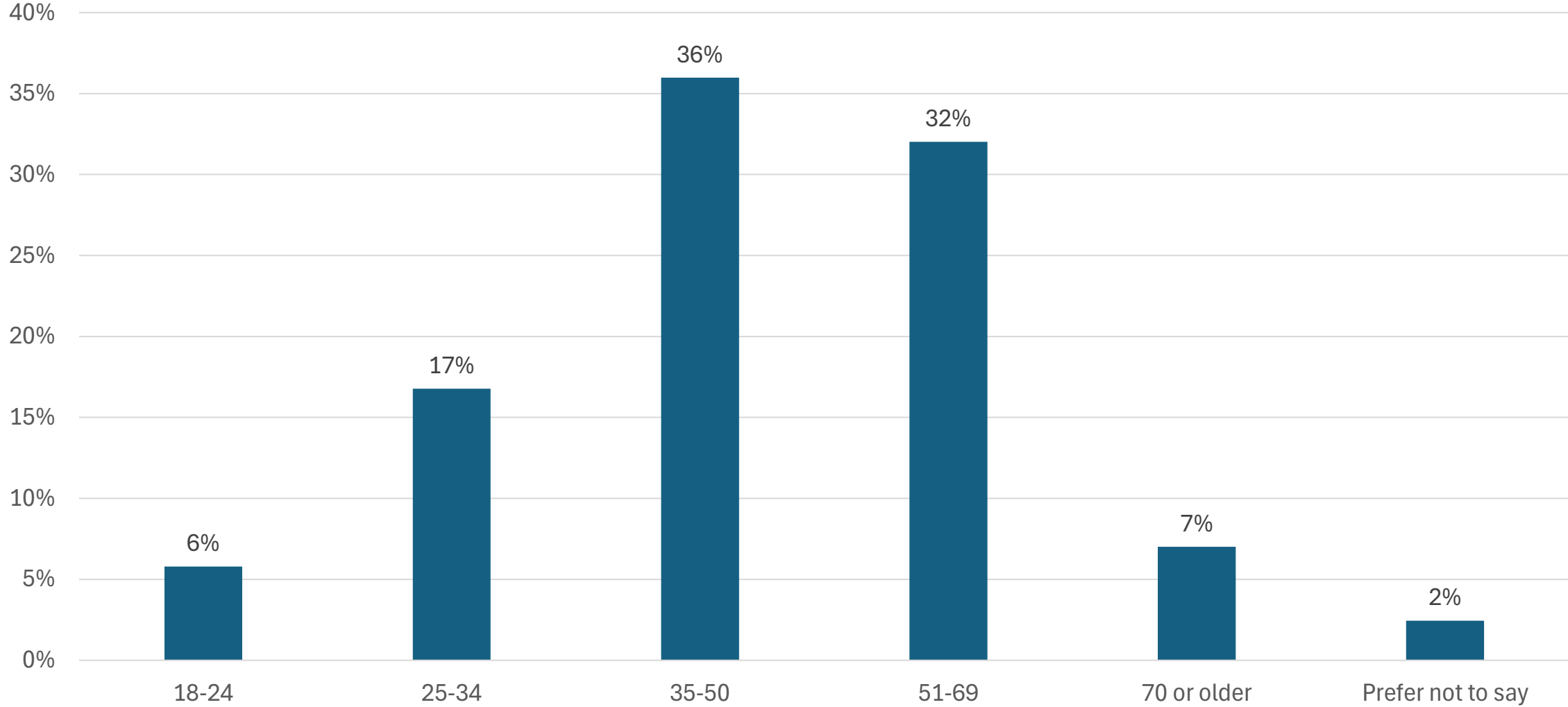
*There were 29 total unique ZIP codes. Aside from NYC, there were 3 from NJ and 1 from upstate NY.

Table shows zip codes with more than one response.



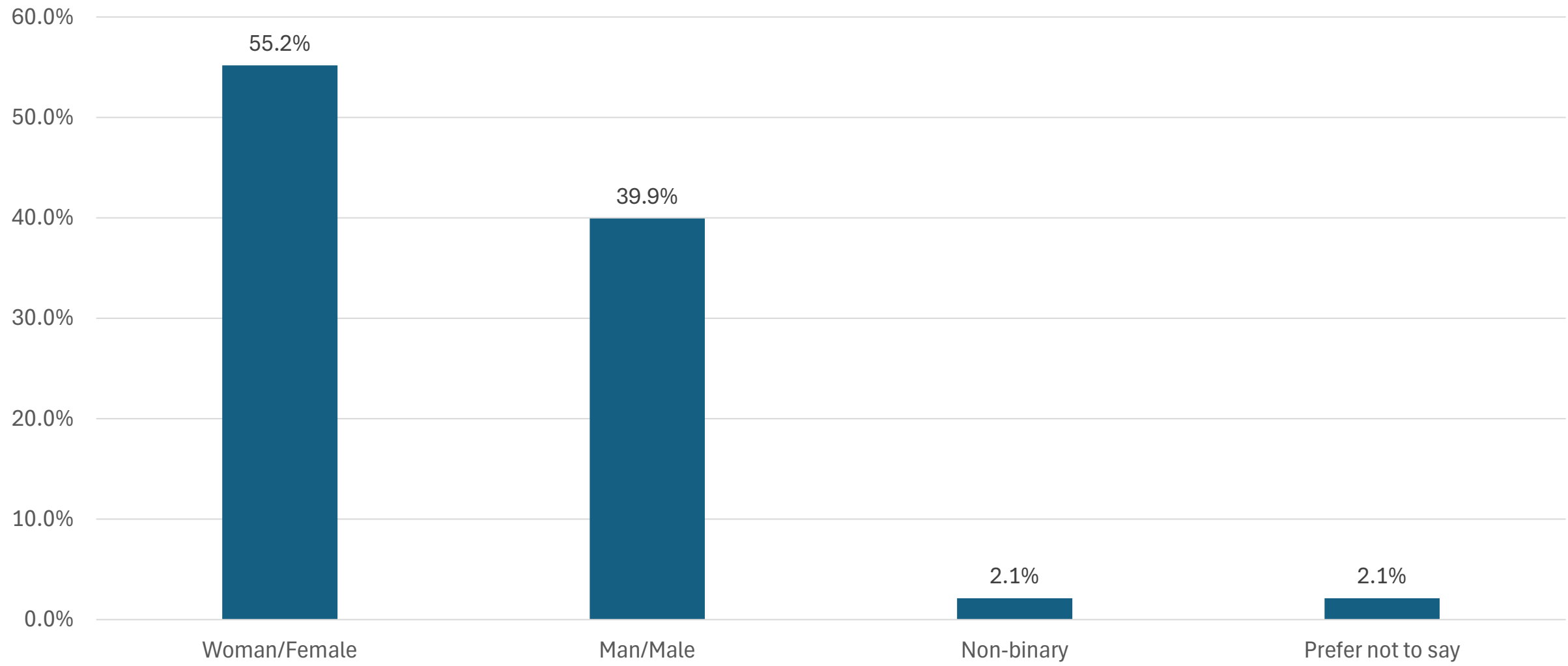
What age group do you belong to?

328 Responses



How would you describe your gender? *(Select all that apply)*

324 Responses



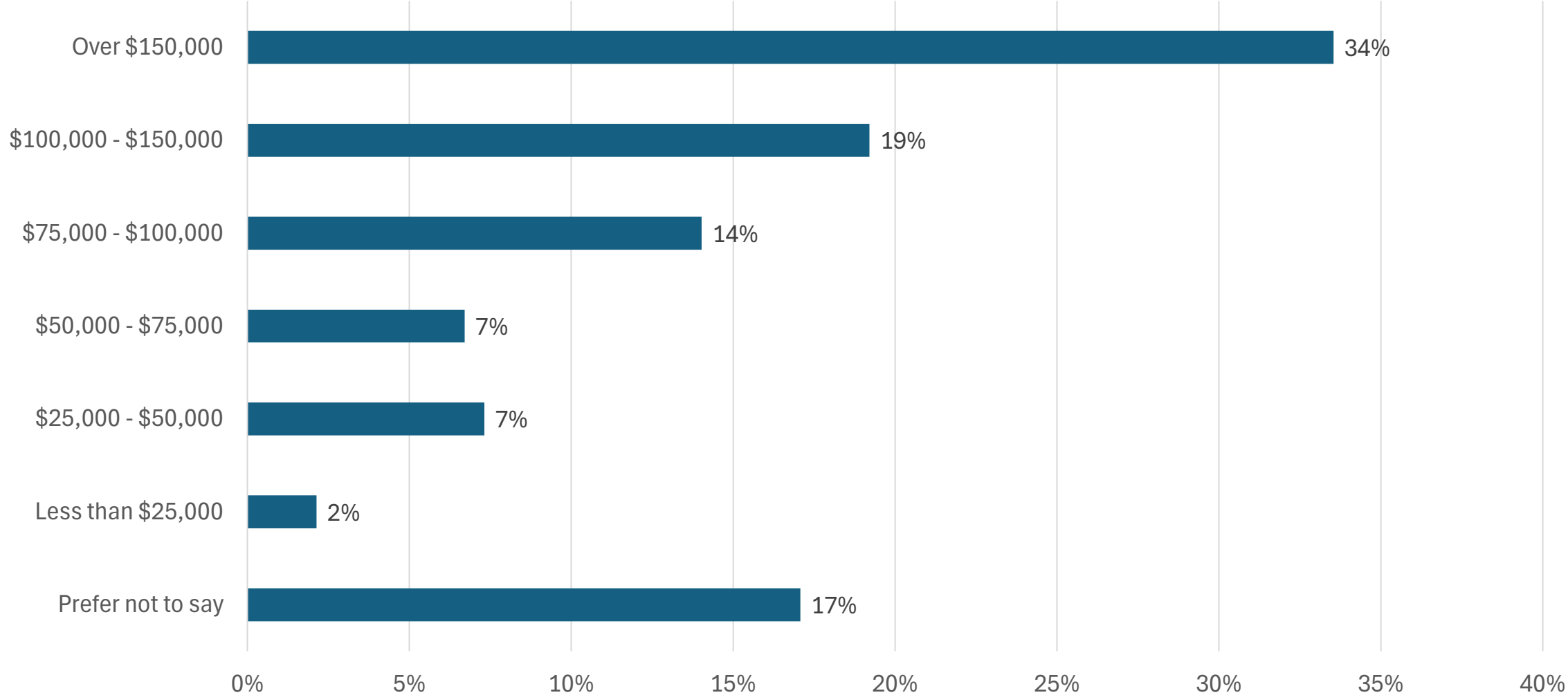
How do you identify in terms of race? *(Select all that apply)*

322 Responses

How do you identify in terms of race? (Select all that apply)	Percentage	Responses
White	51%	166
Hispanic or Latino/a/x	13%	42
Black or African American	7%	22
Asian	5%	18
Middle Eastern or North African	2%	5
Two or more selected	11%	35
Prefer not to say	10%	34

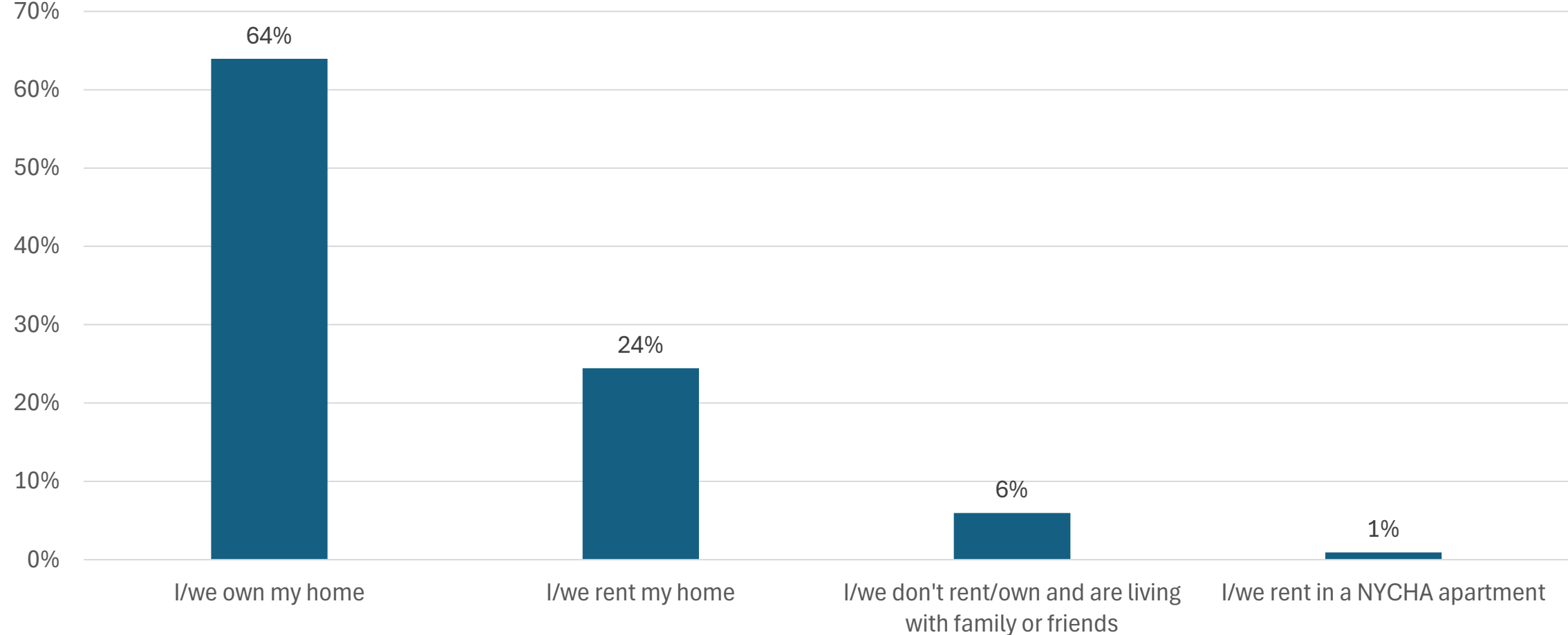
What is your approximate annual household income?

328 Responses



Which of the following best describes your housing situation?

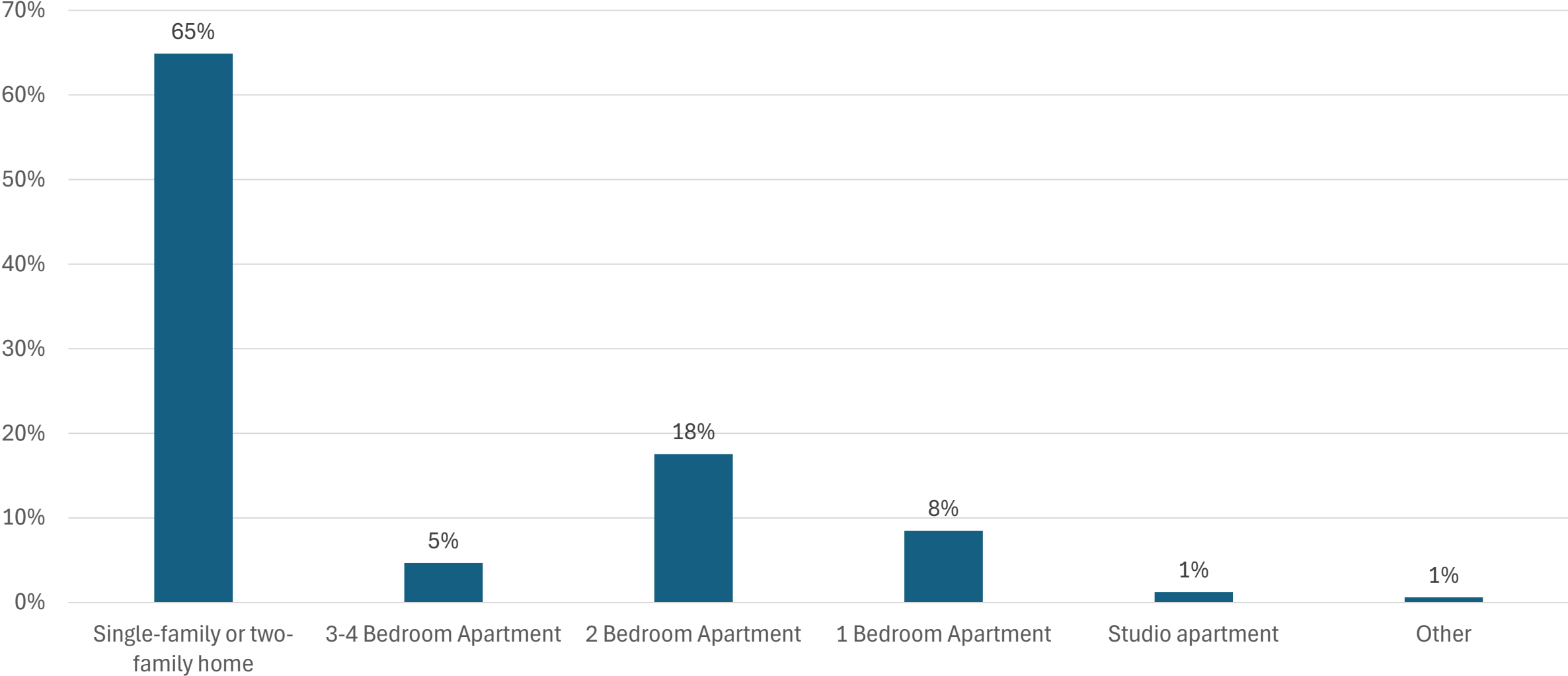
328 Responses



Note: Only Respondents who live and/or work in Staten Island

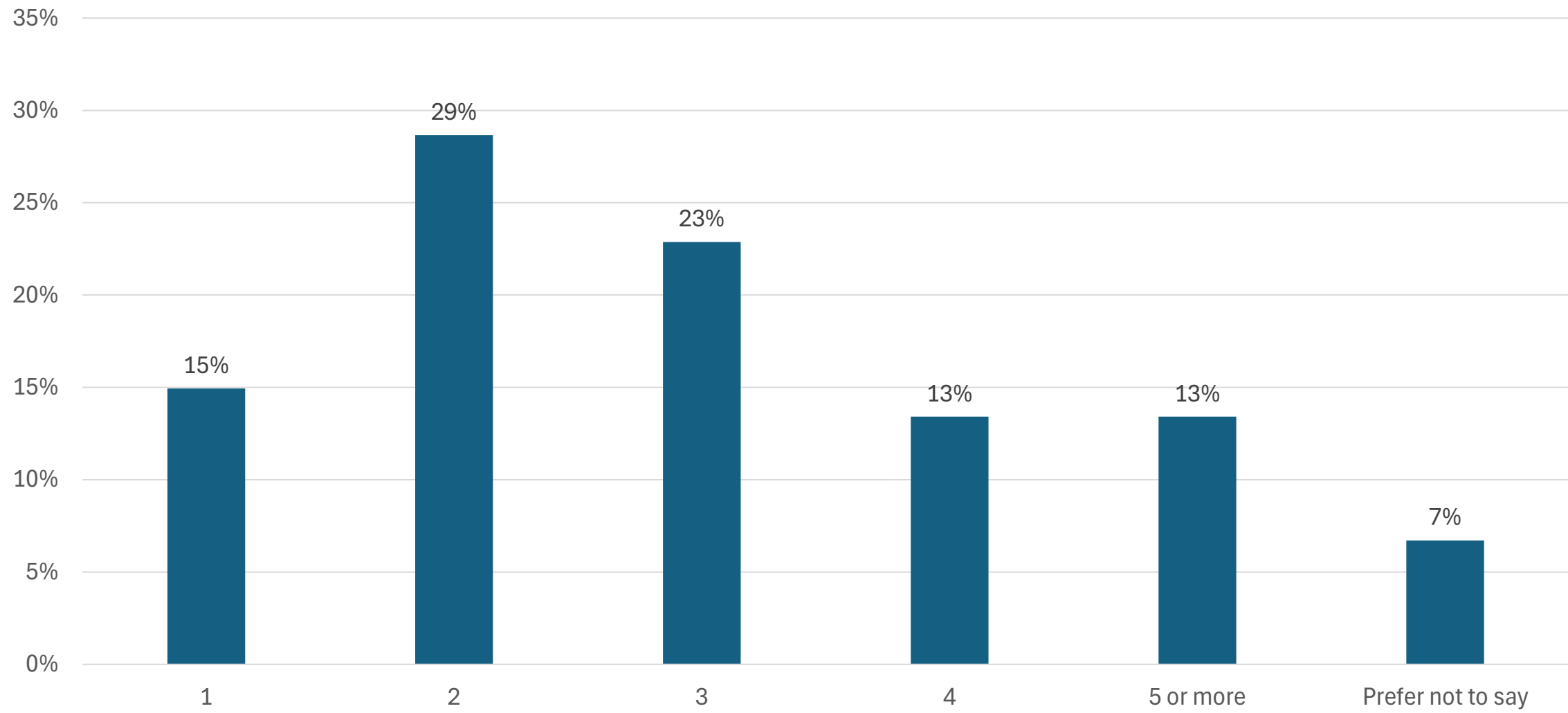
What type of home do you live in?

311 Responses



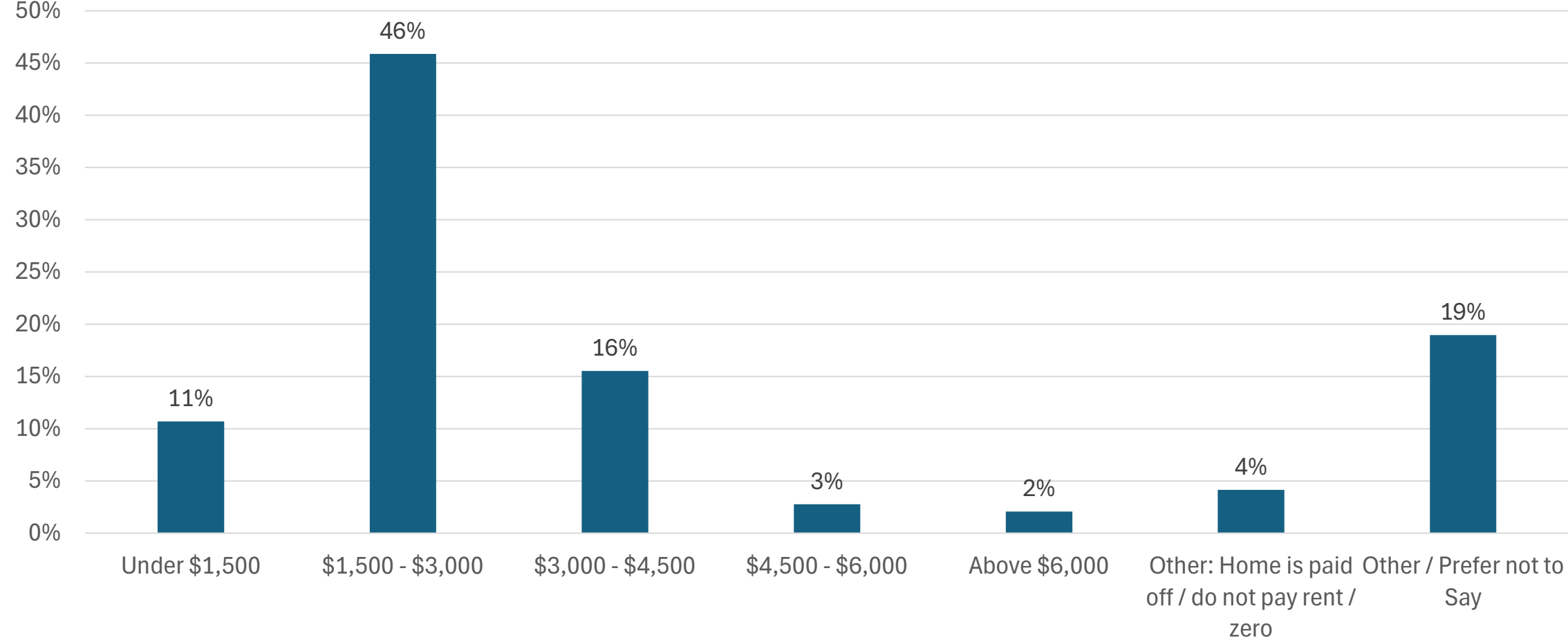
How many people live in your household?

328 Responses



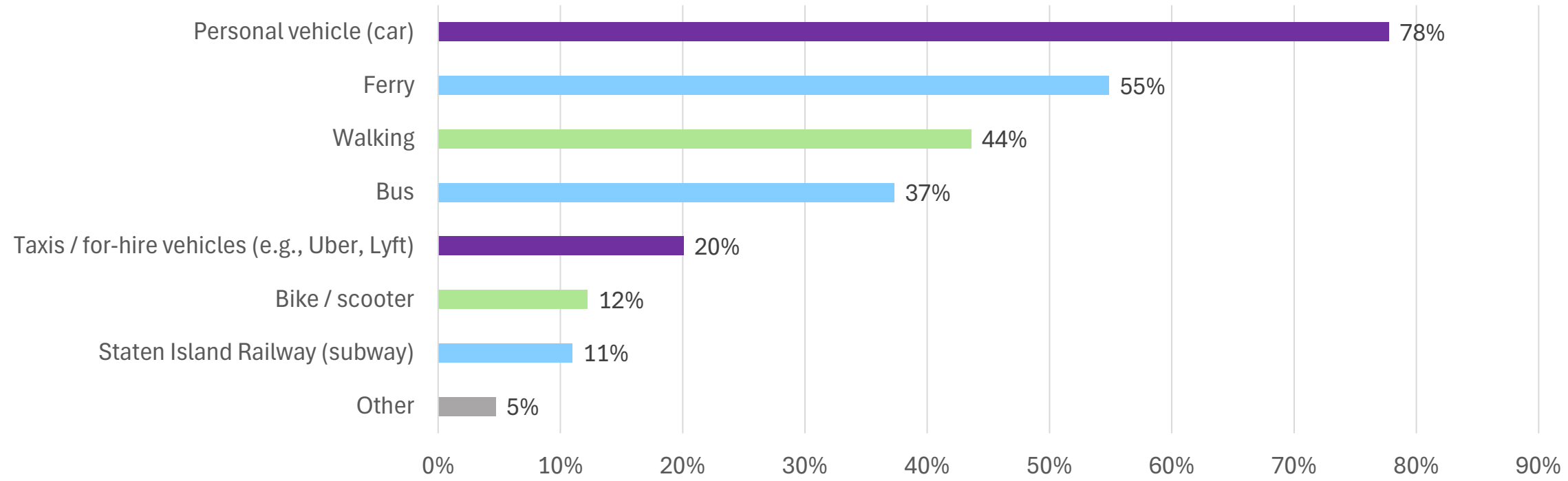
What do you pay in monthly rent or monthly mortgage payments?

285 Responses



What is/are your primary mode(s) of transportation? (Select all that apply)

317 Responses



Responses indicating "Other" Included:

- Access-A-Ride
- Motorcycle
- Other micromobility such as skateboard