

# FUTURE∞CULTURE

## Connecting Staten Island's Waterfront

INITIAL SET OF RECOMMENDATIONS, 3/28/17

---

## I. FOSTER AND AMPLIFY LOCAL CULTURE

### Increase Public Presence

#### 1.1 Develop identifiable cultural clusters and destinations

- 1.1.1 *Develop a North Shore Cultural Station*
- 1.1.2 *Expand and develop existing cultural institutions*
- 1.1.3 *Program new sites and venues that can offer space for local cultural work and activities*
- 1.1.4 *Support efforts of the Maritime Education & Recreation Corridor (MERC) coalition to secure new educational and recreational space along the waterfront, including potential roles for culture at the future Cromwell Recreation Center at Lyons Pool*

#### 1.2 Organize unique events of scale and regularity

- 1.2.1 *Determine sites, resources, and sponsors for large festivals, events, performances, and ongoing programming series*
- 1.2.2 *Co-sponsor festivals, events, and performances prioritizing collaboration with immigrant and heritage-based organizations and informal groups*

### 2. Promote Exploration

#### 2.1 Develop inclusive, coordinated messaging

- 2.1.1 *Create a Marketing & Tourism Manager position at the SI Borough President's Office*
- 2.1.2 *Coordinate the existing Destination St. George initiative with broader community-based messaging from SI Arts*

#### 2.2 Share the North Shore's story with 'islanders' and visitors

- 2.2.1 *Develop a messaging framework that emphasizes SI's unique assets*
- 2.2.2 *Create a map of local cultural assets for general public and visitors*
- 2.2.3 *Develop an open, shared calendar of activities and events*
- 2.2.4 *Partner on marketing strategies, such as discounted ad space or directly measurable incentives, to raise the profile of cultural organizations*
- 2.2.5 *Encourage Staten Island exploration beyond the ferry terminal*
- 2.2.6 *Rename or confer honorary names to streets to highlight key historic and cultural figures associated with Staten Island*
- 2.2.7 *Strengthen the identity of town hubs*

## **2.3 Provide intuitive wayfinding and place-based cultural awareness interventions**

- 2.3.1 *Initiate open call to engage with routes to cultural points of interest to promote new or friendlier connections, especially for pedestrians.*
- 2.3.2 *Create alternative versions of the MTA bus map geared toward cultural landmarks*
- 2.3.3 *Provide 'where' and 'what' orientation information in public spaces*
- 2.3.4 *Collaborate with community and public agencies to connect privately controlled sites to 'routes' of exploration*

## **3. Broaden and Deepen Support**

### **3.1 Develop a shared voice to coordinate and advocate for the value of the arts and cultural practice**

- 3.1.1 *Form a 'North Shore Cultural Committee'*
- 3.1.2 *Facilitate new types of networking*
- 3.1.3 *Communicate and implement key findings of the citywide Cultural Plan*
- 3.1.4 *Make the case for stable resources at the City, State, and Federal level*
- 3.1.5 *Encourage private sector leaders to join boards of local cultural institutions*

### **3.2 Increase and strengthen partnerships between communities and with private and public stakeholders**

- 3.2.1 *Develop guidelines for cross-sector partnership with artists, cultural practitioners, and cultural organizations to ensure mutual respect and equity and improve outcomes*
- 3.2.2 *Connect arts and culture organizations with social service provider organizations in the area to facilitate partnerships*
- 3.2.3 *Increase ability of cultural groups to provide educational programming*
- 3.2.4 *Incentivize partnerships for creation of new work*
- 3.2.5 *Demonstrate through pilot projects how sites, space, and other resources can be used for cultural activities*

### **3.3 Connect cultural communities to financial resources**

- 3.3.1 *Create a North Shore Cultural Investment Fund to encourage and support cross-sector partnerships and opportunities*
- 3.3.2 *Establish a North Shore Cultural Fellowship Program that includes a residency program to encourage collaboration on the North Shore*
- 3.3.3 *Expand re-granting opportunities*
- 3.3.4 *Initiate new grant programs and target existing grant programs to support Naturally Occurring Cultural Districts, heritage-based arts, and underserved cultural communities*

## II. CONNECT AND ENHANCE PLACE

### 4. Celebrate the Waterfront

#### 4.1 Preserve and enhance the experience of maritime culture

- 4.1.1 *Stage cultural events at key locations on the waterfront*
- 4.1.2 *Create new, dynamic public spaces along the waterfront by exploring ways that historic vessels can be moored and used for educational, recreational, and cultural programs*
- 4.1.3 *Invest in high quality design and capital improvements to the waterfront experience at key sites where arts and culture can be maximized*
- 4.1.4 *Pursue infrastructure improvements along the waterfront and develop pilot projects that reconceive public piers and other “leftover spaces” such as bulkheads*
- 4.1.5 *Safeguard views and the visible and experiential connections between towns and waterfront*
- 4.1.6 *Pursue additional ferry and water transport*

#### 4.2 Foster resiliency through culture

- 4.2.1 *Develop environmental educational programs and interventions that employ the arts and other cultural activities*
- 4.2.2 *Respect existing passive uses along the water such as fishing and sunbathing, and safeguard direct access to the water’s edge*
- 4.2.3 *Create enhanced, connected, high-performance green spaces that promote urban ecological diversity*
- 4.2.4 *Develop innovative solutions to flood- and stormwater management, using best practices as guidelines for new developments*

### 5. Activate Underused Open Space

#### 5.1 Enhance existing green spaces

- 5.1.1 *Develop cultural activities, installations and programs for upland spaces and town hub parks through partnership and pilot projects, encouraging participation of community and cultural organizations in NYC Parks ‘Adopt-a-Park’ program and/or ‘Friends’ groups*
- 5.1.2 *Renovate comfort stations and other facilities as part of a move towards providing additional amenities and concession opportunities*

#### 5.2 Consider the ‘in between’

- 5.2.1 *Develop proposals and pilot projects for streets and medians to create a network of space*
- 5.2.2 *Use culture to address space between town hubs*
- 5.2.3 *Improve connections between NYCHA developments and surroundings*
- 5.2.4 *Incorporate best practices for streetscape design*

## **6. Improve the Experience of Infrastructure**

### **6.1 Move people with culture**

- 6.1.1 *Engage artists and cultural professionals to identify and resolve issues of values and aesthetics surrounding transportation infrastructure on the North Shore by issuing open calls and developing, supporting and advocating for community-based proposals and pilot projects for these spaces*
- 6.1.2 *Develop cultural activities/events to encourage bike use and advocacy*
- 6.1.3 *Connect points of cultural interest by supporting and advocating for community-based proposals and pilot projects at key points of disconnection*
- 6.1.4 *Connect the St George Ferry Terminal to the southeast promenade with the support of community-based proposals and pilot projects*

### **6.2 Define places for waiting and gathering**

- 6.2.1 *Develop proposals and pilot projects for areas in and around the ferry terminal, bus stops, and SIR platforms*
- 6.2.2 *Partner with social service provider organizations to address transportation waiting areas*

## **7. Develop and Preserve Built Space for Culture**

### **7.1 Preserve existing space where the cultural community lives, works, and presents**

- 7.1.1 *Promote the uniqueness of the North Shore cultural community's built environment and advocate for its continued viability*
- 7.1.2 *Strengthen and preserve existing cultural workspace and presentation space*
- 7.1.3 *Explore programs that preserve existing affordable housing along the North Shore and lock-in affordability*

### **7.2 Adapt existing or historic structures for the cultural community to live, work, and present**

- 7.2.1 *Adapt vacant, public buildings for cultural use*
- 7.2.2 *Invite nonprofit organizations to help fill North Shore vacant or underutilized spaces with cultural uses*

### **7.3 Plan affordable space in new developments for the cultural community to live, work, and present**

- 7.3.1 *Advocate for affordable living, working, and presenting space*
- 7.3.2 *Craft incentives for creating new art + artisan workspace in new developments*
- 7.3.3 *Create new affordable housing for the North Shore cultural community*