

# FUTURE CULTURE

Connecting Staten Island's Waterfront

Cornell University AAP

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DESIGN TRUST  
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Cornell University

# Presentation Overview

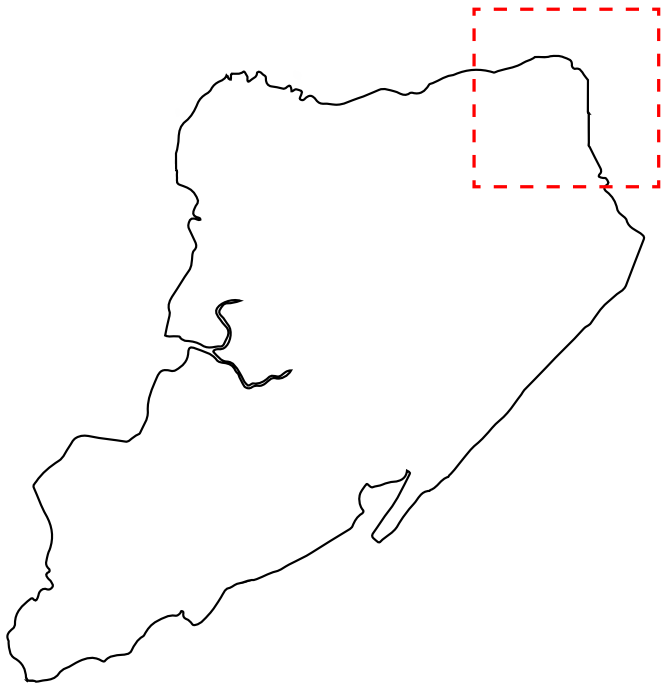
- 1 Workshop overview
- 2 Initial research
- 3 City plans & new developments
- 4 The arts & Staten Island
- 5 Community engagement
- 6 Finding opportunity sites
- 7 Focused site analysis & recommendations

## I.I Workshop Scope

### Workshop Goals:

- Examine the spatial, social and economic factors surrounding the North Shore
- Specific focus on St. George and Stapleton
- Considers both current and future development
- Recommend ways the North Shore's existing cultural assets could contribute to greater connectivity in its public realm

# 1.2 Geographic Scope



# I.3 Timeline & Process

## Process

### Three phases:

1. Initial site research and data collection
2. Identifying opportunity sites
3. Focused site analysis

## Client meetings & Site visits

09/07	Staten Island Seisiún at Flagship Brewery
09/11	Initial client meeting
10/02	Client meeting
10/04	Lighthouse Museum with Mark Anderson St. George site walk
10/09	St. George & Tompkinsville
10/18	Stapleton
11/08	Community Meeting Second Saturday, Staten Island Artists Building
11/13	Snug Harbor & Staten Island Museum
11/17	Client meeting
11/25	St. George Theater
12/9	St. George Promenade
12/12	Bay St. intersection

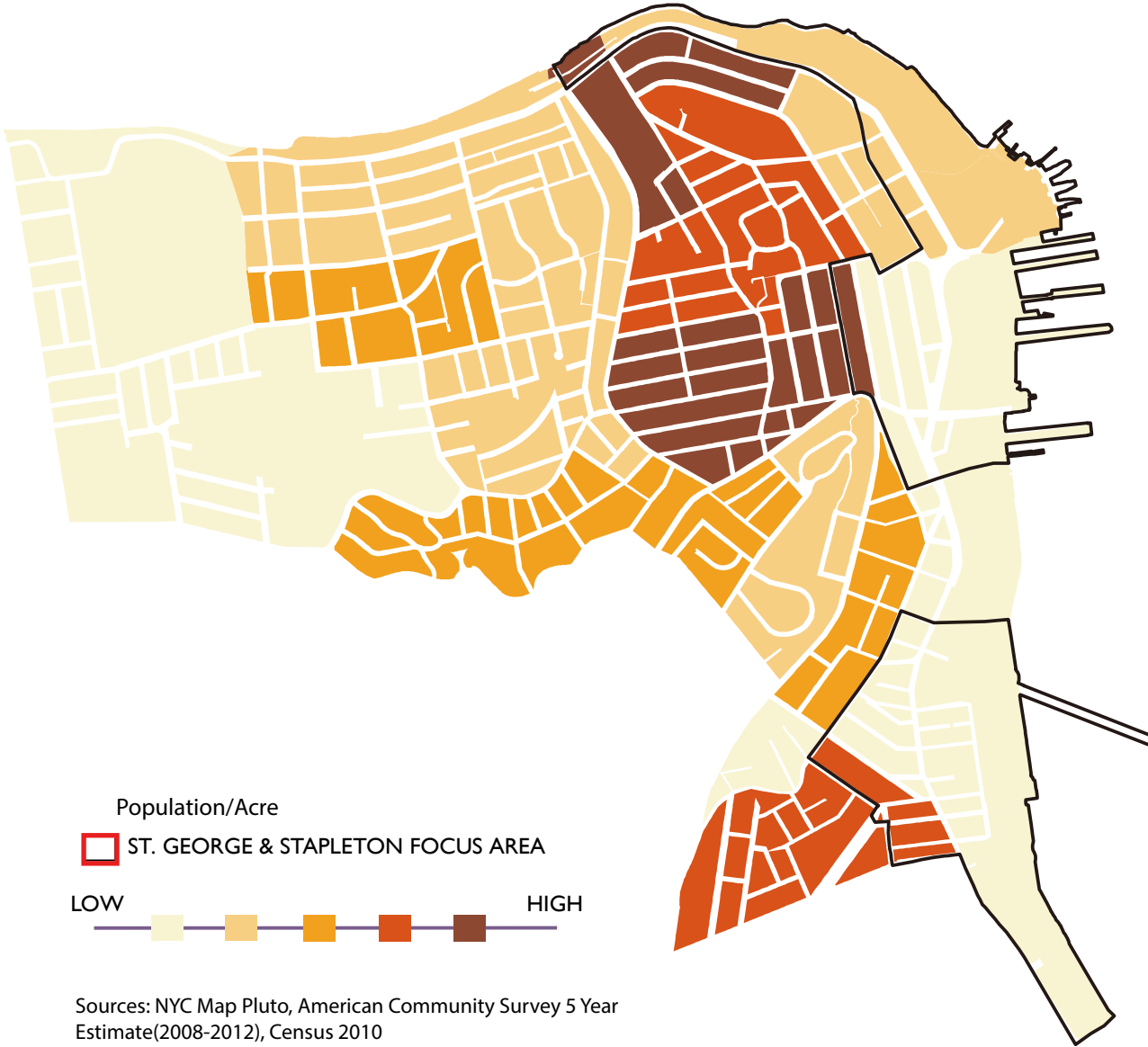
# Initial Research **2**



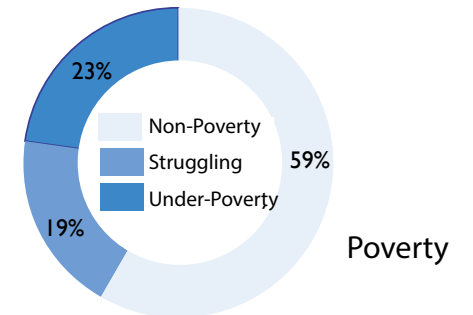
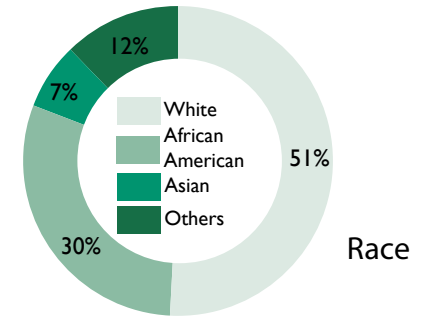
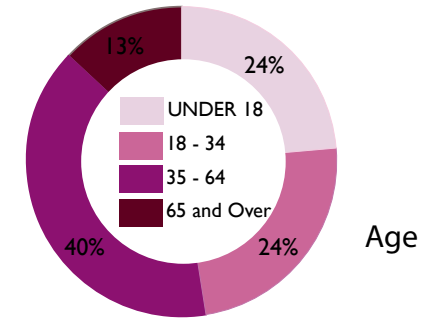
# 2.1 Demographics

## Population Density/Household Characteristics

**14,885** RESIDENTS AS OF 2011  
**9%** RESIDENT GROWTH BETWEEN 2003 AND 2011  
**\$67,392** AVERAGE HOUSEHOLD INCOME



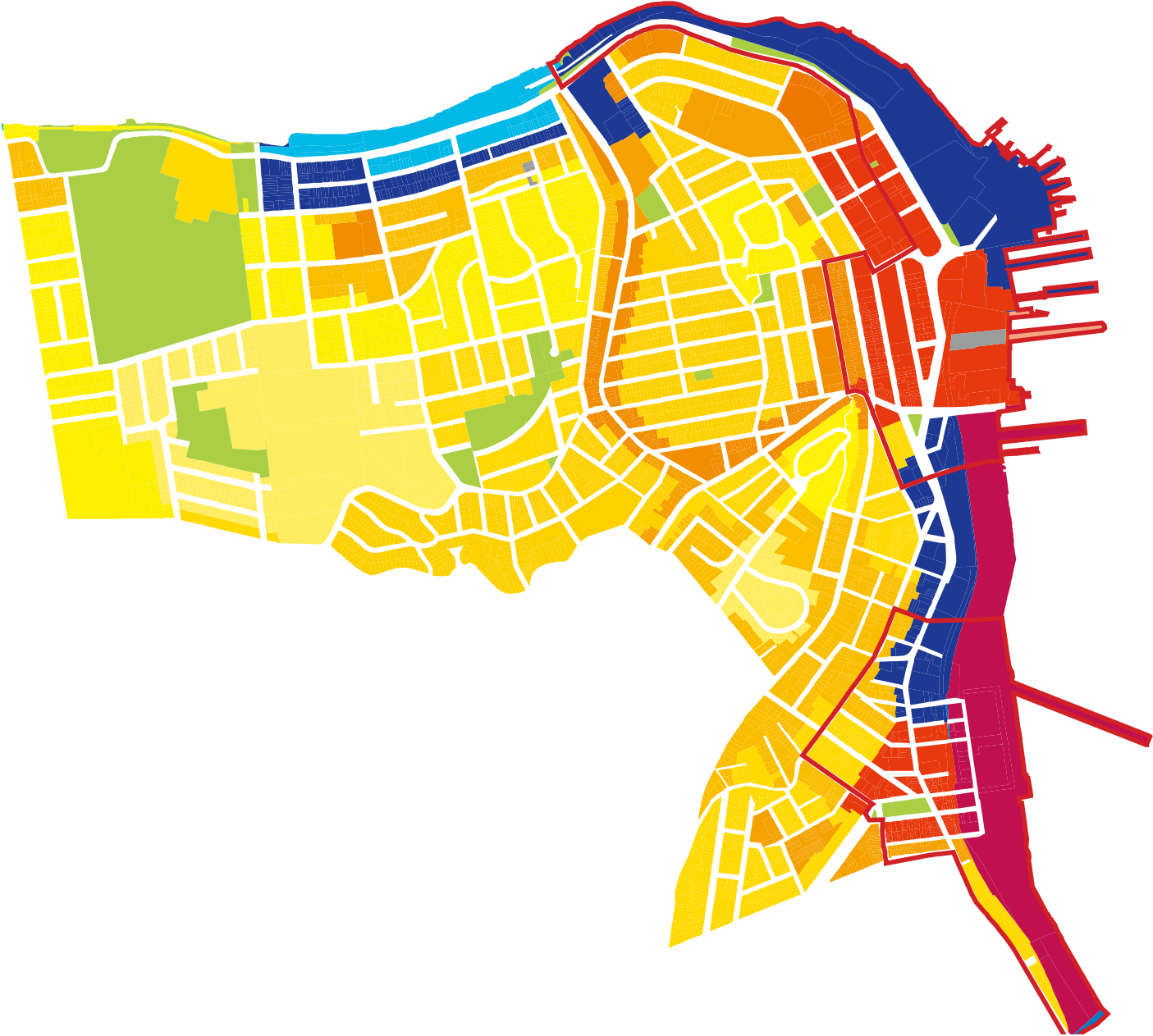
Sources: NYC Map Pluto, American Community Survey 5 Year Estimate(2008-2012), Census 2010



# 2.2 Zoning

## ZONING

- FOCUS AREA
- VACANT
- C3
- C4-2
- C4-2A
- M1-1
- M2-1
- M3-1
- PARK
- R1-2
- R2
- R3-1
- R3-2
- R3A
- R3X
- R4
- R5
- R6

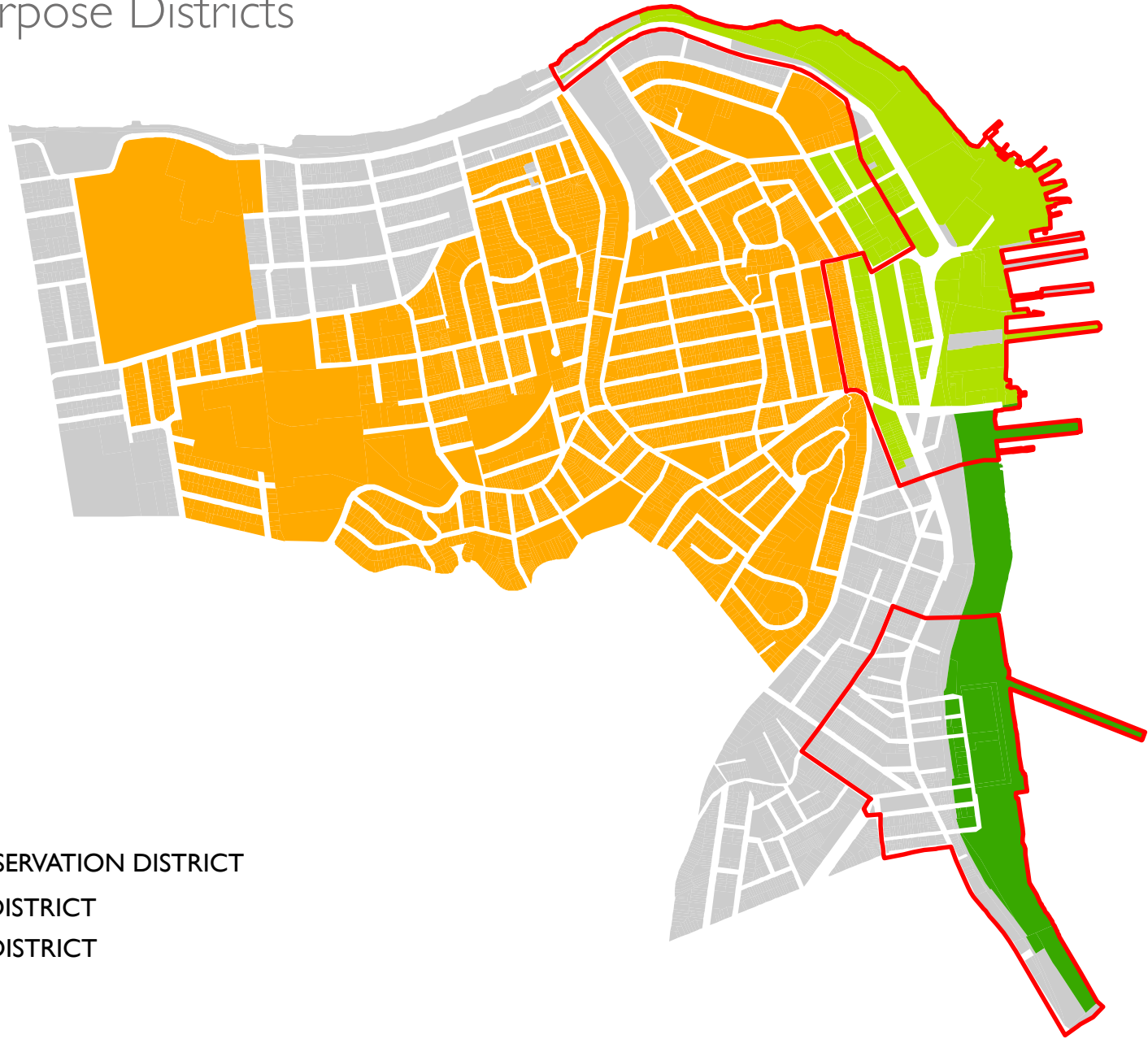






Source: NYC Map Pluto



## 2.2 Zoning

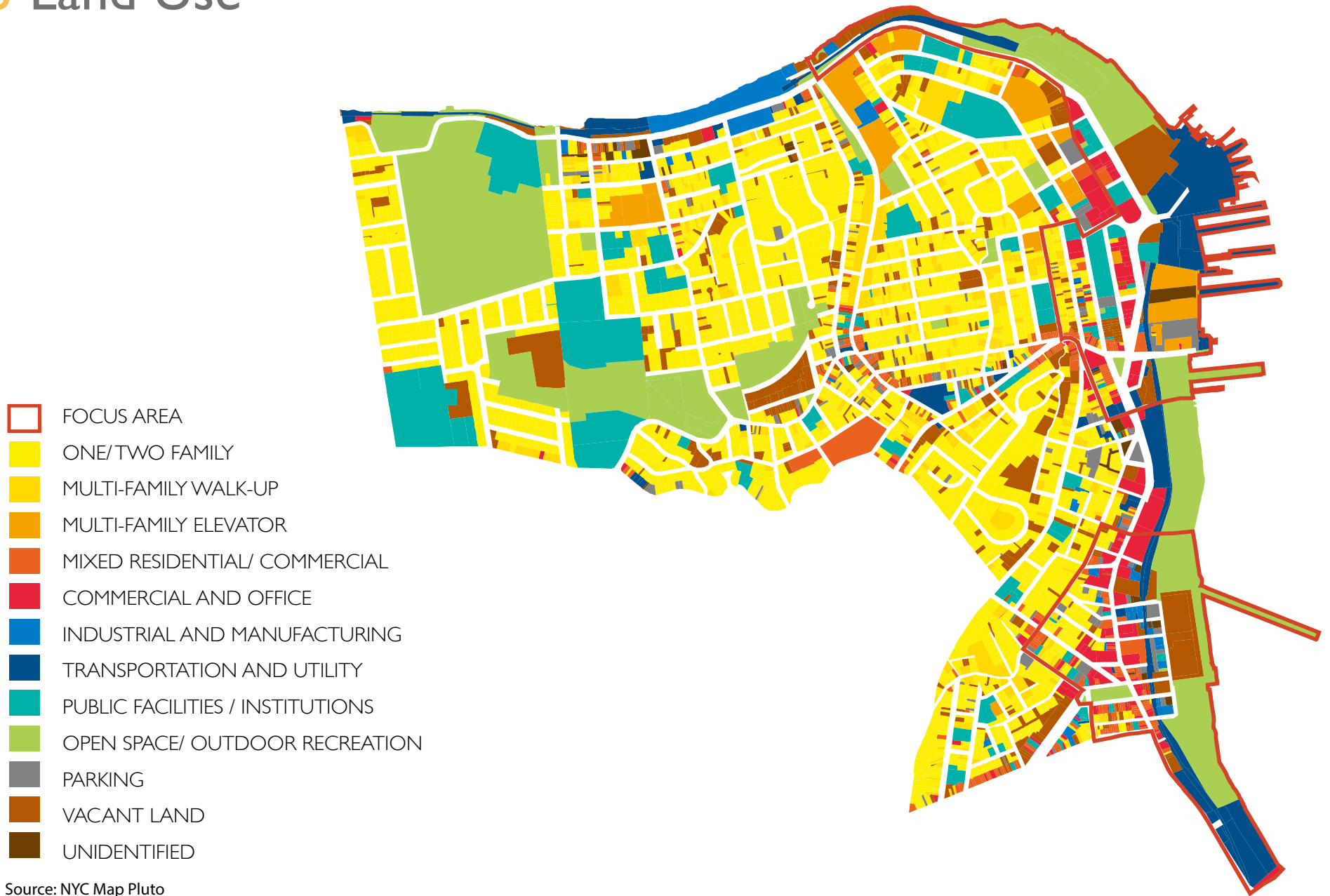
### Special Purpose Districts



-  FOCUS AREA
-  HILLSIDE PRESERVATION DISTRICT
-  ST. GEORGE DISTRICT
-  STAPLETON DISTRICT

Source: NYC Map Pluto

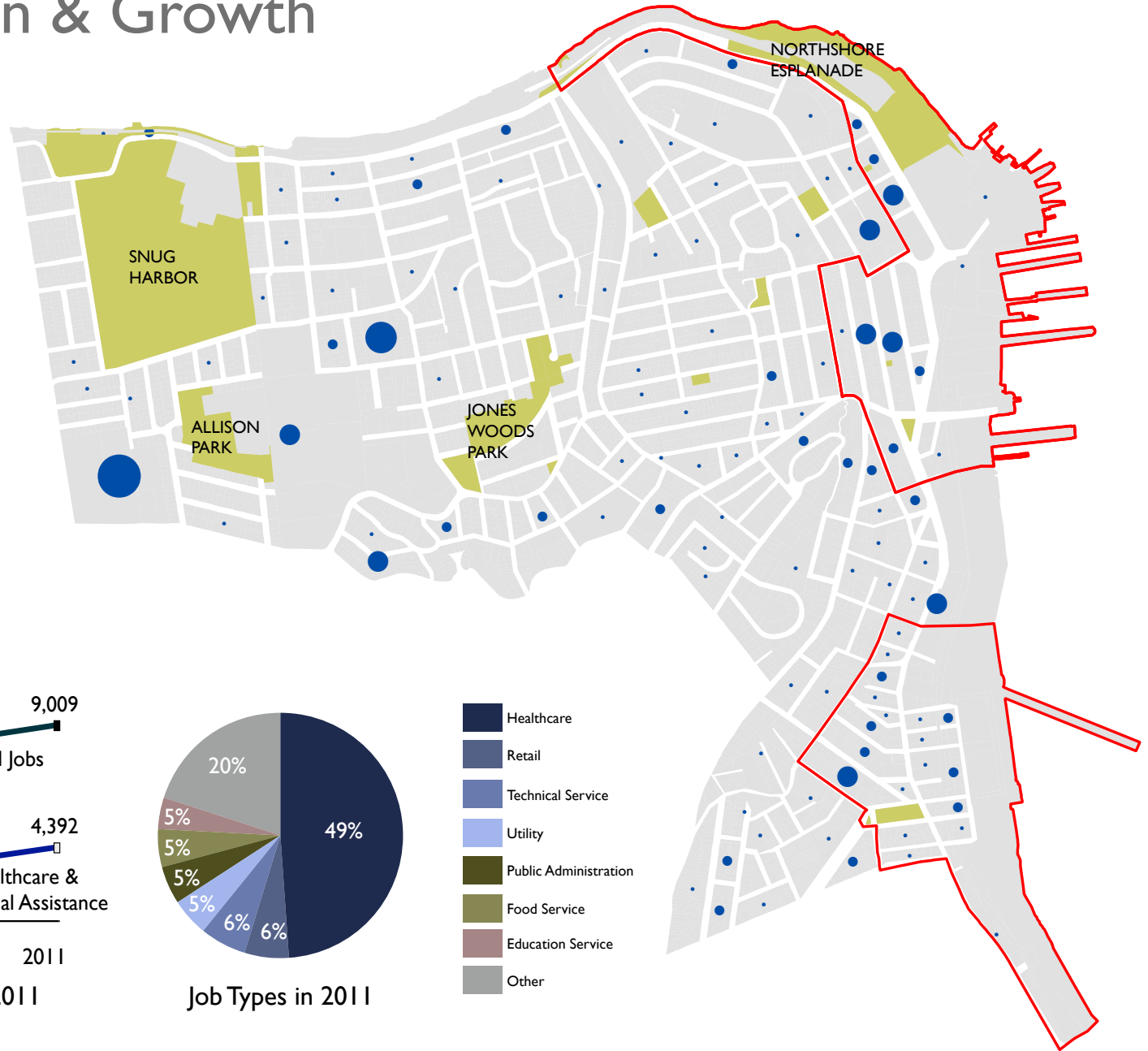
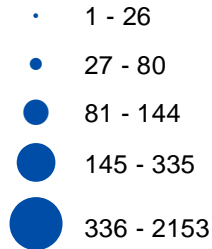
## 2.3 Land Use



Source: NYC Map Pluto

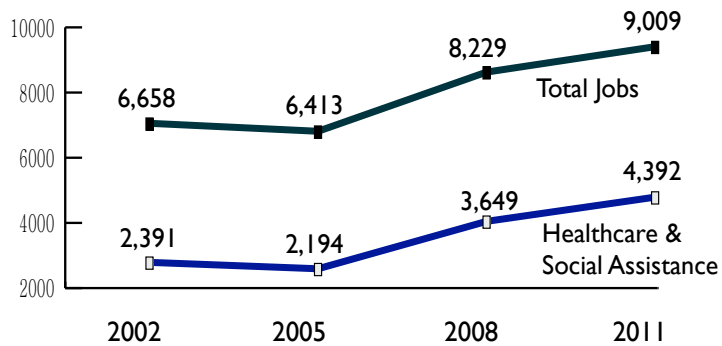
# 2.4 Job Distribution & Growth

## Job Density

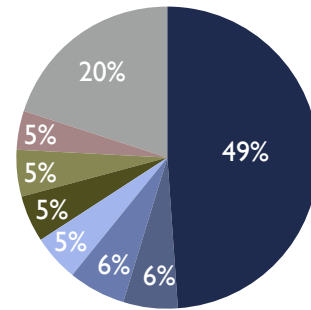


**9,009** JOBS IN 2011

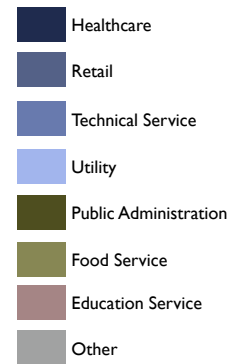
**32%** JOB GROWTH SINCE 2003



Major Job Trend Between 2002 and 2011

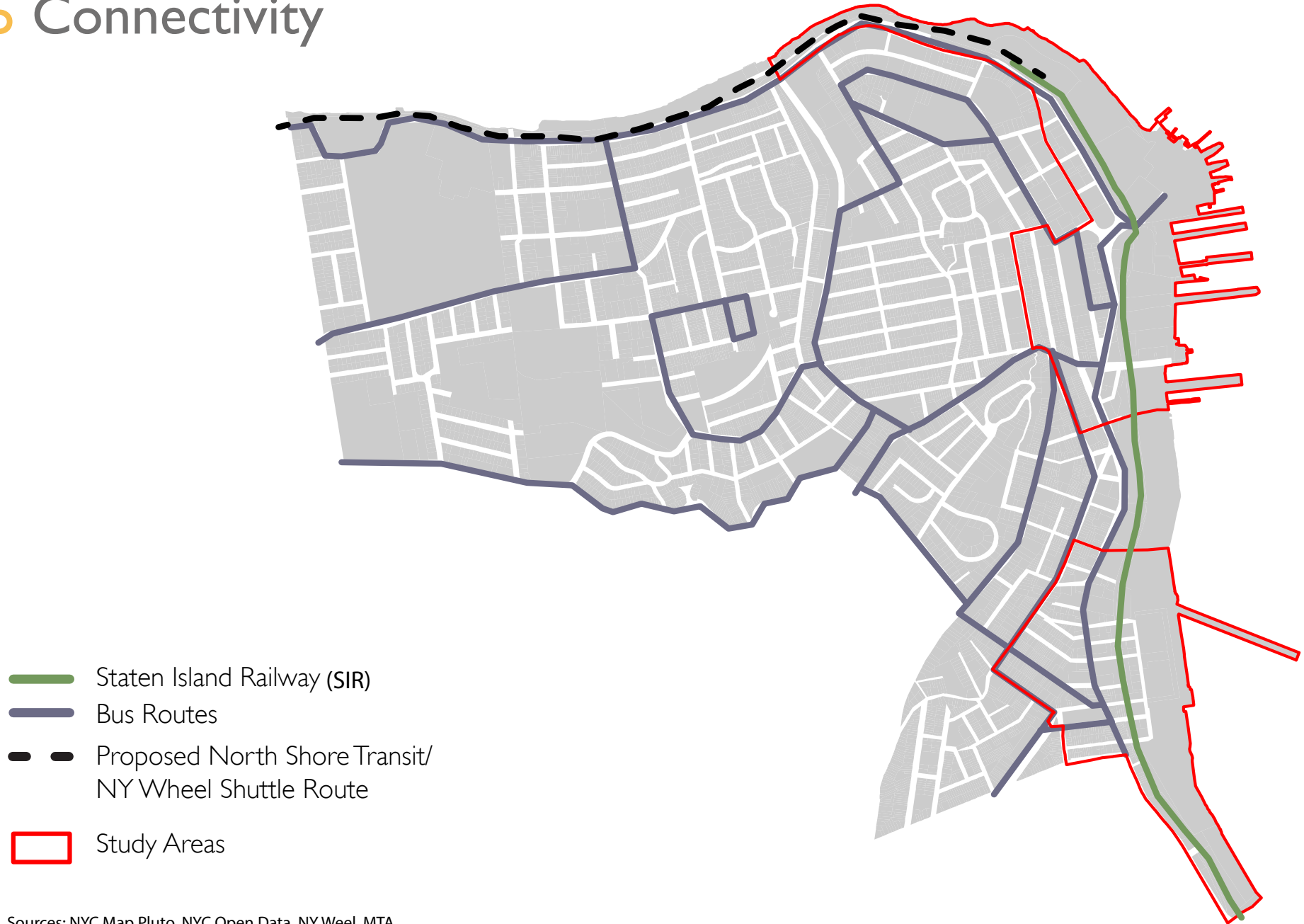


Job Types in 2011



Sources: NYC Map Pluto, Census OnTheMap

## 2.5 Connectivity








Sources: NYC Map Pluto, NYC Open Data, NY Weel, MTA

# 2.6 Open Space Network



**144** ACRES OF PARKS

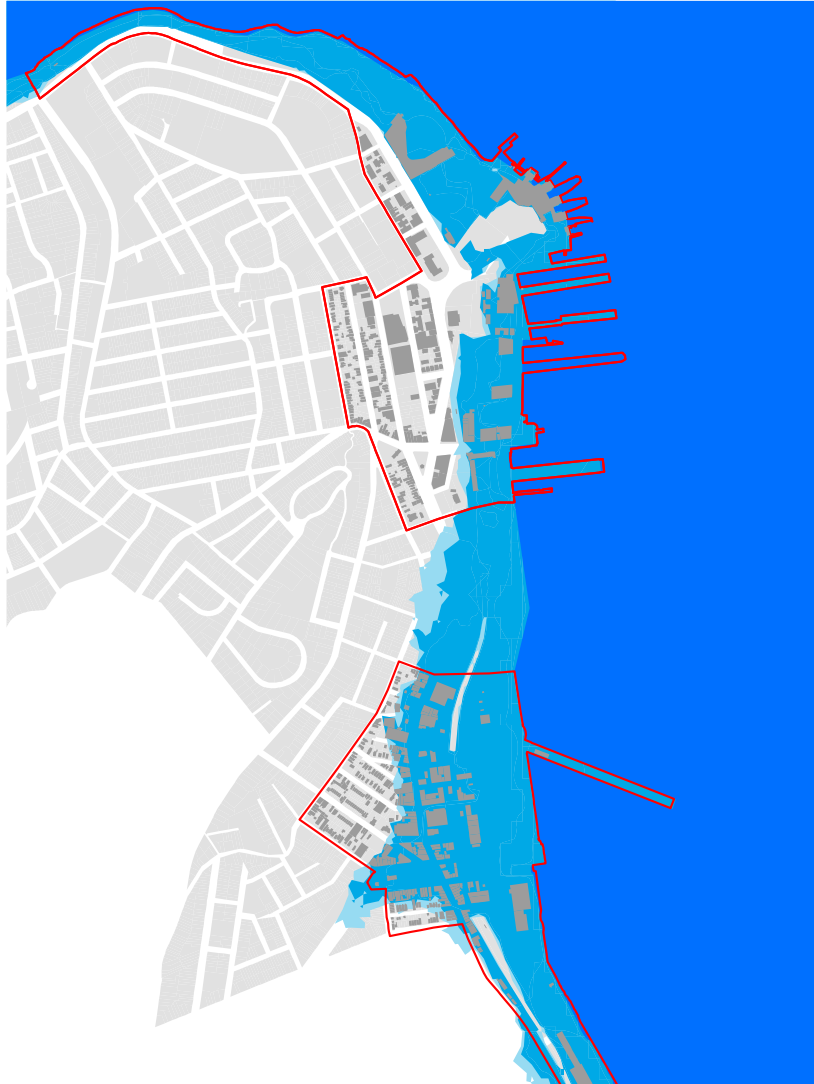
**242** ACRES OF OPEN SPACES

-  Park
-  Open Space
-  Publicly Accessible Waterfront
-  Focused Study Area
-  Bike Routes

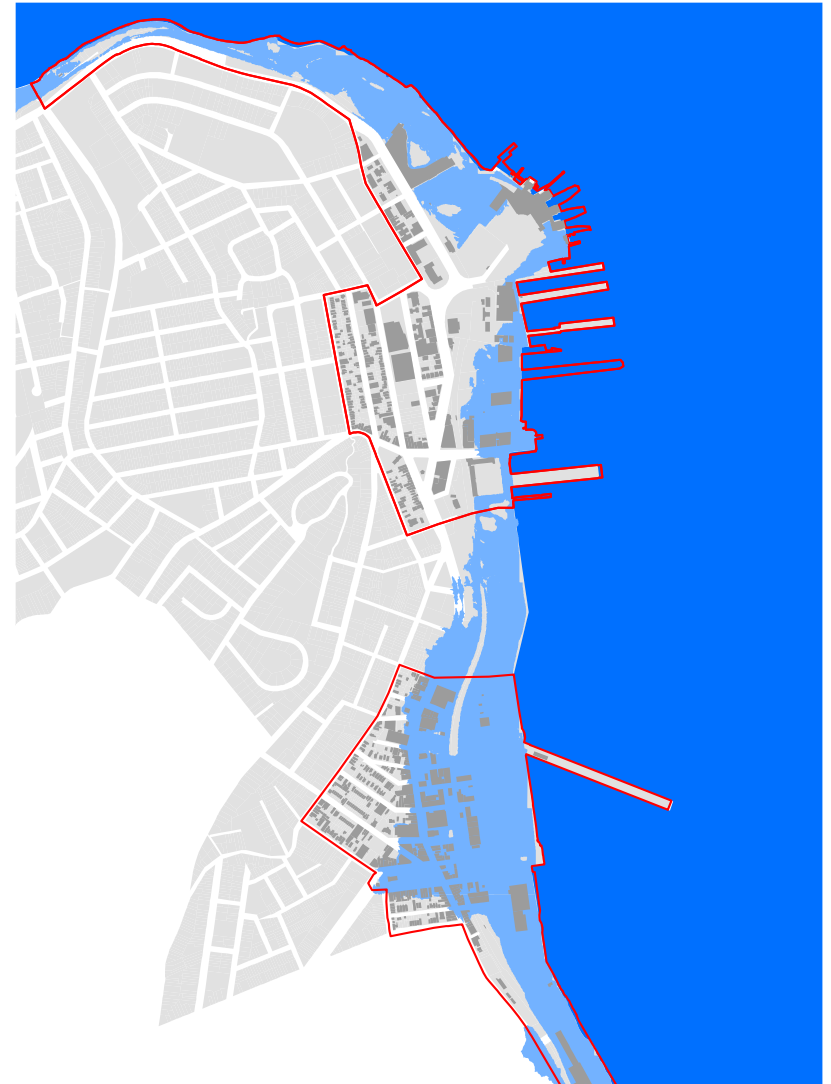
Source: NYC Map Pluto

## 2.7 Resilience

100/500-Year Floodplain



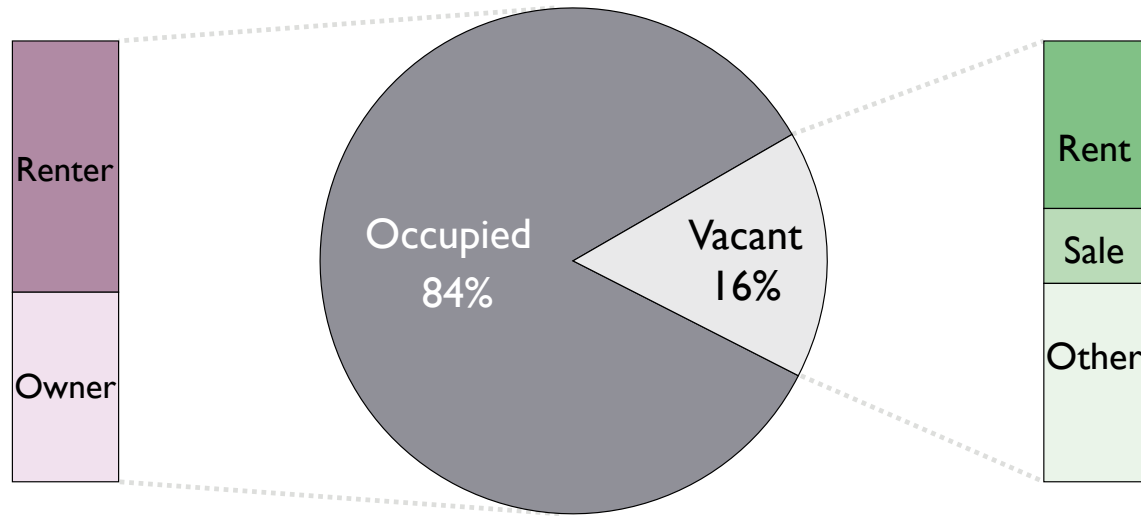
Sandy Impacted Area



Sources: NYC Map Pluto, NYC Open Data

## 2.8 Residential Real Estate

Staten Island Residential Real Estate Occupancy Rate



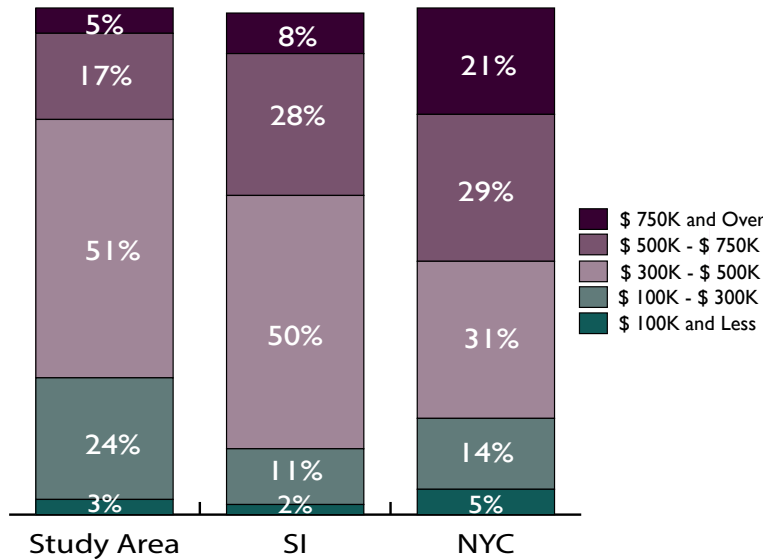
**15,249** Occupied Units  
57% Renter Occupied  
43% Owner Occupied

**2,826** Vacant Units  
45% Vacant Renter Units  
17% Vacant Property on Sale

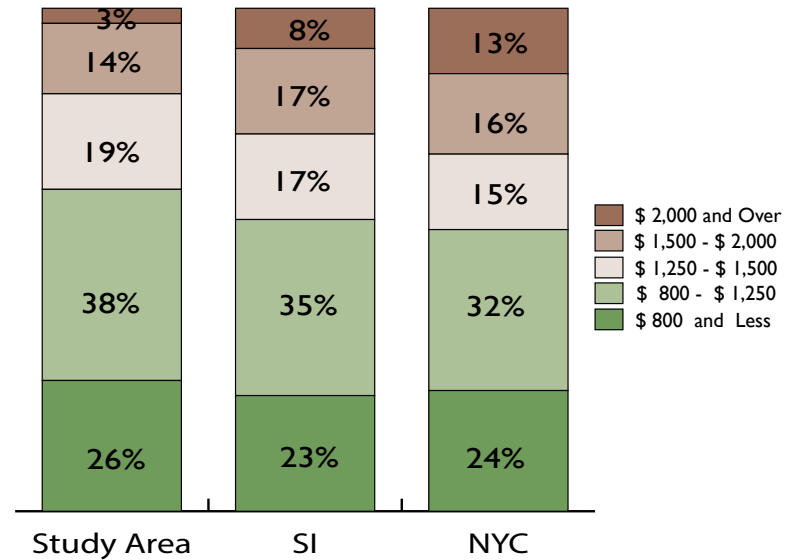
Source: American Community Survey 5-Year Estimate (2008-2012)

# 2.8 Residential Real Estate

Owner Occupied Housing



Rental Occupied Housing



Median Owner-Occupied Housing Value

Broad Study Area	\$ 374,276
Staten Island	\$ 449,400
NYC	\$ 500,790

Median Rental-Occupied Housing Rent Price

Broad Study Area	\$ 1,100
Staten Island	\$ 1,160
NYC	\$ 1,167

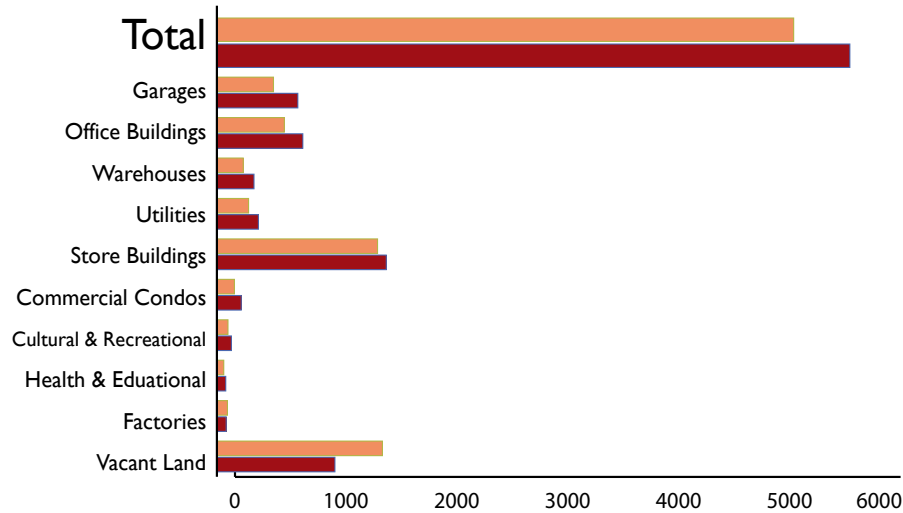
Median Gross Rent as a % of Household Income

Broad Study Area	34.8 %
Staten Island	32.6 %
NYC	31.6 %

Source: American Community Survey 5-Year Estimate (2008-2012)

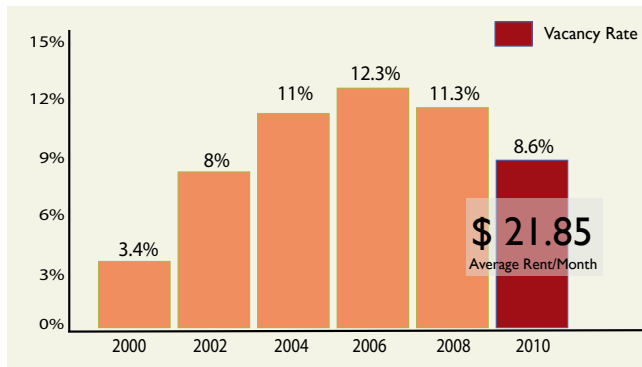


# 2.9 Commercial Real Estate

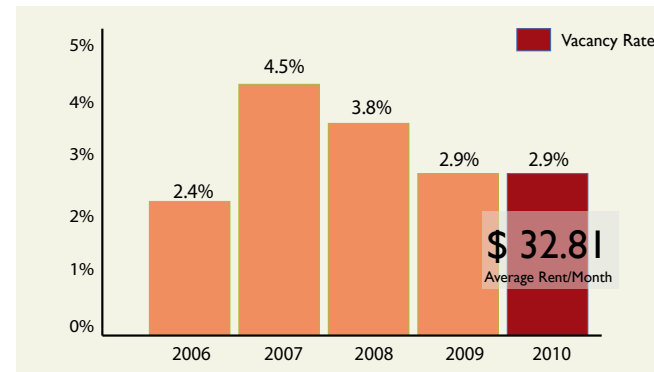


Change in SI between 2003 and 2013	Change in NYC between 2003 and 2013
▲ 512 10%	▲ 19%
▲ 202 43%	▼ 9%
▲ 167 27%	▲ 17%
▲ 97 41%	▲ 14%
▲ 89 31%	▲ 112%
▲ 79 5%	▲ 3%
▲ 62 39%	▲ 143%
▲ 31 31%	▲ 17%
▲ 18 29%	▲ 32%
▼ 11 12%	▼ 31%
▼ 429 29%	▼ 36%

## Staten Island Commercial Market Trend



**OFFICE MARKET**  
Vacancy Rate and Average Monthly Rent



**RETAIL MARKET**  
Vacancy Rate and Average Monthly Rent

Sources: Annual Property Tax Report from Department of Finance,  
CoStar, Center for Urban Future

# 3

## City Plans & New Developments



# 3.0 Overview



- Broad Study Area
- Focused Study Area
- New York Wheel
- Empire Outlets
- Lighthouse Point
- URL Staten Island

# 3.1 North Shore 2030 & Downtown Staten Island



## North Shore 2030 Plan

Land use & transportation study by EDC & City Planning  
Goals:

Improve connectivity, protect the environment, create jobs, enhance neighborhoods, increase waterfront access

## Vision & Strategy for St. George

Improve streetscape + pedestrian experience

Increase waterfront connection

Create "24/7 downtown" through mixed-use development

Strengthen the capacity of local organizations to promote the district

## Downtown Staten Island CBD

*St. George, Tompkinsville, Stapleton and Clifton*

One of the Central Business Districts promoted by NYC EDC

City Initiatives: SBS offers commercial incentives, EDC ran Staten Island

Storefronts: Race for Space

Also includes EDC's St. George Waterfront Redevelopment Project, site of Empire Outlets and the New York Wheel



# 3.2 New York Wheel

New York Wheel LLC



NYC EDC & NY WHEEL LLC  
**Perkins Eastman** MPFP

NEW YORK WHEEL  
NOVEMBER 26, 2014

PLAN  
0 80' 160'

SITE PLAN

DESIGN TRUST  
FOR PUBLIC SPACE



## 3.2 New York Wheel



**Total land area:**

**6.9 acres of the wheel and commercial, retail, restaurants, theater and exhibition space**

**Project cost:**

**\$420 million investment from NY Wheel LLC**

**The Wheel:**

**625 ft. tall, 1,440 passengers each cycle**

**38-minute ride**

**Construction dates:**

**First quarter 2015**

**Projected opening date:**

**Early 2017**

**Projected number of visitors:**

**Expect 30,000 riders/day, estimated 4.5 million per year**

**Parking spaces:**

**950 (820 existing)**

# 3.3 Empire Outlets

BFC Partners



## 3.3 Empire Outlets



**Total land area of the project:**  
**7.9 acres**

**Project cost:**  
**\$380 million**

**The Outlets:**  
**340,000 SF of retail, food and beverage**  
**125 designer outlets, restaurants, cafes and catering facility**

**Hotel:**  
**130,000 SF with 200 rooms**

**Construction dates:**  
**Dec 2014-2016**

**Projected opening date:**  
**End of 2016**

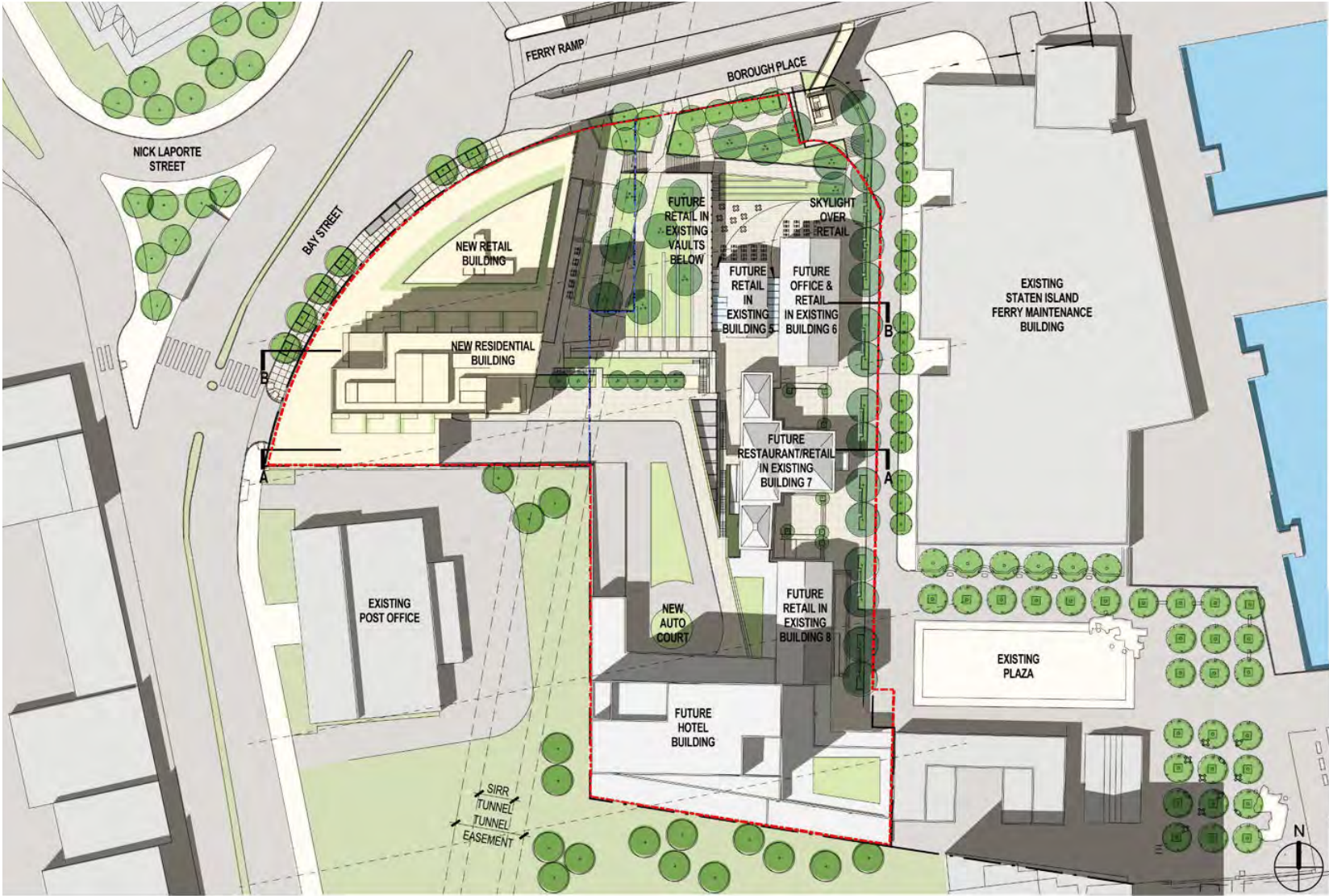
**Parking spaces:**  
**1250**





# 3.4 Lighthouse Point

## Triangle Equities



- Legend:**
- Project Boundary (Red dashed line)
  - Lot Boundary (Blue dashed line)
  - Parking (Light grey)
  - Service (Medium grey)
  - Hotel: Revenue-Generating (Light purple)
  - Hotel: Non-Revenue-Generating (Medium purple)
  - Hotel: Assembly Space (Dark purple)
  - Retail: Cinema (Red)
  - Retail: Other (Pink)
  - Office (Orange)
  - Residential (Yellow)

## 3.4 Lighthouse Point



**Project cost:**  
**\$200 million**

**The Development:**  
**85,000 SF retail with restaurants and entertainment space**  
**94,000 SF residential (96 units, 20% affordable)**  
**Urban beach and outdoor recreation**

**Hotel:**  
**164 rooms**

**Construction dates:**  
**Fall 2014 - 2019**

**Projected opening date:**  
**2019**



## 3.5 EDC's New Stapleton Waterfront



35-acre Homeport site

### GOAL:

Reactivate waterfront through housing, retail + improvements in public infrastructure

### DEVELOPING THE PLAN

2004

Task Force on Homeport Redevelopment makes recommendations

2006

Special Stapleton Waterfront District created

2009-2011

Ironstate Development selected to lead the project, acquires site

2013

Groundbreaking

Source: NYC EDC

### CITY COMMITMENTS

\$32 million:

Infrastructure improvements  
Waterfront esplanade

### KEY CONSIDERATIONS

"Community-driven and economically feasible"

Reopening public access to waterfront

Resiliency:

2-ft building elevation  
Tidal wetlands

# 3.6 URL (Urban Ready Living) Staten Island

## Ironstate Development



## 3.4 URL Staten Island



Total land area of the project:

**7 acres**

Project cost:

**\$250 million**

The Development:

**30,000 SF ground floor retail**

**900 LEED-certified residential units**

**600 parking spaces**

Construction dates Phase 1:

**June 2013-2015**

Construction dates Phase 2:

**Early 2016 -2017**

Projected opening date Phase 1:

**2015**

Projected opening date Phase 2:

**2017**

LEED:

**Targeting LEED Silver, LEED ND**

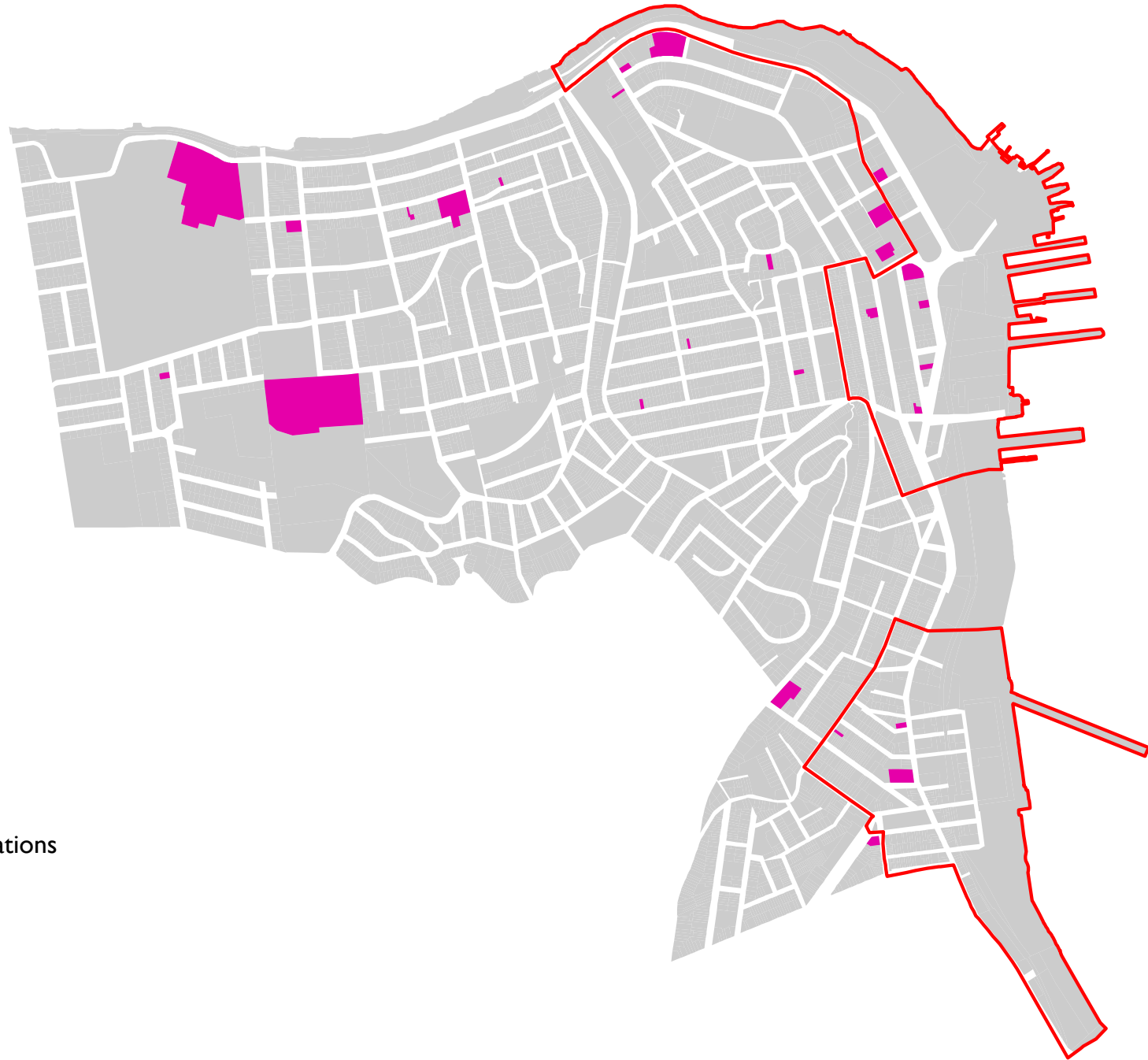




# 4

## The Arts & Staten Island



# 4.1 SI Arts Partners



-  Arts Organizations
-  Focus Area

Source: Staten Island Arts

# 4.2 Cultural, Community & Civic Institutions

## Civic Institutions

- 19 Staten Island Family Court
- 20 Richmond County Supreme Court
- 21 Ferry Terminal
- 22 Borough Hall
- 23 New Courthouse

## Community Institutions

- 24 St. Peter Elementary School
- 25 PS 373R
- 26 Saint Peter's Boys High School
- 27 Public School 17
- 28 PS 31 William T Davis
- 29 PS 74 Future Leaders Elementary School
- 30 PS 16
- 31 Curtis High School
- 32 Ralph R. McKee Career & Technical High School
- 33 PS 59 Harbor View School
- 34 PS 65 The Academy of Innovative Learning
- 35 Saint Frances High School
- 36 Miraj Islamic School
- 37 New York Public Library
- 38 St. George Library Center

## Proposed Developments

- 1 New York Wheel
- 2 Empire Outlets
- 3 Lighthouse Point
- 4 URL Staten Island

## Cultural Institutions

- 5 September 11 Memorial
- 6 Staten Island Museum
- 7 Staten Island Yankees
- 8 St. George Theater
- 9 Farmer's Market
- 10 Lighthouse Museum
- 11 Staten Island Childrens Museum

## Parks

- 12 Lyons Pool
- 13 Tompkinsville Park
- 14 Tappen Park
- 15 Snug Harbor
- 16 Allison Park
- 17 Jones Woods Park
- 18 Northshore Esplanade



Source: Google Map

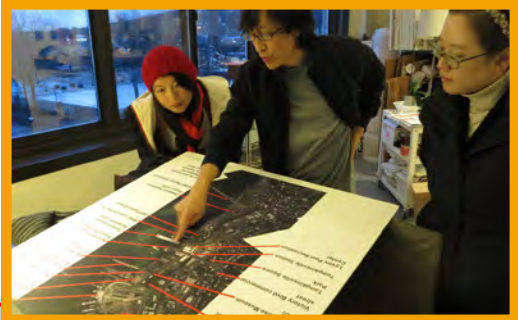


# 5

## Community Engagement



# 5.1 Interviewees



# 5.1 Interviewees

## Developers

Joseph Ferrara  
Marco Auteri

BFC Partners

David Barry  
Josiah Wuestneck

Ironstate Development

Rich Marin

New York Wheel LLC

Elysa Goldman

Triangle Equities

## City & Elected Stakeholders

Munro Johnson

NYC EDC

Jennifer Lantzas

Parks & Recreation

Tom Cocola  
Emily Colasacco

Department of Transportation

Matthew Titone

New York State Assemblyman

Letitia Remauro

SI Community Board #1

*with additional thanks to:*

Caroline Woolard

New York Commons

Zaro Bates

Ironstate Development

## Community Members

Leslie Brown  
Michi Yamaguchi

Bay Street Landing Homeowners Association

Neil Madero

Exercise My Mutt

Kamillah Hanks

Historic Tappen Park Community Partnership

Lorie Honor

Honor Wines

Richard Hardt

NYC Arts Cypher

Melissa West

Second Saturday Staten Island

Lynn Kelly

Snug Harbor Cultural Center

Nan Smith

St. George Greenmarket

Vincent Innocente

St. George Theatre

John Salis  
Calvin Motte

Staten Island Artists Building Corporation

Linda Baran

Staten Island Chamber of Commerce

DB Lampman  
Scott Van Campen

Staten Island Makerspace

Cheryl Adolph  
Diane Matyas

Staten Island Museum

Jennifer Wright

Staten Island Yankees

Donald Steinman

70 Bay owner

## 5.2 Key Themes

**Need for coordination among artists & arts organizations**

**Coordination & advocacy in programming spaces  
(public & in new developments)**

**Building on existing community efforts**

**Small business development**

**Improving transit connectivity and frequency**

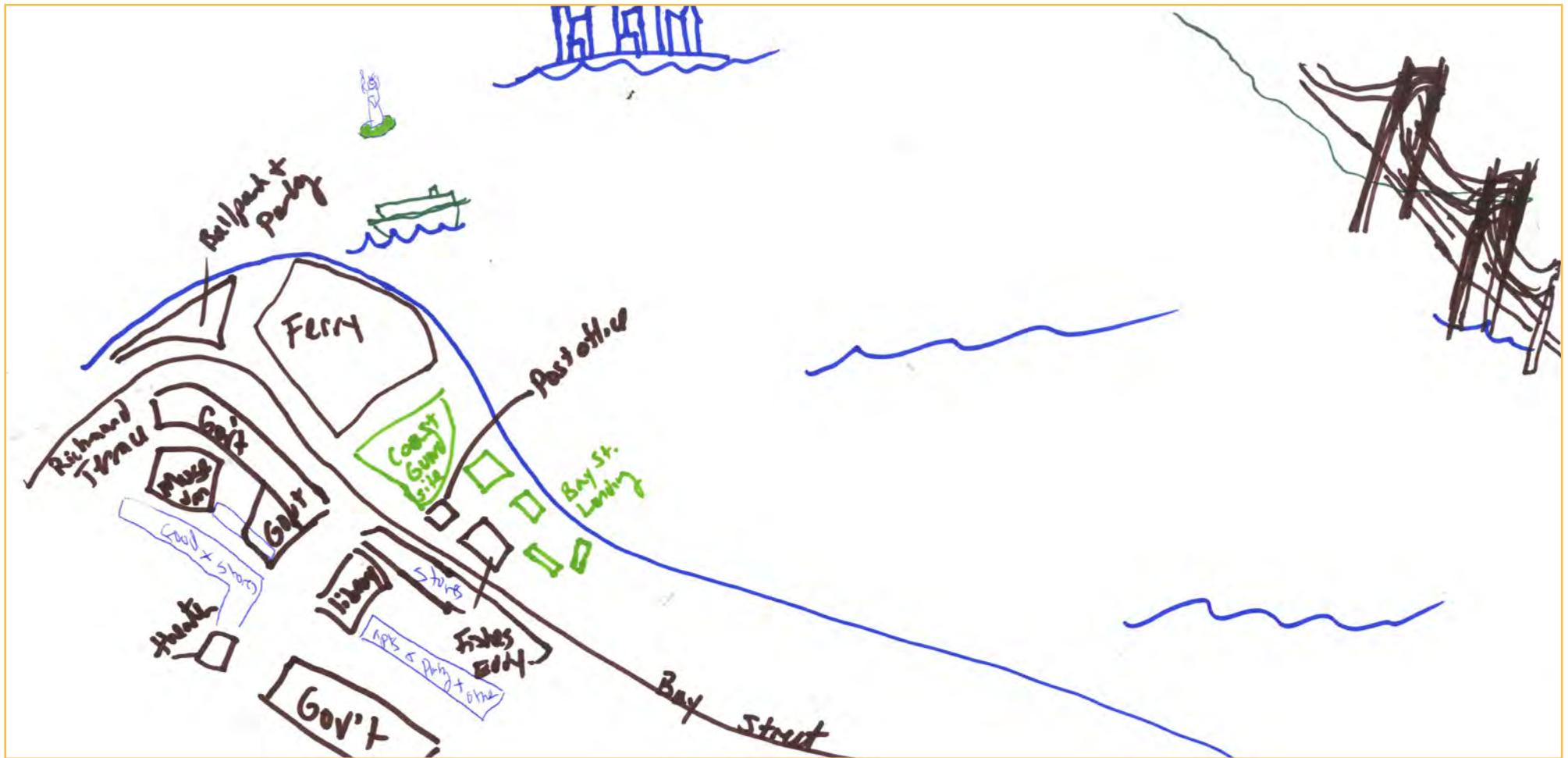
## 5.3 Community Meeting



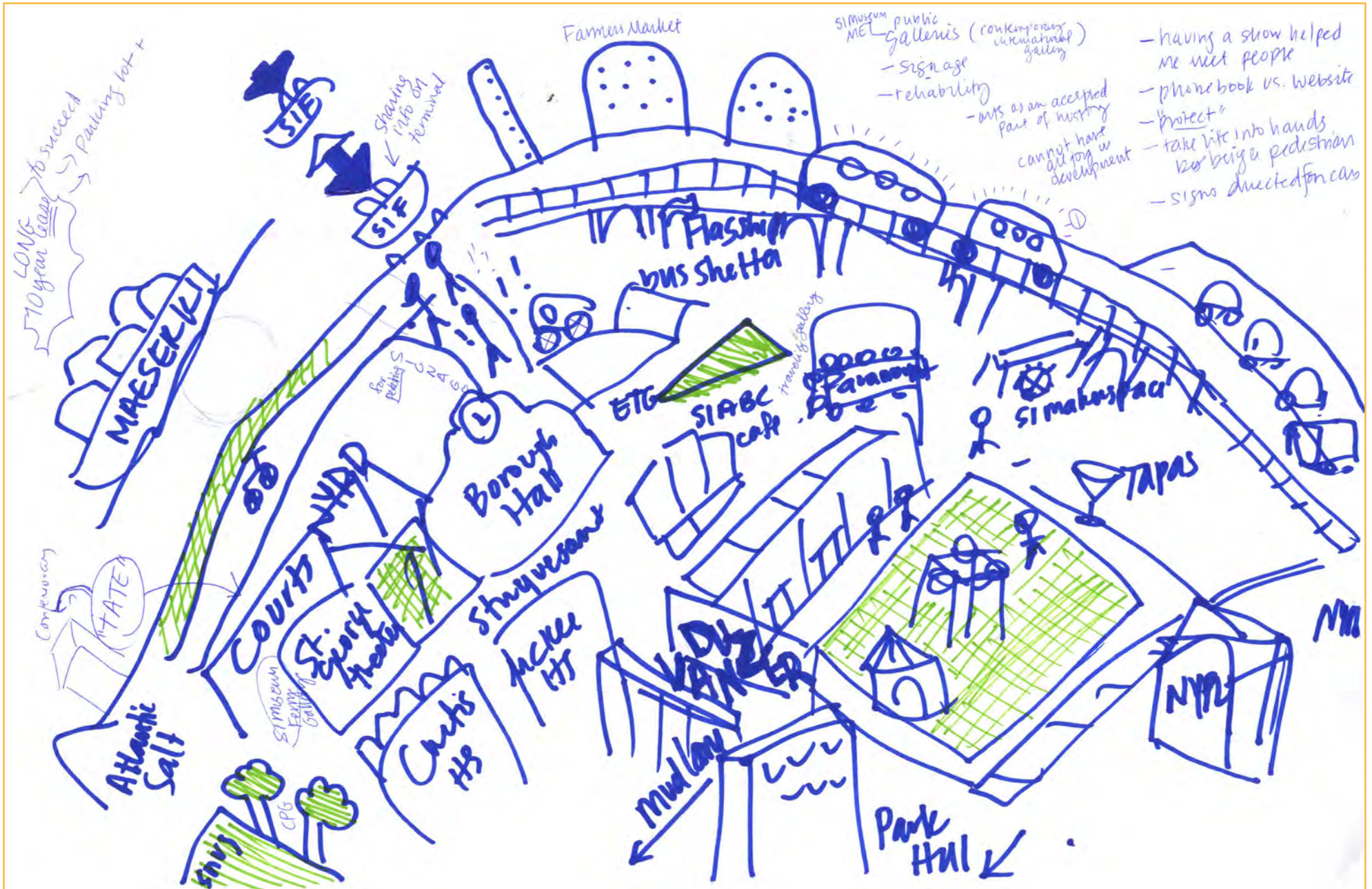
## 5.3 Community Meeting

### Mapping Exercise

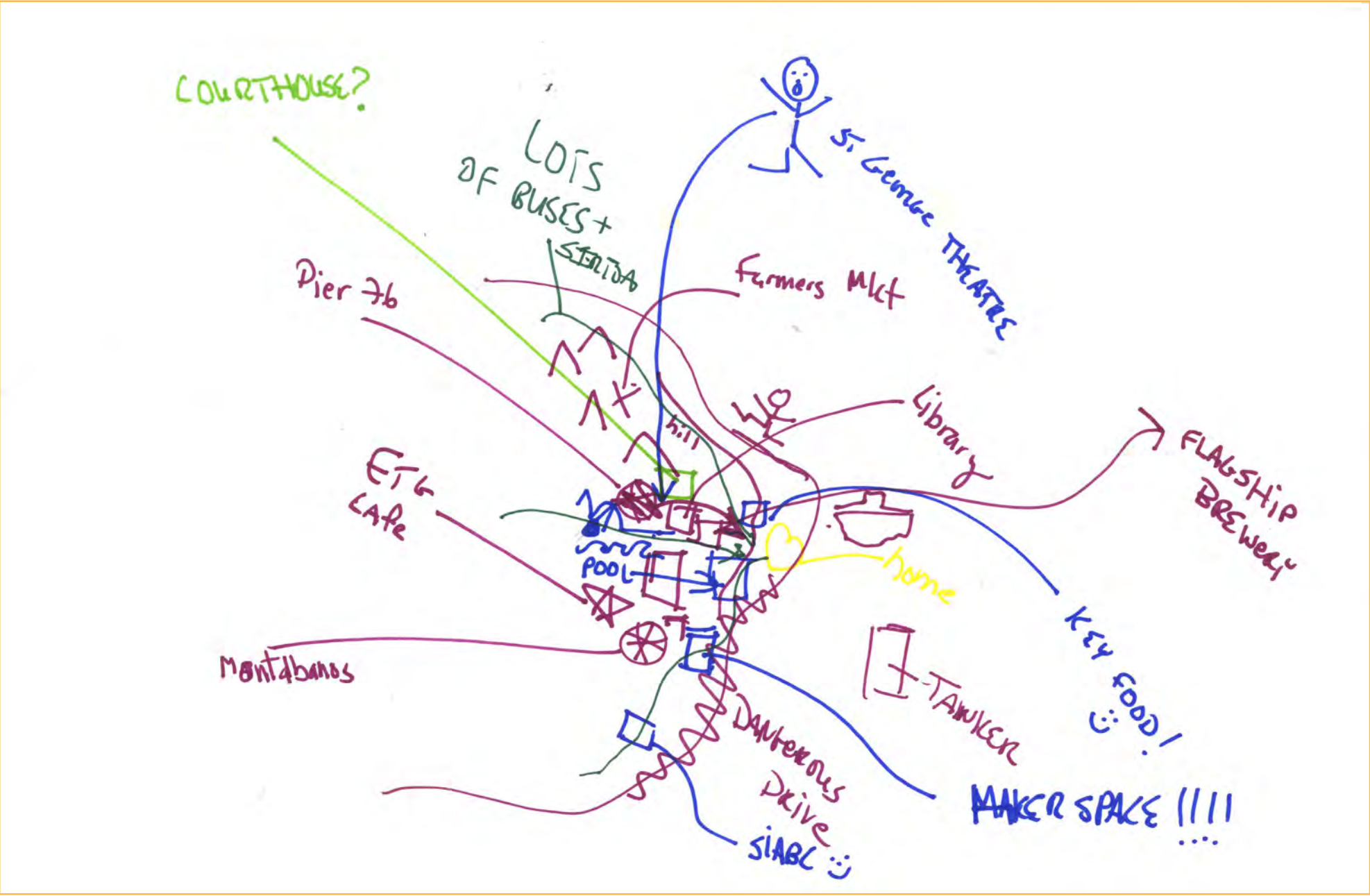
- Please draw a quick map of St. George and Stapleton.
- When you think of these areas, what stands out in your mind?



# 5.3 Community Meeting



# 5.3 Community Meeting

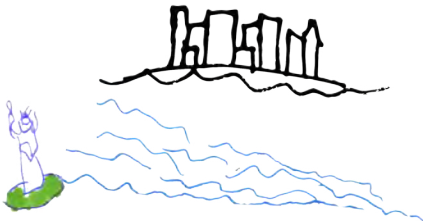




# 5.3 Community Meeting



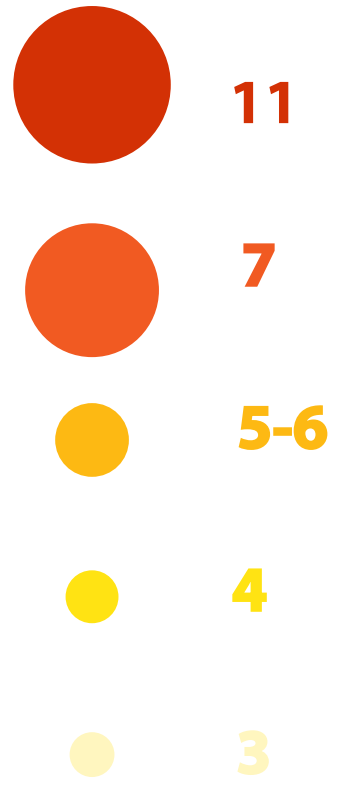
# 5.3 Community Meeting



# 5.3 Community Meeting



Times Represented



## 5.3 Community Meeting

Location	Intensity	Location	Intensity
 Ferry Terminal	11	 Verrazano Narrows Bridge	3
 Snug Harbor	7	 Atlantic Salt	3
 Richmond Terrace	7	 Everything Goes Cafe	3
 Bay Street	7	 SI ABC	3
 St. George Theater	6	 Lighthouse Museum	3
 Ballpark	6	 Makerspace	3
 Staten Island Museum	5	 Bay Street Landing	3
 Library	5	 Tompkinsville Park	3
 Waterfront Park	5	 Lyons Pool	3
 Tappen Park	4	 Flagship Brewery	3
 Courthouse	4		
 Shipping Boat	4		
 NYPD	3		

## 5.3 Community Meeting

### Facilitated Discussion

#### Small group discussion:

- What types of art do you produce?
- What do you prefer to have or work near?
- Where is your work located?
- What are your current working conditions? Challenges?
- Does the real estate world impact your work or life?
- What opportunities and challenges might the new developments bring?

#### Large group closing:

- What key challenges and opportunities were identified?

## 5.3 Community Meeting



### Challenges

- Physical connectivity
- Conceptual connectivity between North and South shores
- Transportation and car-centric culture
- Wayfinding for pedestrians
- Quality support and space for the arts
- Communication across arts organizations

### Opportunities

- Strong sense of community
- Commitment to the arts
- Lightrail and waterfront initiatives
- Art insertion in the ferry

# 6

## Finding Opportunities



# 6.1 Site Analysis Methodology

## 1. Walking the sites

Gain a better understanding of the neighborhood + pedestrian experience

Photograph underutilized or clearly vacant spaces

## 2. Match lots to addresses to create database

Database collects key information about the lot

## 3. Identify site qualities that create opportunity

Publicly or privately owned?

Close to key commercial corridor or key neighborhood feature?

Is the site underbuilt?

**What opportunities did we find?**



## 6.2 Site Visits

9 visits in 14 weeks in St. George, Tompkinsville & Stapleton



# 6.2 Site Visits



## 6.2 Site Visits

Public spaces with potential for activation

Vacant storefronts, especially along major corridors

Vacant lots



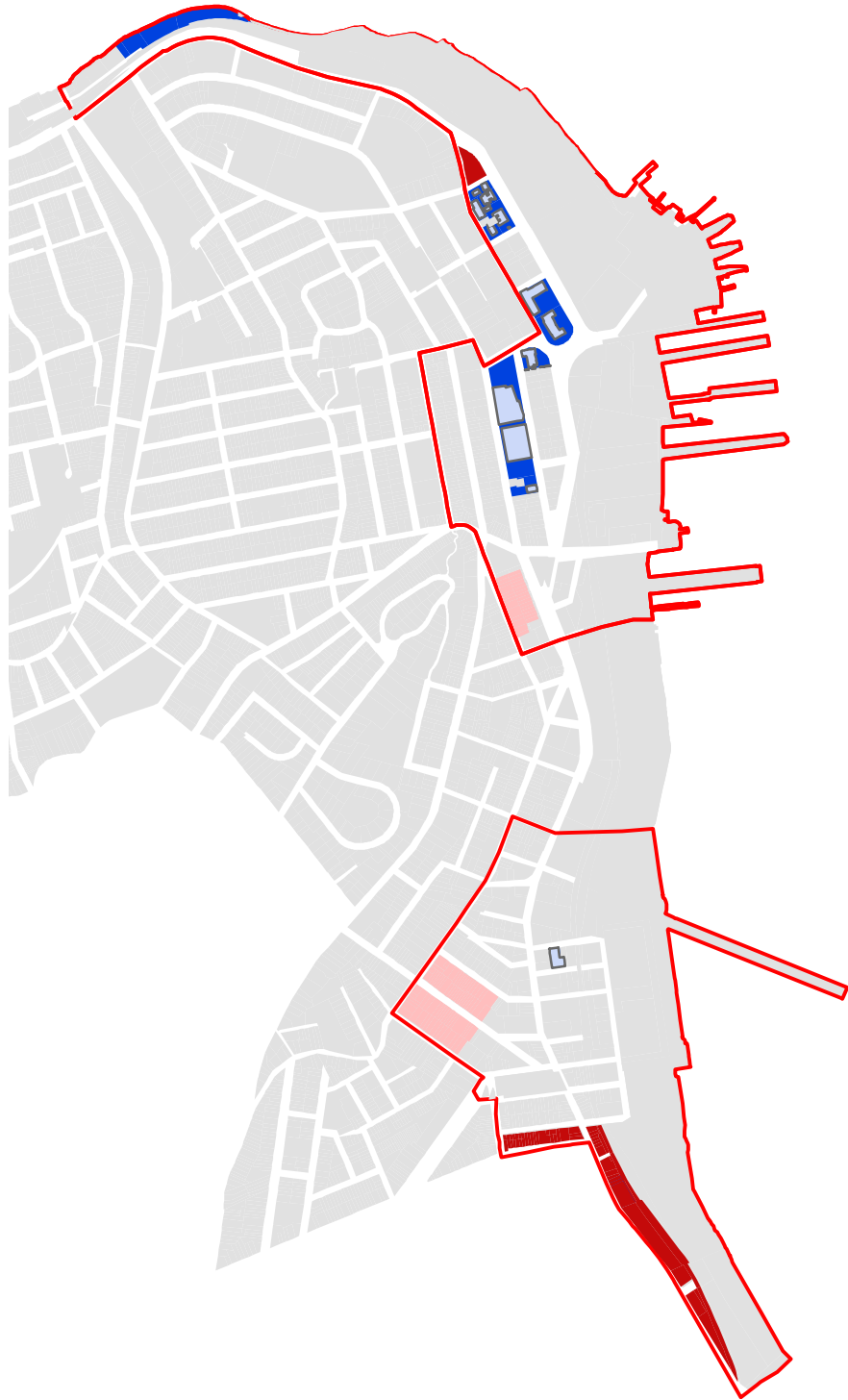
# 6.3 Mapping Analysis

Publicly owned/  
Commercial Zoning overlay

**18.6** ACRES OF  
PUBLICLY OWNED LAND  
**11** PUBLICLY OWNED  
BUILDINGS

- Publicly Owned Buildings
- Publicly Owned Land
- Commercial Overlay (C1-2)
- Commercial Overlay (C2-2)

Source: NYC Map Pluto



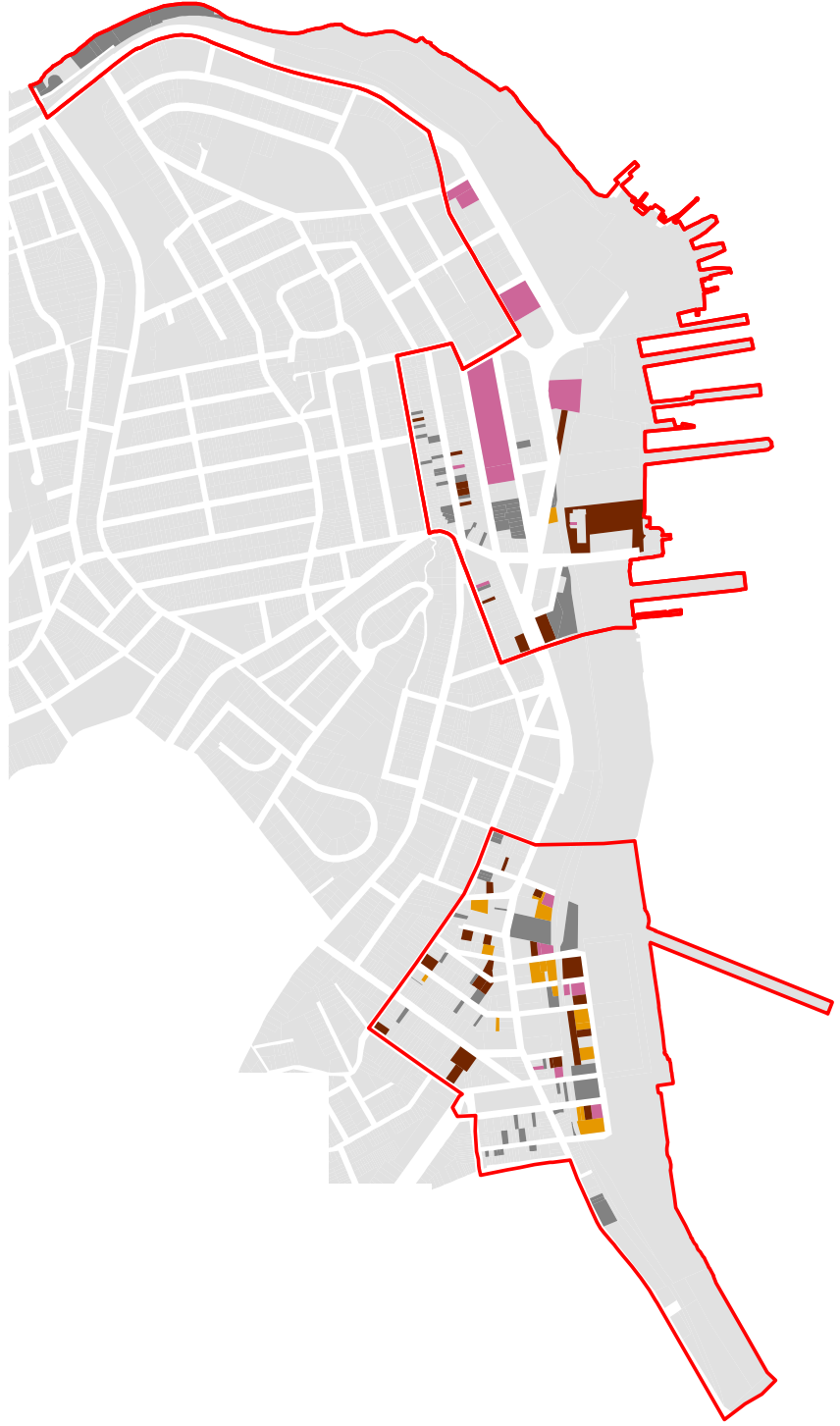
# 6.3 Mapping Analysis

## Under-Utilized Lots

**36** ACRES OF UNDERUTILIZED LOTS  
**83** VACANT LOTS  
**30** GARAGES  
**16** WAREHOUSES

- Low Use**
- Warehouse
  - Garage
  - Miscellaneous
  - Vacant Land
  - Focused Study Area

Source: NYC Map Pluto

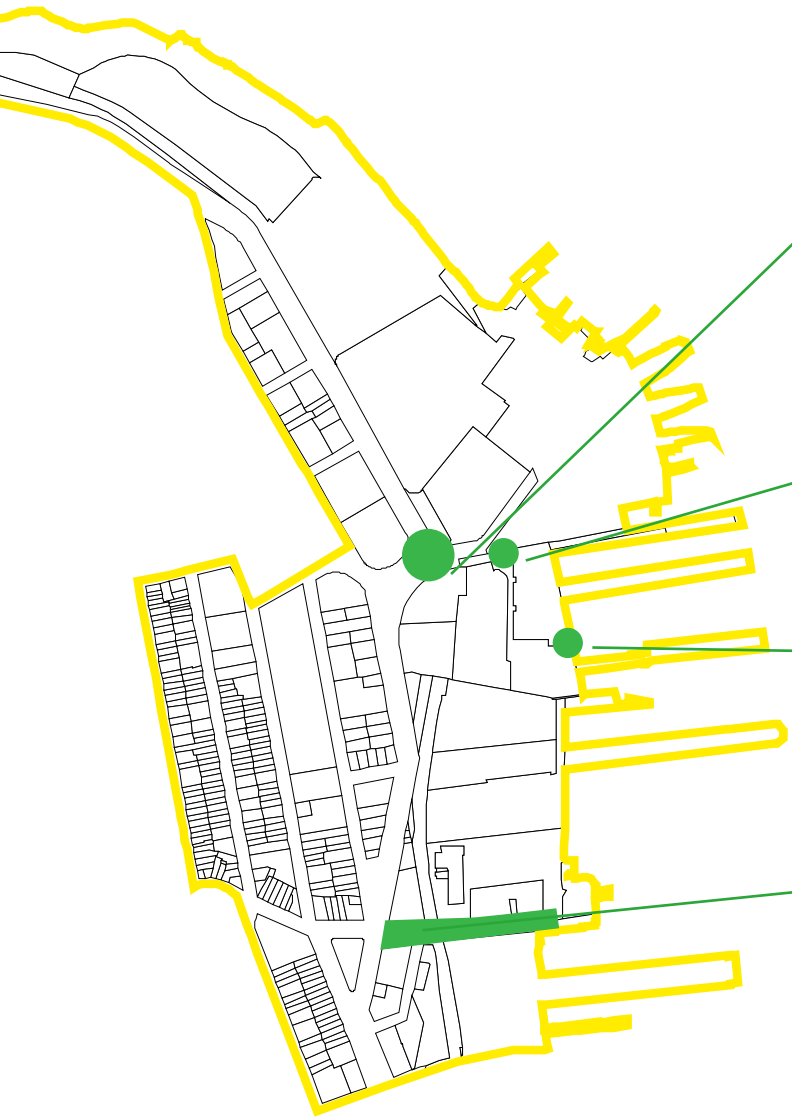


## 6.4 Initial Opportunity Sites

- Limited Mobility
- Significant Activation Potential
- Underused Spaces between Opportunity Sites



# 6.5 Limited Mobility



Bay Street & Richmond Terrace



**Challenge:**  
Dangerous for pedestrians

**Opportunity:**  
Prime location outside Ferry Terminal - entry way to St. George

Ferry Terminal Viaduct



**Challenge:**  
Inaccessible

**Opportunity:**  
Create clear connection to waterfront and lighthouse point

Victory Blvd. toward waterfront



**Challenge:**  
Grade change, barriers

**Opportunity:**  
Neighborhood connection & access to waterfront

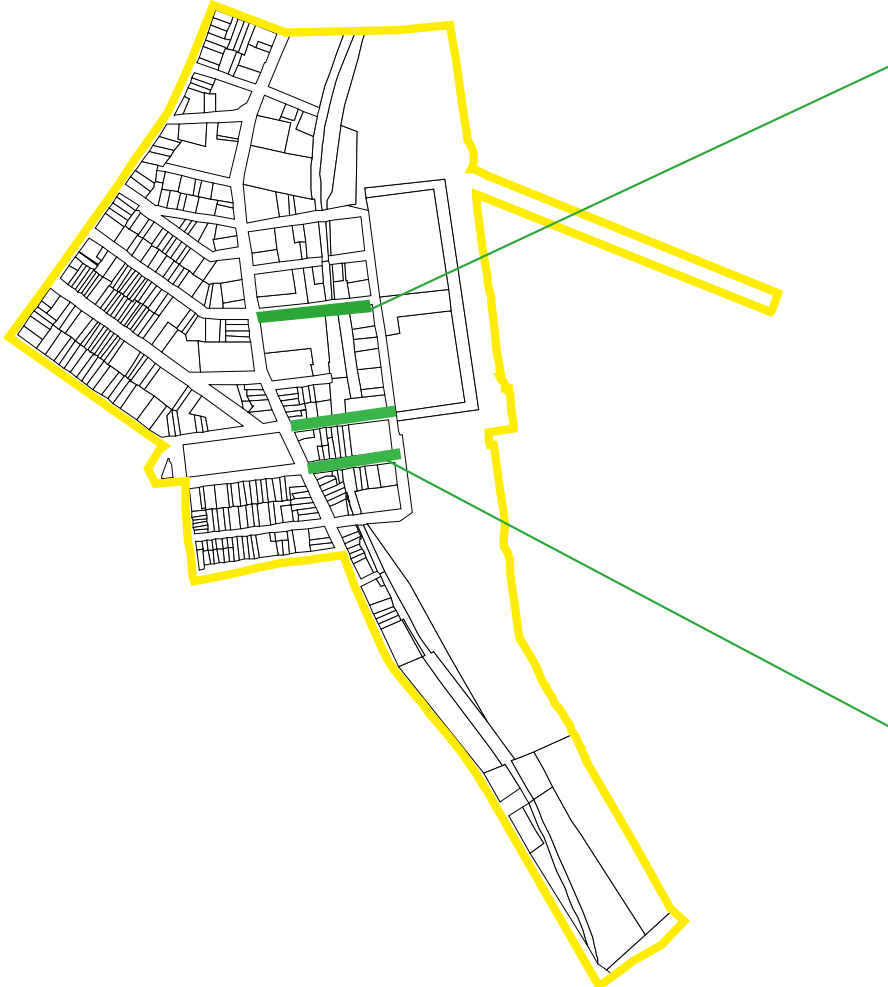
Bay Street Landing waterfront



**Challenge:**  
Inaccessible

**Opportunity:**  
Amazing public space

# 6.5 Limited Mobility



Prospect Street



**Challenge:**  
MTA-regulated area  
Unclear signage to the train station

**Opportunity:**  
Important corridor connecting Tappen Park and URL development  
Streetscape with art infill opportunities

Water and Canal Street





## 6.6 Significant Activation Potential



Tompkinsville Park



### Challenge:

May need city permission for events  
Currently dominated by homeless users

### Opportunity:

Highly visible from Bay Street  
Amenities: Bus stop, parking spaces

## 6.6 Significant Activation Potential

Tappen Park



### Challenge:

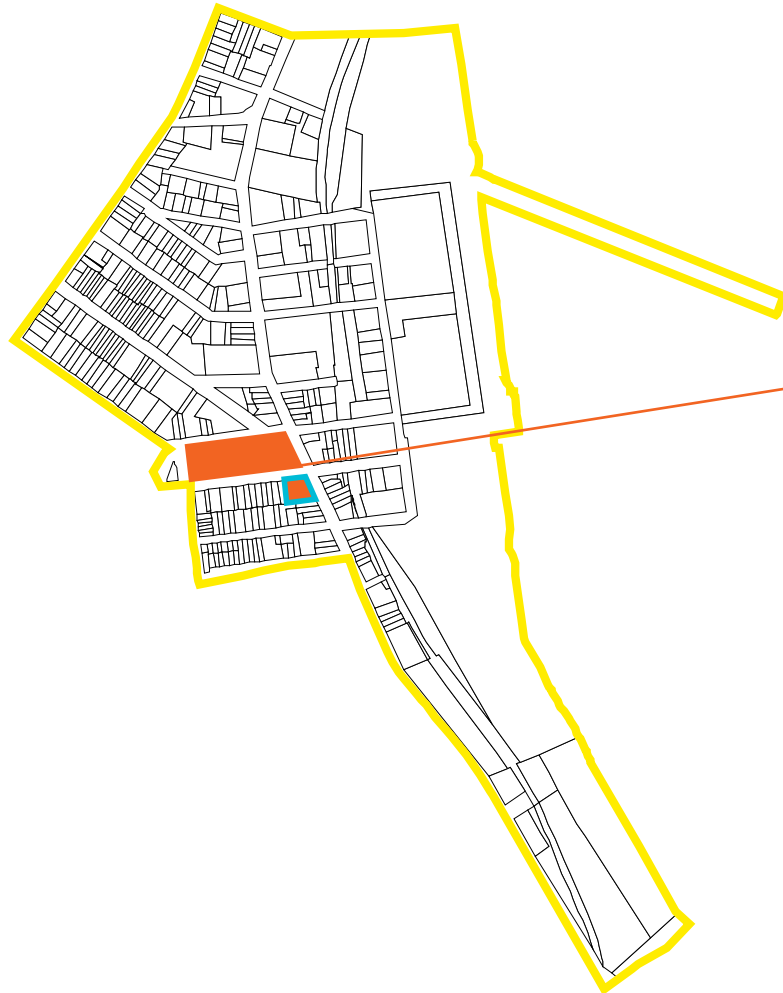
May need city permission for art events

### Opportunity:

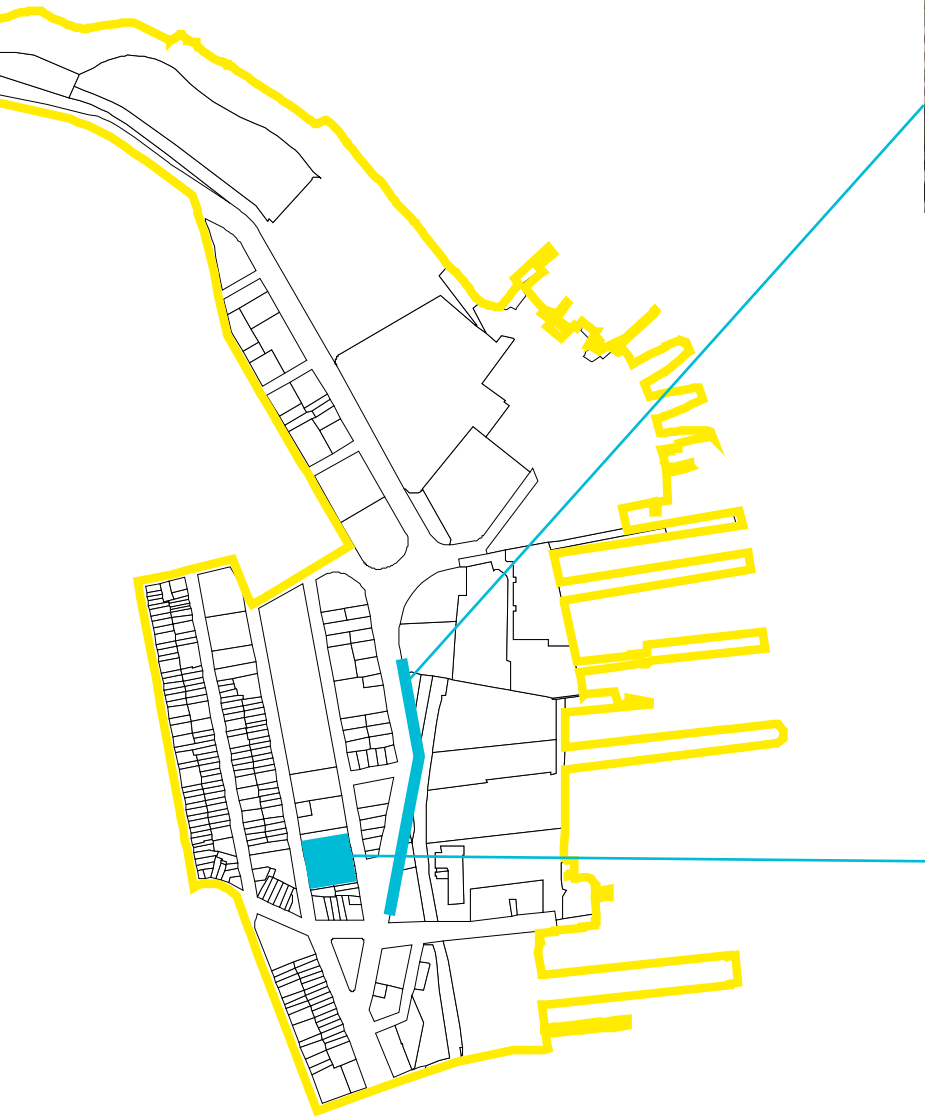
Identified as a key neighborhood space

Community efforts on improving the space

Amenities: Bus stop, parking spaces



# 6.7 In Between



Bay Street



**Challenge:**

Lack of engaging streetscape for pedestrians, despite great view

**Opportunity:**

Improved way-finding and opportunity to create neighborhood identity through design

108-128 Central Avenue



**Challenge:**

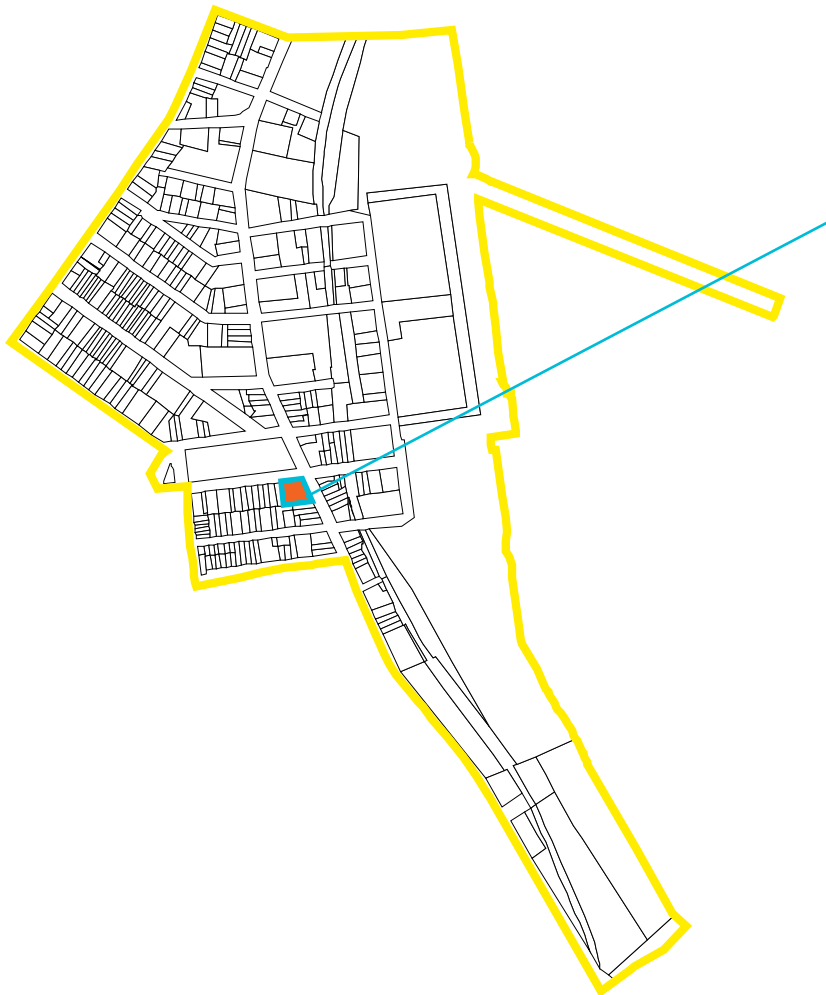
Private owner, long-term vacancy

**Opportunity:**

Close to Tompkinsville Park

Potential for temporary activation or purchase

# 6.7 In Between



68 Canal St.



## Challenge:

Private owner,  
lack of strong commercial corridor

## Opportunity:

Prime location on Bay Street, located next to Tappen Park, large building frontage

# 7

## Sites for Focused Analysis



## 7.1 Overview

Where is there opportunity for the greatest impact?

Where is there greatest need?

Where are there existing community partnerships?

Waterfront Promenade - St. George



### Opportunity:

Critical link between Ferry Terminal/Lighthouse Museum south towards Tompkinsville (and Stapleton)

Existing community effort - potential to partner and collaborate

Significantly underutilized community amenity

Tappen Park - Stapleton



### Opportunity:

Potential town center

Broader neighborhood impacts: activating a neighborhood through activating a public space

Existing community efforts - potential to partner and collaborate

Significantly underutilized community amenity

# 7.1 Overview

Bay St. & Richmond Terrace Intersection - St. George



## Opportunity:

Public safety: unsafe pedestrian and cyclist conditions  
Key location - a visitor's first introduction to the St. George neighborhood  
Opportunity for goals to do "double duty": develop wayfinding suggestions and a neighborhood identity

Connector streets between Bay St. and Front St. - Stapleton



## Opportunity:

Critical link between Tappen Park and URL Staten Island  
Uncomfortable streetscape

# 7.2 Waterfront Promenade





# 7.2 Policy Background- City Initiative

## PlaNYC

Protect waterfront assets along the coastline more effectively

Strategy:

- Coastal Protection Initiative 6: Raise bulkheads in low-lying neighborhoods to minimize inland tidal flooding
- Building Initiative 2: Rebuild and repair housing units destroyed and substantially damaged by Sandy
- Building Initiative 7: Encourage existing buildings in the 100-year floodplain to adopt flood resiliency measures through an incentive program and targeted mandate

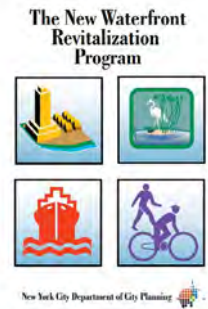


## The New Waterfront Revitalization Program

Preserve, protect and maintain existing physical, visual and recreational access to the waterfront

Strategy:

- Protect and maintain infrastructure, including roadways and shoreline protection structures, which support public access and recreation facilities
- Maintain in good repair existing public access areas to ensure public safety and enhance enjoyment



## VISION 2020

Expand public access to the waterfront and waterways on public and private property for all New Yorkers and visitors

Strategy:

- Support improvement of connections along waterfront from St. George to Stapleton, including such areas as Bay Street Landing Promenade
- Extend North Shore Promenade
- Explore opportunities for kayak launch

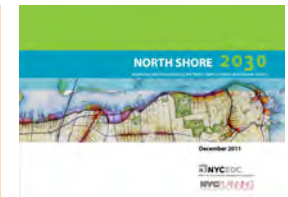


## North Shore 2030

Reconnect people with the waterfront  
Improve connections and mobility

Strategy:

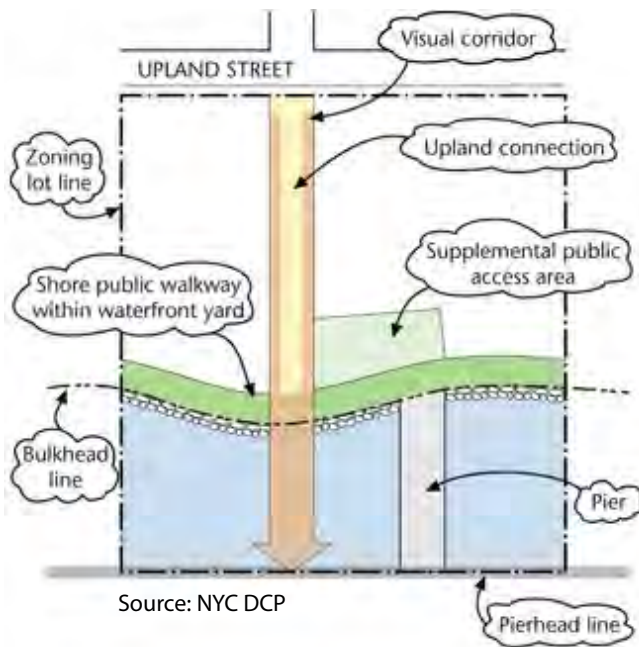
- Facilitate restoration and protection of privately-owned waterfront pathways to ensure continuous waterfront access
- Improve pedestrian connections between St. George and waterfront development sites to the south with safe and inviting crossings, signage, and multiple access points



## 7.2 Policy Background- Zoning

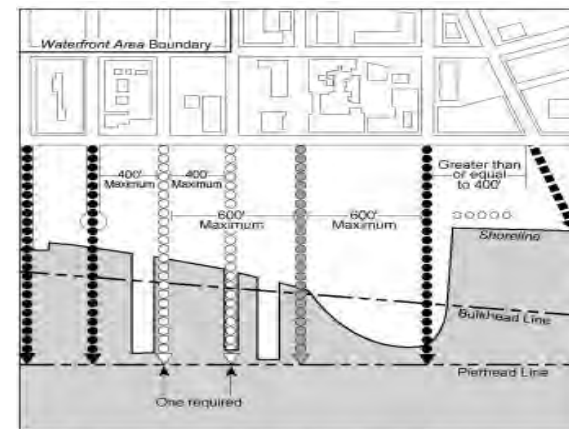
### Waterfront Public Access Requirement (1993)

1. Shore Public Walkway
2. Upland Connection
3. Supplemental Public Access Area



### Visual Corridor

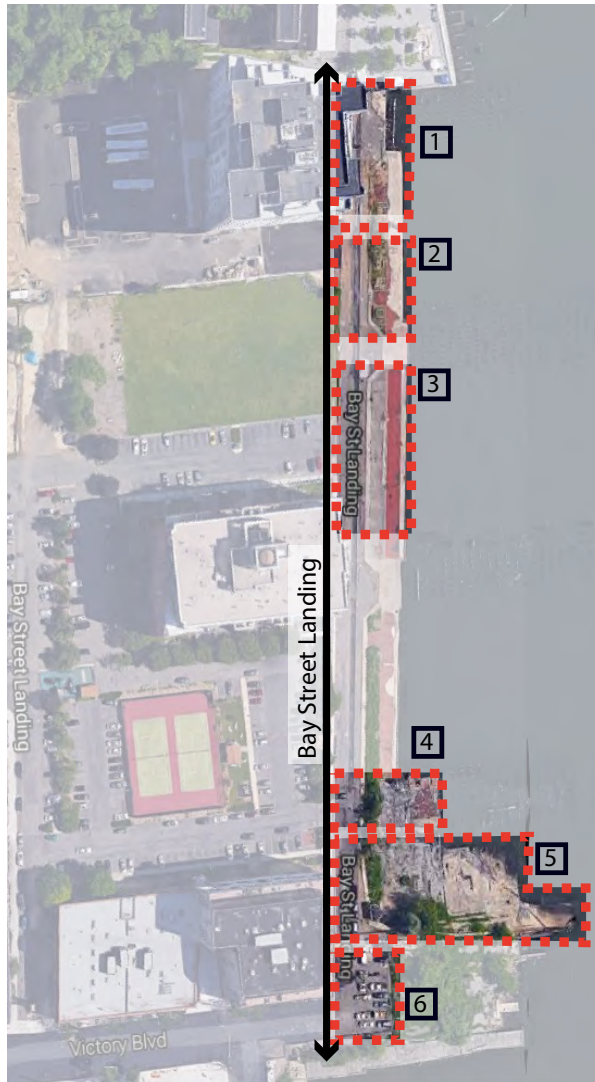
Visual corridor intervals would not exceed 600 feet



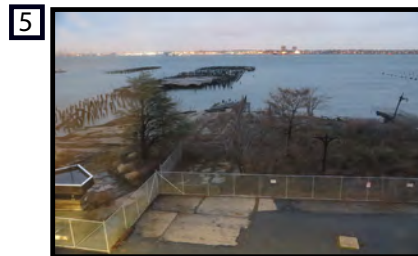
- Designated *Visual Corridor* or *Mapped Street* Seaward of the First *Upland Street* (Mandatory Location for *Visual Corridor*)
- *Mapped Street* Terminating at First *Upland Street* (Alternative Location for *Visual Corridors* Mandatory at Maximum Intervals of 400 Feet)
- No *Upland Street* (*Visual Corridor* Mandatory at Maximum Intervals of 600 Feet)
- *Mapped Street* Terminating at First *Upland Street* (Distance Greater than or Equal to 400 Feet: Mandatory Location)

# 7.2 Physical Analysis

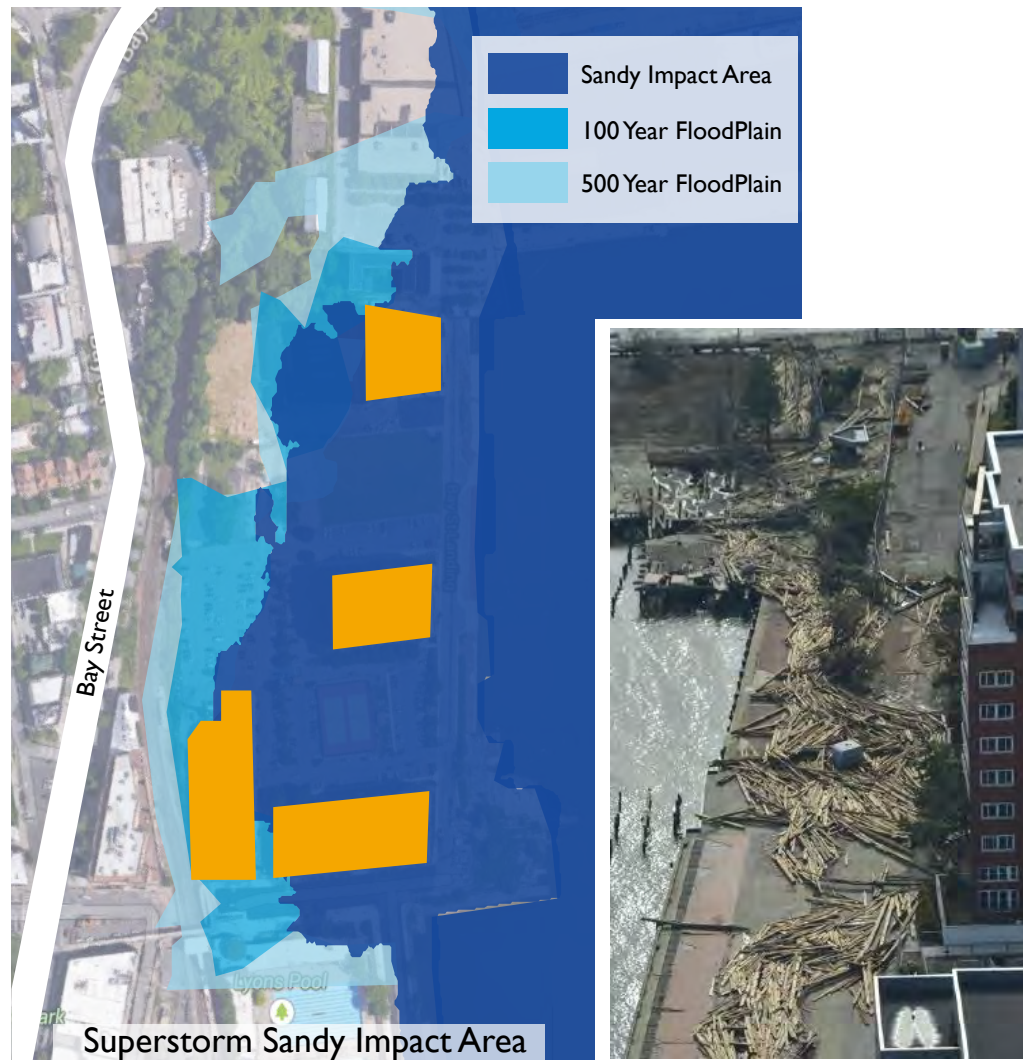
## Underutilized Waterfront



Source: Google Map

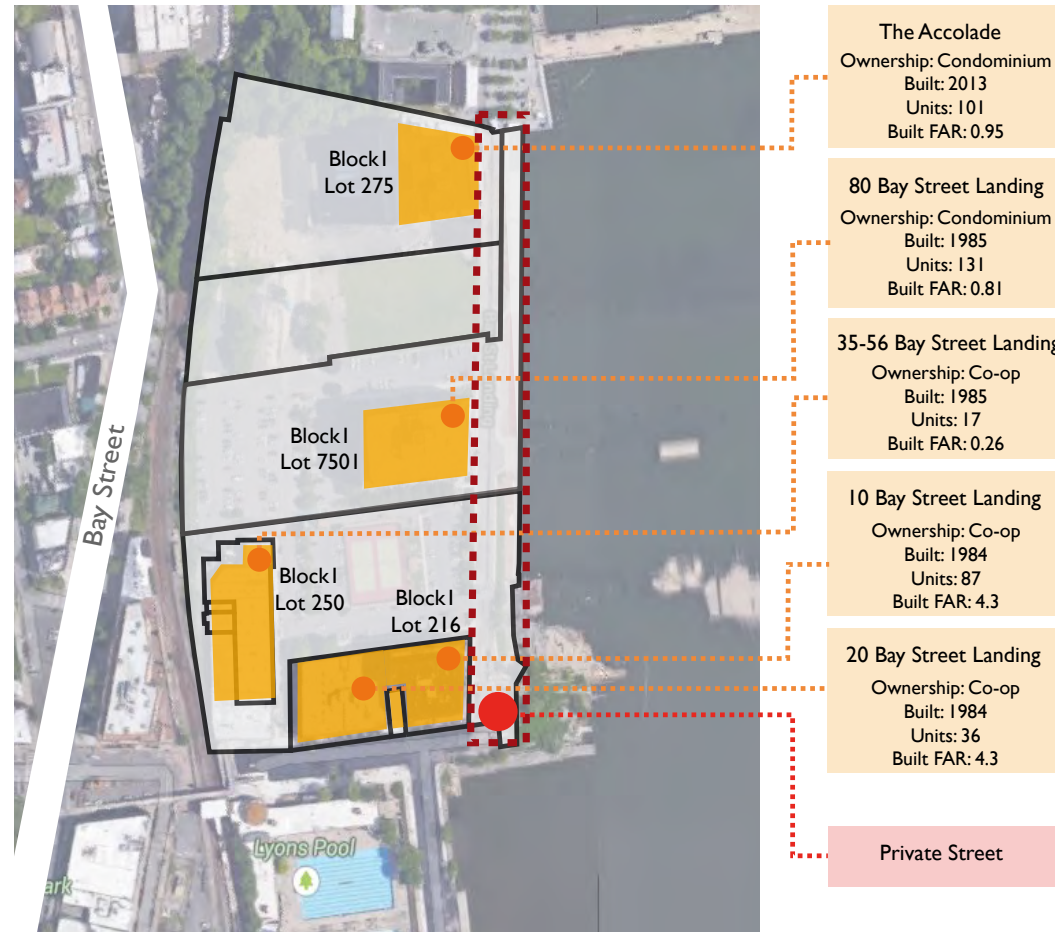


## 7.2 Physical Analysis- Hurricane Sandy



Sources: NYC Map Pluto, NYC Open Data, NYC Special Initiative for Rebuilding and Resiliency (SIRR)

# 7.2 Physical Analysis- Ownership



## Private Ownership Responsibility

*Esplanade along Upper New York Bay with seating, lighting and trees, privately owned and maintained for public use in conjunction with the city approvals for the Bay Street Landing development, the conversion of the adjacent industrial loft space for residential uses and the construction of townhouses pursuant to a restrictive declaration.*

– Bay Street Landing Esplanade, NYC Department of City Planning Website

Sources: NYC Department of City Planning, NYC Map Pluto, baystreetlanding.com

# 7.2 Challenges and Opportunities

## Challenges

- 1. Wayfinding
- 2. Unwelcoming Pedestrian Access
- 3. Site Constraints



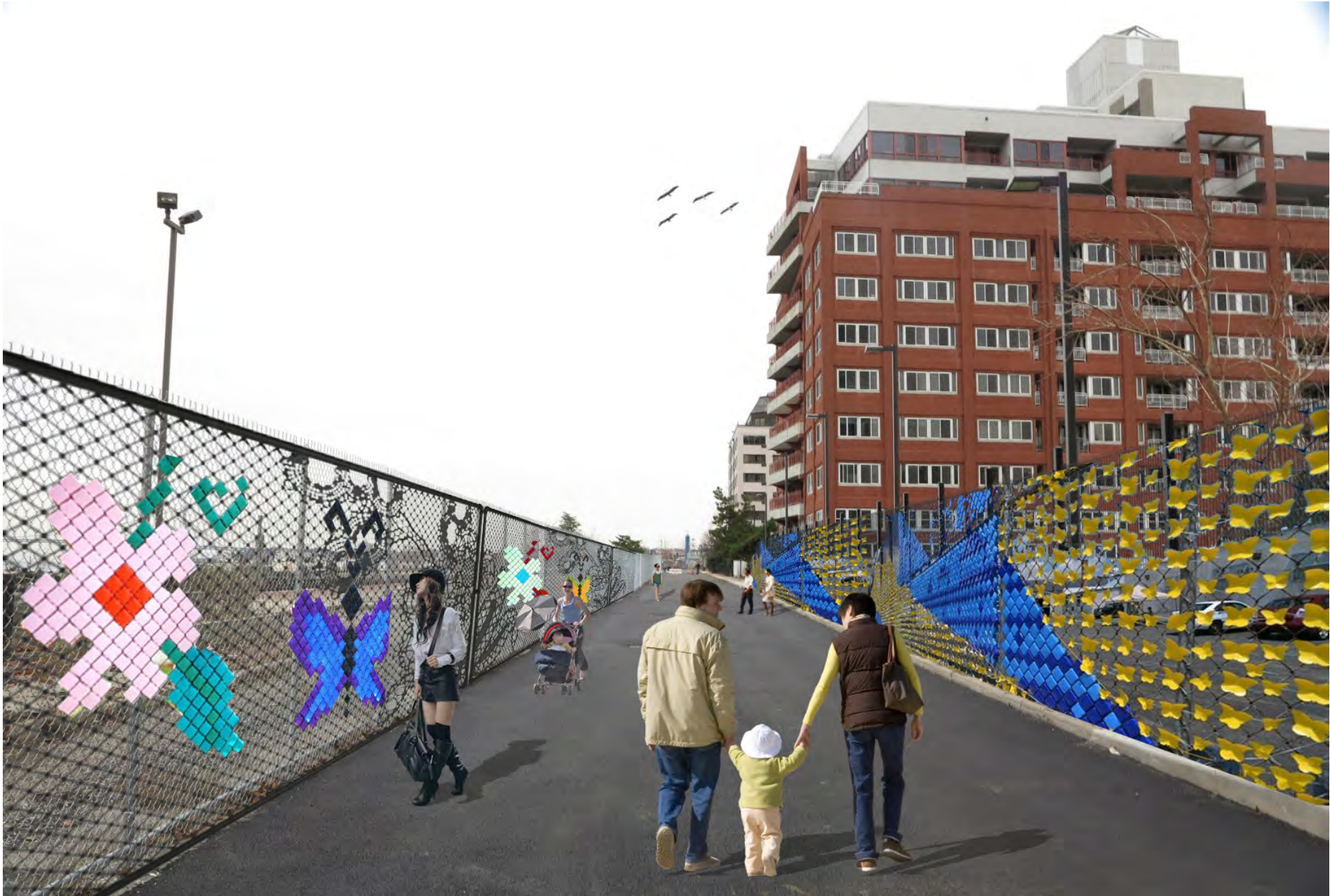
# 7.2 Challenges and Opportunities

## Main Opportunities

1. Connecting Waterfront
2. Connecting Public Assets
3. Enhancing Waterfront Experience



# 7.2 Short-term Recommendation





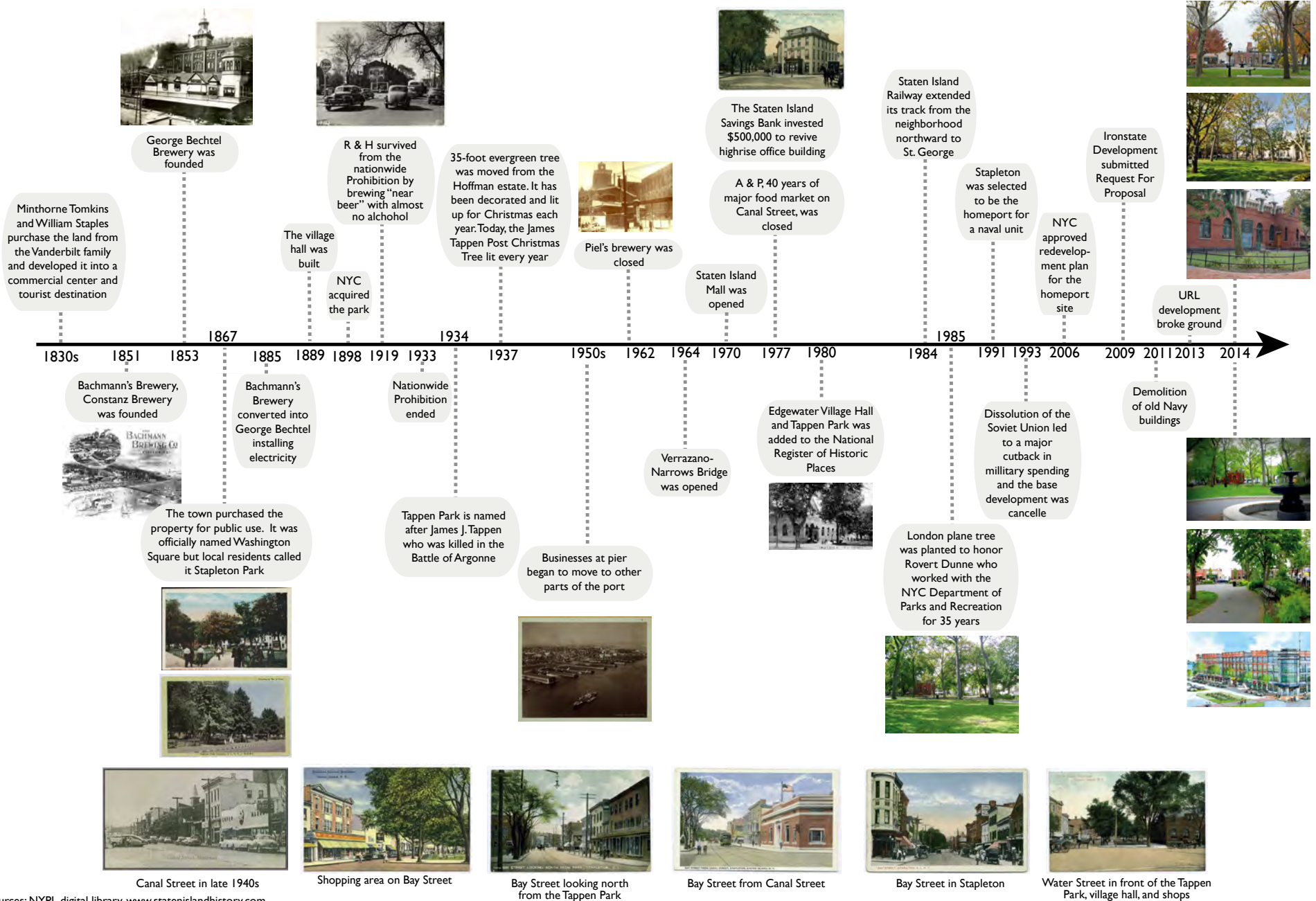
## 7.2 Long-term Recommendation



## 7.3 Tappan Park and Surroundings



# 7.3 History



Sources: NYPL digital library, www.statenislandhistory.com

## 7.3 Current Status



### Community Efforts: Historic Tappen Park Programs

#### I. Maintaining the space

Park Beautification

"It's My Park Day!" Planting  
NYC Daffodil Project  
Peas & Carrots Horticulture  
Program

#### 2. Program the site

Arts, Cultural &  
Community Events

Stapleton Soap Box Derby  
International Music & Dance  
Festival  
Oktoberfest/Fall Festival  
Street Games

#### 3. Activate the neighborhood

Community-Based  
Development Activities

Stapleton Village Merchant  
Association  
Capacity building, marketing &  
promotion  
Retail Recruitment Program:  
Broker's Brunch

Source: Historic Tappen Park

## 7.3 Current Status



The Dance - DB Lampman



Karlis Rekevics - All-Too-Familiar Tangle  
(City of New York Parks & Recreation Clare Weiss Emerging Artist Award)

## Challenges to Arts Programming

Great space, interesting history with both paved & ground surfaces, but:

### Location

Difficult for non-SI artists to access

### Opportunity:

*Local artists should take advantage of the space to showcase their art, gaining both an exhibit space & contributing to the "community" feel of the park*

### Funding

None available through Parks.

### Opportunity:

*Local organizations - such as Tappen Park & SI Arts - can achieve their goals by supporting artists through funding works*

---

"Tappen's great - I'd love to program it more. ... A lot of organizations don't know how to interact and get people to interact with them, whereas artists have already done the process, honed in - they know how to create a successful project to activate a space."

- Jennifer Lantzas

City of New York Parks & Recreation

# 7.3 Physical Analysis



Vacant lot

Vegetation

Lawn

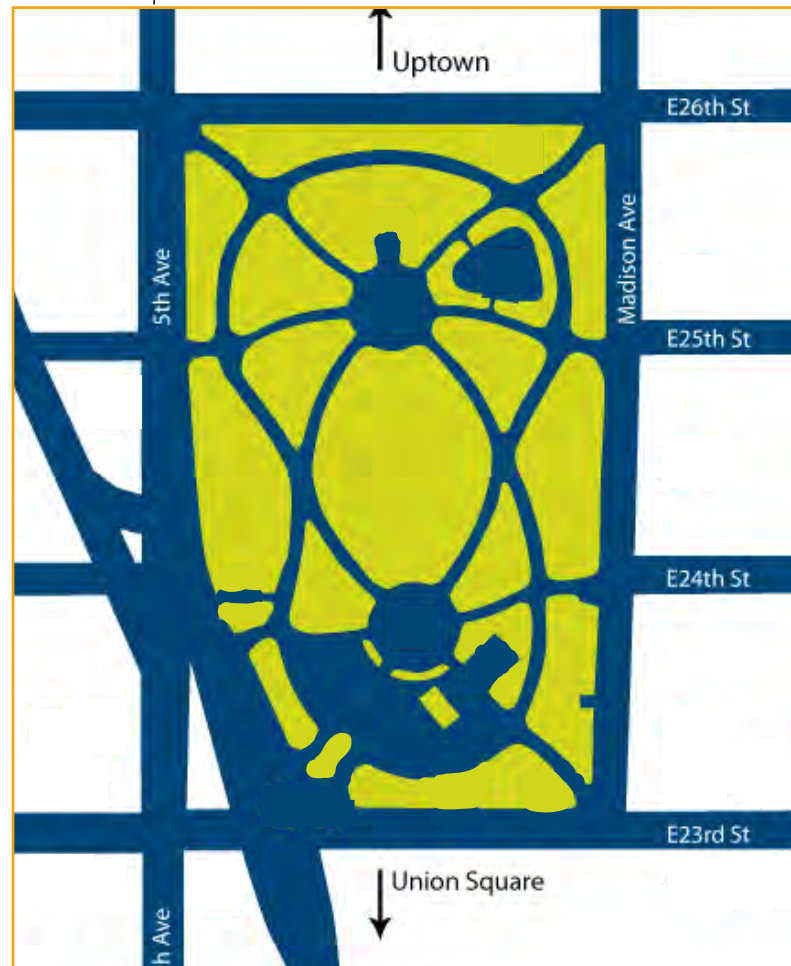
Buildings

Hardscape

## 7.3 Case Study: Madison Square Park

3.5x larger, but similar layout and grounds

Madison Square Park



Madison Square Park Fall Kids Fest 2014



Tappen Park Street Games 2014



Tappen Park



## 7.3 Case Study: Madison Square Park

### Madison Square Park Conservancy

Grows from  
5-year capital  
campaign



Responsible for  
maintenance, landscaping &  
programming

Three-pronged approach to  
revitalization: art, food and  
programming

#### Art



#### Food

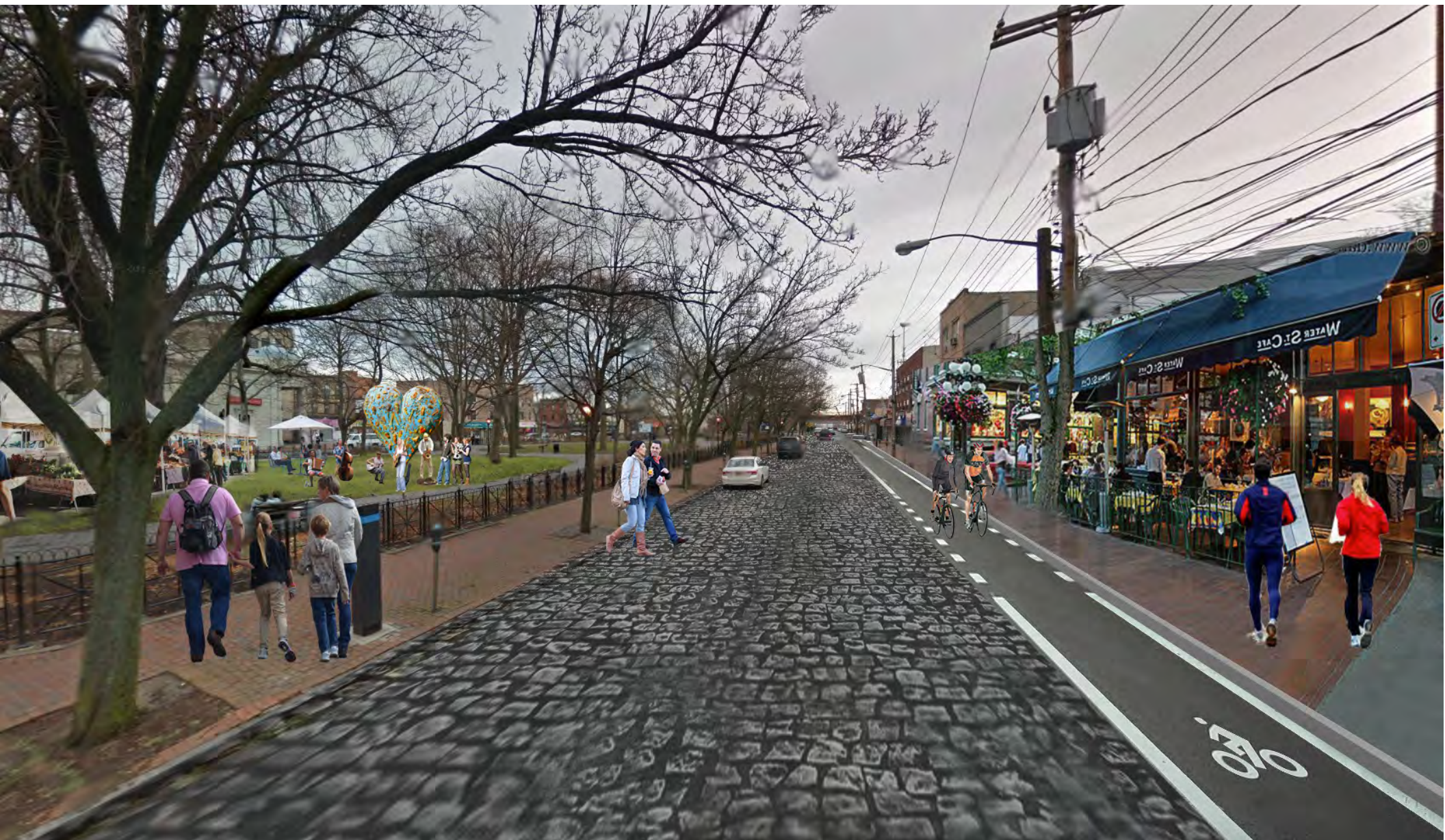


#### Programs





## 7.3 Long-term Potential



# 7.4 Waterfront Access in Stapleton



## 7.4 Policy & Background



*Under the Elevated: "The Boogie Down Booth" in the Bronx*



*Under the Elevated installation on Division St. under the Manhattan Bridge*

### Design Trust & DOT: Under the Elevated

Interviewees identified working with MTA-owned sites as challenges

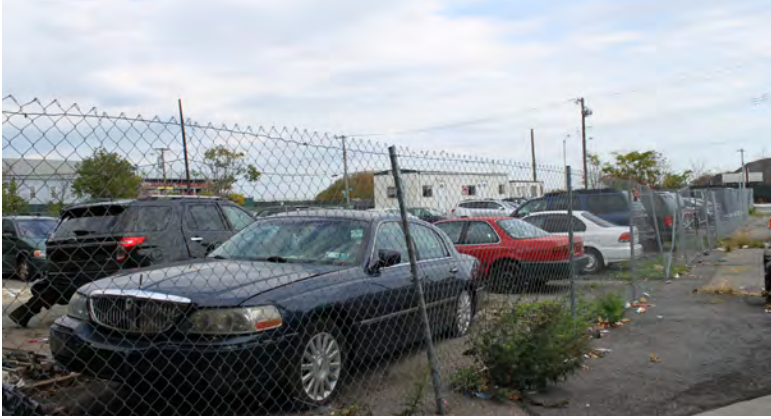
MTA security concerns & response rate limits scope of interventions

DOT piloting Under the Elevated project



Staff dedicated to coordinating agencies & streamlining process to bring design interventions to these spaces

Opportunity for community to rally & advocate for city attention to the space

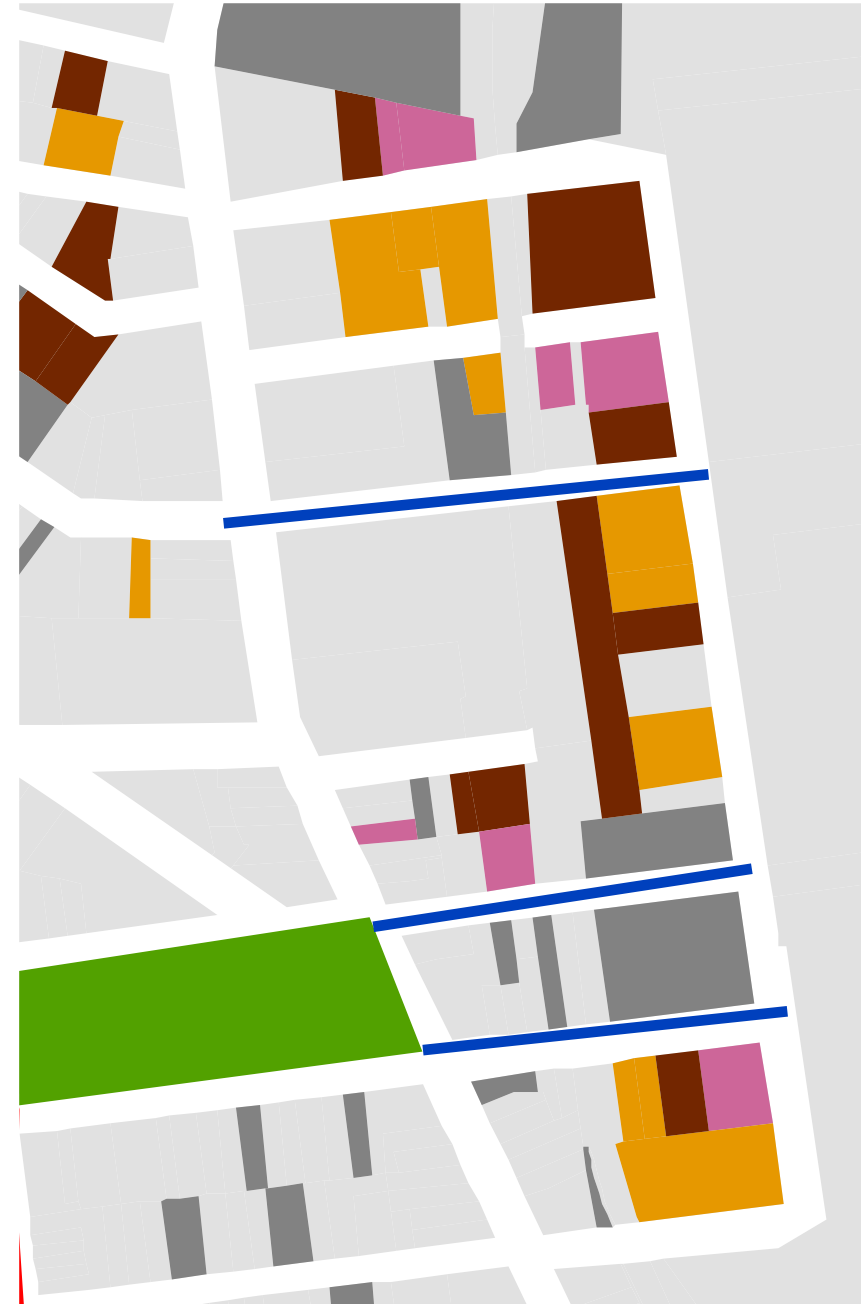
# 7.4 Current Status



### Low Use

-  Warehouse
-  Garage
-  Miscellaneous
-  Vacant Land
-  Focused Study Area

Source: NYC Map Pluto



# 7.4 Improve Pedestrian Experience



# 7.5 Bay Street/Richmond Terrace Intersection



# 7.5 Policy Background

## Vision Zero NYC

Collaboration between:

NYPD

DOT

Taxi & Limousine Commission

Citywide Administrative Services

Department of Education

Department of Health

Measures:

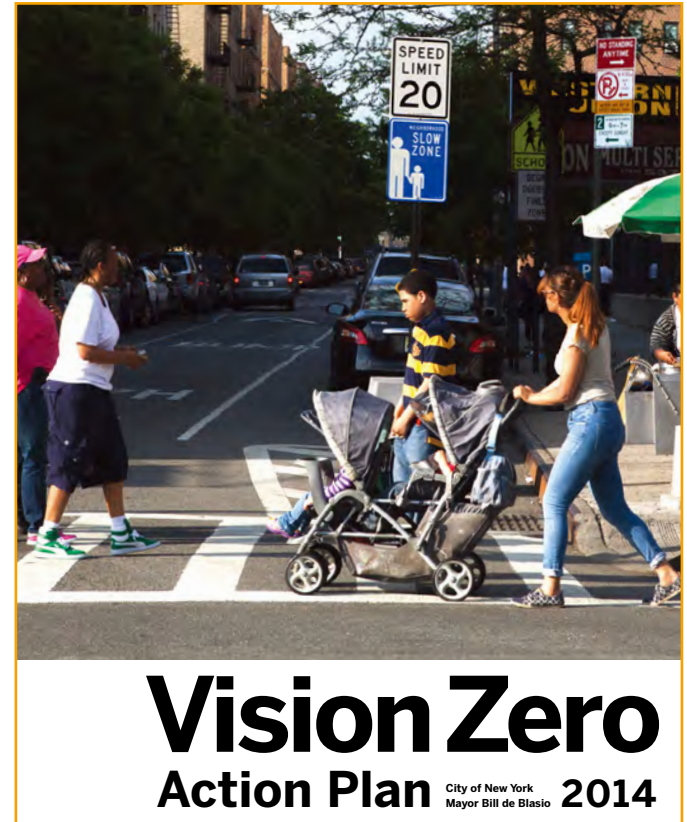
Expanded enforcement against dangerous moving violations

New street designs and configurations to improve safety

Broad public outreach and communications

Legislative measures to increase penalties for dangerous driving

Source: Vision Zero



*Approximately 4,000 New Yorkers are seriously injured and more than 250 are killed each year in traffic crashes.*

# 7.5 North Shore Street Safety



Source: CrashStat, Vision Zero



# 7.5 Physical Analysis



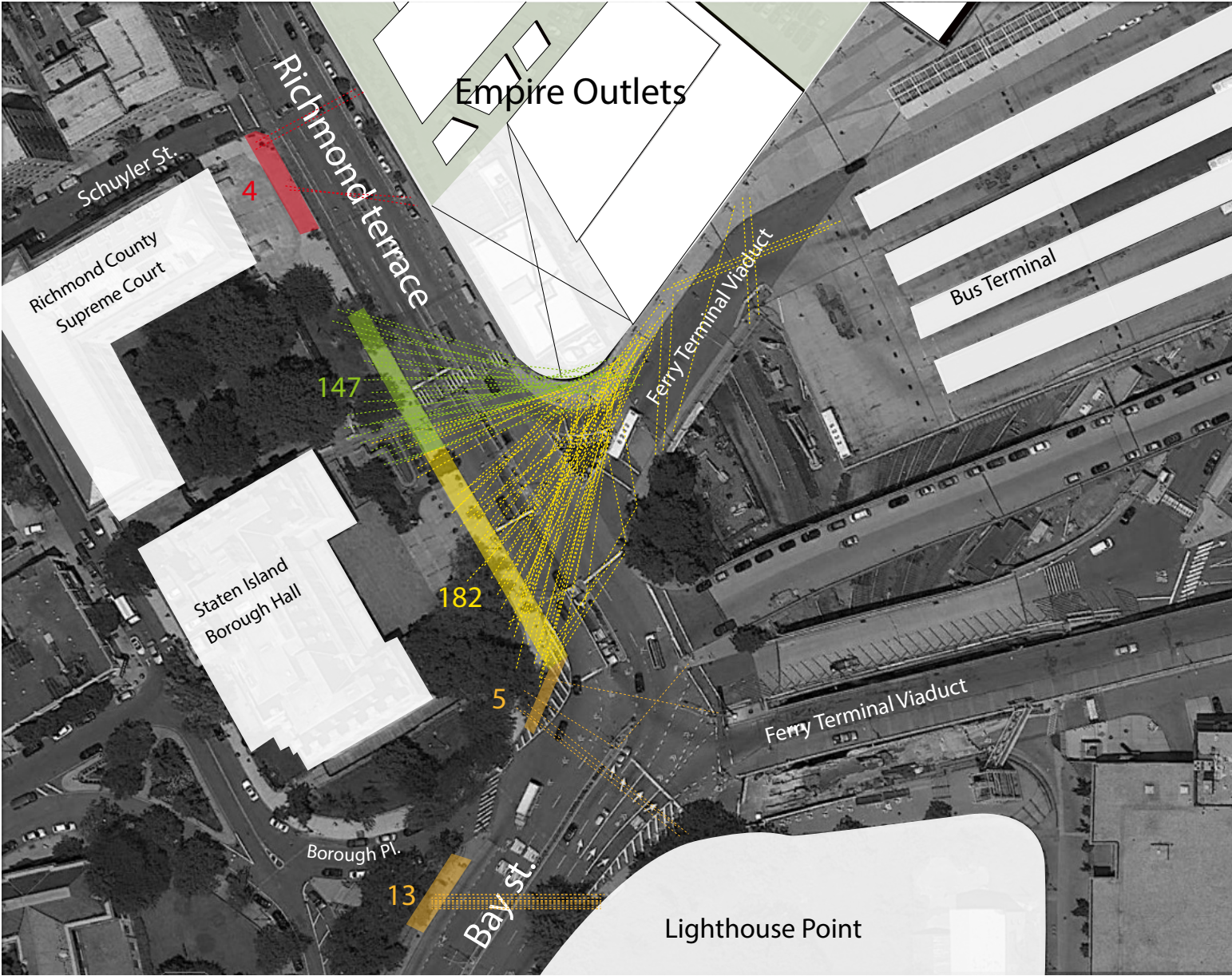
➔ Pedestrian Flow

■ Sidewalk

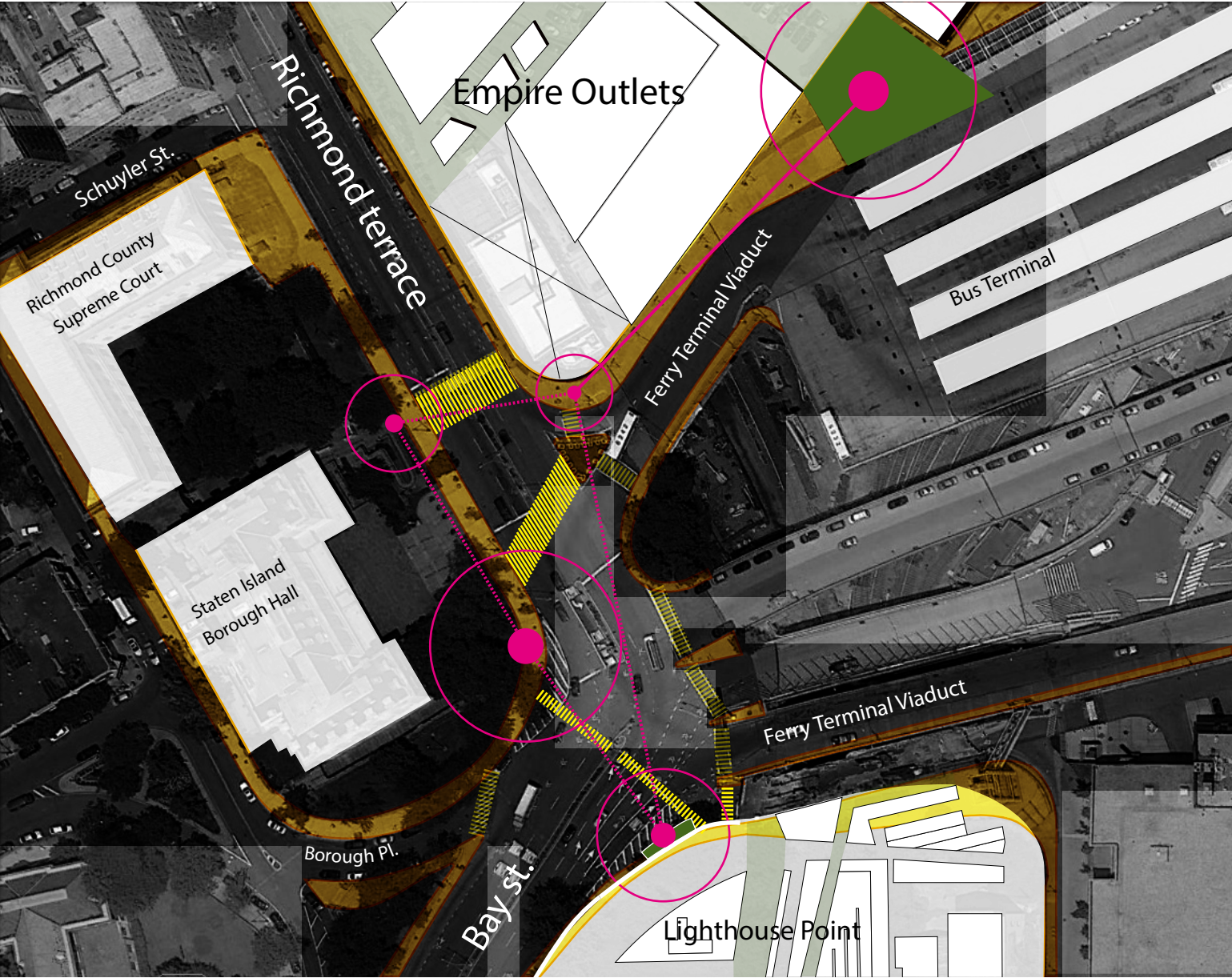
▤ Crosswalk

# 7.5 Pedestrian Count

Friday, 12/12  
7:45-8:30 am



# 7.5 Design Analysis

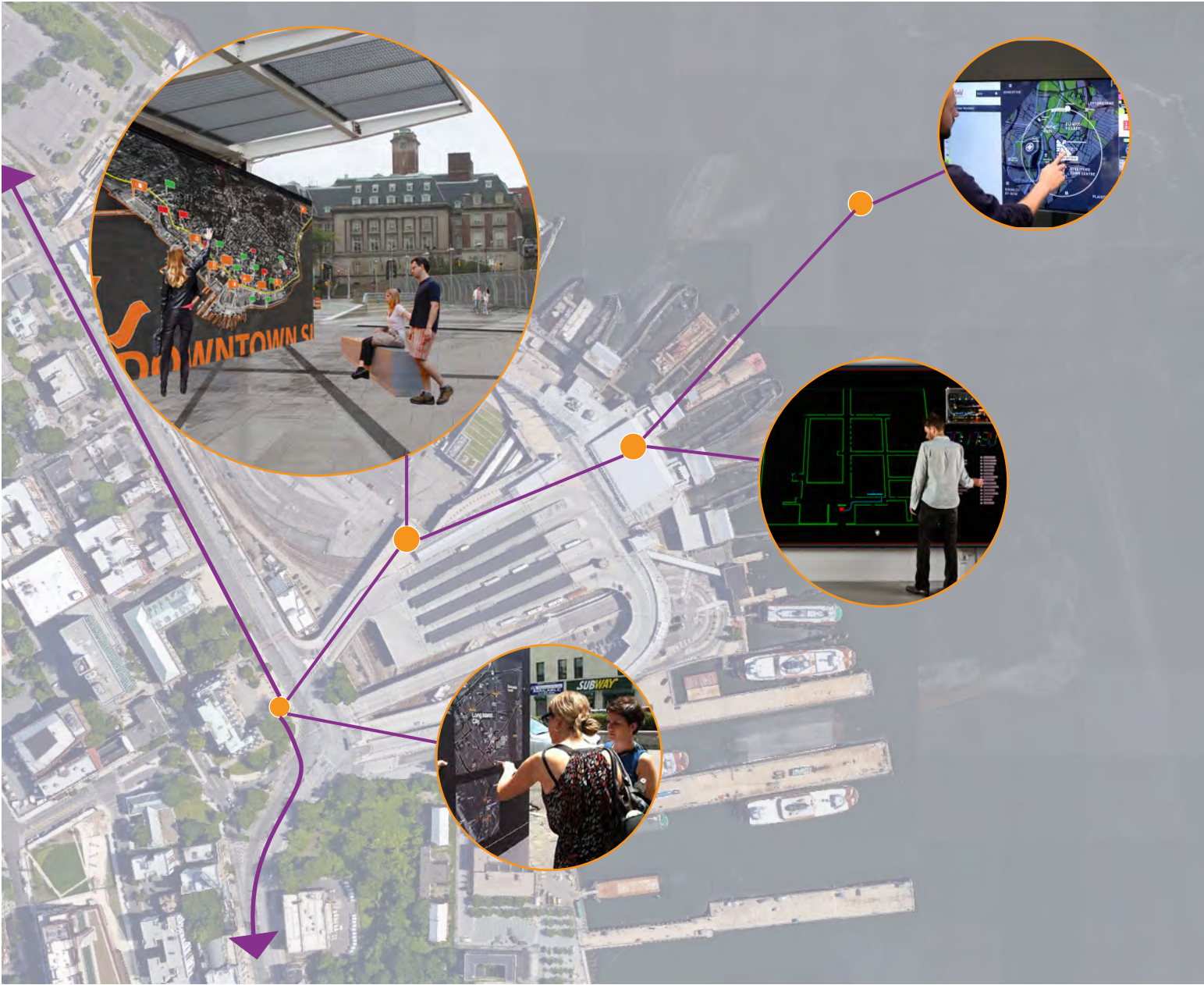


○ Node

||||| New Crosswalk

■ Plaza

# 7.5 Wayfinding



# 7.5 Wayfinding



# 7.5 Wayfinding and Neighborhood Identity



# 8

Questions?

Contact us!

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Li Yu Pan / [lp378@cornell.edu](mailto:lp378@cornell.edu)

# THANK YOU

