

# **DOWNTOWN REVITALIZATION INITIATIVE**

**Downtown Staten Island**

Community Online Forum #3

8.18.20



# AGENDA

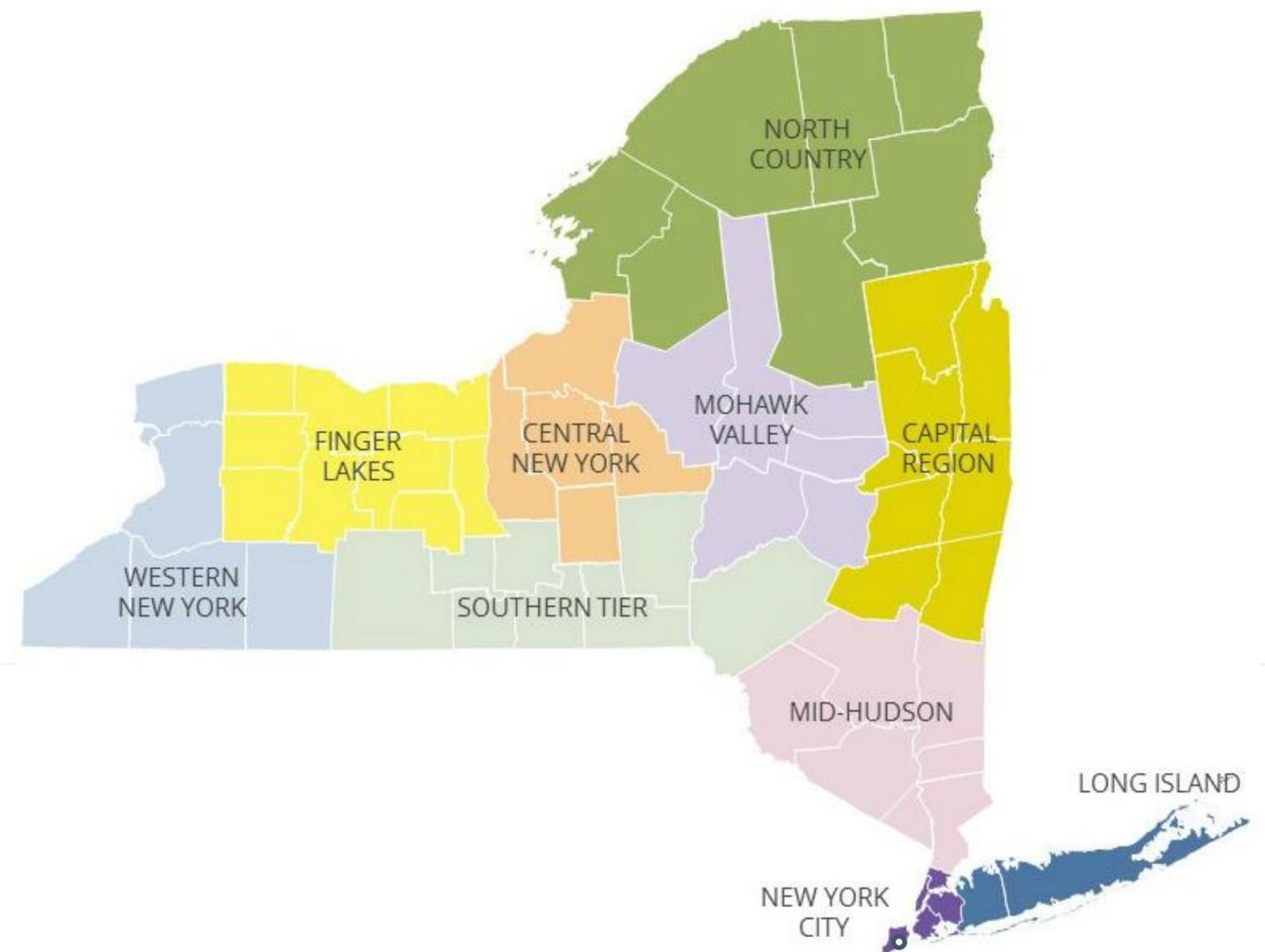
- **DRI Overview**
- Local Impacts of COVID-19
- Aligning DRI with Recovery
- Proposed Projects

# DOWNTOWN REVITALIZATION INITIATIVE

New York State's **Downtown Revitalization Initiative (DRI)** seeks to “transform communities ripe for development into **vibrant neighborhoods where the next generation of New Yorkers will want to live, work, and raise a family.**”

## Selection Criteria

- Physical features that promote a livable, mixed-use downtown.
- Recent or impending job growth.
- Ability to leverage additional public and private investment.
- Commitment from local leaders.



Downtown  
Staten Island

# DOWNTOWN REVITALIZATION INITIATIVE

DRI allocates **\$10 million** to support the implementation of **catalytic capital-eligible investment projects** in Downtown Staten Island and the development of a longer-term strategy that will attract additional public and private investment.

## DOWNTOWN REVITALIZATION INITIATIVE PROCESS



# PROJECT LEADERSHIP

## LOCAL PLANNING COMMITTEE

Downtown Staten Island Local Planning Committee

**Co-Chairs – Hon. James Oddo & Cesar Claro**

Community & Civic Leaders

Business & Industry Leaders

REDC Representatives

## NEW YORK STATE TEAM

**NYS Department of State – Dave Ashton & Amy Pfeiffer**

Office of the Governor – *Tommy Scarangelo*

Empire State Development – *Joseph Tazewell*

NYS Homes & Community Renewal – *Crystal Loffler*

## PLANNING TEAM



Project Management, Economic  
Analysis  
& Implementation Strategy



Planning & Urban Design



Community Engagement  
Lead

# PROJECT ELIGIBILITY

## ELIGIBLE

### Public Improvements

Investments in infrastructure to support transportation, streetscape improvements, open space, broadband access, water management, etc.

### New Development and Rehabilitation of Existing Structures

Development or rehabilitation of real property and/or individual spaces, including pre-development and pre-construction activities.

### Revolving Loan and Grant Funds

Funding for activities such as façade improvements, sidewalk improvements, public art, and physical improvements to commercial space.

*Additionally, all projects must be fully funded and require local capacity to implement.*

## INELIGIBLE

Planning

Staff/operating costs

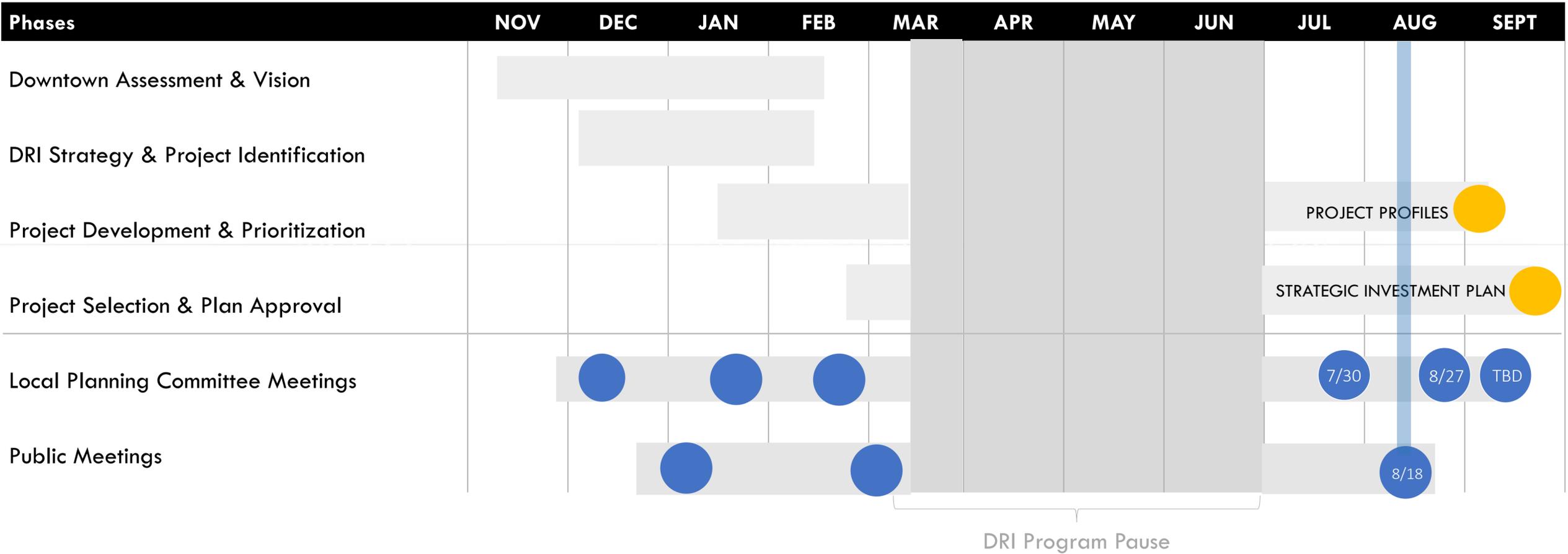
Training expenses

Program expenses

# TIMELINE

Since resuming the DRI planning process in July, the LPC's focus has been to finalize a short list of recommended projects with input from the community.

- Milestones
- Local Planning Committee Meetings & Public Meetings



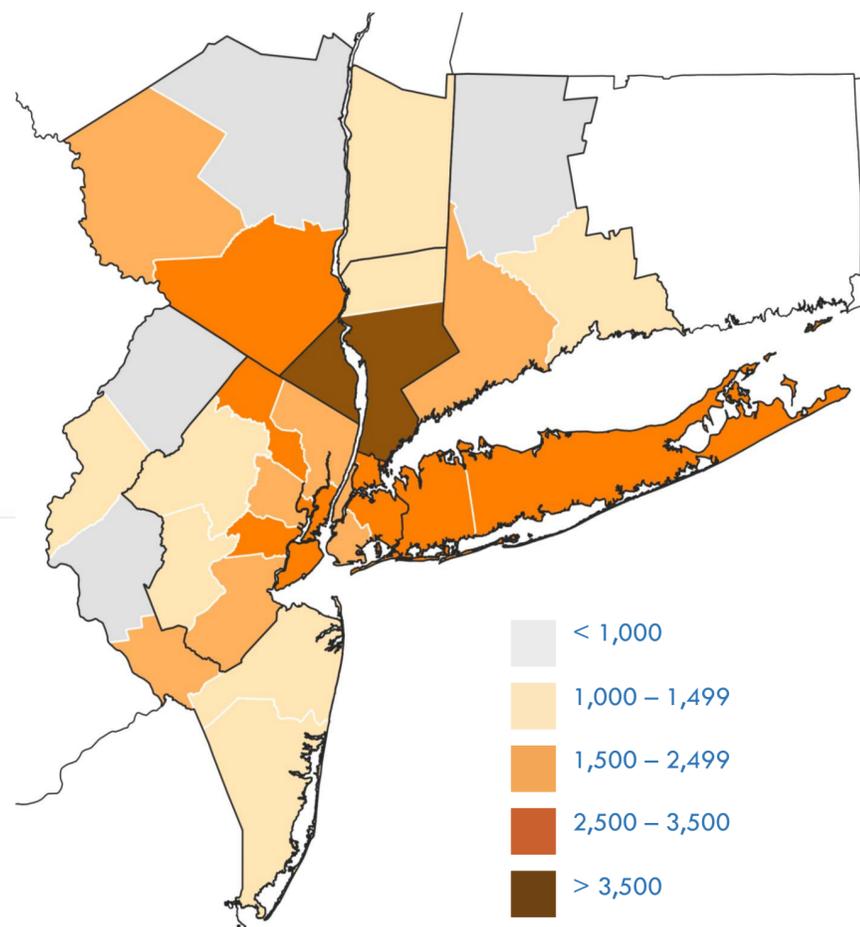
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- DRI Overview
- **Local Impacts of COVID-19**
- Aligning DRI with Recovery
- Proposed Projects

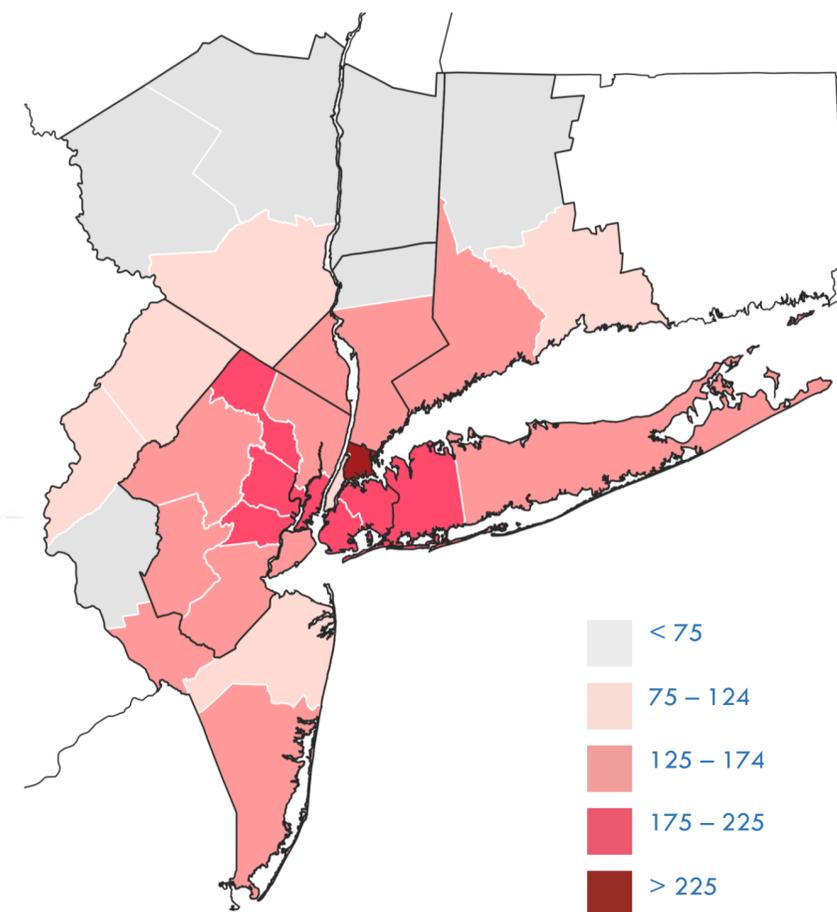
# COVID-19 LOCAL IMPACTS

As of early June, the NYC metro area accounted for **27% of confirmed U.S. cases** and **38% of U.S. deaths**, despite making up 7% of the U.S. population.

Cases per Capita (per 100,000)



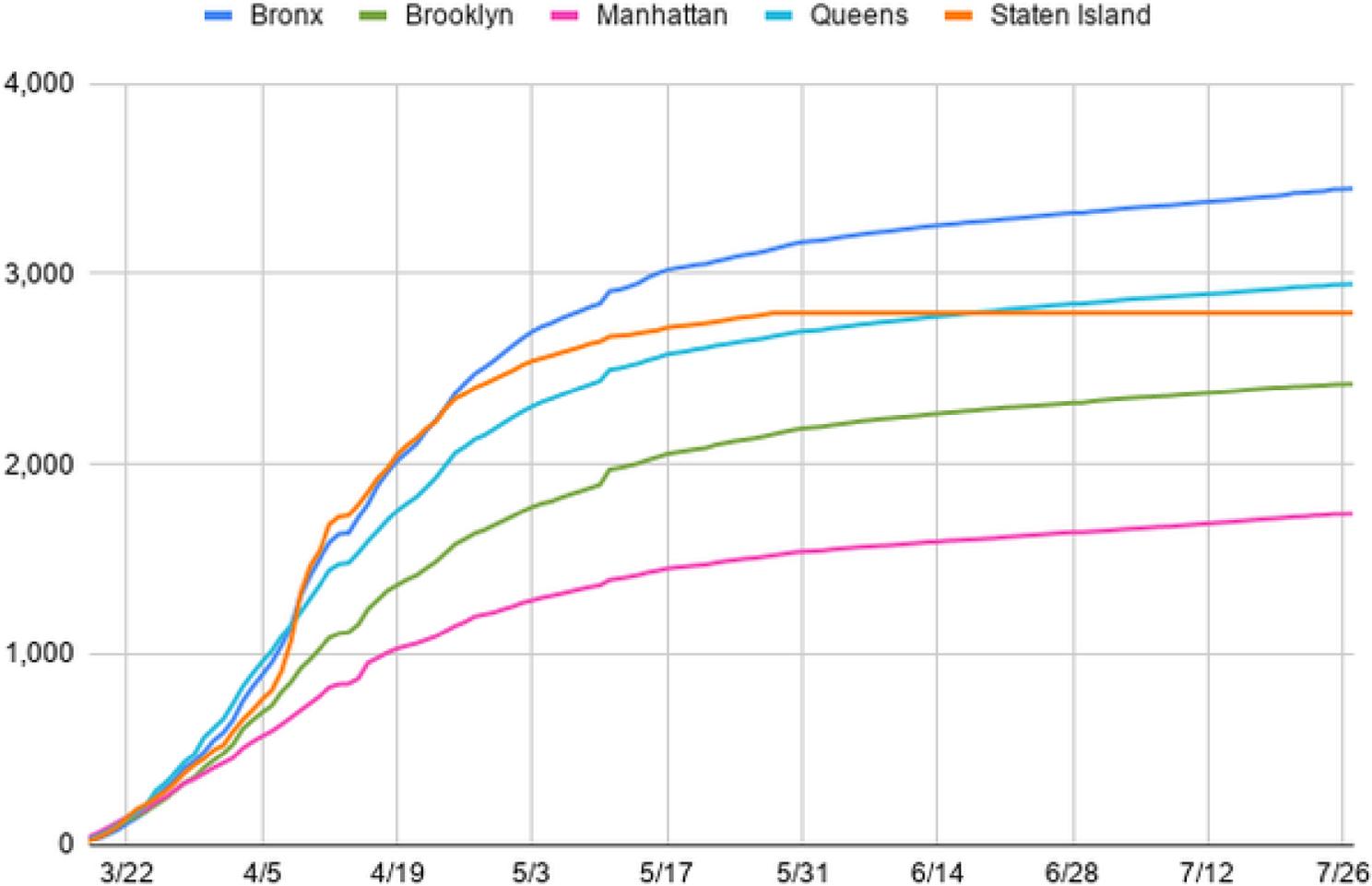
Deaths per Capita (per 100,000)



# COVID-19 LOCAL IMPACTS

Staten Island was an **early epicenter** of Covid-19 in NYC. Although cases have leveled off since late May, the impacts on the community have been severe.

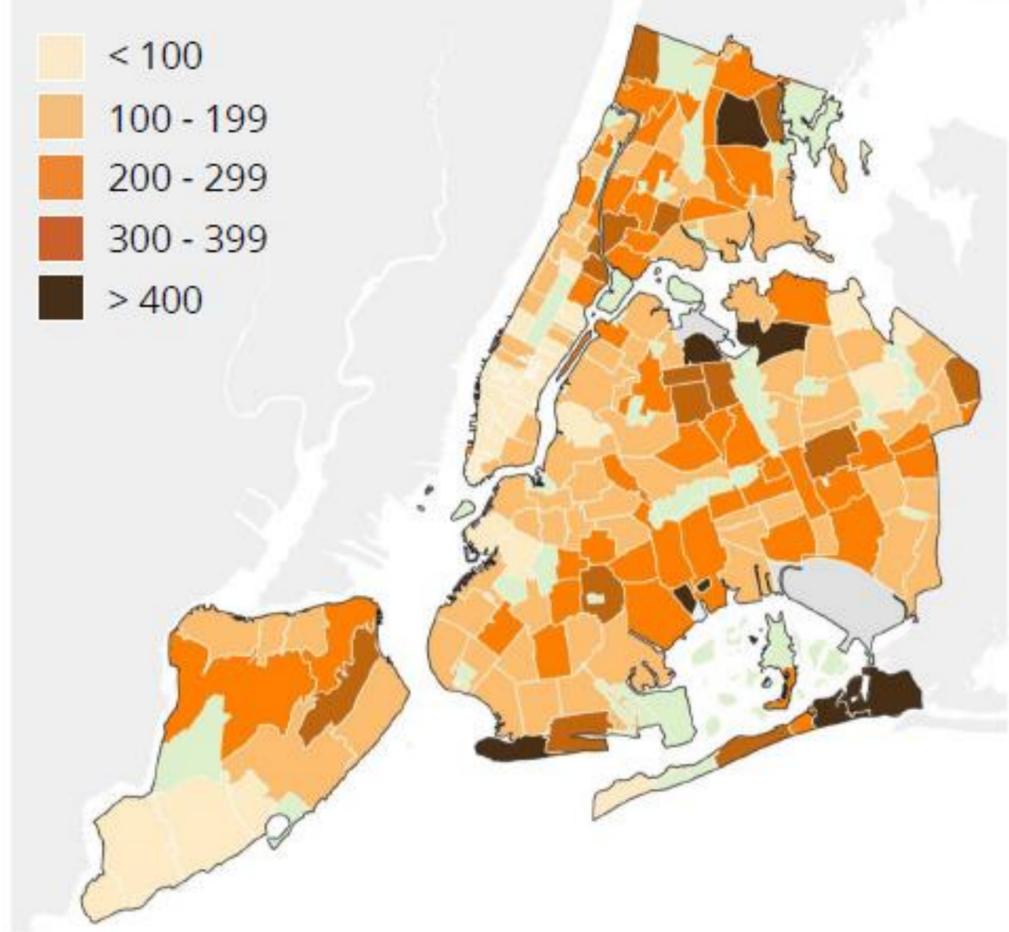
Positive Case By 100K Population in NYC Boroughs



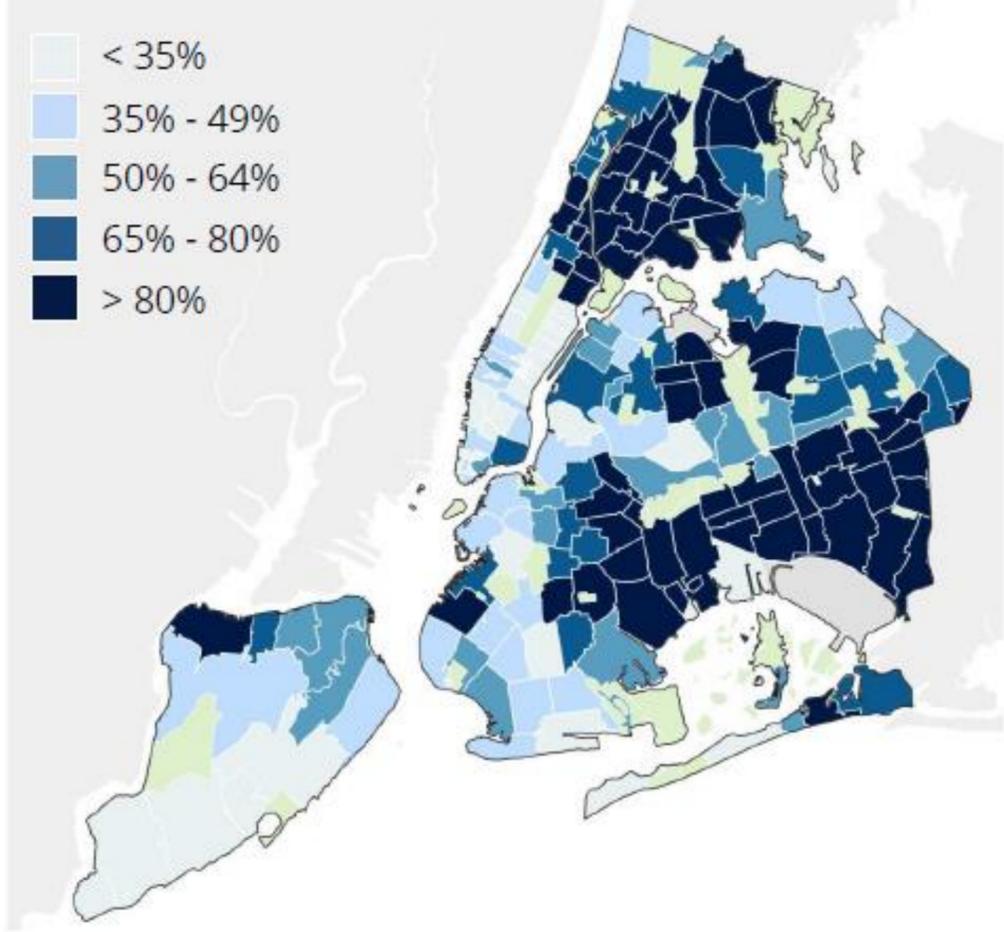
# COVID-19 LOCAL IMPACTS

In NYC, the pandemic disproportionately impacted communities of color.

**COVID-19 Deaths Per Capita (per 100,000) by Zip Code**



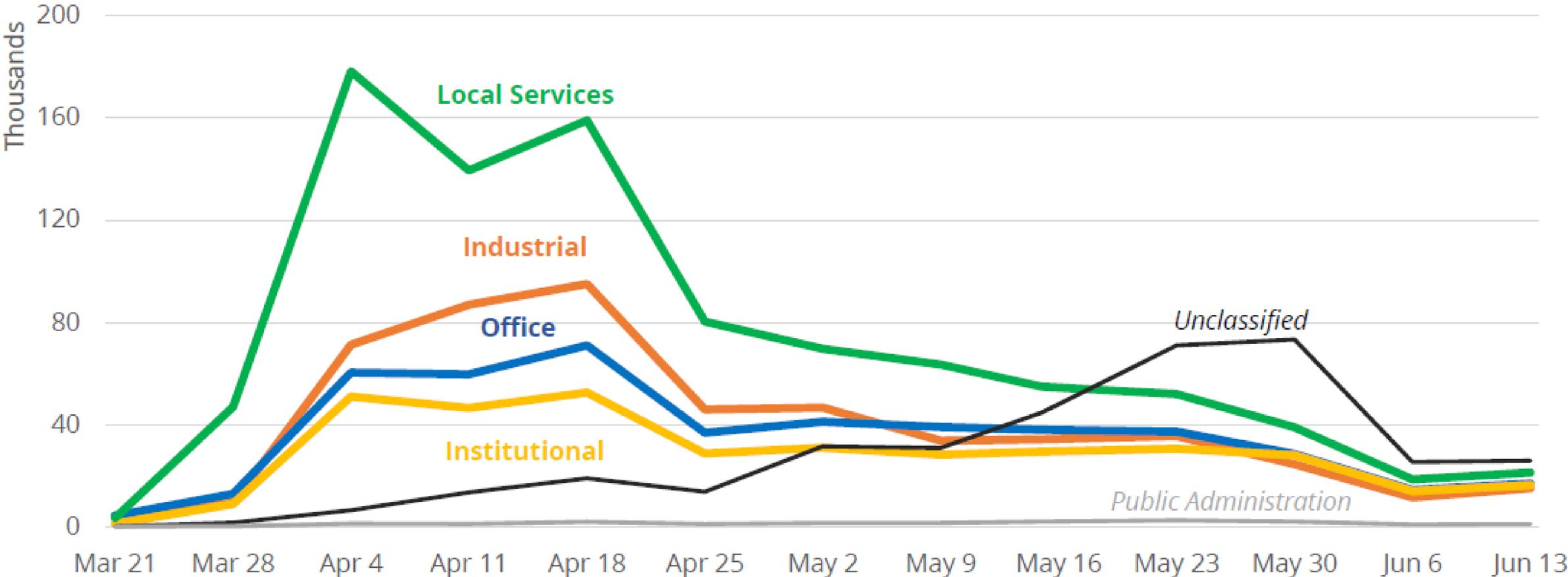
**Percent Non-White Population by Zip Code**



# COVID-19 LOCAL IMPACTS

It also disproportionately impacted **workers earning low wages**, as the sectors hardest hit have been local services - **food services, accommodations, and retail**.

NY State Initial Unemployment Claims (By Week Ending Date)  
*By Industry Macro Sector*



# COVID-19 LOCAL IMPACTS

While the future is far from certain, impacts will likely reverberate for many years.

## Health Impacts:

- **1,075+** Staten Islanders have lost their lives to Covid-19 and **14,620** others have contracted the disease<sup>1</sup>
- **54%** of Covid-19 deaths occurred in northern zip codes (vs. 40% of the population)<sup>2</sup>
- Increasing evidence points to **long-term health impacts** among Covid-19 survivors

## Employment Impacts:

- **18%** of Staten Islanders are unemployed as of June 2020<sup>3</sup>
- **51%** of Downtown Staten Island jobs are in “at risk” industries<sup>4</sup>
- An estimated **20-40%** of current layoffs will be permanent<sup>5</sup> and **25%** of jobs won't return<sup>6</sup>

## Small Business Impacts:

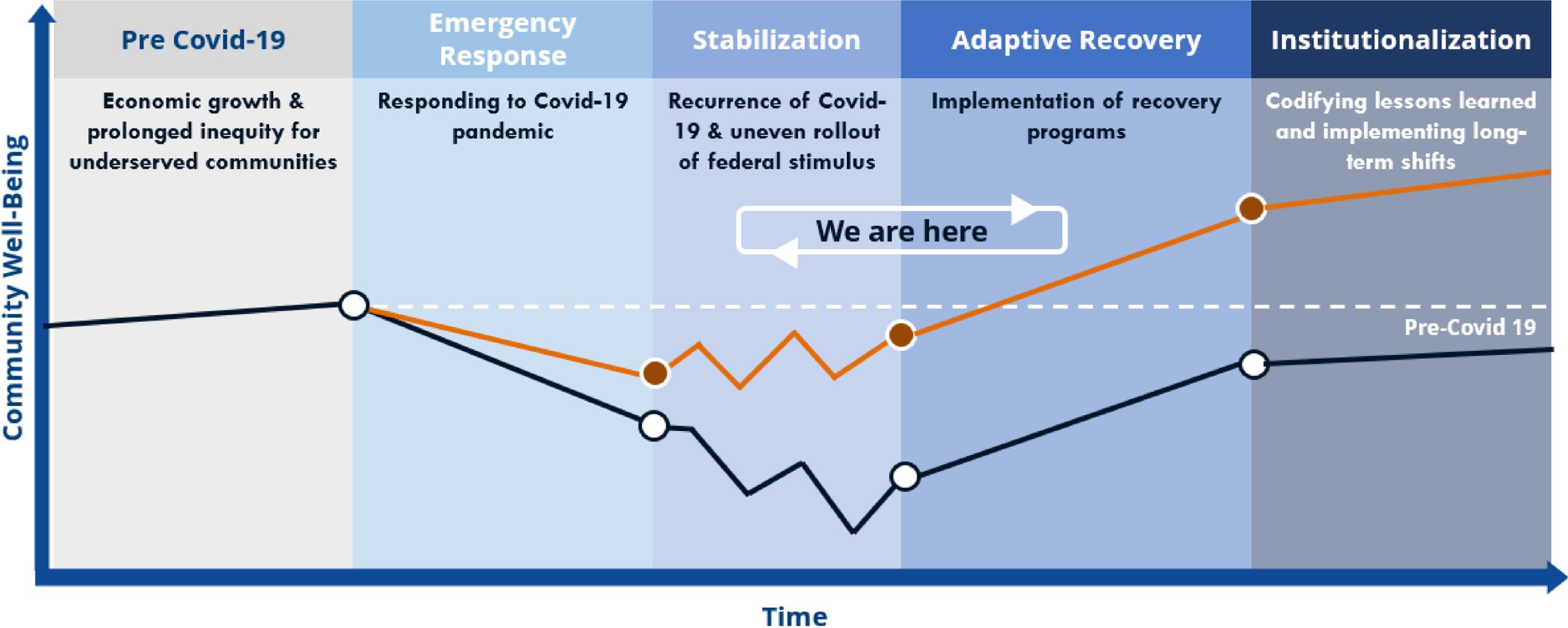
- **1,350** Downtown businesses received PPP loans<sup>7</sup>
- Regardless of aid, ~**30-50%** of business are at high risk of bankruptcy in the next 6 months<sup>8</sup>
- City's “All In NYC” tourism strategy anticipates a large share of hospitality spending to come from locals

<sup>1</sup> SI Live (data from August 4<sup>th</sup>, 2020); <sup>2</sup> The City <sup>3</sup> LAUS NYS; <sup>4</sup> HR&A analysis; <sup>5</sup> BLS, Uchicago; <sup>6</sup> Joseph Bruseelas, RSM; <sup>7</sup> U.S. Treasury via Gothamist, <sup>8</sup> Yale, Princeton, Oxford survey, Society of Human Resource Management Survey.

# COVID-19 LOCAL IMPACTS

The **shape of the recovery** – and **which communities emerge stronger** – will be determined by many factors, including local policies and investment decisions.

### FRAMEWORK FOR A JUST & RESILIENT RECOVERY



# AGENDA

- DRI Overview
- Local Impacts of COVID-19
- **Aligning DRI with Recovery**
- Proposed Projects

# DOWNTOWN STATEN ISLAND – *UPDATED VISION*

**Downtown Staten Island** will build back as a strong, resilient, and inclusive community. Building on the downtown's rich history and the momentum of recent investments, DRI will support recovery and economic opportunity for Staten Islanders from all communities while enhancing quality of life and creating a compelling cultural and economic hub that attracts both Staten Islanders and visitors.

# DOWNTOWN STATEN ISLAND – *UPDATED GOALS*

**Create an environment where small businesses can recover, grow, and thrive** to form the foundation of a strong and more resilient corridor

**1**

**Support industry growth and entrepreneurship** to create jobs and opportunity for Staten Islanders of all racial and economic backgrounds

**2**

**Strengthen cultural and community anchors** to draw back visitors and establish Downtown as a local and regional destination

**3**

**Improve connections** to key activity hubs and the waterfront to encourage exploration, attract new users, and expand open space.

**4**

# **DOWNTOWN STATEN ISLAND – *OTHER STRATEGIES***

**1** Prioritize projects that have the greatest recovery and inclusion impacts.

**2** Modify existing projects to enhance impacts on recovery and inclusion.

**3** Modify DRI study area boundaries to broaden project impacts.

**4** Promote local economic and job benefits from DRI projects.

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- **Proposed Projects**

# CSI CENTER FOR INNOVATION VR/AR LAB



## Project Description:

Create a Virtual Reality / Augmented Reality Lab in the new College of Staten Island (CSI) Center for Innovation at Lighthouse Point. This investment would fund space fit-out and equipment to help establish Downtown Staten Island as a regional hub for tech and innovation. The Center would also offer skills training, workforce development, and entrepreneurship programs.



## Project Sponsor:

College of Staten Island



**DRI Request: \$2.3M**

# COMMUNITY EVENT & ENTERTAINMENT SPACE AT EO



## **Project Description:**

Create a flexible event and performance space within the Empire Outlets shopping center. The facility would include a black box theater that can be used by local nonprofits and cultural groups at no cost. Additionally, the facility would include an immersive cinematic and theatrical space that would offer a variety of family-friendly private event packages, and host improv, acting, screenwriting, and filmmaking classes for kids and adults. This would include free classes for North Shore schools. The project seeks to create a world-class arts education and training center on the North Shore.

## **Project Sponsor:**

BFC Partners

**DRI Request:** Up to \$1.9M

# REOPEN THE SI MUSEUM'S ST. GEORGE LOCATION



## **Project Description:**

Reopen the ground level and garden of the original Staten Island Museum location on Stuyvesant Place by upgrading building safety and accessibility features and refreshing the exhibit space. The project seeks to create a modern cultural destination downtown for residents and visitors.



## **Project Sponsor:**

Staten Island Museum



**DRI Request: \$1.9M**

# INSTALL WAYFINDING SIGNAGE DOWNTOWN



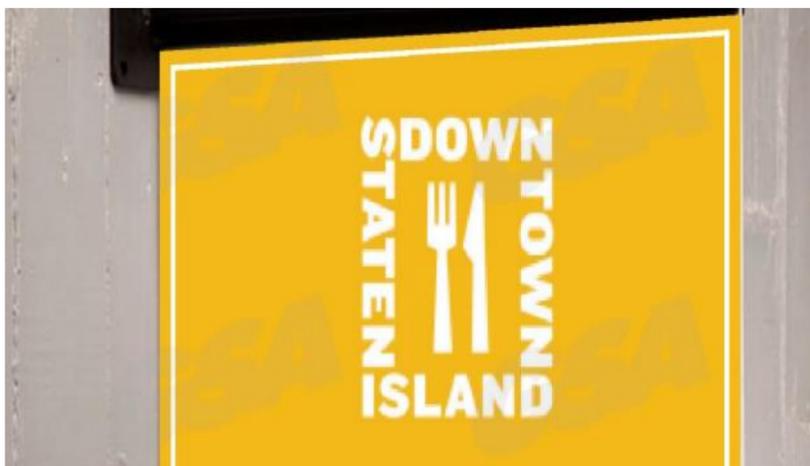
## Project Description:

Enhance the pedestrian and visitor experience downtown and promote local businesses by installing directional signs, banners, and color-coded markers to identify key points of interest and support navigation around downtown. The signs would call out cultural sites, eateries, shops, and other destinations and provide a consistent look and feel from St. George to Stapleton.



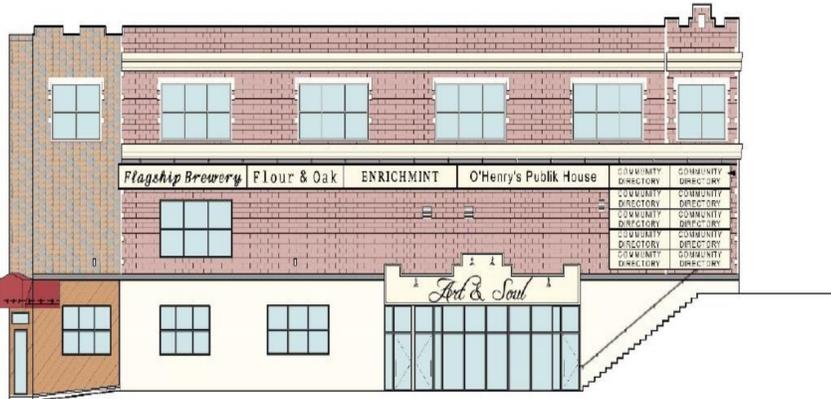
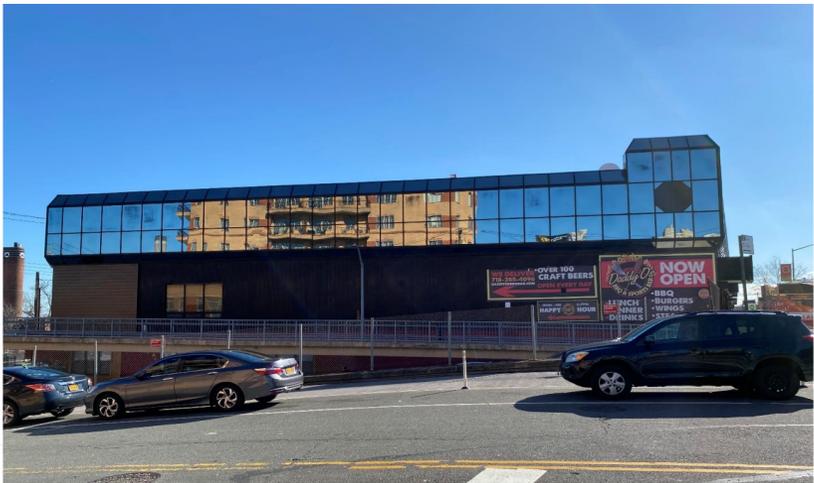
## Project Sponsor:

Staten Island Chamber



**DRI Request:** Up to \$1.4M

# ENHANCE MINTHORNE STREET COMMERCIAL CENTER



## Project Description:

Modernize the facade of the prominent Tompkinsville commercial building (at the corner of Victory Boulevard and Bay Street) and create a new ground-floor café space on Victory Boulevard. The project would replace the current glass-and-metal facade with a more attractive brick face to beautify the Tompkinsville town center and add signage that could help lure visitors further into downtown.

## Project Sponsor:

Angiuli Group

**DRI Request: Up to \$1.3M**

# UPGRADE SEAMEN'S SOCIETY HEADQUARTERS



## Project Description:

Fund upgrades to the Seamen's Society headquarters building at 50 Bay Street to enhance the delivery of services for families and children and to convert underused spaces into free community meeting space. This project seeks to expand Seaman's reach into the Staten Island community and would include outdoor digital signage and marketing activities to spread the word of events and available resources.



## Project Sponsor:

Seamen's Society for Children and Families



**DRI Request: \$1.2M**

# UPGRADE GROUND-LEVEL FACADE AT THE 60 BAY ST



## **Project Description:**

Support the renovation of Downtown Staten Island's largest office building at 60 Bay Street. The project would install a new canopy and entrance on Bay Street and beautify the Central Avenue entrance to improve the pedestrian experience and help ensure the building remains tenanted.

## **Project Sponsor:**

Muss Development

**DRI Request: Up to \$1.1M**

# RESTORE THE HISTORIC ST. GEORGE THEATRE



## Project Description:

Fund improvements to the St. George Theatre, including restoration of the lobby, repair of interior plaster and paint work, and the installation of a new mosaic at the outdoor entrance. This project seeks to restore this downtown landmark and improve the visitor experience. It is part of a broader phased restoration now in progress.



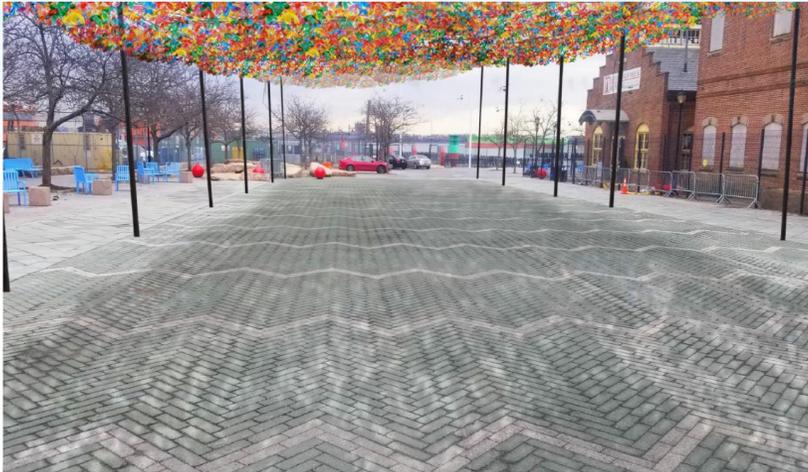
## Project Sponsor:

St. George Theatre Restoration, Inc.



**DRI Request: \$1.1M**

# INSTALL DECORATIVE CANOPIES DOWNTOWN



## **Project Description:**

Install colorful, distinctive canopy structures at key locations in St. George, Tompkinsville, and Stapleton to create community gathering places that can host special events, food markets, concerts, and more. The installations would be designed to attract visitors to the waterfront and further into the Downtown.



## **Project Sponsor:**

SIEDC



**DRI Request: Up to \$1.0M**

# CREATE A SMALL BUSINESS RECOVERY FUND



## Project Description:

Create a grant fund to help small business owners recover from Covid-19-related economic challenges. Grants would be available to businesses and property owners within the study area for A) physical adaptations to meet new health and safety standards or economic realities (e.g. renovations to outdoor spaces, installation of dividers, ventilation upgrades, signage, etc.); B) other improvements that help fill vacant spaces (e.g. façade/interior upgrades, fencing, etc.); and/or C) startup costs for new businesses filling vacant spaces or establishing other locations (e.g. equipment, fit-out, etc.)

## Project Sponsor:

SIEDC/Chamber of Commerce

**DRI Request: \$1.0M**

# RESTORE A HISTORIC WALL AT LIGHTHOUSE POINT



## **Project Description:**

Restore a historic brick wall along the perimeter of the mixed-use development at Lighthouse Point. Restoring the century-old wall would prevent future physical deterioration that could jeopardize the safety of pedestrians and remove a prominent eyesore that currently obstructs the view of disembarking visitors from the St. George Ferry Terminal. Restoration would also highlight the area's history and preserve the original character of the U.S. Lighthouse Service Depot site.

## **Project Sponsor:**

Triangle Equities

**DRI Request: \$660K**

# REDESIGN THE FERRY TERMINAL INFORMATION BOOTH



## Project Description:

Redesign the information booth located within the St. George Ferry Terminal to improve visibility, support automated technology, and make the space usable year-round. This project seeks to serve a growing number of ferry riders who want to learn about what to do downtown and where to visit local businesses and attractions.



**Project Sponsor:**  
NYCEDC



**DRI Request: \$500K**

# CREATE A NORTH SHORE ART TRAIL



## Project Description:

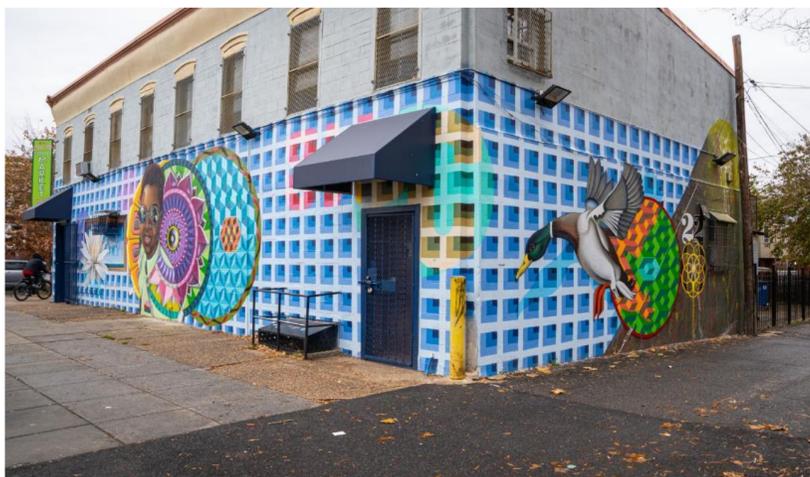
Create a public art trail from St. George to Stapleton by installing 30+ pieces of unique, community-sourced public art at strategic locations throughout Downtown, including at key intersections and cultural sites.



## Project Sponsor:

SIEDC

**DRI Request:** Up to \$420K



# ENHANCE THE NATIONAL LIGHTHOUSE MUSEUM



## Project Description:

Renovate the National Lighthouse Museum to create an exterior garden space serving visitors and local residents; beautify the fencing and facade of the existing museum building; and address structural issues to the existing building. This project seeks to improve site conditions as the museum attracts more visitors and launches a major capital campaign for expansion.

## Project Sponsor:

National Lighthouse Museum

**DRI Request: \$410K**

# IMPROVE STAPLETON SIR STATIONS



## Project Description:

Enhance the safety and attractiveness of the Stapleton rail station on Prospect and Water Streets, thereby encouraging more residents and visitors to use the stations. Improvements would include upgraded lighting, painting, and general beautification.



## Project Sponsor:

Chamber of Commerce



**DRI Request:** Up to \$330K

# RENOVATE THE FACADE AT 585 BAY ST



## Project Description:

Renovate and expand the ground-floor space at the corner of Bay and Cross Streets in Stapleton to create a new retail space on Cross Street and restore the building to its original, historic style. The improvement would seek to catalyze improvements along Bay Street while introducing a new ground-floor use on this major neighborhood shopping corridor.

## Project Sponsor:

Hook Enterprises, LLC

**DRI Request: \$280K**

# INSTALL AN ART WALL AT 81-83 PROSPECT ST



## **Project Description:**

Create a high-tech community art wall along the façade of the property at 81-83 Prospect Street in Stapleton. The art wall on the two-story brick building would provide a platform for showcasing downtown's history and beautify a visible stretch just off the main corridor of Bay Street. The art wall would also contribute to Stapleton's reputation as a vibrant scene for arts and culture.

## **Project Sponsor:**

Tappen Park Estates

**DRI Request: \$270K**

# NEXT STEPS

## Community survey:

Participate in the community survey [bit.ly/SIDRISurvey](https://bit.ly/SIDRISurvey)

The survey will be live until [Tuesday 8/25 at 11:59 PM](#)

## NEXT STEPS

# Additional questions or comments:

Please email [StatenIslandDRI@gmail.com](mailto:StatenIslandDRI@gmail.com)

## NEXT STEPS

### Breakout groups:

If you are able to stick around, please stay on the line to participate in a small group discussion.

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