Applications for the Downtown Revitalization Initiative will be received by the Regional Councils. Applicant responses for each section should be as complete and succinct as possible. Applications should be submitted as Word documents and must be received by the appropriate Regional Council by 4:00 PM on June 1, 2018 at the email address provided at the end of this application. Application guidance is provided in the Downtown Revitalization Initiative Guidebook found on the DRI website at www.ny.gov/dri.

BASIC INFORMATION

Regional Economic Development Council (REDC) Region: New York City

Municipality Name: Staten Island

Downtown Name: Downtown Staten Island

County Name: Richmond County

Vision for Downtown. Provide a brief statement of the municipality’s vision for downtown revitalization.

As one of the last underdeveloped waterfront communities in New York City, Downtown Staten Island is experiencing an unprecedented amount of interest from around the region and the world. It has a long history of being the heart of culture, commerce, and community in Staten Island – a true downtown. That legacy continues today with a never-before-seen level of investment in the area, with over $600 million in public investment and over $1 billion in private funding. Brand new housing (including affordable options), major retail developments, iconic attractions, transportation upgrades, and waterfront parks are bringing in new entrepreneurs and businesses. There is a steady drumbeat of activity that will benefit long-time residents as well as future Staten Islanders.

Public and private partners are working together to grow the local economy, create good jobs, and strengthen the neighborhoods that make up Downtown Staten Island: New Brighton, St. George, Tompkinsville, and Stapleton. The Downtown Revitalization Initiative will allow stakeholders to channel these efforts into a common vision for Downtown Staten Island – reinforcing it as a place where people can live, work, play, and connect.

LIVE: A residential destination for working professionals, seniors, and families of all income levels.

WORK: A home for new and emerging sectors, as well as a legacy maritime industry and civic center.

PLAY: A tourism destination that mixes world-class attractions and cultural programming with a long tradition of arts and entertainment.
JUSTIFICATION

Provide an overview of the downtown area nominated for the DRI program, highlighting the area’s defining characteristics and the reasons for its selection. Explain why the downtown is ready for Downtown Revitalization Initiative (DRI) investment, and how that investment would serve as a catalyst to bring about revitalization.

Downtown Staten Island sits on the waterfront on the island’s north shore. Since the borough’s earliest days, it has been the civic center of Staten Island, housing government offices, courts, and other essential services, along with ancillary businesses. It is also home to the terminal for the iconic Staten Island Ferry, the island’s most direct public transit route to Manhattan for commuters and others. With those two major draws, the area is a multi-modal transportation hub. In a borough otherwise somewhat bereft of public transportation options, Downtown Staten Island has bus, rail and water connections that converge there. In addition, it is a fully walkable district.

Radiating out from the civic center, downtown becomes a mix of residential units, including single- and multi-family dwellings, and retail establishments. The area’s building stock contains a large proportion of historic and architecturally interesting structures.

The area has traditionally been and remains today a highly diverse community with a wide-ranging mix of people of different income levels and ethnicities living and working side by side.

In the last half-century, like many downtowns across the country, Downtown Staten Island fell victim to changing lifestyles and evolving technologies that rendered it less vital in its existing form. This led to a general deterioration that has resulted in a 21% storefront vacancy rate in the area today. However, the news is not all grim. In recent years, there has been a revived understanding of the value of the Downtown Staten Island location and all it has to offer. Through public/private partnership, there have been multiple major investments made in the area. Several important new residential buildings are already opened, one with 900 units on the waterfront. Empire Outlets, New York City’s only designer outlet shopping mall, is on track to open in Fall 2018. These and other substantial projects underway have generated enormous interest in Downtown Staten Island.

The key is to leverage this investment and that interest to best benefit the existing community and the influx of new stakeholders, as well as the surrounding area and region.

In addition, Staten Island as a whole is seeing a boom in investment by larger businesses that are bringing jobs and, therefore, new residents to the borough. These include: Broadway Stages (investing $27 million to turn an old prison facility into a world-class soundstage facility, expected to create 1,500 jobs); Amazon (investing $100 million in an 855,000-square-foot fulfillment center that will create 2,250 jobs); and Ikea (investing $33.2 million in a warehousing facility that will create 200 jobs). Downtown will serve as an integral resource to this expanding population.

DOWNTOWN BY THE NUMBERS:

$1 billion+ private investment
$600 million+ public investment
2,000+ new jobs
4,000+ new housing units
200,000 sq. ft.+ of office space
10 acres+ of open space

This is a unique moment in time for a very unique downtown area. There are many ideas and plans in various stages of formulation – from early stages to “shovel-ready” – that will provide for smart growth. A Downtown Revitalization Initiative award will be the catalyst that will allow them to come together cohesively to make Downtown Staten Island realize its full potential as a model for an inclusive urban environment, melding its storied history with today’s realities and bringing together residents and stakeholders with the new infrastructure and investment to support them.

DOWNTOWN IDENTIFICATION

This section should be filled out with reference to the list of desired attributes for participation in the DRI as set forth in the Downtown Revitalization Initiative Guidebook.

1) **Boundaries of the proposed DRI area.** Detail the boundaries of the targeted neighborhood, keeping in mind that there is no minimum or maximum size, but that the neighborhood should be concentrated and well-defined. Neighborhoods beyond a traditional downtown or central business district are eligible, if they can meet other criteria making them ripe for investment. Attach a map that clearly delineates the area to be included in the downtown revitalization area.

   The primary neighborhoods that make up Downtown Staten Island are New Brighton, St. George, Tompkinsville and Stapleton, which are all continuously connected by Richmond Terrace/Bay Street and waterfront connection. The area runs south along Richmond Terrace starting at Bard Avenue in the vicinity of Snug Harbor and continues onto Bay Street, ending at Townsend Avenue, the Clifton station of the Staten Island Railway. It also includes the upland portions of the neighborhoods. (See map attached at end of application.)

2) **Description of catchment area.** Outline why the proposed DRI area, or its catchment area, is of a size sufficient to support a vibrant, year-round downtown, with consideration of whether there is a sizeable existing or increasing population within easy reach for whom this would be the primary downtown destination.

   Downtown Staten Island contains a 2.5 mile, walkable urban corridor along Richmond Terrace and Bay Street. The surrounding neighborhood is demographically and socioeconomically diverse with approximately 25,700 residents. It is also the civic, cultural, and transit hub for the entire borough of Staten Island, accessible to its nearly 500,000 residents. Urby, a new 900-unit waterfront residential site, recently opened, attracting a young professional demographic. In addition, each day thousands of government
workers converge on the area. There are also 70,000 visitors riding the Staten Island Ferry daily who are accessing the downtown area. Construction of the NY Wheel (the world’s largest observation wheel) and Empire Outlets (New York City’s only designer outlet mall) is already bringing more residents to the area, and the number of visitors is expected to increase dramatically when these attractions open. Empire Outlets will also include a 190-room hotel. Lighthouse Point, also currently under construction adjacent to the ferry terminal and due to open soon, will include a new 160+ room hotel, banquet and conference center, a 110+ residential tower and 65,000 sq. ft. of retail, restaurant and commercial space that will bring large numbers of additional people to the area. Construction of two additional hotels in the area have recently been announced as well. Cultural institutions concentrated in the area (including Snug Harbor Cultural Center, the Staten Island Museum, and the historic St. George Theatre) also serve as a magnet for visitors from all parts of Staten Island and beyond.

3) **Past Investment, future investment potential.** Describe how this DRI area will be able to capitalize on prior private and public investment, or catalyze future investments in the neighborhood and its surrounding areas.

Staten Island’s Downtown is enjoying a renaissance led by more than $1 billion dollars in private investment throughout the corridor, resulting in:

- Over **200,000 square feet of commercial space** in development
- Over **2,000 local jobs** created already

Some of the most important projects are:

- Empire Outlets is a public and private investment with funding through New York City, New York State, ESD Capital Grants and private sources. As of 2015, the project has received public funds by way of (2) ESD Capital Grants, the most current being for $11,000,000. Another was received in Round III for $3,500,000. NYS Assistance has amounted to $61,500,000 and NYC Assistance was $39,250,000. Being a REDC Priority Project, it advances the regional priorities including the creation and retention of jobs with over 1,306 new jobs and 1,267 construction jobs. It will host approximately 100 shops of the finest brands, an extensive array of waterfront food and beverage concepts and a 190-room boutique hotel with rooftop lounge offering unparalleled views of New York City with a projected 4.5 million visitors annually. Empire Outlets is also pursuing a new ecodock/water taxi service to Manhattan.

- The New York Wheel was designated in Round III as a priority project. The project received a $1.55 million ESD Market NY grant in Round IV of the CFA. The New York Wheel project will create 600 permanent jobs and 350 construction jobs and furthers the region’s job growth priority. It is projected to attract 30,000 tourists per day.

- Lighthouse Point received a $1.5 million grant in Round III of the CFA. Lighthouse Point will consist of three new buildings, and the restoration of four historic buildings that will include retail,
restaurants, a hotel and residential units. The anchor tenant, IWG (formerly known as Regus) a shared work space provider, signed a 15-year lease and will occupy approximately 30,000 square feet of the 65,000-square-foot space dedicated to retail and office. Additionally there will be over an acre of waterfront public open space to be programmed for outdoor concerts, art exhibits, food festivals, and more. There will also be an approximately 300-space parking garage added to the development. The project is expected to create approximately 226 permanent jobs and over 400 construction jobs. The project includes retail shops, restaurants, 160+ room boutique hotel, a movie theater, 110+ residential units and the restoration of historic buildings along the St. George Waterfront

- The Department of State (DOS), is investing approximately $130 million for public infrastructure improvements along the area’s waterfront that include roadway upgrades, bicycle lanes, a continuous waterfront esplanade, and the creation of a tidal wetlands cove for the benefit of the local community.

- Pier 1, Staten Island’s 775-foot-long public space located south of the Staten Island Ferry terminal and across from the National Lighthouse Museum was recently added to the portfolio of DockNYC, the private company that is under contract with New York City Economic Development Corporation to manage and market berthing sites across the city for a variety of uses, from tug, barge and other maritime operations to recreation, education and culture initiatives. Programming activities include everything from sailboat and historic-vessel cruises to fishing charters, sightseeing tours, and lunch and dinner cruises.

- URBY Staten Island is currently leasing residential units along the Stapleton Waterfront. URBY includes approximately 900 residential units, along with retail stores and restaurants, indoor structured parking, an outdoor pool, an urban garden with farmer in residence, a communal kitchen with chef in residence, a filtered water bottling station, an indoor Technogym fitness center and a bodega.

While growth in incubators and co-working spaces have drawn emerging businesses to the area, legacy industries and new construction projects continue to provide good jobs for the community. Now is a fantastic time to find work or to grow a business on Staten Island. Notable recent projects include:

**Staten Island MakerSpace (SI MakerSpace).** Launched in 2013 with NYCEDC sponsorship, it is a community workspace offering access to a metal shop, a wood shop, 3D printing, robotics, and more to entrepreneurs looking to grow on Staten Island.

**Flagship Brewery.** Opened in 2013 as part of NYCEDC’s *Race For Space!* Initiative, it serves as a social hub for the neighborhood and has helped revive the area’s brewing legacy.

**Incubators & Co-working Spaces.** Five incubators (including the CSI Tech Incubator) and co-working spaces have opened or are slated to open downtown, providing a critical foundation for entrepreneurship and helping to grow good jobs in the borough.
55 Stuyvesant Place. This planned building rehab will support creative, media and/or technology uses that foster the neighborhood’s transformation into an innovation center.

Bay Street Corridor at Downtown Staten Island. New York City’s comprehensive planning study will identify strategies and investments to ensure the corridor’s growth and vitality. The goal is to create a new mixed-use district that will produce economic benefits and job opportunities.

Mayship Repair. Landings for the new Citywide Ferry Service are being constructed at the north shore’s May Shipyard, further bolstering Staten Island’s maritime industry.

Richmond County Bank Ballpark. Home to the Staten Island Yankees, the baseball stadium doubles as a concert and event venue and provides attendees with magnificent views of the harbor to complement the action on the field.

Other exciting prospects for the area include:

- The NYC Department of City Planning (DCP) is further leveraging private investment and public dollars by rezoning existing manufacturing sites to expand affordable housing options, providing much needed infrastructure and capitalizing on the existing transportation options within the borough’s most transit-rich corridor.

- Jersey Street and Richmond Terrace are poised to become the platform for a future dedicated busway to better serve tourists and commuters.

- A $1 million traffic mitigation fund was established as part of the New York Wheel and Empire Outlets approvals.

- Jersey Street will become the main boulevard to the surrounding user population from the Victory Boulevard corridor to the new North Shore Greenway.

- Pavilion on the Terrace, the last of five Greek revival mansions located in this neighborhood is being restored to its 19th century grandeur as a new catering hall overlooking the Kill Van Kull.

- The NYC Dept. of City Planning is reviewing potential rezoning of the New Brighton Corridor to provide new housing and mixed-use opportunities.

- Lyons Pool, on the waterfront in Tompkinsville, has been selected as the site for construction of a new community recreational center by the NYC Parks Department.

- NYCEDC is currently planning the extension of the Promenade at Lighthouse Point to extend south the length of the waterfront in Downtown Staten Island.

- The Minthorne Street corridor is currently evolving into an eclectic array of commercial uses with businesses such as Flagship Brewery, Daddy-O’s BBQ, and Goal Mine Wellness Center to service the young professional downtown community.
• The Bay Street Corridor is experiencing enormous private investment. There are new senior housing and attendant community facility opportunities, new affordable housing offerings, new retail and hotel facilities being planned. These and other initiatives are establishing a path to a natural growth that is making Downtown Staten Island more attractive to young people and to top tier businesses and commercial entities who in turn generate jobs and greater residential interest in the area. The goal is to bring Downtown Staten Island back as an interesting and viable neighborhood that includes every part of the community. The already-underway investments will contribute largely to that, but a coherent strategic plan that engages the input and energy of all the stakeholders in the community – led by both elected officials and community leaders who represent its current residents and businesses as well as newcomers – is critical to ensure that the excitement for Downtown continues and to safeguard its long-term viability and sustainability. A DRI designation would not only allow the development of a well-deliberated strategy that will capitalize on these investments, but also will identify and catalyze future investments to enhance the area’s vitality.

4) Recent or impending job growth. Describe how recent or impending job growth within or near the DRI area will attract professionals to an active life in the downtown, support redevelopment, and make growth sustainable in the long-term.

Downtown Staten Island is experiencing a tremendous wave of new investment and focus from the public and private sector, reinforcing the area as a place to live, work, play and connect. Investments in workforce development and creating jobs include:

• Empire Outlets will generate over **1,306 new jobs** and **1,267 construction jobs**.

• New York Wheel will create **600 permanent jobs** and **350 construction jobs**.

• The Lighthouse Point project is expected to create approximately **226 permanent jobs** and **over 400 construction jobs**.

• Broadway Stages, now in operation on Staten Island, is creating **1,500 jobs**.

• Amazon Fulfillment Center, coming soon to the nearby West Shore of Staten Island, will create **2,250 jobs**.

• Ikea Warehouse, due to open this year, will create **200 jobs paying $16 to $65 per hour**.

Over 25% of the population has received a bachelor’s degree or higher in the Downtown Staten Island area. The number of college-educated individuals will increase in the area with the activation of the **College of Staten Island (CSI) satellite campus** in the neighborhood. Their focus is to reach commuters and residents in the area that have yet to complete a degree or certificate program.

The **CSI Technology Incubator** located at 60 Bay Street (across from Lighthouse Point) seeks to build on the growing technology and business community in the North Shore and all around Staten Island. The College of Staten Island is providing significant resources, expertise, and technology to foster local talent.
in order to stimulate economic development in the downtown area. There is an increased number of individuals that are involved in technology or engineering on Staten Island as well as local business that seek external resources when looking to grow or build a business. This location is important for its proximity to Lighthouse Point, which will house IWG (formerly known as Regus), a co-working space provider, and the proposed 55 Stuyvesant Tech Center.

Staten Island increased by 32% in private sector employment between 1990 and 2010, compared to only 4% citywide. With thousands of square feet of available commercial office space, Downtown Staten Island can offer businesses an affordable option over many other business districts. Access is readily available to Manhattan, Brooklyn, New Jersey and the rest of Staten Island. Also, Staten Island’s broadband connectivity is the best along the east coast, making it especially attractive to tech companies.

Programs like those listed will provide a pipeline of highly skilled talent as well as opportunities for entrepreneurship and job growth.

5) Attractiveness of physical environment. Identify the properties or characteristics that the DRI area possesses that contribute, or could contribute if enhanced, to the attractiveness and livability of the downtown for a diverse population of varying ages, income, gender identity, ability, mobility, and cultural background. Consider, for example, the presence of developable mixed-use spaces, varied housing types at different levels of affordability, walkability and bikeability, healthy and affordable food markets, and public parks and gathering spaces.

There has never been a better time to live downtown. Under-utilized plots of land are transforming into vibrant waterfront residences, and new multi-unit housing is rising within existing downtown communities. Downtown Staten Island is quickly becoming a residential destination for young people and working professionals while providing current Staten Island residents with new housing options that allow them to remain in the borough.

Over $350 million in private investments are bringing 4,000 housing units to support the area as a residential destination for young professionals, seniors, and families.

- A waterfront that runs the entire length of Downtown Staten Island provides breathtaking views of Manhattan and opportunities for fitness and recreation.

- Downtown Staten Island is a multi-modal transportation hub, providing options for people of varying economic and physical ability to travel. In addition, the entire area is walkable.

- The Downtown Staten Island area has a rich cultural presence with attractions including the St. George Theatre, Snug Harbor Cultural Center & Botanical Garden, the Staten Island Museum, National Lighthouse Museum and Noble Maritime Collections.

- The local arts council, Staten Island Arts, has opened its ArtSpace gallery in the new Urby waterfront complex and, as a recipient of grant funding from the NYC Dept. of Small Business Services “Neighborhood 360” program, is working on specific programming for Downtown Staten Island that
includes a themed sculpture installation along the Bay Street corridor and a series of free outdoor concerts at the plaza next to Borough Hall.

- The **North Shore Waterfront Esplanade** will connect all of these attractions, along with other open space areas including Tompkinsville Park and historic Tappen Park.

- The **New Stapleton Waterfront**, a multi-phase residential development, offers affordable waterfront housing and retail alongside brand new parks and promenades that are envisioned to connect all the way to the St. George Ferry Terminal.

- **Lighthouse Point** mixes modern construction with artful restorations of historic buildings and will bring more shopping, dining, open space, and parking to the area.

- New York City is developing a comprehensive **Neighborhood Planning Study** that looks at current and future community needs for the corridor, including ways to expand affordable housing options – for a range of income groups – within walking distance of the ferry.

- City-supported private development will bring hundreds of additional mixed-income units to Downtown Staten Island, including residences specifically designed for seniors at locations. Projects either underway or completed include: **475 Bay Street, 533 Bay Street, 41 Prospect Street**, and **84 Prospect Street**.

- The City-owned **Jersey Street Sanitation Garage** at 100 Brook Street (slated for closure in 2020) has strong potential for affordable housing in the future.

- A **dockless bike-sharing program** is scheduled to launch in Downtown Staten Island this year.

- The area is seeing a tech community emerge with the College of Staten Island Technology Incubator, Staten Island MakerSpace and the proposed 55 Stuyvesant Street Tech Center.

- Current and planned mixed-use development (including Lighthouse Point and Urby) as well as the potential for a rezoning of the area by the City will allow for the expansion of mixed-use residential and commercial building and provide an attractive environment for future development and growth.

- A green market regularly operates in season in the district, providing locally sourced healthy food options to residents and visitors.

6) **Quality of Life policies.** Articulate the policies in place that increase the livability and quality of life of the downtown. Examples include the use of local land banks, modern zoning codes, comprehensive plans, complete streets plan, transit-oriented development, non-discrimination laws, age-friendly policies, and a downtown management structure. If policies achieving this goal are not currently in place, describe the ability of the municipality to create and implement such policies.
Downtown Staten Island is home to several special zoning districts that provide opportunities for housing and commercial development to meet the needs of the existing and future residents, including:

- Bay Street Corridor
- New Brighton Corridor
- Special St. George District
- Special Stapleton Waterfront District

The 120 Police Precinct has increased patrol of the downtown area including “Community Policing” where officers remain in the neighborhoods they’re assigned long-term to understand and assess the enforcement needs of the community.

The Staten Island Chamber of Commerce, through funding from the NYC Dept. of Small Business Services, has implemented special services along Bay Street – the main commercial strip of Downtown Staten Island – to support and enhance the area, including:

- Private supplemental sanitation services and street cleaning
- Installation of tree pit guards and landscaping
- A storefront improvement program in Stapleton
- Installation of holiday lighting

The Chamber is also in the process of rolling out a strategic marketing plan for the district that was developed by an award-winning design firm through in-depth community engagement.

At the heart of Staten Island’s transportation network is the St. George Ferry Terminal, which was transformed through a $130 million renovation project. Looking ahead, future improvements to the terminal are planned, including the introduction of wayfinding signage that will make it easier to navigate the terminal and the surrounding neighborhood.

With an eye to future growth, the City undertook a comprehensive transportation initiative in Downtown Staten Island to identify recommendations for smoother, safer, and more efficient transportation. Some of these recommendations include roadway and intersection improvements, transit improvements and station upgrades, new multi-modal connections, and designated bike lanes where feasible.

The City has also announced the impending launch of a dockless bike-share program for Downtown Staten Island.

MTA NYC Transit is conducting a comprehensive study of Staten Island bus service.

The five streets between the New Stapleton Waterfront and the historic Stapleton town center are being rebuilt to improve community access to the new waterfront open spaces and from the waterfront.
to the shops on Bay Street, while Front Street is also undergoing reconstruction to provide improved traffic conditions, safety, and bike lanes.

- The NYC Parks Dept. recently issued an RFP for a vendor to operate a food concession at the historic Village Hall in Tappen Park, which will exponentially enhance the use of the open space.

- Under the federal Tax Cuts and Jobs Act, enacted in December 2017, Downtown Staten Island was recently recommended to be named a federal “Opportunity Zone,” an economically-distressed community where new investments, under certain conditions, may be eligible for preferential tax treatment.

- In 2012, a North Shore Alternatives Analysis was completed to determine best usage of a former railway right-of-way along the north shore. The Local Preferred Alternative was the North Shore Bus Rapid Transit. This year, the MTA issued an RFP for a consultant to perform environmental and engineering services necessary for the preparation of the Final Environmental Impact Statement and conceptual engineering for the Staten Island BRT. This system, once installed, will:
  
  o Provide an affordable and efficient transportation option to low- to moderate-income neighborhoods in underserved areas along the north shore of Staten Island, improving access to jobs on the north and west shores as well as regionally.
  
  o Alleviate local traffic and attract new riders by reducing congested roadways.
  
  o Support future growth and development.
  
  o Connect Staten Island locally and regionally.
  
  o Make use of a dormant but existing right-of-way, maximizing limited financial resources for public benefit.
  
  o Improve air quality by providing a transit alternative that moderates the increase of vehicle emissions.

7) **Public Support.** Describe the public participation and engagement process conducted to develop the DRI application, and the support of local leaders and stakeholders for pursuing a vision of downtown revitalization. Describe the commitment among local leaders and stakeholders to preparing and implementing a strategic investment plan. Identify an initial local lead for the program that will work with outside experts to convene a DRI Local Planning Committee to oversee the plan.

A strong coalition of community leaders, elected officials, and stakeholders have been working together in recent years to ensure that the momentum building in Downtown Staten Island is supported and encouraged. The initial local lead for the program would be the Office of the Staten Island Borough President in partnership with the Staten Island Chamber of Commerce.

Letters of support of this application are attached from:
Congressman Daniel Donovan  
NYS Assembly Member Matthew Titone  
The College of Staten Island  
NYC Economic Development Corp.

An example of the important community interest in pursuing a vision of downtown revitalization:

In 2016, the Staten Island Chamber of Commerce was commissioned by the NYC Dept. of Small Business Services to conduct a Commercial District Needs Assessment of Downtown Staten Island. It involved an intensive process of data collection and analysis to determine the strengths, challenges, and opportunities in Downtown Staten Island. A major component of the process was local stakeholder and community input. The full final report may be accessed at:


Last year, the Chamber was selected by the City to oversee and implement specific projects that will achieve the goals outlined in the report. Among those projects is the development of a local advisory council – what is being called the “Downtown Staten Island Commercial District Working Group” – to provide resources and insight into work to establish a Business Improvement District for the area. This group consists of a comprehensive array of business owners, property owners, community leaders, elected officials, cultural institutions, local economic development organizations and other relevant stakeholders.

Among others, engaged stakeholders to be included in the DRI process should include:

Congressman Daniel Donovan  
Borough President James Oddo  
Council Member Debi Rose  
NYS Assembly Member Matthew Titone  
NYS Senator Diane Savino  
Community Board 1 of Staten Island  
College of Staten Island  
St. John’s University  
Wagner College  
Staten Island Chamber of Commerce  
Staten Island Business Outreach Center  
NYC Economic Development Corp.  
Staten Island Economic Development Corp.  
Staten Island Downtown Alliance  
North Shore Business Alliance  
Staten Island Arts  
Destination St. George  
Empire Outlets  
Triangle Equities
Ironstate Development
Historic Tappen Park Community Partnership
The Angiuli Group
Snug Harbor Cultural Center & Botanical Garden
Staten Island Museum
Richmond University Medical Center
Staten Island University Hospital
Staten Island Not-for-Profit Association
First Central Baptist Church

8) **Project List to Demonstrate Readiness:** Describe opportunities to build on the strengths described above by providing a list of transformative projects that will be ready for implementation with an infusion of DRI funds within the first one to two years (depending on the scope and complexity of the project) and which may leverage DRI funding with private investment or other funds. Such projects could address economic development, transportation, housing, and community development needs. While such projects should have demonstrated public support, it is recognized that projects will ultimately be vetted by the Local Planning Committee and the State. Explain how most projects proposed for DRI funding demonstrate their readiness for implementation.

DRI investment would allow for the implementation of identified projects including:

- A dedicated busway planning initiative: Snug Harbor to Ferry Terminal.
- Creation of strategic pedestrian crossings or flyovers at Richmond Terrace to better serve the user population.
- Development of a North Shore Greenway Pilot along the waterfront.
- Programming of a Downtown Bicycle Experience, looping bike paths throughout the district.
- Supplementing the work of the Borough President’s newly-established Office of Tourism and Cultural Affairs in the area.
- Completion of an Urban Planning Initiative to create Hyatt/Stuyvesant Street Retail Corridor with distinctive pedestrian sidewalks with planned upland connections from waterfront, sidewalk café spaces, DOT smart street implementation, and programming of local events.
- Pedestrian and streetscape improvements between Nick LaPorte Place and Central Avenue along Bay Street.
• Opportunities for new public open space planning at the intersection of Victory Boulevard and Central Avenue. The existing parking area, currently functioning in the bed of Central Avenue can be reimagined to accommodate a new public amenity.

• Redesign of Minthorne Street public space into a pedestrian-friendly street mall.

• Tompkinsville Park summer event programming – Green Market Corridor (western portion of Bay Street behind park).

• Creation of community garden at Bay Street/Van Duzer Extension/St. Julian Place.

• Pedestrian streetscape initiative for Bay Street from Hannah Street to Baltic Street.

• Streetscape study to identify alternate parking configurations, traffic patterns and expanded open space planning to accommodate street furniture and sidewalk café locations.

• Collaboration on existing efforts to form a Business Improvement District.

• “Finger Street” Enhancement Initiative to activate all streets perpendicular to Bay Street and the New Stapleton Waterfront at Urby.

• Tappen Park summer event programming and green market.

• Specific improvements to the Stapleton train station, including:
  o Replacement and of existing MTA fencing with updated MTA-approved security fencing, as well as installation of see-thru decorative screening along fencing to provide aesthetically pleasing backdrop to station proper.
  o Installation of new tinted concrete sidewalks, pedestrian ramps and approved type bicycle rack at station entrance and a possible curb extension and mid-block raised speed reducer at station entrance to better facilitate bicycle parking and pedestrian safety.
  o Installation of non-standard lighting treatment at station entrance with light pole banners promoting cultural exhibits or public or historical events taking place in the community.
  o Investigate the viability of providing a translucent understory to the overpass to transform and identify station location and to better light the street and sidewalk at station entrance.
  o Establish Ironstate Development (developers of Urby) as a maintenance partner for the maintenance, repair and upkeep of all landscaped areas and non-standard fixtures.
  o Installation of new mulched planting beds with evergreen and flowering plant species along sidewalk at station entrance and the cleaning and repainting of all steel and concrete portions of train overpass at Prospect Street.
9) **Administrative Capacity.** Describe the extent of the existing local administrative capacity to manage this initiative, including potential oversight of concurrent contracts once projects are selected for award.

With the full support of the Borough President’s office and its many constituents, there is ample administrative capacity.

10) **Other.** Provide any other information that informs the nomination of this downtown for a DRI award.

The Downtown Staten Island area is one of the most culturally diverse regions on Staten Island. It has one of the largest populations of Sri Lankans outside of the territory itself. There are large pockets of Sub-Saharan African communities representing countries such as Liberia, Egypt, Ethiopia and a large amount of the countries along the western Coast of Africa. Other large community groups include West Indian, Arab, and a variety of representation from countries across Europe. This rich, multi-cultural landscape makes for a vibrant, diverse, and exciting environment.

Downtown Staten Island, with its accessibility to Manhattan and all the major new development already taking place, will attract a new demographic to the neighborhood and surrounding areas. Nearly 35% of the Downtown Staten Island area is young people between the ages of 20 – 35. The amount of individuals with a 4-year degree or higher will continue to rise through programming provided by CUNY and the collaboration between colleges on Staten Island for the 30,000 degrees initiative, which aims to increase college graduation rates borough-wide.

The area is also poised to become a world-class tourist attraction due to major developments that are expected to attract millions of new visitors each year.

Staten Island is in an exciting place with new infrastructure and rezoning opportunities that will attract new jobs and talent, and add to Staten Island’s economic growth. A balanced and planned approach is key to the area’s success.
May 31, 2018

Mr. Howard Zemsky
CEO, Empire State Development
633 Third Avenue – Floor 37
New York, NY 10017

Dear Mr. Zemsky,

I write in support of the Staten Island Borough President and Staten Island Chamber of Commerce application for funding from the New York State Downtown Revitalization Initiative.

Staten Island has long been considered the “forgotten borough.” But in recent years, our community has benefited from a renewed focus on business and economic development. With appropriate investments, including grant funding from the Downtown Revitalization Initiative, Staten Island can turn this focus into a tangible revival of downtown commercial corridors.

The borough already has significant institutional focus on improving its downtown districts. Elected officials at each level of government collaborate regularly with organizations like the Staten Island Chamber of Commerce to discuss avenues to improve upon the status quo. With adequate resources, I have full confidence in our stakeholders to implement strategic plans to make even more New Yorkers want to live, work, and raise families on Staten Island.

I respectfully ask that you grant the Borough President and Chamber of Commerce application full and fair consideration. Should you have any questions, please contact my district office at (718) 351-1062.

Sincerely,

Daniel M. Donovan, Jr.
Member of Congress
May 31, 2018

Regional Economic Development Council (REDC) Region: New York City
Empire State Development
633 Third Avenue, New York, NY 10017

Re: Staten Island Downtown Revitalization Initiative Letter of Support

To Whom It May Concern:

I am pleased to provide this letter of support on behalf of the Staten Island Downtown Revitalization Initiative application.

The College of Staten Island (CSI) is a senior College of the City of New York offering associate’s, bachelor’s, master’s, and doctoral degrees. More significantly, CSI is the only institution of public higher education on Staten Island, and, as such, has assumed the important status and role as the Borough’s anchor institution. As the second largest employer on Staten Island, we are a critical component to the Borough’s economic development through our purchasing power, intellectual capital, educational programs, workforce development, Small Business Development Center, and volunteerism and service.

Recently, the College expanded its institutional footprint opening a new 16,000-square-foot educational facility in the St. George neighborhood leveraging the incredible development taking place in the area. Additionally, the College established the Borough’s first technology incubator, the CSI Tech Incubator, in St. George to assist technology companies to grow and scale as part of a burgeoning tech hub and ecosystem.

I can think of no downtown area in New York that is more ripe for revitalization, nor has more potential to become a magnet for redevelopment, business job creation, greater economic and housing diversity, and overall opportunity. The College of Staten Island is committed to supporting this initiative and in helping to transform our communities into the vibrant neighborhoods they can, and will, be.

Sincerely,

Ken Iwama
June 1, 2018

Empire State Development
Attn: Joseph Tazewell, Regional Director
Regional Economic Development Council: New York City
633 Third Avenue, 36th Floor
New York, NY 10017

Dear Mr. Tazewell:

I am writing in support of the Downtown Revitalization Initiative (DRI) application being submitted by the Office of Staten Island Borough President James Oddo and the Staten Island Chamber of Commerce for Downtown Staten Island.

New York City Economic Development Corporation (NYCEDC) sees significant potential in the area that has come to be known as “Downtown Staten Island,” and, working on behalf of the City, has already backed that vision through a number of initiatives in recent years. Downtown Staten Island is the borough’s gateway to and from the rest of the city and the world; as such, it is the borough’s heart of culture, commerce, and community. Important work remains to be done however, and we believe much of that work could be unlocked through the programmatic and financial resources the DRI provides.

Finally, we believe that the Borough President’s Office, in partnership with the Staten Island Chamber of Commerce, could provide the type of leadership that propels a DRI to success. Should the area be selected, NYCEDC stands ready to advance our ongoing initiatives in this geography in coordination with that partnership and the DRI process.

Should you have additional questions or concerns, please reach out to Wil Fisher at wfisher@edc.nyc or 212.312.3776.

Sincerely,

James Patchett
*Don’t forget to attach a map that clearly delineates the proposed DRI Area. (See item 1.)

### EMAIL SUBMISSION ADDRESSES

Please submit your application as a Word Document to the Regional Council for your region.

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