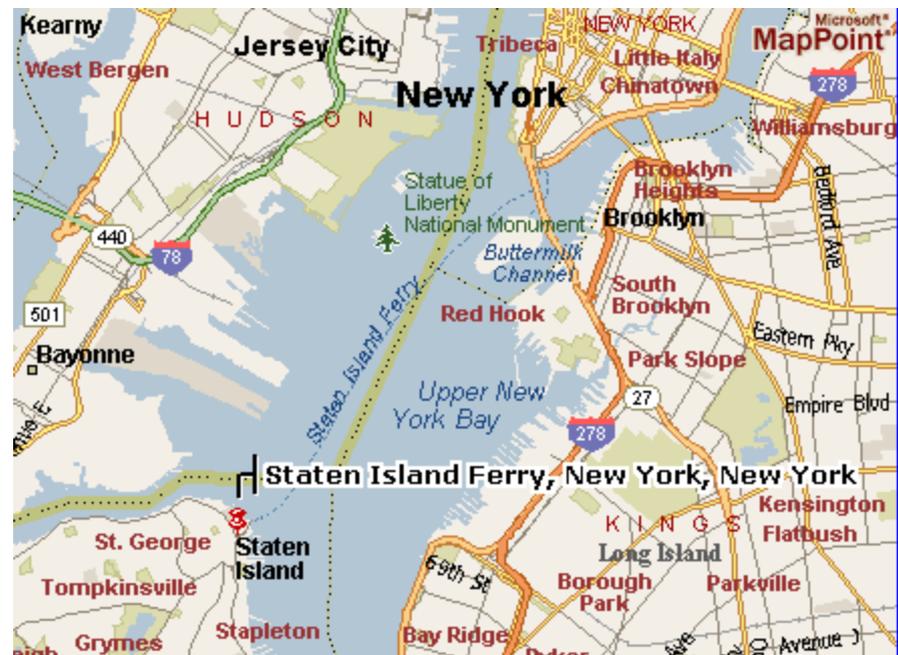


As the site of the Staten Island Ferry Terminal, St. George is the gateway to the borough for 21 million commuters and tourists each year (65,000 passengers each weekday). The neighborhood can be a vibrant center for businesses, residents and tourists, but currently falls short of its potential.

Assets:

- Major transit hub; largest passenger ferry in the country
- Easy and free access to Lower Manhattan
- Cultural and recreational attractions
- Waterfront esplanade
- Civic center of the borough
- Potential for more affordable/workforce housing
- Staten Island will add **64,800 people** to its current population of 491,000 **by 2030**



New York City has invested millions of dollars in St. George:

Economic Development Corporation

Built the **Richmond County Bank Ballpark** and renovated adjacent **waterfront esplanade** (2001)

Renovated the **St. George Ferry Terminal** (and Whitehall Terminal; 2005)

Developed 17,000 square feet of **retail space** in the Ferry Terminal and helped Borough President create an **interactive information kiosk** (2010)

Renovated **Pier 1** to create a **public space** and **fishing pier** (2009)

Partnered with Downtown Staten Island Council to create **arts and entertainment programming** on Pier 1 (2010)



Department of City Planning

Rezoned to create the **Special St. George District** to promote higher-density, pedestrian-oriented mixed-use community (2008)

Small Business Services

Opened new 18,500-square-foot **NYC Business Solutions Center** and **Workforce1 Career Center** (2010)

St. George, Staten Island

INVESTING IN THE NEIGHBORHOOD: PROJECTS UNDERWAY



Borough President's Proposal for St. George Plaza

Staten Island Supreme Court Complex (DASNY): New complex will house Supreme Court, Criminal Court; Borough President James Molinaro has a proposal to create plaza outside complex

Lighthouse Depot Development (EDC): Proposal to build mixed-use development with retail, housing and a hotel on former Coast Guard site



Site of Ferry Terminal Rehabilitation

Ferry Terminal Bus Ramp Rehabilitation (DOT): Stimulus-funded rehabilitation of eight bus ramps leading into St. George Ferry Terminal

North Shore Land Use and Transportation Study (DCP and EDC): Will inform future land use decisions and coordinate investments to improve mobility

CHALLENGES IN STRENGTHENING ST. GEORGE

Despite investments and rezoning, challenges remain:

- Commercial district lags, lacking retail diversity and dining/entertainment options after 5PM
- Difficulty drawing people from the Ferry Terminal into the neighborhood
- Inadequate wayfinding and poor pedestrian connections between Terminal and commercial districts
- Housing market stalled as new developments were being constructed
- No local economic development organization dedicated solely to serving the St. George neighborhood



Retail along Richmond Terrace



Office building on Bay Street

St. George can become a vibrant center for businesses, residents and tourists:

Business Development

- Create local development corporation focused solely on St. George, which will:
 - Develop long-term vision for the neighborhood
 - Create business attraction and retention strategies
 - Create Business Improvement District
 - Add more cultural programming
 - Coordinate with City agencies on development opportunities

Capital Investments

- Develop parking lots adjacent to Ballpark into mixed-use sites with retail, entertainment and housing
- Readapt government buildings for alternative uses and explore land-swapping strategies

Marketing and Tourism

- Create marketing campaign in and around Whitehall and St. George Ferry Terminals promoting neighborhood's cultural, entertainment and recreational attractions
- Market neighborhood as attractive option for young professionals seeking an urban yet affordable lifestyle

