

Port Richmond-Mariners Harbor BOA

BOA Revitalization Plan
Final Public Meeting Presentation

September 17th, 2018

WXY

Agenda

- i BOA Study Objectives Review**
- ii Market Opportunities & Constraints**
- iii Site Redevelopment Scenarios**
- iv Areawide Recommendations**
- v Questions & Discussion**

BOA Study Objectives

Develop a community vision for how brownfield redevelopment can advance economic & neighborhood development goals in Port Richmond/Mariners Harbor.

Step 2 Goals

- Use catalytic sites to develop a **vital live-work neighborhood**
- Expand access to **quality employment** opportunities
- Support a **strong Port Richmond Avenue** with waterfront anchor
- Address brownfield and environmental **contamination concerns**

Market Opportunities & Constraints

Future market potential and current market constraints point to strategic opportunities for Port Richmond.

NEAR TERM

Many redevelopment scenarios exhibit a feasibility gap today

- A clear market for new single family homes, but multifamily has a limited track record
- Multifamily feasibility depends on project ability to command rents ~10% higher than today's market
- Structured parking and absorption timeframes generate further economic challenges
- Community facilities and industrial development are always challenging

Subsidy programs exist to help fill gaps in the meantime

- Mixed-income housing programs (e.g. LIHTC) increase project feasibility while ensuring long-term affordability
- Brownfield Tax Credits and other programs also help close the gap, as can other HPD programs for affordable housing and community facility development
- Programs that reduce direct/indirect costs for industrial companies can create jobs

Market Opportunities & Constraints

Future market potential and current market constraints point to strategic opportunities for Port Richmond.

LONG TERM

Expect and drive growth over time

- Additional residents will strengthen retail demand, and vice a versa
- New jobs increase neighborhood desirability for residents
- North Shore momentum – both in rent and, in particular, demand for condominiums – can fuel market growth and increase feasibility

Advance planning is important

- Fuel revitalization along Port Richmond Avenue
- Position neighborhoods to capture and shape future opportunity

“Game changing” investments can fuel broader investment

- BRT connection to St George
- Port Richmond viaduct activation, above or below
- Ferry connection to Manhattan
- Ongoing, focused leadership from NCLDC and community stakeholders

Subdistrict Framework

Affordable Neighborhood | Union Ave.
Creative Industry | Granite Avenue
Working Waterfront | Richmond Terrace
Mixed-Use Corridor | Port Richmond Ave.



Advance planning can ensure that Port Richmond & Mariners Harbor capture development benefits as the real estate market matures.

Strategic Sites Overview

KEY

- 1 Richmond Chandelier Lot
- 2 Port Richmond Storefront
- 3 Flag-SBS Site Assemblage
- 4 Harbor Road Pier
- 5 Union Avenue Lot
- 6 Walker Street Factory





Port Richmond Avenue Storefront

Redevelopment Objective

Ground-floor retail with affordable residential; Maximize units

Feasibility Tests

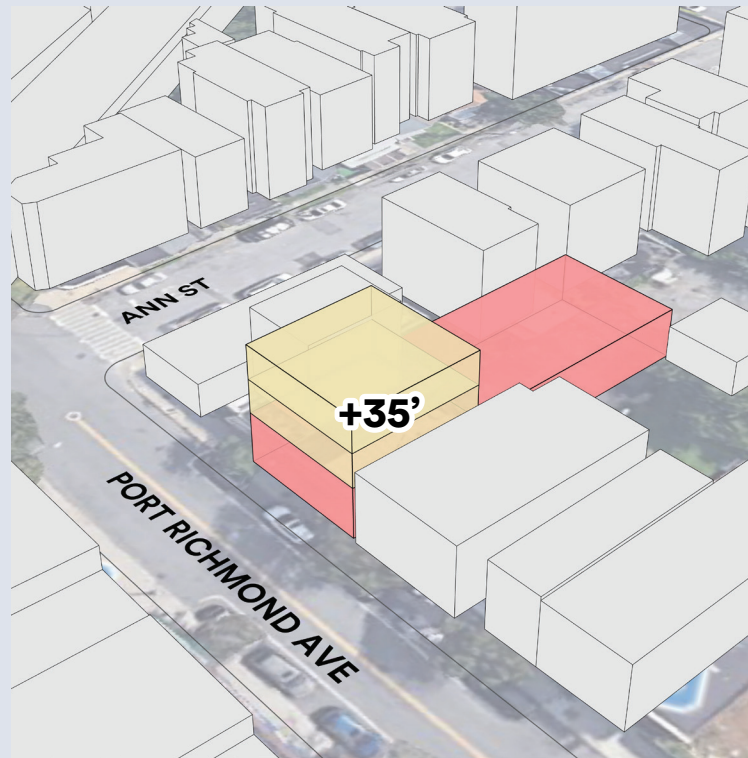
- New construction vs. gut rehab costs
- Impact of parking waiver on viability
- Impact of BCP tax credits

Redevelopment Scenarios

EXISTING CONDITION

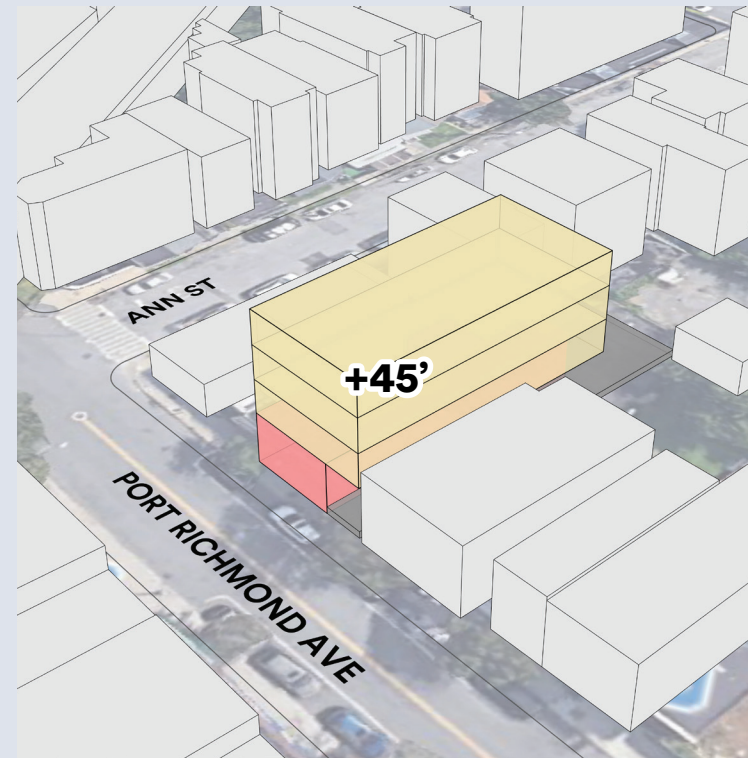


OPTION A



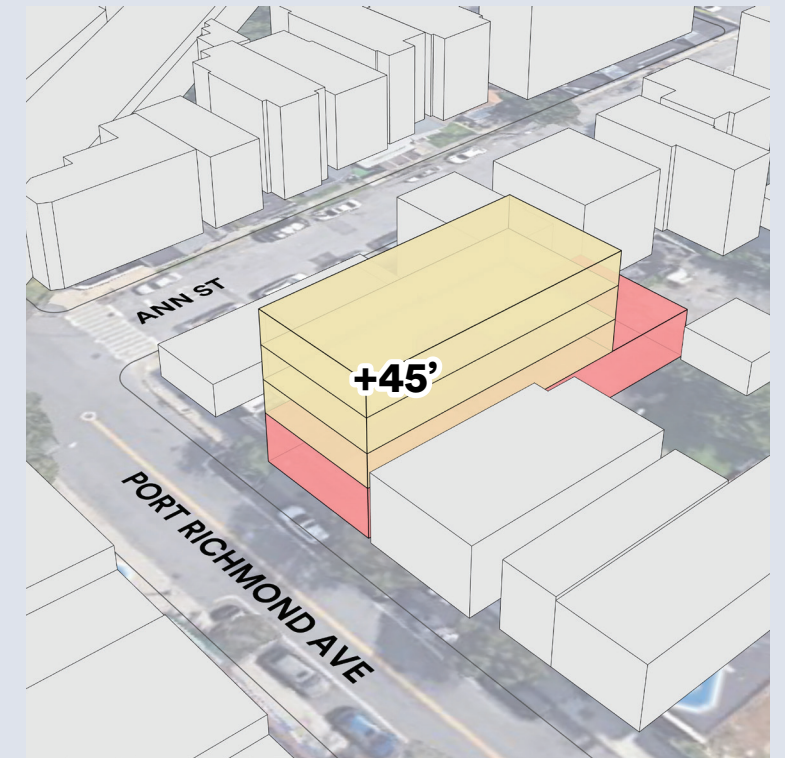
ADAPTIVE REUSE

OPTION B



**AS-OF-RIGHT
REBUILD**

OPTION C



**PARKING WAIVER
REBUILD**

Zoning	C4-2
Max. Commercial FAR	3.4
Max. Residential FAR	2.2
Lot Area (sf)	4,376
Max Building Height (ft)	55



Richmond Chandelier Parking Lot

Redevelopment Objective

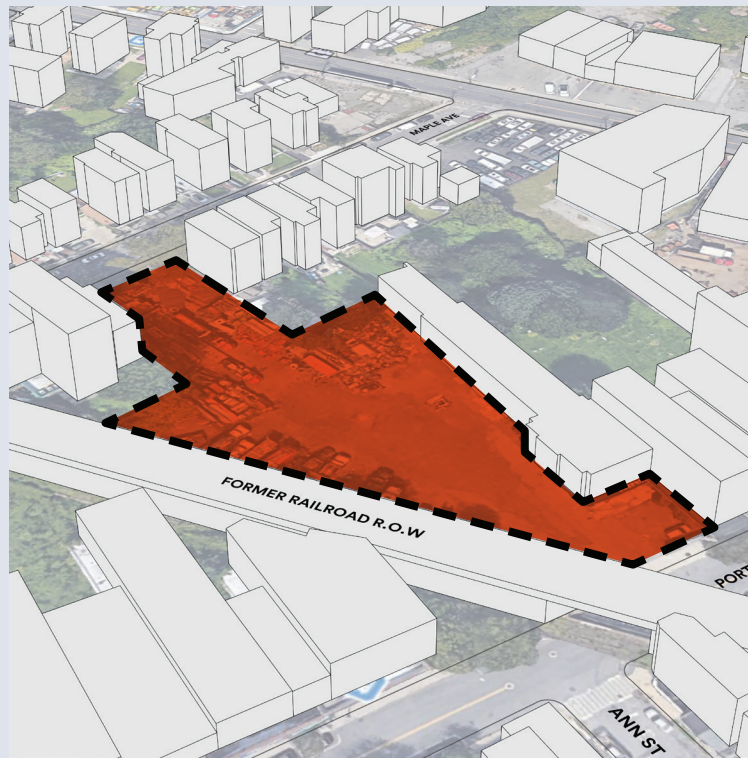
Affordable residential mixed-use with place-making focus

Feasibility Tests

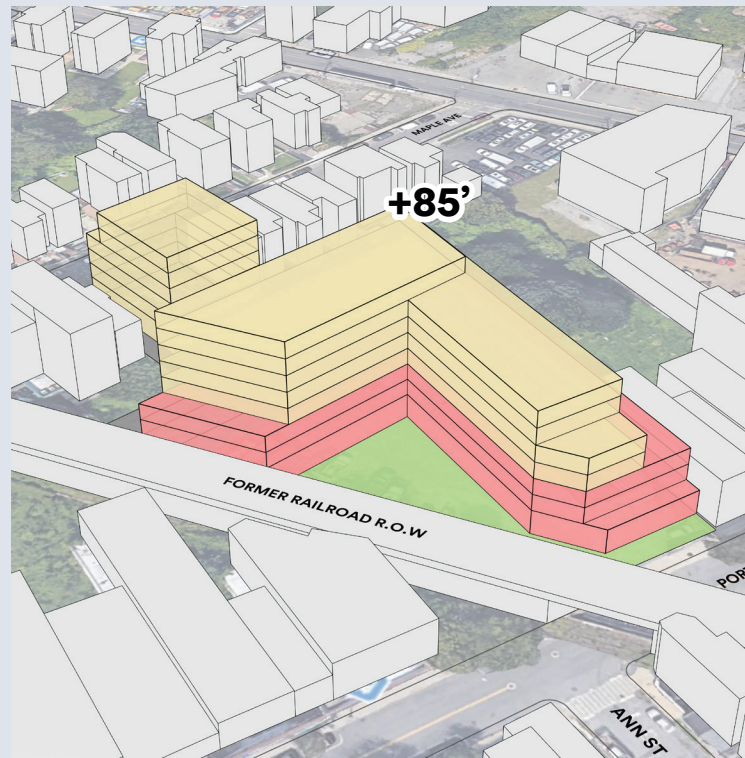
- Parking ratio impacts
- Commercial and residential density
- Multi-family vs. townhome residential typologies

Redevelopment Scenarios

EXISTING CONDITION



OPTION A



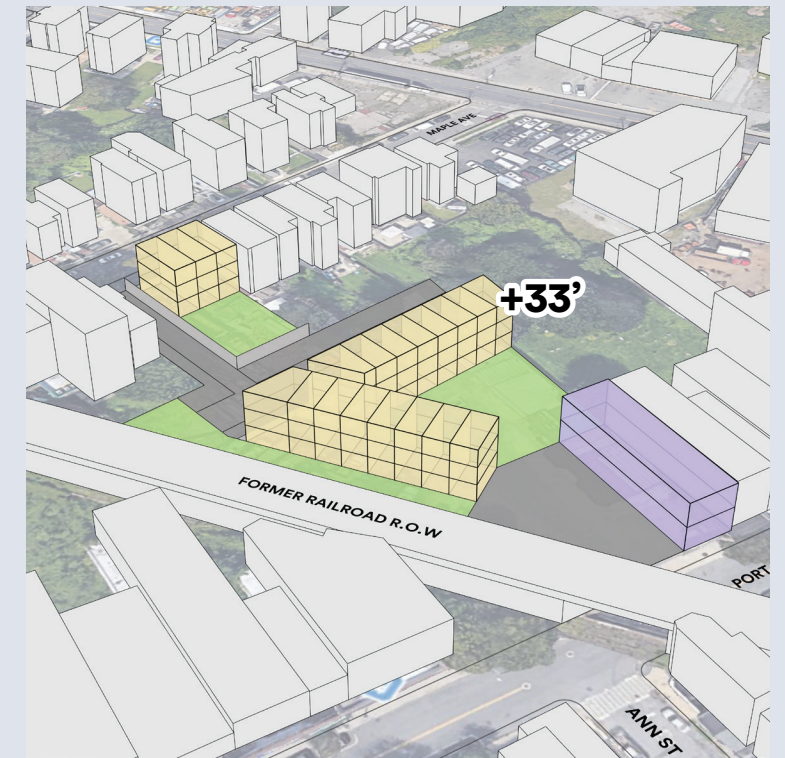
**MAXIMUM
COMMERCIAL FAR**

OPTION B



**MEDIUM DENSITY
MULTI-FAMILY
MIXED-USE**

OPTION C



**TOWNHOMES AND
COMMERCIAL/
LIGHT INDUSTRIAL**

Zoning	C4-2
Max. Commercial FAR	3.4
Max. Residential FAR	2.2
Lot Area (sf)	48,609
Max Building Height (ft)	55' / 115' (IH)



Flag-SBS Site Assemblage

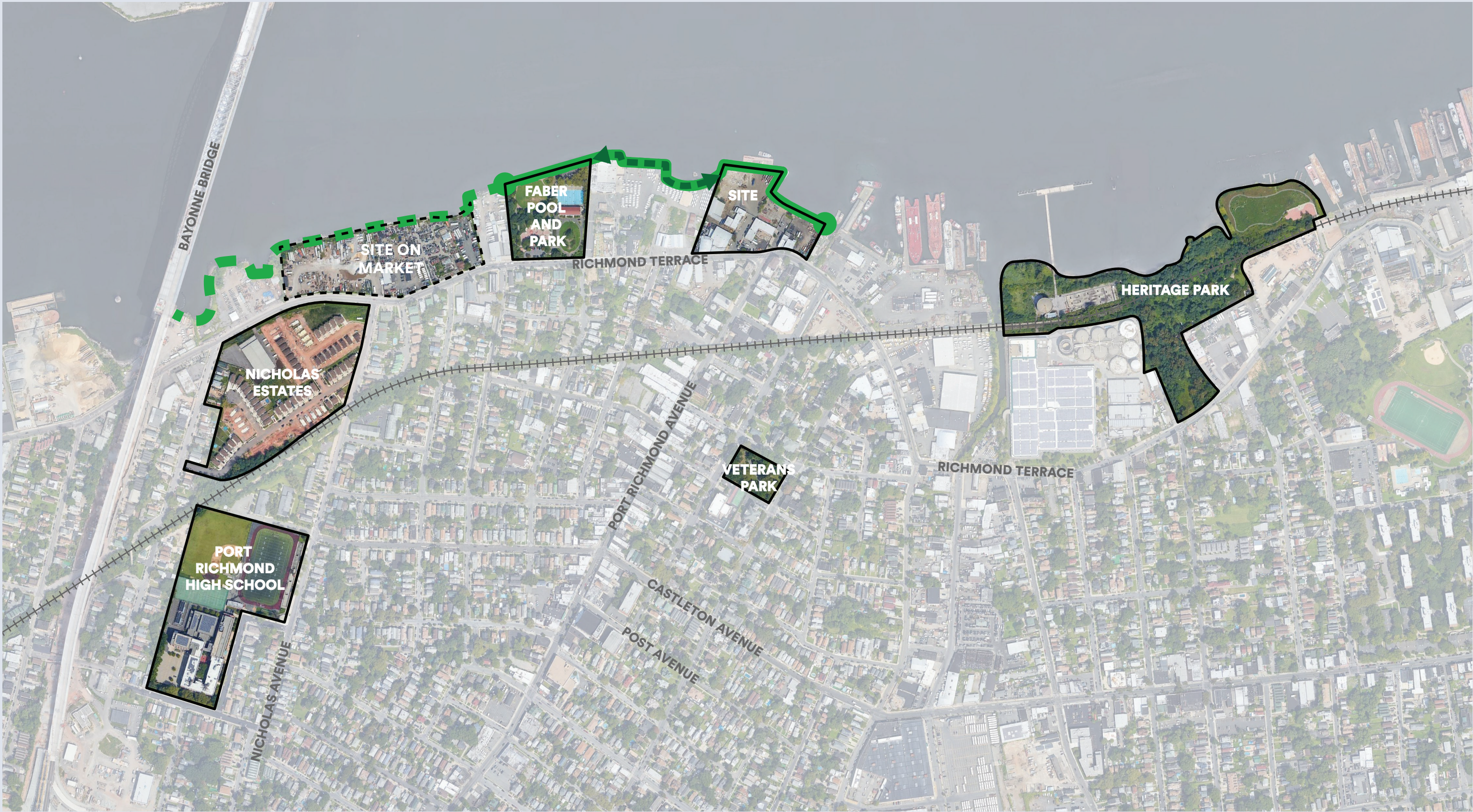
Redevelopment Objective

Rezone for medium-density mixed-use residential along waterfront

Feasibility Tests

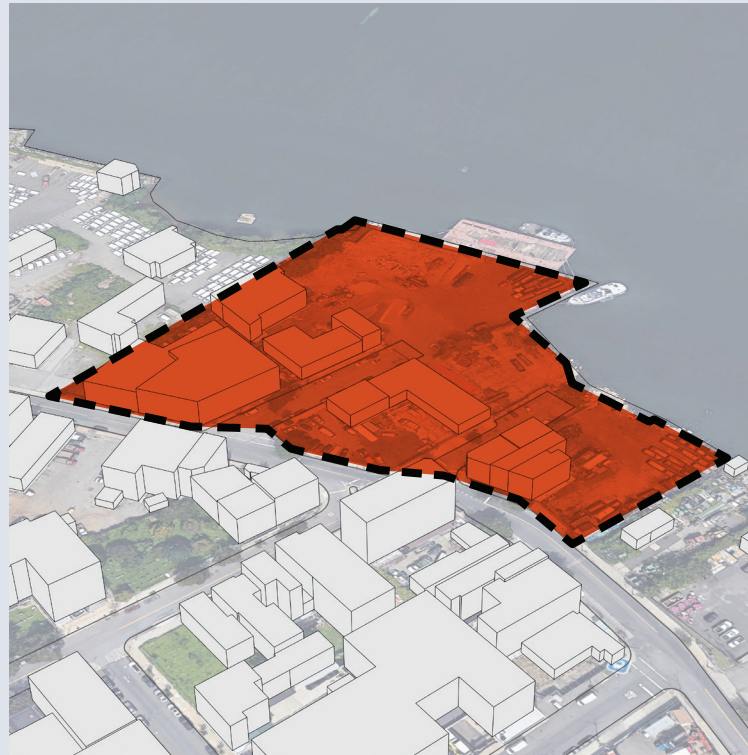
- Impact of residential density on viability
- Timeframe for implementation to achieve full absorption
- Impact of BCP tax credits

Site Context & Opportunity



Redevelopment Scenarios

EXISTING CONDITION



OPTION A



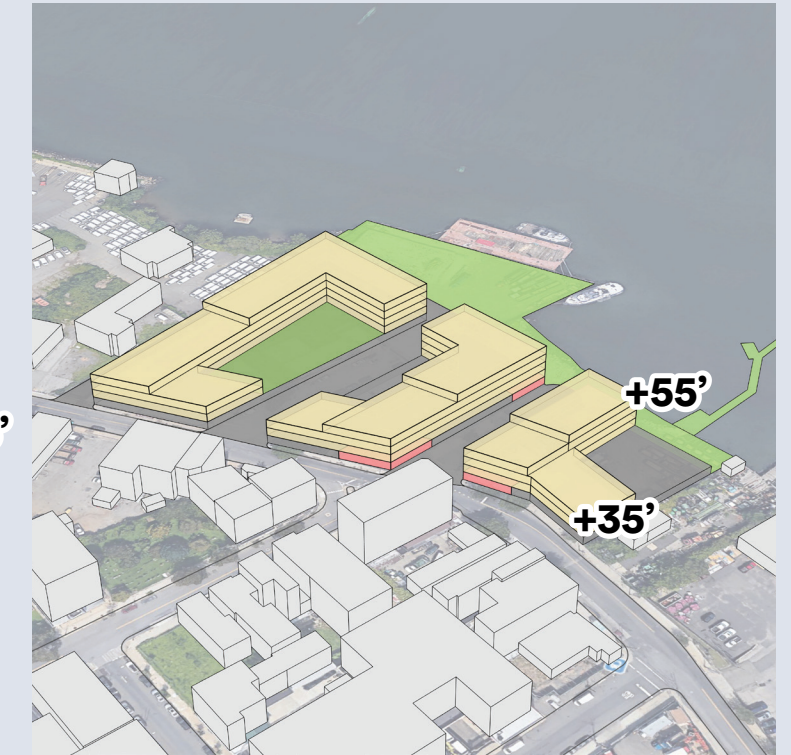
4.6 FAR REZONING

OPTION B



2.1 FAR REZONING

OPTION C



1.5 FAR REZONING

Existing Zoning	M3-1
Proposed Zoning	M3-1/ R7 or R6
Max. Commercial FAR	2.0
Max. Residential FAR (R6)	3.6
Max. Residential FAR (R7)	4.6
Lot Area (sf)	160,300
Max Building Height (R6)	115' (IH)
	135' (IH)



Union Avenue Lot

Redevelopment Objective

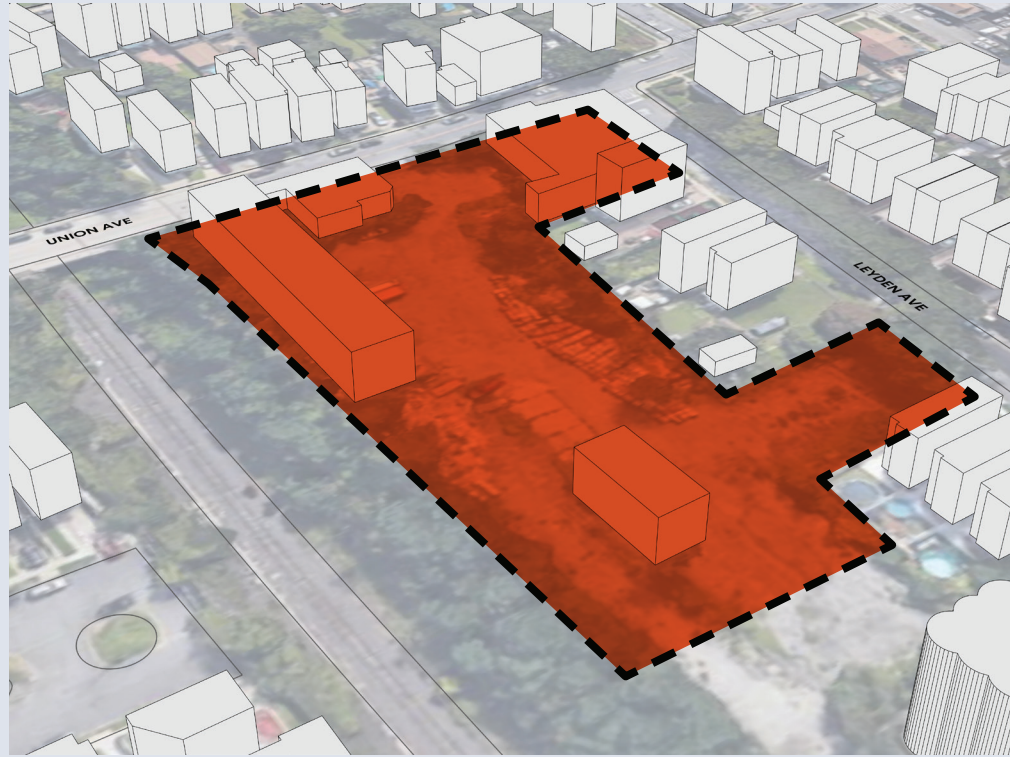
Community health center & Mariners Harbor neighborhood anchor

Feasibility Tests

- Inclusion of self-sustaining community facility
- Impact of BCP tax credits

Redevelopment Scenarios

EXISTING CONDITION



OPTION A



OPTION B



Zoning	R3A
Max. Community Facility FAR	1.0
Max. Residential FAR	0.5
Lot Area (sf)	78,221
Max Building Height (ft)	35
Front Yard (ft)	10

**AS-OF-RIGHT
REDEVELOPMENT**

**REDEVELOPMENT
WITH HEIGHT VARIANCE**



Harbor Road Pier

Redevelopment Objective

Education & training programs that leverage waterfront access and support future job generation in marine industries; Light industrial operations (e.g. fabrication business) that drive job generation without inducing significant additional truck traffic

Feasibility Tests

- Potential economic impact of marine education & training program
- Overall project gap
- Impact of BCP tax credits

Redevelopment Scenario

EXISTING CONDITION



OPTION A



Zoning	M3-1
Max. Manufacturing FAR	2.0
Lot Area (sf)	95,832
Max Building Height (ft)	N/A

**MARINE EDUCATION
+ WORKFORCE
TRAINING**



NEW YORK HARBOR SCHOOL



Walker Street Factory “Creative Industry District”

Redevelopment Objective

Block-level improvements and capital investments to create a creative light industrial district that minimizes community impacts and attracts new business tenants

Feasibility Tests

- Job generation potential

Walker Street “District” Area

- Multiple property owners / property lines
- Inconsistent fencing and “shell” system
- Multiple narrow truck entry and exit points
- Primary site access off residential Lake Ave.
- Circulation constricted by mid-site barriers
- Lack of signage or identity

1 - New Unified Fencing & Gating System



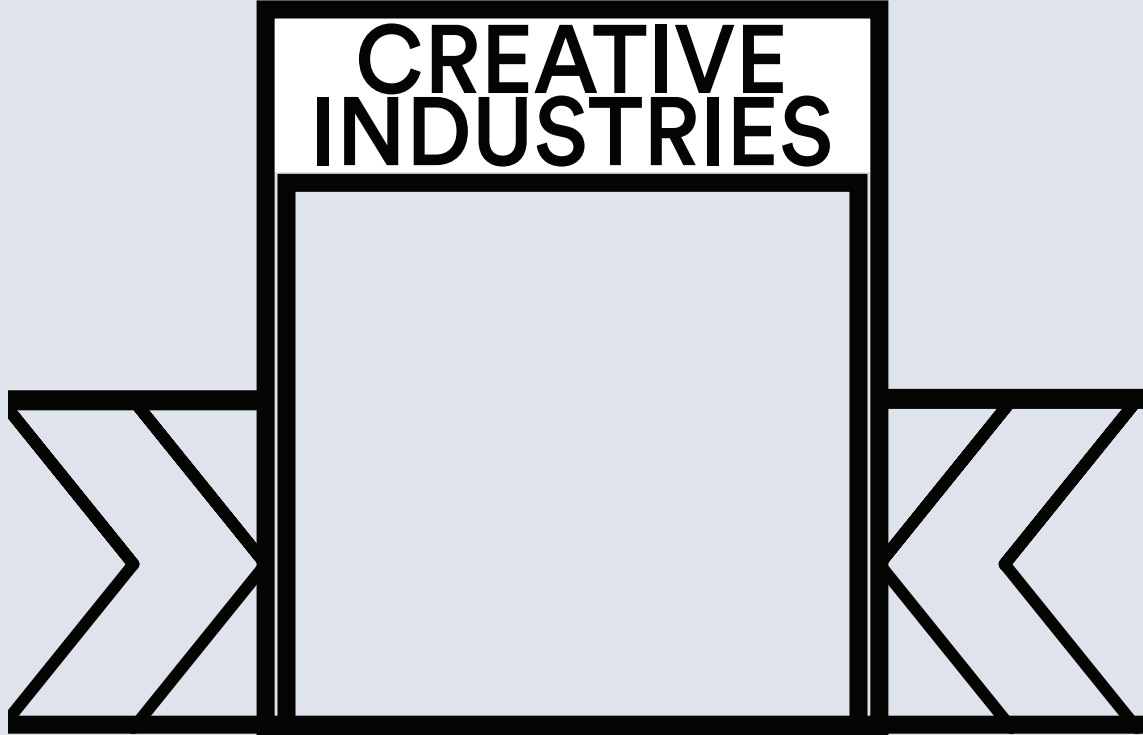
Single **district identity** with branded fencing & gate system

Industrial BID purveyor

Clear, **shared entry points** that optimize access/circulation

Improved **district security**

Improved **residential barrier**



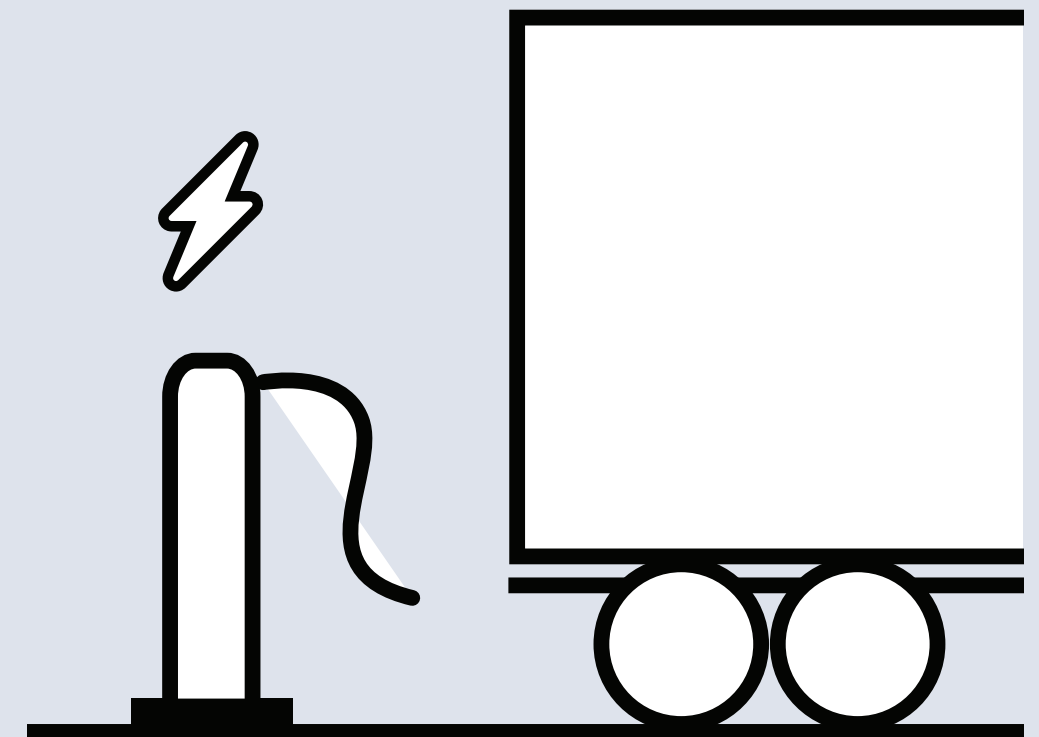
2 - Electrified Transport Refrigeration Units (eTRU)



Electric standby infrastructure (charging pedestals) as **alternative clean energy** source for trailer refrigerator units

Redirect truck parking from Lake Avenue to site interior

Prevent loud and noxious **engine idling**, market op cost savings



3 - Shared Amenity Areas & Food Truck Parking

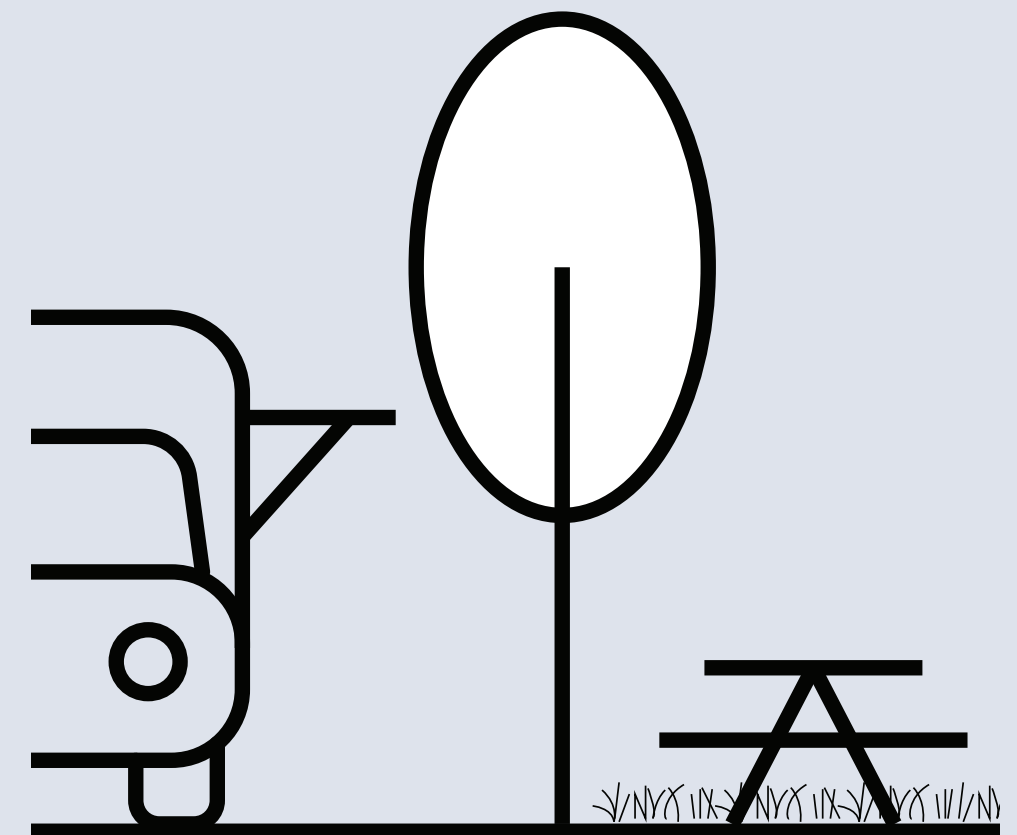


Shared **worker amenity spaces** at both ends of the district area

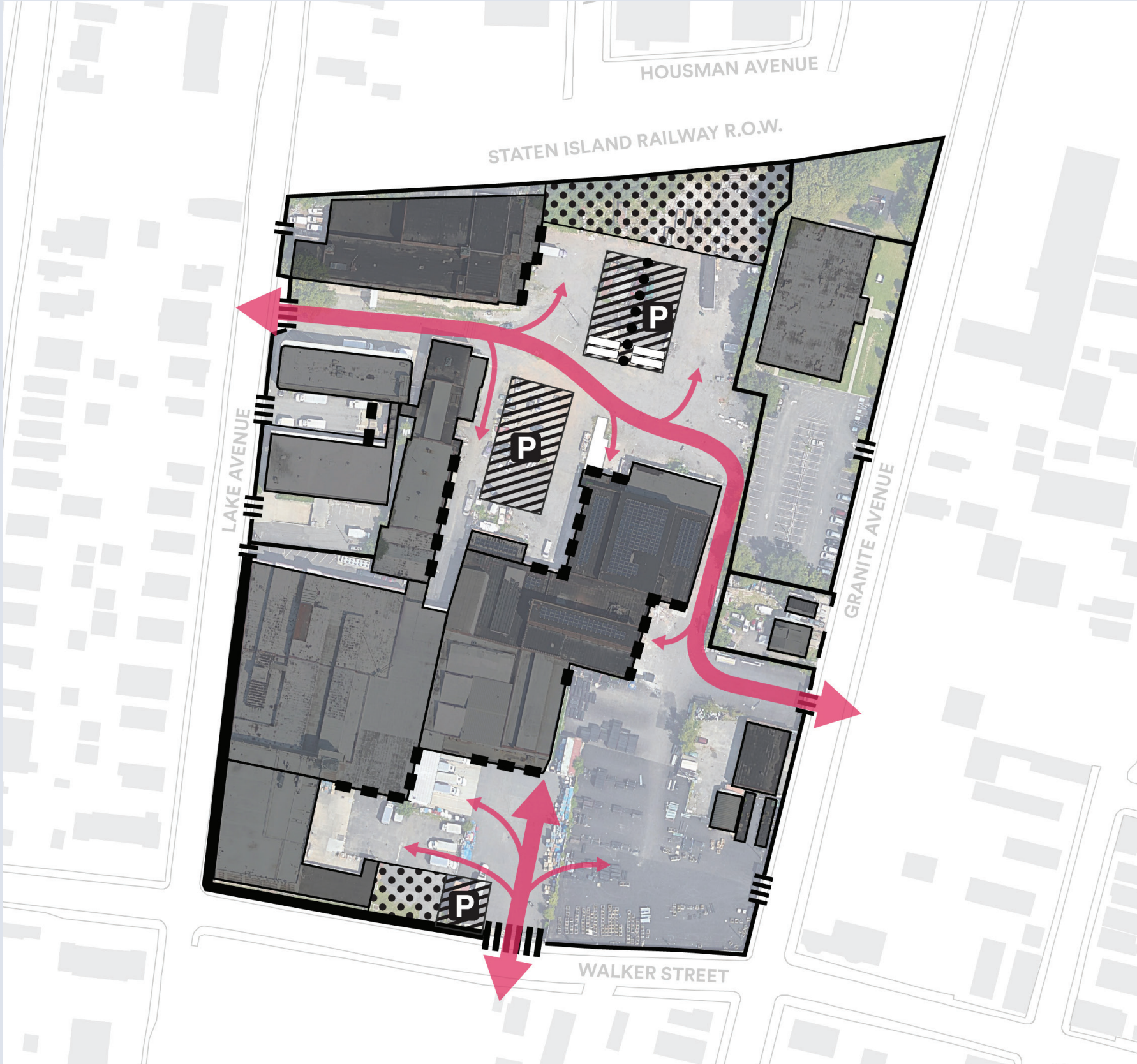
Industrial BID maintenance

Additional **buffer area** for Eden School / potential shared access

Amenity to drive **new creative business & tenant attraction**



4 - New Circulation Route & Through-Site Access

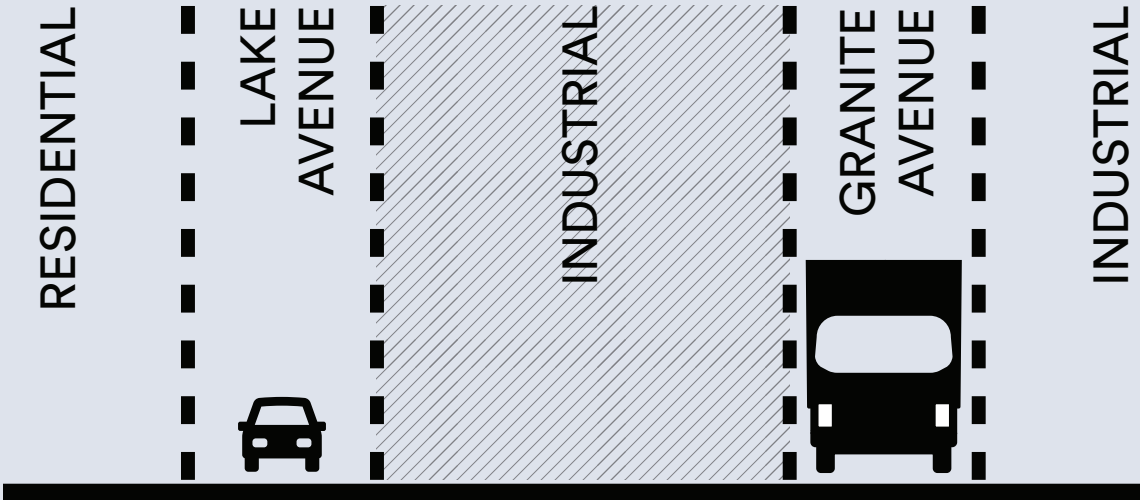


Redirect traffic off Lake Avenue through new shared entry/exit gate on Granite Avenue

Improved site circulation with site through-access and shared central loading & staging area

Explore demolition of underutilized building(s) dividing district

SITE

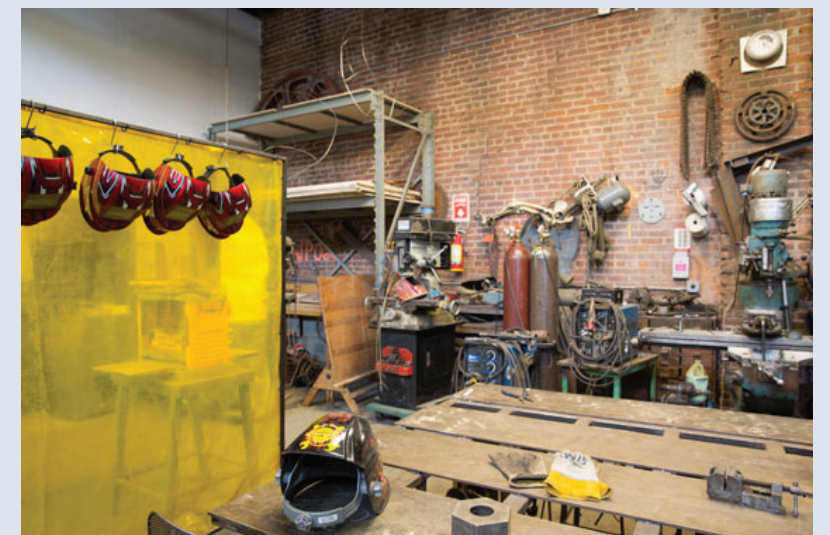
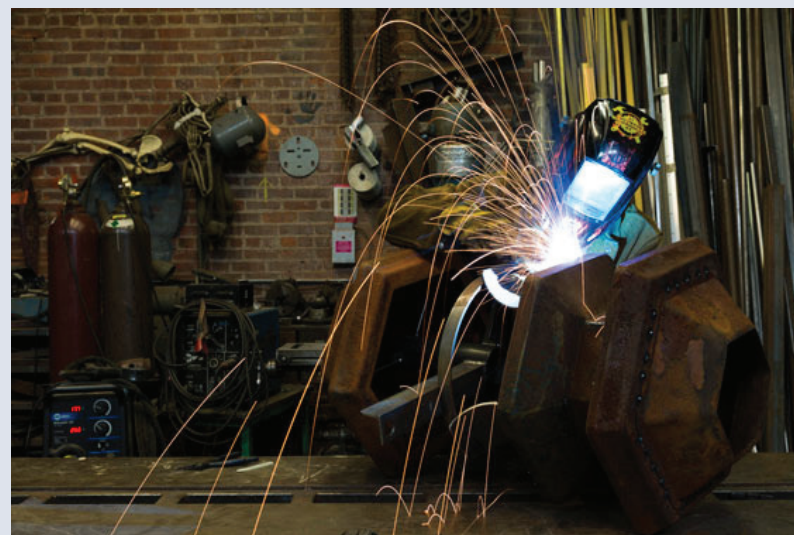
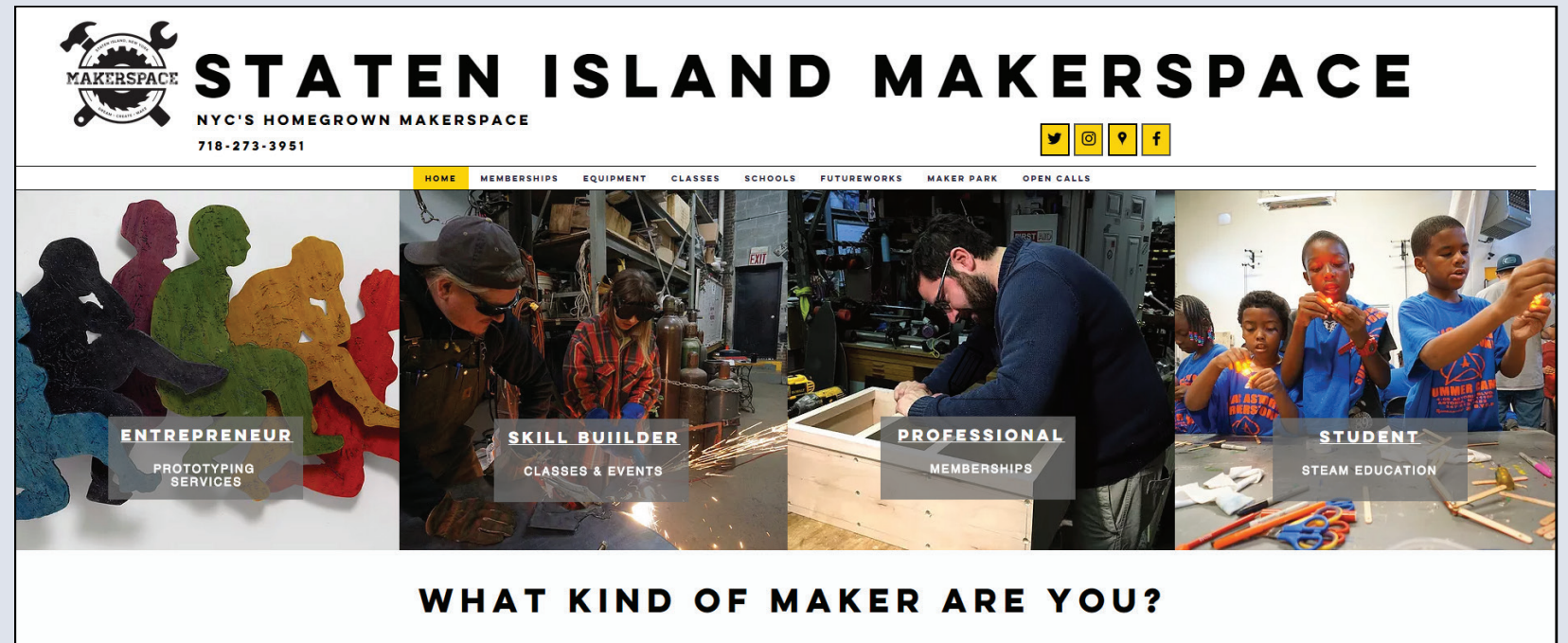


Precedent | BUSH TERMINAL Campus Proposal



Precedent | STATEN ISLAND MAKERSPACE

- Staten Island Makerspace, opened in Stapleton in 2012, is a **6,000 SF creative industrial workspace** that provides studios and tools for artists, engineers, and other creative industrial occupations & programming for local youth.
- Initial funding provided through **NYCEDC and Futureworks NYC**.
- Creative industrial can also leverage funding through **additional tax incentives offered through NYCEDC**.



Areawide Recommendations

SUPPORT & CREATE A VITAL LIVE-WORK NEIGHBORHOOD

- Protect and strengthen existing neighborhood character
- Expand affordable housing options in mixed-use neighborhood centers
- Enhance the central commercial corridor and support neighborhood retail
- Leverage new development to improve infrastructure, roads, and transit service

CREATE NEW CIVIC, CULTURAL, AND RECREATIONAL SPACES

- Improve existing and create new public waterfront parks and destinations
- Coordinate with ongoing community efforts for a North Shore greenway
- Leverage the area's unique arts and culture to support economic development

Areawide Recommendations

CREATE QUALITY JOBS & WORKPLACES

- Support the maritime industry
- Allow new uses and job creation in appropriate locations

IMPROVE CONNECTIONS & MOBILITY

- Strengthen vehicular connections
- Increase safe pedestrian and bicycle connections
- Expand public transit options

ADDRESS ENVIRONMENTAL CHALLENGES

- Identify challenges left by historic industrial use; Clean up brownfield sites
- Prevent future contamination
- Improve the North Shore's climate resilience

Questions & Discussion

Port Richmond Storefront



Richmond Chandelier Lot



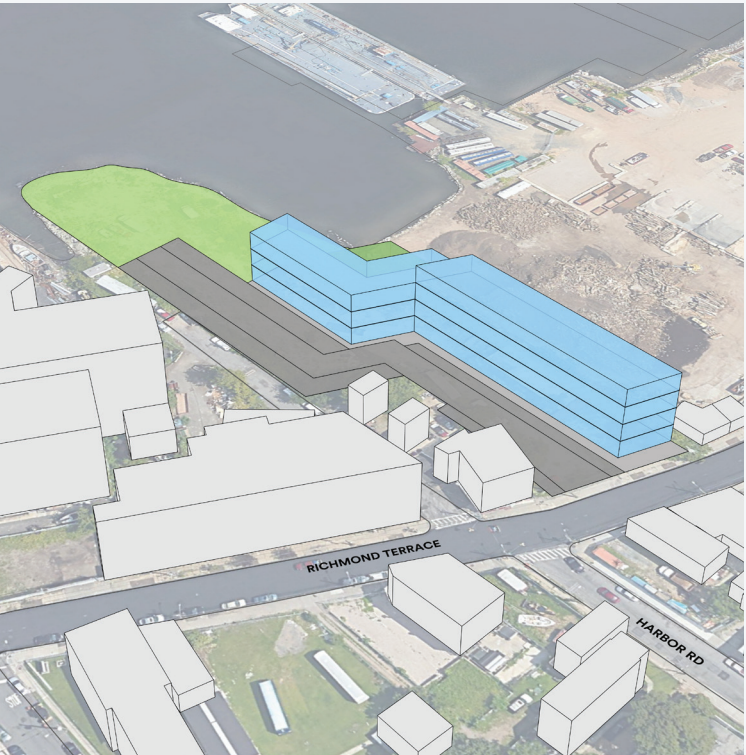
Flag-SBS Site Assemblage



Union Avenue Lot



Harbor Road Pier



Walker Street District



THANK YOU

Appendix

BCP Eligibility & Benefits

NYS Brownfield Cleanup Program Eligibility – NYC

In NYC a site must meet BOTH the new brownfield site definition and one of the following gates to get both site preparation and tangible property tax credits:

- (1) 75% Upside Down (Cleanup cost is 75% of Property Value)**
- (2) 50% in En-Zone Based on 5 year Census Survey**
- (3) Meet new “affordable housing” definition**
- (4) Meet new “underutilized” definition**

Brownfield Redevelopment Tax Credits

Incentives – Site Preparation & Tangible Property Tax Credits

- Site Preparation - 22% for Track 4 cleanup and up to 50% for Track 1 cleanup
- Tangible Property
 - 10% base credit plus five 5% “bump ups”(up to maximum 24%) described below or 3x’s the cost of the new site preparation costs, whichever is lower, up to the \$35M cap for non-Manufacturing Projects/\$45M for Manufacturing
 - 3x Site Preparation costs or 10% of Tangible Property Capital Costs
 - Bump Ups with Maximum Credit of 24%:
 - Affordable Housing -5%
 - En-Zone – 5%
 - Brownfield Opportunity Area Compliant – 5%
 - Manufacturing – 5%
 - Track 1 – 5%