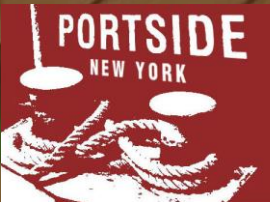


PortSide response to EDC 3/13/24 deck about BCT upgrades

To riff on Walt Whitman's poem "I Hear America Singing,"
the efforts here need to *sing the song of Atlantic Basin and Red Hook.*

We said this in our 2018 business plan for Pier 11 shed building space and 2024
response to the Atlantic Basin Anchor Subtenant RFP



What this is about



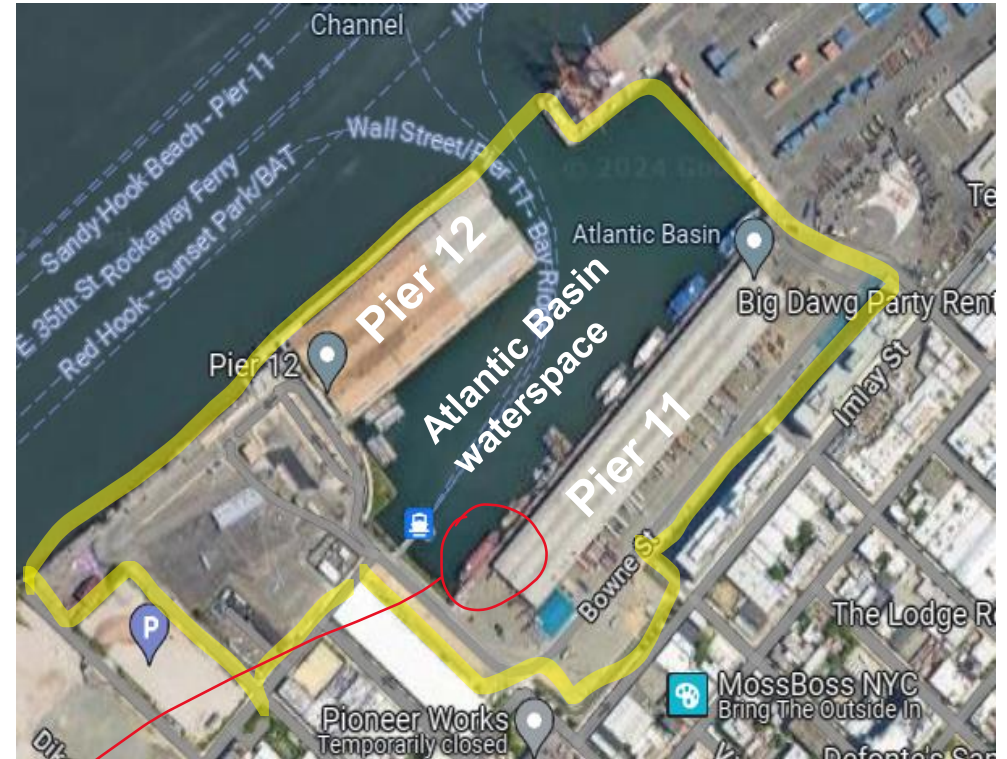
The Brooklyn Cruise Terminal (BCT) on pier 12 is part of the Atlantic Basin facility that goes from Wolcott to Bowne Street outlined in yellow at right. That's why the NYC Ferry stop here is called "Atlantic Basin."



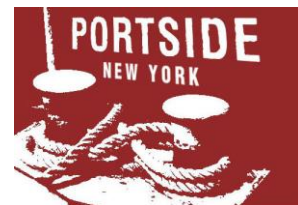
The Port Authority owns this, the NYC Economic Development Corporation (EDC) rents it from the Port Authority, and the EDC plans and manages it. The company that docks cruise ships and handles cruise passenger and luggage is Ports America.



BCT has not been much benefit to Red Hook, and community members and our Councilmember Alexa Aviles have been working with the EDC to change that. The EDC proposed to add promotion of Red Hook and better signage. PortSide proposed more changes.



On 3/13/24, the EDC sent a PowerPoint to the Red Hook working group with their proposals. Some of their slides are referenced in PortSide's proposal here. PortSide's ship Mary Whalen is on the south end of Pier 11.

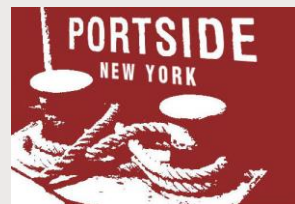




PortSide is glad the EDC is now ready to deliver on the promise that BCT will help Red Hook. That needs more than signage about retail.

Fulfilling that means:

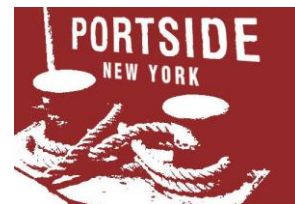
- Removing dangerous and decrepit conditions.
- Working with Red Hook to create benefits.
- Sharing site revenue with Red Hook.
- Right-sizing PortSide. Our work will build on yours and serve the community ashore and afloat.
- Workforce development: creating jobs, fostering pipelines to jobs.



Solutions – a fusion of the following. Together they *sing the song* of Red Hook

The best solutions use the following and inter-relate them so even a wayfinding sign *sings the song* of Red Hook.

- **Placemaking:** aka site activation. Brings human and community life, makes the site appealing, offers activities and places to rest, conveys the vibe of the neighborhood. PortSide Park did this very well.
- **Interpretation:** explains the site history and present, ships, wildlife. Engages visitors and conveys that someone cares. Right now, the site screams “no one cares about this.”
- **Wayfinding:** signs to, through and around the space make it navigable and thus less stressful. That invites people and reassures them.
- **Neighborhood promotion:** This is more than maps and QR codes. Photos, textures, fonts, words have to *sing the song* of the place.
- **Maintenance:** poor maintenance says the area is not worth visiting and that no one cares, that Red Hook is not worth caring about.

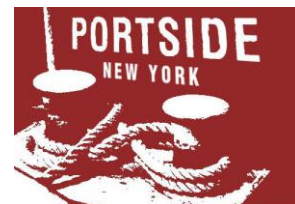


Develop a Red Hook identity campaign

A Red Hook working group needs to form and develop a campaign that articulates our neighborhood vibe and goals, that *sings the song* of Red Hook. Those values and visual campaign are then related to and expressed via:

- **Placemaking**
- **Interpretation**
- **Wayfinding**
- **Neighborhood promotion**

EDC handles the maintenance piece that supports this by doing this work or funding local orgs to do it (as with proposed Pioneer Street parklet and return of revised PortSide Park).



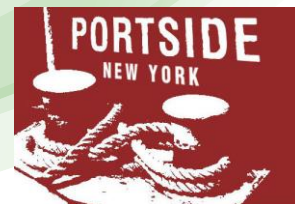
As we rethink the site and the EDC-Red Hook relationship, all upgrades should support multiple site users, current and potential, locals and visitors, and not only on cruise days.

- Red Hook residents and businesses.
- NYC Ferry users and cruise passengers.
- Site tenants ashore.
- Maritime tenants and potential ones.
- PortSide NewYork. We serve them all and bring the communities ashore and afloat together for the benefit of all.

There is huge diversity within those groups.

Atlantic Basin needs to serve them NOT only on cruise days or via cruise.

At present, Atlantic Basin has too many negatives for Red Hook and few positives.



Cruise Passenger experience: MCT compared to BCT

- Passengers at the MCT arrive in famous Manhattan with skyscrapers showing them where to go.
- Red Hook is not famous and is not visible from BCT.
- Atlantic Basin presents multiple, big impediments to getting cruise passengers to visit Red Hook...

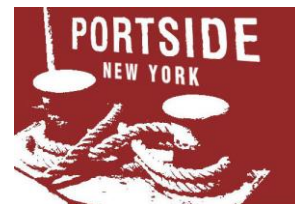


MANHATTAN TERMINAL

BROOKLYN TERMINAL

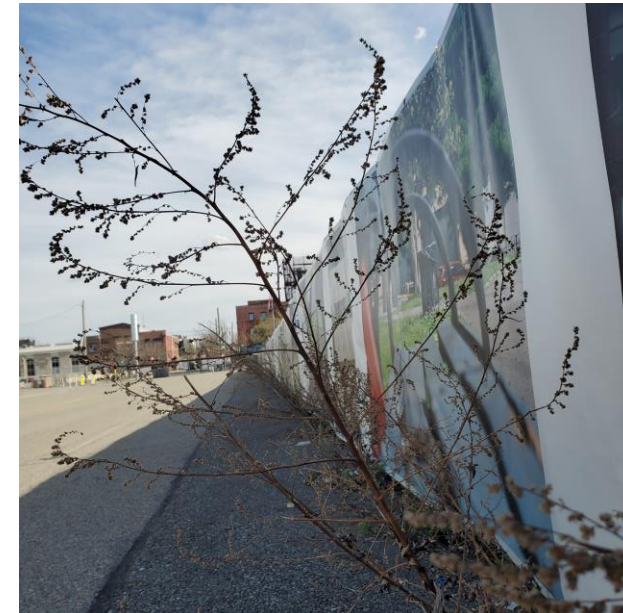
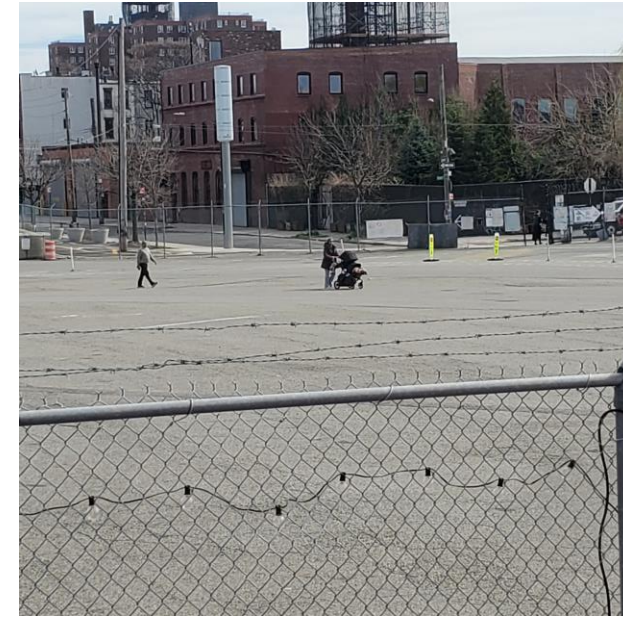
TRAVEL INFORMATION

Manhattan Terminal



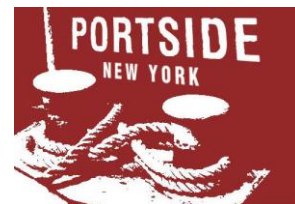
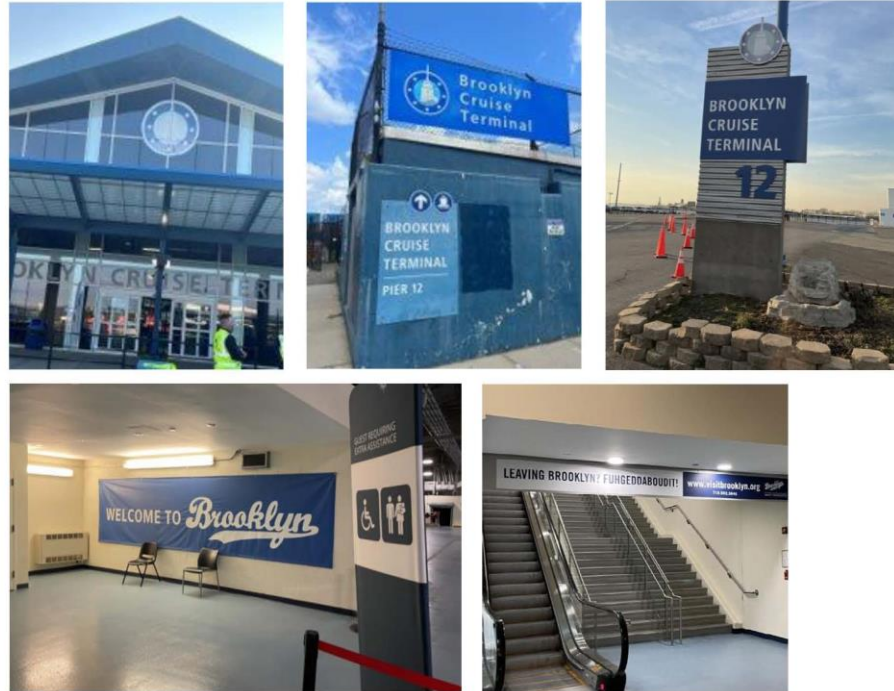
Atlantic Basin site challenges to overcome

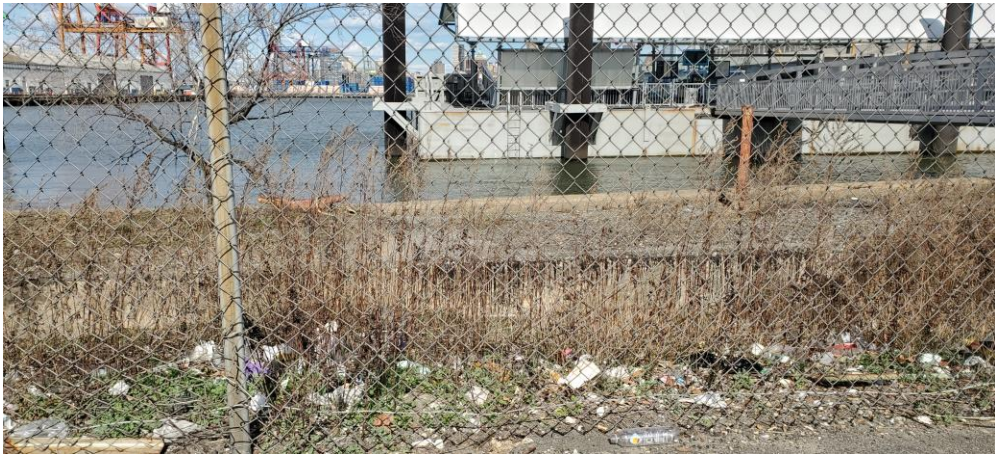
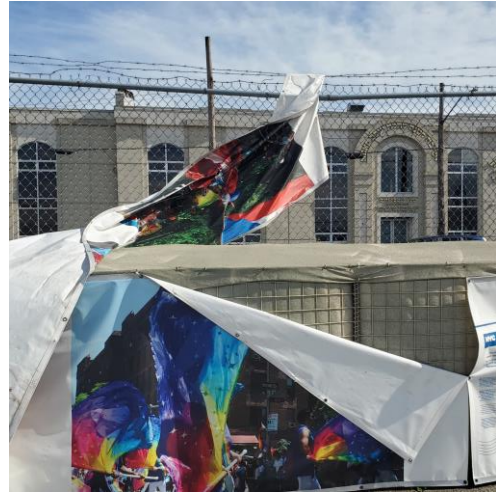
- It is bleak, vast and dull, shadeless and hot in summer.
- Broken things abound. Site cues say tired industry, decrepit, outdated, unwelcoming. A visitor would expect Red Hook to be the same.
- Chaotic on MSC days. Resulting visual confusion makes it hard to figure out where to go.
- Chaos is stressful; it makes people want to leave.
- Once out of BCT, there is nowhere to sit and rest.
- With PortSide Park gone, there is no sense of community life, of a Red Hook vibe.
- Nothing signals an interesting, welcoming Red Hook to encourage walking 4 blocks from BCT to Van Brunt Street.



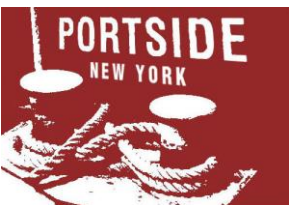
These are not the problem

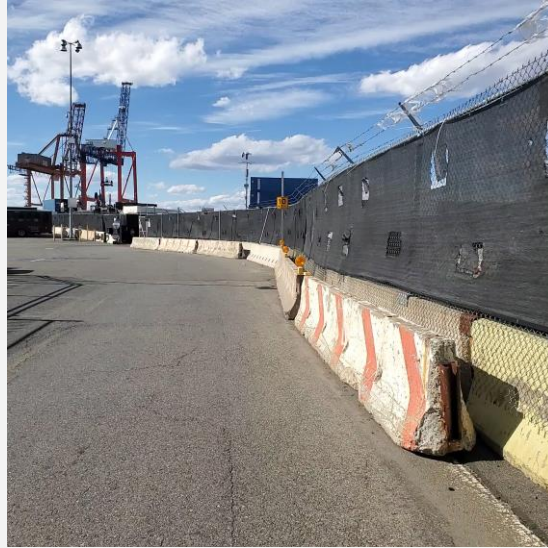
1) Remove Outdated Logos & Banners





These are the problem.



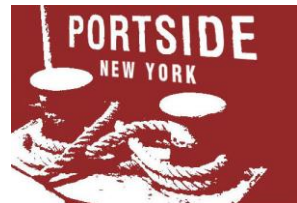


Poor maintenance = negative promotion.
The Bowne entrance = welcome to decrepitude.
Above is what you see in order upon entering.

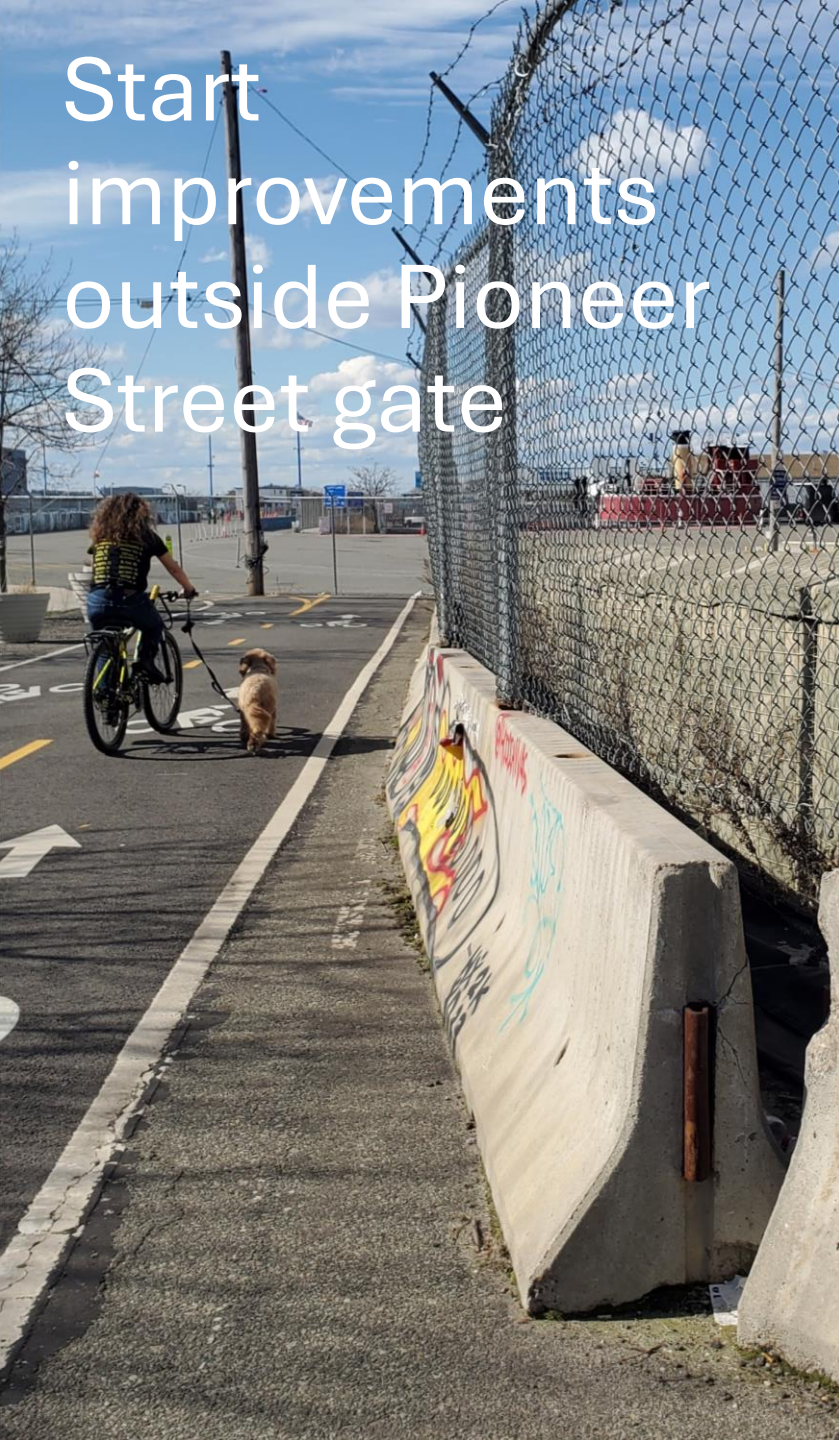


Poor maintenance = negative promotion

The Pioneer entrance = disorganized and crowded on MSC days, tattered and bleak on quiet days.



Start improvements outside Pioneer Street gate

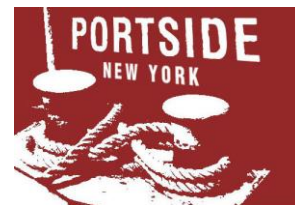


Many MSC passengers walk into Atlantic Basin. If they see a tattered Red Hook as they arrive, they won't want to visit when they return.

- **Create parklet under the trees, north side from Imlay to Conover.** Fence treewells to stop dog poop and digging. Add fragrant flowers to treewells and cascading flowers to planters on bikepath. Add seating. Weed and remove litter regularly.
- **Colorful signs on Conover fence needed:** Coming down northside of Pioneer, you can't see the gate. Without signs, the fence makes the place look closed. PortSide installed signs to fix this.
- **Paint Jersey barriers holding up fence or install better fence.**
- **Bike amenities:** Add bike racks. Add bike path sign "prepare to slow down" that biker at left would see ahead.
- **Shovel snow.** EDC currently does not.

Fund locally created & maintained solutions:

- PortSide can create a better FenceMuseum. Compare to Photoville.
- Fund Red Hook orgs to maintain and program the parklet.



Pioneer and Conover corner – EDC concept needs a rethink.

- Signage needs to help tenants too.
- Widen the gate. It's too small on non-cruise days. It causes logjams and delays on MSC days.
- Needs to name Atlantic Basin.
- Beneath that, list major places with addresses:
 - Pier 11, Brooklyn Cruise Terminal, 210 Clinton Wharf
 - Pier 11 warehouse, bays ___ to ___, south to north
 - Pier 11, PortSide NewYork on ship Mary A. Whalen
 - Vehicle entrances:
 - Bowne & Imlay Streets 24/7
 - King & Ferris Streets, dawn to dusk. Closed on cruise days.
- Put all wayfinding to one side of the gate so, to get info, people don't have to jockey around the crowds using the gate. Left side is less congested with people on MSC days.
- Don't use WalkNYC map as discussed. Include names for internal roadway. Site map here might benefit from a perspective drawing or photo. Newbies can't see where the ferry dock, don't understand what it looks like.
- EDC cruise & NYC ferry logos are not the priority, wayfinding is. These logos are visually loud and creating visual clutter.

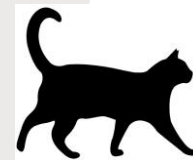
4) Pedestrian Entrance/Exit Experience



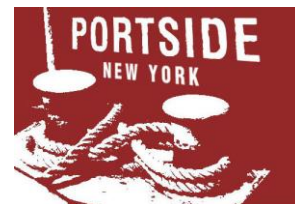
- Proper branded signage for both Cruise NYC and NYC Ferry
- Pedestrian wayfinding map
- NYC Ferry system map and schedule
- Neighborhood business and community organization signage zone

NYC/EDC

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Put ship cat Chiclet on map. She *sings the song* being an authentic local character and feline rockstar. We use a tiny cat icon on maps and signs. People love it.



Improve Bowne entrance

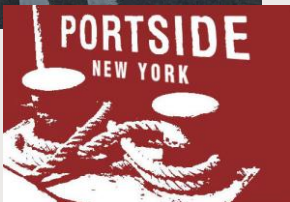
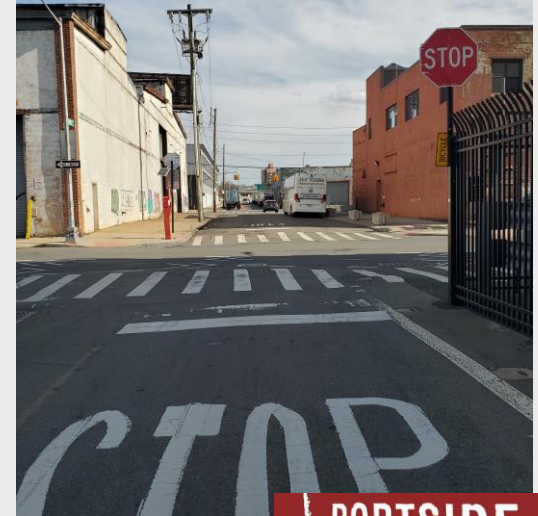
Right now, the entrance says faded, broken, dirty, garbage.

For esthetics, change what you see entering:

- Repaint blue cinderblock shed to the right of the entrance
- Repaint (for safety and esthetics) the yellow lane divider near entrance. That was recently added after PortSide suggested it, but it's faded and dirty.
- Fix sign to the left as you turn south from the entrance or remove its remains.
- Move dumpster that is ahead to the right as you make that turn to a less prominent location.

For safety on exiting on non-cruise days:

- It's dangerous on non cruise days when no traffic agents are there.
- Add mirrors so exiting cars and bikes can see bikes and joggers on the bike path.
- Add lane divider stripe on Bowne between Imlay and Van Brunt. The Atlantic Basin roadway does not align with the street, so exiting cars end up queuing in the inbound lane if they are stopped at the Van Brunt light. Vehicles turning into Atlantic Basin from Van Brunt then can't come in or have to go on wrong way/outbound lane.

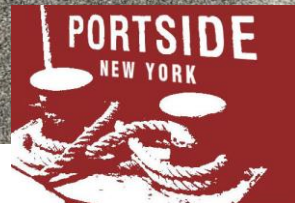


Phased upgrades in priority order

For summer 2024 cruise season

- **Remove safety issues** (pedestrian vehicle separation around cellphone lot at right, lack of Pier 11 shed fire suppression, sign wired to fence by ferry walkway at south end of Pier 11.)
- **Interim* signage upgrade** in BCT and Atlantic Basin (EDC funded, content locally designed)
- **EDC removes litter, broken things and signs.**
- **EDC repaints faded and cracked paint** and motley jersey barriers inside and around the site.
- **Create Pioneer Street Parklet** (EDC funded, locally managed)
- **Return of revised PortSide Park** (EDC funded, PortSide managed)
- **EDC grants immediate permission for PortSide to use south end of Pier 11 Shed** for engine restoration project (this helps make us sustainable serving all in the long run) and some programs.
- **EDC grants permission for PortSide to plan larger campus** installation of interpretation and wildlife amenities in weed patch and south end of waterspace and commence design for wet lab.

** Interim because doing this well takes time. The urgent upgrades should be replaced.*



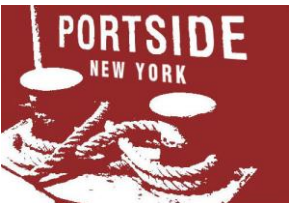
Toilet functions

- A portasan must be available to cellphone lot on cruise days.
- The conditions out there are unsanitary with al fresco peeing by men and pee bottles left behind.
- It is inhumane to have people wait hours in that lot, after driving to get here or while waiting for a car, without having toilet access.
- Move portasan away or lock it if you don't want to clean it daily.



Urgent need to fix collapsing Clinton Wharf

- Site sidewalks may get undermined.
- At a certain point of disrepair, it is hard to get NYS DEC permits to repair bulkheads. Red Hook and the port of NY should not lose more docking infrastructure.
- This decrepitude strongly sends the message that no one cares, no one is investing in this site, Red Hook does not matter, you don't want to visit this community.



Revisit your logo and how you use it

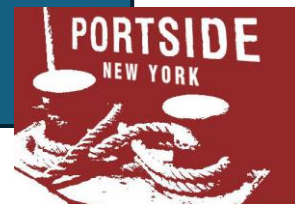
Place name needs to be bigger than program brand.

The text messages are competing.



This does not *sing the song.*

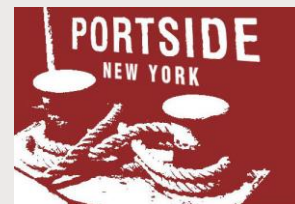
A Red Hook team should design this.





Thanks for generous offer
of space for “New
Signage & Art Locations”

A site visit during a cruise day is needed to see how passengers use and flow through the space, which walls make sense to use and what to put where.

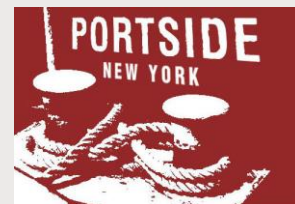


We vote no to WalkNYC map

- It does not *sing the song*.
- It has cold corporate feel.
- DOT does not include features on the map that Red Hook would like. PortSide discussed content rules with DOT.
- As to the totem, Conover and Pioneer Street sidewalk intersection is crowded on MSC days. It also has southbound Greenway bikers entering that area fast. If such a totem is to be installed, its location must be carefully considered so it does not create more congestion and a hazard.

8. WalkNYC Wayfinding Kiosk

- EDC will request updated WalkNYC wayfinding signs from DOT to be installed on property – at current building entrance and pedestrian plaza.
- EDC will request a WalkNYC wayfinding totem be installed on the terminal property at Pioneer and Conover Streets



Meh to LinkNYC kiosks

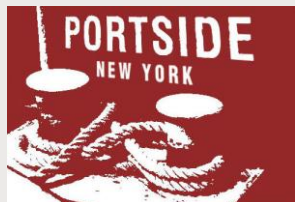
- If these are used on property, Red Hook should provide creative content, not EDC.
- Red Hook promo is more than local businesses.
- They feel corporate and don't *sing the song*. Red Hook working group should discuss these.

7. LinkNYC Kiosks

- LinkNYC kiosks are managed by CityBridge.
- LinkNYC kiosks are scheduled for installation in May at Red Hook locations:
 - Pioneer & Conover, Beard & Richards, Beard & Dwight
 - Six additional sites are proposed
- EDC will request additional terminal placement on property
- EDC will request ad placement on applicable LinkNYC kiosks and provide creative content to run on these screens to promote NYC Ferry, Cruise NYC and local businesses.



NYC/EDC



The striped pavement treatment is too busy. When PortSide proposed that in our 2018 business plan, Atlantic Basin was very still. The site is now visually chaotic on MSC days.

Colored bands going to major destinations would be better: BCT, NYC Ferry, PortSide/Mary Whalen.

Should the fence bisecting the two walkways in the bottom left photo be removed? People are confused about which path to take. In that photo, the big blue sign (LEFT LANE etc) is dangerously not attached to stanchions.

Are the words on the right signs just placeholders? They do not sing the song. They have a cold, corporate feel.

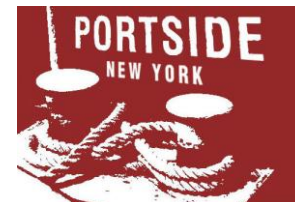
5) Pedestrian Wayfinding to BCT & NYCF



NYC/EDC



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Passenger pick up area – big signage challenges

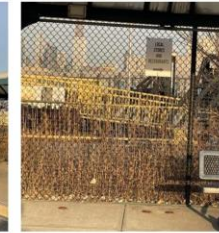
People are waiting to be picked up and looking towards the asphalt NOT towards signs on the fence. Telling people “local stories and restaurants” is not engaging and will not be persuasive here.

Anything behind the waiting people has to compel people to look there instead of for the car they called AND has to convince them to override their plans to leave in a car.

Clever content strategies are needed. Have a great photo or graphic? A poem? Have a quiz or scavenger hunt question?

Maybe activate the weed patch? Years ago, PortSide requested EDC permission for an osprey nesting station for the corner near the water, and for goose nest cam. Allow PortSide human programming here (boathouse area?) Take down the fence and make outdoor café?

2) Business Promotion – Exterior Fence



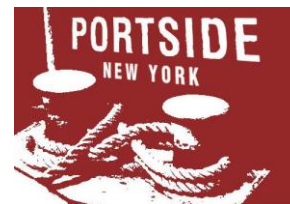
Red Hook Business Alliance ad + QR code

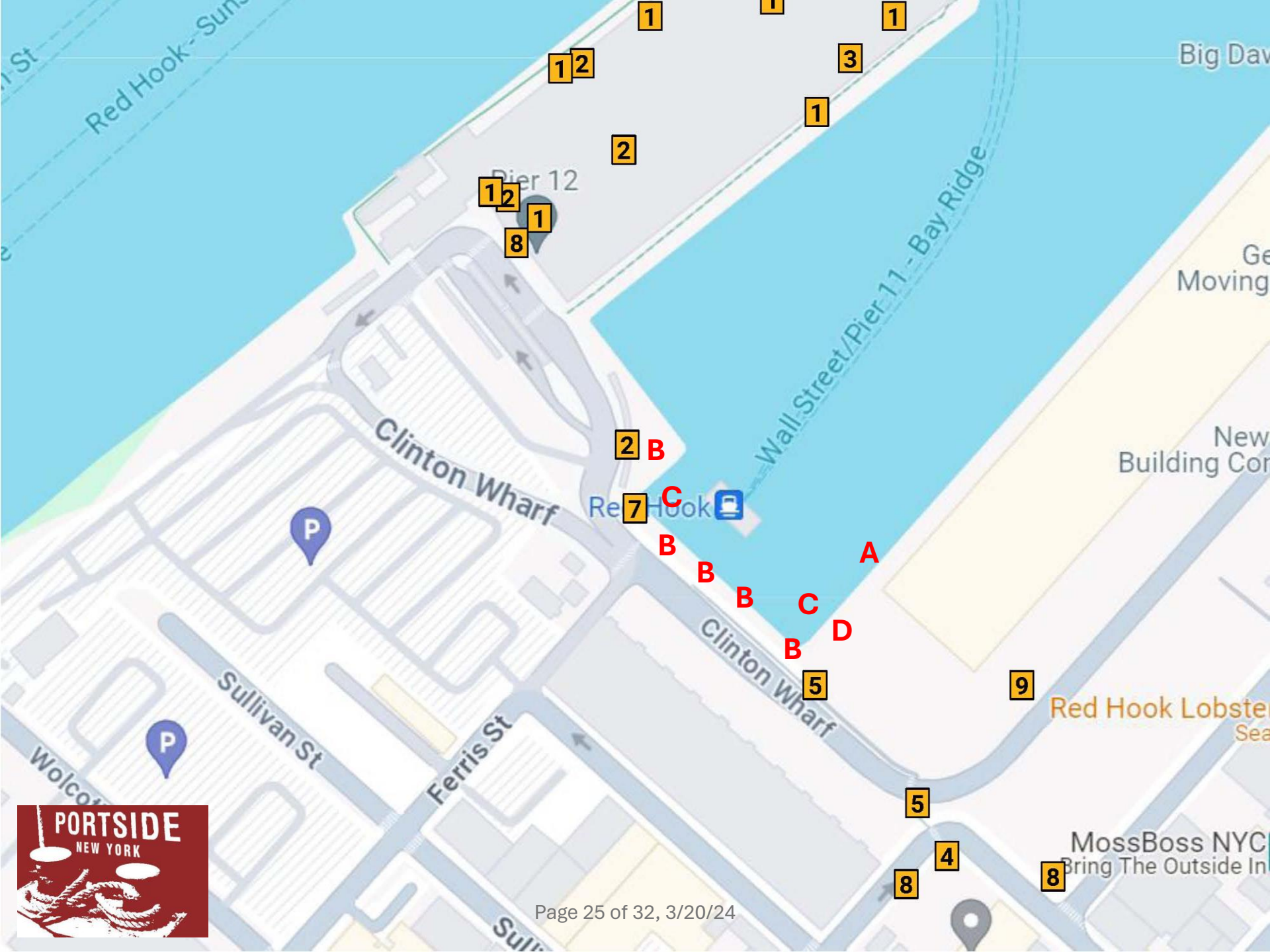
EDC's "Global City. Local Treasures." ad + QR code

NYC/EDC

8

It's wrong to send people to an EDC website to learn about Red Hook. Plus, we couldn't find a webpage for “Global City, local treasures.”





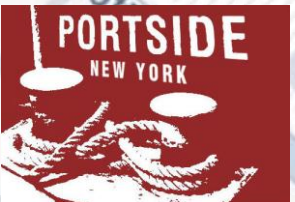
PortSide additions to EDC map:

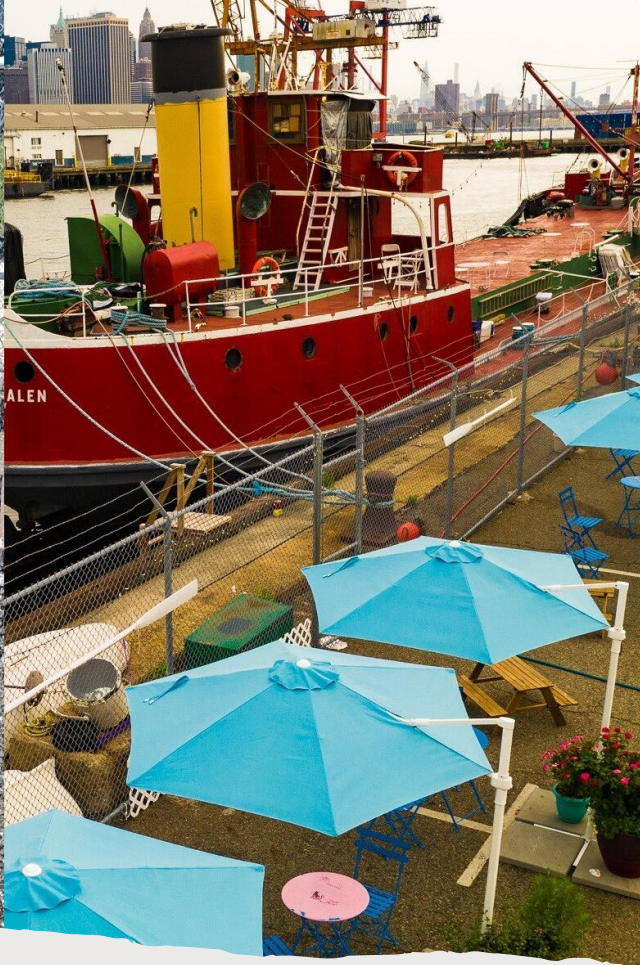
- A** PortSide/Mary Whalen
- B** Weed patch wildlife interpretation and amenities
- C** Floating habitat
- D** PortSide Park

These fill gap between Pier 11 and the street, a gap that feels huge.

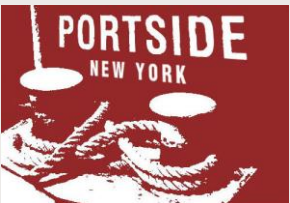
These highlight nature in a very industrial site, insert a local voice and community feel.

These provide benefits to wildlife and educational benefits to locals and visitors.

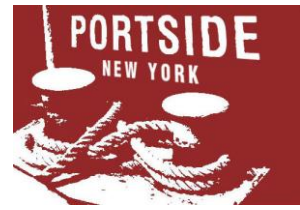




PortSide site activation *sings the song*



Time for EDC to allow a PortSide campus, a right-sized PortSide



- Ship [Mary A. Whalen](#) in same place.
- Return of [PortSide Park](#) with temporary barricades on MSC days
- [Wet lab structure](#) at south end of PortSide Park. This is amenity for local schools and has educational info outside making it an engaging feature.
- [PortSide super graphic](#) on south end of Pier 11 shed – adds visual interest, attracts people to PortSide, covers [the tattered and patched aluminum siding](#).
- [Space inside Pier 11 shed](#) for PortSide programs and services.
- [Interpretation and wildlife amenities](#) south of the Mary Whalen turning land and water along Clinton Wharf into a nature center and maritime interpretation location.



PortSide campus

a right-sized PortSide

Spreading PortSide energy beyond the Mary Whalen and PortSide Park will

Engage visitors (and locals)

Help brand Atlantic Basin and Red Hook as interesting.

Sing the song.

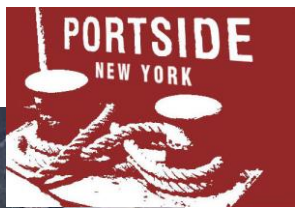
Provide amenities that ferry and passengers will use.

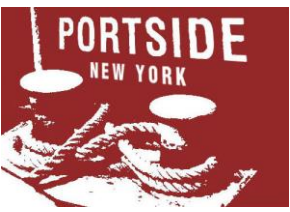
Attract people to Red Hook and NYC Ferry AND serve locals.

Add **wildlife amenities in weed patch** along Clinton Wharf: osprey nesting station, nest box for small birds, nest cams, bird feeder, ramps to weed patch so young waterfowl can get out of the water before they fly.

Add **floating habitat** at SE and SW corner of Clinton Wharf waterspace).

These will also be used for school programs.





PortSide inside Pier 11 Shed

Plans developed with national-level consultants over the years, plus our experience here going back to 2008.

1. [Visitor welcome center](#) with staffed table, brochure rack, luggage holding area
2. [Exhibits, film screenings, conferences and expos.](#)
3. [Space we share with local partners](#) for holiday market and popup events and can rent for special events.
4. [Pipeline to marine careers](#): youth boat building shop (Compare to Rocking the Boat who is willing to advise), classrooms for adults to take classes for Coast Guard licenses. Classrooms also used for general ed with local schools.
5. [Maritime library](#) with computers for digital divide neighborhood, also supports 4
6. [Resiliency community flood prep info](#) and exhibits, relates to 8
7. [African American Maritime Heritage](#) permanent exhibits
8. [All linked to our virtual museum](#) Red Hook WaterStories (a cultural tourism guide that links to 1 and 6.
9. [Museum store](#) (selling local merch too, supporting 1 and local retail)
10. [Café](#)
11. [PortSide offices](#), freeing up space on Mary Whalen for more programs, giving us bigger, better offices
12. [ADA accessible](#) the way the Mary Whalen is not.

Cruise passengers benefit from 1, 2, 3, 5, 7, 8, 12. Locals benefit from all. PortSide gets revenue from 3, 4, 9, 10.



From FB page of Captain Tom Teague

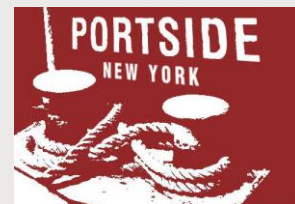
Allow PortSide to have more boat action on the pier. This will relate to indoor programs.

Since our first business plan of 2005, PortSide has planned to support the workboat sector, especially tugs with B-to-B services, especially tugboat dock n shop, crew change spot, potable water and dumpster access.

1. This supports working waterfront operations
2. Makes a living museum of the working waterfront
3. Supports our pipeline to marine careers by showing people the tugs, their crew, #tuglife
4. Provides PortSide revenue by getting a % of grocery bill from Food Bazaar. We had such a deal worked out with Fairway.

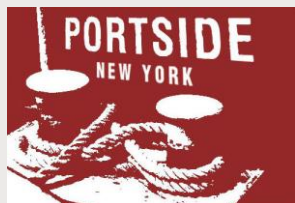
The EDC adopted this idea and proposed it in your 2008 Maritime Support Services Study calling for such a hub in each of the 5 boroughs, the first to be at SUNY Maritime. SUNY is now interested in partnering with PortSide on maritime training.

Let's make this happen finally!





Pipeline to marine careers and youth development asset, a youth boat building shop

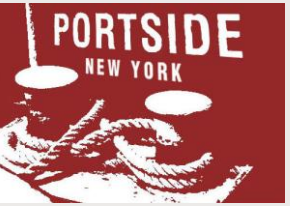


PortSide has planned such a program since 2005 and not had building space to launch it.

During that time, Rocking the Boat in the Bronx has grown to be a national leader in this kind of program, and they are willing to help us get this going.

Photos from Rocking the Boat, used with their permission.

www.rockingtheboat.org



From PortSide's 2018 business plan:

“PortSide is uniquely qualified to help the EDC continue animating Atlantic Basin.

Our gifts for turning the real world of maritime into an educational opportunity and attraction can highlight your work in Atlantic Basin.”

Plus, we have a great ambassador, ship cat Chiclet. Her last IG reel has over 2MM views.