

IMPLEMENTATION PROSPECTS:

Short Term Strategies

The Greenpoint 197-a Plan looks to the long term yet proposes feasible short-term goals as well. It envisions achieving its goals “step by step” with each action contributing to the overall vision. Some of the first steps that need to be taken by the Greenpoint community and the city to build on the community’s strengths and to resolve the neighborhood’s most immediate problems are:

- Halting the expansion of Greenpoint’s Marine Transfer Station at the presently approved level of 2,215 tons per day and banning the location of any additional waste transfer stations.
- Reducing the permitted levels of existing waste transfer facilities and phasing out those that operate to the detriment of the residential and business community.
- Promoting tree planting, park creation, improving sidewalks, and the greening of many of the “gray areas” in industrial zones.
- Development of easily accessible public parks and open space at the waterfront. Making the waterfront along Bushwick Inlet, the East River and parts of Newtown Creek accessible to walkers, hikers, bicyclists and boaters.
- Developing affordable housing for senior citizens and expanding the existing housing supply to provide for Greenpoint’s growing population.
- Providing additional primary and secondary education and community facilities, including day care facilities for senior citizens and children.
- Reconstructing the Greenpoint library, and expanding its resources to make it reflect the character of the neighborhood and to serve as the community’s “electronic doorway” to the Internet.
- Building on its locational advantages and its access to mass transit, promote the creative reuse of the Greenpoint Terminal Market for residential, cultural, recreational, and employment generating functions by selectively designating some of the buildings as historic landmarks, and reusing the structures for mixed-use functions as has been done on other historic waterfronts.
- Reusing the Greenpoint Incinerator for community and environmentally-friendly purposes.
- Prohibiting auto-dependent and truck generating uses such as shopping malls, superstores, etc.
- Prohibiting the relocation of adult entertainment districts from Manhattan into Greenpoint.
- Working with the Department of Environmental Protection (EDP) to train police officers from the 94Th. precinct to work with community groups to identify environmental violations and issue summonses to violators in Greenpoint.

In the past few years, Greenpoint residents have been able to launch a number of initiatives. These constitute the building blocks upon which the recommendations of this plan are built.

- Neighborhood Roots and the Concerned Citizens of Greenpoint were successful in their efforts to obtain funds for tree replanting throughout Greenpoint.

- The Greenpoint Monitor Museum and the Concerned Citizens of Greenpoint have obtained a letter from the National Registry of Historic Places indicating that the Greenpoint Terminal Market is eligible for the Registry.
- Hispanos Unidos organized a number of park clean-up campaigns in Greenpoint Park and the nearby Newtown Barge Terminal Playground. Improvement of the playground by the NYC Department of Parks is now underway.
- Planning for streetscape and transportation improvements on Manhattan Avenue now underway is a result of advocacy by the Greenpoint Monitor Museum and Manhattan Avenue Merchants Association.
- The Greenpoint Monitor Museum has prepared a Residential Flooding and Sewer Problem Survey and Map, including locations of combined sewer outfall and flood-prone streets in Greenpoint.
- The Greenpoint Civic Council has undertaken resolving community complaints and an anti-graffiti project repainting business storefronts.

Long Range Strategies

“Step by Step” strategies work best when they lead to long term goals. The Greenpoint Plan offers a set of long-range strategies that build upon the community’s aspirations and on planning and development opportunities that already exist in the community. The plan envisions an ecologically balanced renewal that reduces the adverse affects of pollution, and in the process generates economic growth through *sustainable development*. The result will be a dramatically improved quality of life for all those who live and work in Greenpoint.

Long-term and short-term initiatives should include

- linking Greenpoint’s residential community to the East River waterfront and the creation of a publicly accessible, usable and continuous waterfront.
- redevelopment of Greenpoint’s East River waterfront for public access, and a mix of contextual residential, high performance light industrial, and small scale retail uses with a sizable amount of land set-aside for public open space.
- improved mass transit, in particular increased bus service that would strengthen the link between Greenpoint and other parts of Brooklyn and Queens and establishing a connection from the “G” to the “7” train.
- introduction of barrier-free buses on all lines serving Greenpoint’s commercial corridors. This would allow for easier on-off access for pedestrians, shoppers, parents and the disabled.
- water-borne transit, including a ferry and water taxis linking Greenpoint to the proposed Stuyvesant Cove restoration area and other points in Manhattan, Brooklyn and Queens.
- a limitation on auto-dependent uses.
- and where and when feasible, the conversion of the truck fleets serving Greenpoint’s industry to natural gas fleets.

City-wide and Regional Strategies

Efforts to improve the environment in Greenpoint as described in more detail throughout this plan, are designed to encourage the City and the region to adopt siting standards and environmental policies that do not compromise the quality of life in waterfront communities such as Greenpoint. Policies that put a disproportionate share of the responsibility of solid waste management on waterfront communities, particularly those with manufacturing zones, violate the intent and the spirit of the charter mandated “fair share” requirements. To bring about this change in City policy, Greenpoint’s efforts should be coordinated with those of other communities and supported by community businesses and residents alike.

By linking Greenpoint with other waterfront neighborhood efforts throughout the city, we join a citywide effort to develop a “fair share” plan for the management of solid waste. The plan also calls for dramatically reducing the permitted amount of waste and the number of waste transfer stations and other burdensome facilities in Greenpoint.

As part of that effort, a citywide, community-by-community effort to reduce solid waste and water runoff at its source must be made. The Greenpoint plan includes a number of elements that can reduce the need for costly and burdensome waste disposal facilities if adopted as part of a citywide policy and if replicated by other communities (see recommendations in the section on the Environment). Greenpoint proposes to model for other communities how to reduce the city’s dependence on these costly and unhealthy methods of waste disposal through enlightened land use policies, sustainable development guidelines, intensive greening policies, and solid waste source reduction efforts.

The plan envisions the establishment of “green links” -- pedestrian walkways, bicycle paths, “water-taxis” and recreation and pleasure craft -- joining together the environmental education centers, parks and historic sites that the plan envisions will someday be located along the waterfront. These “links or paths” would weave together New York City’s and Greenpoint’s living, working, and recreational waterfronts. They would enhance and sustain the revitalization process already underway in Greenpoint and the city as a whole.

Potential Funding Sources

The following list of existing and or anticipated funding programs was developed as a guide to the implementation of many of the proposals in the 197a Plan. We realize that some of the ideas we put forth are long range proposals and others immediate. We also realize that over time the financial support for many of the land use, transit, environment and infrastructure investment called for will change. We put forth both the proposals and the anticipated means of paying for those proposals with this in mind. We recognize that a 197a Plan is a living blueprint for future action and that it is dependent on the availability of future resources and other factors that we cannot foresee. Since we originally put some of these ideas forward, the Governor and the President have both put forth programmatic and budgetary proposals that could fund some of the programs that we suggested. In New York State, the Pocantico Round Table has been established to develop a consensus document for a NYS legislative agenda for Brownfield regeneration and reuse. This initiative which includes representatives of the public, private and not-for-profit sectors and which has the support of the legislature has been informed by the Greenpoint 197a Planning effort. We believe that some of the recommendations that will be issued the Pocantico Roundtable will over time be available to implement aspects of the Plan. Similarly, the President's proposal for Brownfield regeneration and reuse will also help Greenpoint fulfill its promise as a great place to live.

These community visions can build upon the neighborhood's rich asset base by making creative use of funds from the following programs:

- ISTEA (Intermodal Surface Transportation Efficiency Act) -- Federal funding currently used for tree replanting in Greenpoint, but may in the future be put to use to plan and develop bike lanes, a trolley system and other transportation improvements.
- Environmental Bond Act Funds -- state funds for environmental improvements that may be used to reclaim the publicly-owned Noble Street Pier and to create waterfront promenades and walkways, bike paths, a boat house, the Greenpoint Monitor Museum and water-dependent sports and recreation.
- Economic Development Financing from a variety of city, state and federal sources used to assist businesses in upgrading their properties.
- New York City's Capital Budget -- city funds currently allocated for "maintenance of effort" should be used for sewer repairs and other infrastructure improvements in Greenpoint, including but not limited to the rebuilding of McCarren Park and WNYC Park, Greenpoint Library, and the Manhattan Avenue reconstruction.
- Community Board One linking Section 2707 of the New York City Charter to fulfill the mandates of Greenpoint's 197-a Plan.
- Environmental Protection Agency's (EPA) Brownfield Demonstration Program provides funding for reclamation of polluted industrial sites, reuse of loft buildings, mixed-use developments, housing, educational or recreational purposes.
- EPA Mitigation Funding (for example, an amenities package for the Greenpoint Sewage Treatment Plant should be to implement recommendations outlined in the sections on Waterfront Access and the Environment of this plan.)
- U.S. Department of Housing and Urban Development's (HUD) 80/20 Tax Credit Housing Incentive Program -- an incentive to encourage private developers to include affordable housing in their development projects.

- Federal funds through Army Corps of Engineers' drift removal project for waterfront cleanup.
- Cross subsidy programs that would allow for development of restaurants, upper income housing and other income generating uses in return for amenities and affordable housing.

In addition, the Greenpoint Plan proposes to supplement the above resources with new funding from the following:

- Mobil Oil Remediation Fund -- Funds from the sale of the recovered oil. A renegotiated consent decree with Mobil Oil is necessary to address the enormous problem. Proceeds of the Mobil Oil Remediation Fund should be used to implement projects and recommendations proposed in the Greenpoint 197-a Plan.
- Environmental Compensation for remediation of environmental problems caused by poor planning and governmental regulation. A comprehensive environmental benefits program should be created by the city, state and federal governments to implement concrete solutions such as waterfront access, and the greening of gray areas and other environmental programs.
- The Proposed Clean Industries/Good Neighbor Agreements Program. Successfully implemented in a number of cities throughout the U.S., it would guarantee community oversight of local industries in order to increase the performance standards at which local industries operate, thus protecting neighborhoods from toxic hazards and pollution.
- Private investment through private donors and self-help initiatives.

In essence, the resources exist. Coordinated and comprehensive planning could lead to more effective use of the limited capital budget resources currently available. These financial resources could be used to address the community's concerns rather than to compound existing problems. Applying the city's *Fair Share rules* and requiring businesses to properly mitigate any adverse environmental effects of industrial activities in Greenpoint could be used to revitalize the area. Ideally, a system of incentives could be implemented that would assist business owners to become more environmentally sensitive. This would contribute to making the regulatory system more effective and allow for better enforcement of existing laws. With a concerted plan of action in hand, community leaders and civic organizations working with city officials could aggressively pursue city, state and private resources to undertake sustainable development initiatives that would lead to Greenpoint's revitalization.