

# PortSide New York

NYC's most innovative waterfront programs

# Goals of this presentation to CB6 [EWCDH committee](#)

- Letter of support from CB6
- I get a lot of you jazzed
- You get involved with PortSide
- We grow a relationship, and this committee contacts PortSide for expertise about diverse waterfront matters

# Founded 2005 in Red Hook. Innovative, award-winning

**2013 White House** award for hurricane Sandy recovery work

**2013 NYS Senate honors** for Sandy recovery work sponsored by Senator Velmanette Montgomery, co-sponsored by Senator Daniel Squadron

**2013 National Maritime Historical Society**

**2017 Congresswoman Nydia Velazquez** presented a Congressional Record citing the importance of our ship MARY A. WHALEN and PortSide programs

**2013 Appointed by Governor Cuomo** to Red Hook NY Rising committee

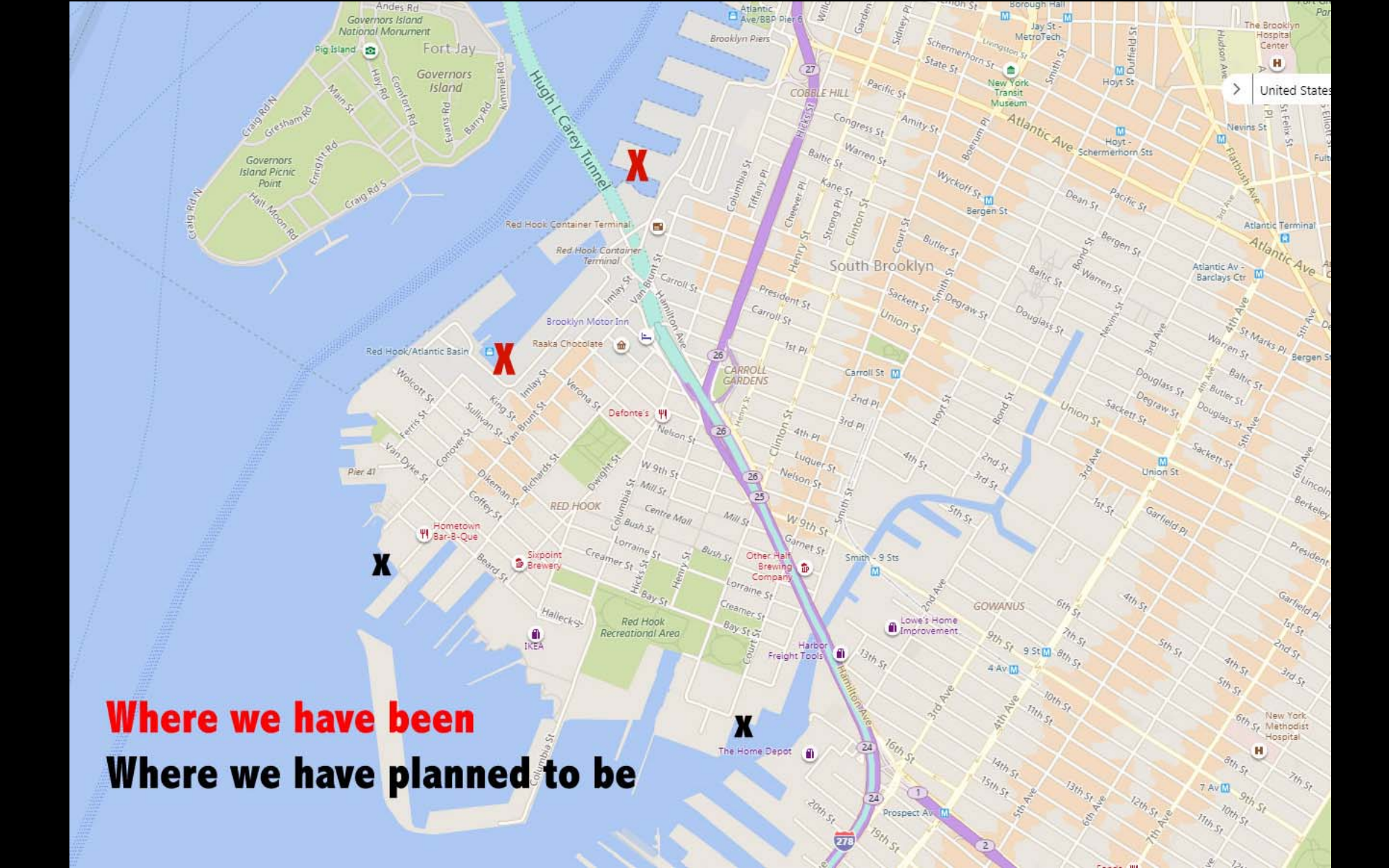
**2014 Appointed by Councilman Carlos Menchaca** to the Sunset Park Task Force to advise the NYC EDC about development of SBMT

Yet...

PortSide was homeless for 10 years and has been seeking building space all of our 13 ½ years.

PortSide's real estate story reflects waterfront planning issues that are the purview of this committee. Our saga is an instructive one.

We want to work with you.



**Where we have been**  
**Where we have planned to be**

# Current home: **MARY A. WHALEN** originally S.T. KIDD00



# Our placemaking & programs make maritime an attraction so:

The working waterfront is appreciated. People know to find work there.

Visitors come which supports local retail and community-sensitive investing.



# Learning, play, meaningful experiences flow together

Our programs target all sectors of Red Hook, New Yorkers and visitors via educational, cultural and vocational programs.

We are a [community center AND destination](#). We offer school programs and internships.





# Commercial partner Lehigh Maritime

Marine repair and training

- restoring MARY A WHALEN
- maritime training programs.
- towing endorsement training (TOAR)





Workforce training program with District Council 9



Youth CTE vocational education



Youth CTE vocational education

# Sea Scouts partner ships from NJ



# Part of the PS 676 (former PS 27) rebound team



Education



Culture TankerFlick



Culture TankerTunes





Culture TankerOpera in containerport



Visiting vessels we brought more to Brooklyn than major parks



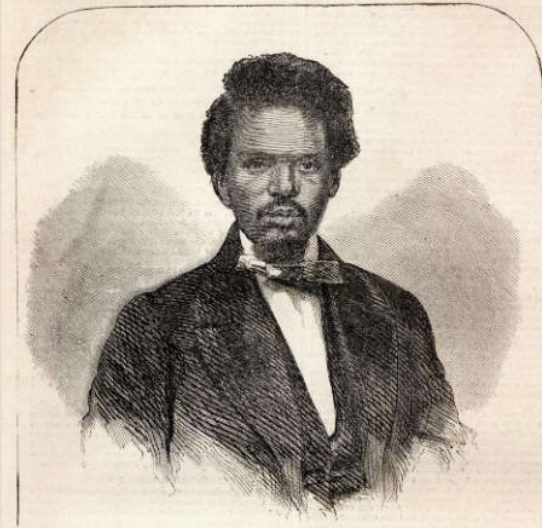
A visiting vessel ourselves: we can be [DockNYC](#) flagship

# African American Maritime Heritage Program

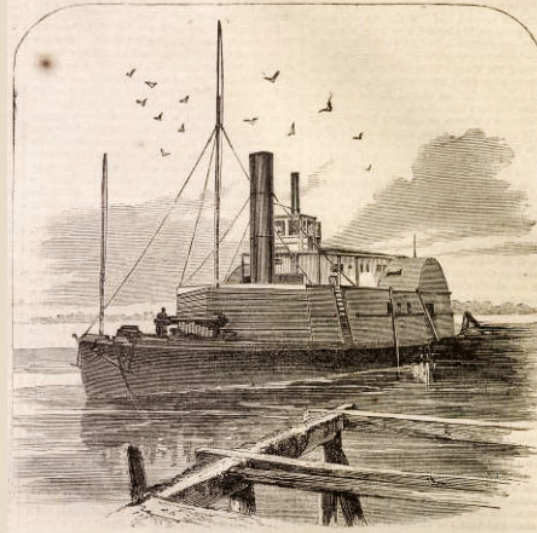
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HARPER'S WEEKLY.

[JUNE 14, 1862.



ROBERT SMALLS, CAPTAIN OF THE GUN-BOAT  
"PLANTER."



THE GUN-BOAT "PLANTER," RUN OUT OF  
**CHARLESTON**, S. C., BY ROBERT SMALLS, MAY, 1862.

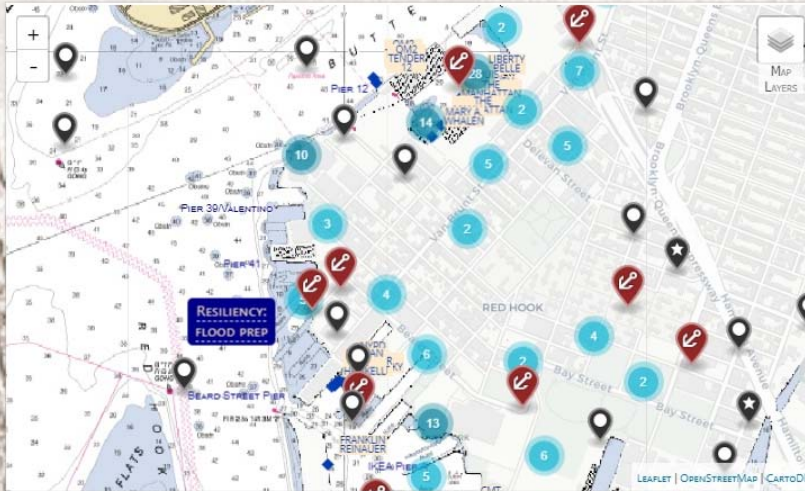


SITE-WIDE  
SEARCH

SEARCH MAPPED ITEMS ONLY



EXPLORE THE PAST EXPLORE TODAY WATERFRONT NOW ABOUT



Fullscreen Map

Show Current Location

A PROJECT BY PORTSIDE NEWYORK

Welcome to 400+ years of Red Hook! Inclusion is a theme in this e-museum that memorializes forgotten, overlooked and erased histories. It's a resource for locals, tourists, history buffs, urban-planners, educators, students, flaneurs. It tells NYC's maritime story in microcosm. Explore:

- our waterfront past & present
- contemporary Red Hook retail, arts, non-profits, schools, recreation, transit
- flood prep & resiliency info

Explore via menus, the search window, or interactive map. On the map, click the colored, numbered dots to expand multiple items in that location. Then, click on a pin to explore that item. Anchor icons mean sites of major importance. [More about this site](#)

Click empty spot on map to activate it

Donate Now

Email Us

Twitter

Facebook

Instagram

# Red Hook WaterStories

e-guide to Red Hook past + present

400+ years of maritime history

Current working waterfront

Resiliency info

A growing resource

[www.redhookwaterstories.org](http://www.redhookwaterstories.org)



Walking tours

# Sandy recovery work & resiliency planning

Extensive and inventive recovery work

Commended by Federal Disaster Recovery team

Major contributions to the NY Rising Red Hook plan

And... we have a great ship cat!

Chiclet





# The business plan

For more about this see [www.bit.ly/ASHORE2](http://www.bit.ly/ASHORE2)

Let's create a dynamic maritime gateway to Red Hook!

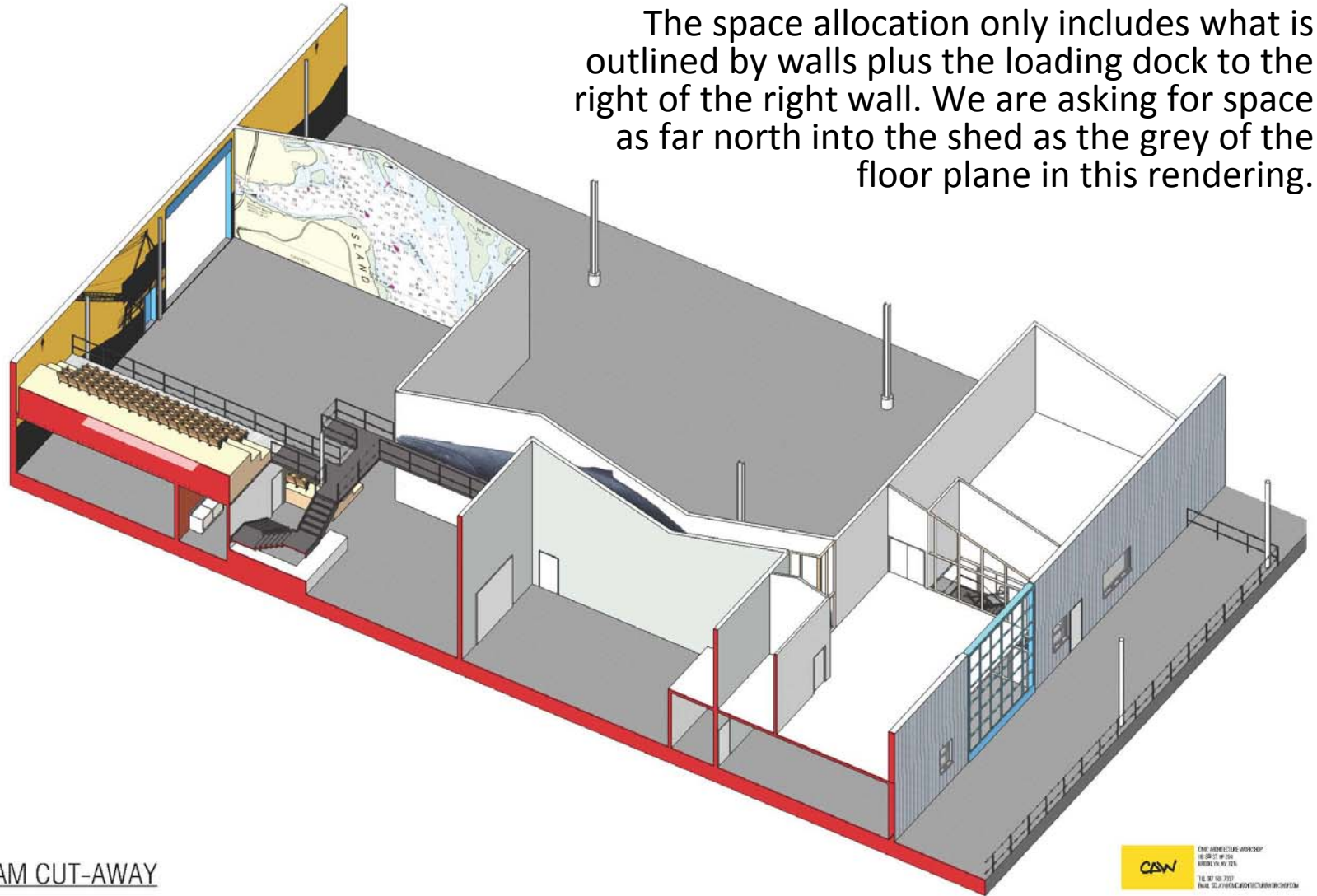
Let's create a place that shapes NYC's WaterStories!



- EDC promised an Atlantic Basin home 2008-2011
- We developed program ideas and partners during that time and are ready to go!



The space allocation only includes what is outlined by walls plus the loading dock to the right of the right wall. We are asking for space as far north into the shed as the grey of the floor plane in this rendering.

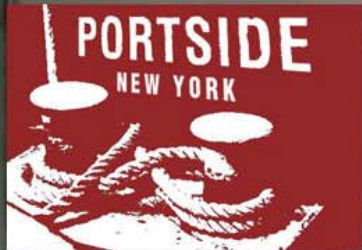


PROGRAM CUT-AWAY

# The space has distinctly different subspaces

- The loading dock is along the eastern/inland side
- Next to that, is an existing office suite with a large conference room, 3 offices, a wide hall, bathroom.
- West/inboard of that along the southern wall, is a garage-type space that we would use as a boat building shop. Next to that is the southern roll-up door that is visible from Pioneer + Conover Street.
- West of that a “warehouse” space that is not insulated. Its roll-up door looks out onto the pier, our ship MARY A. WHALEN and the skyline.

# Suite of three offices, conference room & hall suited for



Mariner training classes

School programs

PortSide offices

Museum store

Maritime reading room (with mobile bookshelves)

Movie nights, talks , book readings, gallery for small exhibits



# Warehouse suited for

Larger-scale programs & audiences

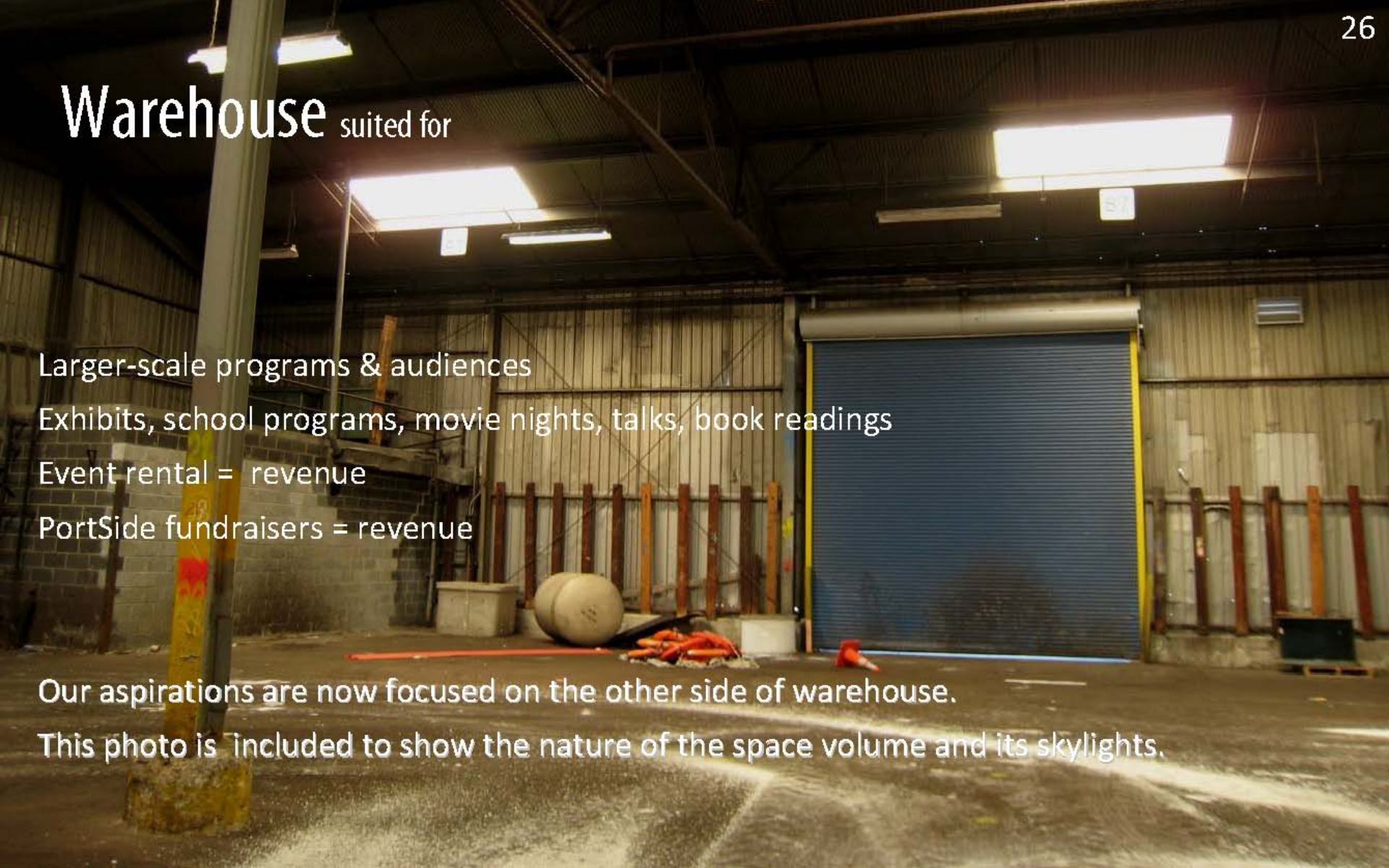
Exhibits, school programs, movie nights, talks, book readings

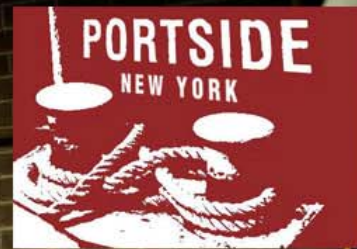
Event rental = revenue

PortSide fundraisers = revenue

Our aspirations are now focused on the other side of warehouse.

This photo is included to show the nature of the space volume and its skylights.





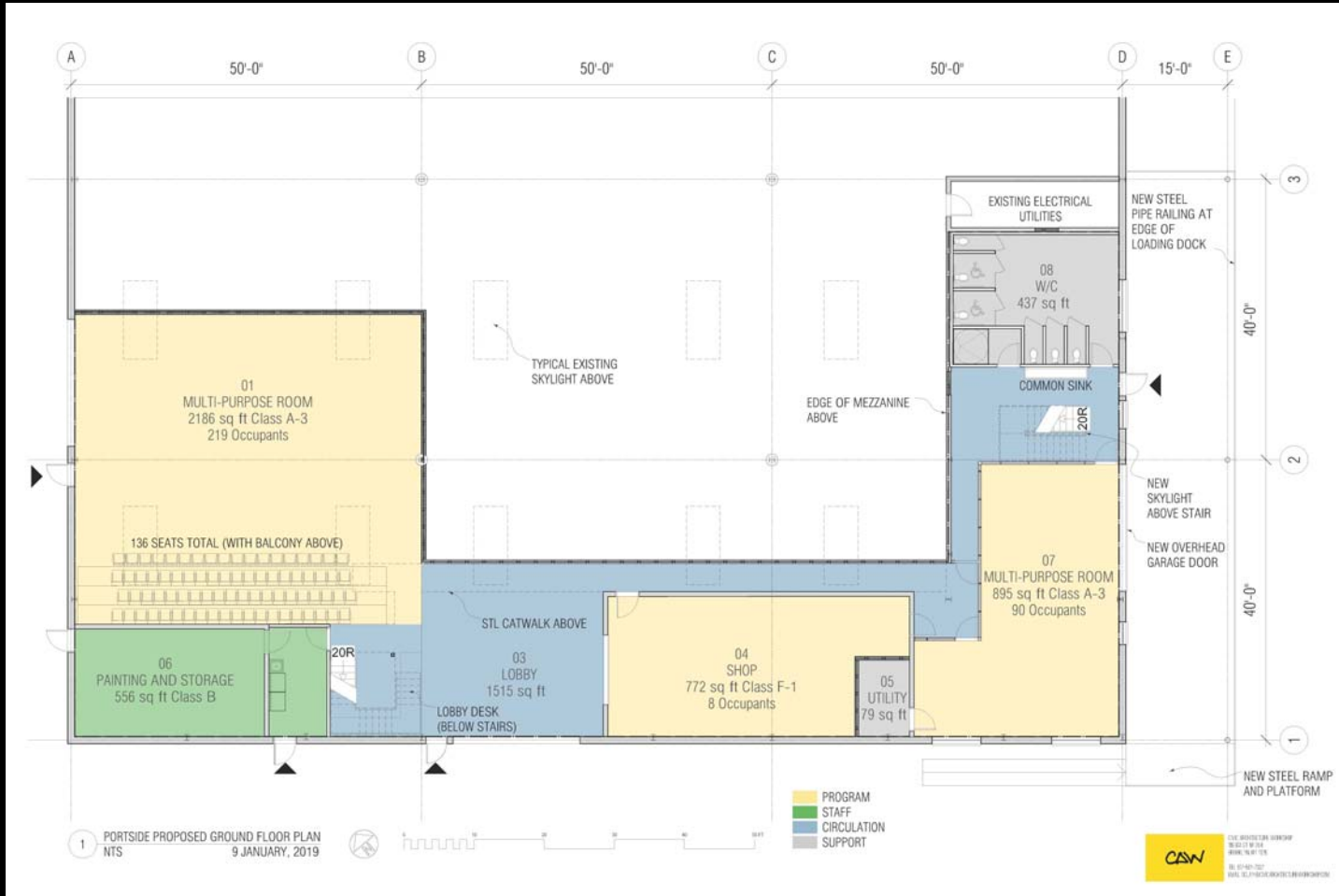
Garage at right can be a shop used for boat building, STEM + CTE vocational programs, and repair of the MARY A. WHALEN Addition of second floor within this could add a video screening room, exhibit space, and more. Got ideas?



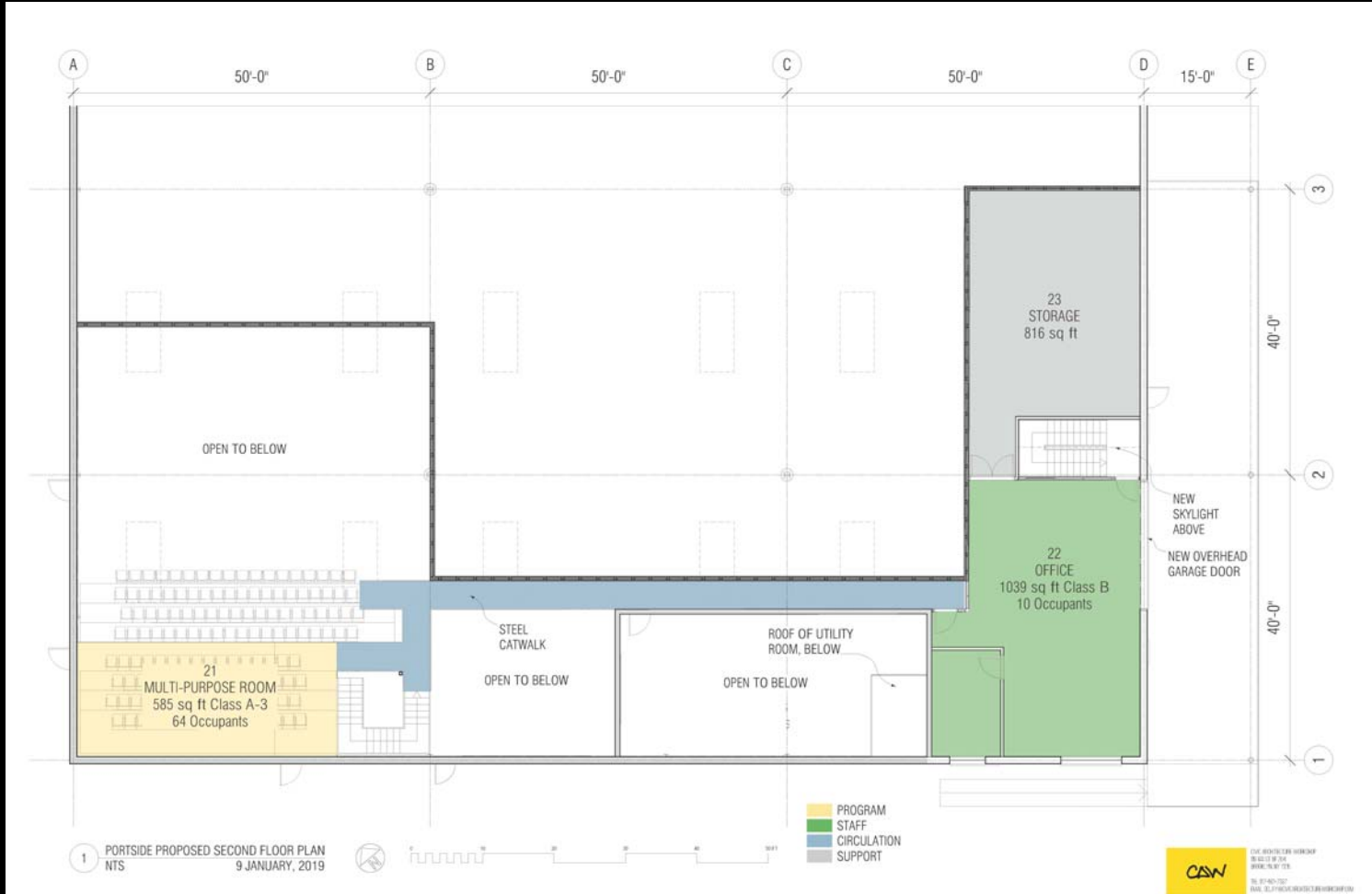
One Red Hook school requested a 10' x10' wet lab. We like the idea. Where could it go?



# Arch plan- Ground floor Phase 2



# Arch plan – 2<sup>nd</sup> floor Phase 2



# WaterStories via diverse program types

Ship tours

TankerTime

Films

Book readings

Talks

Performing Arts

Walking Tours

E-museum RHWS

STEM & CTE education

Internships

Training Union Labor

Resiliency planning

African American Maritime

Heritage

# Audiences – extraordinary diversity

Creatives

Dock workers

Merchant mariners

Hipsters

NYCHA residents

Brownstoners

Immigrants

Historians

Urban Planners

Preservationists

Boaters

Landlubbers

# Partners – extraordinary diversity

## Schools

## Arts orgs

## Union Labor

## Maritime businesses

## Maritime non-profit

## Other businesses

- PS 676
- Summit Academy
- BASIS
- Williamsburg HS of Architecture & Design
- Cora Dance
- Waterfront Museum Barge
- Pioneer Works
- Red Hook Library
- de-construct art residency
- Resilient Red Hook
- Realty Collective
- NYC Ferry
- Red Hook Container Terminal
- Lehigh Maritime
- District Council 9

# How we make a maritime Gateway to Red Hook

- [Placemaking](#) (site interpretation & wayfinding)
- Links to our [e-museum](#) Red Hook WaterStories
- Connect Red Hook to Atlantic Basin energy and users
- This grows ferry ridership, connects cruise passengers to Red Hook
- This fosters community-sensitive investing



# Building space enables:

Programs that need to be land-based:

- Exhibits, boat building shop, etc
- programs and events for large groups

Non-weather-dependent space enables:

- a predictable program schedule
- more programs and year-round ones

ADA program space and ADA office space



# Building space grows our efficiency & revenue

Getting our offices off the ship enables:

- Full restoration of the ship interior
- More programs inside the ship
- More effective office space. Current conditions prevent some people from working with us.
- Creates more revenue generating space

Creates a PortSide place that people and boats can visit while our ship visits other communities



# Program uses of warehouse space

## Fall/Winter:

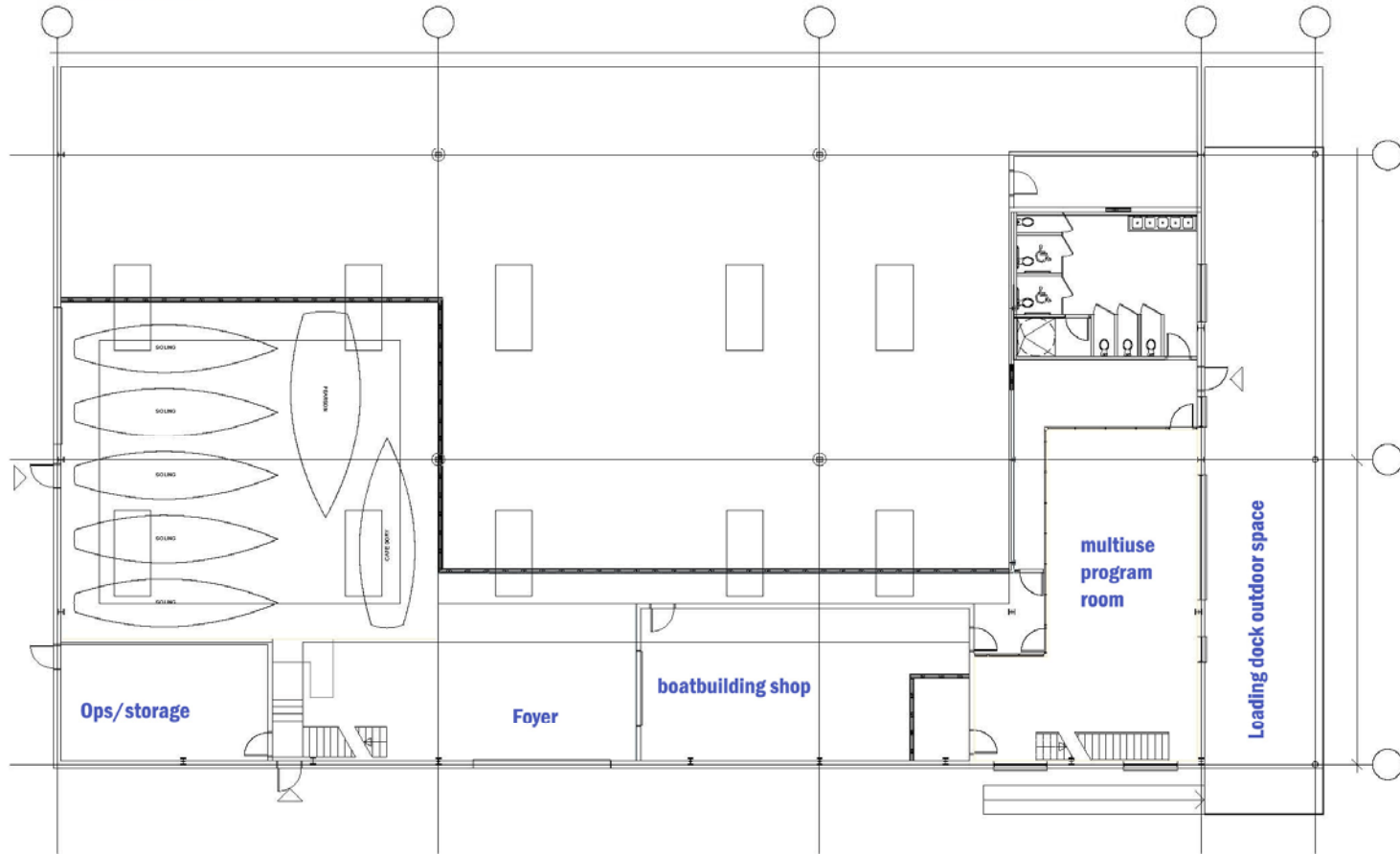
- October: build Barnacle Parade floats
- December: holiday market
- Jan-April: shipyard for our boatbuilding program & community sailing
- Pop-up wet lab for school programs (sloppy stuff)

## Warm months:

- Exhibits
- Movie Screenings
- Book readings, talks
- Performing arts: ours & via Guest Curator (Cora Dance & others)



# Draft plan: PortSide NewYork Pier 11 warehouse 1st Floor



MARY A. WHALEN

Version where warehouse space has a cold weather use as winter maintenance shed for potential sailing program. In warm and temperate weather, this space would be for cultural and educational programs for youth and the general public: exhibits, film screening, performing arts, festivals and expos.

# Program uses of conference room

- Winter location of cultural programs for the public from last slide
- School programs that are not wet lab/sloppy stuff

## of loading dock

- Summer location of cultural programs for the public from last slide
- Overflow area for evening events
- Daytime lounge and reading area

# Loading dock suited for



May-October outdoor programs:

- School programs
- Movie nights, talks, book readings
- area for small shipwork projects
- Overflow space for indoor events
- Seating for proposed café



By visiting PortSide, many students and participants have gained knowledge related to marine life and work and about Hurricane Sandy and sea level rise in NYC. There is a great segue to educate the public about climate change and adaptation measures.  
- Karen Blumke, organizer and resident of the Red Hook Houses

**PortSide New York**  
NYC's most innovative waterfront programs

PortSide's core mission is service to who are chronically underserved. This does our city proud.

From the New York City Greening of Public and the Coast Guard  
greening sites to waterfront recreation, PortSide has many  
options and the opportunity to work with you on a project  
that's right.



# An asset to the EDC , PortSide NewYork:

Serves the public, a model for improving public policy

- Creates an exciting [maritime gateway to Red Hook](#)
- Creates [indirect economic benefits](#) from your maritime activation
- Creates pipeline to marine careers
- Shows new model for combing working waterfront & community programs
- An [example for Freight NYC](#): how to make maritime a welcome neighbor
- We can be flagship of DockNYC when our ship visits other locations
- Continues creating NYC's most innovative waterfront programs

# PortSide WaterStories unique formula

## Serving the public:

Authentic maritime AND culturally hip experiences

We create programs AND are a magnet for cultural and maritime program partners

## Shaping public policy:

We are masters at **placemaking** and creating **synergies** between diverse community stakeholders and at creating **indirect economic benefits**

# Capital projects plan

We plan phased activation and build-out

- Phase 1: light intervention to speed activation and relieve space pressure
- Phase 2: commence major alterations after fundraising & recruitment of donated & discounted labor & services



# Capital projects –cost reduction strategy

To reduce costs, train labor, create community buy-in, we will seek:

- donated contractor services
- discounted contractor services
- training program partners
- donated & discounted materials
- volunteer work crew

Done in renovation by partner Cora Dance and construction of RHI building

SHIP: District Council 9 wants to assume painting of all interior & exterior steel

# Revenue plan

## Revenue sources

- Cultural:
  - Admission fees
  - Rent warehouse section for performing arts
  - Image licensing, donated photo archives (NEW due to donors!)
- Museum store
- Event space rental
- Location fees for photo, TV, film shoots (ship & building)
- Tugboats tie-up to MARY WHALEN for Fairway dock n shop?

# Capital costs & campaign: 5 year \$2MM

- Skanska estimate phase 1 is about \$835,000
- Phase 2 about \$500,000
- Add costs of fundraising itself
- Earned revenue under both Phases I and II is expected to range from about \$250-400,000 over the five year capital campaign period
- [Participatory Budgeting](#) funds; during the last PB cycle, awards in our district averaged \$575,000.

# Business plan

created by PortSide staff with assistance from

Elaine Carmichael, Principal, Economic Stewardship, urban planner

Captain Greg Metzger, Southampton High School Marine Science Teacher

Severn Clay-Youman, Civic Architecture Workshop, architect

NYS Marine Education Association (NYSMEA)

Cathy Drew, Founder and ED of the River Project

Matt Perricone, Lehigh Maritime, Captain/Engineer, maritime instructor, marine construction, towing

Ahmed El-Husseiny, AE Superlab, site designers

Edson Pinto, AE Superlab, site designers

Adam Green, Founder & ED of Rocking the Boat

Carmen Rainieri, AIC, CPC, CCM, LEED AP BD+C, Skanska, construction estimator

Barry Johnson, Economic/business development consultant to government, business and non-profits

John Russo, Baruch and Summit Academy, marine science instructor

Gillian Kaye, Kaye Strategies, non-profit consultant

Robert Segal, wet lab designer

Edward Lamson, BJH Advisors, market research

Tall Ships America

# Join PortSide in creating a future-focused, maritime center

This plan builds on PortSide's 13-year experience with pop-up programs & multiple sites



# Let's grow PortSide NewYork!

A large red tugboat is positioned on a barge in the foreground, silhouetted against a vibrant sunset sky. The sky transitions from a deep orange near the horizon to a pale, hazy blue at the top. In the background, several rows of folding chairs are set up on the barge, and a few people are visible, some sitting and some standing, enjoying the view. The overall atmosphere is peaceful and scenic.

[portsidennyork.org](http://portsidennyork.org)

[RedHookWaterStories.org](http://RedHookWaterStories.org)

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