

PortSide New York

A living lab for better urban waterways. We bring WaterStories to life.

We bring the community ashore and community afloat closer together.

PortSide goal is to create a maritime center

that combines working waterfront, public access, community development.

- B to B services to marine industry
- Making working waterfront into an attraction
- Maritime placemaking supporting community development
- Tugboat dock n shop = attraction, revenue for the non-profit & supermarket
- Landing for multiple vessels = economic activity for the non-profit & area
- Pipeline to jobs via youth programs & marine career desk
- Cultural & educational programs for diverse audiences

a living lab to demonstrate new models for NYC's waterfront

Our History: 10 tough years looking for a home... a story applicable to others

- Non-Profits
- For-Profits
- Small & large scale operators
- Cultural & Industrial marine boats
- Visiting boats & Visiting events

Design
impediments

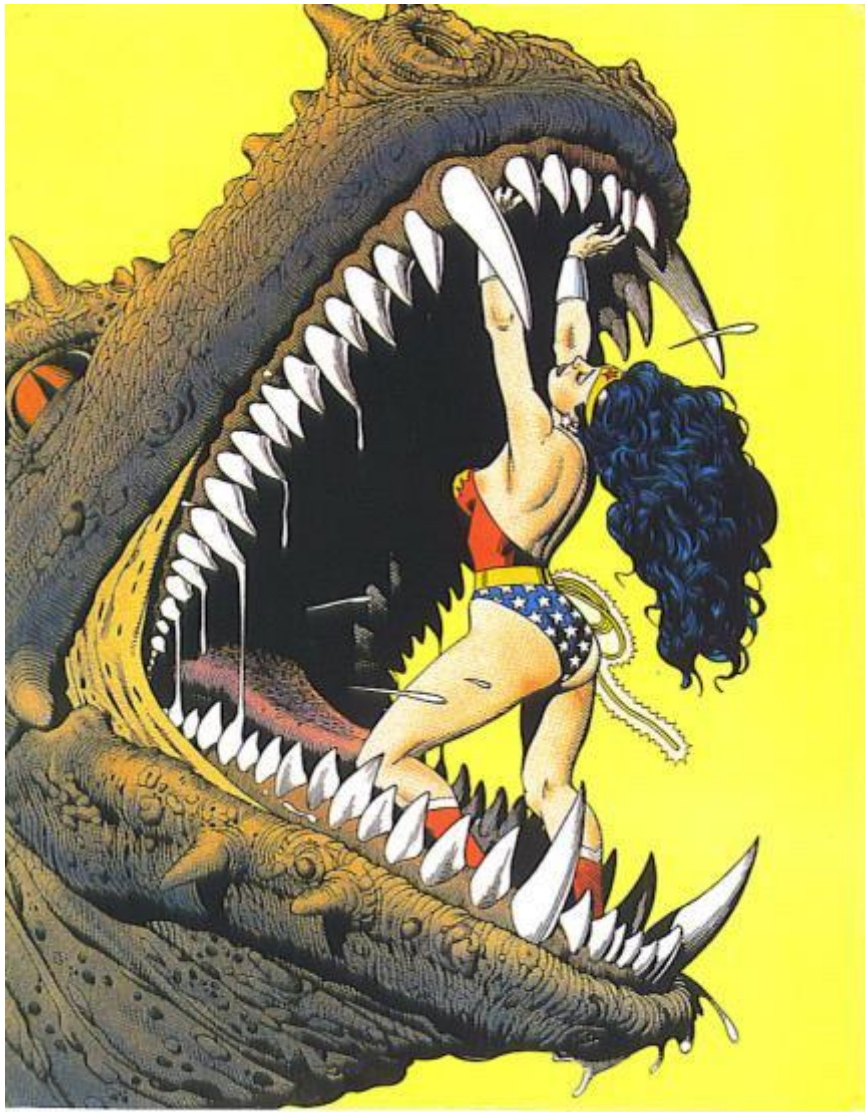
Management
impediments





“If you were in Europe,
the government would
give you millions of
dollars to do this.”

–Gita Nandan, Architect, Planner,
Professor at Pratt Institute, Chair of Red
Hook NY Rising Committee, Co-founder of
RETI Center in Brooklyn



“This postcard describes what you’re going through.”

– Cate Cochran, Canadian Broadcasting Company Producer of national, in-depth, radio show

NYC waterfront bureaucracies

slow

a culture of NO

overly complex

not clear who's in charge

do not reward change

accept inaction



System stacked against innovation & the little guy

Only big players have resources to survive:

- complex paperwork
- slow negotiations
- demands on staff time
- wait for access to space



The system has been broken so long, many operators don't try any more.

How to usher in a new day...



Expand definition of COMMUNITY

Community has been narrowly defined as those close to the water site, but:

- Waterfront and waterways are resources for all - not just the people closest to it.
- There is community ashore AND COMMUNITY AFLOAT.



Increase EQUITY

- Do more outside Manhattan (advocacy & investment).
- Invest in neighborhoods with people of color, low-income, industry.
- Add concept of #EconomicJustice. A community should not be penalized for economic decline. NYS DEC limits repair of deteriorated piers.



Change METRICS

- Public use, not just public access.
- Activation, not just design.
- Community development, not just revenue to the operating or planning agency.
- Promote organic, small growth, not just pre-planned, mega-projects. Incubate!



Make bureaucracy ACCOUNTABLE

*The waterways have no political representation.
The waterfront is chopped up into many districts.
Many major waterfront parks are run by
uncoordinated independent authorities.*

- Listen to input.
- Increase transparency.
- Fulfill promises.
- Create metrics of success?
- Create system of accountability:
 - Department of the Waterfront?
 - Political district for Sixth Borough?





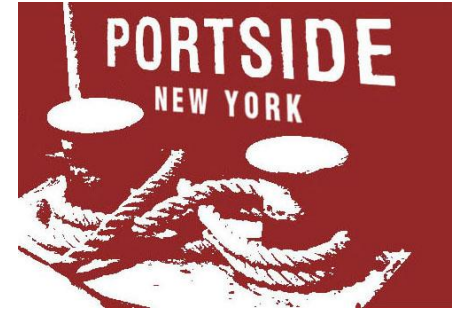
refocus ADVOCACY

- Message to a larger audience.
- Bring elected officials into your negotiation.
- Waterfront Alliance:
 - create method for constituents to vote on your policy.

Improve MEDIA reporting

- Focus on what is NOT happening.
- Give us waterfront beat reporters.
- Don't just use architecture/design journalists to profile new piers and park plans.
- Operators and advocates, talk to the media.





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