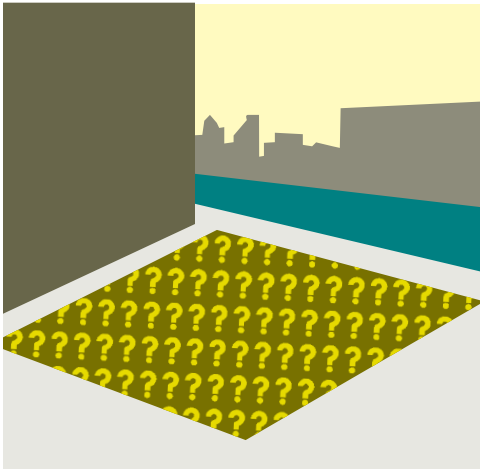


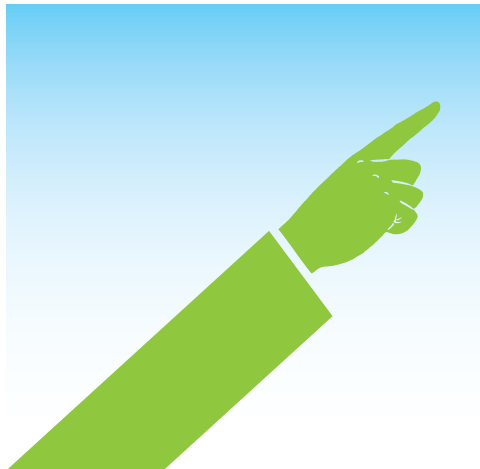
THE NEWTOWN CREEK BOA

BROWNFIELD



A brownfield is an underutilized parcel of land devalued by a perception of contamination. A brownfield may not actually be contaminated at all.

OPPORTUNITY



A BOA study is an opportunity to find out what obstacles are keeping brownfields in an area from being reused, and to create a plan to address those obstacles.

AREA

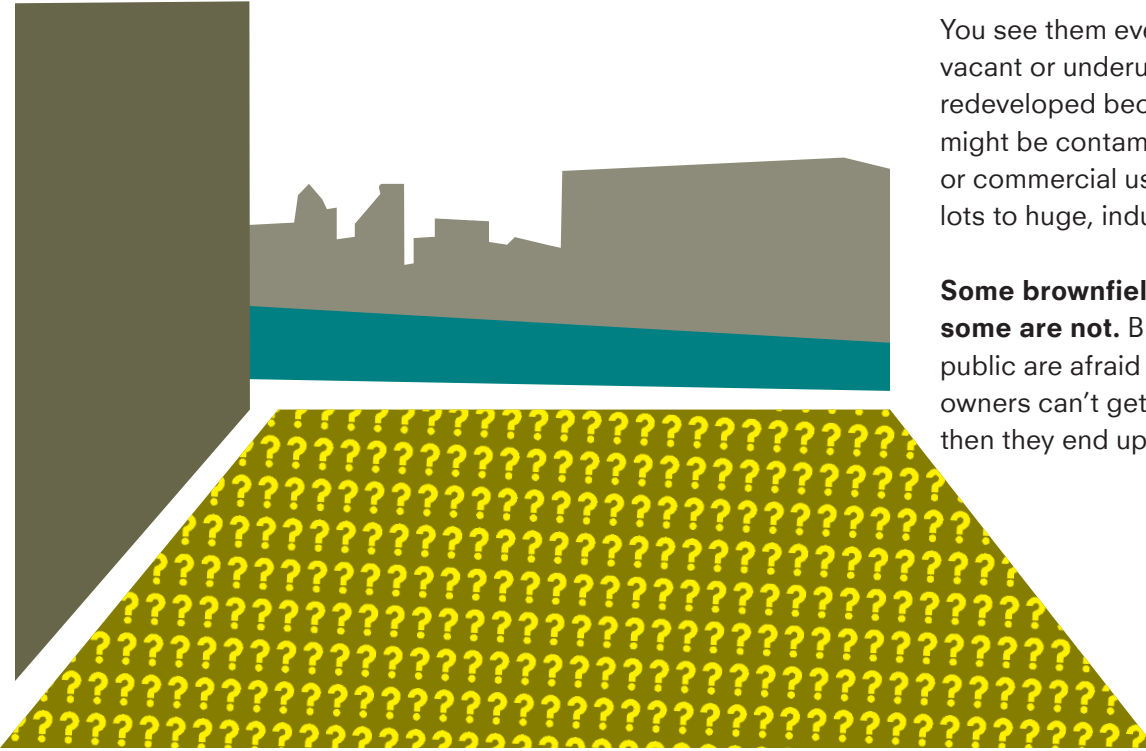


The Newtown Creek Industrial District is a swath of largely industrial land along the creek in Greenpoint, Long Island City, East Williamsburg, and West Maspeth.

What is a Brownfield?

You see them every day. Brownfields are those vacant or underused sites that aren't being redeveloped because people are afraid they might be contaminated from previous industrial or commercial uses. They vary in size from small lots to huge, industrial compounds.

Some brownfields are actually contaminated; some are not. But if banks, developers, or the public are afraid of these sites, or if property owners can't get loans to reclaim or use them, then they end up neglected.



What is a **Brownfield Opportunity Area**?

BOA is a planning program. The New York Department of State gives BOA grants to local governments and community groups to develop community-wide strategies for brownfield redevelopment. It takes a lot more work to redevelop brownfield sites one by one. A large-scale strategy can identify similar obstacles facing sites in a common area, and find resources to address them across the board.

The result will be a realistic community plan that can be used to obtain funding and investment for community-wide brownfield redevelopment.

**BOA
is not a
snake**



BOA is not Superfund

Superfund is a federal program addressing sites with serious and definite contamination. The Newtown Creek Superfund is primarily concerned with the water of Newtown Creek, not the land surrounding it. Unlike Superfund, the BOA program does not place blame on polluters. It's about creating a community-wide strategy to overcome obstacles to redevelopment.

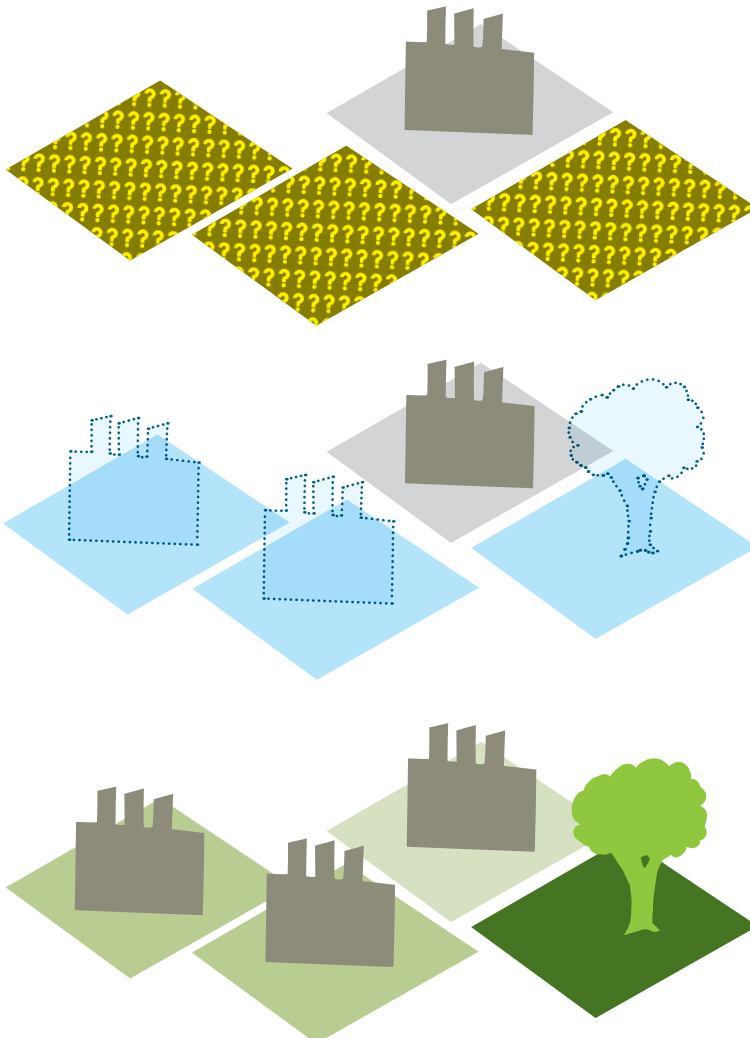
BOA is not a brownfield cleanup program

In New York, both the city and the state run brownfield cleanup programs. Participants in the BOA program can qualify for funds and other forms of assistance through these programs (often qualifying for additional funds because they are located in BOA communities), but they must apply directly to the city or state program.

BOA is not part of the Environmental Benefit Program

A legal settlement between the city and the state over the conditions of the Newtown Creek Wastewater Treatment Plant led to the creation of the Newtown Creek Fund. The BOA program has no direct relationship to the settlement.

The BOA Program has 3 Phases



1 Study the area

In the pre-nomination phase, the goal is to conduct a preliminary study of the area.

2 Designate the area

In the nomination phase, a community conducts a detailed study of the area, and applies to designate a particular part of their district as a Brownfield Opportunity Area. **The Newtown Creek BOA is currently in this second phase.**

3 Redevelopment Strategies

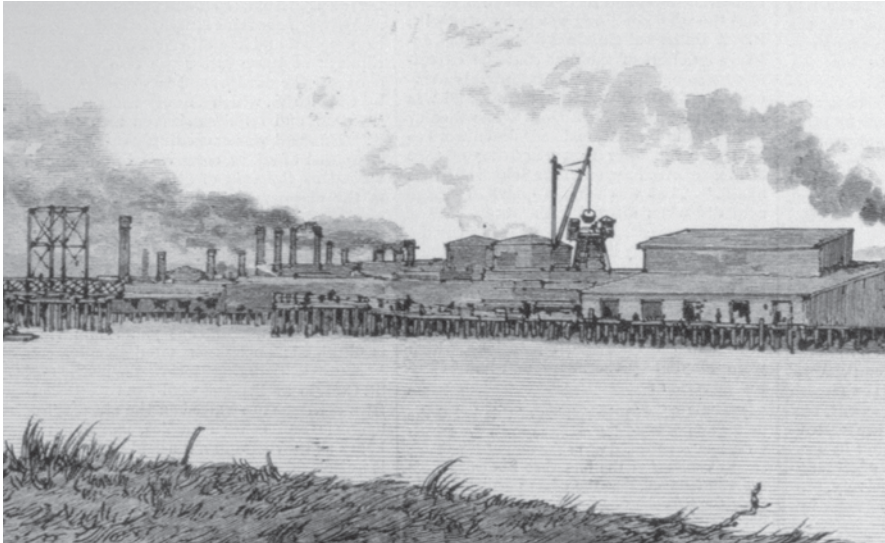
Later the State can provide funds for more stakeholder input on development priorities. That includes money for the community to identify sites that, if developed, could spur community-wide redevelopment. By bringing resources to the redevelopment of these catalyst sites, the program helps communities develop broader strategies to address barriers to redevelopment.

THE NEWTOWN CREEK BOA

In 2008, Greenpoint Manufacturing & Design Center (GMDC), Riverkeeper, and the Newtown Creek Alliance kickstarted a **Brownfield Opportunity Area** for the Newtown Creek Industrial District.

The Newtown Creek Industrial District is a historically important home to industry. Business is the heart of the Newtown Creek Industrial District, from artisanal small businesses to professional, medium sized shops to large operations, like Fresh Direct and many of the food distributors sourcing New York City. The business owners and industrial operations of Newtown Creek's past should also be the foundation of its future. Today's manufacturers make better, cleaner neighbors than in the days of copper smelting. Contamination of the land and water continue to pose a challenge to site owners, as does the pressure of rezonings, encroaching development, and increasing costs.

AN INDUSTRIAL HERITAGE ON NEWTOWN CREEK



1850-1870

Cradle of Modern Industry

In 1850 the Blissville drawbridge (at today's Greenpoint Avenue) opens. The neighborhood bustles with shipbuilders, printers, potters, glassworks and foundries. In 1854 the first kerosene refinery in the US opens on the Creek. Railroad tracks are first laid on the Queens side of the Creek six years later. The first modern oil refinery in the US opens on the Creek in 1867.

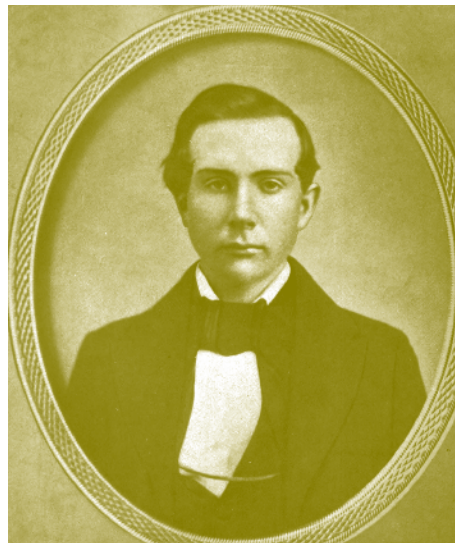
← **Industry on Newtown Creek, 1881.**

1870-1920

Industrial Revolution

By 1900 both sides of the Creek are lined with shipyards, foundries, industrial food processors, fabric and paper mills, and over 100 oil refineries. John D. Rockefeller opens what will become Standard Oil on the Creek in 1870. Pre-regulatory industry spewed over 30,000 gallons of effluent into the Creek each week.

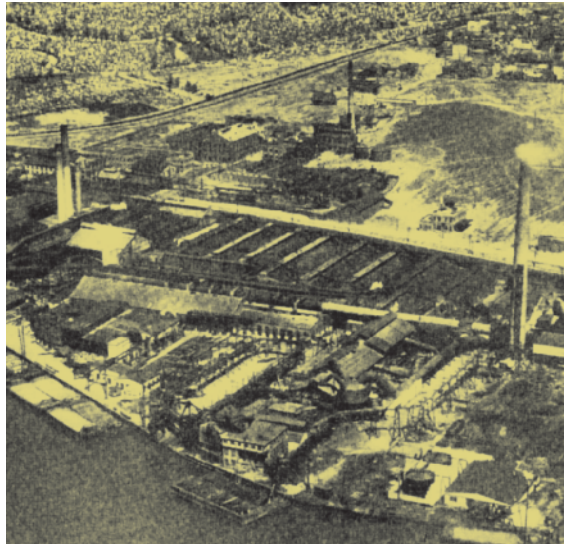
John D. Rockefeller, age 18 →



1920-1960 A Global Hub

A major shipping hub, Newtown Creek's banks are widened, deepened, and bulkheaded to accommodate large marine traffic. In 1950, an explosion of a reinforced concrete sewer reveals a massive underground oil spill in Greenpoint. In 1954 the Pulaski Bridge opens.

At its peak, the Laurel Hill Works spans 36 acres and employs over 1,200 men →



1960-90

Environmental Awareness

The Newtown Creek Waste Pollution Control Plant is constructed. **The EPA ends the practice of dumping industrial waste in the creek, but the still waters of the Creek may never be clean.** In 1978, a plume of oil observed by the Coast Guard reveals the full scale of the Standard Oil Spill: up to 30 million gallons of oil.

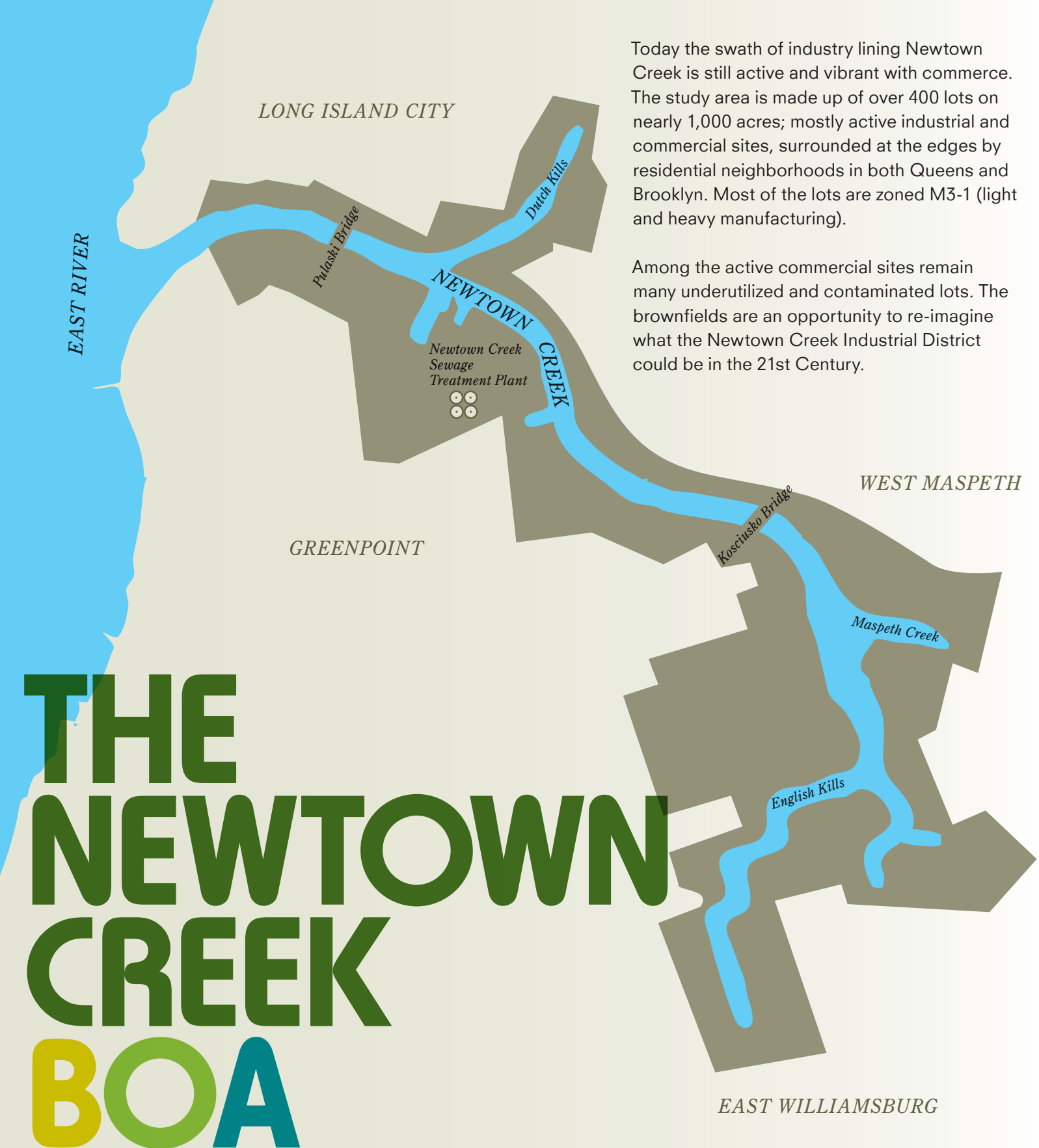


1990-2010

Transition to New Industry

In 1990, the Maspeth Holders, two enormous pre-war gas tanks are destroyed. In 1992, the Newtown Creek is named a Significant Maritime Industrial Area (SMIA). The New York Attorney General files suit against BP, ExxonMobil, Chevron, Keyspan, and Phelps Dodge for polluting. In 2010, Newtown Creek, the body of water, is declared a Superfund site.

← GMDC, a nonprofit founded to preserve urban industry, purchases the Chelsea Fiber Mills site, restoring it for use by more than 70 industrial and artisanal businesses.



LONG ISLAND CITY

Today the swath of industry lining Newtown Creek is still active and vibrant with commerce. The study area is made up of over 400 lots on nearly 1,000 acres; mostly active industrial and commercial sites, surrounded at the edges by residential neighborhoods in both Queens and Brooklyn. Most of the lots are zoned M3-1 (light and heavy manufacturing).

Among the active commercial sites remain many underutilized and contaminated lots. The brownfields are an opportunity to re-imagine what the Newtown Creek Industrial District could be in the 21st Century.

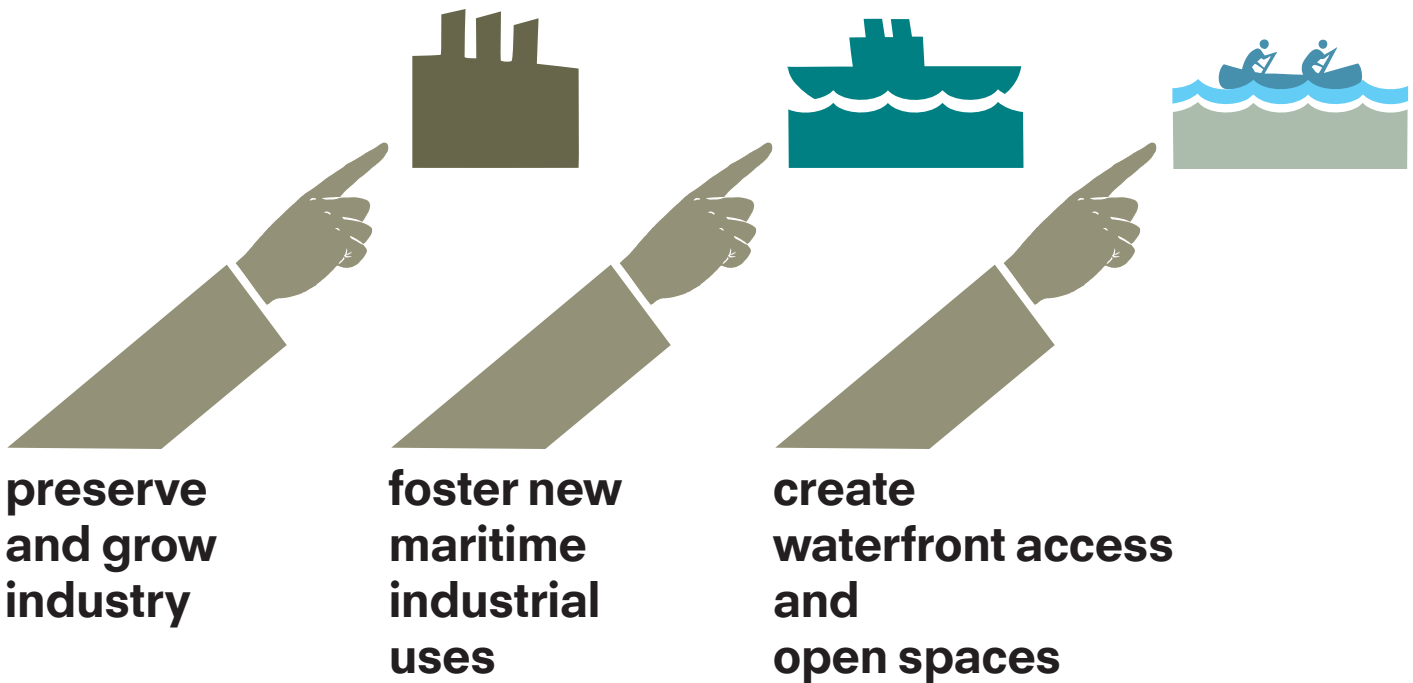
WEST MASPETH

GREENPOINT

THE NEWTOWN CREEK BOA

EAST WILLIAMSBURG

Our goal is to take a 21st Century approach to maritime industrial area redevelopment



THE NEWTOWN CREEK BOA PARTNERS

The Greenpoint Manufacturing & Design Center (GMDC), a nonprofit developer of industrial properties, rehabilitates and manages manufacturing buildings for occupancy by small manufacturers, artisans, and artists.
www.gmdconline.org

Riverkeeper is an organization that works to protect the ecological integrity of the Hudson River and its tributaries, and to safeguard the drinking water supply of New York City and the lower Hudson Valley.
www.riverkeeper.org

The Newtown Creek Alliance is a community organization dedicated to revitalizing, restoring, and revealing Newtown Creek through education and advocacy.
www.newtowncreekalliance.org

BOA is a planning program – it creates a large scale strategy for brownfield redevelopment. Your participation in the Newtown Creek BOA can help:

Ensure a place for industry in NYC

Newtown Creek's history as an industrial waterway is an important part New York City's story. Many people don't realize the diversity of industries thriving along the Creek. Business involvement in the planning process will guarantee that the Newtown Creek BOA plan works with maritime industry, as well as those interested in recreational uses.

Remove obstacles to redevelopment

What are the obstacles to brownfield redevelopment around Newtown Creek? Regulatory red tape? Skittish banks? No one knows better than business-owners, land-owners, and residents what stands in the way of getting sites back into productive use.

Bring funding and other resources to brownfield sites in the Newtown Creek Industrial District

Participation in a coordinated effort can also help people find resources to improve the property they own in the area. Sites in BOA study areas qualify for increased funding levels under state and city brownfield investigation and redevelopment programs. Remediation tax-credits and grants for site investigation and cleanup are available to participants in a BOA.

WE NEED REALISTIC COMMUNITY INPUT

Over the next several months, look for:

- a public meeting where you can find out more and share your thoughts**
- interviews and outreach to stakeholders in the study area**
- a public design charrette to get your input on important issues, opportunities, and catalyst sites**
- a public plan identifying challenges, opportunities, and potential sites**

www.newtowncreekboa.org

